

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Technological Services – Best Use of Social Media

EDITORIAL EXCELLENCE – 1-5 points for each item, maximum 20 points

1. The writing is clear, understandable and grammatically correct for use in social media.
2. The content is appropriate and attention-getting for the intended audience?
3. The information is timely, interesting and informative.
4. Pictures, graphics are appropriate and suitable for the intended social media audience.

IMPACT/USAGE – 1-5 points for each item, maximum 15 points

1. To what degree was the entry innovative/unique?
2. The social media used supports campaign objectives, events or overall communication tactics for organization.
3. Evaluate effectiveness of the use of the social media in terms of citizen engagement, followers, hits, etc.

OVERALL IMPRESSIONS AND RESULTS – 1-5 points for each item, maximum 5 points

1. Your overall impression of the use of the way the organization used social media.