

Full title

**Social Media Guidelines (from German Advertising Standards Council – Deutscher Werberat)**

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1. Age Restrictions / Age-gating	<ul style="list-style-type: none"><li>• In the social media channels of alcohol brands, the available platform-specific age-gating (mechanisms) should be employed; for example, option/ default setting: "Alcohol-related / Bezug zu Alkohol" [Facebook<sup>1</sup>], "Age restricted (content) / Altersbeschränkung" [YouTube<sup>2</sup>], "Alcohol-related" with the "16+" and "18 +" specification / <i>Alkoholbezogen - ab 16 Jahren</i> or <i>ab 18 Jahren</i>" [Google+ Posts<sup>3</sup>]</li><li>• If there is no age-verification function available on a digital platform, an age notice/ reference should follow stating that the content is exclusively intended for persons legally permitted to purchase and consume alcohol.</li></ul>
2. Forwarding messages	<ul style="list-style-type: none"><li>• For social media channels controlled by alcohol brands which allow the sharing or release of content, wherever technically possible, the forwarding options shall be set so as to prevent disclosure/ passing-on to persons below the legal minimum age.</li><li>• If the platform operators do not provide the technical feasibility or to do so would only be possible at unreasonable expense or with a disproportionate amount of effort, a notice should be included to inform visitors of the social-media channel that the content is intended exclusively for persons of the legally required minimum age.</li></ul>
3. User Generated Content	<ul style="list-style-type: none"><li>• User-generated content (all content – including text, videos and pictures – not originating from the companies publishing the advertising but from third parties) which will be uploaded into the digital channels of alcohol brands, should be checked/ monitored regularly to ensure as regards content, they comply with the advertising industry codes (in this case: the Code of Conduct of the German Advertising Standards Council). with reference to the Codes of the German Advertising Standards Council.</li><li>• On their social media pages/ presences, alcohol brands should inform users of this practice and draw attention to the fact that pictures/texts contrary to the Code will be deleted. This can be done, for example, in the form of a "netiquette".</li></ul>
4. Transparency	<ul style="list-style-type: none"><li>• In their social-media channels, it should always be made clear by alcohol brands that they are the official operator and responsible for the respective offer. This not only ensures the necessary transparency for users, but also protects the companies from possible misunderstandings (distinguishing them from "fan sites/ pages", which cannot be controlled by the company).</li></ul>

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<sup>1</sup> age restrictions can be applied to the alcohol brand's Facebook page; it is possible to limit the visibility of the page to anyone (13+), people 17 and over, people 18 and over, people 19 and over, people 21 and over, or change the visibility to **alcohol-related**. The alcohol-related age restriction sets the minimum age based on the location of the user. Only users in Canada, South Korea, or Nicaragua who are 19+; in Japan, Iceland. or Paraguay who are 20+; in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka, or the United States who are 21+; in India and Sweden who are 25+; and elsewhere who are 18+ will be able to view the page.

<sup>2</sup> Age-restricted videos are not visible to users who are logged out, are under 18 years of age, have restricted Mode enabled. YouTube will place an age-restriction on the vid when notified of the content.

<sup>3</sup> : It is possible to age gate your content on Google+; this is called a "restrictive targeting feature" which allows content creators the ability to control access to their target audience and offers the ability to prevent viewing of all posts from a page or profile by people under 18 or 21. The age restriction will prevent viewing by signed-on users who have given their date of birth in connection with their Google account. Users not signed into Google won't be able to see age-restricted content either.

**Control access to your content**

Target Audience:

[Learn more about setting access restrictions](#)

I have read the [instructions](#) regarding my content consistent with all relevant laws and regulations

Anyone ▾

- Anyone
- Users 18 and older
- Users 21 and older
- Alcohol-related
- Custom