



Appendix IV: Social Media Contest Rules & Checklist

Prior to planning your social media contest please consult with Strategic Services first.

To ensure transparency and fairness, the following rules and requirements apply to all contests conducted on the City of Edmonton Socials:

- ☐ **Contest Start and End Dates:** The contest start and end dates, including the specified time, will be clearly communicated.
- ☐ **Eligibility Criteria:** Contest eligibility criteria will be defined, including age restrictions, residency requirements, prize pickup locations, and more.
- ☐ **Geographical Scope:** The contest will specify its geographical scope, such as "the Edmonton Capital Region," to ensure clarity. Quebec residents will be explicitly excluded if the contest is open to Canadian residents due to unique legal requirements.
- ☐ **Entry Process:** The process for legitimate entry into the contest, including the number of entries allowed per person, will be clearly outlined. ***Please note "like, follow, and share" is NOT a permissible format for social media contests for the City of Edmonton.***
- ☐ **No Purchase Required:** A statement will confirm that there is no charge or purchase necessary to participate in the contest.
- ☐ **Prizes:** The number, approximate value, and basis for awarding prizes will be disclosed, as well as the consideration that the chances of winning depend on the number of entries received.
- ☐ **Restrictions:** Any restrictions or limitations to eligibility, such as ineligibility for City of Edmonton, Valley Zoo, or Communication Branch employees, will be stated.
- ☐ **Winner Selection:** The method for choosing a winner, whether random or merit-based, will be detailed.
- ☐ **Winner Announcement:** The date of the winner announcement will be provided, with permission to tag the winner in Facebook comments if applicable.

- ☐ **Skill Element:** Contests will include an element of skill, often in the form of a skill-testing question, which entrants must reference when participating.
- ☐ **Prize Pickup:** The time frame for prize pickup, forfeiture conditions, and the process for selecting an alternate winner, if necessary, will be specified. Prizes will be distributed promptly.
- ☐ **Consent for Name/Image Use:** Contestants will be required to consent to the disclosure of their name/image to claim the prize. Winners may also need to sign a release/waiver before receiving the prize.
- ☐ **Responsibility Statement:** The City will not be held responsible for any technical issues that may affect an individual's entry into the contest.
- ☐ **FOIP Notice:** The contest entry page must contain a FOIP notice that complies with the requirements of FOIP since the collection of the entrant's name and contact information is a collection of personal information that is subject to FOIP. Under FOIP, the FOIP notice must state:
 - the legislative authority for the collection (eg. section 33c) of FOIP)
 - the purpose for which the information is collected (eg. for xxx contest purposes)
 - the title, business telephone number, and address of a person who can answer an individual's questions about the collection. The email address of the contact person may be included **in addition to** the above contact information.

These comprehensive rules and requirements ensure fairness and transparency in all City contests.

Example: "This information is being collected by the City of Edmonton under the authority of section 33(c) of the Alberta Freedom of Information and Protection of Privacy Act (FOIP), and will be used for [name of contest] contest purposes. Personal information in the custody or under the control of the City is protected in accordance with the privacy provisions of FOIP. If you have any questions about the collection, you may contact the City of Edmonton [title of contact person] at [phone number or email address], or [mailing address], Edmonton, Alberta."

A potential contest entrant must be given notice of the contest rules in a straightforward way without inconveniencing them and prior to committing to the contest. A link to the contest rules on the main contest page is acceptable, as long as a potential entrant can access the rules before entering the contest. The potential entrant must not have to purchase a product, visit a place of business, or be inconvenienced in any way in obtaining this basic information about a contest.

If a social media platform (such as Facebook) is used to promote or administer the contest, there must be compliance with any applicable Terms of Use of that platform. Social media platform Terms of Use are periodically updated and should be reviewed prior to each new contest being posted on the platform.

Additional Guidelines:

- [Facebook Promotion Guidelines](#)
- [Instagram Promotion Guidelines](#)
- [X Promotion Guidelines](#)

Addendum from City of Edmonton Legal:

The photographic image of a person is that person's personal information. If all that appears in the photo is the person who takes the picture and posts it (ie. a selfie that has no other person in it), then there would not be a concern. However, realistically, it is likely that at least some of the photos would have other people as subjects or in the background (even if the City specifies not to include any other person), and this could be collection, use and disclosure of their personal information without their written consent.

If an area of the City wishes to use Instagram for a future contest, they should complete a PIE (Personal Information Evaluation) form that is available from the FOIP Coordinator at the Office of the City Clerk.