

Facebook Eases its Guidelines for Promotions

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Yesterday, Facebook [made it easier](#) for companies to administer sweepstakes, contests, and other promotions on its platform. Previously, Facebook required that all promotions on the platform be administered through apps. Now, promotions may also be administered on Page Timelines. For example, companies can now:

- Collect entries by having users post on the Page or comment/like a Page post
- Collect entries by having users message the Page
- Utilize likes as a voting mechanism

As before, however, companies cannot administer promotions on personal Timelines. And companies must include Facebook in their release language and acknowledge that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

There may be cases in which using an app makes more sense, but at least companies now have more options.