



SHORTY SOCIAL GOOD AWARDS

CALL FOR ENTRIES

REGULAR DEADLINE: AUGUST 31, 2016

ABOUT THE COMPETITION

About

The creators of the The Shorty Awards present the **Shorty Social Good Awards** - a new awards program to honor the social good initiatives brands, agencies & nonprofits are taking on to make our world a better place.

These awards honor groundbreaking corporate social responsibility and sustainability projects that organizational and marketing teams have worked so hard to realize. While the Shorty Awards have long-honored the best of social media, this competition includes efforts made by organizations to improve sustainability and diversity internally, foster globally minded business partnerships and increase employee community and civic engagement.

Previous Shorty Award entrants include:

Visit shortyawards.com for a full list of past winners, honorees & finalists.



CONTACT

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Marketing and Partnerships Director
Shorty Social Good Awards
rob@shortyawards.com | 212.655.9821



Entry Process

All entries are judged on creativity, originality, effectiveness and impact. Entry forms are completed online and could be edited up until the late entry deadline, regardless of when they are initially submitted.

Eligibility

To be eligible, the work entered must have been at least partially live between January 1st, 2015 and August 31st, 2016. Unless otherwise noted in the category description, spec work and incomplete work are not eligible.

Deadlines & Fees

All deadlines are at 11:59 PM ET on the dates listed below.†

Early Entry	June 16, 2016 to July 14, 2016	\$299*
Regular Entry	July 15, 2016 to August 31, 2016	\$399*
Late Entry	<i>Dates TBD</i>	\$599*

**For Nonprofit pricing, deduct \$100 from each period's entry fee.*

†Deadlines subject to change

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By Industry

Auto
Business to Business
Consumer Brand
Energy
Entertainment
Fashion, Beauty and Luxury
Financial Services
Food & Beverage
Government and Politics
Health and Fitness
Hospitality and Travel
Live Events
News & Media
NGO
Retail and E-Commerce
Sports
Technology
Television

By Cause

Animal & Wildlife
Civic Engagement
Developing Nations
Environment
& Sustainability
Education
Emergency Relief
Poverty & Hunger
Public Health
Social Justice

By Campaign

Integrated
Mobile
Multi-Platform
On a Shoestring
Pro Bono

By Overall Presence

Blog Presence
Facebook Presence
Instagram Presence
Twitter Presence
YouTube Presence

Content & Strategy

Contest or Promotion
Hashtag
Live Streaming
Public Service Announcement
Real Time Response
Video

Partnerships

B2B Partnership
Business-NGO Partnership
Corporate-Community
Partnership
Influencer & Celebrity
Partnership

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The Real Time Academy



The finalists, honorees and winners of the Shorty Social Good Awards are selected by members of the of the Real Time Academy, comprised of leaders in technology, journalism, business and culture.

Members include:

To see a full list and learn more about the academy, visit rtacademy.org



Kathryn Finney
Founder & Managing Director, digitalundivided



Heather C. McGhee
President Demos



Kimberly Bryant
Founder & CEO Black Girls Code



Calvin Stowell
Chief Growth Officer Do Something



Chris Thomas
Chief Innovation Officer, Sierra Club



Tressie McMillan Cottom
Assistant Professor of Sociology, VCU



Janet Mock
Author, Activist, TV Host



Luanne Calvert
VP & CMO, Virgin America



Maryam Al-Khawaja
Co-Director, GC4HR



Beth Comstock
Vice Chair, GE



Chris Brandt
CMO, Taco Bell



Sarah Hofstetter
CEO, 360i



Jonathan Mildenhall
CMO, Airbnb



Morgan Flatley
CMO, Gatorade and Propel



Marc Mathieu
CMO, Samsung

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