

Social Media Awards 2015 call for nominations

Social media enthusiasts now have a chance to nominate individuals and corporate organisations for this year's Olx Social Media Awards (Olx SOMA) following the recent launch of the call for nominations...

The launch for the call for nominations took place at a colorful cocktail event that coincided with the Social Media Day and was attended by top social media gurus and celebrities in Nairobi.

The Olx SOMA, now in its third year, is a platform for celebrating the contribution of social media in the social, economic and political spheres of lives. The Awards recognise and rewards individuals and organisations that have contributed to the growth of social media.



The Olx SOMA 2015 theme is Social Media and Economic Empowerment and the Awards ceremony will be held in September.

The nominations for the various categories can be entered at www.soma.or.ke by 1 August, 2015.

The nomination categories have been consolidated and new ones introduced to make the annual Awards more relevant and to reflect the tremendous growth in the social media scene.

The new categories include Biz Yangu, which recognises Below the Pyramid (BoP) businessmen and women who have made good use of social media for economic empowerment and Most Influential Student Leader, which honours a student who has used the platforms effectively for leadership.

Other categories are Social Network Award, Large Corporation, National and County Government, Traditional Media, Learning Institution, Small and Medium Enterprises (SMEs), and Best of the Best.

Once the nominations are in, a panel of judges composed of distinguished ladies and gentlemen who have made illustrious contributions to the development of social media in the country will select the ones to undergo the voting process.

The title sponsor for the annual Awards is the online classified service, Olx. Other sponsors are Trinc Med Ltd, a digital agency, engaging in web design, social media strategy, and digital campaign execution, and several other corporate organisations.

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