

By all means “Like” but please don’t “Share”

Since Facebook changed their Contest/Competition rules earlier this year, to make it “easier for businesses of all sizes to create and administer promotions on Facebook” you will probably have noticed a steady stream of annoying drivel on your news feed as a result of people “Liking & Sharing” in the vague hope of winning an often non-existent prize.



Okay, so businesses now CAN run a promotion that:

- Collects entries by having people post on the Page or comment/like a Page post
- Collects entries by having people message the page
- Use “Likes” as a way of voting

Businesses and Page Admins should note that they are still **NOT** allowed to collect entries with “Like & Share” or “Share” (it’s just SPAMMING after all)

Oh yes and they still need to ensure the promotion is legal and publish the rules/eligibility etc. either in the post or link to them.



So in an attempt to reduce irritating Facebook SPAM...

- Businesses – please stop asking people to “Like and/or Share” and please run your promotions legally
- Facebook users – please stop “Sharing” to enter a competition and don’t bother entering competitions which are just scams with no winners (they are quite easy to spot – generally not having any rules/eligibility etc.)

For those that persist with “Share” to run or enter a Facebook promotions, don’t be surprised when you suddenly find you have no followers or friends, because you are SPAM merchant.

Current Facebook Rules for Promotions

1. If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:

- a. The official rules;
- b. Offer terms and eligibility requirements (ex: age and residency restrictions); and
- c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)

2. Promotions on Facebook must include the following:

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



By all means “Like” but please don’t “Share”

- b. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
3. Promotions may be administered on Pages or within apps on Facebook. Personal Timelines must not be used to administer promotions (ex: “share on your Timeline to enter” or “share on your friend's Timeline to get additional entries” is not permitted).
4. We will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.