Agenda

Heads Up: Promotion of and Advocacy for Regulated Goods – Organic Content
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Organic Content Policy
We prohibit the sale of regulated goods in organic content but allow for the promotion of or advocacy for the use of many of these products. We want to determine if we should also remove or age-gate content that promotes the use of goods; however, this may result in censorship of content that does not include a direct harm to the user.

Note: our advertising policies related to regulated goods are stricter, and explicitly prohibit promotion of regulated goods.
### Promotion of Regulated Goods – Organic Content

**Examples – Status Quo**

<table>
<thead>
<tr>
<th>Allow</th>
<th>Allow</th>
<th>Allow</th>
<th>Allow</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
</tbody>
</table>

| “Find someone that makes you as happy as Budweiser makes me #Budweiser” | “Crazy beautiful cross of Pineapple Express and Blissful Wizard from… Cultivated exclusively using Advanced Nutrients #marijuana #AdvancedNutrients” | “Easy access to #birthcontrol is important. That’s why @lemonaid.health gives you the option to request the pill, ring or patch AND choose between pharmacy pick up or delivery” | “@in_range_inc has the coolest toys, he @cwgunwerks and @mg.armory.llc are bad influences…go follow all three!” |
Promotion of Regulated Goods – Organic Content

Examples – Status Quo

Remove

“Open to trades as well! Gimme your best offer. Looking for 1k on this umbrella armory dsg. 5 pts epm mags”

Remove

“Hit me up #weedmemes #weedfeed #marijuana #marijuanasociety #marijuanaforsale #smokeweed #weedcommunity”

Remove

“Box of Saint Luis Rey Marquez RE Cuba No. 1464/7500 (Oct 2016) Just dm me #cigarsofinstagram #cigarforsale #cigarsdaily #cigarians #cigarphotography”

Remove

“Delivering”
Next Steps

**Working Groups**
First round of working groups

**Data insights/ CO**
Work with the Process team to understand operational challenges / limitations

**External Stakeholders**
Begin conversations with external experts and academics

**Definitions**
Begin to more fully define “promotion” in the Regulated Goods context
facebook