

Guide for publicity contests on Facebook

The objective of this guide is to help advisors who want to post contests on their professional Facebook pages to observe best practices.

Rules

- ✓ Advisors must share contests on their professional Facebook pages and not on their personal pages.
- ✓ Advisors may ask their followers to click "Like" or to comment on the post to enter the contest. Advisors can also ask participants to "Like" their pages, but this must not be a selection criteria for the contest. In addition, advisors must not ask participants to share the post in order to enter the contest.
- ✓ Advisors must not ask participants to "tag" people in the post. This means that a post cannot say "Tag a friend in the comments," but it could say, "Tell me who you'd take with you in the comments." (For example: "my mom," "my sister," etc.)
- ✓ Advisors must include in their posts the date the draw will take place.
- ✓ Advisors must exclude Facebook from the contest by writing in their posts, "Facebook is in no way affiliated with this contest."
- ✓ The total value of all prizes offered for a contest must be under \$100. For prizes that are valued at or above \$100, advisors must comply with the regulations of the *Régie des alcools, des courses et des jeux* in Quebec.

In Quebec, contests are governed by the *Régie des alcools, des courses et des jeux*. For this reason, it is important to follow these very specific rules when posting contests on Facebook.

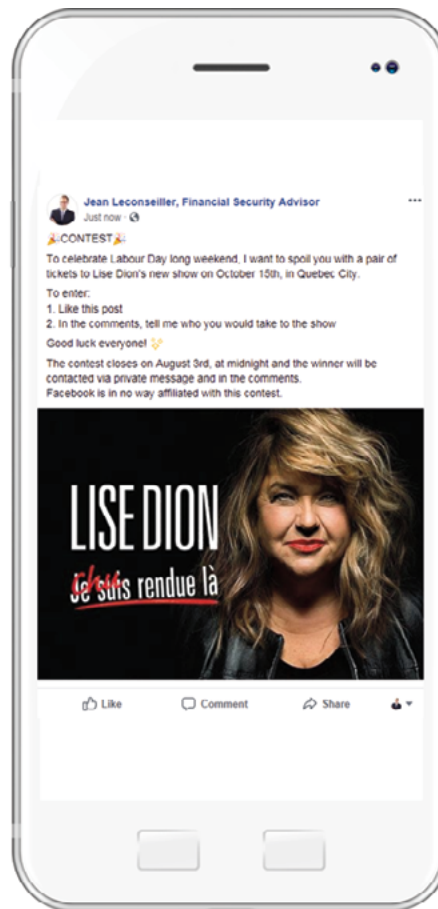
When should contests be posted on Facebook?

It is advantageous to have themed contests associated with certain events such as the holidays, back-to-school, Halloween, the New Year, Valentine's Day, etc. There should be, at most, one contest per season in order to create interest and increase the reach of each contest.



Tips

- ✓ Include an image showing the prize to be won.
- ✓ Give people several days to enter the contest. For example, post the contest on Thursday and draw for the prize on Sunday.
- ✓ To determine the winner, manually draw a random name of one of the contest participants or use a free online tool such as Woobox or Fanpage Karma.
- ✓ Send a private message to the winner, as well as announcing their name in the comments.



Contest example

Below is an example of a contest that complies with the criteria:



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