



westfield labs

Update: Facebook Promotions Guidelines

September 2013

What's New?

Facebook has made a major change to how you can run promotions on your Facebook page.

You can now run promotions in your newsfeed **OR** on a 3rd party app (like OfferPop)



OR

A screenshot of a Westfield UTC promotion page titled 'Win a VIP Trip to San Diego'. The page has a blue header with the text 'ENTER TO WIN'. Below this, it says 'Fill in the fields below for a chance to win the following for you and a guest: a VIP trip to Westfield UTC in San Diego including parking, transportation, hotel accommodations, shopping spree, VIP tickets to the Fashion event, and a Meet & Greet with Giuliana Rancic.' There is an 'ENTER HERE' button. Below the button, it says 'Westfield UTC' and 'Photo Credit: Andrew Collins/Steve Network'. A photo of Giuliana Rancic is shown on the right. The text continues: 'Want to win a VIP trip to San Diego to meet Giuliana Rancic at Westfield UTC on Saturday, October 5th? Sign up below for your chance to win! Already signed up? Click to check status.' There is a 'Use your Facebook information' button. Below this, it says 'Use your Facebook information to make filling out this form easier and to include your photo.' There are input fields for 'Email', 'First name', and 'Last name'. There is a 'Zip code' field with 'OPTIONAL' next to it. There are two checkboxes: 'Sign me up to receive emails and special offers from Westfield OPTIONAL' and 'I am 18 or over, and agree to the Official Rules'. There is a 'Continue' button. At the bottom, there is a small disclaimer: 'MEET GIULIANA RANCIC AT WESTFIELD UTC SWEETPOTATOES OFFICIAL RULES NO PURCHASE NECESSARY TO ENTER A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING Sweepstakes begin September 13, 2013 at 12pm PST and ends September 27th, 2013 at 11pm PST. To enter, visit www.westfield.com/sweepstakes. Sweepstakes ends September 27, 2013 at 11pm PST. Official Rules.' There is a red 'WP' logo in the bottom right corner.

Summary

- 1) You no longer HAVE to use a third party app to run a promotion on your page (it's no longer mandatory).
- 2) Promotions can be run directly on a page, with entries gathered by liking or commenting on a post, or messaging the page directly.
- 3) You are **NOT** allowed to garner entries via shares of the post or having users tag themselves or others in a post.



Facebook Promotions Requirements Reminder

Reminder:

Any competition, contest or sweepstakes must adhere to Facebook's guidelines as well as the relevant country/state's local laws & regulations.

Facebook Guidelines:

Global Rules: <https://www.facebook.com/facebookforbusiness/news/page-promotions-terms>

Country Rules & Regulations:

US (California) Regulations: http://www.dca.ca.gov/publications/legal_guides/u-3.shtml

AU Regulations: http://www.olgr.nsw.gov.au/promos_trade_promos.asp

UK Regulation:

http://www.gamblingcommission.gov.uk/gf-faqs/competitions_and_prize_draws/can_i_run_a_prize_competition.aspx

NZ Regulations:

<http://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-The-Rules-for-Running-a-Gambling-Activity>



Which Should You Run?



In-Newsfeed VS OfferPop App: Considerations

In – Newsfeed Benefits	OfferPop App Benefits
Increase Post Engagement Promotions launched directly in the newsfeed can significantly increase engagement with that particular post. Increased engagement also supports increased reach.	Collect Important User Data Hosting promotions within an app allows brands to collect customer emails, names, and other
Extend Reach Page posts about promotions that are receiving high engagement will be displayed prominently in the newsfeed of those who like the page, broadening reach and overall post engagement.	Increase Likes & Followers With an OfferPop promotion, the app can be “like gated” to only allow fans to participate.
Surprise and Delight Implementing promotions through a newsfeed is much faster and easier and brands have the ability to be spontaneous, provided proper rules & regs are followed.	Facilitate Complex Promotions An OfferPop app allows you to create a unique and engaging experience for consumers and supports video and photos media, 

Additional Considerations

Promotion Type:	IN-NEWSFEED PROMOTIONS	IN APP (EG OFFERPOP) PROMOTIONS
Best for:	<ul style="list-style-type: none">- Fast turnaround, short term promotions- Qualitative fan feedback (polling fans for opinion)- Engaging with fans on Facebook- Simplicity	<ul style="list-style-type: none">- Major campaigns such as “Fashion” or “Back to School”- Generating edm/newsletter sign-ups & other data collection- Building reach- Complex entry requirements
Benefits	<ul style="list-style-type: none">- Drive engagement on page/in newsfeed- Easy to run- More responsive to trends due to speed of implementation- Very mobile friendly	<ul style="list-style-type: none">- Get qualified opt-in information, including user email addresses- Get more fan (via fan-gating)- Cross Promote other channels (Instagram, Pinterest, etc)- Run 1 campaign across more than 1 social channel (web, instagram, twitter)- Easy export & management of the promotion- Better designed,- Facilitates more complex competitions due to greater functionality
Disadvantages	<ul style="list-style-type: none">- Cannot capture emails or user profile information- Difficult and time-consuming to administer (no automated export of entries). Imagine having to scroll through hundreds of entries (and constantly clicking on ‘see more’ to do so!)- Need to always include T&Cs which can look messy/long in a page post- Cannot be used to generate fans (cannot fan gate)	<ul style="list-style-type: none">- Off newsfeed activity- Less FB advertising-friendly