

COMPETITION CONSIDERATIONS

Ultimately the success of any social media, or digital competition, relies on 3 critical factors:

1. How well you promote it.
2. How you incentivise entry.
3. How easy it is to submit an entry.

This is no different when managing a competition through Stackla. Although, over the past couple of years, we have identified a few other key considerations that are equally important.

Compiled below is a list of all possible considerations that should be addressed prior to launching a competition with Stackla. In addition, some suggestions from the Stackla pros, as well as some relevant resources have been included to help along the way.

Considerations	Stackla Notes	Suggestions
<u>Voting Limitations</u>	<ul style="list-style-type: none">• 1 vote per tile, per IP address, per set period of time (1hr default).• Users can vote multiple times.	<ul style="list-style-type: none">• Consider placing your competition behind a login wall.• Clearly state these voting limits to users, and within the competition rules.• Treat voting as a secondary component to help increase engagement and <i>help</i> choose a winner, but ultimately leave the decision up to you and your team of moderators.
Start/End Date events	<ul style="list-style-type: none">• Start/End dates automatically display/hide the widget's vote button & vote count.	
Social Networks	<ul style="list-style-type: none">• Specific networks better lend themselves to social media competition.• Facebook's privacy settings render it difficult to include as an entry method.	<ul style="list-style-type: none">• Hashtags are by far the best way to collect entries- focus your efforts on social networks that officially support hashtags.

Competition Objective		<ul style="list-style-type: none"> • Ask yourself, “<i>What would I/we consider a successful competition?</i>” • What is the purpose of collecting social entries? Brand exposure, increased user interactions, collecting rights to content for marketing, etc. • Do you have existing metrics to compare to?
Displaying Votes	<ul style="list-style-type: none"> • Voting numbers are displayed within the widget by default. • This can be customized or hidden via custom css/ javascript. 	
<u>Public/Private Leaderboards</u>	<ul style="list-style-type: none"> • Leaderboard functionality is supported within Stackla (optional). 	<ul style="list-style-type: none"> • Consider the purpose of a leaderboard- additional incentive to enter. • How do you plan to display this- a separate leaderboard widget? Via <u>dynamic widget filters</u>?
Other Methods of Entry (Goconnect)	<ul style="list-style-type: none"> • Not all users are comfortable posting to a social network. • Entries can be easily missed if social entry is the only method of entry. 	<ul style="list-style-type: none"> • Include a manual upload option for entry, via a <u>Goconnect widget</u>.
Promotion(s)	<ul style="list-style-type: none"> • It’s always best to promote competition via the same networks of entry. 	
Incentives	<ul style="list-style-type: none"> • Users always prefer incentives to enter a competition. 	<ul style="list-style-type: none"> • Consider offering incentives to the users who enter. • A previous client offered a coupon for a free candy bar, utilizing the Goconnect widget to collect email address for coupon delivery.
Voting Followup	<ul style="list-style-type: none"> • By default there is no specific voting followup via Stackla competitions. • Utilizing the custom css/ javascript, voting followups can be added. 	<ul style="list-style-type: none"> • Consider adding a “thank you” message when users vote/enter. • <u>Send an email when a user's entry has been Published.</u>

Legality

- Be sure to consider all local laws surrounding competitions.
- For example: Australia classifies competitions in two ways:
 - **Game of Skill** competitions require a user to show a 'Skill' in order to win. No Trade Permits required.
 - **Game of Chance** competitions take *chance or probability* into account. These do require Trade Permits.
- Be sure to include T&Cs for the competition. Consider including:
 - Voting limitations.
 - Winning selection process.
 - Request for the Rights to the content.

Competition Check List

Before Competition

- Choose overall objective
- Ensure proper setup within Stackla.
- Select networks for entry (consider Goconnect).
- Include competition T&Cs.
- Test voting limitations.
- Consider how you will promote competition.

During Competition

- Ensure moderation team is in place.
- Watch for gaming/cheating.
- Continue promoting competition.
- Watch for duplicate entries.

After Competition

- Run full competition report.
- Decide method of informing winner(s).
- Run export of Rights approved content (*optional*).

Helpful Competition Resources

Knowledge Base Articles

- [Voting Limits](#)
- [Competition best practices](#)
- [How to create a Competition](#)
- [How do I create a competition leaderboard?](#)
- [How does voting work with regards to my competition?](#)

Developer Portal

- Guide: [Capturing votes on Widgets as external users](#)

Live Examples

- Internal Stackla Competition Example