

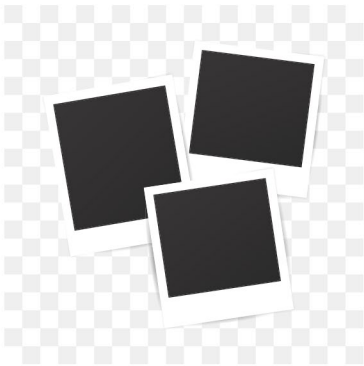
# Social Media Example

**Objective: You want more social media followers**

**Solution: Have a contest on social media and award the winner with the supply box.**



Promote a contest and require entries to be submitted on social media. The contest could be “most creative classroom” and teacher’s submit photos of their classroom for a chance to win a box of supplies valued at \$.



Promote your contest to your customers via your website and sales team. Select one photo as the winner and contact them for a time to present them with their prize.



Present the winner with a box of sample products and snap a picture. Post the winner and picture on social media.