

SOCIAL MEDIA COMPETITIONS

terms and conditions

This guide is to help frame your thinking around what you need to include in your Terms and Conditions when creating a competition on social media. Please consult your local friendly lawyer when writing up your own!

Competition Overview

The competition name is: _____

To enter, participants must complete this task: _____
example: answer in 25 words or less the following question...

Where does the competition take place? _____
example: Facebook.com/companyfacebook or www.mysite.com

Entrants in the competition may enter multiple times.
Y/N

Entry is open to residents of a country or state only?

By entering into this competition, entrants are signing up to newsletter? Y/N

Competition Timeline

The competition open date is: _____

The competition open *time* is: _____

The competition close date is: _____

The competition close *time* is: _____

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The Prize

How many winners? _____

example: 1 winner, 5 winners?

The prize is a _____ at the value of \$ _____.

Hint: If you don't know the cost, Google a similar item.

The Judging Process

Who will it be judged by? _____

example: "A staff member of x company"

How is the winner chosen? _____

hint: Funniest, most creative entry?

Winner Draw Date: _____

hint: Recommended within 24 hours of prize close.

Winner Draw Venue: _____

example: your business address

The date the winner will be contacted on this date: _____

hint: 24 hours after winner selection. Make it a weekday!

How will the winner be contacted? _____

eg using the email address they signed up with? You will write on their Instagram post? You will tweet them?

If on social media, if the winner doesn't get in touch to claim their prize within _____ days, the winner will be reselected.

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Prize Delivery

Within how many days will the prize arrive to the winner? _____

example: 30 days

Your Business Details

Your business name: _____

Your business address is: _____

Your ABN is: _____

If someone has questions/queries or complaints, they can contact

Your business privacy policy is located at _____

tip: either point to a URL, or state that email addresses will be kept securely and only used for this competition.

Link to About Us Page for more info in your business _____