



Facebook often changes its terms and conditions, so if you're planning a Facebook contest in 2018, make sure you're up to speed on their current rules¹.

THE MOST IMPORTANT FACEBOOK CONTEST RULES:

Rule #1

Know what's considered a "promotion" on Facebook

Promotions on Facebook typically include:



Entry/Registration



Element of chance



Giveaway or prize

Rule #2

Know the Difference between Sweepstakes/Giveaways, Contests and Lotteries



SWEEPSTAKES/GIVEAWAY

A campaign in which a person can win a prize based on chance. No purchase, payment or other consideration² is permitted.



CONTEST

A campaign in which effort, skill or merit is required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.



LOTTERY

A lottery requires purchase, payment or other consideration, chance and a prize. Lotteries are illegal in the United States. Do not run a lottery.

Rule #3

Make it Clear that Your Contest is Completely Independent of Facebook

Recommended verbiage on your post or contest form includes:

"This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook."

Rule #4

Post Detailed Contest Rules on a Landing Page

Official rules could include the following verbiage:

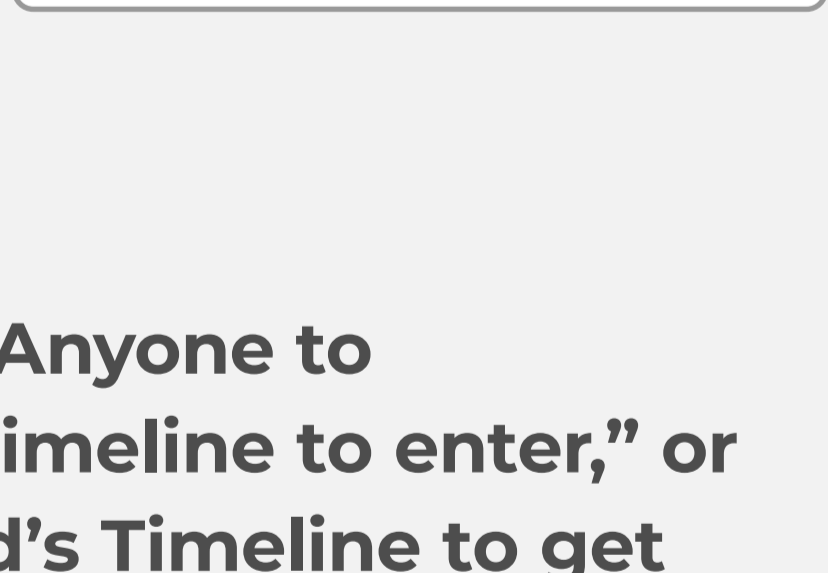
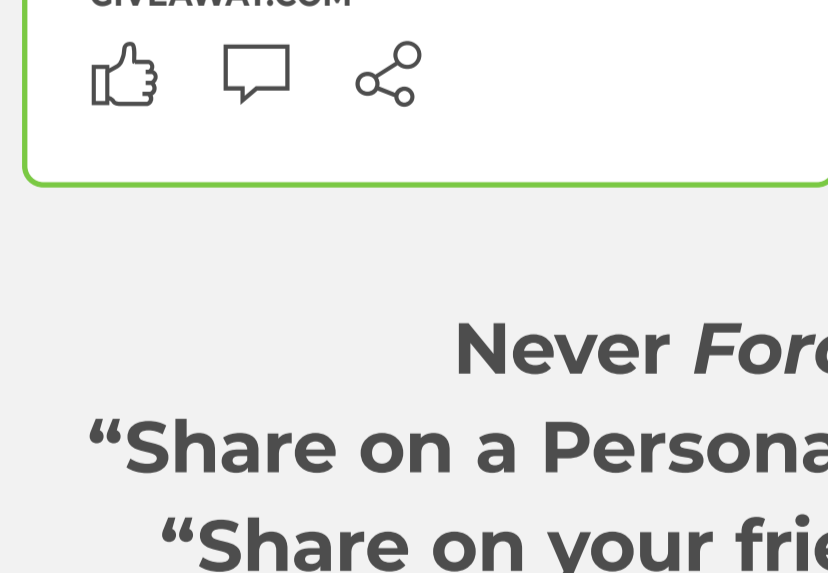
- No purchase necessary.**
Why? Requiring a purchase would make your contest a lottery; lotteries are illegal in the U.S.
- Purchase does not enhance chance of winning.**
- Void where prohibited.**
Why? This clause allows you to avoid awarding your prize to someone who cannot win based on restrictions imposed where they live.
- Details regarding non-monetary consideration.**
- Entry procedures and beginning/ending times, including time of day and time zone.**
- Eligibility requirements.**
Why? If you have restrictions, such as age or residency, include specifics in your rules to prevent a 16-year-old from entering to win a prize he or she could not use, such as an airline ticket or hotel stay.
- An explanation of all methods of entry.**
- A clear description of the prize(s).**
Why? In the U.S., some states have strict regulations regarding prize description. Be sure you're familiar with them.
- Date winner(s) will be chosen.**
- Judging criteria should be clear.**
Why? Sponsor should be able to show how the winner was determined based on objective criteria. If you spell out, in advance, how the winner will be chosen, people are less likely to accuse you of giving preferential consideration.
- Method of selecting a winner.**
Why? To avoid any appearance of impropriety, it is recommend that sponsors avoid conducting their own drawings or determining the winners of their contests.
- Publicity rights regarding use of Participant's information and content.**
Why? Sponsor should obtain written consent from Entrant to ensure compliance with state laws.
- Explicit permission from users regarding use of any user-generated content (UGC) they create in order to enter your contest.**
Why? If you plan to use UGC on your website or in other marketing materials secure rights and keep record of users' permission.
- Liability limitations.**
- Odds of winning.**
- Your physical address.**

Rule #5

Know the actions Facebook forbids

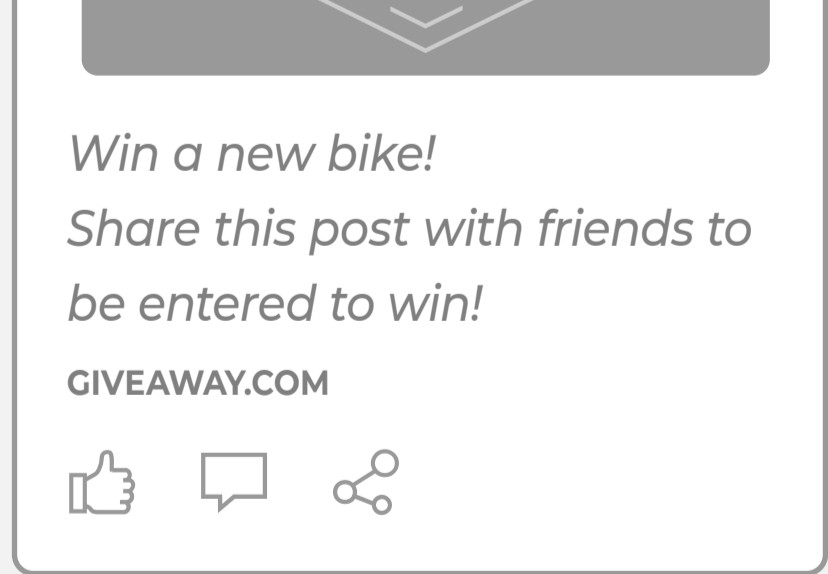
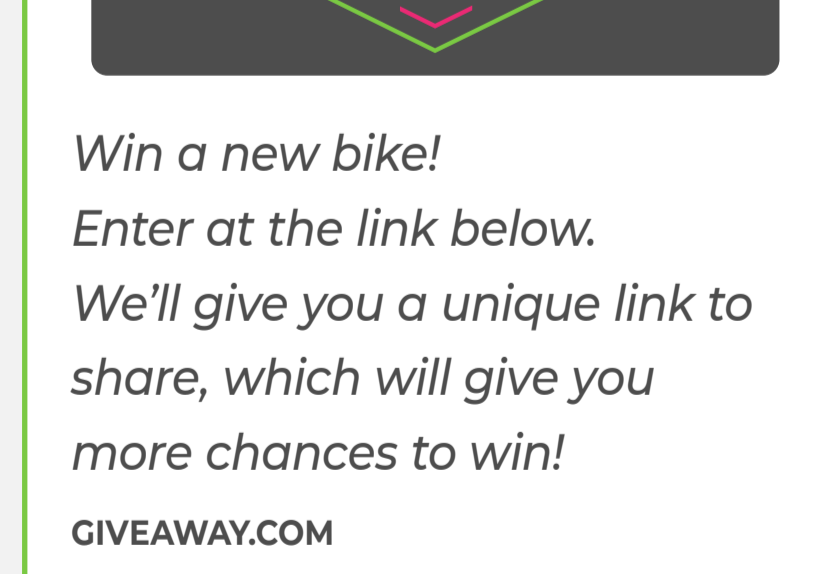
Never Force People to Like or Follow Your Page

You can ask or encourage people to Like and Follow your Page in order to receive contest updates and winner announcements.



Never Force Anyone to "Share on a Personal Timeline to enter," or "Share on your friend's Timeline to get additional entries."

Instead, use contest software with "refer-a-friend" features to award extra points for sharing.



Never Ask People to "Tag your friends in this post to enter."

Instead, create an engaging contest that people want to share with their friends.



If these rules seem too limiting...

HERE'S A BETTER IDEA Don't run your contest on Facebook!

Don't install your contest as a "tab" or app. Instead, run your contest on your website and **promote** it on Facebook. That way you can write your own rules and get more traffic to the place you want it most.



www.shortstack.com

¹ Facebook's current contest rules: https://www.facebook.com/page_guidelines.php
² Note that "consideration" is anything of value a person must give up in order to participate. Some states have determined that providing contact information, which could be used for marketing purposes, is consideration.