



## CATEGORY 5 — ENTRY FORM

### MOST INNOVATIVE USE OF DIGITAL OR SOCIAL MEDIA

Open to all internal/in-house recruitment teams of employers operating in any industry or public/Third sector organisation.

This category recognises outstanding innovation and use by an employer's staff (directly employed) recruitment team in meeting strategic business goals via:

- **Digital solutions** (banners, email, interactive activity such as games, real or virtual environments and settings, communications and podcasts.)
- **Social media** – meaning professional networking or social media.

Entries can nominate innovations in one, both or combined types that encourage engagement, followers, brand awareness and especially applications, referrals or sourcing potential leading to business success.

Achievements outlined in the entries must have occurred between October 2023 and 31 December 2024.

Please provide the following information, using the headings below. The word count for each question is max 500 words unless stated otherwise.

#### Entrant details

**Project title**

**Employing organisation name**

**Team name**

**Team members involved**

**Partnering organisation name**

**How many Employees does your company have?**

**Date trading began (as listed on Companies House)**

Entry details

**Detail the problem that your team needed to solve.**

**What barriers, limits or restrictions did your team face in developing a solution?**

**What resources were available to your team?**

**What was the solution?**

**What was the innovation?**

**What elements did it include and over what time periods?**

**What were the outcomes and how did they match the original goals?**

**Can this solution be applied elsewhere in your business?**

**How were effectiveness and success measured?**

Please send any supporting material to [enquiries@recruiterawards.co.uk](mailto:enquiries@recruiterawards.co.uk) (if applicable).