

Code of conduct for partnered posts on football clubs' social media accounts

Implementation date - 1st March 2021

Organic Partnered posts (non Age Gated)

No links or display of website addresses for betting sites in text or graphic
No inclusion of betting companies handles
No direct bonus/acquisition offers in text or graphic
No direct display of odds in text or graphic
No calls to action in text or graphic
18+ and GambleAware messaging in graphic if a brand image is used
Retweets from gambling accounts are not allowed as the posts are not age gated
Brand only safer gambling graphics are allowed

Organic Partnered posts (Age Gated)

Post must include GambleAware and 18+ messaging
Post must stipulate [AD] to indicate it is an advert

Promoted Partnered posts

Post must include GambleAware and 18+ messaging
Age gating must be targeted at 25+ on platforms not whitelisted for 18+ targeting.

For the purpose of the guidance, the below defines the difference between organic and prompted posts.

Organic Posts.

Defined as posts between a UKGC licenced operator and a third party that do not have a UKGC licence that is posted on the third parties timeline.

Age gated is defined as either the posting profile, or the post itself being age targeted. The latter can be achieved via processes such as the 'Restricted Audience tool' via Facebook

Unpublished Promoted Partnered Posts.

Defined as posts between a UKGC licenced operator and a third party that do not have a UKGC licence that is not posted on the third parties timeline.

These posts would be promoted only, such as the functionality by Twitter below:

Users outside of the targeting may still see exposure to this unpublished content, based on interactions of people they follow, or via the search function.