Instagram giveaway from comments: entries, draw and winners

Entries from one comment each, duplicates marked, winners drawn at random from the entries and told by DM when you can reach them, inside Instagram's promotion rules.

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A giveaway is the fastest way to put a post in front of people who have never seen your account. It is also a lot of manual work: hundreds of comments to read, duplicate entries to spot, a winner to pick in a way nobody can call unfair, and a winner to reach before the prize goes stale. A giveaway flow handles the busy part. Entering is one comment with your word; a private reply confirms it; a second entry from the same person is marked as a duplicate; the draw picks winners at random from the entries; and winners who have a chat open with you hear it in their DMs with a button to claim. This guide sets it up step by step, with the rules that keep it fair and inside Instagram's promotion guidelines.

Key points

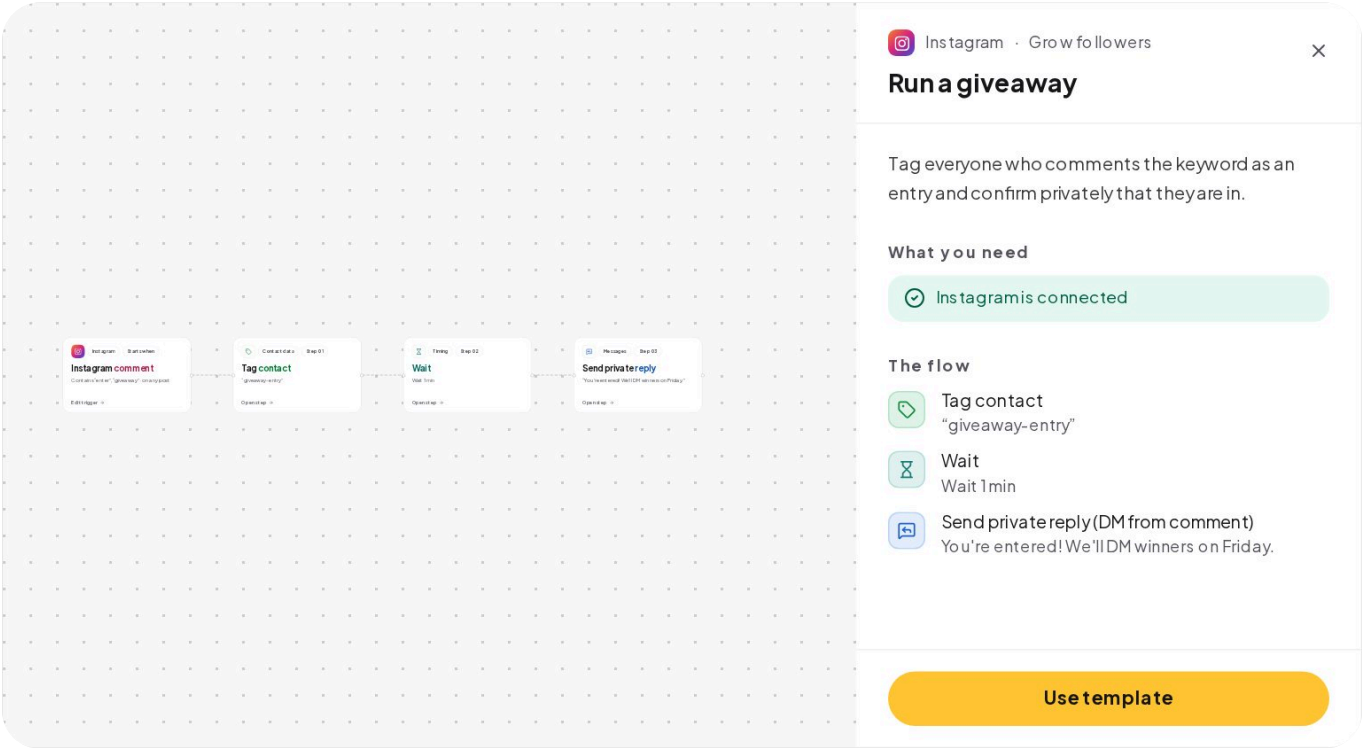
- People enter with your keyword in the comments of the giveaway post, or in a DM, and each entry is confirmed by private reply.
- A second entry from the same person is marked as a duplicate, so the draw sees one entry each.
- Winners are drawn at random from the entries, when you run the draw or at the date you set, with several winners and prize tiers if you like.
- Winners who already have a chat with you get the winner DM with a claim button; an unclaimed prize is marked forfeited after the deadline you set.
- Following your account is not checked, so do not make it a condition of entry.

HOW THE GIVEAWAY WORKS

Step	What happens	Where you set it
1. The post	The prize, the word to comment, the end date and the rules	Instagram
2. The entry	Someone comments the word	The Run a giveaway flow and the giveaway itself
3. The confirmation	A private reply says they are in	The flow's private reply step
4. The draw	Winners picked at random from the entries	Giveaways
5. The winners	A DM with a claim button, to winners you can reach	Giveaways

STEP 1: START FROM THE TEMPLATE

Open **Automations** and search the gallery for "giveaway". **Run a giveaway** tags everyone who comments the keyword as an entry and confirms privately that they are in.

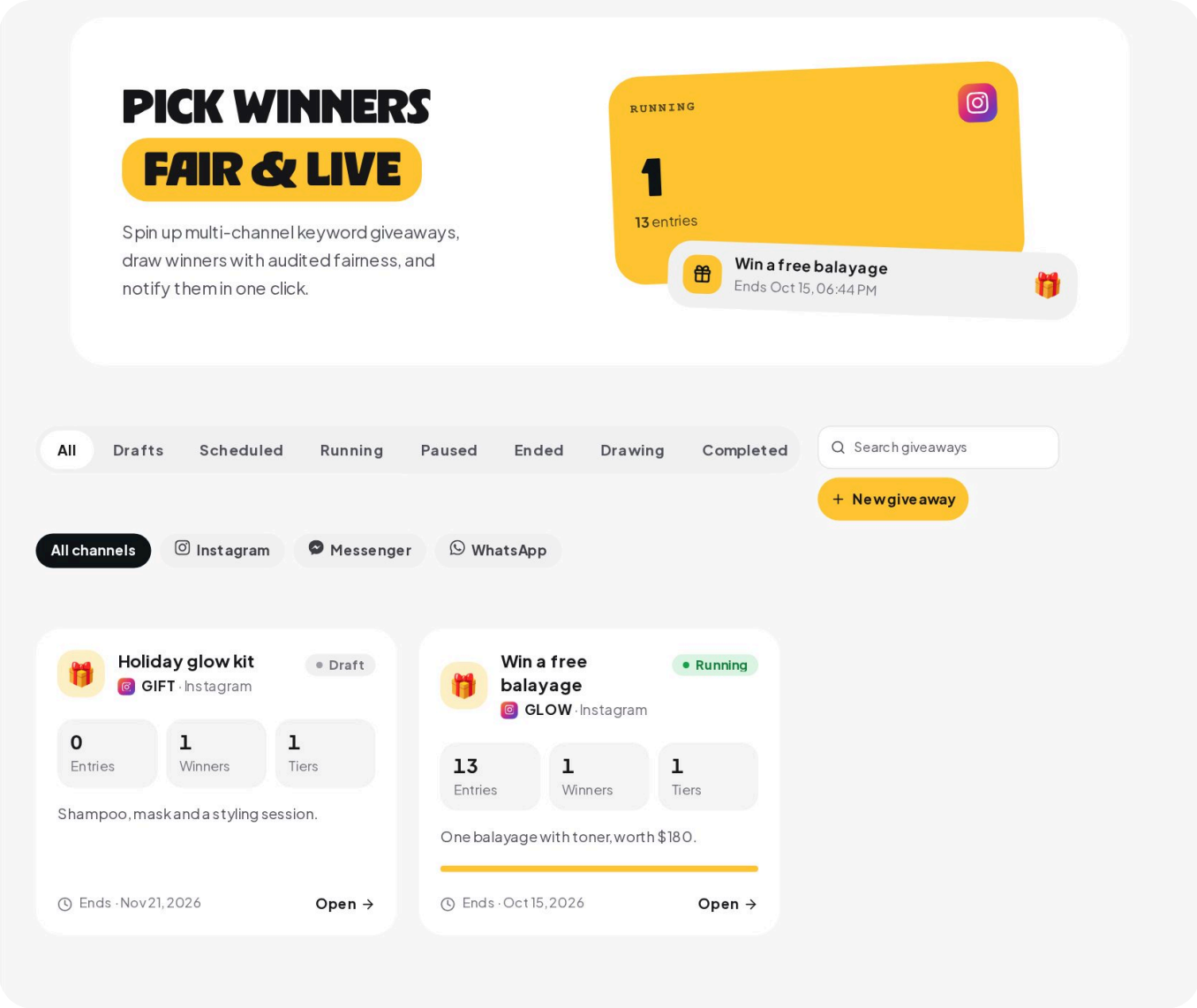


Run a giveaway: tag the entry, wait a minute, confirm by private reply.

Its three steps are a tag, giveaway-entry, a one-minute wait, and a private reply: "You're entered! We'll DM winners on Friday." The short wait makes the confirmation feel less instant, and the tag gives you a list of everyone who entered.

STEP 2: CREATE THE GIVEAWAY

Open **Giveaways** in the sidebar and press **New giveaway**.



Giveaways with their entries, winners and tiers. Demo workspace.

- **The name and the prize**, as people will see them.
- **The keyword and the channel**, such as GIVEAWAY on Instagram. Giveaways can also run on Messenger and WhatsApp keywords.
- **The dates**, when entries open and close. A giveaway can be scheduled, run, be paused, end and be drawn; the tabs at the top follow each one through those stages.
- **The winners and the tiers.** One winner, or several, with tiers such as two VIP passes and ten standard prizes.
- **The claim deadline**, after which an unclaimed prize is marked forfeited.

STEP 3: WRITE THE POST AND THE RULES

The post does the selling; the rules protect you. A clear giveaway post says:

1. **What the prize is**, with a photo of it.
2. **How to enter**: "Comment GIVEAWAY below."
3. **When it ends**, with a date and a time zone.
4. **How winners are picked and told**: "Winners drawn at random and messaged on Friday."
5. **Where the rules are**: a link in your bio or a pinned comment.

Instagram's promotion guidelines ask you to publish official rules, to state that the promotion is not sponsored, endorsed or administered by Instagram, and not to encourage people to tag content inaccurately. Local laws on prizes and draws apply too, and they differ by country.

STEP 4: CONFIRM EVERY ENTRY

Each entry gets the template's private reply, and Meta allows one private reply per comment, within 7 days of it. Make the confirmation do two jobs:

> "You're in, {first name}! Winners are drawn Friday at 18:00 and messaged here. Reply OK so we can reach you if you win."

The second sentence matters. A winner DM can only reach people who have a chat open with you, and someone who only commented has not written to you yet. A reply to the confirmation opens the conversation, so you can reach them when the draw comes.

STEP 5: KEEP IT FAIR

Fairness is what makes people enter the next one.

- **One entry per person.** A second comment from the same person is marked as a duplicate, and the draw sees one entry each.
- **A random draw.** Winners are drawn at random from the entries, once each, so nobody can say you picked a friend.
- **No hidden conditions.** Following your account is not checked, so do not promise that only followers can win.
- **Publish the winners' first names** or handles, with their permission, so everyone sees the draw really happened.

STEP 6: DRAW AND TELL THE WINNERS

When the giveaway ends, run the draw from the giveaway's page, or let it run at the date you set. Winners who have a chat with you get the winner DM with a claim button. For those who only commented, the giveaway keeps them waiting to be told, and you can notify them later, once they write to you.

Set the claim deadline with a little room, such as 72 hours. A prize nobody claims is marked forfeited after it, and you can draw again for that prize.

STEP 7: KEEP THE PEOPLE WHO ENTERED

A giveaway brings people who wanted the prize; some of them will want your products too. Before the giveaway ends:

- **Tag every entry**, as the template does, so you can find them later in Audience.
- **Thank everyone who did not win**, inside the 24-hour window, with something small, such as a code from your one-time code list.
- **Ask one question** in the confirmation or the thank-you, such as "What would you love to win next time?", and save the answer on the contact.

A ONE-WEEK GIVEAWAY TIMELINE

1. **Day 1, morning.** Create the giveaway with its dates, prize tiers and claim deadline, and publish the Run a giveaway flow on the post. Test it with Try it.
2. **Day 1, noon.** Post the giveaway with the prize, the word, the end date and a link to the rules.
3. **Day 3.** A story reminds people it is running, with the same word and the end date.
4. **Day 6.** A last-chance story. Entries keep coming while the giveaway is open.
5. **Day 7, at the end time.** Entries close and the draw runs. Winners with an open chat get the winner DM.
6. **Day 7, evening.** Post the winners, and send the thank-you with a code to everyone else whose chat is still open.
7. **Day 10.** The claim deadline passes; draw again for any prize nobody claimed.

WRITING THE WINNER DM

The winner DM is the message people screenshot and share, so make it worth it:

> "You won, {first name}! 🎉 The free balayage is yours. Tap Claim to pick your appointment. The prize is held for you until Monday at 18:00."

- **Say what they won**, in the words of the post.
- **One button, Claim**, that leads to the next step: a booking, an address form or a code.
- **The deadline**, the same one you set on the giveaway.
- **No payment, ever.** A real winner DM never asks for card details. Say so in the rules, because fake accounts often copy giveaways and message entrants.

MEASURING WHAT THE GIVEAWAY BROUGHT

A good giveaway brings more than entries. After it ends, look at:

- **The entries**, on the giveaway's card.
- **The tag**, giveaway-entry, in Audience: how many entrants were new contacts.
- **The replies** to the confirmation, which tell you how many people opened a chat.
- **The codes used** from the thank-you, which tell you how many entrants bought.

Compare the next giveaway against these numbers, not against the number of comments alone.

A WORKED EXAMPLE: A SALON'S FREE BALAYAGE

A salon posts "Win a free balayage: comment GLOW below. Ends Friday 18:00."

1. **The giveaway** is set on Instagram with the keyword GLOW, one winner, one tier and a claim deadline of 72 hours.
2. **The Run a giveaway flow** listens for GLOW on that post, tags each person and confirms with "You're in! We draw Friday at 18:00. Reply OK so we can reach you."
3. **Most entrants reply OK**, which opens the chat.
4. **On Friday**, the draw picks a winner at random from the entries. The winner had replied OK, so the winner DM with the claim button reaches them at once.
5. **Everyone else** gets a thank-you with a one-time code for 10% off their next visit, sent while their chat is still open.

The post reaches new people, the draw is fair and visible, and the salon ends the week with a tagged list of people who want a balayage.

PRIZE IDEAS THAT BRING THE RIGHT PEOPLE

Business	Prize	Why it brings the right entrants
Salon	A free service	People who live nearby and want it
Store	The product from the post	Shoppers who like that product
Coach	A free session	People with the problem you solve
Event	Two tickets	People who would come anyway
Creator	A signed product or a call	Fans, not prize hunters

A prize anyone wants, such as a phone or cash, brings entrants who will never buy from you, and they leave as soon as the draw is over.

COMMON MISTAKES

- **Follower-only rules.** Following is not checked; promising it creates complaints.
- **No reply ask in the confirmation.** Winners who never wrote cannot be reached by DM.
- **No end date and time zone.** People argue about when it closed.
- **Copying usernames by hand.** Let the draw pick and the winner DM go out.
- **Forgetting the people who did not win.** They are the warmest audience the giveaway created.

TERMS IN THIS GUIDE

- **Entry.** A comment or DM with the giveaway's keyword, counted once per person.
- **Duplicate.** A second entry from the same person, kept in the history but left out of the draw.
- **Tier.** A group of prizes in a giveaway, such as VIP passes or standard tickets.
- **Claim deadline.** The time a winner has to claim the prize before it is marked forfeited.
- **Private reply.** Meta's single private message in answer to a comment, within 7 days of it.
- **24-hour window.** The time after a person's last message when a business can reply freely on Instagram.
- **Draw.** The random pick of winners from the entries, run by you or at the date you set, and again for forfeited prizes.

QUICK ANSWERS

Can people enter by DM instead of a comment?

Yes. A giveaway can count a keyword sent in a DM as an entry, which also opens the chat for the winner DM.

Can I run the same giveaway on several channels?

Yes. Giveaways can run on Instagram, Messenger and WhatsApp keywords, and the page filters them by channel.

Can I draw again if a winner does not claim?

Yes. An unclaimed prize is marked forfeited after the claim deadline, and you can draw again for it.

How do I avoid fake winner messages?

Tell entrants in the rules and the confirmation that winners are messaged only from your account and are never asked to pay. Comment protection, once you turn it on, can hide comments with scam phrases, links or the words you add, such as the name of a copycat account.

SOURCES

- **Instagram Promotion Guidelines**, Instagram Help Center, on the rules for giveaways and contests.
- **Private Replies**, Meta for Developers, on one private reply per comment within 7 days.

DO IT IN SECONDS, FREE

chatinflow.com/flows/instagram-giveaway