

# New Article on Facebook Promotions Guidelines

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Last month, we posted an [entry](#) that discussed the new [Promotions Guidelines](#) issued by Facebook. The Promotions Guidelines specify what types of promotions can and cannot be run on the Facebook platform, as well as what types of activities will require companies to obtain prior written approval from Facebook.

This month, Metropolitan Corporate Counsel published an article by Gonzalo E. Mon that discusses the Guidelines in more detail. Click [here](#) for a PDF copy of the [article](#).

If your company wants to take advantage of Facebook to publicize or administer a promotion, you need to make sure that you comply with the Facebook Promotions Guidelines, as well as all applicable laws. Failure to do so can result in termination of your company's rights on Facebook.