



# Concept Note

2020

# BACKGROUND

The role of Social Media in 2020 has been extremely diverse. Supporting community-building, raising awareness about Covid-19, donation campaigns, showcasing talent, up-skilling from online courses, business innovation or even online brand building are just a few ways we remained connected amid a global pandemic.

Tapping into the social media synergy, 2020 saw a huge change in the way we create or use our online presence to bring about change. It is the most promising tool for development and empowerment in recent years to promote vision, purpose, and activities; spread news; build support; attract volunteers and donors; and engage with interested segments of the population.

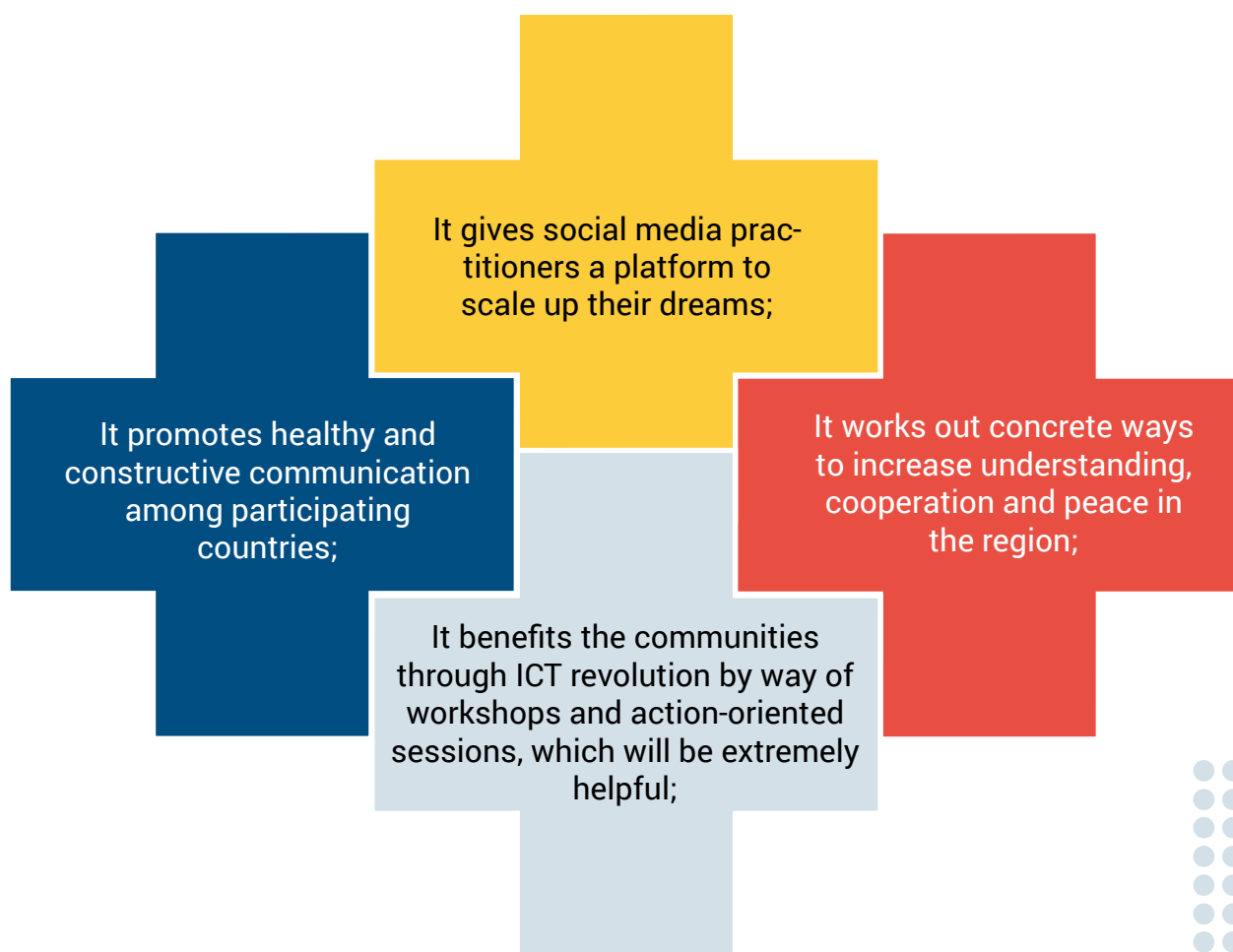
Social Media for Empowerment (SM4E) is a platform that identifies, recognises and honours initiatives that leverage the power of social media to bring about a change. The project also facilitates workshops in tier-II and tier-III cities to strengthen civil society organisations, community-based organisations, bureaucrats, youth, academicians and entrepreneurs in their effective use of social media.

Social media aficionados, who are enthusiastic to gain insight from social media experts, and willing to share their own ideas and practices, are invited to attend the Awards. The Social Media for Empowerment Awards (SM4E) provides all the participants and attendees with an opportunity to connect and become a part of social media experts network to gain a greater understanding of social and digital media usage as well as share their own best practices, campaigns and experiences.

**This year, rising to the challenge of the Covid-19 healthcare crisis, the 7th edition of the SM4E Awards will be held Online.**

We encourage government stakeholders, young journalists, activists, professionals, entrepreneurs, civil society, private stakeholders, social media network providers, social media stakeholders, students, experts, and individuals to participate.

# THE PROGRAMME IS UNIQUE BECAUSE



# OBJECTIVES OF THE PROGRAMME

- To synergise efforts and dialogues on social media to use it as an efficient tool for real work and inspire others to utilise it in bringing positive change.
- To make a vast pool of talent of social media evangelists to share and feed knowledge so that decision-making can be improved.
- To recognise, honour and encourage best social media practices in South Asia.
- To organise workshops to impart knowledge on social media tools in order to empower communities.
- To create a regional network of social media experts to facilitate the use of social media among participating countries and create regional cooperation, collaboration and network.
- To demonstrate best social media initiatives, practices and success stories from eight South Asian countries.
- To provide attendees with a wider forum for strategic alliances, partnership building and structured network opportunities.
- To build a tribe of followers through social media that grows organically and contributes to overall development of the region.
- To create effective community network that shares authentic information on social changes and developmental activities through social media.
- To provide a platform to the existing as well as upcoming social media initiatives for scaling-up.

# AWARD CATEGORIES

## 1. Innovation@Covid-19



A new category introduced for the year 2020, it recognises and rewards initiatives helping communities cope with the global pandemic. Any solution-based program/initiative working towards easing issues born out of or during the pandemic may apply under this category.

## 3. Citizen Media & Journalism



This category acknowledge initiatives by open media enthusiasts who use social media platforms as a channel to broadcast their views, real-time stories and pictures for those who are voiceless and may not have any mainstream media platform.

## 5. Communication, Advocacy & Development Activism



This category recognise effort and initiatives that use social media mechanism and platforms as a tool for advocacy, building opinions and converting them into development activism. Initiatives taken to improve online safety and security associated with using social media will be nominated under this category.

## 2. Blogging, Vlogging & Storytelling



This category recognise initiatives which use blogs, vlogs and/or storytelling to successfully and effectively put across views and right messages to the desired audience.

## 4. Community Mobilisation



This category recognise group or community efforts and initiatives that use various platforms of social media effectively for social and developmental purposes.

## 6. Social Commerce, Crowdsourcing and Crowd Funding



This category recognise initiatives and efforts that turned to crowdsourcing, crowdfunding or crowd economy to turn their ideas into reality. This also recognise projects/organisations using social media to attract a global audience for their socio-commercial products.

## 7. Inclusion



This category acknowledge social media practices that are inclusive and vocal about issues related to diversifying gender (women empowerment), LGBTQIA, differently-abled, inclusive of religion, caste, race and ethnicity.

# TIMELINE

Nominations open

**August  
10**

Nominations Close

**October 5**

Grand Jury

**November**

Online Awards Gala

**December**

# AWARDS ELIGIBILITY CRITERIA

Any individual, NGO/NPO, corporates, students, teachers, farmers, startups, government organisations, mobile app developers, academicians, scholars, entrepreneurs, marketing experts who use social media as a platform can apply.

The social media presence of the initiative should be minimum six months old at the time of applying. Exceptions only for those initiatives applying under Innovation@Covid-19 category.

Nominations are welcome from the following South Asian countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

There is no limitation regarding the platforms, cost or channels the projects work with.

Entries should focus on execution and impact rather than level of reach and engagement.

Award nominations from past year winners for the same project will not be considered.

# GENERAL GUIDELINES

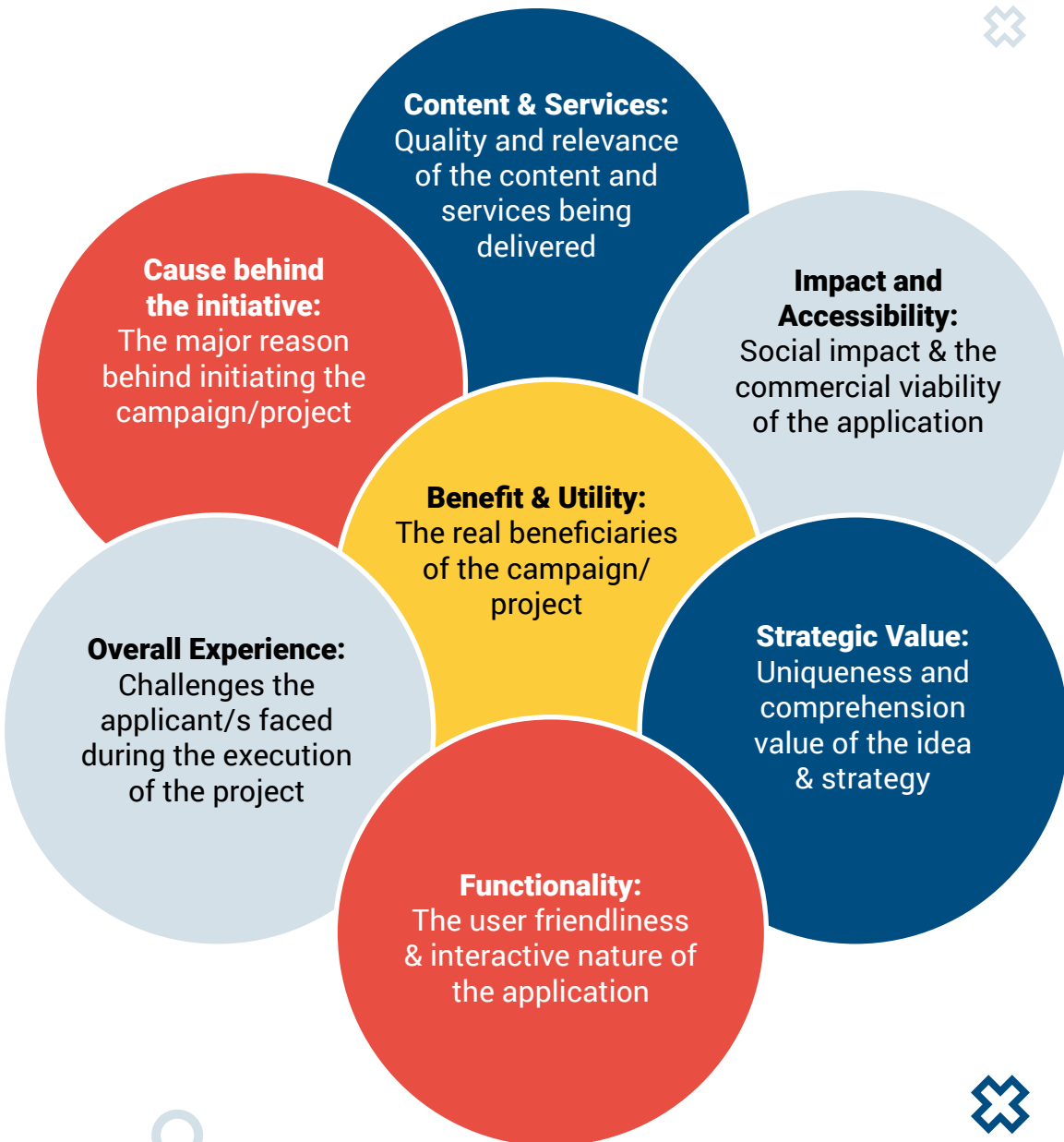
- There are no charges applicable for nominating any project in Social Media for Empowerment Awards.
- There are no limitations on the number of submissions from any organisation i.e. one can submit more than one nomination for different projects from the same organisation.
- Any partner to the Social Media for Empowerment Awards is eligible to apply for the nomination process for their project or projects, since Jury is a completely independent process.
- Any false or misleading information submitted about the project will immediately lead to permanent disqualification of the nominee.
- There is no limitation regarding the platforms, cost or channels the projects work with.
- One project shall only be submitted for one category.
- The same project can be applied again if it is not a winning entry of past year/s.
- Irrespective of the product/project language, all producer and project information must be in English.
- Applicant shall receive an acknowledgement mail on their email address after submitting the nomination form successfully.
- Any applicant may edit/modify the details in the nomination form till the last date of accepting the nomination form using their credentials. (if we're taking nominations via Google form, it will not happen).
- The fields marked mandatory in nomination forms are necessary to fill by the nominee.





# EVALUATION CRITERIA

Nomination forms must be filled out entirely. Judging will be scored on:



# OPPORTUNITIES

@SOCIAL MEDIA FOR EMPOWERMENT AWARDS

## **PARTICIPATION**

A networking platform to promote and campaign best social media innovations through Social Media for Empowerment Awards fraternity.

## **NOMINATION**

Most innovative best practices from South Asian countries to be recognised from esteemed jury who are looking to explore business and networking opportunities.

## **SPONSOR**

Promotion of your brand, especially addressing specific needs of the emerging markets in South Asian countries.

## **PARTNER**

Talk about association of Social Media for Empowerment Awards with your brand to identify and explore the most innovative social media innovations.

## **DIGITAL SHOWCASE**

Get an opportunity to speak about your social media initiative from the perspective of empowerment and development.

# SM4E PAST WINNERS




# LOOKING BACK AT SM4E 2019



3rd Floor, 44 Kalu Sarai,  
Next to Naraina Academy,  
Near IIT Flyover,  
New, Delhi – 110016, India

 Satya Prakash (9278089024)  
Shreya Sehgal (9810032499)

 [sm4e@defindia.org](mailto:sm4e@defindia.org)  
[shreya.sehgal@defindia.org](mailto:shreya.sehgal@defindia.org)

 [www.sm4e.org](http://www.sm4e.org)

