

Louisiana Office of Alcohol and Tobacco Control Policy on Industry Member Social Media Advertisements

Social Media Advertisements are defined as any written or verbal statement, illustration, or depiction which is in, or calculated to induce sales in, intrastate, interstate or foreign commerce, or is disseminated by social network services, video sharing sites, blogs, microblogs, links, webpages and Quick Response Codes.

The listing of the names and addresses of two or more unaffiliated retail dealers selling the products of an industry member in an advertisement of that industry member does not constitute a means to induce within the meaning of R.S. 26:287A(9)(b) and LAC 55.VII.317(A) or (B) (the LA trade practice regulations) provided that all of the following conditions are met:

- (a). the advertisement does not also contain the retail price of the product; and
- (b). the listing is the only reference to the retail dealers in the advertisement and is relatively inconspicuous in relation to the advertisement as a whole; and
- (c). the advertisement does not refer only to one retail dealer or only to retail dealers controlled directly or indirectly by the same retail dealer; and
- (d). the retail dealer is not required to provide the industry member with anything of value as a condition to having its business listed in the advertisement.