



Edition 2023/2024

## 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*

- Increase the global fanbase by three.
- Increase the global fanbase for broadcasting (linear/non-linear) by 25%
- Optimise the number of spectators on site at each IBU event
- 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 will be presented on the IBU's Social Media Platforms and showcased at the Congress respectively the Presidents' Meeting 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 are aligned with an overall content planning or content strategy to reach and engage existing audiences of the NF or the athlete.

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.

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 31 May 2024.
- The post/campaign must have a publishing date between 01 November 2023 and 31 March 2024.
- The winning content will be published on IBU's Social Media Accounts and showcased at the annual Congress respectively Presidents' Meeting.
- The application will be submitted digitally including:
  - o Post/Campaign and description
  - o Digital analytics data including reach and engagements
  - o Description of the nominees' Social Media Setup and Social Media Analytics.
  - o Short explanation of content strategy connected to the respective post – this can be wider content strategy or just strategic approach for the submitted post.
  - o Suggested use for the prize money should the applicant win the Award.

By submitting a post and campaign, the nominee agrees to IBU republishing the content as winner of the IBU Award for Social Media Excellence if the post/campaign is chosen as such.

### **Award Jury**

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

### **Award Criteria**

The submitted entries will be evaluated based on five criteria:

1. Creativity
2. Digital Analytics data (compared to average NF/athlete reach)
3. Replicability + Resource Efficiency
4. Proposed use of award prize money