

# Getting started with social media and comping





Promoters are taking a leap further into the digital age, and we are finding that more and more competitions are migrating to Facebook and Twitter. If you're not a regular social media user this can be a little bit daunting.

However, with a few helpful hints along the way, we can soon have you up and running and entering competitions on Facebook and Twitter.

For ease, we've divided this guide into two parts – one dedicated to each service.

You'll be online and winning in no time!

## Getting started on Facebook

### Step 1: Set up your account and adjust your settings

Firstly you'll need to set up a Facebook account to enter with. If you already have an account with Facebook, do not be tempted to set up a second one – Facebook operates a strict one account per person rule, and failing to adhere to that could have your account(s) blocked.

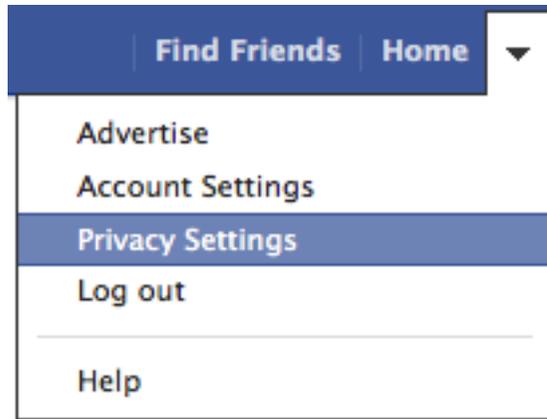
If you don't have a Facebook account, visit <http://www.facebook.com> and sign up. You will need to provide Facebook with the following information: first name, last name, email address, password, gender and date of birth.

Make sure you use accurate information here and don't use a nickname, as Facebook may use this information if it ever needs to verify your account.

I'd also suggest that you use a separate email account for all your comping as you will probably get an increased volume of emails!

Now it is time to make sure that your settings are correct. When you first log into Facebook, you will see a blue header bar across the top of the page which says your name and the word home in the top right.

You can adjust your privacy settings by clicking the little downward facing arrow symbol next to the word 'home' and choosing the 'privacy settings' option.



If you intend to use your Facebook account primarily to enter competitions from, you will need to change a few settings both to protect your personal data and to make sure you are able to enter competitions correctly.

The first section in the privacy settings menu is the default setting for when you share posts. Please ensure the 'Public' one is chosen. This is important as if you do not share competition posts as 'public' your entry won't be visible to the promoter.

*If you don't intend on mainly entering competitions from your Facebook account you could instead choose a different default option here and then when entering competitions you would need to manually change the setting just before sharing to your page.*

You can use the other settings in the privacy settings menu to adjust your account according to your personal preferences. You can choose who is able to request to be your friend, who can send you messages and much more.

Work your way slowly through the options until you are happy with your settings – remember that these settings can be changed at any time by returning to this menu.

Remember that if you are planning on entering competitions the promoters will need to be able to message you – so in the option for who can message you I suggest leaving it set to 'everyone' otherwise promoters will not be able to get in touch with you.

You can also choose who can see various bits of personal information about yourself.

Click in the top blue header bar on your name. Just underneath the main header photo area to the right is an option the says 'update info'

Click into it and you will see all of your personal information – employment, school, basic info, contact info and more.

Next to each option is a little symbol with a downwards facing arrow next to it. Click the arrow to change the desired setting.

In some of the options you will need to press 'edit' and then you will be able to change the settings.

I recommend you change your employment, school, mobile phone numbers and similar to the 'only me' setting. This means the information will still be there in case Facebook need to

validate your account – but your private information will not be visible to anyone else.

### **Tip: Let your non-comping friends know about your new hobby**

If you have non-comping friends, you are going to want to let them know about your new comping hobby, otherwise they will think you are spamming them with your competition entries.

Let them know that they can 'unsubscribe' from getting your posts showing up in their newsfeed altogether or choose to allow just certain types of post.

It's easy – they can either:

Go to your profile, where there is an option along the top right called 'subscribe' which if clicked will show a drop down menu with all the choices on. They can choose to completely unsubscribe – which means none of your posts will show in their newsfeed or one of the other options such as 'only important' or 'only status updates'

### **OR**

Click in the top right hand corner of one of your posts, which will bring up the same subscription menu and choices as above.

## **Step 2: Entering competitions**

Scroll through our Website page and find a competition that you fancy entering. We try to make it nice and easy by telling you in our post what the prize is, when the competition ends and what you need to do to enter, we even give you the links to click on!

Once you have found a competition to enter – read our post to find out what you need to do.

Competitions on Facebook can involve: playing a game, filling in a form, liking, sharing or commenting in a specific area, tagging yourself in a photo, posting a specific phrase to your Facebook status and more.

### **Tip: Like and share competitions**

For most competitions you simply need to like and share a competition post.

In this case click the link at the bottom of our post which normally has 'link to the competition post' written just before it and you will be taken to the competition post on the promoters page – which is where you will need to enter.

Make sure you 'like' their page and then simply press the 'like' and 'share' buttons at the very bottom of the competition post. Personally I always write a comment as well – even if they haven't asked for it – something like 'entered' or 'liked and shared' so it's nice and clear to the promoter that I've done what they've asked.

## Tip: Tagging a photo

Make sure you 'like' the Facebook page of the promoter – otherwise you won't be able to tag the photo. Find the competition photo – we will normally give you a link to the photo album on the promoters page.

At the bottom right corner of the photo should be an option called 'tag' press it and move your cursor onto the photo – click and it will come up with a box to enter in a name of who you wish to tag – start writing your name and when you see yourself in the list click it. Then simply press 'done tagging'.

Photos can hold up to 50 tags – so if you get a message saying you cannot tag because the photo is full, don't worry. See if there is another photo to tag or simply comment saying you cannot tag as it's full but would like to be entered – most promoters will accept that instead.

## Tip: Updating your status and adding a company in it

Sometimes to enter a competition you will be asked to post a specific phrase as a status update – these normally will have the promoter's Facebook name in blue or they'll ask you to tag them in the status.

Check you have 'liked' their page  
Copy the phrase they want posted and go to your homepage

Paste the phrase in the 'update your status' box then you need to edit it – so don't go posting it up just yet

If the promoters name is in the phrase already – then move your cursor to the beginning of their name and type in the @ symbol, then move your cursor to the end of their name and start deleting a letter at a time until their name comes up in a little box below your cursor and click their name.

If their name is not already in the phrase – simply type in the @ symbol and start typing their name until it comes up for you to select.

If you do this correctly, once you post the status update their name will be in blue writing and the post will be visible to them on their page.

## CONGRATULATIONS YOU'VE ENTERED YOU'RE FIRST FACEBOOK COMPETITION!!

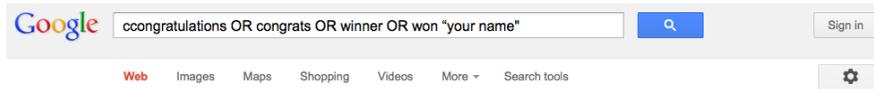
You can now carry on and enter some more from our Facebook page or visit our website for even more competitions – there are always plenty to choose from.

## Finding wins

Facebook promoters may not always contact you if you have a win. Instead they will post your name up on their Facebook page as a winner and ask you to contact them to claim your prize. This can make it easy to miss your wins.

I suggest that you Google yourself on a regular basis, to check for wins.

I use the following when I search – feel free to borrow this:  
congratulations OR congrats OR winner OR won “your name”



It is also a good idea to check for incorrectly spelt wins!

When you have pressed the search button you can go into the advanced search options on Google (which is an option near the search bar on the right or if you are logging in on Google in the very top right – looks like a cog wheel symbol.)

From the advanced search options you can choose things like searching for a specific timeframe (I always pick monthly) and even from a specific site – so if you only enter competitions on Facebook – you could type facebook.com into the site name box.

These are handy hints for if you have a popular name.

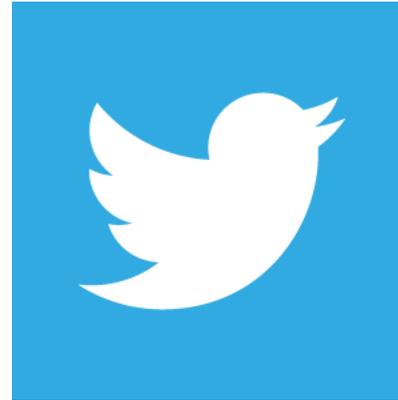
You can also set up Google alerts, which will email you when new hits for your search term are found. This does seem to be a bit hit and miss but worth setting up as a backup thing. Learn more at <http://www.google.com/alerts>

### Tip: Checking for wins on Facebook

You can also search for your name via Facebook – there is a little search bar at the top in the middle – type in your name and press the search icon on the right. You will have a page come up saying all results with possibly more people with the same name. Press

the ‘posts by friends’ and the ‘posts by everyone’ in turn which should appear in a small list on the left hand side. This will then bring up posts/tag etc.. which mention your name from pages you like/friends and then everyone.

Check your Facebook messages on a regular basis for winning messages – and don’t forget to check the ‘OTHERS’ folder – simply click ‘messages’ and then ‘other’ which should be underneath the word messages when you go in.

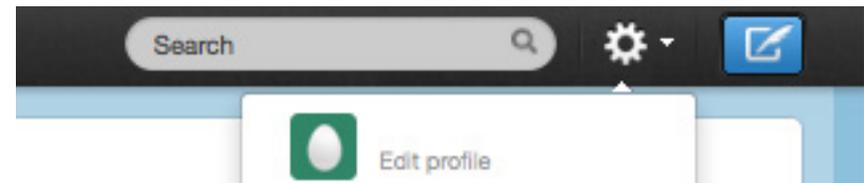


## How to set up a Twitter account

If you don't have a Twitter account simply visit <http://www.twitter.com> and sign up. You will need to provide Twitter with the following information: full name, email address and password.

## Adjusting your Twitter settings

When you first log into Twitter you will have no profile details and your profile photo will be an egg.



It is a good idea to take a few minutes to personalise your Twitter account – this will ensure you don't look like a spammer and are easily identified as a real person.

Click on the cog symbol to the right of the search bar in the Twitter header and choose the top option in the list – edit profile.

From this screen you can fill in various fields with information about yourself and add a photo.

Once you are done, click 'save changes' at the bottom.

## Getting to know your way around

Twitter can be a bit daunting at first as there are lots of different ways to do things and different screens to learn your way around.

I will try to teach you some basics.

## How to send a tweet

To send a basic tweet, click the blue quill and paper button which is in the Twitter header bar at the far right.



You will then have a box pop up which says 'what's happening' at the top.

Simply type in your text and press the tweet button at the bottom to send it out.

You can only have 140 characters in a tweet and you'll see as you type that at the bottom of the message it will count down and tell you how many more characters you have available – or it will

show in red how many you have gone over by.

A basic Tweet will show up in the newsfeed of anyone who is following you – if you want to make a tweet more visible to someone – you will need to mention them in it.

## How to mention someone on Twitter

To chat to someone on Twitter so it is more easy for them to spot – you should use mentions.

This simply means incorporating their Twitter name into the tweet you are sending.

For example: We are @competitionclub on Twitter so you could tweet the following:

@competitionclub I've just joined Twitter and thought I'd say hi

This tweet would still be visible to others – but it would show up better for us and appear in our mentions so we know someone is talking about us or to us.

To check your mentions and see who is talking to you or about you click the option in the Twitter header which says @connect and then the mentions option

This is important for comping – as promoters will normally mention you in a tweet as a winner and request you dm them your details in order to claim your win

## DMs

DMs or Direct Messages are private messages between Twitter users. To send a DM to someone, they will need to be following you and vice versa.

When you win on Twitter you will normally be asked to DM the promoter your name and address details. To do this, visit the promoter's Twitter page and at the top right of their profile is a little head symbol – click on it and the option to send a direct message is there.

To check your DMs, click on the cog symbol on the Twitter header to the right of the search bar and choose the direct messages option.

## Following and retweeting

The most common way of entering a competition on Twitter is by following and retweeting.

To enter a basic Follow and Retweet competition – find the competition tweet either on the promoters Twitter page or our Twitter page.

Simply press the retweet option which is in small writing underneath the tweet and then click the promoters name; in the pop up box that appears press the follow button or if you are already on the promoters page press follow.

## Now you are ready to start entering competitions!

To start with you aren't going to know where to go to find the competitions – so find us on Twitter by visiting this link <http://www.twitter.com/competitionclub> and make sure and press the 'follow' button.

## How to enter your first Twitter competition

Scroll through our Twitter timeline and find a competition that you fancy entering – we try to make it nice and easy by retweeting the original competition tweets so for most of the competitions you can simply press the retweet button underneath the tweets on our page and click the promoters name to bring up the pop up screen and press follow and then close the pop up screen.

Sometimes you will be asked to do more than simply follow and retweet:

## Follow Fridays

Often on Fridays there are Twitter competitions which ask you to give them a Friday follow (#Fridayfollow #followfriday #ff) in order to enter. Make sure you are following them first. Then copy or make a note of any #tags used in the competition tweet – then hit reply and either paste or write in the #tags – so for example a regular one on a Friday with @foxybingo should look like:

@foxybingo #foxyfriday #followfriday

## Tagging

Pretty much the same as for Follow Fridays – there will be a special word or several indicated by a # symbol, which will need to be included in your entry. So again using foxybingo's example – on their Friday competition you have to make sure you include the word #foxyfriday in your entry. The reason for this is because the competition promoter will use a search on that special #phrase to find entrants and picks their winner from that list.