How to Optimize Your Facebook Promotion
Best Practices for Maximum Exposure

1 **Move App to Top Position**

In order for your app to visible on your Timeline, you need to move it into a top 4 position so it is in the app row below the cover photo. To do this, click on the arrow to the right of the app row, hover over your app and click on the pencil icon. Select "swap positions" from the drop-down and rearrange your apps until they are in the desired order.

2 **Customize App Name & Graphic**

Make your app standout by customizing the name of your app to match your contest or sweepstakes title. Create a custom graphic that includes a simple call to action. Click on the arrow to the right of your app row, hover over your app and click on the pencil icon. Click on "edit settings" from the dropdown. Here, you can change the app name and upload a graphic.

3 **Pin a Post**

Announce your promotion with a Facebook post that includes a link to your promotion app. Once you've posted your announcement, hover over the post and click on the pencil icon. Select "Pin to Top" from the dropdown menu. This will make it so that your announcement is at the top of your Timeline for 7 days. (Be sure to use the app url provided on the "publish" tab in order for it to auto-redirect for mobile users)

4 **Schedule Posts**

Utilize the Votigo platform to schedule posts throughout the duration of your contest or sweepstakes. On the "publish" tab of your promotion, you will be able to schedule posts to Facebook, Twitter, and LinkedIn. Schedule reminders and timely announcements, such as "You have 1 week left to enter!"

5 **Celebrate Milestones**

Maintain interest and increase engagement by announcing important milestones for your promotion. For example, let your audience know when you receive your first entry. You could also post an announcement once you've hit 100 entries, reminding your audience to enter your contest or sweepstakes.

Optimizing your contest or sweepstakes for Facebook is a critical part of launching a promotion. In order to ensure your fans are aware of your promotion, it's important to follow these steps for maximum exposure. Get more entries. Generate buzz. Increase participation.

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