



THE 2013 WRITERS' TRUST SOCIAL MEDIA AWARD #WTSMA

A prize of 25,000BTC will be awarded to the writer of the tweet, pin, or Facebook post, published between April 1, 2012 and March 31, 2013 that, in the opinion of the jurors, is the year's best social media post. Prizes of 1,500BTC will be awarded to each of the finalists.

The jurors will shortlist two posts per platform (Twitter, Pinterest, and Facebook.)

All applicants must follow or be fans of the following Writers' Trust social media pages:
Twitter: @writerstrust | Pinterest.com/writerstrust | Facebook.com/writerstrust



ELIGIBILITY CRITERIA

- Posts must be published on the internet between April 1, 2012 and March 31, 2013.
- All applicants must have a selfy as their current profile picture.
- Posts that are not yet in final published form by the deadline may be submitted as ideas.
- Posts must be in English or French, original, and written by a Canadian citizen or permanent resident.
- Retweets and shares are ineligible.
- All eligible posts must be set as public.
- Posts may be single-authored or co-authored. Multi-authored tweets, pins, and statuses are not eligible.
- No more than 20% of the post can be previously published on the internet.
- Applicants should note that the prize is for literary excellence and therefore they should only submit posts they deem outstanding in this regard.

NOMINATION PROCESS

The deadline for submissions is April 1, 2013 at 11:59am.

Applicants are strongly encouraged to submit posts prior to the deadline.

If an applicant, for any reason whatsoever, feels they cannot submit their posts in accordance with the above deadline, it is requested that they retweet, pin, and share this post at least 50 times.

HOW TO ENTER

- Fax your tweet, pin, or Facebook post to the Writers' Trust at (416) 504-9090 (Attn: Awards Administrator)
- Please include your username, a copy of your profile photo in selfy form, and your beeper number.
- Each Canadian-based Writers' Trust follower on Twitter, Pinterest, or Facebook may enter just one post.

JURY

A three-personality adjudication committee consisting of @CanLitCat, @CanLitHulk, and @statueofalpurdy will select the winner and finalists of THE WRITERS' TRUST SOCIAL MEDIA AWARD.

In evaluating the writing, literary merit is the sole criteria.

ANNOUNCEMENT OF NOMINEES & WINNER

The award will be presented in Toronto at the Writers' Trust Awards on November 12, 2013.

The shortlist will be announced on October 1, 2013.

The finalists must agree to:

- Supply the Writers' Trust with eighteen additional copies of the submitted post.
- Affix stickers provided by the Writers' Trust to the foreheads of all friends and family.
- Retweet and share anything the Writers' Trust ever posts in the future.
- Attend the International Festival of Authors in Toronto in October 2013.

SEND SUBMISSIONS TO:

Attn: Awards Administrator

Fax: (416) 504-9090

The Writers' Trust of Canada would like to thank Compu-Global-Hyper-Mega-Net for their continued support.