



# How to run a promotional sweepstakes on social media.

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## Outline for presentation

- ◀ Choosing an appropriate platform.
- ◀ Choose the appropriate event.
- ◀ Rules and regulations.
- ◀ Advertising.
- ◀ Kinds of social media posts.
- ◀ Write blog posts.

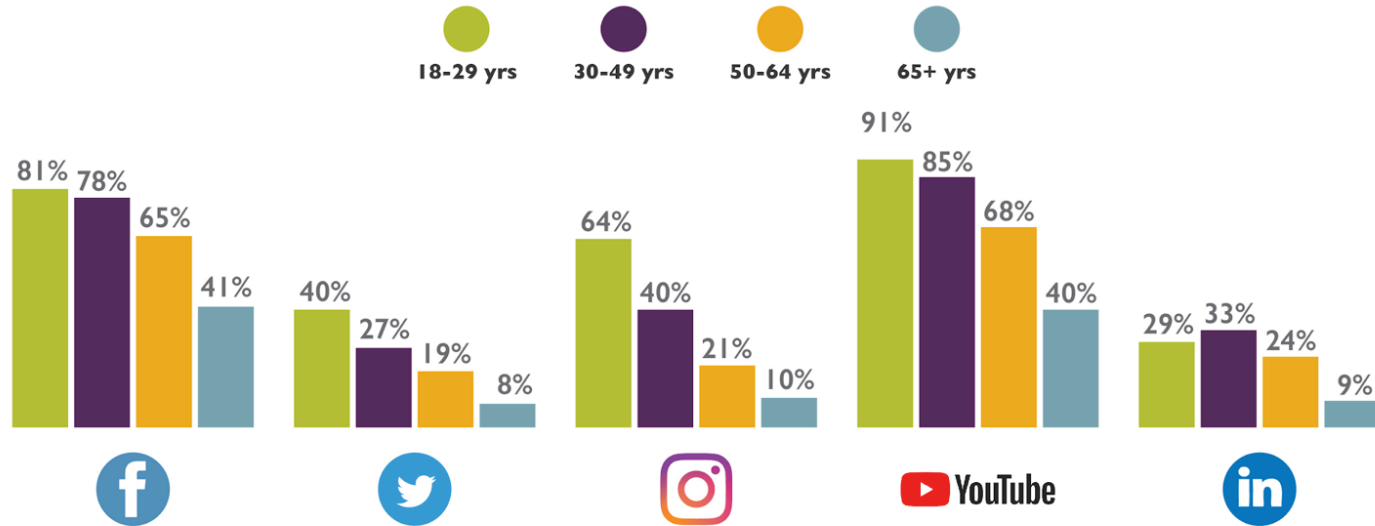


## Which platform should you choose?

- ◀ Identify audience.
- ◀ Pick platform based on that audience.
- ◀ Our audience was primarily high school and college aged students.
- ◀ We chose Facebook and Twitter.
  - ◀ Easy to track hashtags.
  - ◀ Popular in this age demographic.

# ONLINE SOCIAL NETWORKING

PLATFORM USERS, BY AGE



Among online adults. Source: Pew Research Center Social Media Fact Sheet, February 2018. | [www.CreatingResults.com](http://www.CreatingResults.com)



## What kind of event?

- ◀ Sweepstakes
  - ◀ Based on chance.
- ◀ Contest
  - ◀ Based on skill.
- ◀ Lottery
  - ◀ Requires payment.



## Write rules for sweepstakes.

- ◀ Be aware of ethical ramifications.
  - ◀ Announcing winner publicly.
  - ◀ Including a third party witness.
- ◀ No purchase necessary.
- ◀ Winner is picked at random.
- ◀ Eligibility requirements.



## Advertise

- ◀ Have a creative hashtag or keyword.
- ◀ Create a poster.
  - ◀ Physical and online purposes.
  - ◀ Simple, creative, and helpful.
  - ◀ Distribute as much as possible.
- ◀ Write a blog post.
- ◀ Have participants tag you.
- ◀ Boost your posts on social media.



## Write a blog post

- ◀ Show engagement to excite audience.
- ◀ Another way to target audience.
- ◀ Further explanation of purpose and process.
- ◀ Emphasize organizational mission and goals
  - ◀ Familiarize yourself with these values.
  - ◀ Align campaign with them.



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**2**

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**3**

Use #ShareTheSavior at the end of your post.

**4**

Tag @cmiblc on Twitter *or* The Christ in Media Institute on Facebook.

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## Types of social media posts.

1. Introductory
  - a. Motivate participation.
2. Example posts
  - a. Teach participants how to do it.
3. Last chance
  - a. Reminder to participate.
4. Conclusion
  - a. Announce winner.
  - b. Thank participants.
  - c. Reiterate company goals.



## Conclusion

- ◀ Remember:
  - ◀ Your audience and how to reach them.
  - ◀ Which type of event and the rules that come with it.
  - ◀ How to advertise.
  - ◀ Your company brand and mission.
  - ◀ The types of social media posts.



## References

[https://knowledge.creatingresults.com/wp-content/uploads/2018/02/2018\\_Online-Social-Networking-Platform-Users-by-Age.jpg](https://knowledge.creatingresults.com/wp-content/uploads/2018/02/2018_Online-Social-Networking-Platform-Users-by-Age.jpg)