



Social Media Contest Templates

Instagram giveaway template

#GIVEAWAY TIME! We're excited to announce [new product/event/collaboration] in partnership with [add relevant partners]. Enter to win a [prize here] when you like, follow, and share this post. More details below.

Here's how to enter:

1. Like this post
2. Follow our page [add partner page if relevant]
3. Repost this post on your Story or feed using the hashtag [insert hashtag]
4. Tag a friend

1 tag = 1 entry, so tag as many friends as possible! Winners will be chosen [insert date + time]. Keep your eyes on this page for more announcements coming soon!

Please note: You must reside in [insert country] to enter this contest. Per Instagram rules, this contest is not sponsored, administered, or associated with Instagram. By entering, entrants confirm that they are 13+ years of age, release Instagram of responsibility, and agree to Instagram's terms of use.

Twitter contest template

#Contest alert! We're giving away [insert prize] to the first [#] people to retweet this post. We'll also give away [insert prize] daily for the next [insert timeline], so follow along for more updates.

Facebook contest template

Enter to win [insert prize] when you sign up for our email list. We send weekly offers of [insert offers] plus [insert other email content] directly to your inbox. Subscribers benefit from early access to all upcoming contests and giveaways. Sign up below! [insert landing page link]

Contest rules template for landing page

1. The promoter is [insert company name], whose registered office is at [insert business address].
2. The competition is open to residents of [insert location] aged [#] years or over except employees of [insert relevant exclusion] and their close relatives and anyone otherwise connected with the organization or judging of the competition.
3. There is no entry fee and no purchase necessary to enter this competition.
4. By entering this competition, an entrant indicates their agreement to be bound by these terms and conditions.
5. Entry details for the competition and details of how to enter are via [insert URL]
6. The contest will be held on the following channels: [insert relevant social media channels]
7. Only one entry will be accepted per person. Multiple entries from the same person will be disqualified. [remove if allowing multiple entries]
8. The closing date for entries is [insert date]. No further entries will be permitted after this date.
9. No responsibility can be accepted for entries received after the closing date.

Competition rules:

- The promoter reserves the right to cancel or amend the competition and terms and conditions without notice for any reason. The promoter will notify entrants of any changes to the competition as soon as possible.
- The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.

Prize rules:

- The prize is as stated; no cash or other alternatives will be offered. Prizes are not transferable. Prizes are subject to availability, and the promoter reserves the right to substitute any prize for another of equivalent value without giving notice.

Winners will be chosen: [use only applicable points]

- at random by software, from all entries received and verified by the Promoter and or its agents
- as a result of a popular vote conducted via social media sites as measured, recorded and verified by the Promoter and or its agents
- by an independent adjudicator or panel of judges appointed by the Promoter
- by [insert judging party]

By participating in this competition, an entrant indicates his or her acceptance of these terms and conditions.

The competition and these terms and conditions will be governed by [country] law, and any disputes will be subject to the exclusive jurisdiction of the courts of [country].

The winner agrees to use their name and image in any publicity material, as well as their entry. Any personal data relating to the winner or any other entrants will be used solely in accordance with current [country] data protection legislation and will not be disclosed to a third party without the entrant's prior consent.