

## Ohio Revised Code

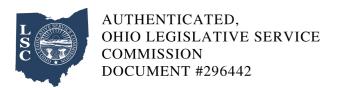
Section 4301.245 Use of social media for advertising.

Effective: June 8, 2022

Legislation: Senate Bill 9 - 134th General Assembly

## (A) As used in this section:

- (1) "Broker" and "solicitor" have the same meanings as in rules adopted by the superintendent of liquor control under section 4303.25 of the Revised Code.
- (2) "On-premises brand promotion" means a promotion of a brand of beer or intoxicating liquor by a distributor, manufacturer, trade marketing professional, solicitor, or broker of that brand at a retail permit premises.
- (3) "Product location communication" means a listing or program that allows an individual to determine the availability of a specific brand of beer or intoxicating liquor at retail permit holders or agency stores in a certain geographic area.
- (4) "Social media" means a service, platform, or web site where users communicate with one another free of charge and share media such as pictures, videos, music, and blogs. "Social media" includes the web site of a distributor, manufacturer, trade marketing professional, solicitor, or broker.
- (5) "Trade marketing professional" has the same meaning as in section 4301.171 of the Revised Code.
- (B) Notwithstanding section 4301.24 of the Revised Code and except as provided in division (C) of this section, a distributor, manufacturer, trade marketing professional, solicitor, or broker may use free services provided by social media to advertise any of the following:
- (1) An on-premises brand promotion;
- (2) Beer, wine, or spirituous liquor tasting samples sold in accordance with this chapter or Chapter 4303. of the Revised Code;



- (3) A product location communication.
- (C) No distributor, manufacturer, trade marketing professional, solicitor, or broker shall use free services provided by social media to advertise to persons under twenty-one years of age.