

The Coca-Cola Company Alcohol Social Media Community Guidelines

At The Coca-Cola Company, we believe relevancy, respect, and the rights of the individual are key to our digital media approach. This applies from our products to our communication methods. Putting our audience first is core to our media strategy. We are a consumer-centric company always looking to offer more choices in beverages. This now includes ready-to-drink alcohol products in select markets. We recognize that entry into this space brings new responsibilities for us, and ones we take very seriously. The below are our social media community guidelines with respect to alcohol ready-to-drinks. We place a high priority on ensuring that the digital environment we place our content on aligns with our image, values, and messaging to safeguard our Company's reputation. For more information on our Responsible Digital Media Principles, please click [here](#).

Community Guidelines for alcohol ready-to-drinks

- Do not upload pictures of people under 25 (including yourself).
- Do not post sexually suggestive text or pictures.
- Do not promote drinking to excess, smoking, illicit drugs, drink driving, or other irresponsible or illegal activities.
- Our page is moderated regularly to make sure that these community guidelines are being adhered to.
- We may remove comments that violate our Community Guidelines.
- Please treat other contributors with respect and consideration. If we feel that comments are derogatory or insulting, we will remove them.
- Please don't use language that may offend or be considered inappropriate. We may remove such content at our discretion.
- If a person or organisation hasn't given you express permission to use his, her, or its name, photos, or audio/video content on our page, please don't post it.
- Please make sure that what you post is factually correct and legally permissible, and isn't defamatory, threatening, abusive, discriminatory, offensive, an invasion of privacy, or an infringement of any third party's copyright or other intellectual property rights.
- Do not post any advertising, spam, or links to external sites. This includes posts used to direct traffic to other websites, blogs, or pages. If you do, we will remove these posts.
- Do not post personal information about yourself that should remain private. If you do, we will be required to remove it.
- If you do come across a comment on our page that you consider inappropriate, please report this.
- All material posted on this fan page (including ours) must comply with the platform's Terms of Use.
- We reserve the right to remove comments at any time for any reason without prior notice. Please note that offenders may be reported and blocked from participating on the page.
- The Coca-Cola Company is not responsible or liable for any content posted or uploaded to this site by its users, or any content on third party sites.

RESPONSIBLE DRINKING: PLEASE ALWAYS REMEMBER TO DRINK RESPONSIBLY.

Forward Advice Notice: Please note that this Page and all content on it is intended for adults. Please do not forward the content on this page to anyone under the legal purchase age of your country.