

Best Use of Social Media

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Originality

Max 2140 Characters

How your social media showed fresh, creative or distinctive thinking.

Think about: What made your approach stand out from other campaigns or content?

- Creative concepts, storytelling or formats
- Unique approaches to audience engagement

4



Social Impact

Max 2140 Characters

How your campaign engaged audiences and expanded reach.

- Audience engagement or community growth
- User-generated content or audience participation

2



Campaign & Project Strategy

Max 2140 Characters

Think about: What challenge were you trying to solve, and how did your strategy respond to it?

How your social media activity delivered measurable business results.

- Goals, audience targeting or planning
- How the strategy was delivered across platforms

5



Technical Innovation

Max 2140 Characters

How you used smart tools, features or technology to enhance campaign performance.

- Automation, booking tools or geo-targeting
- Innovative platform features or integrations

3



Business Impact

Max 2140 Characters

How your social media activity delivered business results.

Think about: What evidence shows the campaign was successful?

- Revenue, bookings or lead generation
- Brand awareness, reach or conversions

6



Market Response

Max 2140 Characters

How your campaign was received by your audience and the wider market.

- Audience response or feedback
- Long-term impact, recognition or retention

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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