LSPA SOCIAL MEDIA CONTEST CATEGORIES

Be sure to let us know which entries you wish to be considered for which categories below (limit TWO entries per category)

**Single Post:** Single post entries must demonstrate meaningful audience engagement and include analytics data showing interaction metrics. Posts should communicate clearly and effectively with their intended audience through compelling content, appropriate tone, and strategic use of platform features. Submissions must include engagement data (likes, comments, shares, views, etc.) and can be submitted as screenshots with analytics visible or as URL links in a compiled PDF format.

# Social Video: Video content should be audience-appropriate, professionally edited, and clearly communicate its intended message or story. Videos must be optimized for social media consumption with strong opening moments, engaging visuals, and effective pacing. Maximum length is 1 minute. Video posts can be submitted as URL links compiled in PDF format.

# Page/Channel Organization: Overall account strategy, visual consistency, and user experience across the entire social media presence. Strong social media demonstrates strategic content planning, cohesive branding, effective bio/profile optimization, and intuitive navigation. Judges will evaluate the account's ability to serve its community and maintain professional standards while engaging authentically with followers.

**Please refer to the above category descriptions so that you’ll know how the LSPA defines categories and the elements judges will use to determine winning submissions. Remember to let us know which TWO entries you would like considered for each category.**

**Questions? Contact Kyrin Lewis at** **lspamanship@lsu.edu**.