

Calling Africa's top bloggers

Following its successful launch last year, the 2015 African Blogger Awards, the only pan-African event that measures online and social influencers reach, is now open for entries to all African bloggers, Instagrammers, Twitter influencers and YouTubers. The competition has expanded this year to include Facebook pages and profiles. With 36 categories, the awards invites a range of diverse bloggers to enter.



AFRICAN BLOGGER AWARDS

Relevant online influencers

"With over 520 entries from 26 countries in 2014, we're anticipating close to 800 entries from independent publishers communicating to more than 60 million Africans across the continent and beyond," says Murray Legg, co-founder of the African Blogger Awards.

The Awards also give brands and the marketing industry an objective measurement of the most relevant online and social influencers to include in their campaigns, making sure that they achieve the greatest possible impact for their marketing spend.

There is no cost to enter, but entrants, if they haven't already, are required to register their blog, Twitter, Instagram, Facebook Page or YouTube profile (or a combination of these properties) on Webfluential (Facebook Page entrants will be required to apply via a Twitter account). This platform scientifically measures the reach, resonance and relevance of social influencers on these platforms with over 1,000 active, legitimate followers.

Evaluation of each entrant will be managed primarily through Webfluential on the following metrics:

- Reach measures the size of an influencer's audience (following) per social media network.
- Resonance is a measure of how widely the content that an influencer shares reaches outside of their own community.
- Relevance is a measure of the response from the influencer's community in the form of likes, comments, retweets.

Entrants who entered into the 2014 awards will need to update their profiles on Webfluential, as all participants and winners will be measured on the platform's latest analytical metrics.

Entries for the awards close on 9 April 2015 at midnight GMT+2, and results will be announced on 5 May 2015. Winners in each category will receive a web banner announcing their achievement that can be personally leveraged through their social networks, and a commemorative trophy. For more information, go to www.africanbloggerawards.com.