



A GUIDE TO PROMOTIONS ON FACEBOOK

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WHY THIS GUIDE?

Facebook regularly changes its promotion guidelines, most recently in December 2010. Although the new rules ought to give a clearer picture of the content of a legitimate promotion, some doubt has arisen in the wake of the changes. On the basis of [Facebooks Promotions Guidelines](#), we have outlined the most important rules in the following.

According to Facebook's Promotions Guidelines, it is the administrator's responsibility to ensure that the promotion conforms to the law of the relevant country. In addition to Facebook's own rules for promotions, promotions based in Denmark must therefore also be in accordance with the Marketing Practices Act, the E-commerce Act and the Personal Data Act.



Rasmus Møller-Nielsen, Managing Director

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ADMINISTRATION OF PROMOTIONS ON FACEBOOK

Promotions on Facebook may only be administered through a third-party application ([section 1](#)). Promotions may not, therefore, be administered through a Facebook event, as Events are an application developed by Facebook.

The promotion must be administered through an application, and users may only participate through the actual application ([section 1.1](#)). It is however permitted to advertise for the promotion and link to the application from, for example, a Facebook page, a Facebook profile, an advertisement or the like.

It must be clearly stated that Facebook does not administer or sponsor the promotion, and is not otherwise involved in the promotion ([section 1.2](#)).

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PARTICIPANT REQUIREMENTS

Users must not be required to provide content on Facebook in order to enter the promotion ([section 2.1](#)). It is not for example permitted to require users to update their status, upload a picture or comment on a Wall post at a Facebook profile or Facebook Page in order to participate in the promotion. Users may however supply content via a third-party application in order to participate, e.g. upload a photo via the application in order to participate in a photo competition.

It is not permitted to inform users that they must have a Facebook account in order to participate in the promotion. It is not, for example, permitted to state in the promotional material for the competition that participation requires that the user has a Facebook account. However, it is permitted to refer participants to the third-party application where the promotion is running, after which non-Facebook users will be automatically prompted to create an account ([section 2.3.2.1](#)).

It is permitted to require users to be fans of a Facebook Page (which you administer), or check into a “Place” in order to participate in the promotion ([section 2.1](#)). On the other hand, it is not permitted to automatically include users in the promotion once they become fans of the relevant Facebook Page. If the application through which the promotion is administered can be accessed via a tab on the Facebook Page, it is possible to ensure that only fans gain access to the promotion via the tab.

The promotion must not take the form of a lottery which requires that users purchase a product or complete a larger task in order to participate ([section 2.4.6](#)).

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UPDATE REGULARLY

It is not permitted to publish the winners through Facebook, such as via Facebook messages, Facebook chat or by posting on the wall of Facebook profiles or Facebook Pages. However, it is permissible to ask for the user's email address or postal address through the third-party application which administers the promotion, in order to be able to contact the winner.

We hope that this review gives you a clearer picture of the requirements towards a legitimate promotion.

You are very welcome to contact us to hear more about how we can help you with the challenges and opportunities that you face in connection with running a promotion on Facebook.

(Source: Facebook, [Facebook Promotions Guidelines](#))