

50 Social Media Contest Ideas to Boost Your Followers and Engagement in 2022

Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Looking for amazing social media contest ideas that will increase followers and social engagement?

Running a contest on social media is a great way to boost sales, attract new customers, and increase customer loyalty and engagement. Yet with so many brands using contest marketing, coming up with fresh, new ideas for social media contests isn't easy.

That said with so many proven formulas for social media contests that work, it's not necessary to reinvent the wheel. Simply personalize these social media contest examples to match your audience and brand's personality and get ready to put your lead generation on autopilot!

Here are the 50 social media contest ideas for 2022 to help you make a good social media contest that attracts participants and new followers. These contest ideas for social media will also help you boost your email list, [SMS](#) subscriber list, as well so that you can increase your website traffic and sales.

via [GIPHY](#)

How Do You Create a Good Contest?

There are many simple ways to create a social media contest for your business. You could host your social media contest from your business website, on a [contest platform](#) or directly via social media.

Hosting your social media contest on your own website is the best way to ensure that contest participants are highly engaged. Furthermore, you'll be able to customize your giveaway as you like allowing you to use contest [marketing tools](#) that make the setup easier.

A [contest platform](#), a giveaway plugin, and contest [marketing tools](#) are how to create a social media contest. If you've never done it before or want to maximize your ROI, it's best to hire a contest administrator to assist you with planning your social media contest campaign and [contest management](#).

IN THIS ARTICLE:

- How do you do a fun giveaway?
- What are good social media contest ideas?
- How long should a social media contest last?

via [GIPHY](#)

Best Social Media Contest Ideas for 2022

Here are 50 amazing social media contest ideas for 2022 with example contest prize ideas:

Social Media Contest Idea #1: Photo Contest

