

4 Things to Know When Planning a Social Media Contest

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Social media has made it easy to accomplish things that weren't possible a few years ago. However, some companies forget that social media promotions are subject to various laws, special requirements, and unique risks. [This article](#) reviews four of the most important considerations for a company taking on a social media promotion: knowing your terminology, knowing the laws, knowing the platform rules, and knowing the risks. By taking time to think about possible setbacks before launching a promotion, a company can save time, aggravation, and legal fees.

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