

SOCIAL MEDIA AWARDS



Overview

The purpose of the AANR Social Media Awards is to recognize and honor the hard work, time commitment, advocacy, and creative contributions made to the nudist community through social media in line with AANR's mission and philosophy.

Eligibility and Considerations:

1. Any social media account representing a group, club, organization, website, business, or one or more individuals with an emphasis on nudism, naturism, nude recreation, nudist history, nudist rights and/or activism, nude art and/or media, body positivity, or other theme relevant to the nudist and naturist community may be considered.
2. If identical or similar accounts are held across multiple platforms (such as having an account on both Facebook and Twitter using the same description and overall "identity"), the combined presence shall be considered as one entry.
 - a. Except as it pertains to "Reach," having a presence across multiple platforms shall not otherwise increase or decrease the entry's overall score.
3. Nominated accounts must be at least one (1) year old on or before the award judgment date, and must be active (not dormant, suspended, or deactivated) within the current calendar year when the award is granted.
4. Nominated accounts must be on social media platforms prominent enough to have a broad potential reach beyond the nudist community, such as Facebook, Twitter, Instagram, TikTok, Twitch, Reddit, Discord, Tumblr, YouTube, Vimeo, Pinterest, Snapchat, LinkedIn, etc.

Criteria for Judging Social Media Accounts:

- **Reach (10 pts):** Considers the impact that the account has in reaching existing nudist community members and new ones. Reach should not be judged solely by the number of followers or interactions, though these are important factors, but also on whether the account reaches an important audience (such as championing women in nudism or other niches within the nudist community).
- **Content (15 pts):** Considers the frequency, tone, quality, and value of the information, news articles, ideas, original writings, event announcements, and/or other non-media content shared by the account. In the case that the nominated account has multiple topics of focus, judges should be careful to judge only the content that is relevant to nudism and related interests (as described in bullet point #1 above).
- **Media (10 pts):** Considers the frequency, aesthetics, consistency of look, and quality of the media used, such as photography, video, art, or other media.
- **Contribution (10 pts):** Considers the overall contribution of the account to nudist values and its positive impact on nudist community, advocacy, rights, visibility, education, history, or nude recreation in general.
- **Novelty (5 pts):** Any additional considerations pertaining to the above-and-beyond creativity of the account. These should be awarded to accounts who are doing something that has not been done before, furthering nudism in a unique way.

Award Categories:

- **AANR Social Media Award:** Only official AANR clubs and AANR accounts (regions, directors, etc.) are eligible to be considered for this award.
- **Nudist Influencer Award:** Any social media account adhering to the above eligibility requirements, regardless of affiliation with AANR, is eligible for this account, except those which are eligible for the AANR Affiliate Social Media Award (AANR clubs and AANR regions).

The winner of each category will receive a physical plaque as well as a digital plaque (in the form of a custom graphic) which may be shared to the winner's social media account(s).

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Official Nomination Form

Check Appropriate Award Nomination Category:

- AANR Social Media Award** (must be an AANR club or official AANR account)
- Nudist Influencer Award**

Name of Nominee: _____

Primary Account Handle: _____

Primary Platform: _____

Related Account(s): _____

Why do you feel this account is deserving of this award?

Nominated by: _____

Club name (if applicable): _____

Signed: _____ Date: _____

(AANR Member or Club Representative)

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Judge's Tally Sheet

Judge No. : _____

Nominee: _____

Check Appropriate Award Nomination Category:

- AANR Social Media Award** (must be an AANR club or official AANR account)
- Nudist Influencer Award**

Determining Criteria Scores

Each criterion below has a maximum score. The final total of all scores *cannot be more than 50*.

Reach (10 pts)

- **Followers and engagement** (overall impressions and audience relative to nominee pool) Score: _____/5
- **Unique audience** (reaches an underrepresented audience: women, youth, LGBTQ, etc.) Score: _____/5

Content (15 pts)

- **Frequency/regularity of activity** (account shares content consistently over time) Score: _____/5
- **Quality** (consider grammar, tone, accuracy of information, and integrity of content) Score: _____/5
- **Value of articles and posts** (content enhances the practice or understanding of nudism) Score: _____/5

Media (10 pts)

- **Frequency/regularity of media** (account shares images/media consistently over time) Score: _____/5
- **Quality** (media is aesthetically pleasing, high resolution, and cohesive in appearance) Score: _____/5

Contribution (10 pts)

- **Promotion of nudist values** (account upholds values compatible with AANR's mission) Score: _____/5
- **Advocacy and community** (account furthers the nudist cause, awareness, or community) Score: _____/5

Novelty (5 pts)

- **Uniqueness** (account adds creative/novel contribution: unique voice, format, goal, etc.) Score: _____/5

Additional Notes for Consideration: _____

TOTAL SCORE: _____/50

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Award Scoresheet

Check Appropriate Award Nomination Category:

- AANR Social Media Award** (must be an AANR club or official AANR account)
- Nudist Influencer Award**

Name of Nominee: _____

Primary Account Handle: _____

Primary Platform: _____

Related Account(s): _____

Judge Scores

Judge No. 1: _____ /50

Judge No. 2: _____ /50

Judge No. 3: _____ /50

Judge No. 4: _____ /50

Additional Notes for Consideration: _____

FINAL AVERAGE SCORE (Sum of all submitted scores divided by count of scoring judges)

/50