

ABAC Alcohol Marketing Placement Checklist 2 Organic Marketing*

		Checked
1.	Have you activated available age restriction controls to exclude minors from viewing alcohol marketing on your alcohol brand assets?	
	Facebook accounts must be age restricted – instructions available here and here	
	Instagram accounts must be age restricted – instructions available here and here	
	Youtube Channels and videos must be age restricted – instructions available here	
	Some Twitter accounts can be age screened – check your eligibility here	
	Website age gates – contact your website developer	
	Other - Always check whether a social media or other platform you intend to use has age restrictions available as technology is constantly changing	
2.	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 ABAC content rules. Instructions on how to moderate and remove tags from posts on Facebook can be accessed here and on Instagram can be accessed here	
3.	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 ABAC Alcohol Marketing Content Checklist? Instructions for influencers on how to age restrict an individual post on Facebook can be accessed here and on Instagram can be accessed here	
4.	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 (80% adults from 1/1/24)? Platforms or influencers may have access to demographic breakdowns of users/followers	
5.	Have you taken available steps to ensure your marketing will not appear with programs or content primarily aimed at minors? Assess the nature of content posted by platforms or influencers that you engage with	
6.	Have you verified that all contacts in your direct marketing database are adults and do you offer an option that effectively enables a person to unsubscribe?	
7.	Do you have systems/training to ensure flyers are not handed to minors?	

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, edms or content sharing*