

Supplementary Table 1. Detailed Social Media Platform Policies Restricting the Promotion and Sale of Tobacco Products as of May 2021

Policy Category	Discord	Facebook	Instagram	Pinterest	Reddit	Snapchat	Tiktok	Tumblr	Twitter	YouTube	
Restricts paid ads for tobacco products	NA	Prohibits paid advertising promoting the sale or use of tobacco products and paraphernalia, including cigarettes, cigars, hookah, chewing tobacco, pipes, e-cigarettes, vaporizers, or any other products that simulate smoking.	Prohibits paid advertising promoting the sale or use of tobacco products and paraphernalia, including cigarettes, cigars, hookah, chewing tobacco, pipes, e-cigarettes, vaporizers, or any other products that simulate smoking.	Prohibits paid advertising of tobacco products including but not limited to cigarettes, e-cigarettes, vapes or vape cartridges, chewing tobacco, paraphernalia, and any brands associated with the above products. Product Pins, which are paid, shoppable pins, may not include tobacco products.	Prohibits paid ads promoting the use, sale, manufacturing, and branding of tobacco, tobacco alternatives, and other tobacco-related products and services, including cigarettes, cigars, snus, chewing tobacco, e-cigarettes, vaporizers, hookah, and smoking cessation programs and products.	Prohibits all paid promotion of cigarettes (including e-cigarettes), cigars, vaping products, tobacco, nicotine, or related products of any kind, including those not made through Snapchat ads	Prohibits displaying or promoting the following products on paid advertisements and on landing pages (i.e., a page that collects and stores information about visitors): tobacco and tobacco-related products such as cigars, tobacco pipes, e-cigarettes, or smoking-related behavior in real life, including but not limited to alternatives which imitate the act of smoking.	Prohibits paid advertising that promotes cigarettes, cigars, smokeless tobacco, other tobacco products, paraphernalia, tobacco companies and smoking.	NA	Prohibits paid advertising for all tobacco products, accessories, and brands globally. This includes tobacco of any kind, cigarettes, cigars, products that imitate the act of smoking, pipes, and chewing tobacco. Prohibits knowingly marketing or advertising for tobacco products or accessories, including e-cigarettes to minors using paid ads	Google ads (which apply to YouTube) prohibits paid ads for tobacco products (cigarettes, cigars, snus, chewing tobacco, rolling and pipe tobacco), products that facilitate or promote tobacco consumption, and products designed to simulate smoking (herbal cigarettes, e-cigarettes). Paid content that includes excessive or persistent consumption of tobacco must be rated as having Mild Mature content.
Restricts paid ads for tobacco events*	NA	NA	NA	NA	Prohibits paid advertising for events and research sponsored by tobacco manufacturers.	NA	NA	NA	NA	Prohibits paid advertising for events sponsored by tobacco manufacturers	NA

Restricts paid ads for tobacco use venues (e.g., hookah lounges)*	NA	Prohibits paid advertising for hookah lounges and hookah lounge promotion on Facebook commerce surfaces (e.g., Facebook Marketplace)	Prohibits paid advertising for hookah lounges and hookah lounge promotion on Instagram commerce surfaces (e.g., Instagram Shopping)	Prohibits paid advertising of hookah or cigar bars.	NA	NA	Prohibits paid advertising for tobacco use venues such as cigar bars and hookah lounges.	NA	NA	Prohibits paid advertising for cigar bars and hookah lounges	Google ads (which apply to YouTube) prohibits paid ads for services that directly facilitate or promote tobacco consumption, including hookah lounges and cigar bars.
Restricts sales**	NA	Buying or selling tobacco products and related paraphernalia is prohibited via Facebook commerce surfaces (e.g. Facebook Marketplace). This includes cigarettes, cigars, chewing tobacco, pipes, hookahs, e-cigarettes and tobacco devices. Content that attempts to buy, sell, trade, or gift tobacco products cannot be posted by a Facebook page or group unless they represent a	Buying or selling tobacco products and related paraphernalia is prohibited via Instagram commerce surfaces (e.g. Instagram Shopping). This includes cigarettes, cigars, chewing tobacco, pipes, hookahs, e-cigarettes and tobacco devices. Content that attempts to buy, sell, trade, or gift tobacco products cannot be posted by an Instagram profile unless they represent a	Limits the distribution of, or removes, content and accounts from individuals and unlicensed retailers offering to sell, purchase or trade tobacco.	Prohibits soliciting or facilitating any direct user-to-user transactions or gifts involving tobacco.	NA	Prohibits posting, streaming, or sharing content that offers the sale, purchase and trade of tobacco products, including vaping products. Also prohibits paid ads that facilitate access to tobacco products.	NA	NA	NA	Prohibits posting content that directly sells, links to, or facilitates access to nicotine, including vaping products.

		brick and mortar store or legitimate website or brand.	brick and mortar store or legitimate website or brand.								
Restricts featuring user generated content with tobacco as platform recommended content	NA	NA	Content that promotes tobacco or vaping products may not be eligible to be recommended posts.	NA	NA	Prohibits Snapchat Spotlight submissions that include tobacco.	NA	NA	NA	NA	NA
Restricts influencer posts with tobacco	NA	Branded content (i.e., sponsored posts), which must use the branded content tool, may not promote tobacco products, vaporizers, e-cigarettes, or products that simulate smoking.	Branded content (i.e., sponsored posts), which must use the branded content tool, may not promote tobacco products, vaporizers, e-cigarettes, or products that simulate smoking.	NA	NA	NA	Prohibits branded content (e.g., endorsements, partnerships) with tobacco content, including cigarettes, cigars, tobacco, e-cigarettes, shisha and other related products and services.	NA	NA	NA	NA
Explicitly allowed content	NA	Content that attempts to buy, sell, trade, or gift tobacco products can be posted by a Facebook Page or Group representing a brick and mortar store or legitimate website or brand. The direct sale and purchase	Content that attempts to buy, sell, trade, or gift tobacco products can be posted by an Instagram profile representing a brick and mortar store or legitimate website or brand. The direct sale and purchase of tobacco	NA	Allows external links to appropriately licensed vendors of tobacco.	NA	NA	Allows promotion of smoking-related news and current events in advertising; characters or actors smoking; and content related to smoking cessation. Paid advertising for	NA	NA	"Explore More" (supervised accounts for children targeted at 13+) may include videos that display or show frequent use of alcohol or tobacco. In determining age restricted content, YouTube considers whether the

		<p>of tobacco apparel is permitted through Facebook commerce surfaces.</p> <p>Blogs or groups connecting people with tobacco-related interests are allowed, as long as the service does not lead to the sale of tobacco or tobacco-related products.</p> <p>Anti-smoking campaigns and e-books, counseling services for smoking addiction, and smoking rehabilitation programs or facilities are allowed.</p>	<p>apparel is permitted through Instagram commerce surfaces.</p> <p>Blogs or groups connecting people with tobacco-related interests are allowed, as long as the service does not lead to the sale of tobacco or tobacco-related products.</p> <p>Anti-smoking campaigns and e-books, counseling services for smoking addiction, and smoking rehabilitation programs or facilities are allowed.</p>					e-cigarettes is allowed provided the advertising is legal in the target market.			<p>upload is educational, documentary, scientific or artistic in nature and whether there's any commentary discouraging the act.</p>
Age gating/age restrictions on unpaid tobacco content	NA	Content that attempts to buy, sell, trade, or gift tobacco products made by a brick and mortar store or legitimate website or brand must be restricted	Content that attempts to buy, sell, trade, or gift tobacco products made by a brick and mortar store or legitimate website or brand must be restricted	NA	NA	NA	NA	NA	NA	NA	Posts from users that include the promotion of nicotine (such as an e-liquid review video) may be age restricted or removed by YouTube. Age restricted content is not

		to be visible only to adults 18 or older.	to be visible only to adults 18 or older.								available to minors or when logged out. Content may not show minors using nicotine.
Other	NA	Monetized posts may not solicit compensation for engaging tobacco use.	Monetized posts may not solicit compensation for engaging tobacco use.	NA	Currently exploring a trial of moderator community content tags for mature content (including one for tobacco content) for a limited number of communities.	NA	NA	NA	NA	NA	Videos with tobacco (cigarettes, cigars, chewing tobacco), tobacco related products (pipes, vape pens), and products designed to simulate smoking (herbal cigarettes, e-cigarettes, and vaping) are not suitable for ads and will result in a "limited or no ads" monetization state.

Note. NA = Not available

*Some prohibitions on tobacco product advertising also include tobacco product use, which may be interpreted to include events and venues where tobacco is used.

**Note that some platforms have generic policies against the sale of regulated products but that do not explicitly mention tobacco. These provisions are not included here due to their ambiguity.