

Practical Tips for Social Media Promotions: Sweepstakes, Contests and More

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Partner [Gonzalo Mon](#)'s article "Practical Tips for Social Media Promotions: Sweepstakes, Contests and More" was published in Bloomberg BNA's Social Media Law & Policy Report. In the article, Gonzalo discusses common problems associated with launching social media promotions and gives advice on how to avoid potential snags in running a promotion. Most of the social media promotions that have gone wrong in recent years have not gone wrong because companies failed to comply with laws or platform rules—instead, the companies failed to appreciate the risks that are inherent in the social media space. Gonzalo provides some cautionary tales with user-generated content in social media promotions and offers advice about avoiding pitfalls.