1. Make sure you assign role to the EC2 instance which will minimum permissions logs:CreateLogStream and logs:PutLogEvents, but I have given admin permissions.
2. Create the log group prior to running the container. In the below example I have used the pre-created AWS Log Group /aws/datasync.

docker run --rm -dit --name testinglogs \

--log-driver=awslogs \

--log-opt awslogs-region=us-east-1 \

--log-opt awslogs-group=/aws/datasync \

--log-opt awslogs-multiline-pattern='^INFO' \

--publish 9000:80 sreeharshav/rollingupdate:v5

docker service create --name logtesting --log-driver awslogs --log-opt awslogs-region=us-east-1 --log-opt awslogs-group=/aws/datasync --log-opt awslogs-multiline-pattern='^INFO' --publish 9000:80 --replicas 3 sreeharshav/rollingupdate:v5

https://medium.com/dnx-labs/exporting-cloudwatch-logs-automatically-to-s3-with-a-lambda-function-80e1f7ea0187