Don't Ask or Encourage People to Like and Follow Your Page

You can promote People to Like or Follow Your Page on Facebook. That contest on your website and promote it on Facebook.

Rule #1
Know the Actions Facebook Forbids

- Don't run a lottery.
- Do not run a contest in which users are required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.
- A campaign in which effort, skill or merit is required to enter to win a prize is permitted.
- A "promotion" on Facebook typically include:
  - An auction or sale of some sort.
  - An endorsement or reference to a page, group, event or app.
  - An entry form, registration or purchase.

Rule #2
Install Your Contest as a "Tab" or App

Instead, run your contest as a "tab" or app. Not only does this comply with Facebook's rules, it also gives you the opportunity to create a landing page that matches your brand's name and aesthetic.

Rule #3
Create a Clear and Bilingual Contest Language in Your Post

Post Detailed Contest Rules

- Participant's information and content.
- Publicity rights regarding use of participant's information and content.
- Method of selecting a winner.
- Date winner(s) will be chosen.
- Odds of winning.
- Void where prohibited.
- Purchase does not enhance chance of winning.
- Why?

Rule #4
Rule #5

- Know the actions Facebook forbids.
- Install your contest as a "tab" or app.

Rule #6
Make A Clear and Bilingual Contest Language in Your Post

- Make it clear that your contest is a "promotion" on Facebook. Do not encourage people to Like and Follow your page.
- Do not ask people to "Tag your friends in this post" or "Share on a Personal Timeline to enter," or "Share on your friend's Timeline to get more chances to win!

Rule #7
Know the actions Facebook Forbids

- Don't run a lottery.
- Do not run a contest in which users are required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.
- A campaign in which effort, skill or merit is required to enter to win a prize is permitted.
- A "promotion" on Facebook typically include:
  - An auction or sale of some sort.
  - An endorsement or reference to a page, group, event or app.
  - An entry form, registration or purchase.
- If these rules seem too limiting...

Rule #8
Post a Clear and Bilingual Contest Language in Your Post

- Make it clear that your contest is a "promotion" on Facebook. Do not encourage people to Like and Follow your page.
- Do not ask people to "Tag your friends in this post" or "Share on a Personal Timeline to enter," or "Share on your friend's Timeline to get more chances to win!"

Rule #9
Know the actions Facebook Forbids

- Don't run a lottery.
- Do not run a contest in which users are required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.
- A campaign in which effort, skill or merit is required to enter to win a prize is permitted.
- A "promotion" on Facebook typically include:
  - An auction or sale of some sort.
  - An endorsement or reference to a page, group, event or app.
  - An entry form, registration or purchase.
- Rule #1

Rule #10
Make A Clear and Bilingual Contest Language in Your Post

- Make it clear that your contest is a "promotion" on Facebook. Do not encourage people to Like and Follow your page.
- Do not ask people to "Tag your friends in this post" or "Share on a Personal Timeline to enter," or "Share on your friend's Timeline to get more chances to win!"

Rule #11
Know the actions Facebook Forbids

- Don't run a lottery.
- Do not run a contest in which users are required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.
- A campaign in which effort, skill or merit is required to enter to win a prize is permitted.
- A "promotion" on Facebook typically include:
  - An auction or sale of some sort.
  - An endorsement or reference to a page, group, event or app.
  - An entry form, registration or purchase.
- Rule #1

Rule #12
Know the actions Facebook Forbids

- Don't run a lottery.
- Do not run a contest in which users are required to enter to win a prize. For example, participants must post a photo, video or other content in exchange for a chance to win. The winner can be chosen at random, by voting or by judges.
- A campaign in which effort, skill or merit is required to enter to win a prize is permitted.
- A "promotion" on Facebook typically include:
  - An auction or sale of some sort.
  - An endorsement or reference to a page, group, event or app.
  - An entry form, registration or purchase.
- Rule #1