



## **Operating Guidelines regarding Facebook usage for sharing Blasting News content - CONDENSED**

1. You cannot share Blasting News' article massively and out of context - this is SPAM
2. You cannot write click-bate titles (e.g. presenting false information in the title)
3. You cannot use Facebook accounts that do not correspond to your true identity
4. You cannot share nudity or pornographic content
5. You cannot offer money or prize incentives to make people click your articles
6. You cannot create a fan page pretending to be a celebrity or a TV Show (you can however, create these pages stating that it is an unofficial fan page)
7. You cannot discriminate, be racist or promote violence
8. You cannot use someone else's intellectual property, logos or trademarks

# **Operating Guidelines regarding Facebook usage for sharing Blasting News content - EXTENDED**

Through this communication we intend to clarify the Operating Guidelines regarding Facebook usage for sharing Blasting News content. This communication shall form an integral part of the Blasting News Copyright Transfer Agreement.

Blasting News has an ambitious plan: to make our world a better place contributing to forming a truly independent public opinion. Sharing news on social networks surely is a great tool to make our voice heard and to reach our mission. However, when signing Blasting News contract, you agreed not to violate any policy and rule of any social network you engage with. Any Infringement of any policy and rule of any social network will not be tolerated and will lead to an immediate ban from the Blasting News platform and any pending payment resulting from the infringement voided.

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## **A. Your obligations.**

- You have a contractual obligation to comply with Blasting News policies according to articles 8 and 10 of Blasting News contract.
  - *Art. 8 “Strict anti-fraud rules to counter misconduct aiming to unnaturally increase the number of Unique Users who read the individual Editorial Content are in force. Such are namely but not exclusively (...) **the use of unfair practices on social networks, communities, forums and other blogs with the aim of directing the user to the own Editorial Content by showing pictures and contents different from those actually published on the Site**”.*
  - *Art.10 “He/she agrees not to insert, publish, send by mail or transmit in any manner any unrequested or unauthorized advertising, promotional materials, “junk mail,” “spam,” “chain letters,” or any other form of solicitation”.*
- You are obligated to comply with Facebook’s policies. The following pages summarize certain key principles of those policies, but you will find the full guidelines at the addresses below:
  - <https://www.facebook.com/legal/terms>
  - [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)
  - <https://www.facebook.com/communitystandards>
- Facebook is not the only social network whose rules you must respect. You have a contractual obligation to comply with all policies of the social network that you engage with:
  - <https://support.twitter.com/articles/18311>
  - <https://twitter.com/tos?lang=en>
  - <https://help.instagram.com/477434105621119/>
  - <https://www.instagram.com/about/legal/terms/>
  - <https://www.google.com/intl/en-US/+policy/content.html>

## **B. List of policies, constraints and infringements.**

### **B.1 PROMOTIONS**

#### **Facebook Policy:**

*“If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:*

- a. The official rules;*
- b. Offer terms and eligibility requirements (ex: age and residency restrictions); and*
- c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, III. Page Features, E. Promotions)*

#### **Constraint by FB:**

*“Promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: “share on your Timeline to enter” or “share on your friend's Timeline to get additional entries”, and “tag your friends in this post to enter” are not permitted).”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, III. Page Features, E. Promotions)*

#### **How you can be breaking it:**

By promoting your content using creative strategies that are not in line with Facebook's policies, regardless of your mastery of social media or expertise in marketing.

#### **What you should do:**

If you want to organize a promotion or contest in order to spread your content better on Social Media you must ensure that you are complying with all of Facebook's policies and alert Blasting News Staff at least five days in advance before organizing it.

## **B.2 REGISTRATION AND ACCOUNT SECURITY & AUTHENTIC IDENTITY**

### **Facebook Policy:**

*“Facebook users provide their real names and information, and we need your help to keep it that way.”*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 4. Registration and Account Security)*

*“Using Your Authentic Identity How Facebook’s real name requirement creates a safer environment.”*

*(Source: Community Standards, Keeping your account and personal information secure, Using your Authentic Identity)*

### **Constraint by FB:**

*“- You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.*

*- You will not create more than one personal account.*

*- If we disable your account, you will not create another one without our permission.”*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 4. Registration and Account Security)*

*“People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.”*

*(Source: Community Standards, Keeping your account and personal information secure, Using your Authentic Identity)*

### **How you can be breaking it:**

In order to reach the largest possible audience, some writers create multiple profiles on Facebook so that they may post massively across thousands of Facebook groups, related and unrelated to the subject of the article. This action constitutes spam and possibly harassment, and as such it is not compliant with Facebook’s policies.

### **What you should do:**

Blasters are advised to keep one single profile on Facebook, with their real name, matching their Blasting News profile, preferably linking both through the available options.

Below you can find an example of a proper personal profile, in line with Facebook’s policies:



**John Done** [Follow](#)   

Blaster since: 02.02.2015 • Expert in Concursos

Here you can insert your biography, explaining to all your readers who you are and becoming an influencer inside your community

**Ranking Brasil: N°**

NEWS	READERS	COMMENTS	FOLLOWING	FOLLOWER
322	2.901.248	2.389	6	1.799

### **B.3 PAGE CONTENT & FRAUD AND SPAM**

#### **Facebook Policy:**

*“You are responsible for ensuring that your Page complies with all applicable laws, statutes, and regulations.”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, IV Page Content)*

*“We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.”*

*(Source: Community Standards, Keeping your account and personal information secure, Fraud and Spam)*

#### **Constraint by FB:**

*“Pages must not contain false, misleading, fraudulent, or deceptive claims or content.”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, IV Page Content)*

*“We work hard to help ensure that the information you share is secure. We investigate any suspected breach of security. Any attempt to compromise the security of a Profile, including fraud, may be referred to law enforcement. **Using misleading or inaccurate information to artificially collect likes, followers or shares is not allowed.** We also ask that you respect people by not contacting them for commercial purposes without their consent.”*

*(Source: Community Standards, Keeping your account and personal information secure, Fraud and Spam)*

#### **How you can be breaking it:**

By posting links to articles with changed pictures and titles, thus providing misleading and/or false information. By using pages to adulterate content previews, inserting images, titles and descriptions that do not correspond to the real content.

#### **What you should do:**

Post only original, real, not misleading and not fraudulent content.

Make sure that what you write in the post corresponds fully with the content in your article.

You always must create value for your readers, helping them being informed.

## **B.4 NUDITY**

### **Facebook Policy:**

*“People use Facebook to share their experiences and to raise awareness about issues that are important to them. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations about difficult topics. To help balance the needs, safety and interests of a diverse community, however, we may remove certain kinds of sensitive content or limit the audience that sees it. Learn more about how we do that here.”*

*(Source: Community Standards, Encouraging respectful behavior, Nudity)*

### **Constraint by FB:**

*“People sometimes share content containing nudity for reasons such as awareness campaigns or artistic projects. We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content – particularly because of their cultural background or age.*

*We remove photographs of people displaying genitals or focusing in on fully exposed buttocks. We also restrict some images of female breasts if they include the nipple (...) Descriptions of sexual acts that go into vivid detail may also be removed.”*

*(Source: Community Standards, Encouraging respectful behavior, Nudity)*

### **How you can be breaking it:**

Explicit or adult content is not allowed on Blasting News, and you must not include it when sharing Blasting News' content on Facebook.

### **What you should do:**

Only use quality pictures and respect our users' behavior. Not publish any kind of sensitive content.

Blasting News will monitor all content published in great detail, will remove inappropriate content and will suspend users that repeatedly show disregard for these Operating Guidelines.

## **B.5 OFFICIAL VS. UNOFFICIAL PAGES**

### **Facebook Policy:**

*“A Page for a brand, entity (place or organization), or public figure may be administered only by an authorized representative of that brand, entity (place or organization) or public figure (an “official Page”)”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, I. General)*

### **Constraint by FB:**

*“Any user may create a Page to express support for or interest in a brand, entity (place or organization), or public figure, provided that it does not mislead others into thinking it is an official Page, or violate someone's rights. If your Page is not the official Page of a brand, entity (place or organization) or public figure, you must:*

*- not speak in the voice of, or post content as though it was coming from, the authorized representative of the Page's subject matter; and*

*- make clear that the Page is not the official Page of the brand, entity (place or organization) or public figure.”*

*(Source: Facebook Legal Terms, Facebook Pages Terms, I. General)*

### **How you can be breaking it:**

By not stating that a page regarding public figures or brands is a Fan Page, and thus misleading readers in believing that it might be an official page.

### **What you should do:**

Blasting News will monitor its contributors' actions on Facebook to guarantee that any page that shares Blasting News' content respects Pages Terms. If you are the owner of a Fan Page, make sure that its name and description make it clear to readers that it is an unofficial page created by a fan.



## **B.6 SAFETY**

### **Facebook Policy:**

*“We do our best to keep Facebook safe, but we cannot guarantee it.”*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 3. Safety)*

### **Constraint by FB:**

*“- You will not post unauthorized commercial communications (such as spam) on Facebook.  
- You will not use Facebook to do anything unlawful, misleading, malicious, or discriminatory.”*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 3. Safety)*

### **How you can be breaking it:**

A growing amount of articles published on Blasting News regard career opportunities in several companies, including logos and trademarks, which may mislead the reader in believing that it is a commercial communication or sponsored material. Additionally, information is often left without a proper update for a long time thus presenting potentially outdated information by the time readers access such material.

### **What you should do:**

Blasting News writers must be aware of and follow the brand identity guidelines when using logos and trademarks (for example, most brands forbid the modification of logos). In the example below, the logo of a car maker was wrongfully cropped, in blatant disregard for brand identity.



Additionally, every writer must include information regarding the application process and its deadlines, as well as make sure to keep this information updated. If the information becomes no longer accurate, the writer has the responsibility to communicate this to the Staff in order to avoid complains by readers regarding inaccuracy/outdated information.

## **B.7 PROTECTING OTHER PEOPLE'S IP RIGHTS**

### **Facebook Policy:**

*"If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate."*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 5. Protecting Other People's Rights)*

### **Constraint by FB:**

*"If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate."*

*(Source: Facebook Legal Terms, Statement of Rights and Responsibilities, 5. Protecting Other People's Rights)*

### **How you can be breaking it:**

Some writers use images or other information protected by intellectual property rights without holding the rights to publish and/or modify them. This action is against Facebook and Blasting News guidelines.

### **What you should do:**

Blasters are advised to use in their articles only images and other information protected by intellectual property rights for which they hold the rights to publish and/or modify, on a commercial basis.

At the same time, we will instruct Blasting News' editors to make sure all images and other information protected by intellectual property rights provided by the writers are not infringing copyright.