**Keeping Social Compliant – Advertising, Regulation and Social Media**

Daira Moynihan,Operations Manager – Investigations, ASA

Links to a number of key rulings:

Toni & Guy [http://www.asa.org.uk/Rulings/Adjudications/2012/7/Toni-and-Guy-(Lakeside)-Ltd/SHP\_ADJ\_193054.aspx#.VIiDKdKsUqc](http://www.asa.org.uk/Rulings/Adjudications/2012/7/Toni-and-Guy-%28Lakeside%29-Ltd/SHP_ADJ_193054.aspx#.VIiDKdKsUqc)

Nike (Upheld) [http://www.asa.org.uk/Rulings/Adjudications/2012/6/Nike-(UK)-Ltd/SHP\_ADJ\_183247.aspx#.VIiDYNKsUqc](http://www.asa.org.uk/Rulings/Adjudications/2012/6/Nike-%28UK%29-Ltd/SHP_ADJ_183247.aspx#.VIiDYNKsUqc)

Nike (Not upheld) <http://www.asa.org.uk/Rulings/Adjudications/2013/9/Nike-UK-Ltd/SHP_ADJ_229986.aspx#.VIiDptKsUqc>

Snickers <http://www.asa.org.uk/Rulings/Adjudications/2012/3/Mars-Chocolate-UK-Ltd/SHP_ADJ_185389.aspx#.VIiDx9KsUqc>

Publishers Clearing House <http://www.asa.org.uk/Rulings/Adjudications/2013/1/Genting-Alderney-Ltd/SHP_ADJ_209991.aspx#.VIiD-dKsUqc>

Oreo vloggers <http://www.asa.org.uk/Rulings/Adjudications/2014/11/Mondelez-UK-Ltd/SHP_ADJ_275018.aspx#.VIiELdKsUqc>

Pet Plan <http://www.asa.org.uk/Rulings/Adjudications/2012/9/Pet-Plan-Ltd/SHP_ADJ_199639.aspx#.VIiEa9KsUqc>

Hold Fast Entertainment <http://www.asa.org.uk/Rulings/Adjudications/2014/8/Hold-Fast-Entertainment-Ltd/SHP_ADJ_266434.aspx#.VIiEndKsUqc>

And some useful guidance:

Vlogs <http://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Video-blogs.aspx#.VIiE69KsUqc>

Celebrity endorsements <http://cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Celebrities.aspx#.VIiFC9KsUqd>

Native advertising <http://cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Contextually-targeted-branded-content.aspx#.VIiFJtKsUqd>

Social media Remit <http://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Remit-Social-Media.aspx#.VIiFXdKsUqc>

Identifying marketing <http://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Recognising-Marketing-Communications.aspx#.VIiFitKsUqc>

Advice for bloggers <http://www.asa.org.uk/News-resources/Media-Centre/2013/Blurring-advertising-and-blogs.aspx#.VIiGA9KsUqc>