

# 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.*

Go to [asa.co.nz](http://asa.co.nz) for help

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## 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.*

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