

DAY 20 - CREATE A FACEBOOK CONTEST

Ready to create a contest for your Facebook page? We'll get you started with a contest checklist from [Shortstack](#) (and a few examples of our own campaigns!).

[Checklist for Creating a Facebook Contest](#)

1. Create a plan/set a goal:

With any type of Facebook promotion, the first step is to create a plan and set some goals. During this process, ask yourself, "What is it that I want to gain from this promotion?" For some businesses, the goals might be sales oriented, with a focus on collecting email addresses for a mailing list; for others, it could be purely about boosting engagement and Page Likes.

2. Craft your perfect Timeline contest or promotion post:

The language you use for your Timeline contest is important. To craft a Timeline contest post that complies with Facebook's promotion guidelines and will inspire lots of engagement, use these tips:

- Use the appropriate call to action (CTA). For example, if you're hosting a "Like to enter" contest, be direct in your post. Tell users in the first or second sentence of your post, "Like this post for a chance to win!" Then you can get into the details of the contest. The same tip goes for "Comment to enter" Timeline contests, just replace "Like" with "Comment."
- Include an image. Photos on Facebook generate 53 percent more Likes than the average post (Hubspot). And choosing the right kind of photo can be even more beneficial. Use a photo that features your contest prize and is human-centric (this is FACEBOOK, after all). For instance, instead of sharing a photo of your prize against a sterile white background, use a photo of a person holding or pointing to your contest prize. We did this for our first ever ShortStack Timeline contest and saw great results.
- Include necessary disclaimers and rules. According to Facebook's promotion guidelines, you are required to include verbiage within your Timeline contest post acknowledging that your promotion is no way sponsored, endorsed or administered by, or associated with, Facebook. You must also include a complete description of your contest's official rules, along with terms and eligibility requirements. When you include all the necessary copy, your Timeline contest post can get pretty ugly/verbose. Fortunately, there's a better alternative — we'll get to it later in this post. If you need some Timeline contest or

30 DAY FACEBOOK CHALLENGE

promotion inspiration, we put together a list of 5 awesome ideas. [Click here to check them out.](#)

3. Promote your Timeline Contest:

You can create the best contest EVER but if you're not sharing and promoting it, what kind of results do you expect to get? Before you even hit the launch button, make sure you've written and scheduled daily social media posts to encourage people to enter the contest. These should be scheduled out for the duration of the content entry length.

4. Use an app to host your contest's official rules:

You know how we mentioned earlier that there's a better alternative to having super lengthy Timeline contest or promotion? An app is the best option for hosting official contest rules and Facebook's required disclaimer.

If you want your Timeline contest post to be short, sweet, super easy to enter — AND in compliance with Facebook's updated promotion guidelines — create a complementary contest app and link to it in your post. If you do this, your next Timeline contest post could look and be simple as this:

"Like or comment on this post for your chance to win a \$50 gift card! For more contest details and rules, click here to read: [link to your contest app]."

5. Use an app to collect valuable data from contest entrants:

If you want to grow your business's mailing list, consider hosting a Timeline contest or promotion and building a complementary contest app with an entry form.

In the copy for your Timeline contest or promotion, drive users to your Facebook app by sharing a link to it. Also, provide an incentive so users will want to go to your app. For example, users who enter into your contest via your app can receive extra entries, giving them a better chance to win your company's awesome prize.

6. Select a random winner:

Everyone wants a fair shot at winning! Users entering into your contest via a post comment or Like, want to know that your business is using the fairest method possible to select a winner.

To choose a random contest winner — or winners — you can use our random contest entry picker.

30 DAY FACEBOOK CHALLENGE

7. Promote the heck out of your winner and starting planning the next contest! Keep the momentum going!

Here at Post Planner we use Shortstack to run our contests - and they couldn't make it any easier!

Our first campaign was for when we earned our 300,000th fan on Facebook - and it was super successful! We had over 800 entries PLUS each entries included a Facebook goal for the new year.

Not only did we collect leads, but we gathered content to use in a blog or case study. **DOUBLE WIN!**

Here's a preview:



Ready for a whole new social YOU in 2016? Enter for your chance to win!

For all the LOVE our 300,000 fans have shown us, we're saying THANK YOU in 300 ways!

Enter for your chance to **win a two-year subscription (a \$300+ value)** to Post Planner's most popular plan Guru, and give your business the competitive advantage in 2016!

Want to take your social media marketing to the next level? Just tell us your **Top Facebook Goal for 2016** and boom - your name is in like flynn!

Share with friends and if they vote, you get an EXTRA entry in the contest!



Name *

Leeann Cannon
First Last

Email *

Tell us your Top Facebook Goal for 2016! *

I have read and agree to the rules below *

Submit

NO PURCHASE NECESSARY TO ENTER OR WIN. 300 Ways to Say We Love You sweepstakes begins at 8:00 AM PT on 1/8/15 and ends at 11:59 PM PT on 1/31/15. Open to residents of any country, 21 years or older. Limit one (1) entry per person, per email address and per valid Facebook account via registration for the Sweepstakes Period. Void where prohibited. This sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Facebook. By entering, you understand that you are providing your information to the Sponsor and not to Facebook. Sponsor: Post Planner. [For more information on the sweepstakes' official rules and privacy policy, please click here.](#)

FIND • POST • PLAN

www.postplanner.com