

# FACEBOOK PHOTO CONTEST RULES



**Instructions:** Copy and paste the following text, with necessary changes, and include it in the caption of your Facebook photo contest announcement. *Always contact an attorney if you have further concerns regarding legality of contests!*

## TEXT FOR INITIAL CONTEST POST

Time for the [HOSPITAL NAME] Pet Photo Contest!

Over \$[DOLLAR AMOUNT] in prizes will be given away. [INSERT BRIEF DESCRIPTION OF PRIZES].

\*\*Please read on for FULL rules & details.\*\*

1) Photos must be submitted via Facebook message. There can be multiple pets in the photo, but please only ONE photo per account. (Come to our page and click the "message" button. Type a message that includes the names of the pet(s) in the photo Tap the camera button below the message to take a photo, or the photo button to include an existing one).

2) This contest is limited to the first [ENTER NUMBER OF ENTRIES HERE] entries; so enter fast for your pet's chance to win! Entries must be submitted BEFORE [DATE].

3) This contest will be a series of mini photo contests. As photos are submitted, we will post your pet's pics in a single post to our page where they'll go "head to head" with 1-3 other pet's photos. Votes will be tallied based on the comments on OUR FACEBOOK PAGE'S post! (No need to share the post on your timeline, as we can't see votes there!) There will be 48 hours to vote on each post.

4) Pet(s) with the most votes on their "head to head" photo in each post will receive a [PRIZE AND ESTIMATED VALUE] and go on to THE FINALS. This will all be announced on Facebook.

5) THE FINALS: All pets that make it to the finals will be entered to win [PRIZE AND ESTIMATED VALUE]. This winner will be chosen at random and announced on Facebook on [DATE].

6) HAVE FUN! We are SO excited to see your pets' adorable (but safe & comfy!) costumes. [EDIT AS NEEDED, IF THIS IS NOT A COSTUME-RELATED CONTEST].

This contest is open to all pet owners capable of coming to our [LOCATION] veterinary hospital to redeem their prize. (You can be a new or existing client!) Only ONE photo entry per client. Prizes are non-transferable and not redeemable for cash or unrelated services. Prizes must be picked up/redeemed at our [LOCATION] practice by [DATE].

Our contest is not affiliated with Facebook. The promotion is in no way sponsored, endorsed, administered by, or associated with Facebook. Each entrant or participant releases Facebook from any liability related to this contest. By entering, you are giving [PRACTICE NAME] permission to share your submitted photo on our Facebook page & in both digital and print marketing materials.

## TEXT FOR INDIVIDUAL CONTEST POSTS

**Instructions:** Copy and paste the following text, with necessary changes, and include it in the caption of your Facebook photo contest posts. *Always contact an attorney if you have further concerns regarding legality of contests!*

Time to vote for your favorite pet pic! Please comment ONCE below before [CUT OFF DATE/TIME, ~48 HOURS AFTER POSTING] with the following: “A” for [PET’S NAME], “B” for [PET’S NAME]. [Add more of these, if needed!] Pet with the most votes will win [PRIZE DESCRIPTION].

One vote per person. Votes must be submitted before [CUT OFF DATE/TIME, ~48 HOURS AFTER POSTING]. Only votes submitted on our page will be counted. (We can’t see posts shared on personal timelines!) Our contest is not affiliated with Facebook. The promotion is in no way sponsored, endorsed, administered by, or associated with Facebook.