

## Spotting ads on social media



Social media has not only redrawn the landscape in terms of advertising exposure: it's ripped up the rulebook on buyer behaviour. Potential customers are now shown adverts based on their interests. Digital devices let us instantly convert that impulse to buy into an actual purchase. We can be persuaded that we want a product without even realising we've been advertised to.

This can be especially harmful for younger people. A recent survey, for example, found that 86% of teens regularly see adverts for junk food on social media; 62% reported seeing gambling ads (although rules on promoting this around under-18s have since been tightened). Our #WakeUpWednesday poster can help youngsters realise when they're being sold to on social media.

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