

Social Media Compliance Self-Audit

The one-page field check before you post. Tick each box you can honestly say you handle.

Education from years in the field, not legal advice. Confirm specifics with your attorney and each state's rules. For beverage professionals 21 and older.

AGE GATING

- ☐ **Every social profile set to 21+ with age-affirmation on**
Platforms enforce this unevenly. Regulators do not.
- ☐ **Website and email signups are age-gated**
A single un-gated entry point is the one that gets found.
- ☐ **Audience targeting stays above the legal drinking age threshold**
The industry codes expect the large majority of your audience to be of age.

NEVER PAY THE RETAIL SIDE

- ☐ **No money, gifts, or paid posts to bartenders, buyers, or stores that sell you**
Anything of value flowing to a licensee is tied-house territory.
- ☐ **Featuring an account is always free, with no strings**
Free promotion is fine. Payment or trade for placement is not.
- ☐ **No paying for shelf space, menu spots, or pay-to-play features**
This is the line that protects your license too.

CLAIMS AND CONTENT

- ☐ **No health claims, no relaxation or social-success promises**
These draw warning letters faster than anything else.
- ☐ **No 'drink more' or overconsumption messaging**
Volume messaging reads as irresponsible.
- ☐ **Nothing that appeals to minors: no cartoons, kid culture, or minors in frame**
Content that could attract under-21 viewers is a fast way to trouble.
- ☐ **Responsible serving sizes shown, no drinking and driving in any frame**
One careless background detail undoes a good post.

DISCLOSURE

- ☐ **Every paid partnership and gifted product carries a clear #ad**
The FTC treats a free case exactly like cash.
- ☐ **The disclosure is visible, not buried under 'more' or a wall of tags**
A hidden disclosure counts as none.
- ☐ **Employees and ambassadors disclose their relationship**
Their posts are your responsibility too.

STATE RULES

- ☐ **Coupons, contests, and giveaways checked against each state first**
What is legal at home may be a violation one state over.
- ☐ **Control-state rules confirmed for anything that touches them**
Control states play by their own book.
- ☐ **Shipping and direct-to-consumer rules verified per state**
DTC legality changes by state and product type.

PLATFORM RULES

- ☐ **TikTok: organic only, no paid alcohol advertising in the US**
Plan your paid dollars elsewhere.
- ☐ **Meta: 21+ gating on for the page and any boosted post**
Boosting without gating is the common, avoidable mistake.
- ☐ **Each platform's alcohol policy reviewed before you boost**
Every platform has its own rules. Read them before you spend.