

Christmas In July Giveaway

Overall Plan

- Giving away \$100 per day (\$400 budget) on each platform
 - Monday – Facebook
 - Tuesday – Instagram
 - Wednesday – Twitter
 - Thursday – Snapchat
- \$50 for you, \$50 for a friend (Each platform has different entry rules and participants must follow)
- Hashtags: #ChristmasInJuly #CashGiveaway #RoyalGivesBack

Giveaway Guidelines for different Social Platforms – I’ve linked the support guidelines for each platform

- [Twitter](#) – Couldn’t find anything specific about rules against telling users to mention their friend in the comment. This was the most detail I could find about mentions, does this mean it is okay?
- [Snapchat](#) – There are no specific rules mentioned about following or reposting
- [Instagram](#) – it mentions “You must not inaccurately tag content or encourage users to inaccurately tag content” – so I believe we should be fine to tell them to tag a friend? Please confirm.

Blocking/Scheduling on Social Studio & Sendible

- Block all of Monday for Facebook – Refrain from posting on Facebook – 3-5 stories throughout the day
- Tuesday – Instagram – Refrain from posting on Instagram – post 3-5 stories throughout the day
- Wednesday – Twitter Giveaway – Refrain from posting on Twitter – Faith post 10 tweets throughout day about giveaway
- Thursday – Snapchat Giveaway – Refrain from posting on Twitter – 3-5 stories throughout the day to promote it

Social Media Posts:

Sunday 24th (Prelude Post)

All platforms - Schedule through sendible on all platforms

'Tis the season for giving! We wanted to spice up this summer with a #ChristmasInJuly #CashGiveaway starting tomorrow, Monday, July 25th! For the next four days, we will be giving away \$50 for you, and \$50 for a friend of your choosing! Follow along as we choose a winner from Facebook on Monday, Instagram on Tuesday, Twitter on Wednesday, and Snapchat on Thursday.

-

Facebook: @Royal Credit Union

Instagram: @RoyalCreditUnion

Twitter: @Royal_CU

Snapchat @Royalcu

Monday 25th

Facebook Post (Organically Post on Facebook):

'Tis the season for giving! We wanted to spice up this summer with a Christmas in July Giveaway! Enter today on Facebook to win \$50 for you, and \$50 for a friend! Here's what to do:

- 1 Like this post
- 2 Tell us which friend you want to win
- 3 Spread the word with your family and friends using #ChristmasInJuly #CashGiveaway #RoyalGivesBack! (optional)

Please be alert for scams and remember that Royal will not ask you to accept a friend request, ask for your payment card information, or message you directly about winning this giveaway. We'll be announcing winners in a future Facebook post and asking winners to message Royal to claim their prize. If you are contacted by a page that's pretending to be us, please report it to Facebook.

This giveaway ends **Monday July 25th, 2022 at 11:59 p.m CT**. One (1) winner will be randomly chosen to win \$50 cash for them, and \$50 cash for the friend they have chosen. Alternate entry method: email facebook@rcu.org. The winner will be notified in a Royal Credit Union Facebook post (email entry winners will be notified by email) by 10 a.m. CT on **Tuesday, July 26th, 2022**, with details on how to collect prize. Winner must claim prize within ten (10) calendar days of winner announcement or prize is forfeit. No purchase necessary. Must be 18 or older and a legal U.S. resident. Entries limited to one per person. Royal team members and their immediate family are not eligible to enter; immediate family is defined as spouse/significant other, child, sibling and parent (including "step"). Royal reserves the right to discontinue this giveaway at any time for any reason. Odds of winning depend on number of entries. This giveaway is administered by Royal Credit Union Marketing, 200 Riverfront Terrace, Eau Claire, WI 54703. Giveaway subject to all federal, state, and local laws, regulations, and taxes. This post is not sponsored, endorsed, administered by, or associated with Facebook. Participants are providing

Commented [FK1]: Is this just talking about the email, or the post too? I have all of the posts blocked for 12-5 now.

information to Royal Credit Union and not to Facebook. Name, photo, and comments of winners may be used for promotional purposes.

Other Platform's Post (Schedule through sendible):

'Tis the season for giving! Today is the first day of our #ChristmasInJuly #CashGiveaway! Head over to our Facebook page and enter to win \$50 for you, and \$50 for a friend! Visit our Facebook page at Facebook.com/likeRCU.

Tuesday 26th:

Instagram Post (Post organically on Instagram):

***Note Instagram Character limit is 2,200**

WINNER 1 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!

Congratulations to **INSERT NAME**! Go to Facebook.com/likeRCU to claim your prize!

-

It's time for day 2 of our #ChristmasInJuly #CashGiveaway! Enter today on Instagram and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family!

1 Like this post

2 Tell us your friend of choice in the comments

3 Spread the word with your family and friends using #ChristmasInJuly #CashGiveaway #RoyalGivesBack! (optional)

Please be alert for scams and remember that Royal will not ask you to accept a friend request, ask for your payment card information, or message you directly about winning this giveaway. We'll be announcing winners in a future Instagram post and asking winners to message Royal to claim their prize. If you are contacted by a page that's pretending to be us, please report it to Instagram.

This giveaway ends **Tuesday, July 26th, 2022 at 11:59 p.m CT**. One (1) winner will be randomly chosen to win \$50 cash for them, and \$50 cash for the friend they have chosen. Alternate entry method: email facebook@rcu.org. The winner will be notified in a Royal Credit Union Instagram post (email entry winners will be notified by email) by 10 a.m. CT on **Wednesday, July 27th, 2022**, with details on how to collect prize. Winner must claim prize within ten (10) calendar days of winner announcement or prize is forfeit. No purchase necessary. Must be 18 or older and a legal U.S. resident. Entries limited to one per person. Royal team members and their immediate family are not eligible to enter; immediate family is defined as spouse/significant other, child, sibling and parent (including "step"). Royal reserves the right to discontinue this giveaway at any time for any reason. Odds of winning depend on number of entries. This giveaway is administered by Royal Credit Union Marketing, 200 Riverfront Terrace, Eau Claire, WI 54703. Giveaway subject to all federal, state, and local laws, regulations, and taxes. This post is not sponsored, endorsed, administered by, or associated with Instagram. Participants

are providing information to Royal Credit Union and not to Instagram. Name, photo, and comments of winners may be used for promotional purposes.

Other Platform's post (Schedule through sendible):

WINNER 1 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Go to Facebook.com/likeRCU to claim your prize! Stay tuned for more Royal giveaways this week! #RoyalGivesBack

-
Next... it's time for day 2 of our #ChristmasInJuly #CashGiveaway! You can win \$50 for you, and \$50 for a friend by entering on our Instagram page! Head over to our account at Instagram.com/RoyalCreditUnion to enter!

Facebook Specific Post:

WINNER 1 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Contact us via Facebook messenger to claim your prize! Stay tuned for more Royal giveaways this week! #RoyalGivesBack

-
Next... it's time for day 2 of our #ChristmasInJuly #CashGiveaway! You can win \$50 for you, and \$50 for a friend by entering on our Instagram page! Head over to our account at Instagram.com/RoyalCreditUnion to enter!

Wednesday 27th:

Twitter Post (Schedule through twitter):

***Note Twitter Character limit is 280**

WINNER 2 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Go to Instagram.com/RoyalCreditUnion claim your prize!

-
Today is day 3 of our #ChristmasInJuly #CashGiveaway! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family!

- 1 Like this post
- 2 Reply to @Royal_CU and tag the friend you want to win
- 3 Spread the word with your family and friends using #ChristmasInJuly #CashGiveaway #RoyalGivesBack! (optional)

Please be alert for scams and remember that Royal will not ask you to accept a friend request, ask for your payment card information, or message you directly about winning this giveaway.

Commented [FK2]: Note: We will not be able to put all of this text in a post because of Twitter's character limit. It may need to be included in a graphic?

We'll be announcing winners in a future Twitter post and asking winners to message Royal to claim their prize. If you are contacted by a page that's pretending to be us, please report it to Twitter.

This giveaway ends **Wednesday, July 27th, 2022 at 11:59 p.m CT**. One (1) winner will be randomly chosen to win \$50 cash for them, and \$50 cash for the friend they have chosen. Alternate entry method: email facebook@rcu.org. The winner will be notified in a Royal Credit Union Twitter post (email entry winners will be notified by email) by 10 a.m. CT on **Thursday, July 28th, 2022**, with details on how to collect prize. Winner must claim prize within ten (10) calendar days of winner announcement or prize is forfeit. No purchase necessary. Must be 18 or older and a legal U.S. resident. Entries limited to one per person. Royal team members and their immediate family are not eligible to enter; immediate family is defined as spouse/significant other, child, sibling and parent (including "step"). Royal reserves the right to discontinue this giveaway at any time for any reason. Odds of winning depend on number of entries. This giveaway is administered by Royal Credit Union Marketing, 200 Riverfront Terrace, Eau Claire, WI 54703. Giveaway subject to all federal, state, and local laws, regulations, and taxes. This post is not sponsored, endorsed, administered by, or associated with Twitter. Participants are providing information to Royal Credit Union and not to Twitter. Name, photo, and comments of winners may be used for promotional purposes.

Other Platform's post (Schedule through sendible):

WINNER 2 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Go to [Instagram.com/RoyalCreditUnion](https://www.instagram.com/RoyalCreditUnion) to claim your prize!

-

Today is day 3 of our #FathersDay #CashGiveaway! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! Visit us on Twitter at [Twitter.com/Royal_cu](https://twitter.com/Royal_cu)

Instagram Specific Post:

WINNER 2 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Comment [here](#) and contact us via [Instagram DM](#) to claim your prize!

-

Today is day 3 of our #FathersDay #CashGiveaway! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! Visit us on Twitter at [Twitter.com/Royal_cu](https://twitter.com/Royal_cu)

Thursday 28th

Snapchat Post (Post organically on snapchat):

Commented [FK3]: Can they comment on another post from another platform?

Commented [FK4]: Do we want them to message us through each platform?

WINNER 3 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Go to Twitter.com/Royal_cu claim your prize!

-
Today is the final day of our #ChristmasInJuly #CashGiveaway! Enter today on Snapchat and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! Tap to the next post for details.

Commented [ALF5]: First Graphic??

Please be alert for scams and remember that Royal will not ask you to accept a friend request, ask for your payment card information. We'll be announcing winners in a future Snapchat post and asking winners to message Royal to claim their prize. If you are contacted by a page that's pretending to be us, please report it to Snapchat.

Commented [ALF6]: 4th Graphic

This giveaway ends **Thursday, July 28th, 2022 at 11:59 p.m CT**. One (1) winner will be randomly chosen to win \$50 cash for them, and \$50 cash for the friend they have chosen. The winner will be notified in a Royal Credit Union Snapchat post by 10 a.m. CT on **Friday, July 29th, 2022**, with details on how to collect prize. Winner must claim prize within ten (10) calendar days of winner announcement or prize is forfeit. No purchase necessary. Must be 18 or older and a legal U.S. resident. Entries limited to one per person. Royal team members and their immediate family are not eligible to enter; immediate family is defined as spouse/significant other, child, sibling and parent (including "step"). Royal reserves the right to discontinue this giveaway at any time for any reason. Odds of winning depend on number of entries. This giveaway is administered by Royal Credit Union Marketing, 200 Riverfront Terrace, Eau Claire, WI 54703. Giveaway subject to all federal, state, and local laws, regulations, and taxes. This post is not sponsored, endorsed, administered by, or associated with Snapchat. Participants are providing information to Royal Credit Union and not to Snapchat. Name, photo, and comments of winners may be used for promotional purposes.

Commented [ALF7]: Third Graphic

Tap for what to do:

Commented [FK8]: Larger font

- 1 Add us on Snapchat @royalcu – include snapcode
 - 2 Repost this story and tag @Royalcu
 - 3 Spread the word and tell your family and friends!
- Tap for disclosures

Commented [FK9]: ?

Commented [FK10]: Do hashtags make sense for this?

Other platforms post (Scheduled through sendible):

WINNER 3 of our #ChristmasInJuly #CashGiveaway ANNOUNCED!
Congratulations to **INSERT NAME**! Go to Twitter.com/Royal_cu claim your prize!

Today is the final day of our #ChristmasInJuly #CashGiveaway! Enter today by adding us on Snapchat at @Royal_CU for more details. Stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! #RoyalGivesBack

Tweets throughout the day:

12:30:

Friday 29th

Final Post on All Platforms (Scheduled through sendible):

The final winner of our #ChristmasInJuly #CashGiveaway ANNOUNCED! Congratulations to

INSERT NAME! Message us through snapchat at @Royal_CU to claim your prize!

-

Thank you to all who entered and participated in our giveaway throughout this week! Be sure to check us out on your favorite social media platform so you don't miss out on our next giveaway!

Facebook: @Royal Credit Union

Instagram: @RoyalCreditUnion

Twitter: @Royal_CU

Snapchat@Royalcu

Commented [FK11]: Is this how we want them to claim prize?