

Social Media Policy

Rules for using the Minnesota Lottery social media channels

Policy Last Updated: September 10, 2019 by Morgan Early, Minnesota Lottery Digital Marketing Manager

The Minnesota Lottery's social media channels, including Facebook, Instagram and Twitter, are places where players can come to exchange information about the Lottery.

The Minnesota Lottery's Digital Marketing staff moderates the conversation to maintain a community where everyone can feel comfortable. The Minnesota Lottery reserves the right to remove comments/postings that violate these standards and those which it deems offensive, out of context, abusive, spam or promotional in nature.

While the Minnesota Lottery attempts to respond to questions and comments via social media, calling the toll-free customer service helpline, 651-635-8273, between 8 a.m. and 5:00 p.m., Mondays through Fridays, remains the primary way the Lottery responds to players' questions and comments.

Here are the rules users of the Minnesota Lottery's social media channels should follow.

Offensive Language: Comments that contain offensive language will always be deleted. A user who blatantly ignores a warning may be banned or blocked immediately without further acknowledgment.

Spam Links: Content that promotes or advertises a business, organization, enterprise or industry other than the lottery will be deleted. A repeat offender may be banned or blocked immediately without acknowledgment.

Personal Attacks: Rude remarks or comments that attack the integrity of another player or a specific lottery employee will be deleted or blocked. Once warned, a repeat offender may be banned immediately without further acknowledgment.

Incessant Posting: If a user posts a similar comment multiple times, all but the most recent such post will be deleted.

Any users that violate these rules may be permanently banned from the community. Individuals who have been warned or banned in a social media setting for violating the above terms may contact the Minnesota Lottery's Digital Marketing Manager to discuss it.

By sharing comments and other content on the Minnesota 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 use any ideas you submit, in any manner, without notification.

Any content posted on the Minnesota Lottery's social media pages or addressed to the Lottery through social media is subject to public disclosure including public records requests.