

## **IBU Award for Social Media Excellence**

### **What is this?**

An annual award for the Biathlon Family members including the National Federations and athletes who are creating and publishing excellent content on their social media channels exemplifying how excellent content creates wider reach for our sports.

### **Why the Award?**

To promote investment of time, resources and creativity by IBU stakeholders in digital content to reach the IBU Objectives 2030 connected to growing the global fanbase/income:

*Ensure that the interest in and commercial value of biathlon grow – double the income for the IBU*

- Triple the global fanbase.
- Increase the global fanbase for broadcasting (linear/non-linear) by 25%.
- Optimise number of spectators on site at the IBU event series.
- Enable the National Federations to significantly increase their level of funding from sources other than the IBU, while doubling the absolute level of support

### **Who should participate?**

Many IBU Member Federations and athletes are already doing excellent work to serve their social media audience with relevant content. These Awards enable IBU to share their success and know-how with the rest of the Biathlon Family to inspire and encourage greater efforts in a field that is ever more important for widening biathlon's global reach.

### **What do winners receive?**

Winners are awarded either at the Loop One Festival or the Congress annually. They will receive a trophy, praise and glory, as well as a money prize to support their future digital campaigns in the following two categories:

1. IBU Athlete: € 5'000
2. IBU National Federations: €10'000

### **Award Rules**

This award is focused on highlighting social media posts or campaigns which are in principle replicable by other members of the biathlon family and follow a defined content strategy to deliver relevant content for the respective audience.

Each Full National Federation Member and IBU World Cup, IBU Cup and Junior Cup athlete from the current season is eligible to apply with one post/campaign. The athletes' application can also be handed in by their National Federations.

To be eligible, the post/campaign must contribute to the overall digital objectives of Increasing the reach of biathlon and fulfill certain defined criteria (see below).

- The application period will run from 1 April until 30 June 2026.
- The 2026 awards will be presented at the IBU Congress in Berchtesgaden in September 2026.
- The application will be submitted digitally including:
  - Post/Campaign (please submit max. 5 pieces of content of a campaign) and description
  - Digital analytics data including reach and engagements
  - Description of wider campaign setup and analytics
  - Short explanation of content strategy connected to the respective post
  - Suggested use for the prize money should the applicant win the Award

#### **Award Jury**

- The Award winners will be decided by a jury consisting of two independent experts and two IBU representatives.

#### **Award Criteria**

The submitted Actions will be evaluated based on five criteria, each carrying equal weight:

1. Creativity 40%
2. Digital Analytics data (compared to average NF/athlete reach) 30%
3. Resource efficiency 20%
4. Proposed use of award prize money 10%