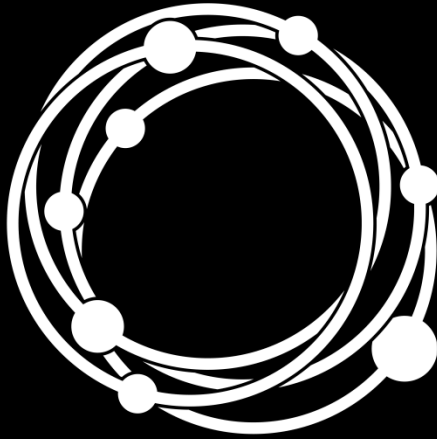


SASMA

AWARDS
RULE BOOK 2021



SASMA

South African Social Media Awards

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INTRODUCTION

The South African Social Media Awards, for influencer personalities and brands. The biggest accolade for South African Social Media Guru's!

The South African Social Media Awards recognizes the best campaigns and individual influencers, using the multiple digital tools available on social media.

The awards are open to anyone using or working with social media for content creation.

The inaugural South African Social Media Awards nominations will open for entry on the 30th of June 2021 and will close on the 28th of July 2021. The nomination process is available on the awards website and on the official South African Social Media Awards social media platforms.

WHEN AND WHERE

The Awards Ceremony will be recorded on the 27th of November 2021 and broadcast on the 14th of December 2021, on the SASMA's social media platforms at 8:00 pm.

KEY AWARDS DATES

28 July 2020 to 28 July 2021 (1 year)

Entry Eligibility Period

30 June - 28 July 2021 (4 weeks)

Entries

29 July - 12 August 2021 (2 weeks)

Entries Vetting

13 August - 12 September 2021 (4 weeks)

Judging of entries

7 October 2021

Nominee Announcement

7 October - 4 November 2021 (4 weeks)

Nominees Public Votes

27 November 2021

Awards Ceremony

14 December 2021

Awards Ceremony Broadcast on digital platforms

NOMINATION PROCESS

Nominations are to be submitted in accordance with the published South African Social Media Awards rules.

Nominations received are vetted for compliance with the aforementioned rules, and to ensure that the nominations were submitted in the correct category. The purpose of this process, known as vetting, is to ensure that each nomination is eligible and not at risk of disqualification. The vetting committee of the South African Social Media Awards performs this function.

Nominations submitted into incorrect categories are recommended for placement in the appropriate or more appropriate categories during vetting, in consultation with the entrant / nominated influencer / agency. Nominations that do not comply with the submission requirements will be disqualified.

A panel of judges, adjudicate all the entry submissions per category, for the final awards the judge's votes will contribute 50% towards the final score, and the public voting contribute the other 50% of the overall final winner's scores. The panel of judges, are reviewed annually, and they are selected to participate for their expertise within the industry.

All qualifying entries are forwarded to the judges who adjudicate according to defined guidelines, applying the assessment criteria for each category. In the interest of uniformity, judges are required to return results on "prescribed judging forms". Results are then collated into audit-able sets.

An independent firm of auditors calculates the results on which the list of nominees is based and certifies that such results have been arrived in accordance with all relevant rules.

Nominees are announced to the public and media and the public will be able to vote for their favourite nominee over four weeks. Finally, the winners are awarded at the Awards Ceremony recording and the recording is broadcast on the SASMAs social media platforms.

HOW TO SUBMIT NOMINATIONS

Entry forms must be completed in full, and can be found on the South African Social Media Awards website.

1. Only content that has been posted within the entry eligibility period as stated above is eligible for entry.
2. All entries requirements need to be submitted prior to the entries closing date and sent to info@sasma.co.za
3. Two (2) high-resolution images of influencer and one 300dpi logo of the brand logo and/or good quality video clip of influencer introducing who they are (video to not exceed 2.5mins)
4. All submissions close on the 28th July 2021.
5. Any entries submitted without correct information will be disqualified and will not go through to the judging phase.
6. Nominating agencies/individuals are liable for the technical quality of all submitted material.

SASMA

NOMINATIONS

1. Nominations made before the deadline may be modified by the entrant until 5:00 pm on the 28th of July 2021.
2. Only South Africa influencers and brand campaigns / content will be considered for entry.
3. All content submitted for the inaugural South African Social Media Awards must have been posted across social media platforms during the period 28th July 2020 to 28th July 2021 (“the entry eligibility period”).
4. Content and individuals previously entered in any other national competition are eligible.
5. Eligibility is based on content published release date. Participants may not alter any content to qualify them into the SAMSA’s, this is inclusive of paid partnership/s.
6. Correct nomination information is the responsibility of the submitting agency/individual. The SASMA’s is not liable for incorrect ballot listings that are the result of incorrect information on the nomination forms.
7. If an entry is made in the wrong category and the error is not discovered until it goes to the voters on the nomination ballot, it will be disqualified. If the SASMA’s makes an error that leads to incorrect categorisation on the nomination ballot, a correction will be issued.
8. Non-compliant entries will be disqualified at any stage of the competition.
9. Nominations in categories that receive less than three entries are not eligible for an award but may receive a certificate.

ELIGIBILITY FOR ENTRIES

1. Content must be entered for consideration by the owner/s or (an authorised representative) of the copyright to enter the content. In the case of Paid Partnerships with a brand/s or an influencer, a letter of authorizing is required.
 - a. An authorised representative is defined as a person appointed by the eligible copyright owner to make a submission on their behalf.
2. Only the owners of the content can confirm and sign off an entry.
3. Entrants may enter their content for nomination in multiple category groups, however are only allowed to enter in one category within a category group e.g.:

Content may be entered into Best Influencer and Entertainment category groups, but only into one category per group i.e.: Social Media Influencer of the Year and Most Popular Content Across Social Media Platforms.

Content may not be entered into multi categories per group i.e.: Social Media Influencer of the Year and Sports and Fitness Influencer of the Year.

4. The Top 4 Categories are not open for entry and will be nominated from the other category groups and done so by the SASMA's steering committee.
5. In the case where a representative makes an entry for an eligible applicant, it is the representative's responsibility to inform them that they have been nominated.

PRIZES

1. Statuettes are awarded to all specified winners. Applicants who are nominated in any category are expected to attend the awards ceremony event.
2. Should the application be successful, then the nominee may be required to record an audio-visual interview for each category entered for broadcast purposes, a copy of which must be emailed to SASMA's Executive Producer at info@sasma.co.za by no later than the 20th of November 2021, should the nominee not be able to attend the awards ceremony recording.
3. The statuette will be given to the winning individual(s), brand(s), or agency.
4. The statuette will be given to the winner at the Awards Ceremony.

JUDGING

1. The judging process will begin on the 13th of August 2021 and shall be completed by 12th of September 2021.
2. The SASMA's judging panel will consist of South African PR, digital, brand and marketing agencies, directors, designers, academics as well as media commentators from relevant industries.
3. Any judge having a direct or indirect interest in an entry will be requested to declare such interest and will have to excuse themselves from judging.
4. Any decisions made by the SASMA's judging panel and board shall be final and binding and no correspondence will be entered.
5. An independent auditing firm will audit the vetting, adjudication, and outcome of results.

GENERAL

1. All nominees hereby waive any claim of whatsoever nature, which they may have against the sponsors and/or the South African Social Media Awards arising out of, or in connection with, their participation in this competition and will ensure that the nominees will do the same.
2. The South African Social Media Awards shall not be liable to a nominee for any reason whatsoever, whether in contract or otherwise arising out of, or in connection with, the Awards. The nominees hereby fully and effectually indemnify the sponsors, SASMA, and their successors, assigns, licensees and each of their officers, directors, employees and agents and hold them harmless from and against any and all claims, liabilities, judgments, losses, damages, costs and expenses (including reasonable legal expenses), directly or indirectly, due to any breach of these rules by the entrant. This indemnity shall survive the completion of the Awards.
3. By submitting a fully completed nomination form to the SASMAs the entrant agrees to abide by the rules as stated in this document.
4. All decisions with respect to the acceptance of any nominee and eligibility of nomination are made by SASMAs and shall be final and binding upon all entrants. In the event of any dispute, SASMAs decision shall be binding on the entrant and no correspondence will be entered.
5. All materials submitted become the property of SASMA and will not be returned to the entrant. SASMA shall not be responsible for late, lost, damaged, misdirected, stolen or misappropriated entries.
6. SASMA may, without the entrant's further consent, use the entrant's name, and the name, likeness, biography and photographs of its nominees owned or controlled by the entrant ("contribution materials") without charge, in exploiting, advertising and publicising the competition in all media and formats throughout the universe.

7. The entrant hereby represents, warrants, and undertakes to SASMAs that the entrant is entitled to enter the competition and has full power and authority to grant rights herein expressed to be granted.
8. The entrant shall not, without the prior written consent of the South African Social Media Awards (except as required by law) at any time hereafter, either personally or by means of media or publicity or advertising agents or agencies, divulge or disclose any information of any nature or kind relating to the development or production of the competition to any person, relating to any matter arising hereunder or to the general affairs of the SASMAs, coming within the entrant's knowledge by reason of this competition or otherwise howsoever.
9. Notwithstanding and irrespective of any advertisement or announcement which may have been or may hereafter be published, SASMA shall not be liable to the entrant for, or in respect of, any loss of publicity, advertisement, reputation or the like due to the entrant's non-appearance in the competition and/or SASMAs failure to produce, advertise, promote or exploit the competition, and nothing contained herein shall be construed so as to impose upon SASMA any obligation to make use of the services of the entrant, or to permit the entrant to play any part in the making of the competition, or to produce, advertise, promote (or to continue the production, advertising, promotion or exploitation) of the competition.
10. Once nominations have been submitted, only the nominating body can withdraw the nomination. The request to withdraw an entry must be made in writing and received by SASMA no later than 7 days after the closing date of the entry period.
11. SASMA reserves the right to withdraw a nomination or an SASMA statuette from any nominee or winner, who in SASMAs sole discretion, has brought the SASMA into disrepute.

12. All applicants that go through to the final judging/voting phase grant SASMA the use of video clips up to a total sum of 2.5 minutes of the production for the purposes of publicity and the promotion of the SASMAs and agree to use the phrase "Influencer/Brand Name nominated for a South African Social Media Award". As custodians of the awards, we will ensure strict use of any footage for promotional purposes only. By submitting an entry form, the entrant has agreed to the use of materials for the SASMAs.

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AWARDS CATEGORIES & DESCRIPTIONS

In any category where there are less than three nominees, those nominees will not be eligible for an award and the category will not go through to the judging and awards process.

BEST INFLUENCER

Social Media Influencer of the Year

This award goes to the individual/duo who have the biggest impact overall, across multiple industries on social media.

Sports and Fitness Influencer of the Year

This award goes to the individual/duo/group who have influenced a lifestyle behavior by advocating for fitness and a healthy lifestyle on social media.

Beauty Influencer of the Year

This award goes to the individual/duo who have influenced a cultural change by creating extraordinary looks and designs, promoting beauty products and setting trends on social media.

Fashion Influencer of the Year

This award goes to the individual/duo who creatively influence style wear looks or established a presence on social media for their own brand/s.

Food Influencer of the Year

This award goes to the individual/duo who have influenced a cultural change in food technology, styling and sharing of food experiences.

Travel / Leisure Influencer of the Year

This award goes to the individual/duo/group who showcase beautiful destination experiences, curate travel experiences that are significant and evoke emotions that are memorable and storytelling.

ENTERTAINMENT

Most Popular Video Series on Social Media

This award honors the most creative and effective use of a video series such as a digital web series or docu-series to bring awareness to and achieve a social good campaign, initiative, or project.

Most Popular Content Across Social Media Platforms

This award goes to the individual/group who have released a series of content across all social media platforms (YouTube, Facebook, Instagram, Podcast, Twitter and TikTok) and reached an insane amount of likes, comment, shares and mentions.

Most Popular South African Song on Social Media

This award will go to the individual/group who dominated the social streams during the launch period, gained traction and downloads on music streaming platforms.

SOCIAL IMPACT CATEGORIES

Most Recognized Business on Social Media

This award goes to the retail brand that have marketed their product or services on social media and have in turn built a community of brand custodians.

Social Media Mentor / Motivational Speaker of the Year

This award goes to the individual who is consistent in releasing motivational content across multiple subjects, and is able to inspire change within a society.

Social Media Activist of the Year

This award will go to the individual/group who have campaigned on social ills and succeeded while advocating for change.

Social Media Charity Campaign

This award will go to the individual/group/brand who has created impactful charity campaign on social media.

Social Media Brand Campaign

This award will go to the brand that has effectively marketed their product or services on social media and has influenced a narrative, engaged in critical subject matters, encouraged throughout leadership with their respective target market.

TOP 4 CATEGORIES

The below categories are non-entry categories, and will be nominated by the SASMA executive committee from the nominees in the other category groups.

Social Media Personality of the Year

This is intended for individuals who, in the opinion of the SASMA's executive committee, have established themselves a brand and have made their influence transient beyond social media influencer. This award is only dedicated to those who are consistent in sharing their journey with audiences on social media.

Emerging Social Media Personality of Year (Newcomer)

This award is intended for an individual who, in the opinion of the SASMA's executive committee, has newly established themselves as a brand and has experienced rapid growth through social media platforms.

Social Media Agency of the Year

This award is intended for the social media marketing agency who, in the opinion of the SASMA's executive committee, have achieved overall success throughout their client's brand campaigns.

Social Media Dominance "Breaking the Internet"

This award is intended for the individual/group/brands who, in the opinion of the SASMA's executive committee, have achieved viral campaign success.

