

## SOCIAL MEDIA CAMPAIGN TIPS

### Stages to running photo contest

#### Stage 1: Pre-Contest (140 characters)

This can start right away or can wait until the PDF's are handed out. The idea is to build awareness and hype about the social media contest.

- Once a week remind people about the contest
- More than once a week may give the impression that the contest has already started and/or may annoy people with the excessive updates
- Remind people about the contest by posting on website, Facebook, twitter & instagram
- Example reminders:
  - HEAR THIS—we're giving away free college tuition. Follow [@MCCAYGT](#) to hear about the 'you've got this' photo contest (Starting Sep 13).
  - Pssst..... we're giving away free tuition to a MI student that can show us how 'you've got this' in college. Follow [@MCCAYGT](#) to learn more.
  - Don't miss the chance to win Free College Tuition. Follow [@MCCAYGT](#) for the details.

#### Stage 2: Contest (September 13-21)

- Post regularly (daily)
- Provide 'act now' messages
- Example messages:
  - You've got this! Show us your secret to success at a MI community college. Follow [@MCCYGT](#) & [#MCCAYGT](#) for chance to win free tuition!
  - Fancy winning free college tuition? Just show us how 'you've got this' school year under control. Follow [@MCCAYGT](#) and [#MCCAYGT](#) to your photo
- Spotlight photo entries (showcase people) examples:
  - Check out @MichiganStudent and they're inspiring 'you've got this' moment <http://twitpic.com/weilsdf.html> #MCCAYGT
  - 'You've got this' @OtherStudent amazing entry! #MCCAYGT <http://twitpic.com/makeup.html>
- 3 day countdown (to the end of the contest create a sense of urgency) examples:
  - 3 days left! Show us your 'you've got this' moment for a chance to win free college tuition. Follow [@MCCAYGT](#) and [#MCCAYGT](#).
  - 2 days left! What's your secret to success? Show us how 'you've got this'. Follow [@MCCAYGT](#) & [#MCCAYGT](#) for a chance to win free tuition.
  - LAST DAY to show us how 'you've got this'. Don't miss the chance to win \$0 college tuition. Follow [@MCCAYGT](#) & enter your photo to [#MCCAYGT](#)

**Stage 3: End of Contest (September 22)**

- Thanks contestants for their photo entries
- Tell when winner will be announced (October 1)

**Stage 4: Winner announced (October 1)**

- Showcase the winner by displaying their entry and their profile picture
- Display the winner on website, Facebook, twitter, & instagram
- Thank everyone for their entries