Here Are the Finalists for the Fifth Annual Shorty Social Good Awards



The Fifth Annual Shorty Social Good Awards will be presented in a virtual ceremony Thursday, Nov. 19 at 5 p.m. ET, and the finalists were revealed Wednesday.

The five most popular categories that brands built campaigns around, according to the Shorty Awards, were:

- Environment and Sustainability (second consecutive year as the top category)
- Public Health (new to the top five, likely driven by the pandemic)
- LTBTQ+ (also new to the top five)
- Nonprofit (second year in the top five)
- Video Series (new to the top five)

Five new categories were added this year: Healthcare and Pharma and Fitness and Wellness under Industry; TikTok under platform; and Community or Employee Engagement and Podcast under Content & Strategy.

The Shorty Awards said the Community or Employee Engagement and Healthcare and Pharma categories stood out in terms of traction among the new categories.

Shorty Awards co-founder and Muck Rack CEO Gregory Galant said in a statement, “It’s more important than ever to keep important conversations going about the social good brands can create. The Shorty Social Good Awards offer an opportunity to take a look at the meaningful work brands have produced in this unprecedented past year, and they provide insight as to how they have used their platforms to highlight issues and causes. Despite being physically distanced right now, this show will succeed in bringing many leading industry minds together.”

The finalists for the Fifth Annual Shorty Social Good Awards are:

Best Global Campaign

Best Integrated Campaign

Best Mobile Campaign

Best Multiplatform Campaign

Best on a Shoestring Campaign

Best Pro Bono Campaign

Best Social Movement Campaign

Best in Accessibility

Best in Animal and Wildlife

Best in Arts and Culture

Best in Civic Engagement

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