

WELCOME



Maximizing engagement with social media contests and giveaways

We will begin shortly!

WELCOME



Maximizing engagement with social media contests and giveaways

January 9, 2025

HOUSEKEEPING



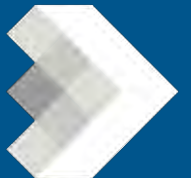
Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER

Ingrid Deon

Ingrid Deon is the Founder and CEO of word-craft, a social media marketing agency headquartered in Yarmouth, NS. Her specialty is in organic social media strategy, content creation, and community management. word-craft works with large corporations such as Nestlé and RBC, as well as small businesses and organizations across Canada.



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**Most contests on
social media . . .**

The “like, share & tag” contests

Pros

- These contests are successful because they get a lot of organic reach

Cons

- Contesters usually un-like or un-follow after the contest
- There’s no lasting value to the contest
- People are tired of these kinds of contests

Hooray! It's time for a
GIVEAWAY!

Like, Tag, Share & Win!

- 1.) Like our page!
- 2.) Tag up to 3 friends!
- 3.) Share on your timeline!

&

You will stand a chance to win a romantic picnic set up for 2!!!



The biggest “con”

3. Administration of a promotion

- Promotions may be administered on Pages, Groups, Events or within apps on Facebook.
- Personal Timelines and friend connections must not be used to administer promotions (ex: “share on your Timeline to enter” or “share on your friend's Timeline to get additional entries”, and “tag your friends in this post to enter” are not permitted).

The “take a pic and tag us” contest

The image is a composite of two parts. On the left is a contest banner for 'Gover Selfie Contest' with a yellow background. It features a woman taking a selfie and a man looking at a phone. Text on the banner includes 'Gover Selfie Contest', '7 DAYS Remaining!', '3 Winners', and three categories: 'most liked photo', 'most shared photo', and 'most unique', each with a 'Win' label and a plant photo. At the bottom, it lists rules: 'Send us a photo with your home plant', 'Along with your name and number', 'Post your selfie on f i', and 'Tag us on... #goverselfiecontest'. The contest ends on '30 September'20'. On the right is a Facebook post from 'govergardencentre' with the text: 'Win 3 Prizes!!', 'Click a selfie with your home plant and send us along with your Name and Number!', 'And tag us #goverselfiecontest We will share your pictures on our page!', 'Share our post with your friends in Facebook or Instagram!', and 'We are also noticing that some contestants are having fake likes and shares to increase their count. Such contestants will be disqualified.' There is also a small 'Imp Notice' box at the bottom of the post.

Pros

- You get some free photos to use

Cons

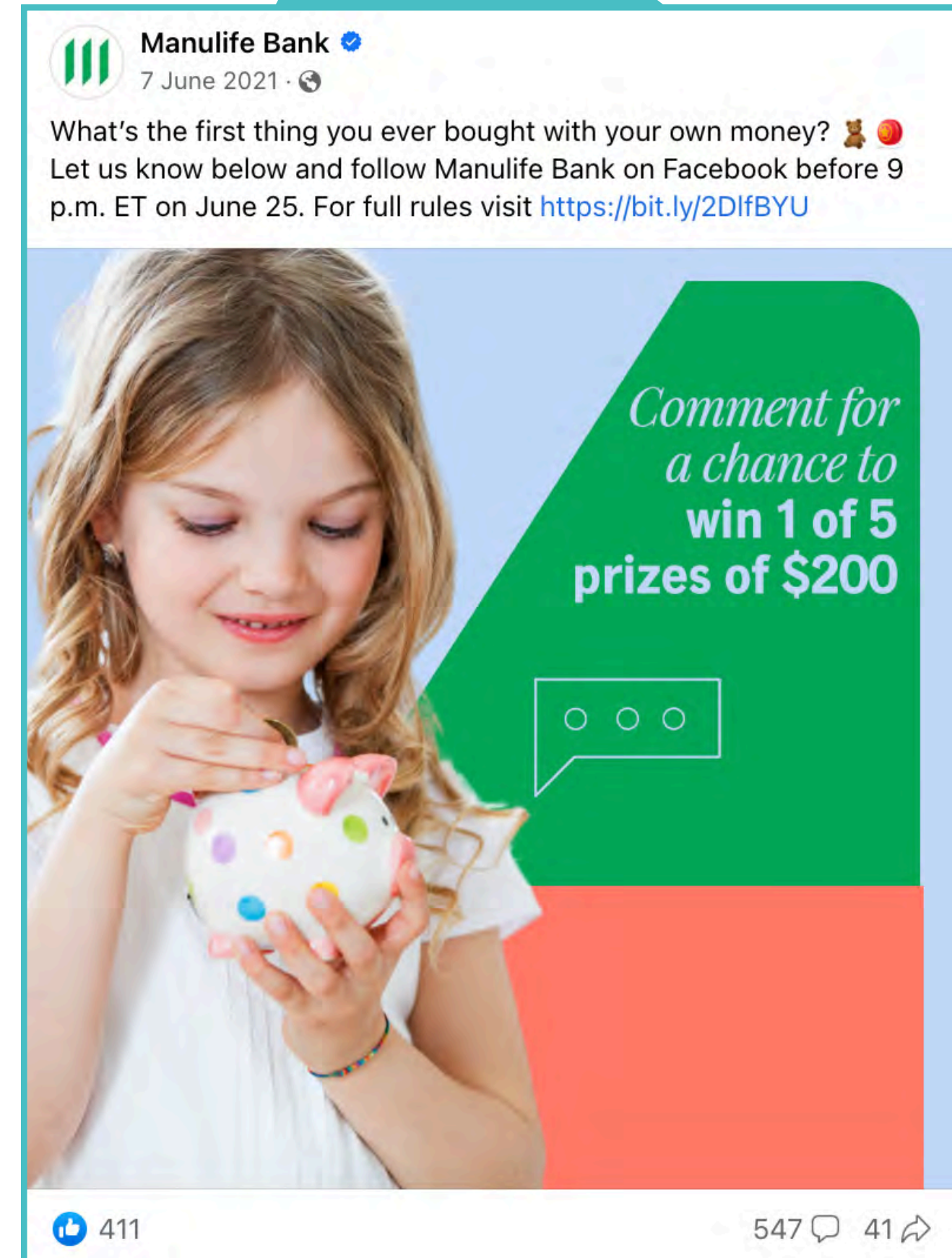
- Barrier to entry is too high
- Too much work is involved for the contestant
- Your contest won't reach as many people
- You want to make your contest as easy as possible to enter

The Comment-Based Contest (CBC)

What is a CBC?

Comment-Based Contest

- Ask a question in the caption and entrants answer the question in the comments
- Each answer is an entry into the contest
- Ask a question that will help you gain some insight into your followers' habits or preferences.



The image shows a screenshot of a Facebook post from Manulife Bank. The post is dated 7 June 2021 and features a contest. The main image shows a young girl with blonde hair holding a colorful piggy bank. A green speech bubble overlay on the right side of the image contains the text: "Comment for a chance to win 1 of 5 prizes of \$200". Below the image, the Facebook interface shows 411 likes, 547 comments, and 41 shares.

Manulife Bank ✓
7 June 2021 · 🌐

What's the first thing you ever bought with your own money? 🧸 🍬
Let us know below and follow Manulife Bank on Facebook before 9 p.m. ET on June 25. For full rules visit <https://bit.ly/2DlfBYU>

Comment for a chance to win 1 of 5 prizes of \$200

411 547 41

Examples of questions:

Accommodation:

- What's the most memorable 'surprise and delight' moment you've experienced at a hotel or vacation rental?
- What's one thing you wish every hotel room had?

Restaurant:

- What's one menu item you wish we offered?
- What's your go-to order at our restaurant?



Examples of questions:

Eco-Tourism:

- What's your dream eco-adventure activity?
- What's one thing you always pack on an eco-tour?

Museum:

- What's your favorite hidden gem in our collection?
- Who's your favourite local historical figure?



Avoiding spam

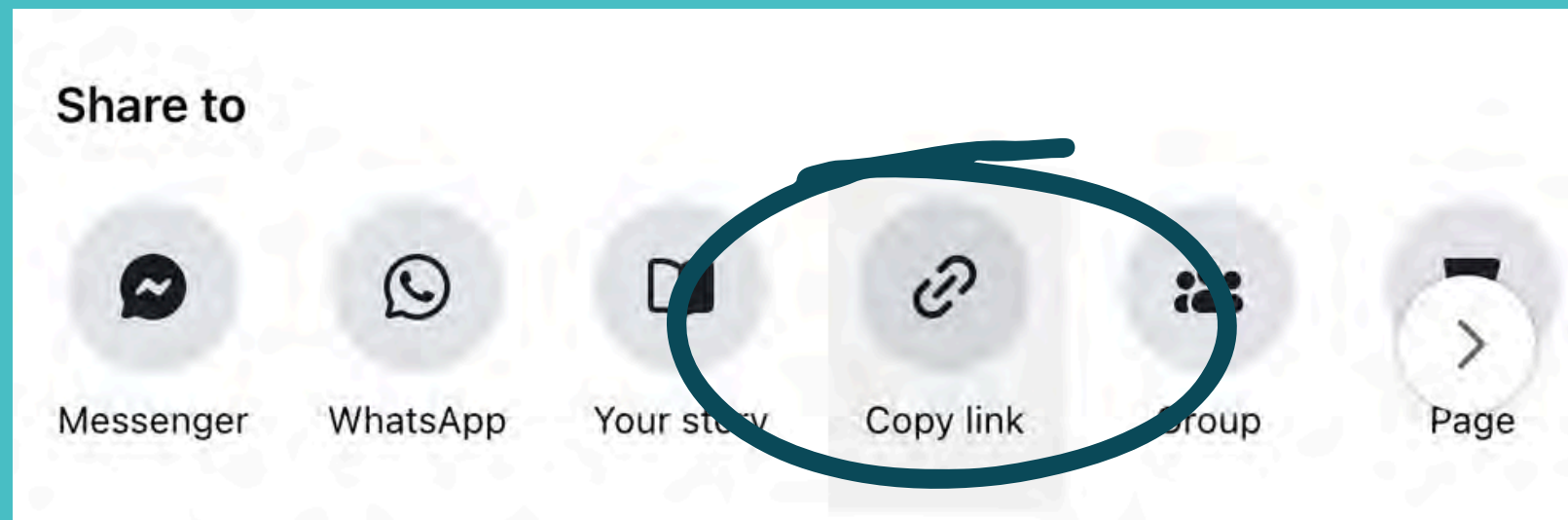
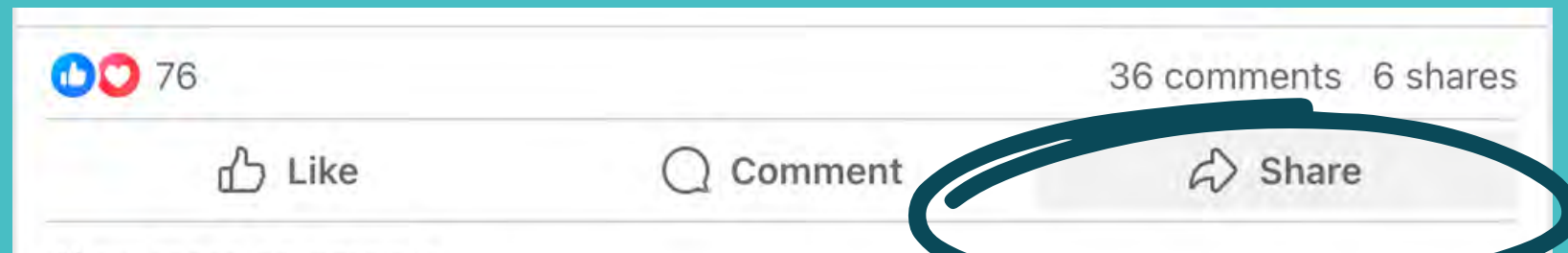
Plan for spammers and bots

- Avoid trigger words like: **contest**, **giveaway** and **win** in the caption
- Put those words in the graphic. It's harder for bots to spot words in images.
- Enable notifications on your social media accounts so you notice spammers right away
- Block spammers as soon as you notice them and delete their comments

The image shows a screenshot of an Instagram post from the account 'Ocean Pride Fisheries', dated 9 December 2024 at 13:14. The post text reads: 'Want a gift basket filled with our favourite products? Let us know your favourite outdoor activity during the winter months. 📌' and 'The winner will be chosen on Tuesday, December 17 and announced via our Instagram story at 1 pm AT. Open to residents of Canada (except Quebec) over 19 years of age. This promotion is in no way sponsored, endorsed, administered by or associated with Instagram or Facebook.' Below the text is a graphic divided into three sections. The top section contains three product images: a jar of cream, a jar of 'Beche Sea Cucumber Powder', and a package of 'PAMASEA Sea Cucumber' dog food toppers. The bottom section features a red Santa hat icon and the word 'GIVEAWAY' in large, bold, blue capital letters.

How to choose a winner

Choosing a winner



- Don't write down each contestant's name and choose a winner from a hat
- *UNLESS* you really want to and you have time to kill!

- Copy the link to the contest post
- Put it into **exportcomments.com**
- Download the Excel file

Choosing a winner

- Look at the number of rows on the spreadsheet
- Go to **random.org**
- Min = number on the first row
- Max = number on the last row
- Generate = number corresponds with the winning row on your spreadsheet



The image shows a screenshot of the 'True Random Number Generator' interface. It features a purple header with the text 'True Random Number Generator'. Below the header, there are two input fields: 'Min:' with the value '1' and 'Max:' with the value '100'. A 'Generate' button is positioned below these fields. Underneath the button is a 'Result:' label followed by a horizontal line. At the bottom of the interface, it says 'Powered by [RANDOM.ORG](https://random.org)'.

Legal considerations

Meta contest rules

Things to include in your caption:

- Giveaway beginning and end dates
- Participation restrictions (*such as age or location*)
- Prize details
- How to enter the contest (*comment below*)
- How and when the potential winner(s) will be chosen
- Acknowledge that *the contest is in no way sponsored, endorsed, administered by or associated with Facebook or Instagram.*



Other contest rules



- No purchase necessary
- Official contest rules (*example*)
- Winner release form:
 - Outline exactly what's included
 - Skill testing question
 - Winner accepts the prize
 - Winner confirms they're eligible
 - Winner agrees that the company can use its name, photograph, video for promotions
 - Winner releases company of any injuries, accidents, costs, liabilities, losses, damages and expenses of every kind and nature whatsoever arising from or relating in any manner to the holding of this Contest or participation in the Prize.
 - Signed by the winner and a witness

Thank you

word-craft



Ingrid Deon

www.word-craft.ca

ingrid@word-craft.ca

@wordcraftinc

UPCOMING WEBINARS

- **Thursday, February 6 at 10:00 am:** Using AI to Analyze the Effectiveness of Social Media Campaigns



See recordings of previous webinars and related tip sheets:

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Open Programs

EXPORT Travel Trade 2024-2025:

Stream 2 - Marketplace Support applications are open until the program has been fully subscribed or closes on March 31, 2025



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