Contests Require Careful Strategy or Risk Being Dismissed by Audiences

Giveaways are dime a dozen across social media. Effective, legal, responsible and on-brand competitions, however—not so much. Cluttering up your newsfeed, thanks to shares and tagging, and popping up as adverts and organically from the pages you like, they range from products you're actually likely to buy to that old chestnut, the "Win an RV"… http://www.adweek.com/brand-marketing/contests-require-careful-strategy-or-risk-being-dismissed-by-audiences/