



# AWARDS

## DIGITAL ENGAGEMENT AWARD

This award recognises a sports department or institution who have been innovative in their use of digital channels to increase engagement with their audience. Big or small, the award will reflect a campaign, product or initiative which improves the Universities and Colleges Sport experience.

### CRITERIA

Nominations must:

- Be from the period of 1 May 2024 to 30 April 2025

CONSIDERATION WILL BE GIVEN TO THOSE WHO CAN EVIDENCE THE FOLLOWING:

- Level of engagement or growth achieved with the target audience (25%)
- Quality of the content or product (25%)
- The positive effects on student / higher education sport (50%)

Please provide clear evidence of:

- Strategy and objectives
- Execution of the campaign
- Results and impact

### QUESTIONS

Questions we will ask you in the nomination form (2500 characters maximum per question):

- Please tell us about up to three key initiatives that you delivered digitally this year.
- What impact did they have on students and/or the wider community?

### WHO CAN NOMINATE?

Institutions only, one per institute