

Inaugural Sowambe Awards to launch in SA

The Sowambe Awards, a social media awards platform for Africa, will be launched in South Africa with nominations starting from 10-19 March 2011. The awards aims to recognise the best social media adopters, talents, agencies, celebrities, politicians, personalities and professionals as well as social media-based web platforms in Africa.



Twenty five categories are open for entry and participants and the public are allowed to nominate and vote online for their favourite people, celebs and brands using social media, based on a clear understanding and good judgment on activities in the social web.

Categories include:

- Best Social Media Personality
- Best Social Media Celebrity
- Best Social Media Politician
- Best Social Media Site
- Best Social Media Activist
- Best Social Media Designer
- Best Social Media Thinker/Influencer
- Best Use of Twitter (Personal Brand)
- Best Use of Twitter (Corporate Brand)
- Best Use of Facebook (Personal Brand)
- Best Use of Facebook (Corporate Brand)
- Best Use of YouTube (Corporate Brand)
- Best Social Media Community
- Best Social Media On-Air Personality (TV/Radio)
- Best Social Media Newspaper
- Best Social Media Startup
- Best Social Media Jobs Site
- Best Social Media TV/Radio Station
- Best Micro/Blogging Platform
- Best Social Aggregation Tool
- Best Ad Campaign on YouTube
- Best Ad Campaign on Facebook
- Best Digital Media Agency
- Best Social Media Hoax/Scandal
- Best Twitter Trend

Voting will commence from 22-31 March 2011 and the winners will be announced on 2 April. The awards gala night will be held in December 2011 at a suitable venue and location within Africa (to be decided).

For more information, go to www.sowambe.com.

For more, visit: <https://www.bizcommunity.com>