



# How to Run a Social Media Contest

By following this guide and checklist, you can effectively plan and execute a successful social media contest, engage your audience, and achieve your defined objectives.

## PREP WORK

### Contest Objectives

- Identify and write down the goals for the contest
- Examples: brand awareness, UGC, leads, sales, followers, etc.

### Target Audience

- Research audience preferences and social media habits
- Utilize market research data

### Contest Theme

- Align theme with brand and audience
- Reflect audience interests and industry trends

### Social Media Platforms

- Identify platforms for audience and goals
- Pros and cons of Instagram, Facebook, TikTok, etc.

### Mechanics and Prizes

- Create a seamless contest experience
- Decide format (photo/video submissions, quizzes, sweepstakes, etc.)
- Pick awesome prizes

### Contest Content

- Develop captivating visuals, persuasive copy, and clear instructions
- Craft compelling headlines, taglines, and storylines

### Rules

- Eligibility, submission, selection, and deadlines
- Ensure compliance with platform

GO LIVE!

### Promote

- Leverage brand community, influencers, ambassadors, etc.
- Optimize hashtags and keywords
- Promote across multiple channels.
- Maybe run social media ads

### Winners

- Evaluate entries based on criteria
- Privately notify winners and collect information
- Announce winners on social media, website, etc

### Track and Analyze

- Measure engagement, participation, growth, traffic, and conversions
- Use analytics tools for insights and improvements

### Follow Up

- Highlight top entries on social media
- Engage with contest content (like, comment, share)
- Nurture ongoing engagement