

Available age restriction controls on Facebook & Instagram

The ABAC Responsible Alcohol Marketing Code provides that alcohol marketing must utilise available age restriction controls¹ to exclude visibility to minors.

Facebook & Instagram have [policies](#) that restrict the way in which branded content can be posted to these platforms. In particular:

- Branded content promoting or referencing alcohol on Facebook and Instagram must be age-gated to 18 years or over
- Influencer branded content on Instagram must be disclosed using the paid partnership label
- Influencer branded content on Facebook must be tagged

Applying age restriction controls to brand accounts on Facebook and Instagram

If an account is primarily related to alcohol (e.g. accounts for an alcohol brand or a retailer that primarily sells alcohol) the account must be age restricted. Refer to the following links for instructions on applying age restrictions to an entire account:

[Facebook](#)

[Instagram](#)

Note – to age restrict an Instagram account it must be a business or creator account. To convert from a personal account, refer to the following links:

[Business](#)

[Creator](#)

Applying age restriction controls to an individual post on Facebook and Instagram (Influencer/Third Party posts)

Facebook

Instructions on restricting the age of the audience that can view a Facebook post are available [here](#)

Instagram

The feature that allows an influencer to restrict the age of the audience that can view an Instagram post is only available to business and creator accounts.

Influencers with a creator or business account can disclose their partnerships with brands in Feed, Stories, Live Reels and Instagram Videos using the Paid Partnership label.

When using the Paid Partnership Label an influencer can age restrict an individual post that is promoting an alcohol brand.

Instructions on restricting an influencer post's audience to adults is available [here](#).

Business/Creator accounts:

An influencer who partners with an alcohol brand should have a professional (creator or business) account rather than a personal account as:

- they are engaged to create content for a brand
- this is consistent with Instagram's [policy for branded content](#)
- enables access to a range of additional features, including audience data analytics
- enables access to a feature that enables the post to be restricted to adults

An influencer can switch to a creator account via their settings at no cost and with no loss of content via the instructions available [here](#) and can revert back to a personal account at any time.

Paid Partnership Label:

The Instagram policy for branded content requires influencers to apply a Paid Partnership label to posts that promote an alcohol brand if they have received payment or other reward (free product, invitations to events etc). Instructions on applying a Paid Partnership label are available [here](#).

ⁱ **Available Age Restriction Controls** are defined in the Code to mean age restriction, targeting or affirmation technologies available to restrict a Marketing Communication to Adults, but this does not require a third party platform, website or account that is not primarily related to alcohol to be age restricted in its entirety before it can be used to place a Marketing Communication.