



NF Award for Excellence in Social Media 2025 – Shortlist

Winner: Team Sweden

NF Sweden - YJWCH TikTok Trends

During the Youth Junior World Championships, NF Sweden focused on [reaching a younger audience on TikTok](#) by using trending dances, sounds, and formats. The strategy was to be present in the moment, show personality, and post at the right time - often immediately as events happened.



"By using popular dances, sounds, and reactive formats, we created content that felt native to the platform and relatable to Gen Z. Posting in real time during key moments of the Junior World Championship helped us stay relevant and emotionally in sync with our audience. Being agile and present allowed us to tap into excitement as it happened, increasing engagement."

NF Switzerland - [Hit or Fail](#): The Swiss biathlon team on the way to the home World Championships



“ The first-ever home World Cup (december 2023) and the first-ever home World Championships (February 2025) - both held in Lenzerheide - were landmark events for Swiss biathlon. With the four-part short documentary, we aimed to connect both events and provide insights into the Swiss team. The goal of our social media strategy is to create a sense of closeness with the athletes (and other team members). In addition, the documentary served as a kind of countdown leading up to the World Championships and helped draw attention to the major event. The focus was deliberately placed on young athletes who still have long World Cup careers ahead of them. “

NF Czechia - Silver Surprise

[Czechia's silver medal](#) in the Mixed Relay at the World Championships was a surprise for everyone, including the team and the federation - but the content team reacted and adapted quickly, stretching the celebrations way beyond the day of the medal victory.



We tried to follow a few guidelines:

- 1) Be the first publish
- 2) Don't copy but expand on Czech Television's broadcast
- 3) Our tone of voice - We see the Czech biathlon as a funny and friendly guy. We're not afraid of humor, which worked even better now.
- 4) Team first - We showed the joy of the whole staff
- 5) Integrate partners naturally into communication