



Marketing Challenge 2025



#MarketingChallenge

Do You Struggle to Find Engaging Content for Your Social Media?
Want to Connect with Your Community More Effectively?
Find Yourself Going Long Periods Without Posting?
Are You Unsure Where to Start?

IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS...
THE 2025 MARKETING CHALLENGE IS RIGHT FOR YOU!

REASONS TO JOIN

IT'S FREE!

\$9,200 in CASH Prizes!

Boost Your Engagement, Grow Your Following, and Strengthen Your Brand!

THE CHALLENGE

Post consistently for 4 weeks using our content prompts.

Earn points for participation, growth, and engagement.

Compete for weekly and grand prizes while building real marketing momentum!

WEEKLY PRIZES (\$200 x 16 Winners)

Most Influential

Most Improved

Most Popular Post

Most Talked About Post

GRAND PRIZES (x 5 Winners)

Most Influential (\$2,000)

Most Improved (\$1,500)

Most Popular (\$1,000)

Most Talked About (\$1,000)

Fan Favourite (\$500)

GENERAL TIMELINE



Social Media Content Calendar

WEEK #1 (Oct 20 - Oct 26): FOUNDATIONS

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #1 social media posting

- | | | |
|-----------------------------------|-------------------------------------|---------------------------------|
| 1. Owner Introduction | 4. Behind the Scenes | 8. Customer Testimonial/Review |
| 2. Mission, Vision, and/or Values | 5. Problem(s) You Solve for Clients | 9. Fun Fact About Your Industry |
| 3. Staff/Team Introduction | 6. Explain Your Brand Visuals | 10. Supplier/Partner Shoutout |
| | 7. Product/Service Spotlight | |

WEEK #2 (Oct 27 - Nov 2): BRAND & COMMUNITY

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #2 social media posting

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|-------------------------------------|---------------------------------|--|
| 1. Share a Challenge You Overcame | 4. Video: Demo, Tip, or Tour | 8. Tip for Your Customers |
| 2. Community Event Shoutout | 5. Halloween Post (Oct 31) | 9. FAQ: Answer Common Question |
| 3. Poll: Product/Service Preference | 6. Local Cause/Club You Support | 10. Invite Followers to Join Email List or Message for Quote |
| | 7. Before-After Project/Job | |

WEEK #3 (Nov 3 - Nov 9): GROWTH & TRUST

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #3 social media posting

- | | | |
|--|-------------------------------------|------------------------------|
| 1. What Keeps You Motivated? | 4. Shoutout to a Local Business | 8. Share Booking Process |
| 2. Share Business Lesson You Wish You Knew Earlier | 5. Throwback Photo | 9. Customer Success Story |
| 3. Ask for Feedback on Product/Service | 6. Video: Highlight Feature/Benefit | 10. Go Live: Q&A, Demo, Etc. |
| | 7. Service Area / Delivery Options | |

WEEK #4 (Nov 10 - Nov 16): SHOWCASE & NEXT STEPS

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #4 social media posting

- | | | |
|---|--|---|
| 1. What Makes You Different from Competitors? | 4. "What's Next" for Your Business | 8. Share Hours/Bookings during upcoming Holiday Season |
| 2. Remembrance Day (Nov 11) | 5. Video: Thank Your Customers | 9. Highlight a Bundle/Pairing |
| 3. Staff Pick: Favourite Product/Service | 6. Inspirational Quote tied to brand or industry (share perspective) | 10. Poll: What type of content should we Post more often? |
| | 7. Ask Us Anything | |

INITIAL POSTING

Oct 13 – Oct 19: Tell Your Followers About the Challenge

Choose a day between **October 13–19** to let your audience know you've joined the 2025 *Community Futures East Parkland* **#MarketingChallenge**.

This is your “kickoff post”, share your excitement and invite your followers to cheer you on by liking, commenting, sharing, or voting for you in the Fan Favourite poll (link shared at later date). Don't forget to tag **@CommunityFuturesEastParkland** and/or include **#2025MarketingChallenge**.

TIPS FOR A STRONG KICKOFF POST:

- Include a photo or short video of you or your team announcing the challenge.
- Keep it upbeat and inviting, let people know why you're excited to join.
- Use Meta Business Suite to **schedule posts ahead of time** if the week is busy.
- Remember: the more you interact with comments and shares, the stronger your engagement will be.



HOW TO TAG ANOTHER PAGE IN A POST:

Start a new post (or comment on an existing one). Type the “@” symbol, then the name of the business or person. When it pops up in the list, click to add the tag.

WHY TAG OTHER BUSINESSES OR PAGES?

- Your post may also show up on their page (depending on settings).
- Their followers can see it, which helps you reach more people.
- It shows appreciation and strengthens community connections.

WHEN SHOULD YOU TAG OTHERS?

- When you collaborate with another business.
- When you're attending or promoting the same event.
- When another business or community partner visits you.

NOTE ON PHOTOS & VIDEOS

Posts with photos and videos consistently perform better on Facebook and Instagram than plain text. Videos (especially Reels) often get the highest reach, while photos keep your page active and relatable. To help you make the most of the challenge, we encourage you to include a photo or video with every post whenever possible. Some prompts are marked as **video-only**, these are designed to push you outside your comfort zone and boost your results.

WEEK #1 POSTING LIST *(Must be posted between Oct 20 – Oct 26, 2025)*

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #1 social media posting.

1. Owner Introduction

Record a quick video or share a photo of yourself. Tell followers who you are, why you started or purchased the business, and what drives you today.

2. Mission, Vision, and/or Values

Put yourself or your team on camera and talk about what your business stands for. A short video clip or photo with your words in the caption makes it more personal.

3. Staff/Team Introduction

Snap a team photo or film a quick “meet the team” video. Share fun details like role(s), hobbies, or what they love about work.

4. Behind the Scenes

Show a workspace or process with photos or a short video walk-through on what happens behind the scenes.

5. Problem(s) You Solve for Clients

Pick a common customer challenge and explain how you solve it — ideally in a quick video demo or with photos of the solution in action.

6. Explain Your Brand Visuals

Post a photo or reel that shows off your colours, logo, store layout, or design style. Add a caption explaining why you chose them and what they mean.

7. Product/Service Spotlight

Take a crisp product photo or film a short demo video. Highlight how it works, what makes it unique, or why customers love it.

8. Customer Testimonial/Review

Pair a screenshot or graphic of the review with a photo of your product, your team, or even a short thank-you video. Visuals make the words hit harder.

9. Fun Fact About Your Industry

Share a fact with a related photo or a quick “did you know?” style video. Make it interesting, surprising, or useful to your audience.

10. Supplier/Partner Shoutout

Post a picture with your supplier or partner, or film a short video explaining how they help your business. Don't forget to tag them!



WEEK #1 HELPFUL TIP:

People connect with people! Posts that feature faces (you, your staff, or even happy customers) tend to get far more likes, comments, and shares than graphics or text alone. Don't worry about being perfect, a quick selfie or short video clip in natural light goes a long way to building trust.

WEEK #2 POSTING LIST (*Must be posted between Oct 27 – Nov 2, 2025*)

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #2 social media posting.

1. Share a Challenge You Overcame

Tell a story about a hurdle you faced in business and how you overcame it. Use a photo of you “in action” or film a short video reflecting on the experience.

2. Community Event Shoutout

Highlight a local event happening in your town. Share a photo from the event or tag the organizer’s page.

3. Poll: Product/Service Preference

Create a Facebook or Instagram poll to ask followers which product or service they prefer. Use photos of the options to make the poll more eye-catching.

4. Video: Demo, Tip, or Tour

Film a short video demo of a product, share a quick tip, or give a mini tour of your business. Keep it simple and under a minute.

5. Halloween Post (Oct 31)

Have fun with Halloween! Post a photo of your team dressed up, a themed display, or create a spooky short video.

6. Local Cause/Club You Support

Spotlight a local club, charity, or because that matters to you. Use a photo of the group, a past event, or a video explaining why you support them.

7. Before-After Project/Job

Show your work! Use side-by-side photos or a reel-style video that reveals the transformation.

8. Tip for Your Customers

Share a quick tip related to your product, service, or industry. Use a photo or short video to demonstrate the tip.

9. FAQ: Answer Common Question

Take a question you get often and answer it in a post. Snap a related photo or film yourself giving the answer.

10. Invite Followers to Join Email List or Message for Quote

Post a call-to-action graphic or record a short video explaining the benefits of connecting with you directly.



WEEK #2 HELPFUL TIP:

This week is all about sparking interaction. Posts that ask questions, run polls, or shout out other businesses naturally invite replies. Boost your reach by tagging the event, business, or cause you’re featuring, it helps your post show up in their community too.

WEEK #3 POSTING LIST (*Must be posted between Nov 3 – Nov 9, 2025*)

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #3 social media posting.

1. What Keeps You Motivated?

Share a photo or short video of yourself and talk about what inspires you to keep going in business.

2. Share a Business Lesson You Wish You Knew Earlier

Record a quick video or pair a thoughtful caption with a photo of your team, workspace, or product.

3. Ask for Feedback on Product/Service

Post a photo or video of a product/service and ask your followers for input. Encourage comments by asking a specific question.

4. Shoutout to a Local Business

Feature another local business with a photo or short video and tag their page. Show appreciation and explain why you recommend them.

5. Throwback Photo

Post an old photo from when your business started (or an early project/product) and share how far you've come.

6. Video: Highlight Feature/Benefit

Film a short clip showing off one product or service feature and explain the benefit to your customers.

7. Service Area / Delivery Options

Use a simple map graphic, photo, or video to explain where you operate and how people can access your services.

8. Share Booking Process

Post a step-by-step video or photos showing how easy it is for customers to book, order, or schedule with you.

9. Customer Success Story

Share a customer story or testimonial with a photo of the product/service in action or record a thank-you video.

10. Go Live: Q&A, Demo, etc.

Host a live video to answer questions, demonstrate a product/service, or connect with your audience.



WEEK #3 HELPFUL TIP:

Interaction is a two-way street, don't just post but respond. When someone leaves a comment or asks a question, reply quickly and genuinely. This keeps the conversation going and boosts your post's visibility in the algorithm.

WEEK #4 POSTING LIST (*Must be posted between Nov 10 – Nov 16, 2025*)

Choose a minimum of 4, up to a maximum of 7, of the following post topics for Week #4 social media posting.

1. What Makes You Different from Competitors?

Share a video or photo explaining what sets your business apart. Focus on the unique value you offer.

2. Remembrance Day (Nov 11)

Post a respectful image or short video tribute. Keep it simple, serious, and without sales messaging.

3. Staff Pick: Favourite Product/Service

Feature a staff member in a photo or short video, sharing what they love most and why.

4. “What’s Next” for Your Business

Talk about upcoming goals, changes, or new projects. Use a photo or short clip to give followers a sneak peek.

5. Video: Thank Your Customers

Record a heartfelt thank-you. Show appreciation for the support your community and customers give you.

6. Inspirational Quote Tied to Brand or Industry

Share a quote as a graphic or read it aloud in a video. Add a short caption or clip explaining what it means to you and your business.

7. Ask Us Anything

Create a post or story inviting questions. Answer with a video response or reply directly in the comments to keep engagement high.

8. Share Hours/Bookings During Upcoming Holiday Season

Post a clear graphic, photo, or video with your updated hours or availability. Make it easy for customers to plan a drop-in or booking ahead of time.

9. Highlight a Bundle/Pairing of Products/Services

Feature a package or popular pairing in a photo or quick video demo. Show why the items/services work great on their own but even better together.

10. Poll: What Type of Content Should We Post More Often?

Run a poll in your stories or posts. Use photos of the content types (tips, products, behind-the-scenes, etc.) to make the options visual.



WEEK #4 HELPFUL TIP:

End the challenge on a high note, show gratitude and give your followers a reason to stick around after the challenge ends. A sincere thank-you video, paired with a reminder of how to connect with you (follow, message, book, or visit), builds long-term loyalty beyond the challenge.

\$9,200

- IN PRIZES -

WEEKLY PRIZES

Week 1 (Oct 20 - 26)

Winners Announced Oct 31, 2025

Week 2 (Oct 27 – Nov 2)

Winners Announced Nov 7, 2025

Week 3 (Nov 3 - 9)

Winners Announced Nov 14, 2025

Week 4 (Nov 10 - 16)

Winners Announced Nov 21, 2025

Most Improved

Prize - \$200 x 4 Weeks of Winners

Winner is based on weekly Participation and Growth Rate.

Most Influential

Prize - \$200 x 4 Weeks of Winners

Winner is based on weekly Participation, Growth Rate, and Engagement %.

Most Popular Post

Prize - \$200 x 4 Weeks of Winners

Winner is the post with the most combined likes and shares that week.

Most Talked About Post

Prize - \$200 x 4 Weeks of Winners

Winner is the post with the most comments that week.

GRAND PRIZES

Winners Will Be Announced on November 28, 2025

MOST INFLUENTIAL: \$2,000

Awarded to the participant who made the strongest overall impact online. This winner will be determined by a combination of participation, follower growth, and engagement levels, showing who truly influenced their community during the challenge.

MOST IMPROVED: \$1,500

Awarded to the participant who demonstrated the greatest progress from start to finish. This winner will be determined by a combination of participation, follower growth, and engagement increases, highlighting dedication and steady improvement.

MOST POPULAR: \$1,000

Awarded to the participant whose content drew the most attention across the full challenge. This winner will be determined by the highest combined total of likes and shares on all posts throughout the 28 days.

MOST TALKED ABOUT: \$1,000

Awarded to the participant who sparked the most conversation with their content. This winner will be determined by the highest total number of comments received across all posts.

FAN FAVOURITE: \$500

Awarded to the participant who rallies the most community support. This winner will be determined through an online poll, where followers can cast votes daily throughout the challenge.

General contesting rules, and by participating, each participant agrees as follows:

- 1. Prize(s):** Prizes will be awarded to eligible winners as outlined in the contest rules. If a winner cannot be contacted or is disqualified for any reason, Community Futures East Parkland reserves the right to select an alternate winner or withhold the prize at its sole discretion. In the event of a tie, the winner will be determined by a random draw. All prizes will be distributed on or before **December 5, 2025**.
- 2. Determining Prize(s):** Prizes will be awarded based on one or more of the following: Participation Score, Growth Rate, Engagement Percentage, total likes and shares, total comments, and (for Fan Favourite) an online poll.

Definitions:

- **Participation Rate:** Calculated based on the number of valid posts completed each week. Participants must complete a minimum of **4 posts per week**. Additional posts (up to 7) will receive small bonus points.
Weekly: $1/4=0.25$, $2/4=0.50$, $3/4=0.75$, $4/4=1.00$, $5/4=1.05$, $6/4=1.10$, $7/4=1.15$
Grand Prize: Participation Scores are calculated weekly and then averaged across all 4 weeks to determine the overall Participation Score for the challenge. This ensures consistency is rewarded across the entire contest period.
- **Growth Rate:** Total followers at the end of the period \div total followers at the beginning.
Weekly: Growth Rate is calculated for that specific week.
Grand Prize: Total interactions (likes + comments + shares) \div total post reach.
- **Engagement Percent:** Total interactions (likes + comments + shares) \div total post reach.
Weekly: Based on all posts from that week.
Grand Prize: Based on all posts across the entire contest period.
- **Most Popular Post / Most Popular:**
Weekly: Determined by the single top post of that week.
Grand Prize: Determined by total combined likes + shares on all posts during the contest.
- **Most Talked About Post / Most Talked About:**
Weekly: Determined by the single top post of that week that receives the most comments.
Grand Prize: Determined by total number of comments on all posts during the contest.
- **Fan Favourite:** Determined by overall voting during the Fan Favourite poll.

WEEKLY PRIZE(S) will be determined by the following:

- **Most Improved:** Participation Score \times Growth Rate
- **Most Influential:** Participation Score \times Growth Rate \times Engagement Percentage
- **Most Popular Post:** Highest combined likes + shares on a post during the week
- **Most Talked About Post:** Highest total comments on a post during the week

Weekly Submission Requirements: To be considered for weekly prizes, participants must export or screenshot their weekly Insights and email them to cyaremchuk@albertacf.com by the stated deadline.

- **Week 1 (Oct 20–26):** Deadline Nov 29, 2025
- **Week 2 (Oct 27–Nov 2):** Deadline Nov 5, 2025
- **Week 3 (Nov 3–9):** Deadline Nov 12, 2025
- **Week 4 (Nov 10–16):** Deadline Nov 19, 2025

GRAND PRIZE(S): To be considered for Grand Prizes, participants must submit full contest Insights for the period (**Oct 20–Nov 16, 2025**) by email to cyaremchuk@albertacf.com no later than **Nov 24, 2025**.

- **Most Influential:** Participation Rate X Growth Rate X Engagement Percent
- **Most Improved:** Participation Rate X Growth Rate
- **Most Popular:** Total likes + shares across all posts during the challenge
- **Most Talked About:** Total comments across all posts during the challenge
- **Fan Favourite:** Determined by online poll

How to export/screenshot data:

- Use **Meta Business Suite** at business.facebook.com. If you haven't used it before, sign up and link your business accounts. Connect your Instagram account to Meta Business Suite if applicable.
[Get Started With Meta Business Suite](#)
[Connect an Instagram Account on Meta Business Suite](#)
- In Meta Business Suite, go to **Insights**, and adjust the date range to match the contest week (e.g., Oct 20–26).
- Select the platform you are using (Facebook or Instagram).
- Under “Overview,” screenshot results for **Reach**, **Content Interactions**, and **Followers**.
- For weekly “Most Popular” and “Most Talked About” prizes, also take a screenshot of the individual post so likes, shares, and comments are clearly visible.
- **PLEASE** send **ALL** screenshots in a single email when submitting.

3. Eligibility and Limitations:

- To be eligible, participants must complete and submit the official registration form in full by **October 17, 2025**.
- Participating businesses must be physically located within the **Community Futures East Parkland region**.
- A business may win multiple weekly prizes during the challenge; however, the same business cannot win any **single weekly prize category** more than once.
- A business may not win more than **one weekly prize in the same week** (for example, a business cannot win both *Most Improved* and *Most Influential* in Week 1).
- Only **one (1) grand prize per business** will be awarded. In the event a participant qualifies for more than one (1) grand prize, the prize with the higher monetary value will be awarded.
- Challenge winners must be **18 years of age or older**.
- Employees, Directors, and immediate family members of Community Futures East Parkland are not eligible to win prize money.
- The term “**immediate family**” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as in-laws, through current or past marriage(s), remarriage(s), adoption, cohabitation, or any other family extension, as well as any other persons residing in the same household whether related or not.

4. Communication/Delivery Disclaimer: Community Futures East Parkland is not responsible for a participant's inability to complete the challenge or submit required information due to equipment malfunction, internet or service interruptions, disconnections, or any other circumstances beyond Community Futures East Parkland's control. Community Futures East Parkland is also not responsible for missed emails, late submissions, unread messages, or a participant's failure to check communication sent during the contest period.

5. **PR, Publicity, Promotion; Use of Personal Information:** By entering the Marketing Challenge, all participants and winners grant Community Futures East Parkland the right to use their business name, personal name, photos, videos, and likeness in connection with promoting this and future challenges. Where allowed by law, participants also agree that Community Futures East Parkland may share limited personal or business information provided through registration or participation with third parties for purposes of marketing, publicity, or reporting. Community Futures East Parkland will never sell, misuse, or improperly disclose participant information. All information will be used responsibly and only in ways that support program promotion and community development.
6. **Conduct, Judging, and Decisions:** By participating in the Marketing Challenge, participants agree to be bound by the decisions of Community Futures East Parkland (CFEP).
- **Fair Play:** Any participant who violates the rules, gains an unfair advantage, or obtains winner status through fraudulent means will be disqualified. Unsportsmanlike, disruptive, harassing, or threatening behaviour is strictly prohibited.
 - **Reputation:** Any actions that, in the sole discretion of CFEP, bring the contest, other participants, businesses, Board Members, or CFEP into disrepute may result in immediate disqualification and could lead to cancellation of the contest.
 - **Authority:** CFEP will interpret these rules, resolve disputes, and make all final decisions regarding the contest. CFEP reserves the right to waive or adjust rules where necessary.
 - **Unexpected Events:** If the outcome of the contest is affected by human error, technical issues, intentional interference, or any other event beyond CFEP's control, CFEP reserves the right to end, adjust, or take other appropriate actions to maintain fairness.
 - **Positive Spirit:** The contest is designed to increase social media presence and community awareness for all participating businesses. Participants are expected to contribute to a positive, respectful environment that enhances the public image and reputation of their business and others.
7. **Platform Disclaimer:** This contest is in no way sponsored, endorsed, or administered by, or associated with Facebook or Instagram.



**GROWING COMMUNITIES
ONE IDEA AT A TIME**

Frequently Asked Questions

What happens if I forget to make a post?

Missing a post doesn't necessarily disqualify you, but it will affect your Participation Score for that week. Weekly prizes are awarded on a week-to-week basis, so consistency is important. Please refer to the General Contesting Rules for full details on how prize winners are determined.

Can I make additional posts?

Yes. Participants are required to complete a minimum of 4 posts each week from that week's approved post list. You may complete up to 7 posts from the list to earn small bonus points. Any posts outside of the weekly list are welcome on your page but will not count toward challenge scoring.

Can I promote ads on Facebook or Instagram?

You may run ads on your business pages if you wish; however, boosted posts and paid ads will **not** be considered for the challenge. Only organic posts from the weekly lists count toward weekly and grand prize scoring to ensure fairness.

What if a post topic doesn't apply to my business?

Each weekly list includes 8–10 different prompts. You only need to complete 4–7 posts each week, so if one prompt doesn't apply, simply select another option from that week's list.

How often can I vote for the Fan Favourite?

You are allowed one (1) vote per person per day. Be sure to share this opportunity with your followers to increase your chances to win.

When are winners announced?

Weekly prize winners will be announced each Friday following the submission deadline. Grand Prize winners will be announced on **November 28, 2025**.

How do I submit my Insights?

Export or screenshot weekly data from Meta Business Suite (Reach, Content Interactions, and Followers). Instructions are included in this handbook. Email all submissions to cyaremchuk@albertacf.com by the weekly deadlines.

Can I win more than one prize?

Yes. A business can win multiple weekly prizes, but cannot win the **same category more than once**, and cannot win more than **one prize in the same week**. Only one grand prize per business will be awarded.

What if I don't have many followers?

That's okay! Categories like *Most Improved* are designed to give newer or smaller accounts a fair chance to shine. The challenge is built to help businesses of all sizes grow their presence.

What if I have technical issues or can't post?

Community Futures East Parkland cannot be held responsible for internet issues, equipment failures, or platform outages that prevent posting. We encourage you to use Meta Business Suite to schedule your posts in advance.
