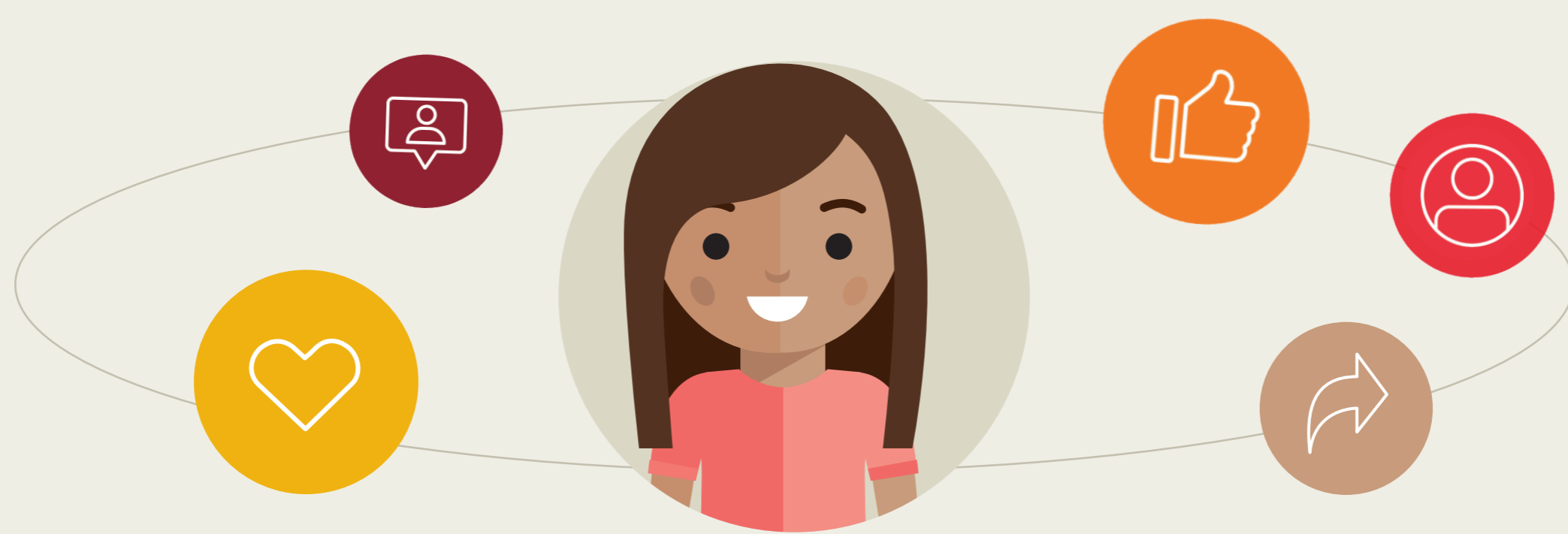


# Protecting Children on Social Media

The ASA collaborated with

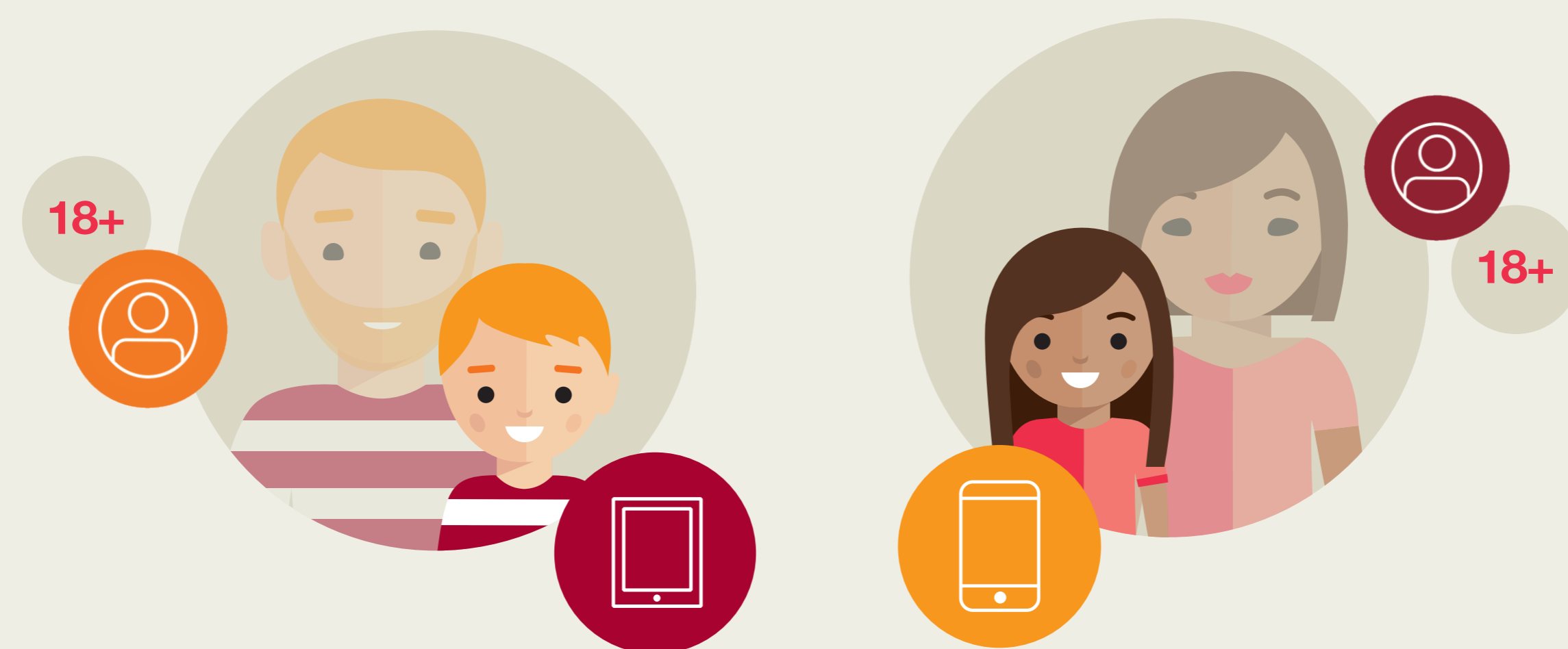
**5** social media platforms popular with children



to review alcohol brands' ad targeting data



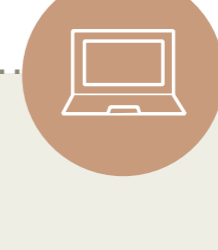
to understand how alcohol marketers are using the ad targeting tools available



to target their ads away from children who may be falsely registered or incorrectly inferred to be over 18 on social media



While the ASA identified some good practice, the research showed that alcohol brands should do more to refine their targeting to minimise the likelihood of children falsely registered or incorrectly inferred as over 18 seeing their ads



## How to refine your audience

Marketers should follow these steps to reduce the likelihood of children seeing their age-restricted ads

**1**

Targeting on the basis of age data alone is unlikely to be sufficient.

The younger the adult demographic is that you are targeting the more care you must take

Marketers must use age demographic targeting in combination with other targeting techniques, especially when targeting 18- to 25- year-olds

**2**

Use age targeting in combination with interest-based targeting

Marketers should make use of both age-demographic targeting and interest-based targeting to exclude children

Where possible, that includes:

- Actively selecting interests (or keywords) weighted towards adults (e.g. insurance)
- Actively deselecting interests (or key words) strongly associated with under-18s

**3**

Use additional interests in such a way that they refine your adult audience

Marketers targeting their ads on the basis of an interest that has broad age appeal, e.g. football, should use additional interests to refine the audience to exclude children, where possible. Example: Targeting an audience with an interest in 'football' and 'house-buying, rather than 'football' or 'house-buying'

**4**

Use as many audience data sources and/or targeting tools as are available for a given platform

Where possible, marketers are advised to consider using additional targeting tools and data beyond interest-based targeting to exclude children from their audience segments

For the full recommendations, check out the report at [asa.org.uk/alcoholmonitoring](http://asa.org.uk/alcoholmonitoring)

