

# NEW HAMPSHIRE LOTTERY COMMISSION

## SOCIAL MEDIA RULES OF ENGAGEMENT

Please note that all New Hampshire Lottery social media accounts are managed and all comments made to them are moderated. Comments will not be edited by moderators or New Hampshire Lottery staff, but we reserve the right to remove comments and posts that violate (1) the State of New Hampshire Social Media Policy guidelines outlined below and/or (2) the standards of the social media platform utilized by the New Hampshire Lottery. We also reserve the right to block users from our accounts should they repeatedly and clearly violate these basic guidelines.

### **New Hampshire Lottery Social Media Policy Guidelines**

The following content is prohibited on New Hampshire Lottery social media sites; posts or comments violating these rules shall be removed:

- Obscene, threatening or harassing language;
- Personal attacks or comments that attack or disparage any ethnic, racial, age or religious group, or language that attacks or disparages any person because of the person's race, age, religion, sex, sexual orientation, gender identity or disability;
- Posts, comments or links that may violate copyright, trademark or other intellectual property laws;
- Personally identifiable privacy information of any individual, unless specifically requested in association with a Lottery sanctioned contest;
- Posting personal ticket information, including numbers
- Commercial solicitation or advertising;
- Comments unrelated to the posted topic or the operations or mission of the New Hampshire Lottery. By establishing a Social Media Presence, the New Hampshire Lottery intends only to provide a limited public forum;

Remember:

- Your participation with New Hampshire Lottery social media sites is at your own risk, and you are responsible for your comments, username and any information you provide. If you no longer wish to be a part of any New Hampshire Lottery social media community, you may choose to adjust your account to remove yourself from that community at any time;
- Participation in New Hampshire Lottery social media sites is intended for persons 18 years of age or older. New Hampshire Lottery may block access to users who they believe to be under the intended age for participation;
- The New Hampshire Lottery social media sites are not to be utilized to validate, confirm or cash prize winnings. Accordingly, posting ticket information such as numbers to these sites is prohibited and any such post will be removed.

- Contests or giveaways conducted via Social Media will be governed by the contest rules announced for each specific promotion.

NOTE:

- Posts originated by those who have chosen to participate in the New Hampshire Lottery social media community are not necessarily representative of the New Hampshire Lottery, nor does the New Hampshire Lottery confirm their accuracy.
- The views expressed within the community comment sections / posts on New Hampshire Lottery social media accounts do not necessarily reflect the views of the New Hampshire Lottery, nor does the New Hampshire Lottery endorse the comments or opinions provided by these self-selected members of New Hampshire Lottery social media communities. The New Hampshire Lottery's following of social media accounts or being followed by them also does not imply endorsement of content posted on those accounts.
- Be aware that representatives from the State of New Hampshire may communicate via New Hampshire Lottery social media accounts. Consequently, any communication via these accounts – whether by a state employee or the general public – may be considered a public document and subject to Right to Know requests.
- The appearance of external links or advertisements on any New Hampshire Lottery social media account page does not reflect the opinions of the New Hampshire Lottery, nor can their appearance be construed as an endorsement by New Hampshire Lottery nor confirmation of their accuracy.
- The New Hampshire Lottery does not exercise any editorial control over the information provided by social media companies and their third-party advertisers.
- This policy is subject to amendment or modification at any time to ensure its continued use is consistent with its intended purpose as a limited forum.