

Running prize promotions on social media

A checklist for influencers and brands



Influencer or a brand, if you are running a promotion with prizes on social media, you're a promoter, and are responsible for the promotion from start to finish.

Even if it's a collaboration, or you're only posting on behalf of a brand, you are both responsible for making sure the promotion follows the rules.

To help you plan for success, we've created this handy checklist for each stage of your promotion.

1. Administering the promotion

- Have you got enough resources to administer the promotion?**
Make sure you have sufficient time, people and technical capabilities to run the promotion fairly and as described.
- Have you thought about how many people will participate?**
Plan ahead and estimate how many entries you are likely to get. Promotions on social media can and do go viral, and you will still have to run the promotion as advertised if it does.
- Can you reliably include all valid entrants?**
Don't make the entry method so complicated that you can't keep track. If you offer extra entries for certain actions, such as tagging, commenting or following, you need to be able to demonstrate that this genuinely results in an extra entry.

2. Preparing your posts and content

- Do all your initial posts include all significant conditions?**
State your significant conditions up front, in all your promotional posts. This includes things like the closing date, how to participate and any restrictions.
- Have you planned your T&Cs and are they easily accessible?**
T&Cs must be clearly signposted and include all other information about the promotion. You can't change T&Cs other than in very specific situations, even to combat abuse, so make sure you plan these carefully in advance.

3. Picking winners

- Have you planned how you will pick a winner?**
Winners must be chosen fairly and in line with the rules:
 - **Subjective skill-based competition?** You need an independent judge, or a panel with at least one independent judge.
 - **Prize draw or giveaway?** You must select winners randomly, and be able to prove you have done so. Use a computer process that produces verifiably random results, or an independent person, and keep a record.

4. Awarding prizes

- Can you check that the winner has met all the entry requirements?**
You must have a process in place which enables you to independently verify that someone has met the conditions for entry before awarding them the prize.
- Can you award the prize?**
You must award the prize described, or a reasonable equivalent, within 30 days; so it's a good idea to have the prize available before you advertise the promotion.
- Will you be able to demonstrate the prize has been awarded?**
Plan to publish information to show that major prizes were awarded, and let entrants know you intend to do so before they enter. If entrants object to their information being published, you will still need to be able to demonstrate it was awarded to the ASA.

Remember other rules may also apply

Remember that if it's a promotion, it's considered an ad, and other advertising rules may apply. Make sure it's easily identifiable, and check our guidance to make sure that the promotion is socially responsible.

Don't forget that, as well as the rules enforced by the ASA, platforms may have their own policies – so check these before you run your promotion.

Where can I find out more?

You can check out our [CAP Bitesize video series](#) on promotions, or visit our [resources page](#) for more detailed advice on this topic.