

Full title of laws or regulations

SRC Checklist: Social Media. NL:  
<http://www.checkdereclamecode.nl/check/medium/social-media/>

DAC Social Media Advertising Code

EN: <http://www.gregsregs.com/downloads/DACSocialMediaAdCode.pdf>

NL: <https://www.reclamecode.nl/nrc/pagina.asp?paginalD=289%20&deel=2>

Title of relevant section

Check SRC: Information Obligations

SRC checklist Social Media

Questions:

1. If you offer someone compensation/ consideration in return for social media advertising (including blogs), does that person specify this fact in the message/ announcement.

YES: That's good, advertising via social media should be identifiable/ recognisable as such. This is regulated in Art. 3a of the social media advertising code.

NO: The relationship between the advertiser and the person who distributes advertising through social media in return for payment or any benefit must be clear if it can affect the credibility of the advertising through social media. This is regulated in Art. 3c of the social media advertising code.

2. Are children aged 12 and younger called on to advertise on social media?

YES: It is not permitted to directly encourage children aged 12 and younger to advertise products and services on social media (Art. 5 SMAC)

N: Good – as it is not permitted.

3. Have you created false identities to advertise your products or services via social media?

YES: You may not systematically create and / or use false or non-existent identities in bulk to communicate about a product and / or service through social media (Art. 4d SMAC)

NO: Good – because that is not permitted.

4. Does the person who advertises for you via social media also know the social media advertising code?

YES: Good, this is a requirement laid down in the Code (Art. 6.1 SMAC)

NO: The advertiser must actively work towards ensuring that the distributor complies with the applicable rules such as the Social Media Advertising Code and take action in cases of infringement by the distributor.

5. Have you adapted or edited posts/ messages on your social media (for example, only selecting the positive posts) and was this clearly indicated?

YES: Good. You need to be transparent and must not mislead (the consumer/ recipient).

NO: If you edit posts or allow others to edit/ manipulate them to promote your product, you must disclose this in a clear and accessible manner. It is prohibited to edit posts in such a way that they are misleading to the recipients.

SRC Check Information Obligations: Social Media: If applicable – reference the fact that the distributor receives a fee. Follow provisions in Art. 3 of the Social Media Advertising Code. If messages or other statements on social media are used and / or edited to promote/ advertise a product, service or activity, this must be made clear (see Art. 4 Social Media Code)

SRC Check Recognisability in Social Media: Make sure that advertising through Social Media is clearly recognizable as such by layout and / or presentation. If applicable, reference the fact that the distributor (person posting the ad) receives a fee. Follow as closely as possible the

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instructions of Article 3 of the Social Media Advertising Code

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