

Title

Alcohol Advertising Policies by social media platform

Facebook/ Instagram

FB advertising policies – Section 5: Restricted Content: Alcohol:

https://www.facebook.com/policies/ads/restricted_content/alcohol

Policy: Ads that promote or reference alcohol must comply with all applicable local laws, required or established industry codes, guidelines, licences and approvals, and include age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws.

Targeting requirements:

If you choose to run adverts that promote or reference alcohol, you must make sure that you follow local laws and target your adverts appropriately, including targeting your adverts to people aged 18 years or older in all permitted countries, except the following:

- **25 years or older in Sweden**
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Twitter

Twitter restricts the promotion of products or services in Alcohol content:

<https://business.twitter.com/en/help/ads-policies/restricted-content-policies/alcohol-content.html>

Policy: Twitter restricts the promotion of online and offline sale of alcohol and general awareness of alcohol brands. These restrictions are based on the specific product or service being promoted, as well as the country that the campaign is targeting.

Any advertisement for alcohol content that is allowed under the country-specific information (see link above) must in addition:

- Not target minors or encourage, suggest, or entice underage drinking
- Not use characters, sports-persons, celebrities, or images/icons appealing to minors
- Not use minors or pregnant women as models in advertising
- Not imply that drinking in excess is good, or that alcohol has therapeutic, relaxing or stimulative properties
- Not imply that alcohol has health benefits, can improve sexual, social, athletic or professional performance or standing
- Not mislead or confuse users into thinking alcoholic beverages are soft drinks or candy
- Not associate drinking with activities that are potentially dangerous, require significant care, skill, etc. (e.g., driving a motor vehicle), or are antisocial or illegal (e.g., illegal drugs)
- Not depict people under the influence of alcohol
- Not emphasize a product's alcoholic strength (promoting a product as having low or no alcohol content is acceptable)

Scope: This policy applies, but is not limited, to:

- Promoting, selling or facilitating the online or offline sale of any kind of alcoholic beverage, whether beer, wine, or spirits
- Branding for any kind of alcoholic beverage, whether beer, wine, or spirits
- Competitions with alcohol as a prize

Age screening on Twitter:

<https://help.twitter.com/en/safety-and-security/age-verification>

There are additional requirements which apply to alcohol advertisements targeting certain countries - for example:

Poland:

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- Only beer brands may be promoted at sponsored events.

Spain

- Ads for spirits must include the following statement: "*Disfruta de un consumo responsable*".
- Ads for wine must include the following statement: "*El vino sólo se disfruta con moderación*".

UK and jurisdictions

- Advertisers must be aware that their ads should comply with the [Portman Code](#) and the relevant provisions of the [CAP Code](#). This applies to the UK and jurisdictions (Gibraltar, Guernsey, Isle of Man and Jersey).
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YouTube

Alcohol advertising

https://support.google.com/youtube/answer/1304652?hl=en-GB&ref_topic=30084

- YouTube allows alcohol advertising that promotes the branding and sale of alcohol with some restrictions (described in more detail below). Campaigns may only target countries where these ads are permissible under applicable laws and regulations and all ads must comply with local restrictions.
 - In all cases where promotion of alcohol is permitted, the following conditions must be met:
 - Ad must act in compliance with all applicable laws and industry standards for each location that you are targeting.
 - Ad must not target individuals below the legal drinking age.
 - Ad must not imply that drinking alcohol can improve social, sexual, professional, intellectual or athletic standing.
 - Ad must not imply that drinking alcohol provides health or therapeutic benefits.
 - Ad must not portray excessive drinking in a positive light or feature binge or competition drinking.
 - Ad must not show alcohol being consumed in conjunction with the operation of a vehicle of any kind, or the operation of machinery or the performance of any task requiring alertness or dexterity.
 - Ad must not depict violent or degrading behaviour.
 - Please note that products that are marketed in the same way as alcoholic beverages, regardless of alcohol content, are subject to the YouTube alcohol policy. Examples include low-alcohol and non-alcoholic beer and wine, as well as low-alcohol and non-alcoholic cocktails.
 - Alcohol advertisers who wish to use an age gate on their homepage, brand channel and/or video may do so under YouTube [age gate policies](#):
<http://www.google.com/support/youtube/bin/static.py?page=guide.cs&guide=30071&topic=30084&answer=1304654>
 - Learn more about AdWords alcohol policy (also linked below under Alcohol Advertising Policy for Google network)
<http://support.google.com/adwordspolicy/answer/176005?hl=en-gb>
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Snapchat

Restricted Adverts: Adverts that promote or reference alcohol are restricted and require approval on a case-by-case basis (as per their advertising policy):
<https://www.snap.com/en-GB/ad-policies/>

Google Network

Refer to the AdWords Policy Centre; Restricted content:

<https://support.google.com/adwordspolicy/>

Promotion of alcohol is permitted but on a limited basis. Alcohol-related ads will be allowed if they comply with the policy below, don't target minors and target only countries that are explicitly allowed to show alcohol ads. Further details can be found in the Alcohol Advertising Policy – linked below:

<https://support.google.com/adwordspolicy/answer/6012382>
