

**Competition Checklist**

**The Prize**

Securing a prize is the first, and arguably the most important thing you need to do. It needs to be appealing enough to catch your audience’s attention and make them want to enter.

The prize should be one of your products or rooted in your brand in some way. You should decide whether you’ll be giving away one prize, or a few for runners-up too.

For example, a £… bar tab, a meal for two up to £…, an overnight stay or a gift card.

Select your prize:

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**The Mechanic**

What do users need to do to enter the competition? The key here is to keep things simple. Overly complicated competition mechanics will put people off. Keeping it simple will maximise the number of entries you will get for your competition.

You could ask users to do one or a combination of the below:

* Like or comment on the post
* Share the post to their story
* Ensure they are following you. Or, when running an Instagram competition in partnership with another brand, ask entrants to follow both of your accounts.
* Share User-Generated content with a specific #

Select your mechanic(s):

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**Timeframes**

This one may seem obvious, but timeframes are often overlooked. You should always make sure you consider the ideal timeframe for your competition.

The longer a promotion runs, the more opportunity people have to enter. However, you may lose momentum if you don’t have the budget or resources to continue the promotion.

We recommend running a simple, one-channel giveaway for a minimum of 24 hours and a maximum of one week. Grander competitions can be run for a much longer period – up to a month – as long as you are able to continually drive engagement over this time.

Select your timeframe:

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**Promotion**

It’s important to use paid advertising to promote a giveaway. This will ensure as many people see it as possible. It’s particularly crucial if you’re using your competition to reach a new audience.

Boosting the competition post or creating link adverts to drive to a microsite are the best methods of doing this. Paid promotions will allow you to reach far more people than you would organically. It also means that you can be very specific with the type of audience you want to see the post.

You also need to carefully consider the content and copy you use for competition posts and promotion adverts. Simply adding ‘Win a…’ as text on a photo of the prize is a super-easy way to grab people’s attention. If you do this you should be mindful that the text doesn’t take up more than 20% of the image, as this will limit the reach on Facebook.

Generally, photographs or videos work better than illustrations or animations so entrants can visualise what they may win. When running adverts, we encourage you to A/B test creative and copy to establish the most effective messaging. Depending on the size of your potential audience and the length of your competition, you may need to refresh your image and copy to avoid the same advert being seen too frequently by users.

You should also add Facebook and Twitter Pixels to the site to allow you to optimise your advertising towards people who are most likely to enter.

Select your promotion methods:

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**Terms and Conditions**

Terms and Conditions are regularly overlooked, and they are essential for all social media competitions.

As soon as you ask people to ‘enter for a chance to win’ you will be running a ‘legally regulated competition’.

Your Terms must include things like who is eligible, what the prize consists of, the time frame for the contest, and how will winners be chosen. Not only will this cover your back, but whenever you have users asking you questions about the competition you can direct them straight to the T&Cs on your website.

You must communicate the Terms and Conditions of your competition at some point during the course of the promotion, and it’s recommended that you do this at the beginning.

The best way is to display them is to add them to a page on your website, so that you can easily link back and refer to them.

Create your Terms and Conditions:

Check out our Terms and Conditions Template here:

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