



HOW TO PLAN A GIVEAWAY

Decide what the prize is

Try to pick something related to your business that will also be universally appreciated by people outside of your industry. This could be anything from your own products, to gifted experiences, to gift-cards.

Come up with a strategy

Take a look at your social media platforms. Where are you lacking engagement? Do you want more followers on a certain account? Tailor your giveaway to the platform you want to direct the most engagement.

How do people enter?

If you're looking to increase your engagements and followers, tailor your rules to reflect that. Outline the specific tasks that followers must do in order to enter, such as liking your photo, or tagging friends.

How will you choose a winner?

Be transparent from the beginning! Does the most creative comment win? Is it a draw? Also decide how you're going to announce the winner(s)! Just make sure to get permission from the winner if you're posting publicly.