



THINKING
OF YOU week
'Send a card, deliver a smile.'

gca greeting card association
REPRESENTING THE GREETING CARD INDUSTRY

**SOCIAL MEDIA
COMPETITION GUIDELINES**



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- To celebrate Thinking of You Week GCA members may want to run a competition via social media to promote the event and engage consumers.
- GCA are suggesting that each Card organisation will run the competition separately through their chosen social channels.
- There is a TOY Tool Kit that can be accessed through this link: <https://www.thinkingofyouweek.cards/toolkit/> Within this toolkit you will find a Social Media image to use when posting about the competition.
- In terms of Prize – this is to be determined by each organisation. Suggestions include:
 - A year's supply of cards – What do you have available in the stock room?
 - Perhaps a Thinking of You Bundle – why not team up with another retailer to offer a bigger and better prize?**Make sure you include a photo of the prize on the Social post to increase engagement and get more entries!**
- Please use the following #'s for consistency when posting about the campaign #sendacarddeliverasmile #thinkingofyouweek #cardtokeep also make sure you tag the GCA so that we can share your posts: Instagram: gca_UK Twitter: @GCAUK Facebook: @GreetingCardAssociation
- **Please note: These are guidelines only. It is the responsibility of the individual company to ensure they comply with all appropriate laws and codes, and Hallmark / GCA will not be liable for any omissions or errors in the guidelines. Before creating a competition please be sure to read and comply with all rules and regulations stated by each channel.**

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Running a competition:

Ensure that you've read the rules and regulations for each channel before creating a competition.

T&C's

- Ensure that you have written a set of T&C's and clearly link to these when posting about the competition.

Data

- Please ensure that any data you collect through your competition complies with Data Protection legislation and your own privacy policy.

Imagery:

- The GCA suggest using the TOY Social Media image, along with an image of the prize to promote the competition. See examples to the right:

Caption and competition entry: *Why not ask your followers:*

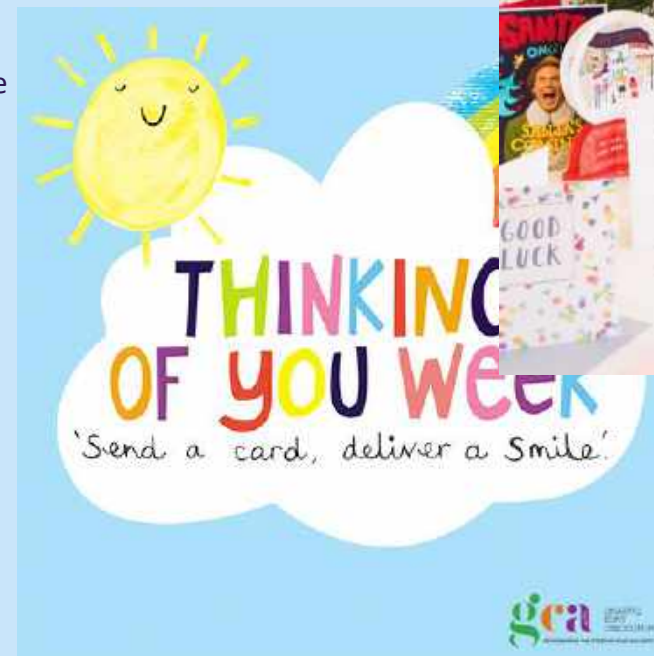
- *Tell us about time you sent or received a card that delivered a smile...*
- *Who would you send this prize too that would help deliver a smile?*

Remember to keep it simple! A complicated competition won't get as many entries!

Maximise reach:

- Share the post on your Facebook and Instagram Stories
- Share the competition through Internal Comms providing staff can enter
- Boost the post to a targeted audience
- Engage with relevant influencers to help increase reach of the competition
- Use relevant #'s eg. #win #prize #giveaway #competition

Note: Boosting will require budget and a business account





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Twitter Rules – Below are highlights of the competition rules, you should ensure that if you choose to use this channel for a competition, you read the rules in full [here](#).

- **[Guidelines for Promotions on Twitter](#)**

- Businesses, organizations, and even some creative individuals have hosted contests and sweepstakes through their Twitter profile. Contests and sweepstakes on Twitter may offer prizes for Tweeting a particular update, for following a particular account, or for posting updates with a specific hashtag. If you've been thinking about hosting a contest using your Twitter profile, here are some simple guidelines to follow to ensure your contest doesn't ask anyone to violate any of Twitter's rules or guidelines:

- **Discourage the creation of multiple accounts**

- If people create a lot of accounts in order to enter a contest more than once, they're liable to get all of their accounts suspended. Please be sure to include a rule stating that anyone found to use multiple accounts to enter will be ineligible.

- **Discourage posting the same Tweet repeatedly**

- Posting duplicate, or near duplicate, updates or links is a violation of the Twitter Rules and jeopardizes search quality. Please don't set rules to encourage lots of duplicate updates (e.g., "whoever Retweets this the most wins"). Your contest or sweepstakes could cause people to be automatically filtered out of Twitter search. We recommend setting clear contest rules stating that multiple entries in a single day will not be accepted.

- **Ask people to mention you in their update so you can see all the entries**

- When it comes to picking a winner, you'll want to see all the contestants. If the updates mention you, you'll be able to see all the updates in your Notifications timeline (learn more about replies and mentions). Simply running a public search may not show every single update, and some contestants may be filtered from search for quality.

- **Encourage the use of topics relevant to the contest**

- You might decide to have people include relevant hashtag topics along with the updates (e.g., #contest or #yourcompanyname). Keep in mind that hashtag topics need to be relevant to the update; encouraging people to add your hashtag to totally unrelated updates might cause them to violate the Twitter Rules.

- **Follow the Twitter Rules**

- While these guidelines should help keep your contest entrants in good standing, please make sure you also review both the Twitter Rules and our search best practices before starting your contest. If you're a business on Twitter, you might also want to check out [business.twitter.com](#) for more information and tips.

- **Applicable laws and regulations**

- Before starting any contests or sweepstakes please ensure that they comply with all applicable laws and regulations. Compliance with such laws and regulations is your responsibility; please consult with an attorney if you have questions about legal compliance.

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Facebook Rules - Below are highlights of the competition rules, you should ensure that if you choose to use this channel for a competition, you read the rules in full [here](#).

• Promotions on Pages, groups and events

• **Communicating a promotion**

- If you use Facebook to communicate or administer a promotion (e.g. a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
- the official rules;
- offer terms and eligibility requirements (e.g. age and residency restrictions); and
- Compliance with applicable rules and regulations governing the promotion and all prizes offered (e.g. registration and obtaining necessary regulatory approvals).

• **Required content**

- Promotions on Facebook must include the following:
- A complete release of Facebook by each entrant or participant; and
- Acknowledgement that the promotion is in no way sponsored, endorsed, administered by or associated with Facebook.

• **Administration of a promotion**

- Promotions may be administered on Pages, groups, events or within apps on Facebook. Personal timelines and friend connections must not be used to administer promotions (e.g. "share on your timeline to enter" or "share on your friend's timeline to get additional entries" and "tag your friends in this post to enter" are not permitted).

• **Assisting promotions**

- Facebook will not assist you in the administration of your promotion, and if you use our service, you agree to administer your promotion at your own risk.

Collection of data on Pages, groups and events

Collecting data from users

If you collect content and information directly from users, your Page, Group or Event must make it clear that you (and not Facebook) are collecting it, and must provide notice about and obtain user consent for your use of the content and information that you collect. Regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions to reuse their content and information.

Automated collection of data

Your Page, group or event must not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders or scrapers) without written permission from Facebook.

Calls to action

Your Page, group or event cannot use information obtained from a person's interaction with your Page's call-to-action button for any purpose other than to provide the service associated with the call-to-action button. If you want to use this information for any other purpose, first obtain a person's explicit consent.

Processing of data for Page Insights in the EEA

Where you are in the EEA, the processing of data for Page Insights may be subject to the Page Insights Controller Addendum, which forms part of this Pages, Groups and Events Policy.



Instagram Rules - Below are highlights of the competition rules, you should ensure that if you choose to use this channel for a competition, you read the rules in full [here](#).

- [Promotion Guidelines](#)
- **Promotions**
- If you use Instagram to communicate or administer a promotion (example: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
- **The official rules;**
- Offer terms and eligibility requirements (example: age and residency restrictions); and
- Compliance with applicable rules and regulations governing the promotion and all prizes offered (example: registration and obtaining necessary regulatory approvals)
- You must not inaccurately tag content or encourage users to inaccurately tag content (example: don't encourage people to tag themselves in photos if they aren't in the photo).
- Promotions on Instagram must include the following:
- A complete release of Instagram by each entrant or participant.
- Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.
- We will not assist you in the administration of your promotion and cannot advise you on whether consent is required for use of user content or on how to obtain any necessary consent.
- You agree that if you use our service to administer your promotion, you do so at your own risk.



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Social Media Adverts

Boosting posts on social media is a great way to reach more people with your content, paying to advertise your content will increase exposure and allow you to target specific audiences.

- When an Advert has been submitted, the social media platform will review the Ad against its policies. You can find out more about the policies [here](#)
Most adverts are reviewed within 24 hours
- You are responsible for your ads, this means following all applicable laws and regulations, creating honest ads, and advertising safely and respectfully
- Advertisers are responsible for understanding and complying with all applicable laws and regulations. Failure to comply may result in a variety of consequences, including the cancellation of adverts you have placed and termination of your account.
- Social media advertising policies are subject to change at any time without notice

- Adverts on **Facebook** must not violate their [Community Standards](#)
- Adverts on **Instagram** must not violate the [Instagram Community Guidelines](#)
- Adverts on **Twitter** must on violate the [Twitter Ads Policies](#)



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Influencer Partnerships

Working with influencers that are relevant to your brand is a fantastic way to widen your audience and reach specific target demographics on social media platforms.

- [ASA Guidelines for Influencer Marketing](#)
- Ensure the Influencer / Content Creator is the right fit for the brand to reach the right audience while making the campaign feel as authentic as possible
- The responsibility of ensuring Influencer content or Ads are compliant to ASA and [CAP Code](#) belongs to both the Brand **and** the Content Creator
- Content made on behalf of the brand should appear with hashtags such as #Ad #Advertisement #Sponsored to make it very clear to the audience that the product has been gifted
- It should be clear at the beginning of a social media caption that the content is an ad. The viewer should not have to click 'see more' to find out the content is an ad
- On Instagram stories the word 'Ad' should be written clearly on screen for the viewer to see

Contract and Agreements

- A contract or agreement should be mutually signed between both parties before the partnership takes place, outlining details such as payment terms, usage terms and deliverables
- You can find help on what to include in the agreement by searching 'Influencer Contract Template' online, please note that online templates will still need adapting to fit your requirements and you may be required to pay for them.

Collecting Data

- The Brand must ensure any personal data or information of the Influencer follows GDPR guidelines



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ASA (Advertising Standards Agency) Approval

Giveaways / Competitions

- Find more information from the ASA regarding running a promotion or competition [here](#).
- The ASA offer FREE copy advice, that can be turned around in 24 hours. See more information [here](#). We recommend using this service to have you competition copy checked ahead of launching.

Influencer Partnerships

- Find out more information from the ASA regarding Influencer Marketing [here](#).
- The ASA also offer advise on Influencer partnerships and will proof check content for FREE. If you are unsure your content is compliant to the guidelines we recommend using this service prior posting the content.