

Missouri Lottery Social Media Policy

Purpose

To ensure that the Lottery reaches players and non-players across the different communication channels they use, the Lottery communicates via the Internet, social networks, and social media when appropriate.

To ensure communication via the Internet, social networks, and social media complies with Lottery policies and procedures and is consistent with its core values, the Lottery has established the following guidelines.

Social Media Policy

Thank you for your interest in Missouri Lottery social media, including Facebook, Twitter and YouTube. We want our social media pages to help inform and engage fans about Lottery products, promotions, winners and events. We invite you to interact with us, discuss our games, enter giveaways and ask questions.

The Missouri Lottery's social media is monitored on non-holidays Monday through Friday from 8 a.m. to 5 p.m. While we do our best to respond in a timely manner via social media, our Customer Care team is the primary resource to help answer any questions and comments and can be reached at: (573) 751-4050 or webmail@MOLottery.com

By accessing Missouri Lottery social media, you agree to comply with each platform's official terms and conditions.

Content uploaded by anyone other than the Missouri Lottery is the sole responsibility of the submitter. The Missouri Lottery does not represent nor endorse any opinions expressed by others within this page. Posted comments and images not created by the Missouri Lottery do not necessarily represent our views.

Comment Moderation Guidelines

We encourage you to interact with us on social media by staying on topic and being respectful. However, the Missouri Lottery reserves the right, but is not obligated, to remove comments or posts that contain any of the following:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity, including nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose main purpose is to sell a product or service

- Comments that infringe on copyrights, trademarks, patents or other forms or intellectual property
- Spam comments, such as the same or similar comment posted repeatedly by the same profile
- Comments in support or opposition of any social, political or personal cause, including specific political candidates and/or ballot measures
- Fraudulent, deceptive or misleading information
- Comments promoting violence or illegal activities
- Personally identifiable/sensitive personal information
- Other comments that the Missouri Lottery, in its sole discretion, deems inappropriate or off topic
- Viruses or files that could impair or damage the operation of another's computer or network
- Hyperlinks

Our Facebook page has a profanity filter set to medium, and posts or comments containing explicit words are hidden. We also restrict the use of this page to Facebook members who are 18 years of age or older. Page filters prevent Facebook users under the age of 18 from viewing the Missouri Lottery's page.

We do not take decisions to moderate posts lightly. If you see any post on our page that you find offensive or inappropriate, we ask that you use the platform's built-in reporting tools to mark the post appropriately.

Users who violate or have repeat offenses, according to the Missouri Lottery social media policy, may be banned or blocked from a page. At our discretion, the Missouri Lottery will determine on an individual basis the criteria to be used in evaluating restrictions and conditions that have been violated.

Facebook Giveaways

Accepting/Downloading Missouri Lottery's Facebook "Contest Promotions" Applications

Personal information in your Facebook profile is collected when you download or accept the Missouri Lottery's Facebook "Giveaway" Application (such as date of birth, phone number and address). This information is used to verify participants meet age requirements and only enter once.

The information collected may change from time to time to allow the Lottery to better serve or market its services to its Facebook fans. When first accessing the Facebook application, you will be presented with a Facebook permissions page that advises you what Facebook profile information will be collected from you. You can then decide to share your Facebook information by accepting or not accepting the application.

If you decide not to grant permission, you will not be able to use the application or participate in Lottery Facebook giveaways. As a registered Facebook user, you are also subject to Facebook's [Privacy Policy](#).

Participating in or Entering a Lottery Facebook Promotion

After downloading/accepting Missouri Lottery's Facebook "Giveaway" applications, you are allowed to enter contests and giveaways on our Facebook page. When entering these contests, additional information may be voluntarily collected in order to determine contest eligibility and contact information for prize fulfillment.

The Missouri Lottery giveaways are in no way sponsored, endorsed or administered by, or associated with, Facebook.