

Comping Guide

Facebook



Facebook Basics

Signing up	2
Settings	3
Profile page	4
News Feed	5
Pages Feed	5
Ticker	5
Brand pages	6
Friends	7
Friend lists	8
Interest lists	8
Tagging	9
Notifications	9
Messages	10
Chat	10
Apps	11
Facebook mobile	12
Facebook groups	12

Comping on Facebook

Advantages of Facebook comps	13
App competitions	13
Timeline competitions	14
Like & Share competitions	14
Viral competitions	16
Finding Facebook comps	16
Winning notifications	17
Avoid Scam pages	18

Facebook Basics

More and more promoters are turning to Facebook to host their prize promotions – whether it's a simple prize draw, a game, an instant win or photo competition, it's currently the platform of choice for most big brands.

If you enjoy comping as a hobby and have a computer or smartphone then you should consider signing up, as there are lots of prize promotions where entry is restricted to Facebook members. The issue that holds most compers back from registering on Facebook is the invasion of privacy. But in order to enter competitions you don't need to share any personal information or photos – you don't even need to have any friends, although it WILL be to your advantage if you do! Here's our guide to getting started.

Signing up

Go to www.facebook.com and sign up for an account. You will need to give your name, email address, gender, date of birth (don't worry, this doesn't have to be made public knowledge!) and a password.



The image shows the Facebook 'Sign Up' form. At the top, it says 'Sign Up' in large bold letters, followed by 'It's free and always will be.' Below this are input fields for 'First Name', 'Last Name', 'Your Email', and 'Re-enter Email'. There is a 'New Password' field. Under 'Birthday:', there are dropdown menus for 'Month:', 'Day:', and 'Year:', with a link 'Why do I need to provide my birthday?'. Below the birthday fields are radio buttons for 'Female' and 'Male'. At the bottom, there is a small line of text: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.' and a large green 'Sign Up' button.

Registering with your real name is a good idea, although some compers prefer to use nicknames – try to avoid any reference to comping in your name, as occasionally you'll find that promoters don't approve! People can search for you by email address, so if you want to use Facebook without friends being able to find you, set up a new email address that you use ONLY for Facebook or comping – get a new one at www.gmail.com. You will need to click on a confirmation email from Facebook after registering.

NB: You'll see that some compers set up a separate comping account, but this isn't a good idea. Maintaining multiple accounts is a violation of Facebook's Statement of Rights and Responsibilities and by setting up more than one, you risk all your accounts being disabled. Facebook are also now enforcing their 'real name' policy, so if a security check flags your name as possibly being fake, you may be asked to upload a copy of Photo ID to prove your identity.

Step 1: Find Your Friends

You can opt to log in to your email account so that Facebook can search your contacts in order to connect you with your friends that use Facebook already. If you're using Facebook mainly for comping, it might be best to **skip this step** and add friends manually as you need to.

Step 2: Profile Information

Facebook will ask you for your School/College/University and Employer details – again, you can choose to **skip** this step.

Step 3: Profile Picture

Here you can upload a profile picture, or take one with your webcam. It's recommended that you do add a photo – as promoters may prefer a winner with a human face rather than the default silhouette.

You're now registered with Facebook! Click on your name (top right of the Facebook window) to see your profile page and update your information. How much extra you add to your profile is up to you, but from experience promoters do tend to favour accounts with a profile photo and basic information that shows they're a real person.

You can now:

- Click **Add a Cover** to add a large profile photo
- Click **Update Info** to add personal details – if you add information here, make sure you click the small arrow to choose a privacy setting; you can set it to **Only Me** if you don't want to share your information.

Settings

Familiarise yourself with the Facebook settings at www.facebook.com/settings

Privacy

Before you get started it's important to understand how privacy settings work – particularly if you're using Facebook to keep in touch with friends and family, as well as for comping.

The options here include:

- **Who can see your future posts?**
By default this is set to **Public**, which is fine if you plan to enter a lot of 'Sharing' competitions. You can change this to **Friends**, or if you set up a list of your comping friends, you can set it to share with this **Compers** list instead.
- **Who can look you up using the email address or phone number you provided?**
If you only want to use Facebook for comping and don't want people to find you, change this to **Friends**. Otherwise, people can find you by searching with your phone number or email address and add you as a friend.

Notifications

Here you can choose how you get Facebook **notifications** – you will get plenty of these if you're regularly comping and have lots of friends. By default it will be set to email you ALL notifications – this is likely to be overwhelming, so change the setting to **only notifications about your account security and privacy**.

Email

You'll receive:

☐ All notifications, except the ones you unsubscribe from

☐ Important notifications about you or activity you've missed

☒ Only notifications about your account, security and privacy

You've unsubscribed from emails about: [?]

Pokes	Turn On
Mobile phone numbers shared with you	Turn On
Upcoming birthdays	Turn On
Requests for your mobile phone number	Turn On

[See all 5](#)

[Close](#)

You may also want to turn off the sounds for your Facebook notifications – do this by unchecking the **Play a sound when each new notification is received** box.

On Facebook

You'll see every notification on Facebook, but you can turn off notifications about specific posts as you view them. [Learn more.](#)

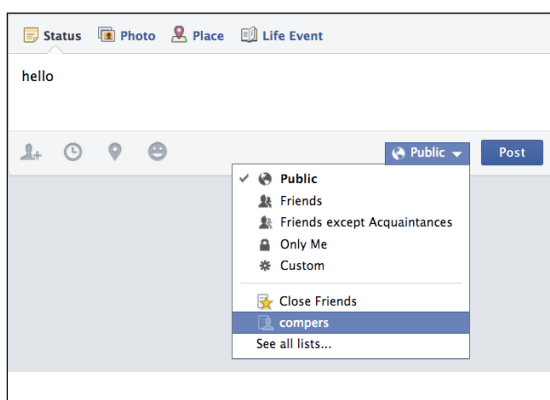
☐ Play a sound when each new notification is received

[Save Changes](#) [Cancel](#)

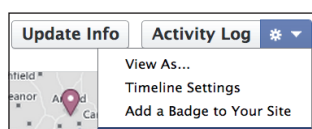
Profile page

Your profile page is your personal page. The main page content is known as the **timeline** and you can scroll down through it chronologically. You can share your own posts (sometimes called **status updates**), links or photos, and friends can share their posts on your timeline too. As you start comping, you'll see that some competition **apps** will post on your timeline – they always ask your permission to do this beforehand in a pop-up window.

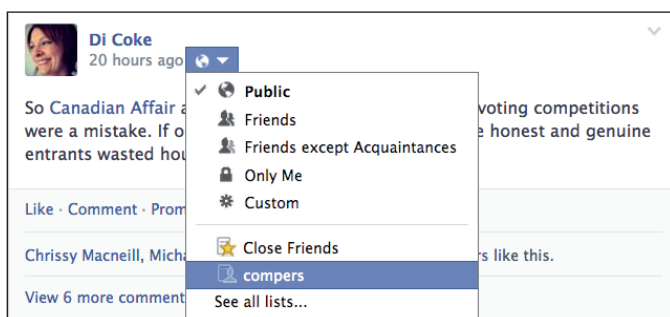
- Post on your own timeline by typing into the blank box at the top, and click **Post**. If you have default privacy settings, Facebook will make your wall posts **Public**, meaning they are visible to everyone. At the lower right of the posting box, click **Public** for the drop-down menu and choose to restrict who sees that post. Facebook remembers the last setting you used and will use that for future posts unless you change it.
- At the bottom of your post, you can click the icons to add a person, date, location or a smiley to represent your mood or what you're doing.



- With default Facebook settings, your friends can post on your timeline, and you can post on theirs. You can also post on your own page, and **tag** friends or brands – depending on their settings, your post will appear on their timelines too.
- You can adjust your timeline settings by clicking the cog icon (bottom right of your cover photo) – here you can specify who can post on your timeline. There's also a **View As...** option in this menu – using this you can see how the public or your friends view your Facebook profile page.



- You can change the settings of individual posts on your Timeline to restrict who can see them. You are able to alter this setting before AND after posting, so for example you could change a post shared with **Public** to **Friends**. Click on the icon next to the timestamp to do this.



News Feed

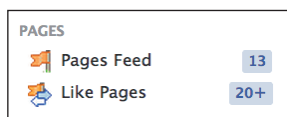
Your **Home** page or **News Feed** is a continuously updating list of status updates from your friends and any pages you have liked. By default your News Feed will display the most popular **Top Stories** but it's more useful to sort by **Most Recent** which will show all posts chronologically – you can change this setting at the top right of the News Feed.



Note: Facebook does not show you ALL updates from Friends or Pages in your News Feed; it uses algorithms to decide which updates are likely to be most interesting to you. If you don't want to miss updates from a friend or page, then you should choose the 'Get Notifications' option on their profile or brand page (see 'Notifications' section)

Pages Feed

Facebook has another News Feed option: **Pages Feed**. The main News Feed is predominantly updates from your friends plus sponsored (paid for) posts from pages, whereas the Pages Feed offers a wider range of updates from the pages you like. You can access your Pages Feed at www.facebook.com/pages/feed or click **Pages Feed** on your Home Page left hand menu – the **Like Pages** option underneath offers you recommended pages based on your current Likes.



Ticker

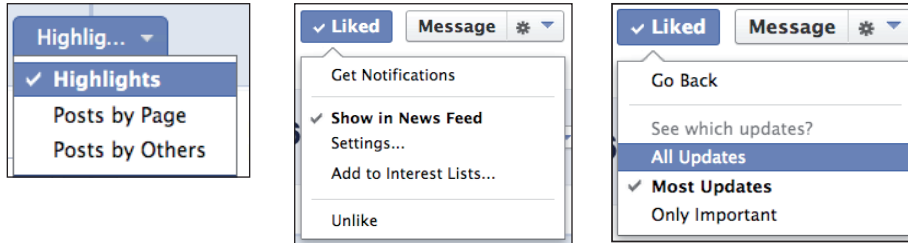
The **Ticker** (on the right of your Home page) is a real-time News Feed. Click or hover over stories that interest you to see more. This can be a good way to spot competitions that your friends are entering, and pages they're liking!



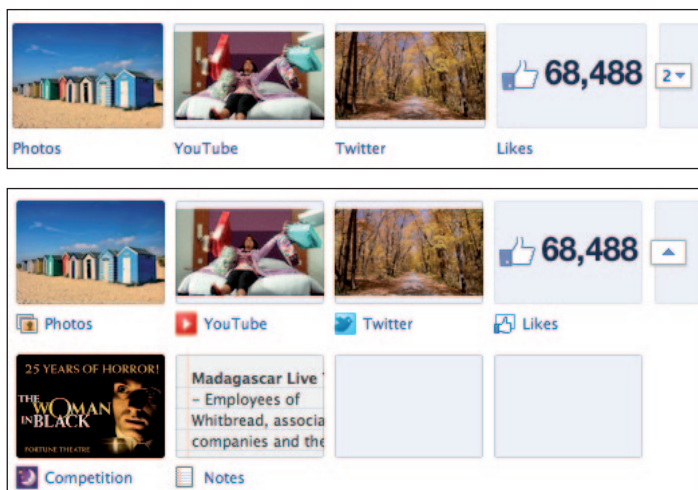
Brand pages

Whereas individual users have **profile pages**, companies, celebrities, blogs and websites have **brand pages**.

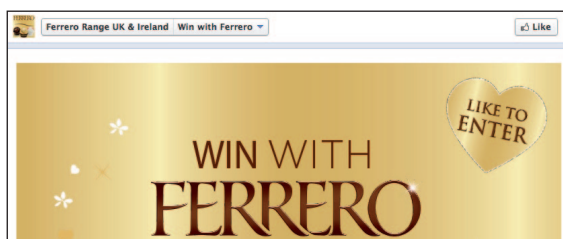
- At the top of a Brand page timeline you can choose to view **Friend Activity**, all **Posts by Page** or **Posts by Others** rather than the default **Highlights** setting.
- Click **LIKE** on a brand page – if you want to see their updates in your News Feed, click again and choose **Show in News Feed**. *Note: you don't always need to LIKE a page in order to enter a competition!*



- Choose **Settings** and you'll be able to opt to see **All Updates** from that page (by default it's set to Most Updates) in your News Feed. If you also want notifications of all updates from that page, select **Get Notifications** – this can be useful for your favourite pages, or where you're waiting for a winner announcement and don't want to miss it (see *Notifications section*)
- Brand pages have up to four visible **Tabs** under their cover photo where you will often find competitions and prize draws – on the right, click the numbered arrow to show the hidden tabs.



- If a promotion is hosted using an App on one of these Tabs, usually you will need to **LIKE** the page before you can access the competition details – a graphic will usually tell you this!



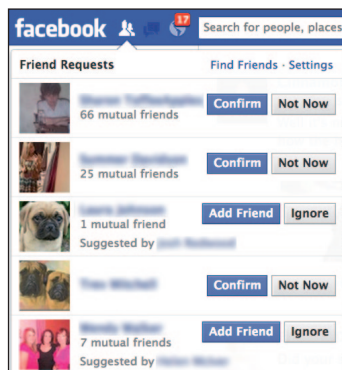
- Tabs are not visible if you're viewing Facebook on a smartphone.

Friends

You may already have friends you want to add on Facebook – if so, you can use the **Search** box at the top of the page to find them, either by name or by email address. If you want to comp successfully on Facebook, it's worth adding fellow compers as friends for several reasons:

- Some Facebook Apps require you to refer friends or add friends to a team
- Some prize draws (usually those hosted on the **Woobox** platform) give you bonus entries for each of your friends that enters via your unique Facebook link
- Friends can look out for your wins and **tag** you so you don't miss them
- You'll see the comps your friends enter on your News Feed and ticker
- If you're friends with a busy and prolific compers you can choose to get notifications of all their posts – this is friendly 'stalking'!

To add a friend, go to their Facebook profile page and click + **Add Friend**. They will have to accept your request for you to become friends. To check and confirm your own requests, go to www.facebook.com/friends/requests/ or click the people icon at the top left of your browser window (you will have a red number there when you have new requests pending). In addition to normal requests, you may also have 'suggestions' – you can choose to add these friends or ignore them.

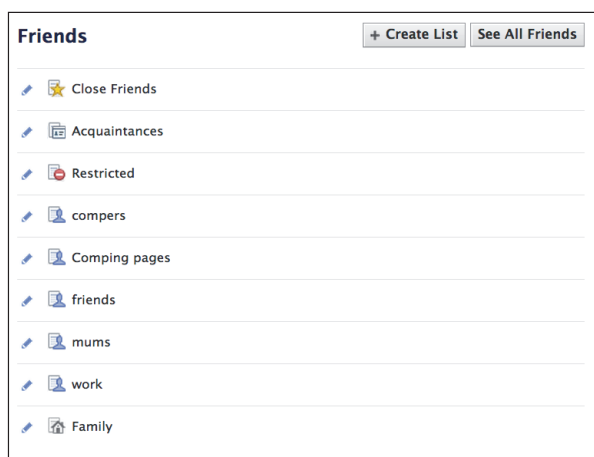


When you **Confirm**, they are automatically added to your Friends list – click **Friends** for a drop down menu where you can assign them to another list such as Acquaintances or Family.

If you're a member of a comping forum, there is likely to be a thread where you can find links to fellow compers' Facebook profiles and add them as friends – you can find Compers News Chatterbox friends at <http://bit.ly/FBChatterboxers>. If you do add a compers that you don't know very well, it's worth also sending them a Message to let them know who you are!

Friend lists

Facebook **lists** can be useful for compers to organise friends, particularly if you intend to add a combination of family, workmates and comping friends. Creation of a **compers** list is handy to restrict the visibility of your Facebook activity to a certain list (eg. when sharing competition news or links, only share with your **compers** list so family and workmates don't get annoyed). To create a list, go to www.facebook.com/bookmarks/lists – or click on **More** next to **Friends** on the left of your Home page. Then click +**Create List**. If you do create a compers list, try to get into the habit of adding new friends to it as soon as you accept their requests!



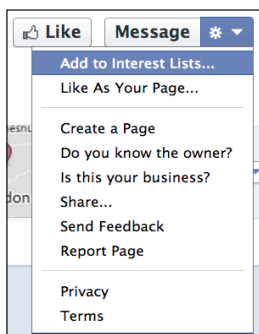
If you are worried about bombarding your friends with comping posts on Facebook, you could post something similar to this as a status update:

"Friends, I know I'm annoying some of you with my competition posts – it's because most of them need to be shared on the 'Public' setting so that the promoters can see them! If it's driving you mad, go to my Profile page and click the 'Friends' button, on the drop down menu you can untick 'Show in News Feed' to hide all my updates. Or click Settings, where you can specify which of my updates you see – it's a good idea to untick 'Comments and Likes'!"

Interest lists

A neat way of organising and focusing your comping on Facebook is to use Interest lists. You can access and add to your Interest Lists at www.facebook.com/bookmarks/interests – or at the bottom left of your Facebook Homepage. When you view an Interest List, it appears like a News Feed, but it's limited to updates from a certain group of pages that you choose.

To add to an Interest List, when you're on a Page click on the Cog (settings) icon and choose **Add to Interest Lists...** – choose an existing list or create a new one. You can also **Subscribe** to other people's public Interest Lists.

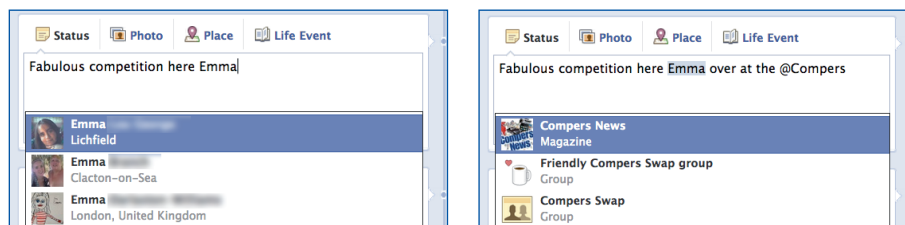


- With interest lists, you can focus your comping on certain prizes – for example, you might set up a list for local attractions and venues, then keep an eye out for ticket giveaways. Or if you want to win hair and beauty prizes, set up a specific list for those pages.
- You can add pages to your list rather than 'Liking' them – you may have noticed that as soon as you **Like** a page all your comping friends will hurry over there to see what's happening – there's also the problem that you can only Like a limited number of Facebook pages (currently 5000). By viewing page updates in a **private** Interest list, you can have your own little secret competition source!
- Once you have your lists set up, Facebook offers you **List suggestions** (on the right of your list) for pages to add – you can find some great new pages by adding these.

Tagging

Facebook **tagging** means you can mention and link to another Facebook user or page. This can be on a photo, in a status update, a Facebook Check-in or a comment. If you tag a friend or a page, it will appear on their own Timeline – unless they have disabled the tagging feature.

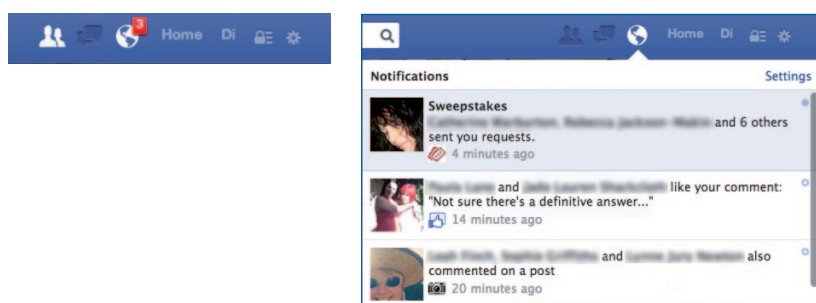
- To tag, simply type the name of a friend in your status update or comment – Facebook will give you a drop down list of friends to select. Choose your friend and the name appears in blue – their name is now a link to their profile page. You can go back and edit out their surname, but the link will remain – this makes for a more friendly/chatty post.



- When tagging a page, you will need to type '@' first – you can tag any page name, even ones you haven't liked. Dependent on the page settings your post may or may not appear on their Timeline.
- When tagging friends, keep in mind that they may not want that content to appear on their Timeline – be aware of their privacy concerns.
- One of the most common uses for tagging amongst compers is to notify a friend of a win.
- When you have been tagged in a comment, you will receive a **Notification** of the tag.

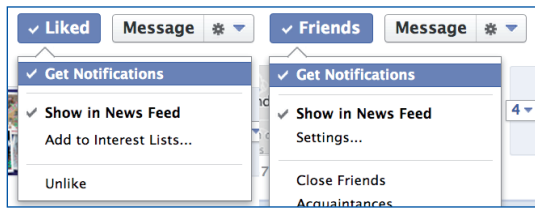
Notifications

- Facebook **Notifications** include a variety of things – when someone tags/mentions you in a post, posts on your Timeline, shares a link with you, invites you to enter a competition or use an app, uploads a photo of you and many more. You can also get notifications from groups you're in, pages you like, or when friends post an update.
- Notifications appear in the upper-right corner of the site over the globe icon (*Note: if you have upgraded to Graph Search, they will appear on the right!*). When you have a new notification, a red bubble will appear with the number of new notifications you have. Click on this for a drop-down list of notifications (with new ones highlighted blue) – or you can access a full list at www.facebook.com/notifications.



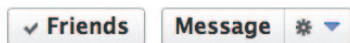
- When you're logged in to Facebook, pop up notifications appear in real time when your friends interact with you (for example, when they post on your timeline or comment on something you posted) – these appear bottom left of your browser window. To see the content the story is referring to, just click on the pop up.

- If you want to get notifications every time a friend or page posts an update, go to the Timeline or Page, click **Friends**, **Subscribed** or **Liked**, and then tick **Get Notifications**



Messages

- You can send private messages to friends, non-friends and to most brand pages. Simply click on **Message** under the cover photo. You can send a message to several friends at once.



- Incoming messages from friends will go to your main inbox, and you will see a red bubble to show you have mail – the example below shows two messages in the inbox.



- Most messages from non-friends will go to your **Other** inbox. You won't see a red number for this inbox, and the messages aren't shown in the drop-down list. To access them, click **Messages** from your Home page left hand menu, then Other – or go to www.facebook.com/messages/other. If you win a competition, the company may inform you of your win via a message from one of their staff – this will go to your Other inbox! You **cannot** opt in to receive notifications if you get a message in your Other folder, and it won't show up in the red bubble, so you'll need to check it regularly just in case.



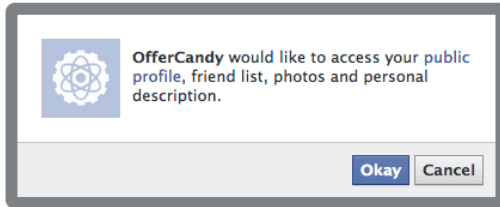
Chat

Facebook offers a live chat function – underneath your ticker you'll see a list of friends with green buttons to show they're online. Click a name to open a pop-up chat window with a friend. If you find the pop-ups annoying, click the cog/settings icon in the main Facebook chat window, and click **Turn off chat** to have messages sent to your inbox, rather than pop-up on your screen.

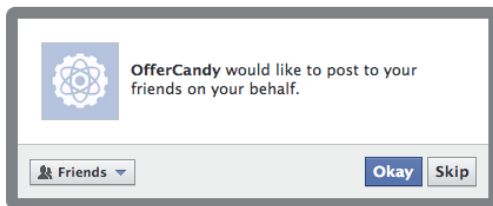
Apps

Apps personalise and enhance your Facebook experience, and enabling apps gives them permission to access your data and post on your Timeline. For example, if you use the Spotify app, the music you listen to will appear on your Timeline.

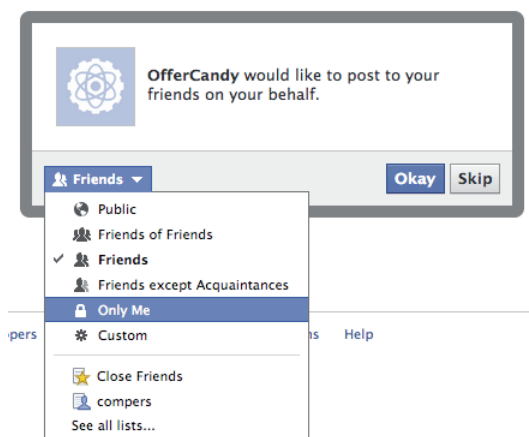
- Most of these apps can be customised – first, you will need to allow them access to your information.



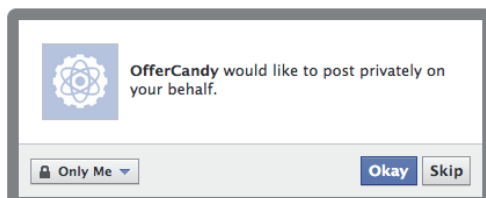
Then, you can choose who the information is shared with – by default, it will share with your friends.



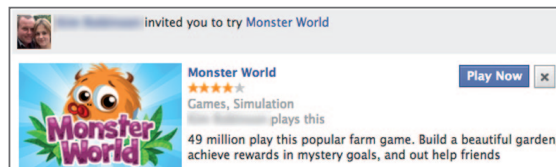
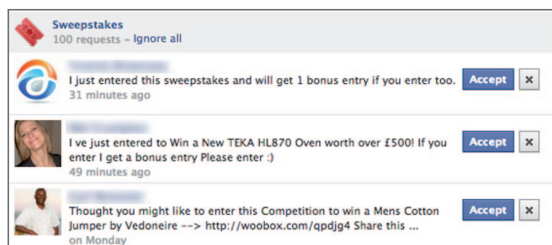
If you want to keep your activity private (recommended if you don't want to spam friends) select **Only Me** – you can also choose to share with **Public**, **Friends** or your own specific list (eg. **Compers**).



If you choose Only Me, the message will change to '*<app> would like to post privately on your behalf*' - sharing only with yourself won't affect your chances of winning an App competition, unless it's one where you need to get friend referrals via Facebook clicks, in which case you will have to make the post visible to at least some of your friends!



You can access a list of your apps at www.facebook.com/appcenter/my or by clicking **APP CENTER** on the left menu of your Home page. In the App Center, you can select **REQUESTS** which gives you a list of the requests your friends have sent via apps. You may also see **SWEEPSTAKES** which will list all Woobox apps that your friends are entering – here you can accept their requests and enter the competitions. In addition to competition apps you may also have requests for games like The Sims and Farmville – if you have no interest in these, click **X** to the right and choose **BLOCK**.



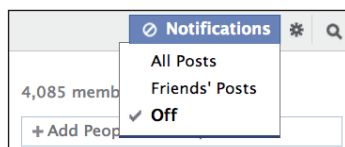
Facebook mobile

If you have a Smartphone or iPhone, you can use the Facebook Mobile App to supplement your desktop browsing. On the mobile app, you can do most of what you can on desktop Facebook – but in most cases, links to competition apps won't work! Some brands will post a mobile-friendly alternative link for compers who are using a phone.

Facebook groups

You may be invited to join (or added to) groups on Facebook – in groups, only approved members can post content and interact. There are a number of comping groups on Facebook – they can be **Open** (posts and group visible to anyone), **Closed** (posts only visible to members, group visible to anyone) or **Secret** (posts only visible to members, group not visible to the Public).

Group members must be approved or added by other members. Members receive notifications by default when any member posts in the group – you can turn off notifications at the top right of the group, where you can also search content by clicking on the magnifier.



Comping on Facebook

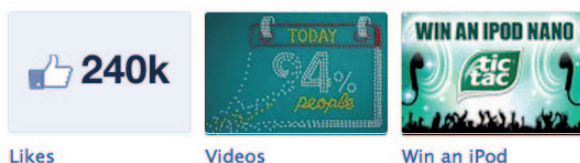
There are a huge range of competitions hosted on Facebook, and the majority of them are easy to enter once you get the hang of it. Many compers don't use Facebook at all, so entry numbers can be very low – particularly for creative competitions!

Advantages of Facebook comps

- Facebook only allows one profile per person. This means only one entry, so there's a better chance of winning than in online competitions where people can enter with several email accounts.
- Automated Entry Services are unable to enter Facebook competitions on behalf of their subscribers, so that reduces entry numbers.
- You can regularly see how many entries you're up against, and usually you can see all the other photos or tiebreaker answers before submitting your own entry
- You can interact with the promoter and get queries answered straight away.
- You will almost always see the winner's name posted on a Timeline. If you don't, try asking for the winner's name – most companies will respond very quickly!
- Many competitions are hard to find, so clever compers can unearth some low-entry gems.

App competitions

- Larger companies will generally use an **App** (short for 'Application') for their competitions or prize draws. The App will appear as a Tab below the page's main cover photo.



Click on the app, or a link to it, and you will usually get a pop-up where you confirm the app can access your details. For most apps this will mean the most basic details, including your email address (so they can email if you win). See *page 11* for more on App permissions.

- For some apps you will need to grant access to your friends details too – for example, if you choose friends for a prize trip, the app may want to post to their timeline as well as yours. At the bottom left of the pop-up window you can change who can see the app activity on your profile – choosing **ONLY ME** is a good idea if you have a lot of non-comping friends and there is no benefit to sharing (see Bespoke Apps). If you select **ONLY ME** then nobody but you will see the posts on your Timeline. You can also restrict it to a **COMPERS** list. For further information on controlling the information you share with Facebook apps, visit www.facebook.com/about/privacy/your-info-on-other.
- For some Facebook Apps, you will have to **Like** the page before you're allowed access to the competition entry form – this is called **Likegating** or **Fangating**.
- Watch out – some Apps may be scams! If you're unsure, **Cancel** rather than **Allow** the pop-up and check out the credentials of the associated Facebook page first. If you accidentally Allow an App and then realise it's a scam, or decide that you don't want to use it, access a list of your apps at www.facebook.com/appcenter/my – sort by 'Last Used' and click X to the right of the App to remove it.

Timeline competitions

Since the August 2013 update to Facebook Promotion Guidelines, hosting a promotion on a page timeline is now permitted. For many of these giveaways you won't actually need to Like the page itself in order to enter – most of them don't have proper terms and conditions, and some don't even have a closing date!

Types of Timeline prize promotion can be:

- **LIKE** – Like the page, the photo or the individual post by clicking the 'Like' button.
- **COMMENT** – Leave a comment in the box under the photo or post.
- **POST** – Add your own new post on their Timeline.
- **SHARE** a post or photo – Click Share on the post. You **MUST** ensure this is set to **Public** – if it's set to your friends only or your 'compers' list, the promoter won't see your Share.
- **SHARE** a page – Click the cog/settings icon under the cover photo and choose **Share** – this must be set to **Public**
- **TAG** a photo – Click the photo and 'tag' your name (a photo can only have 50 tags)
- **TAG** in a status – post on your own Timeline and 'tag' the company name in the status – make sure it's set to 'Public' so it appears on their Timeline.
- **PHOTO** – Post a new photo onto the page, by clicking the camera icon and uploading from your computer or choosing from your Facebook album. Add a caption in the text box. If you're uploading from a mobile phone, check afterwards on your computer that the 'Public' globe icon is next to your photo on the promoter's page - there's an issue with some phones where the photo is only visible to your Facebook friends.
- **MESSAGE THE PAGE** – click Message under the cover photo to send an entry. The advantage of this is that the company can message you back if you're a winner. Because you initiated the conversation, their message will go to your regular inbox and you'll receive a notification.

Like & Share competitions

In order to enter a Timeline competition, you may need to do a combination of the Facebook actions listed above – the most common type of Timeline promotion is the Like & Share comp (which, even under the new rules, is still not allowed - yet thousands of pages use this method!). The promoter uploads a photo of the prize to their Timeline, and you need to **Like** it and **Share** it to enter the draw. You must ensure your share is set to **Public**.

The promoter uses these comps to increase visibility of their Facebook page, but it is impossible for them to choose a random winner fairly for this type of prize draw, as it's impossible to extract a full list of entrants. The only way they can choose a winner is to scroll through the list of Likers/Sharers/Commenters and pick one – so having an appealing, funny, eye-catching or relevant profile photo may well work in your favour!

There are a few methods that may increase your chance of winning a Like & Share comp:

- Comment on the photo – some promoters choose from comments instead of the Shares or Likes list, because it's easier for them and they prefer to choose an entrant who has interacted on their Timeline. *Note: if you use a standard 'Liked & Shared' response, this will often be flagged as Spam and hidden by Facebook and the promoter will have to manually mark it as 'Not Spam' in order to publish it. It could also get you a Facebook ban if you post the same thing repeatedly on different photos – it's better to post something unique and/or relevant.*
- Share multiple times, and share near the time the competition ends – if a promoter chooses from the Like or Share list, they are likely to only look through the recent entries, so if you've shared recently you'll have a better chance of winning than someone who shared right at the start. *Note: multiple sharing can be considered spamming so think twice before doing it.*
- Add a comment to your Share. When the promoter looks through the list of Shares, a comment may sway their decision. Facebook is also less likely to ban you for spam posts if you add a comment.



Points to remember

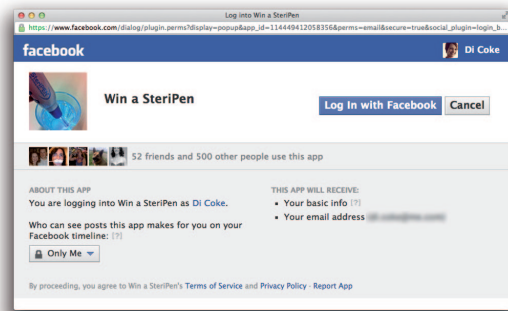
- If you spot a Like & Share photo in your News Feed click the photo to open up the original, rather than sharing directly from your News Feed, as it will usually be a friend's share in the feed. If you share a friend's entry, it WILL appear as a share on the promoter's original photo, but in addition your friend will get a notification that you shared their photo (most compers don't mind this, but beware if you're trying to stalk compers discreetly!). If you need to Like or Comment to enter, ensure you're doing this on the original competition post NOT on your friend's shared post!
- You can get a Facebook 'ban' if you comment and share too much as Facebook will flag you as a spammer. Try to space out your Like & Share entries and don't do big batches at once.
- Remember that every Like & Share competition you enter appears on your Timeline as **Public** and will be seen by ALL your friends – this also means your friends can enter! Some Like & Share comps go viral quickly and get hundreds or thousands of entries, meaning the chance of winning is low.
- If you enter by commenting on a post, it can be annoying to get notifications every time a fellow comping friend also comments. To stop the notifications, go to your main list at www.facebook.com/notifications (or click **See All** from your Notifications drop down menu) and then find the offending notification in your list. Hover to the right until you see **Unfollow**, then click.



Don't share if you don't have to

For a Like & Share competition, you HAVE to Share the post on a Public setting so there's no way of getting away from it. But remember, every comp you share on your wall gives all your comping mates an opportunity to enter as well. Yes, it's nice to share – but if you want a better chance of actually winning, then don't bother commenting, liking or sharing if it's NOT mandatory!

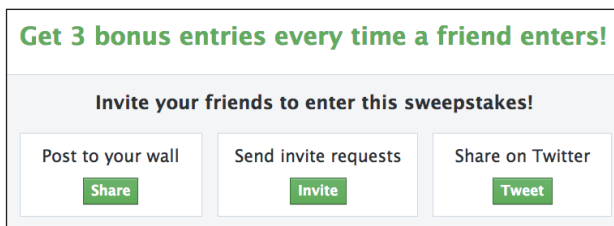
Similarly, when you log into a competition app where there is no benefit to sharing, set the visibility of Timeline posts to **Only Me** – your friends and family won't be bothered by competition posts and your comping mates won't know you've entered, BUT the app will still register your Share.



Viral competitions

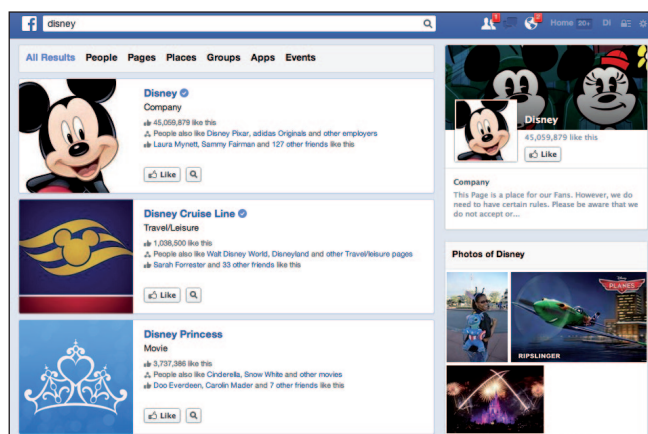
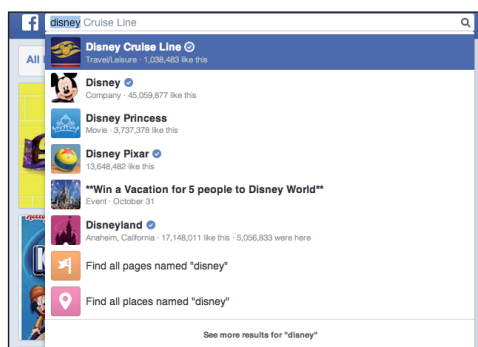
Several competition app developers (eg. Woobox, PunchTab) build apps where the entrant is rewarded for sharing with friends. In some cases, after entering you will be invited to share on Facebook or Twitter – each person who clicks your unique link and enters the draw gets you an extra entry. Or you may need to specify which friends you would like to send requests to – these will appear in your friends' notifications. Having comping friends gives you an advantage in this type of promotion.

Woobox and PunchTab create Facebook apps that you are able to enter on your mobile phones.



Finding Facebook comps

You can find Facebook comps by searching for your favourite brands, websites and magazine pages. Facebook has a Search box at the top of the page – type something in and you will see a list of suggested people and pages. It's flawed though – there are a number of unofficial pages for certain brands, and different pages for different countries. You may have to visit the pages to work out which one is the UK page, although if you spot a blue tick that means the page is verified and official!



Although you can't search for post content, Facebook does now have a hashtag functionality - for example, use #competition or #rafflecopter in the search box and you'll see posts featuring those hashtags - although be warned, they won't all be comps open to UK entrants!

The easiest way to find competitions on Facebook though, is by adding comping friends – you'll then have a busy News Feed and Ticker with links to the comps they've been entering, and can also choose to **Get Notifications** each time they post or share an update. You can also bookmark the profile pages of successful winners and check their Timelines for competitions – as most posts need to be shared to 'Public', you'll be able to see what they've been entering, even if you're not friends!

You can also check the Facebook forum at www.compersnews.com/chatterbox, or check the **Facebook** section at www.theprizefinder.com.

You'll also learn to second-guess where comps are – for example, you might see in your ticker that a comping friend **LIKES** a page or has shared a photo, and this usually means there's a competition on that page. Similarly, if you spot a comping friend posting a funny photo on a page, that usually signifies an entry for a photo comp.

Winning notifications

A promoter can contact you in three ways:

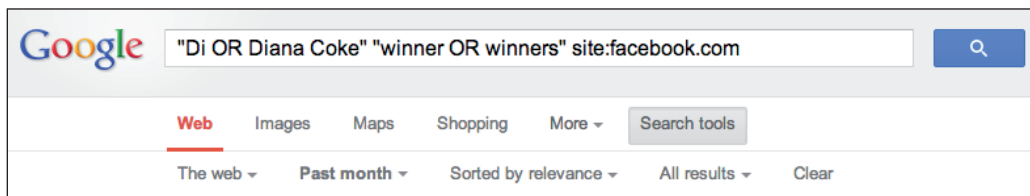
- **Email** – If you've entered the competition using a Facebook app then the promoter is likely to contact you via email.
- **Status update** – Most promoters will announce their winner with a post on their Timeline, which you may see in your News Feed, but chances are you'll miss it.
- **Message** (sometimes referred to as 'Private Message' or PM) – If a promoter hasn't asked entrants for an email address this is the only way they can contact you. Messages will be filed in your 'Other' folder, so don't forget to check it regularly at www.facebook.com/messages/other

Don't miss your wins!

- Join **THE WINNERS CIRCLE** (<http://bit.ly/FBWinnersCircle>), where people share winning announcements. Click the magnifier icon (top right) to search the group for your name.
- Check your **OTHER MESSAGES** regularly.
- Add comping friends who can 'tag' your name if they spot you're a winner.
- Search for your name at www.social-searcher.com
- Do a regular Google search for your name using "Your name" plus "winner OR winners" and add site:facebook.com to restrict your search to Facebook posts.
- Choose **GET NOTIFICATIONS** on pages you've entered a comp on (click Liked to access this), just until winners have been announced. Only do this for a few pages, or you'll be overwhelmed with notifications!

To minimise the chance of missing out on a win, there are a few things you should do:

- Join a Facebook group like The Winners Circle (<http://bit.ly/FBWinnersCircle>), where people share winning announcements. Click the magnifier icon (top right) to search the group for mentions of your name.
- Check your **Other** messages inbox regularly.
- Add comping friends who can keep an eye out for your name and tag you if you're a winner.
- Do a regular Google search for your name. Use the search string "**Your name**" plus "**winner OR winners**" and add **site:facebook.com** to restrict your search to Facebook posts. For the example below, Search tools has been clicked and the timescale changed to the past month to only show recent results.



- Choose **Get notifications** for pages running comps you've entered – then stop notifications after the winners have been announced (don't do this for too many pages, or you will be overwhelmed with notifications!)
- If you have a common name, consider adding an initial or middle name to make it unique. In some cases, winners have been announced and (for example) two different Lisa Smiths have claimed the prize!

Avoid Scam pages

Some giveaways seem too good to be true – and that's because they are! Several companies take advantage of Facebook's viral nature to try and trick you into sharing your contact details or signing up for premium rate text services. Be on your guard – if you see a friend sharing a competition that doesn't seem genuine, then check out the Facebook page. Click 'About' under the page's cover photo – in there you SHOULD find contact information, website address, details about the brand/company – if none of this information is there, be suspicious. Consider WHY they would be running a competition if there's no website to promote! If you decide the page is dodgy, you can report it as 'spam or scam'.

Note: scam competitions usually offer appealing prizes of vouchers for major shops like Argos, Morrisons or Tesco.

