

communitycaregaming.org

CODE OF CONDUCT FOR SOCIAL MEDIA INFLUENCERS



Community
Care
Gaming

Code of Conduct for Influencers

Purpose:

To ensure the safe, sustainable and responsible promotion of gambling activities by social media influencers. The following requirements should be met to adhere to the new Code of Conduct:

1. Transparency and Disclosure

- Social Media Influencers need to clearly disclose any partnerships, sponsorships, or paid promotions related to gambling or related activities. The [CAP](#) and [CMA](#) guidance on what constitutes paid-for content or advertising is the benchmark.
- This should be demonstrated by the use of #ad on screen or spoken in a video at the start of the post, and clarification on the commercial relationship at the end of the post if it is part of a wider partnership.
- Influencers should be equally transparent about any non-monetary benefits – including commission, referral earnings or gifts - that they receive for their work.
- Influencers should disclose where AI tools and technology have been used in content production, if not doing so could mislead the consumer. This also applies to the use of virtual influencers.



2. Misinformation and Misrepresentation

- Content should avoid misleading claims about the odds of winning or the benefits of gambling. This will include hyperbole around luck, chance and probability as well as images associated with winning a large amount of money.
- Influencers should refrain from depicting gambling as a means to solve financial problems, enhance social status, guarantee a win, be risk free, free bets or achieve happiness. They should also avoid showcasing an excessive lifestyle that could influence followers to gamble irresponsibly.



3. Age Verification

- Influencers should aim to ensure all content is directed toward an audience that is legally allowed to gamble, using tools available online for this purpose in line with CAP guidance. They should also advocate for strict adherence to age restrictions.
- Influencers should also regularly remind followers about the importance of age verification in line with the legal age to gamble (age 18 plus and possibly carry at 18 logo too). This should include fraudulent misrepresentation of this.



4. Ensure Content Appropriateness

- Influencers should ensure that all content is suitable for their audience and does not glamorize or trivialize gambling behavior. They should also avoid using language or imagery that could be interpreted as encouraging risky behavior.
- No advertisements should be aimed at under-18s (and should have a content advisory).
- Content should not feature under-18s and tone should not appeal to under-18s above all other audience segments. This responsibility relies on all stakeholders in the value chain of influencer lead marketing of gambling products and all should work towards preventing under 18s exposure to this content. This should be in line with [CAP guidance](#).
- Filters and audience targeting should be used to exclude under-18s from receiving the content.
- Careful consideration should be given when creating content to ensure that the influencer or celebrity doesn't have a profile or personality that is skewed towards the under-18 market and the age of the influencer themselves is 18 plus, evidenced potentially by some formal ID



5. Promote Responsible Gambling

- Influencers should encourage followers to gamble responsibly by promoting tools, such as setting limits, taking a break, and recognizing when to stop.
- Influencers should be able to share resources and support services for problem gambling, such as helplines and local support organisations when appropriate.



6. Engagement with Followers

- Influencers should never artificially inflate their number of followers or the level of engagement on specific posts.
- Influencers should be aware of comments or messages regarding gambling from followers and, where necessary, provide links to guidance and support as appropriate in individual cases.
- They should also be able to create a supportive community by fostering discussions around responsible gambling practices. In addition, influencers should consider supporting gambling industry wide efforts around safer gambling, such as Safer Gambling Week and support gambling industry-led initiatives



7. Partnership Criteria

- Influencers should collaborate only with regulated gambling brands and social media platforms that share a commitment to promoting safer gambling practices and are licensed in their jurisdiction.
- They should evaluate partnerships based on the company's track record with responsible gambling initiatives.



8. Reporting Concerns Procedure

- Influencers should encourage followers to report any problematic content or behaviours related to gambling within the community.
- They should take immediate action when addressing any concerns about irresponsible gambling promotions using an identified procedure.

9. Legal Compliance

- Influencers should abide by all local, national, and international laws and regulations regarding gambling advertising and promotion..
- They should ensure that the promotion aligns with the standards set by relevant gambling authorities and with the Advertising Standards Authority.
- Influencers should ensure that they are partnering with a licenced UK Gambling Operator.
- They should ensure that they are not promoting black market gambling organisations and should have suitable ways of checking this before beginning advertising.
- Influencers should commit to ongoing education about gambling regulations and responsible promotion practices, as well as the latest research and statistics related to gambling addiction and responsible gaming.



10. Agents and agencies

- Representatives and agents for Influencers should apply this Code to all their influencer clients.
- Marketing and advertising agencies are expected to outline the disclosure requirements and the terms of the Code of Conduct when engaging an influencer.
- They should ensure that they notify gambling authorities immediately should they become aware of any irregularities.





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Community Care Gaming is a trading name of ESG Corporate Community Interest Company.
Registered Trade Mark: UK00004157469

Regulated by the Community Interest Company Regulator

Company Registration number 13566221 | VAT registration number: 391 4171 96.