



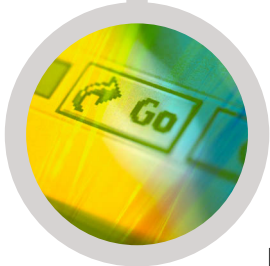
Facebook Promotions

Understanding the Guidelines


Written by: Jim Oborny

Learn about how the Facebook Promotions Guidelines affect running a promotion, sweepstakes or contest on your Facebook page.

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<http://on.fb.me/fbsweepstakes>

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Likeourbusiness.com offers a suite of Facebook applications that organizations can use to add functionality to their Facebook pages. White label accounts are also offered.

The suite includes Facebook apps for Sweepstakes, Coupons, Portfolio, Promotions, Slideshow, Menu, Discussion, Twitter, Contact, Resources, & Products. [Read more](#)

Likeourbusiness.com also creates custom Facebook apps for organizations. [Read more](#)



My Sweepstakes

A Facebook app that allows you to run a sweepstakes on your Facebook page. This app makes it easier to run a promotion as it has many features included that are necessary according to the Facebook Promotions Guidelines.

Easy to install. Fully Customizable. Can set so people must first “like” your page. Different built in themes. Access data anytime. Download data as .csv file. **Complies with Facebook Promotions Guidelines**

[View Demo](#) | [Add to your Page](#) | [Read More](#)

14 Day Free Trial with No Credit Card – [Try it Now](#)

Facebook Promotions

Understanding the Guidelines

Written by Jim Oborny

The following document should not be construed as legal advice. Consult an attorney to discuss any legal issues related to running a promotion on Facebook. Promotions on Facebook must not only comply with the Facebook Promotions Guidelines and other Facebook rules but also with any laws that may govern your running a promotion.

This guide and its author are not affiliated with, sponsored by or endorsed by Facebook.

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facebook.com/bleapp

bleapp.com

Introduction

Rule 1: Don't Feel Overwhelmed by the rules!

Running a sweepstakes, contest or other promotion on Facebook does not have to be a daunting task. You simply need to have a firm grasp of how of the rules. Unfortunately there are many rules. There are rules from Facebook and local laws that may govern your promotion. We will only address the Facebook Promotions Guideline in this document.

For the purposes of our document we will refer to the various types of promotions including contests, competitions & sweepstakes as promotion or promotions. The purpose of this document is to help explain the general rules associated with running a promotion on Facebook.

Facebook and other social media can provide many benefits to your organization when it comes to a promotion. The viral nature of social media is one of the main benefits. Another benefit is in building your number of followers, or "likes".

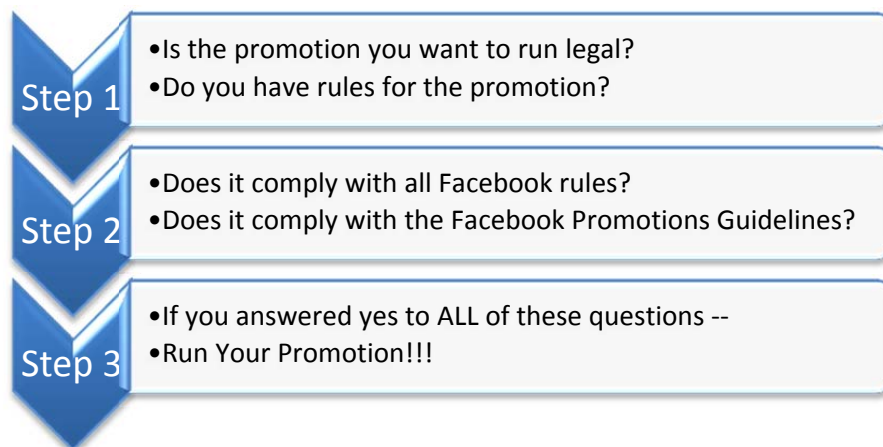
By building the number of people that like your page you are expanding the reach of your page and all of the updates that you post to your page. As you post the posts go into the news feed of your followers. This allows your organization to feed information to them which may educate them or may get them to interact with your page. This creates further exposure for your page.

This document will hopefully give you better understanding of how you can run a promotion that complies with the Facebook Promotions Guidelines.

It is only recently that Facebook has allowed promotions without their approval. Up until recently you had to submit your promotion to Facebook to seek their approval.

The rules involved are not difficult to comply with or understand.

There are many third party apps that are designed to make the process easier for those of you that manage a Facebook page.

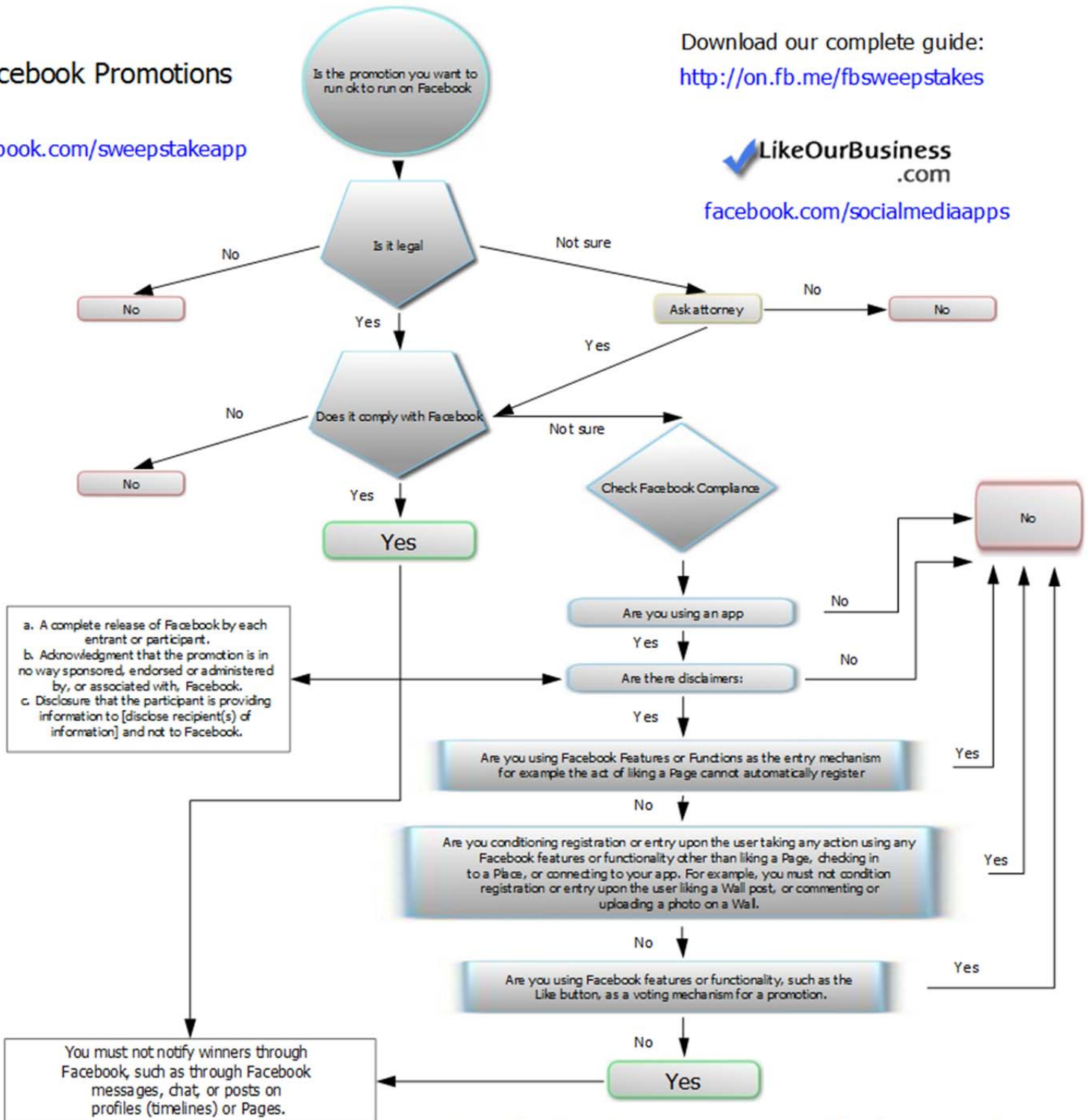


Facebook Promotions

facebook.com/sweepstakeapp

Download our complete guide:
<http://on.fb.me/fbsweepstakes>

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facebook.com/socialmediaapps



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Can I run the contest, sweepstakes or promotion on Facebook?

Facebook Promotions Guidelines

Promotions Guidelines¹

Date of Last Revision: May 11, 2011

These Promotion Guidelines, along with the [Statement of Rights and Responsibilities](#), the [Ad Guidelines](#), the [Platform Policies](#) and all other applicable Facebook policies, govern your [communication](#) about or [administration](#) of any [contest](#), competition, [sweepstakes](#) or other similar offering (each, a promotion) using Facebook.

If you use Facebook to communicate about or administer a promotion, you are responsible for the lawful operation of that promotion, including the official rules, offer terms and eligibility requirements (e.g., age and residency restrictions), and compliance with regulations governing the promotion and all prizes offered in connection with the promotion (e.g., registration and obtaining necessary regulatory approvals). Please note that compliance with these Guidelines does not constitute the lawfulness of a promotion. Promotions are subject to many regulations and if you are not certain that your promotion complies with applicable law, please consult with an expert.

1. Promotions on Facebook must be administered within [Apps on Facebook.com](#), either on a Canvas Page or an app on a Page Tab.
2. Promotions on Facebook must include the following:
 - a. A complete release of Facebook by each entrant or participant.
 - b. Acknowledgment that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
 - c. Disclosure that the participant is providing information to [*disclose recipient(s) of information*] and not to Facebook.
3. You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.
4. You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.
5. You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.
6. You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles (timelines) or Pages.
7. Ads may not imply a Facebook endorsement or partnership of any kind. Ads linking to Facebook branded content (including Pages, groups, events, or Connect sites) may make limited reference to "Facebook" in ad text for the purpose of (1) fulfilling your obligations under Section 2 and (2) clarifying the destination of the ad. All other ads and landing pages may not use our copyrights or trademarks (including Facebook, the Facebook and F Logos, FB, Face, Poke, Book, and Wall) or any confusingly similar marks, except as expressly permitted by our [Brand Usage Guidelines](#) or with our prior written permission.
8. Definitions:
 - a. By "administration" we mean the operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.
 - b. By "communication" we mean promoting, advertising or referencing a promotion in any way on Facebook, e.g., in ads, on a Page, or in a Wall post.
 - c. By "contest" or "competition" we mean a promotion that includes a prize of monetary value and a winner determined on the basis of skill (i.e., through judging based on specific criteria).
 - d. By "sweepstakes" we mean a promotion that includes a prize of monetary value and a winner selected on the basis of chance.

https://www.facebook.com/promotions_guidelines.php

Complying with the laws

Local Laws

Your promotion must be in compliance with the law.

Paragraph 2 of the Facebook Promotions Guidelines states:

If you use Facebook to communicate about or administer a promotion, you are responsible for the lawful operation of that promotion, including the official rules, offer terms and eligibility requirements (e.g., age and residency restrictions), and compliance with regulations governing the promotion and all prizes offered in connection with the promotion (e.g., registration and obtaining necessary regulatory approvals). Please note that compliance with these Guidelines does not constitute the lawfulness of a promotion. Promotions are subject to many regulations and if you are not certain that your promotion complies with applicable law, please consult with an expert.¹

This means that not only does your promotion have to comply with all Facebook regulations but it also must be in compliance with all laws that govern you. For this you must consult an attorney as we will not discuss this further. There are too many laws and laws vary by location. **Your promotion must be lawful. You must also post the terms of the contest (rules) with your promotion.**

Facebook Regulations

Promotions on Facebook must comply with all Facebook regulations including:

[Statement of Rights and Responsibilities](#)

[Ad Guidelines](#)

[Platform Policies](#)

And all other Facebook policies

[Promotions Guidelines](#)

Our explanation here will address specifically the Facebook Promotions Guidelines and not the other policies. You should read all policies that would apply and make sure that you are in compliance.

We will breakdown the Promotions Guidelines and offer our interpretation. Please note: the Facebook Promotions Guidelines are fairly clear and specific. If you have any questions you should consult legal consul.

Facebook Promotions Guidelines

Promotions Guidelines

Date of Last Revision: May 11, 2011

These Promotion Guidelines, along with the [Statement of Rights and Responsibilities](#), the [Ad Guidelines](#), the [Platform Policies](#) and all other applicable Facebook policies, govern your communication about or

administration of any contest, competition, sweepstakes or other similar offering (each, a promotion) using Facebook.¹

This means that these rules apply to not only running the actual promotion but also communicating or administrating your promotion on Facebook.

If you use Facebook to communicate about or administer a promotion, you are responsible for the lawful operation of that promotion, including the official rules, offer terms and eligibility requirements (e.g., age and residency restrictions), and compliance with regulations governing the promotion and all prizes offered in connection with the promotion (e.g., registration and obtaining necessary regulatory approvals). Please note that compliance with these Guidelines does not constitute the lawfulness of a promotion. Promotions are subject to many regulations and if you are not certain that your promotion complies with applicable law, please consult with an expert.¹

This means that if you use Facebook to communicate about or run a promotion on Facebook that you must be in compliance not only with all Facebook rules but also with any laws that would apply as well. You must also include the offer terms with your promotion. It also means that simply complying with the Facebook regulations does not mean that you are in compliance with the law. If you are not certain consult with an expert.

1. Promotions on Facebook must be administered within Apps on Facebook.com, either on a Canvas Page or an app on a Page Tab.¹

This means promotions must be run using an app. This means that you cannot simply use the wall to run your promotion. You must administer the promotion, ie getting people to sign up or enter, through an app. It does not state that it has to be a third-party app so you are free to create your own app to accomplish this. There are many third-party apps that are designed specifically for this purpose such as our [Sweepstakes App](#).

2. Promotions on Facebook must include the following:

a. A complete release of Facebook by each entrant or participant.¹

This means your app must include a release of Facebook by each and every entrant. This is usually accomplished by a disclaimer within the app. Our apps include these automatically so you do not have to worry about this. If you develop your own app you must address this.

b. Acknowledgment that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.¹

This means every promotion must also include a statement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. This too is accomplished as a disclaimer and should be included in the rules of your promotion.

c. Disclosure that the participant is providing information to [disclose recipient(s) of information] and not to Facebook.¹

Again compliance with this can be accomplished by a disclaimer. Most apps designed for promotions typically include this automatically. It simply means that the entrant understands they are providing information to the owner of the page and not to Facebook.

3. You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.¹

This means that any Facebook functionality cannot be the entry mechanism. You cannot “say like our page and you are entered to win”. You cannot also say “guess how many jelly beans are in this picture of a jelly bean jar.” Any functionality of Facebook cannot be used as the only requirement for people to enter your promotion.

4. You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.¹

This means that you cannot condition entry based on the user taking any action or using any Facebook functionality other than:

- Liking a page
- Checking into a place
- Connecting (using) your app

This means that you cannot ask users to upload a photo on your wall. It also means that you cannot ask users to comment or like a post. No other functionality of Facebook can be required. This allows you to use functionality within your app though. Let us say that you want to run a photo contest. You cannot ask people to upload a photo on your wall. You can however have them upload a photo within your app. Whatever functionality you are requesting of the users this functionality must be within the app.

5. You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.¹

This means that you cannot ask people to upload a photo on your wall (violates section 4.) and whoever gets the most “likes” wins. This also applies within an app. You cannot, for example, incorporate the like button into your app and ask people to vote using the like button in order to determine a winner.

6. You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles (timelines) or Pages.¹

This means you must notify winners of your promotion **outside** of Facebook. This dictates that you collect information from them that would allow you to do so. Our app for example allows you to collect by default their name and email address. They must supply this information to you within the app. This way after your promotion is done you can notify all entrants into your promotion and announce the winner(s). Obviously you can do some marketing or other communication with them in this notification. You should always provide a way for them to unsubscribe from your email list. This also means that technically you cannot announce winners in a post on your page.

7. Ads may not imply a Facebook endorsement or partnership of any kind. Ads linking to Facebook branded content (including Pages, groups, events, or Connect sites) may make limited reference to "Facebook" in ad text for the purpose of (1) fulfilling your obligations under Section 2 and (2) clarifying the destination of the ad. All other ads and landing pages may not use our copyrights or trademarks (including Facebook, the Facebook and F Logos, FB, Face, Poke, Book, and Wall) or any confusingly

similar marks, except as expressly permitted by our [Brand Usage Guidelines](#) or with our prior written permission.¹

If you use any ads to promote your promotion you cannot imply a Facebook endorsement. You cannot use any Facebook logos in such ads. You are also obligated to comply with the Brand Usage Guidelines of Facebook.

8. Definitions:

a. By “administration” we mean the operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.

b. By “communication” we mean promoting, advertising or referencing a promotion in any way on Facebook, e.g., in ads, on a Page, or in a Wall post.

c. By “contest” or “competition” we mean a promotion that includes a prize of monetary value and a winner determined on the basis of skill (i.e., through judging based on specific criteria).

d. By “sweepstakes” we mean a promotion that includes a prize of monetary value and a winner selected on the basis of chance.¹

This is just the Facebook definitions of terms.

FAQ's

Q: Can I use any app to run a contest or sweepstakes?

A: Yes. As long as you comply with all the Facebook rules including the rules for apps.

Q: Can I give a prize to the xxth person to “like” or page?

A: No. The act of “liking” a page cannot be the only required act to enter.

Q: Can we simply say “like” our page and you are automatically entered to win?

A: No. Your promotion can require that people “like” your page as part of entering your promotion.

Q: Can we run a sweepstakes or contest on our website and mention it on Facebook?

A: Yes you can but you must be in full compliance with the laws involved.

Q: Can we announce the winner(s) on our wall in a post?

A: No you cannot use Facebook to contact or announce your winners.

Q: Can we do a giveaway on Facebook?

A: The Facebook Promotions Guidelines do not specifically apply to a giveaway.

Q: Can we require that people upload a video or photo on our wall?

A: No. You cannot condition entry based on the user taking any action or using any Facebook functionality other than: Liking a page, Checking into a place, or Connecting (using) your app.

References:

¹ Facebook Promotions Guideline, Latest Update: May 11, 2011

https://www.facebook.com/promotions_guidelines.php

About the author:



Jim Oborny is co-founder of Likeourbusiness.com which offers a suite of Facebook applications to organizations. Jim's passion lies in social media and the integration and optimization of social media for organizations.

The likeourbusiness.com suite of Facebook apps are very easy to use as they require no coding by users. The applications are very easy to manage thanks to the content management system on Likeourbusiness.com. Users include a wide array of different types of companies and organizations from the US and around the world. From single person companies to not-for-profits to large multi-national companies the Facebook apps suite from Likeourbusiness.com provides great value to many organizations.



Jim Oborny can also be found assisting people with their questions on social media on the Facebook page of well-known author and social media guru, [Mari Smith](#).

In 2011 Mari Smith named Jim Oborny one of her ["MVP's"](#).



The bleapp.com application suite is being built from the ground up specifically for people who manage multiple Facebook pages.

Features of bleapp.com will include:

- Flexible accounts – manage 1 page or 1000 pages
 - Proprietary Analytics
 - White label & Private label ability

facebook.com/bleapp

bleapp.com