

Categories & Descriptions

I. MOSTLY SERIOUS

1. Best Recruitment Initiative – To be the best, you have to hire the best. How did you use social media do it and what were the results?
2. Best ROI – Wait.... ROI? Social media? Are we sure these things go together?? Lay out your outstanding return on investment for a social media initiative, and show the rest of us how it's done! (Note, this is a **"P2P category"**, where you will have 60 seconds to argue your case on stage before the live voting begins.)
3. Best Contest – Whether you hosted a dance-a-thon, hula hoop weekend, or other kind of contest on social media, your customers and followers loved it. What was the contest, and briefly, why do you think it worked so well? This is another **P2P category**.
4. Best Call-to-Action Message – Move over, "Learn More"...NEFMA members know how to punch up a CTA! On social/digital platforms, you've gotten people to click. What magic words did you use?
5. Best Crisis Management – Ahhh, Mr. Yelp Reviewer, how did you know it was supposed to be my day off? So, you were thrown a curveball on social media...and you handled it brilliantly. What happened and what did you do that was so awesome?

II. KINDA SERIOUS

6. Best Boosted Post – Boosting on Facebook? Is that in or out? Clearly for you it's in, because you rocked this one! What was your boosted post and what made it so special?
7. Best Outside-the-Box Marketing Idea – You've unlocked the key to social media marketing and created something extraordinary: driving awareness, engagement, revenue, world peace, the whole enchilada...with something truly out of left field. What was it and how did it work so well? **(P2P category)**
8. Best Use of Social Media Polling – You put out a call, and your followers answered! What did you need their help with and how did it work out?
9. Most Viral Tweet – Your FI puts out a tweet, and the RTs light up the night sky! What was the stellar tweet and what was its reach?
10. Most Creative Email Subject Line – Um, Constant Contact is on Line 1, wondering if you might help them understand how you achieved the most insane open rate they've ever seen. Tell us the subject line, and what percentage opened it.
11. Best Customer Review Posted to Social – We're putting "best" in quotation marks, people.... Take this at face value and share a social media review that's gushing, effusive, and brings a tear to the eye. Or go the other way. Up to you.
12. Best Social Media Video – You donned your beret, your folding director's chair, and made the best film social media viewers have ever seen. Share it with us and tell us what made it the best.
13. Best Brand or Employee Ambassador – Your financial institution has someone, or something, that captures its very essence on social media. Who or what is it and why did it work so well? **(P2P category)**

III. SERIOUSLY??

14. Best Hashtag – There's great hashtags, and then there's GREAT HASHTAGS. Share your best hashtag & tell us why it was the best. **(P2P category)**
15. Best Location Page – C'mon, people, location pages are website pages too! You showed yours some love, and it definitely stands out from the crowd. Show us what you've got.

16. Best Example of Lenders Using Social – Enough said. We're expecting some doozies here. We'll mask names, companies and sensitive info to protect the innocent...and the guilty.
17. Best Long-tail Search Term (SEO) – You're the optimal optimizer, getting website pages to rank for even the most obscure search terms. How far down the tail did you go and what did it do for you? **(P2P category)**
18. Best Use of a Kitten, Puppy or Other Cute Animal – The ultimate award of the evening. You take home the grandest of prizes for your incorporation of a cute, cuddly animal in your FI's social media marketing. We all bow to you.