



## Social Media Policy Guidelines

Thank you for your interest in the South Carolina Education Lottery (SCEL)! We post content online to provide information about our activities and our primary mission, which is to generate revenue to benefit education in South Carolina in a socially responsible manner. Please be aware that when engaging with the SCEL via social media, you are agreeing to the following:

- The SCEL's social media pages are located within platforms such as Facebook, Instagram, Twitter, YouTube, and Snapchat and each have their own terms of service, privacy policies, and other rules to which users are subject to when visiting those pages. SCEL does not own, manage, or control the social media website host. If you choose to register with the social media website host, any information that you provide is voluntarily contributed by you and is not maintained by the SCEL.
- SCEL monitors its social media pages but is not responsible for content generated by users on those platforms. Comments and other content posted on those platforms may be subject to public disclosure.
- Social media is not an official channel for contacting SCEL. While SCEL responds to queries and comments on social media, monitoring is not continuous.
- Communication on any social media website host will NOT be considered adequate for legal notice or service.

### Guidelines and Comment Statement

**Disclaimer:** Posted comments and images not created by SCEL do not necessarily represent the opinions and positions of SCEL. External links on SCEL's social media web pages do not constitute official endorsement by SCEL. While we encourage our community and players to share thoughts and opinions, we expect that this will be done in a respectful manner.

SCEL may not agree with or endorse comments that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible.

**Postings Subject to Summary Deletion:** A comment or posting will be deleted if it contains:

- Hate speech or hateful content;
- Violent or graphic content;
- Profanity, obscenity or vulgarity;
- Nudity, including nudity in profile pictures, or sexual content;

- Defamation to a person or people;
- Threats, name calling and/or personal attacks of any kind of any person, to include SCEL staff;
- Comments that promote discrimination;
- Comments whose main purpose is to sell non-SCEL products or services;
- Comments that may infringe on copyrights, trademarks, patents, or other forms of intellectual property;
- Spam comments, such as the same comment posted repeatedly on a profile, or links to non-SCEL sites, or misleading metadata;
- Comments in support or opposition of any social, political, or personal cause, including specific political candidates, campaigns, and/or ballot measures;
- Comments about another government agency;
- Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations;
- Harmful or dangerous content;
- Personally identifiable/sensitive personal information or impersonations; and
- Other comments that the SCEL, in its sole discretion, deems inappropriate.

**All links posted as comments on SCEL posts will be reviewed and may be deleted by the agency in its sole discretion.**

Repeated or egregious violations of the SCEL's Social Media Guidelines and Comment Statement may cause the author or user to be blocked immediately from the SCEL social media page without further acknowledgement.

We understand that social media is an endless medium; however, our monitoring capabilities are limited. We may not see every inappropriate comment immediately.

**Use of Website:** SCEL's social media content is provided as a service to those interested in SCEL and SCEL games. Posted comments may not originate from the SCEL and do not necessarily represent the views of SCEL. To view SCEL's content without using social media, please go to [www.sceducationlottery.com](http://www.sceducationlottery.com).

You must be 18 years or older to purchase lottery tickets in South Carolina. Where available, SCEL may use features provided by social media websites to restrict certain content to those who certify that they are at least 18 years of age.

**Copyright and Trademark Notice:** All logos, text, content, including underlying HTML code, designs, and graphics used and/or depicted on the SCEL's social media web pages are protected under state, federal, and international copyright and trademark laws and treaties, and may not be used or reproduced without the prior express written permission of the SCEL.

**Copyright Infringement Notice:** SCEL does not permit postings containing intellectual property rights not rightfully owned by the person posting the content.

**Trademark Infringement Notice:** As with copyrights, the SCEL respects the trademarks and service marks owned by others. A company or business name, logo, or other trademark-protected materials reproduced in a manner that may mislead or confuse others with regard to brand or business affiliation should not be posted. Such activity may result in the user being blocked from SCEL social media webpages.

The SCEL does not collect, maintain, or disseminate information provided to the social media website host.

The SCEL cannot attest to the accuracy of information provided by the social media website host or any other non-SCEL website. The SCEL's use of the social media website host does not imply endorsement by the SCEL or any of its employees of the social media website host, the sponsors of the social media website, or any information, product, or service depicted on the social media website.

**Privacy Notice Regarding Third Party Websites:** SCEL's social media content is in a public forum. Neither privacy nor security can be guaranteed. Avoid posting personal information at all times.

**Contacts:** SCEL will not contact you directly via phone, mail, or email in an attempt to solicit personal information from you as a result of you having posted a comment on an SCEL social media page. The SCEL may provide a response to a question posted from you.

Any user that violates these rules may be permanently banned from the social media community.

By posting comments or other content on the SCEL's social medial channels, users grant the Lottery the authority to freely display, reproduce, modify, edit, or otherwise use the submitted content without compensation.

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

We hope you enjoy interacting with the SCEL through social media, and we look forward to hearing from our online community!