

9 Types of Social Media Contests and When to Run Them

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Social media contests are easy to create but how do you make them unique? From social media contest ideas to optimization for your contest marketing campaign, you need to know what works.

To help you start planning your contest promotion, we've put together 9 types of social media contests and when to run them across TikTok, YouTube, [Twitter](#), Instagram, Pinterest, LinkedIn, and more.



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