



## **Euprera Euroblog Social Media Awards**

As part of its EuroBlog investigation into the impact of social media on public relations practice Euprera will make three awards at its Spring Symposium in Ghent, Belgium, February 25-27 2010.

The awards are open to anyone with an affiliation to a European University/University College

(Bachelor/Master – undergraduate/graduate/postgraduate – Full or part-time).

Candidates must have maintained an online presence equivalent to at least ten weblog posts before the deadline for entries, Friday January 8, 2010, and a major part of their content must be connected to communications/ public relations.

One award will be made to a student studying for Bachelor (BA or BSc), one will be made to a postgraduate student (MA or MSc) and the third award will be made at the discretion of the judges and may be the result of a nomination from a person other than the author of the blog (student or practitioner).

The winning entrants will be invited to make a short presentation on their work at the Ghent Symposium. Travel<sup>1</sup> and accommodation expenses will be covered by the Award organisers, Euprera and University College, Arteveldehogeschool, department of Management communication.

### **Criteria**

- Focus/ vision
- Content – originality, creativity, presentation
- Appreciation of the opportunities offered by social media
- Contribution: new ideas, insights, value to peers
- Engagement with online community

### **Entry**

Entrants must submit entry form, plus a short (max 500 words) critique of the strengths and weaknesses of their work, clearly setting out the intention behind the work.

If you would like to nominate someone else's work please contact them beforehand and gain their agreement before doing so.

---

<sup>1</sup> The Award organisers will cover flights within Europe only up to a maximum of 400 Euro. Accommodation will be booked for 2 nights.





### **Language**

Entrants can write in any European language but the entry form should be completed in English, French or German.

Winners will present their blog in English on the occasion of the Spring Symposium.

### **Award Judges**

- Neville Hobson  
Chair of the Judging panel
- Philip Young  
Panel administrator
- Elizabeth Albrycht  
France/ USA
- Pål Horsle  
Norway
- Dejan Vercic  
Slovenia
- Thomas Pleil  
Germany
- Bruno Amaral  
Portugal
- Erkan Saka  
Turkey

### **Contact**

[Philip.young@sunderland.ac.uk](mailto:Philip.young@sunderland.ac.uk)

### **Read more**

<http://publicsphere.typepad.com/euprerasma/>

