

SOCIAL MEDIA MARKETING FOR ALCOHOL QUICK GUIDE



01 AD

Content on advertiser social media accounts is considered advertising. If it is controlled directly or indirectly by an advertiser, it will be subject to the Alcohol Advertising and Promotion Code.



02 AUDIENCE YOU MUST TARGET ADULTS

- If there is a tool to restrict your ad content to an 18+ audience, you must use it.
- Otherwise you need to have audience data to show that at least 80% of your audience are adults.
- If you don't have this data, *don't publish the ad.*



03 CONTENT IMAGES AND WORDS MUST APPEAL TO AN ADULT AUDIENCE

- People in your ad must be at least 25 years old. *This should be reflected in their clothing, their behaviour and the setting.*
- People who are currently popular with minors may only appear in your ad if it is restricted to an adult audience. *This could include sports teams, celebrities, social media influencers.*
- Do not use language or imagery that is popular with minors. *Symbols, games, music, characters, styles.*

SOCIAL MEDIA MARKETING FOR ALCOHOL QUICK GUIDE



04 CONSUMPTION

- Promote lawful, moderate and responsible consumption. *Captions or hashtags must not encourage excessive drinking.*
- Avoid any connection with driving, operating machinery, or consumption before or after potentially dangerous activities such as water sports.



05 CLAIMS

Do not imply alcohol has health or relaxation benefits, positively enhances mood, physique or behaviour, or contributes to personal success. *This includes claims that the alcohol is a "pick me up" or is essential to an occasion.*



06 USER-GENERATED CONTENT

Be aware of user-generated content which tags your brand. If this content appears on your brand profile, it will be subject to the Alcohol Advertising and Promotion Code. *Regularly monitor tagged content and untag your brand or remove the content if you think it does not comply with the Code.*