

IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM CATEGORY 10 FORM (2024)

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 10 – Social Media

a. Social Media Information/Statistics

Social Media Type	current # of followers	% of growth from previous year
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

b. Explain the purpose and goals of this targeted campaign.

c. Give an overview of your targeted campaign.

Please include: platforms used, target audience, and measurable outcomes.