

## Colorado Lottery Social Media Policy FY17

The Colorado Lottery's social media channels - including Facebook, Twitter, Instagram, Pinterest, YouTube, and Snapchat - are places where players can come to receive and exchange information about the Lottery. The Lottery's marketing staff moderates the conversation to maintain a safe and inclusive community. The Lottery reserves the right to remove comments or posts that violate these standards and those which it deems offensive, out of context, abusive, spam, or promotional in nature.

While the Lottery will respond to questions, comments, and messages via social media, players can also call the Lottery at 1-800-999-2959 or email [consumersupport@state.co.us](mailto:consumersupport@state.co.us). The latter methods remain the primary way for the Lottery to respond to players as communications are more easily tracked.

### Guidelines for the Colorado Lottery's social media channels:

Postings Subject to Deletion:

A comment or posting will be deleted if it contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity, including nudity in profile pictures
- Defamation to a person or people
- Name calling, personal attacks, rude remarks
- Spam / Clickbait, posts with the intent of selling a product or service
- Relentless posting of similar content
- Comments that infringe on copyrights, trademarks, patents or other forms of intellectual property
- Comments in support or opposition of any social, political or personal cause, including specific political candidates and/or ballot measures
- Personally identifiable/sensitive personal information
- Content that promotes or advertises another business or organization
- Any comments that the Lottery, in its sole discretion, deems inappropriate
- All links posted as comments will be reviewed and may be deleted

Any users that violate these rules may be banned or blocked from the community. Repeat offenders may be blocked permanently. Individuals who have been banned in a social media setting for violating the above terms may contact the Communications Manager by email or telephone.

We understand that social media is active 24 hours a day; however, our moderation capabilities are not. We may not immediately see each interaction, and we trust in the maturity of our community to refrain from inappropriate comments, to ignore personal attacks and negative speech, and to respond to comments politely. (Note: On the Facebook platform, filters are in place to automatically hide comments or posts that feature extreme profanity or racial slurs.)

By sharing comments and other content on the Colorado Lottery's social media channels, users grant the Lottery the authority to freely display, reproduce, modify, edit or otherwise use submitted content without compensation. This includes rights to any ideas submitted, in any manner, without notification.

Any content posted on the Lottery's social media pages or addressed to the Lottery through social media is subject to public disclosure including Colorado Open Records Requests (CORA).

**Goals for expanding social media reach, followers, and engagement:**

- Promote social media as the place to go for breaking Lottery news and winning numbers
- Promote Jackpot amounts, new Scratch tickets, and winner awareness
- Continue to engage fans and spark conversation with winner alerts, intriguing questions, and appealing photo/video content
- Utilize paid/sponsored posts when applicable
- Increase affinity for the Lottery brand and drive traffic to our web site

Historically, social media has been focused towards proceeds and marketing. Our immediate goals will be to foster more engagement with retailers and corporate accounts.

**INTERACTIVE COMMUNICATIONS:**

Less focus on selling and instead create brand advocates by increasing community outreach and direct engagement with players in effort to build strong, durable relationships with the brand.

- Free Play on mobile devices and desktop
- Expect The Unexpected giveaways
- WooBox promotional drawings

**PROCEEDS:**

Drive awareness of the Colorado Lottery's benefits to the state in order to engender goodwill amongst all Coloradans.

- Strive for more engagement by way of likes, comments, shares, re-Tweets, etc. with and from GOCO, CTF, and other proceeds beneficiaries.

**PROMOTIONS, Primary Events and Sponsorships:**

State Fair

National Western Stock Show

Rockies / GJ Rockies