Facebook Checklist: Setting up an Like/Comment Facebook Business Page Contest

Share this Facebook contest checklist with your social media manager, intern, or assistant so they can create effective and engaging contests, to help you build your following on Facebook.



- [ ] Decide what are your objectives for a contest. Growth followers, reward loyal followers, etc?
- [ ] Decide on giveaway/prize item

  Examples of Giveaway items:

  Company swag

  Gift a product

  Gift a gift card

  Send a valuable content upgrade

  Gift a hardcopy or digital book or eBook

- [ ] Look for a related Facebook account to partner with (if makes sense to your business/brand)
- [ ] Have a clear Call to Action (CTA) for your followers

  Here are all the ways you can have a legal like/comment facebook contest.

  Liking a postCommenting on a postLiking & Commenting a postPosting on the Page's timelineHaving the comment with the most Likes

- [ ] Use a high-quality photo that followers would want to engage with (only post your own photos)
- [ ] Create a clear and clever contest caption (40-80 characters is best)

  Some contest ideas to get engagement include;

  Ask a trivia question

  Post a photo and ask follows to "caption this"

Have customers help you come up with new names for products, pick a new color, etc.

Have followers guess something

Ask a would you rather question

Poise a thoughtful questions

- [ ] Be clear and concise about what is required to enter

Make sure to include the following;

Offer terms and eligibility requirements (ex: age and residency restrictions, etc)

Prize value. Make it clear that there is no purchase necessary.

When the winner will be chosen and how winner will be announced

State how participates can enter

Tell entrants that making a purchase does not increase their chances of winning.

- [ ] Include that the promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook.
- [ ] Post the time and date of when the contest ends
- [ ] Keep your content short to keep momentum (3 to 5 days)

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