



We can “Connect” with each other on Social Media

As a Pennsylvania Lottery retail partner, we encourage you to “connect with us” on social media! If you have a social media presence, here are some examples of fun ways we can share Lottery information and engage with your fans and followers.

The PA Lottery is active on the following social platforms:



One way to, connect with us is by “liking” the PA Lottery’s Facebook page, “following” us on Twitter, and/or “subscribing” to us on YouTube.

With over 9,000 retail partners, it is difficult to locate all those involved in social media, so if you follow us, we will follow you back!

After you connect with us, you can “share” and/or “re-tweet” PA Lottery content with your social community. Below are some examples:

TWITTER:

- A retailer re-tweeted a PA Lottery Twitter post about a winning ticket location:



- A retailer tweeted about new instant games and the PA Lottery re-tweeted the post:



(more)

FACEBOOK:

- PA Lottery shared a retailer Facebook post

PA Lottery shared New Castle Harley-Davidson's photo.
2 hours ago

Today is the day! Lots happening at the store! 1:30p-3:30p the PA Lottery will be here with some GREAT promos & you'll be able to purchase the NEW \$5 H-D Instant ticket! Cookout starts at 2pm....Cornhole Tourney 6p-8p (be sure to come early to register!) Lots of great sales!!

WED JUNE 27

OPEN HOUSE

JUNE FEST

STARTS 2 PM
WRAPS UP 8 PM
AFTER THE TOURNAMENT

FOOD - DRINK - MOTORCYCLES
BLACK LABEL T-SHIRTS
BUY 1 GET 1 FREE June 27 only

CORNHOLE SERIES TOURNAMENT

Preregister anytime by calling or stopping by, or sign up before the tournament begins at 6pm
6-8 PM

NEW CASTLE TOURNEY

2012 **BUILD-A-BIKE** 12-4pm

GET YOUR BUILD-A-BIKE CARD HERE!

Like · Comment · Share

(more)

- PA Lottery tagged a retailer in a Facebook post about a winning ticket

 **Pennsylvania Lottery** shared Pennsylvania Lottery's photo.
Monday ❄️

Congratulations to Tim Gillott of Denver, York Co.! Tim won \$1 million on the Instant Millions instant game he purchased at the Turkey Hill Minit Markets in Denver! Tim routinely takes his instant tickets home to scratch them with the same buffalo quarter he's always used. When he realized that he'd won a million dollars, he and his family were stunned.

Tim Gillott, of Denver, Lancaster County, won \$1 million on the Instant Millions instant game.



Like · Comment · Share

- A retailer shared a PA Lottery Facebook post with its followers about a new instant game:

 **RJ's** shared Pennsylvania Lottery's photo.
Yesterday 🌐



Like · Comment · Share

- A retailer posted about a jackpot:



Thursday, September 27, 2012

(ESTIMATED CASH VALUE)

\$325,000

In addition to sharing and re-tweeting Lottery social media posts, you can also “tag” the PA Lottery accounts in your posts about the Lottery. To tag the PA Lottery on Facebook, type the “@” symbol and then begin to type “Pennsylvania Lottery” (no space in between); a drop-down box will appear and simply click on “Pennsylvania Lottery.” To tag the PA Lottery on Twitter, include “@palottery” in your tweet.

Here’s an example of a Lottery retailer that sold and paid out an instant game worth \$500. They took a picture of the ticket and then told their Facebook fans about it!

- Winning tickets sold or paid out:



If you have any questions, please email us at palottersocial@pa.gov.
We look forward to connecting with you!