

# HOW TO RUN A LEGAL COMPETITION ON FACEBOOK

Running a contest on Facebook is a great way to encourage interest in your page and your products.

There are rules you must follow to avoid breaching Facebook's page guidelines, as well as the NSW Office of Liquor & Gaming contest rules.

## WHAT COUNTS AS A COMPETITION?

ANY TIME YOU ASK PEOPLE TO TAKE AN ACTION TO POTENTIALLY RECEIVE ANYTHING THAT COULD BE CONSIDERED A PRIZE.

EVEN IF YOU DO NOT USE THE WORDS "COMPETITION" OR "CONTEST" TO DESCRIBE IT, IT STILL IS ONE.



## YES

- Like a post to enter
- Comment on a post to enter
- Post on a page to enter
- Message a page to enter or be sent an entry form
- Likes on comments can be used for the public to vote for a winner
- Explain how and when a winner will be determined
- Provide a link to entry conditions



## NO

- Share a post to enter
- Share a page to enter
- Tag a friend to enter
- Tag yourself in a picture to enter
- Like this page to enter\*

\* though not strictly prohibited, "like this page to enter" is bad practice as it is difficult to track and creates confusion for people who already like your page.

By using Facebook for your business, you agree to follow their rules.

It only takes a few annoyed Facebook users or your competitors to report your page and get it shut down.

You can still run a great competition while following the rules.

## READ MORE:



[www.liquorandgaming.nsw.gov.au/pages/gaming/competitions](http://www.liquorandgaming.nsw.gov.au/pages/gaming/competitions)



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