

Bournemouth Business Awards

Individual Excellence Award Social Media Influencer

OVERVIEW

Nominees for the Social Media Influencer category at the Best Buisness Awards are evaluated on creativity and innovation, impact and influence, professionalism and collaboration, diversity and inclusivity, quality of content, commitment to social responsibility, and educational value. These criteria ensure that the award recognizes influencers who excel in originality, engage a substantial audience, maintain professional and ethical standards, promote diversity, produce high-quality content, advocate for positive change, and offer valuable insights to their followers. This comprehensive evaluation highlights influencers who set trends, drive conversations, and contribute meaningfully to the social media landscape.

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ELIGIBILITY

1. Active Social Media Presence

- Nominees must have an active and influential presence on one or more social media platforms.
- Demonstrates consistent content creation and audience engagement.

QUALITATIVE CRITERIA

Qualitative Criteria for Social Media Influencer:

1. Content Strategy and Creativity

- Demonstrates a unique and creative approach to content creation.
- Uses storytelling and visual elements effectively to engage and captivate followers.

2. Audience Engagement..

METRICS

Metrics Criteria	Current Year	Previous Year
Metrics for Social Media Influencers:		
1. Audience Reach and Growth		
◦ Follower Count: Total number of followers across all ..		

JUDGING CRITERIA

Judging Criteria for Social Media Influencer:

1. Content Quality (25%)

- **Creativity:** Originality and creativity in content creation.
- **Engagement:** Level of audience engagement including likes, comments, shares, and interactions.

2. Audience Reach (20%)

- **Follower Growth:** Growth in the number of followers or subscribers across social media platforms.
- **Demographic Diversity:** Ability to engage a diverse audience across different demographics and geographies.

3. Impact and Influence (20%)

- **Brand Partnerships:** Collaborations and partnerships with brands and organisations.
- **Influential Metrics:** Measurement of influence metrics such ..



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