Contest & UGC (User-Generated Content) Templates

Social Media Campaigns & Engagement Strategy

Overview

These templates help you run contests, collect user-generated content (photos, stories, testimonials), and build community engagement. All campaigns should be: - Deployed via Instagram, TikTok, Facebook, or your website. - Kept simple (no complex rules or barriers to entry). - Tied to your values (community, quality, sustainability). - Designed to create shareable content for your brand.

Template 1: Photo Contest – "Your Chocolat on James Moment"

Campaign Name: Your Chocolat Moment

Platform: Instagram + TikTok

Duration: 2–4 weeks

Caption:

"Show us your Chocolat on James moment

We're looking for real moments: the first taste, sharing with someone special, a quiet pause in your day, that snap when you break into a piece. Tag us in your photo or video and use #YourChocolatMoment.

How to enter: 1. Take a photo or video with our chocolate (doesn't have to be perfect—real is better). 2. Post it on Instagram or TikTok. 3. Tag @chocolatonJames and use #YourChocolatMoment.

What you can win: - Featured on our main feed + story - A month's worth of surprises (we'll send you something special each week) - 30% off your next order

Deadline: [Date]

Let's celebrate the moments that matter.

Background & Rules:

- **Goal:** Generate organic content, build social proof, deepen community connection.
- **Winner Selection:** Choose 1–3 winners based on authenticity, creativity, and engagement.
- **Rights:** Winners grant permission for Chocolat on James to repost/share content.
- **Announcement:** Winners announced on [date]; prizes delivered within 2 weeks.
- **Frequency:** Run this quarterly to keep engagement fresh.

Template 2: Testimonial Request – "Why We Love Chocolat on James"

Campaign Name: Our Community Speaks

Platform: Email + Instagram Stories

Timing: Quarterly or after new releases

Email Subject: Share Your Story & Get a Surprise

Body:

Hi [First Name],

We love hearing from our community. Would you be willing to share your Chocolat on James story?

This could be: - Why you tried our chocolate in the first place - Your favourite flavour and why - A moment when chocolate changed your day - How you'd describe our chocolate to a friend

How to share:

Reply to this email with your story (2–3 sentences is perfect), and we'll send you a surprise gift. We might also ask to feature your story on our Instagram or newsletter (with your permission, of course).

Stories help new people understand what we're about—and they mean everything coming from real people like you.

Looking forward to hearing from you,

[Your Name]
Chocolat on James

Follow-Up:

Once you receive testimonials: 1. Thank them genuinely (beyond just the gift). 2. Ask permission to share their story. 3. Feature 1–2 testimonials per month on Instagram Stories. 4. Include their name + photo if they're willing.

Template 3: UGC Campaign – "Chocolate Pairs With…"

Campaign Name: Chocolate Pairing Stories

Platform: Instagram Reels + TikTok

Duration: Ongoing (rolling campaign)

Concept:

Share videos showing chocolate pairings—chocolate with coffee, wine, cheese, travel, moments, people, etc. Invite followers to create their own.

Hashtag: #ChocPairs

Caption:

"Chocolate isn't meant to exist in a vacuum. It pairs with moments, people, flavours, experiences.

Show us what chocolate pairs with in your world. Post a Reel or TikTok pairing our chocolate with something unexpected + use #ChocPairs. We'll feature our favourites.

Ideas: Coffee & conversation Wine & sunset A book & quiet time Music & movement Travel & discovery Love & celebration

Tag us: @chocolatonJames"

Why This Works:

- **Low barrier to entry:** Anyone can post a pairing video.
- **Creative:** Encourages diverse, authentic content.
- **Shareable:** Pairing videos perform well on social.
- **Brand alignment:** Shows chocolate as part of lifestyle, not just a snack.

Template 4: Referral Program – "Share the Love"

Campaign Name: Share the Love

Platform: Email + Website + In-Store

How It Works:

Each customer gets a unique referral code (e.g., SARAH20).

- When they share their code with a friend, their friend gets 20% off their first order.
- Sarah gets $15 credit toward her next order (or a free chocolate piece).

Email to Existing Customers:

Subject: Share Chocolat on James & Get a Reward

Hi [Name],

Your referral code: [CODE]

Got friends who'd love our chocolate? Share your code + they'll get 20% off their first order. You'll get $15 credit.

How to share: - Text it to a friend - Post it on social media - Include it in an email - Tell someone in person—they can look it up online

No limit to how many people you can refer. Every referral earns you a credit.

Share your code: [Link to shareable page]

Thanks for spreading the love,

[Your Name]

Template 5: Behind-the-Scenes UGC – "Day in the Life"

Campaign Name: Day in the Life at Chocolat on James

Platform: Instagram Stories + TikTok

Frequency: Weekly (Wednesdays, e.g.)

Concept:

Share behind-the-scenes moments: roasting, conching, tempering, packing, team moments, customer interactions. Use a consistent hashtag and time.

Caption Example:

"Wednesday mornings start here Roasting this week's Ecuador cacao. Watch it transform from bean to liquid gold.

DM us if you want to see the full roast process—we might feature your question next week."

Why This Works:

- **Transparency:** People love seeing how things are made.
- **Consistency:** Regular posts build habit (followers expect it).
- **Engagement:** Easy hook for questions/comments.
- **Content variety:** Breaks up promotional posts.

Template 6: Contest – "Design Our Next Box"

Campaign Name: You Design It

Platform: Instagram + Email

Duration: 3 weeks

The Challenge:

"Help us design our next seasonal collection. We'll choose your flavour combination and feature your name on the box.

What to do: 1. Think of 3 flavours you'd love to see in a chocolate collection. 2. Tell us why those flavours go together. 3. Comment below or DM us.

Examples: - Dark chocolate + cardamom + rose (Middle Eastern vibes) - Milk chocolate + pistachio + sea salt (sweet & savoury) - Dark chocolate + matcha + white chocolate (modern twist on chai)

Winner gets: - Your collection produced and featured in-store - Your name credited on the packaging - 50 free boxes to share with friends + family - Featured on our socials + newsletter

Deadline: [Date]

Let's create something together. "

Template 7: Testimonial Video Request – "30 Seconds"

Campaign Name: 30 Seconds of Love

Platform: Instagram Reels + TikTok

Timing: Ongoing

Concept:

Ask customers to make a short video (30 seconds) answering one of three prompts.

Caption:

"30 Seconds of Love

We'd love to hear from you. Make a 30-second video answering ONE of these:

1. **"This chocolate tastes like..."** (describe the experience)
2. **"I'd give this to..."** (who would you gift it to and why?)
3. **"The first time I tried it, I..."** (tell the story)

Post on Instagram Reels or TikTok, tag @chocolatonJames and use #30SecondsOfLove.

We'll feature the best ones on our feed + send creators a surprise gift.

Go! "

Template 8: Newsletter Feature – "Customer Spotlight"

Campaign Name: Customer Spotlight

Platform: Email Newsletter

Frequency: Monthly

Email Section Example:

SPOTLIGHT: Sarah's Chocolate Journey

"I found Chocolat on James completely by accident. I was looking for something special for my mom's birthday, and their display caught my eye. I bought her a single square—just to try it.

She loved it so much that now we're subscribers. Every month, we do a 'tasting date' together. We light a candle, pour a tea, and slowly taste one piece. It's become our tradition.

The chocolate is incredible, but what I love most is that it slowed me down. In a world that's always rushing, Chocolat on James gave me permission to pause." – Sarah M., Hamilton

---

Format for Newsletter:

Include a photo of the customer (if they're comfortable), their story (2–3 short paragraphs), and a quote about what Chocolat on James means to them.

Template 9: Social Media Caption Series – "Chocolate Stories"

Campaign Name: Chocolate Stories

Platform: Instagram Feed

Posting Schedule: 2x per week

Post Ideas:

Each post is a short story + a question to spark conversation.

Example 1:

"The farmer who grows our Ecuador cacao has been perfecting fermentation for 12 years. Last year, he decided to try a new technique. The result? A batch so good we had to dedicate an entire collection to it.

What's something you've perfected over years of practice? "

[Image: cacao pods or fermentation process]

Example 2:

"Real talk: We've made batches of chocolate that didn't make the cut. Not because they weren't *technically* right. But because they didn't feel right.

Quality over volume, every time.

What's something you've let go of to maintain standards? "

[Image: chocolate in progress or team moment]

Example 3:

"A customer told us today that our chocolate reminds them of their grandmother's kitchen. Not the taste—the *feeling*.

That's the whole point."

[Image: cozy, nostalgic photo]

Contest Entry Rules Template

Include in campaign details:

- Entries must be original content (photos/videos/stories created by entrant).
- By entering, entrant grants Chocolat on James right to share/repost content (with credit).
- Winners selected by [date].
- Prize delivery within [timeframe].
- One entry per person (multiple entries disqualify).
- Must follow @chocolatonJames to enter.
- Employees and immediate family ineligible.
- Winners announced on [date/platform].

Measurement & Follow-Up

Track: - Number of entries per contest - Reach (how many people saw the campaign) - Engagement rate (comments, shares, saves) - New followers gained - Traffic to website/conversion

Follow-Up: - Thank every entrant (even non-winners). - Feature winners prominently. - Repost winning content to your feed + stories. - Send winners their prize with a personal note. - Announce winners on multiple platforms.

Pro Tips

1. **Authenticity over perfection:** Encourage real moments, not polished ads.
2. **Hashtags matter:** Create a unique hashtag for each campaign. It makes tracking and reposting easy.
3. **Respond to entries:** Like, comment, and thank people who participate. Community builds on engagement.
4. **Timing matters:** Run contests when you have time to manage entries and feature winners.
5. **Variety:** Alternate between photo contests, video contests, testimonials, and referral programs.
6. **Tell the story:** When a customer wins or is featured, amplify it across all channels.

Status: Templates ready to deploy. Customize with your campaigns and run quarterly.

Next Phase: Build a UGC content library and use it in marketing, email, and ads.