

HOW TO WIN GUIDE

2024

Strategies, Tips and Contest Guidelines



How to Win Guide

Strategies, Tips and Contest Guidelines

Presented by AA Munro Insurance

AA Munro Insurance is launching its 14th annual Facebook fire hall photo contest, and we want your fire hall to participate. The contest concludes Friday, Nov 1st at 5pm.

Our prize configuration for 2024 is as follows:

For Nova Scotia, New Brunswick and PEI they **each** will have a \$5000 prize for the photo with the most Likes and \$1000 for the runner up.

Tip #1: Submit One Great Photo (In High Resolution)

The center piece of the entire campaign is your photo. While it may be quick to get everyone together and grab a cell phone shot, or scanning an old photo, or using the photo from last year, consider asking a photographer in your area to take a nice high-quality photo. **This year we are encouraging photos that celebrate “Everyday Heroes”.**

Possible Write Up Ideas

- A firefighter organizing a charity event for local causes.
- Volunteering for community events outside of duty.
- A behind-the-scenes look at off-duty firefighters responding to emergencies.
- Leadership roles in firefighter training programs.
- Mentoring new recruits or local youth.
- Contributions to fire safety education in schools.

Possible Photo Ideas

- A firefighter mentoring a young recruit.
- Firefighters participating in a community parade.
- A candid moment of a firefighter responding to an off-duty emergency.
- Firefighters teaching fire safety to children.
- Behind-the-scenes images of equipment checks or preparation.
- A team of firefighters organizing a community fundraiser.

To be clear it's totally fine if your submitted photo does not adhere to this suggested theme. We only ask that there is only one photo per fire hall, and if you want to combine multiple photos, please submit single photo as a collage.

Consider staging the shot in such a way that you can **see people's faces**, you could also feature your **fire hall**, your **fire trucks**, young and old members of your team or even get everyone in a **non-traditional pose**. We have included several photos at the end of this guide from past years' submissions to help you imagine what a great photo might look like. Please submit in high resolution to firehall@aamunro.com

In years previous we have requested volunteer photographers to help, here is a list that might have one in your area that is already opening to helping. Please contact them directly using the info provided in this list:

<http://bit.ly/firehallphotographers>

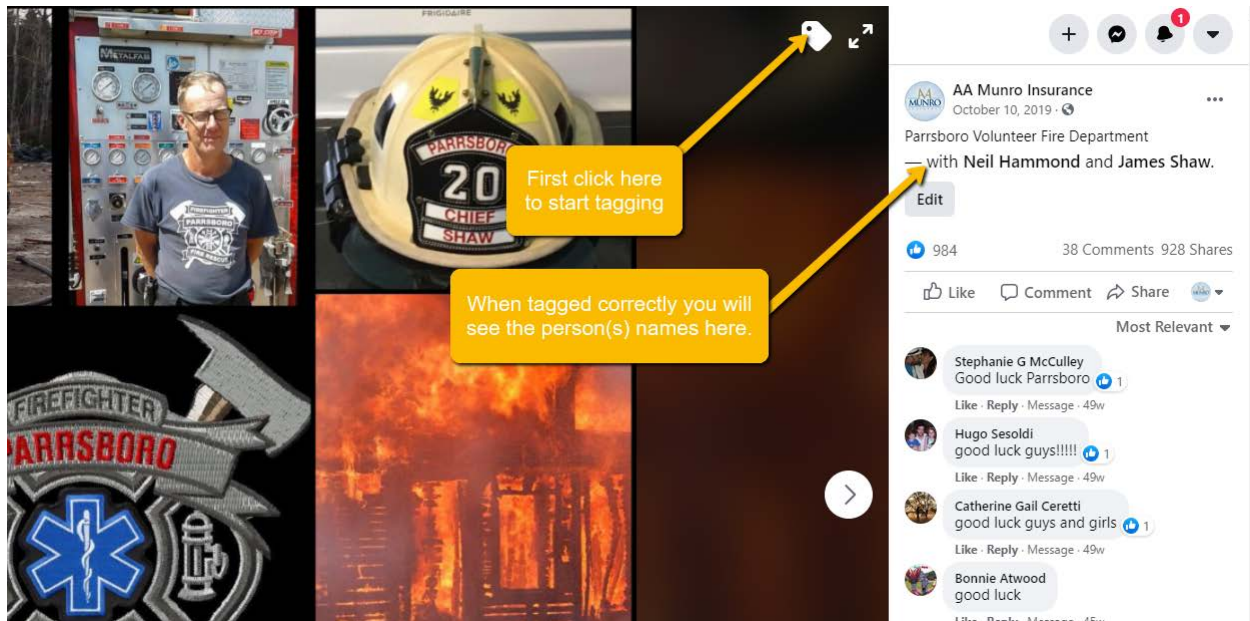
Tip #2: Provide a link to your fire hall website or Facebook page. Promote yourself!

Every photo that gets posted also has room for a written description. Rather than simply providing your fire hall name and location you can also give us a link to your website, Facebook page or even a fund-raising page. We suggest you also provide us with how many members make up your department, what you hope to use the money for and any other story that will help the visiting public understand why they should help you out and like and share your photo.

Tip #3: Tag People in Your Photo & Comments

Everyone tagged in your photo and comments will not only cause the photo to show up in their Facebook feed and notifications, but also there is a good chance it will show up in their friend's feeds. This causes massive visibility across a diverse network of people and given the good cause many folks will happily comment, like and perhaps even share the photo or tag someone else in the comments. Tagging people is one of the most powerful ways to grow your likes.

Tip: Type the @ symbol and then the person's name to tag a friend in the comments.



Tip #4: Share & Ask Others to Share Your Photo

Asking your supporters to share your image is one of the biggest ways to get exponential growth in the exposure of your photo. It is very helpful to improve the visibility and engagement of shared photo by **writing a personalized description**.

Example: *"My son James is trying to win \$5000 for his fire hall, all you need to do to help is like and share his group photo to help him win."* (see graphic below).



Tip #5: Private Message Your Friends

Even after you have commented, liked and shared your photo nothing will ever replace directly contacting your friends and family and asking them to get the word out via their own social media. Private messages are almost always viewed and to make it as simple as possible you can tell them to please visit <http://www.fb.com/aamunro> and look for your photo, or you can copy and paste the URL directly from your photo, it's a bit of messy link but it will work or you can use the Share function on the photo itself and just send the link in a private message (*see graphic below*).



Tip #6: Print & Post Posters

We have included a pre-designed poster that you can put up on bulletin boards or store windows, or leave on the tables at doctors' offices or clinics. Whether black and white or color, anything that helps drive people to your photo could give you an edge.

Tip #7: Click Photo First, Then Like & Share

Many folks in the past have shared the photo of their fire hall only to have their friends Like their shared post, as opposed to the photo which is actually on the AA Munro Facebook page. This means those Likes are not counted towards the winning total of likes. Therefore, if you simply include **“Please click this photo THEN like and share it”** you will likely accumulate more Likes from those less savvy Facebook users.

Tip #8: Inform Local Media

Ask your community newspaper and radio stations to do a story on your Fire Halls efforts to win the \$5000, be sure to include what you hope to purchase with the funds and send along your photo!



Tip #9: Start Early

We have noticed that fire halls that enter the race early tend to be the participants with the most votes at the end of the contest. By keeping your fire hall in the top 5 you can keep your voters energized through the whole campaign.



Tip #10: Tell A Story

People love hearing more about their local fire hall, each photo has a description field which we are happy to add things to, such as details about the photo, the history of the fire hall or what the money would go towards. If you have not offered us these details it could be a great way to get additional likes on your photo.

Tip #11: Promote Your Needs

We suggest that you use this event to drive home your need for recruitment, awareness for an issue (ie. grass fires, flooding, road safety), fund raising (a big dinner coming up, a bake sale etc.), or need for a piece of equipment or infrastructure.

Contest Guidelines

These are meant to help guide your decision making for many aspects of the contest. They reflect the overall spirit of trying to make this the best possible experience for everyone involved.

Photo Guidelines

- Preferably no images of burning buildings. Training exercises are fine. We do not want to offend those connected to real fires.
- Image should contain at least one fire fighter
- Single photo submissions. Collages are fine, but we will reject multiple images as each fire hall can only post one photo.

Submission Guidelines

- One photo per fire hall
- In addition to a photo, your submission email should contain:
 - Name of person submitting the photo
 - Fire hall name and full address (used for Google Map marker)

- Confirmation of approval from fire hall
- No grouping of fire halls
- AA Munro reserves right to use submitted photos for contest promotional purpose
- Past winners should not re-apply for two years. If you won in 2021 than 2024 would be your next submission time.

Good Faith Contest Guidelines

- Buying of Likes is not permitted
- Incentives to Like a photo via prizes or contests is discouraged
- Larger taxpayer funded (more than 2 paid members) fire halls are encouraged to submit as the "Support Squad" which is a non-competing entry to show support, generate visibility and goodwill around any issues.

If you worked your way through these tips your campaign should have a solid chance of winning one of the prizes. Thanks for your participation it is an honor to be served by you.

*If you have any further questions, please email:
James Smeaton at firehall@aamunro.com.*

Additional Resources

- www.firehallphotos.ca (Goes To AA Munro Website)
- www.firehallmap.ca (See Participants)
- www.shieldprotectionprogram.ca (Insurance For Firefighters)
- www.facebook.com/aamunro

- www.instagram.com/aamunroinsurance
- www.twitter.com/aamunro
- www.linkedin.com/company/2383776

Look for examples of great photos below...

Examples of Great Photos

