

# Actualités

27 août

Petite entreprise

## It's now Easier to Administer Promotions on Facebook

We've updated our Pages Terms in order to make it easier for businesses of all sizes to create and administer promotions on Facebook. Here's what Page administrators need to know:

### We've removed the requirement that promotions on Facebook only be administered through apps

Now, promotions may be administered on Page Timelines and in apps on Facebook. For example, businesses can now:

- Collect entries by having users post on the Page or comment/like a Page post
- Collect entries by having users message the Page
- Utilize likes as a voting mechanism

As before, however, businesses cannot administer promotions on personal Timelines.

### Accurate tagging is required in promotions

In order to maintain the accuracy of Page content, our Pages Terms now prohibit Pages from tagging or encouraging people to tag themselves in content that they are not actually depicted in. So, for instance:

- It's OK to ask people to submit names of a new product in exchange for a chance to win a prize
- It's **not** OK to ask people tag themselves in pictures of a new product in exchange for a chance to win a prize


We hope these updates will enable more businesses to use Facebook to launch their promotions. For more information regarding the changes to our promotions policies, check out our downloadable [Promotion Guidelines](#), which include FAQs and best practices for running promotions through Facebook.


 par Facebook for Business

Petite entreprise Marque / Agence Actualités des produits Pages

22 399 personnes aiment ça. [Inscription pour voir ce que vos amis aiment.](#)

255 commentaires [Ajouter un commentaire](#)

 **Jason Schober** · Social Media Marketing Consultant à Sprightly Insight: Social Media  
This is great news! As someone who helps build brands and communities on Facebook for businesses, this was always a hurdle. Now that the risks are limited, I will definitely run more promotions. Thanks Facebook!  
Répondre · 14 · J'aime · 27 août, 12:27

 **Pebbles Jones** · Jewelry and Graphic Designer à Pebbles Jones.com  
Hello Jason, I sent you a message and it went to your other folder. Thank you.  
Répondre · 1 · J'aime · 27 août, 14:17

 **Ren Roby**

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Hi Jason, what sort of help do you offer for building brands' eg my business.<http://www.facebook.com/blingblingcostumehire>

Répondre · 1 · J'aime · 28 août, 02:23



**Zsuzsa Szabo** · Meilleur commentateur · Entrepreneur à Antavo Promotion Builder  
Pebbles Jones If you would contact the winner it will also go to the other folder! Risky.

Répondre · J'aime · 28 août, 02:34

Voir 2 de plus



**Alee Akram** · Lahore School of Economics

but you will charged Money its not free.

Répondre · 17 · J'aime · 27 août, 12:13



**Mathieu Mathieu Grenier**

Of course! Because.. you know.. shareholders.

Répondre · 19 · J'aime · 27 août, 12:17



**David Foster** · Meilleur commentateur · CEO & Founder à Hubze · 5 623 abonné(e)s

Who cares if they do charge? You think that it is OK for YOU to make money on their platform, but not them? You just think servers and all that pay for themselves how? In Lucky Charms? It does not work that way. I personally hope it is paid so it keeps people with false expectations away allowing businesses who understand that it takes money to make money to get more action from it...

Répondre · 416 · J'aime · 27 août, 12:21



**Bryan Fritchie** · Meilleur commentateur · Arkansas

Last I checked, they were still a business too. How do you think they pay to keep the site up and to develop new features? Sheesh

Répondre · 100 · J'aime · 27 août, 12:34

Voir 31 de plus



**Aaron Hoffman**

Big news!

Répondre · 3 · J'aime · 27 août, 12:18



**Torben Hvasà Mand Andersen** · Zurich

BAD NEWS!!!

Répondre · 5 · J'aime · 28 août, 01:56



**Scott Ayres** · Meilleur commentateur · Tribe Builder à Post Planner · 24 410 abonné(e)s

Wow!

Répondre · 3 · J'aime · 27 août, 12:20



**Amanda Hart** · Chief executive officer à Amanda Hart Design

Right?! I liked it better when we could NOT use the services of Facebook in order to administer a contest!

Répondre · 37 · J'aime · 27 août, 12:26



**David Bennett** · Meilleur commentateur · Travaille chez Pelican Cards

Amanda Hart You can still use an app if you want.

Répondre · 7 · J'aime · 27 août, 14:21



**Scott Ayres** · Meilleur commentateur · Tribe Builder à Post Planner · 24 410 abonné(e)s

Christian Karasiewicz How was it cleaner? Just was housed on an app.

Répondre · J'aime · 27 août, 14:26

Voir 4 de plus



**Tammy McConnell** · Media Specialist à Lexington Herald-Leader

Can someone from the fb marketing team please get back to me about me getting my page name changed? I have sent several messages without a reply or the email promised. My page has over 800 likes- however have never changed the name before now- I am changing my business name and need this changed asap so that I can get some ads going. I cannot do ads until my name is changed. Please. Thank you

Répondre · 13 · J'aime · 27 août, 12:22



**Takin Kroop** · Meilleur commentateur · Advisor/designer à Fanbooster

Christian Karasiewicz "Merge two pages"-link is broken :(

Répondre · 3 · J'aime · 27 août, 13:47



**Ron Orris** · Executive Director à Bradford Area Chamber of Commerce

Christian Karasiewicz I used this process, and I have now sent 3 emails about an overcharge, and have not received a reply. So I turned the issue over to my bank.

Répondre · 1 · J'aime · 27 août, 13:47



**Tammy McConnell** · Media Specialist à Lexington Herald-Leader

I finally got a reply on the FB Business Page- hopefully they are working with me now to get it changed. I have done all I know that I need to- now it's up to someone from the FB team to make the change-

Répondre · 2 · J'aime · 27 août, 13:48

Voir 17 de plus



**Scott McClintock** · Advertising & Interactive Design Program Manager à Fujitsu



excellent. Where do I get more info?

Répondre · 2 · J'aime · 27 août, 12:22



**Dean Nachos Bracko** · Meilleur commentateur · Creative Director Social Media Founding Partner à Blab It Canada

Like this post and you can win :D

Répondre · 43 · J'aime · 27 août, 12:24



**Charles Cunningham** · Senior Digital Strategist à Ntegrity

Do i win candy?

Répondre · 1 · J'aime · 27 août, 18:58



**Nancy Heltman** · State Parks Visitor Services Manager (Marketing, Visitor Experience, Volunteerism and Reservation Center) à State Government of Virginia

You just violated the new rules by posting on a profile not a page. :)

Répondre · 12 · J'aime · 28 août, 06:17



**Monica Ramos** · Social Media Trainer! à FB4DS.com

So posting, commenting, messaging, and liking are permitted as entry means, but not sharing. Am I reading that right?

Répondre · 6 · J'aime · 27 août, 12:24



**Amanda Hart** · Chief executive officer à Amanda Hart Design

I think you CAN do that, you just do so at your own risk!

Répondre · 1 · J'aime · 27 août, 12:27



**Jaree Reynolds** · Edmond (Oklahoma)

wondering that too!

Répondre · J'aime · 27 août, 12:30



**Daniel Sims** · Georgia Tech

Shares are not permitted. Most shares are not public anyways, so you can't see all the entries.

Répondre · 10 · J'aime · 27 août, 12:43

Voir 12 de plus



**Andrey Pilat** · Internet Marketing à Sole Graphics

Is announcing a winner on a biz timeline still against FB policy?

Répondre · 18 · J'aime · 27 août, 12:29



**Angela Hadjian Levine**

Good question! I'd like to know this as well.

Répondre · 13 · J'aime · 27 août, 12:32



**Lauren Alexis** · Stony Brook University

I believe you are required to inform them first via private message?

Répondre · 1 · J'aime · 27 août, 13:12



**Allison Hendrix** · Policy Manager à Facebook · 442 abonné(e)s

It is no longer against policy. Find the full terms here: [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php).

Répondre · 23 · J'aime · 27 août, 13:16

Voir 12 de plus



**Angela Hadjian Levine**

Is there a fee for any of this...or is it just now permissible? I assume you could do your contests as promoted posts (paying for the boost)?

Répondre · 4 · J'aime · 27 août, 12:32



**Ise Castillo Galicia** · Mexico

I've got the same question...

Répondre · 2 · J'aime · 27 août, 18:09



**Kajal Patel** · Social Media Associate à Aditya Birla Group

no fees for this

Répondre · 2 · J'aime · 28 août, 00:22

Voir 99 de plus