**The 46th TUC Trade Union Communication Awards 2023**

## Categories – Definitions and Rules

The focus remains on the audiences as much as the mode of delivery. Apart from categories 1, 5 and 6, all forms of digital and multi-channel work are mainstreamed into the categories.

Some creative work could be submitted as part of one category and again in another. For example, the social media component of a best campaign entry could be entered separately in the social media category.

The definitions below outline the nature of each category. All the materials submitted must have been produced between March 2022 and February 2023.

## Category 1: Best union journal

This category is for regular (monthly, bi-monthly or quarterly) national printed journals or e-journals. Do not include regional or branch publications. The audience must be members, either nationally or within a defined sector.

## Category 2: Best recruitment and organising communication

## This category can include any digital or print materials aimed at recruiting new members or organising members. Entries can be in the form of printed materials, dedicated websites, digital actions, videos or similar, but must be aimed at members or potential members.

## Category 3: Best communication for reps and activists

The audience must be union reps and/or lay activists. Entries could comprise guidance and advice such as blogs, newsletters, or resources and tools for recruitment or organising.

**Category 4:** **Best campaign communications**

Campaigns must have been run within the date range of the competition and could include a mix of offline and digital actions. Judges will seek evidence of a single cohesive campaign, with objectives met creatively and cost-effectively. Campaigns can be political/public, industrial/sectoral, and can be large or small in scale.

**Category 5:** **Best media story**

This category is for a single piece of proactive media work that generated press and/or broadcast coverage. It could be work put out widely in a press release, or an exclusive with a newspaper or broadcaster. It should be aimed at influencing public and political opinion.

**Category 6**: **Best use of social media**

This category can include any social media communications. Entries can be a standalone social media communication or a series of linked communications on one or more platforms/channels. Judges will seek evidence of impact.