Instagram Checklist: Setting up an Instagram Contest

Share this Instagram 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 Instagram.



- [ ] 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 account to partner with or create an Instagram Loop Contest (if makes sense to your business/brand) (click on + to see how to set up Loop Contest)

  Partner with 5 to 10 accounts.

  Here's how to set up a Loop Contest

  Account 1 directs people to go to Account 2 to follow account 2 directs people to go to Account 3 to follow account 3 directs people to go to Account 4 to follow account 4 directs people to go to Account 1 to follow

  All accounts should use the same promotion photo to promote the giveaway.

  Loop members can all go in together on a large prize, or each account can give away a smaller prize. There could be one grand prize winner, or each account could pick their own winner for the prize they are offering.

- [ ] Have a clear Call to Action (CTA) for your followers (click on + for examples)

  Examples of an Instagram CTA's

  Follow Instagram account(s)

Follow Instagram account(s)and like photo

Follow, Instagram account(s) like the photo, and tag a friend

Follow Instagram account(s), like the photo, comment

Follow Instagram account(s), like the photo, comment, and tag a friend

Follow Instagram account(s), like the photo, comment, tag 3 friends

Follow Instagram account(s), like the photo, and tag 3 friends

Followers can post a photo of something related to your content/brand/business and use a hashtag that you can track

- [ ] Use a high-quality photo that followers would want to engage with (only post your own photos)
- [ ] Create a clear and clever contest caption (138-150 characters is best)
- [ ] 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 the winner will be announced

State how participates can enter

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

- [ ] Include the text "this giveaway is not endorsed or sponsored by Instagram" in your content rules
- [ ] Post the time and date of when the contest ends
- [ ] Keep your content short to keep momentum (3 to 5 days)
- [ ] Post your contest to you stories with contest photo and how to enter

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