

International Women's Day Social Media Competition

"Tag a woman who inspires you"

TERMS AND CONDITIONS

1. Promoter

The promoter is The Missing Link.

2. Eligibility

- Open to Australian residents.
- Employees of The Missing Link and their immediate families are not eligible.
- Entrants must have a valid Instagram, Facebook or LinkedIn account.

3. Competition Period

- Opens: 19 February 2026 at 12:00pm AEDT.
- Closes: 8 March 2026 at 11:59pm AEDT.

4. How to Enter

To enter, participants must complete the following steps on the platform they choose to enter:

Instagram entrants must:

- Follow The Missing Link (@themissinglink.it) and Bug and Bee Books (@bugandbeebooks) on Instagram.
- Like the competition post.
- Tag a woman who inspires you. This may be a colleague, mentor, friend, family member or a public figure.
- Comment in 25 words or less why she inspires you, highlighting her impact, achievements or the strength she brings to others.

Facebook entrants must:

- Follow The Missing Link <https://www.facebook.com/themissinglink.it> and Bug and Bee Books and <https://www.facebook.com/people/Bug-and-Bee-Books/61552030170465/> on Facebook.
- Like the competition post.
- Tag a woman who inspires you. This may be a colleague, mentor, friend, family member or a public figure.
- Comment in 25 words or less why she inspires you, highlighting her impact, achievements or the strength she brings to others.

LinkedIn entrants must:

- Follow The Missing Link Pty Ltd ([linkedin.com/company/the-missing-link-pty-ltd](https://www.linkedin.com/company/the-missing-link-pty-ltd)).
- Like the competition post.
- Tag a woman who inspires you. This may be a colleague, mentor, friend, family member or a public figure.
- Comment in 25 words or less why she inspires you, highlighting her impact, achievements or the strength she brings to others.

Additional conditions:

- Multiple entries are permitted. Each entry must feature a different woman. Maximum one prize per person.

- Instagram and Facebook entrants must ensure their profile is public at the time of judging so their entry can be viewed.
- Participants must only tag individuals with whom they have a genuine connection and must not engage in inaccurate, misleading or spam tagging practices.
- Entries must be original and created solely by the entrant. Entries found to be copied, AI generated or plagiarised may be disqualified.
- Edited comments may be deemed invalid at the Promoter's discretion to ensure fairness.

5. Game of Skill Classification

Because entries are judged solely on merit, this is a game of skill, not a game of chance.

6. Judging Criteria

Chance plays no part in selecting winners.

Entries will be judged by a panel from The Missing Link based on:

- Thoughtfulness
- Inspiration
- Creativity
- Emotional impact

The Promoter's decision is final, and no correspondence will be entered into.

7. Prizes

There are five prizes total. Each winner receives:

1 Bug and Bee Hardcover DOT Bullet Journal

<https://www.bugandbeebooks.com.au/shop/p/hardcover-dot-bullet-journal>

One journal per winner. Prizes are not transferable or exchangeable.

8. Winner Selection and Notification

- The five most inspiring entries will be chosen as winners.
- Judging will take place within five business days after the competition closes.
- Winners will be notified via direct message on the platform they used to enter.
- Winners must respond within five days to claim their prize.

9. Unclaimed Prizes

If a prize is not claimed within five days, it may be awarded to the next highest scoring entry.

10. Intellectual Property

By entering, participants grant The Missing Link a non-exclusive, royalty free licence to repost, publish or share their entry for promotional purposes, with appropriate credit.

11. Platform Disclaimer and Release

This competition is not sponsored, endorsed, administered by or associated with Instagram, Facebook, LinkedIn, Meta or Microsoft.

By entering, participants acknowledge that this promotion is in no way sponsored, endorsed or administered by, or associated with Instagram, Facebook or LinkedIn, and agree to release Instagram, Facebook, LinkedIn, Meta and Microsoft from any responsibility or liability in relation to this competition.

Entrants understand that they are providing their information to The Missing Link and not to Instagram, Facebook, LinkedIn, Meta or Microsoft.

12. Privacy

Personal information will be used only for administration of the competition and managed in

accordance with The Missing Link's Privacy Policy, available at:
<https://www.themissinglink.com.au/privacy-policy>

13. General Conditions

The Promoter reserves the right to:

- Verify the validity of entries and entrants.
- Disqualify entries that are incomplete, offensive, misleading, fraudulent or violate these Terms.
- Modify, suspend or cancel the competition if necessary.