

## ABAC Alcohol Marketing Placement Checklist 2 Organic Marketing\*

		Checked
1.	<b>Have you activated available age restriction controls to exclude minors from viewing alcohol marketing on your alcohol brand assets?</b>	
	<b>Facebook</b> accounts must be age restricted – instructions available <a href="#">here</a> and <a href="#">here</a>	
	<b>Instagram</b> accounts must be age restricted – instructions available <a href="#">here</a> and <a href="#">here</a>	
	<b>Youtube</b> Channels <b>and</b> videos must be age restricted – instructions available <a href="#">here</a>	
	Some <b>Twitter</b> accounts can be age screened – check your eligibility <a href="#">here</a>	
	<b>Website</b> age gates – contact your website developer	
	<b>Other</b> - Always check whether a social media or other platform you intend to use has age restrictions available as technology is constantly changing	
2.	<b>Do you have a system for regular moderation of user generated content on your assets/accounts (including posts in which your brand is tagged) to ensure they meet <a href="#">ABAC content rules</a>.</b>  Instructions on how to moderate and remove tags from posts on Facebook can be accessed <a href="#">here</a> and on Instagram can be accessed <a href="#">here</a>	
3.	<b>Do you always instruct influencers (that you engage or send free samples/ reward) to age restrict any Facebook or Instagram posts that reference your product? Do your briefing documents include this requirement and the <a href="#">ABAC Alcohol Marketing Content Checklist</a>?</b>  Instructions for influencers on how to age restrict an individual post on Facebook can be accessed <a href="#">here</a> and on Instagram can be accessed <a href="#">here</a>	
4.	<b>Have you taken available steps to ensure your marketing will only be placed where its audience is reasonably expected to be at least 75% adults?</b>  Platforms or influencers may have access to demographic breakdowns of users/followers	
5.	<b>Have you taken available steps to ensure your marketing will not appear with programs or content primarily aimed at minors?</b>  Assess the nature of content posted by platforms or influencers that you engage with	
6.	<b>Have you verified that all contacts in your direct marketing database are adults?</b>	

Further resources:

[ABAC Guidance Notes](#)

[ABAC Pre-vetting Service](#)

[ABAC Online Training Course](#)

*\*Organic marketing refers to marketing that does not use paid advertising tools, for example brand owned websites or social media accounts, third party/influencer posts, blogs or content sharing*