

Single Post 0-75,000**Savvy Winner**

International Women's Day

City of Georgetown, TX

Judges' Comments

"Great video and overall post! Great job on this entry! Appreciated seeing your benchmark numbers as well as a comparison to how this post(s) performed. This one achieved high engagement due to great content (and Koda!)"

Silver Circle Winner

"World Series Crosswalking"

City of Southlake, TX

Judges' Comments

"Super creative post overall - rather than just posting a generic graphic with text to go with the post you got creative and did some photoshopping. I like that you can tell that this image was photoshopped, I think that it made it more funny for the audience being able to clearly know/see that it was photoshopped."

Award of Excellence Winner

"Of Course...We're West Hollywood!"

City of West Hollywood, CA

Judges' Comments

"So much personality packed into a short video post! I really got a taste of the WeHo way through this video. Some of the audio was a bit tough to understand, so captions would have helped, but otherwise a nice job."

Single Post 75,000-140,000**Savvy Winner**

Wes Anderson's Longmont

City of Longmont, CO

Judges' Comments

"I enjoyed the style and feel of the video. Great job! Great production, looks just like a Wes Anderson movie. This entry was immediately recognizable as a Wes Anderson-style video. Very effective at engaging the audience. Excellent work."

Silver Circle Winner

A Round of A-Paws for Grizzly the Fire Dog!
City of Sparks, NV

Judges' Comments

"Therapy animals are always a good way to engage people. Their natural compassion is a huge draw to those who love animals and those who seek comfort. This video was spot on because of the verbiage that was added."

Award of Excellence Winner

FPD Officer Jake R. Wallin EOW
City of Fargo, ND

Judges' Comments

"Heartbreaking. The video made me feel like I knew this brave and kind officer. This was a very heartfelt video that does a great job showcasing the personality of the fallen officer."

Single Post 140,000+**Savvy Winner**

Taylor Swift's Overland Park Era
City of Overland Park, KS

Judges' Comments

"Amazing job! It's clear how much time and effort went into this. What a smart and funny way to showcase Overland Park! To quote the great T Swift "It's a love story, baby just say yes." That's what I have to say--a big ol' YES to the creativity of this post and the time you must've put in to find just the right lyrics for each prompt that was highlighting a cool community amenity. Amazing work!"

Silver Circle Winner

Tails Around Town Reel

Maricopa County, AZ

Judges' Comments

“This entry deserves a round of applause! The social media strategy with this post is flawless. By using a popular follow-me, day in the life format, you are leaning into what works best on Instagram. Your engagement shows that you hit it out of the park! Not only was your post successful, but it was all for the benefit of an awesome program. Great work!”

Award of Excellence Winner

McAllen Firefighters Save Pup in Distress

City of McAllen, TX

Judges' Comments

“Nothing warms people’s hearts like seeing firefighters in action. Love how this post captured the heroism of McAllen’s firefighters and the joy of the pup’s rescue. Truly well done!”