

Advertising in the Age of Social Media Restrictions for Minors

Digital Marketing Workshop

April 2025



A Few Starting Details



- + 45-minute sessions, including time for questions and conversation at the end
- + Session recordings shared with attendees via email at later this week
- + Use the Zoom Chat and Q+A panels to engage with attendees and submit questions
- + Need help? Use Whova's "Ask Organizers Anything" section in the Community Board or email us at conferences@carnegiehighered.com

Presenter



Amy Orlando

Director, Social Media Marketing
& Digital Strategy

The Competitive and Sophisticated Idealist



Seasoned higher education marketing professional, with both in-house and agency experience in higher education enrollment marketing strategy and execution.

Agenda



- 1 Introduction: Social Media Landscape for Minors**

- 2 Platform-Specific Safety Features**

- 3 Best Practices for Higher Ed Marketers**

- 4 FAQs**

- 5 Questions + Conversation**



Poll: What Age Did You Sign Up for Your First Social Media Account?

*(yes, AIM screen names &
MySpace count!)*

- A. <13 years old
- B. 13-17 years old
- C. 18-24 years old
- D. 25-34 years old
- E. 35+ years old
- F. I don't have social media



1

Introduction: Social Media Landscape for Minors

Snapshot of Current Social Media Landscape

- + What challenges are social media platforms facing today?
- + How often are teens online?
- + Where are they spending their time online?

Social Media Platforms Are Facing More Restrictions than Ever



Sources: HW, CNN & Fox News

Increasing Concerns Regarding Teen Mental Health + Development

“We continue to believe in the positive benefits of social media, but we also urge safeguards and additional study of the positive and negative biological, psychological, and social effects of social media.”

Jack Resneck Jr., M.D.

President

American Medical Association

A Way Forward, According to the U.S. Surgeon General

The U.S. Surgeon General emphasizes the need for a broad, coordinated effort across key groups to maximize social media's benefits while minimizing its risks:



Policymakers



Technology Companies



Parents and Caregivers

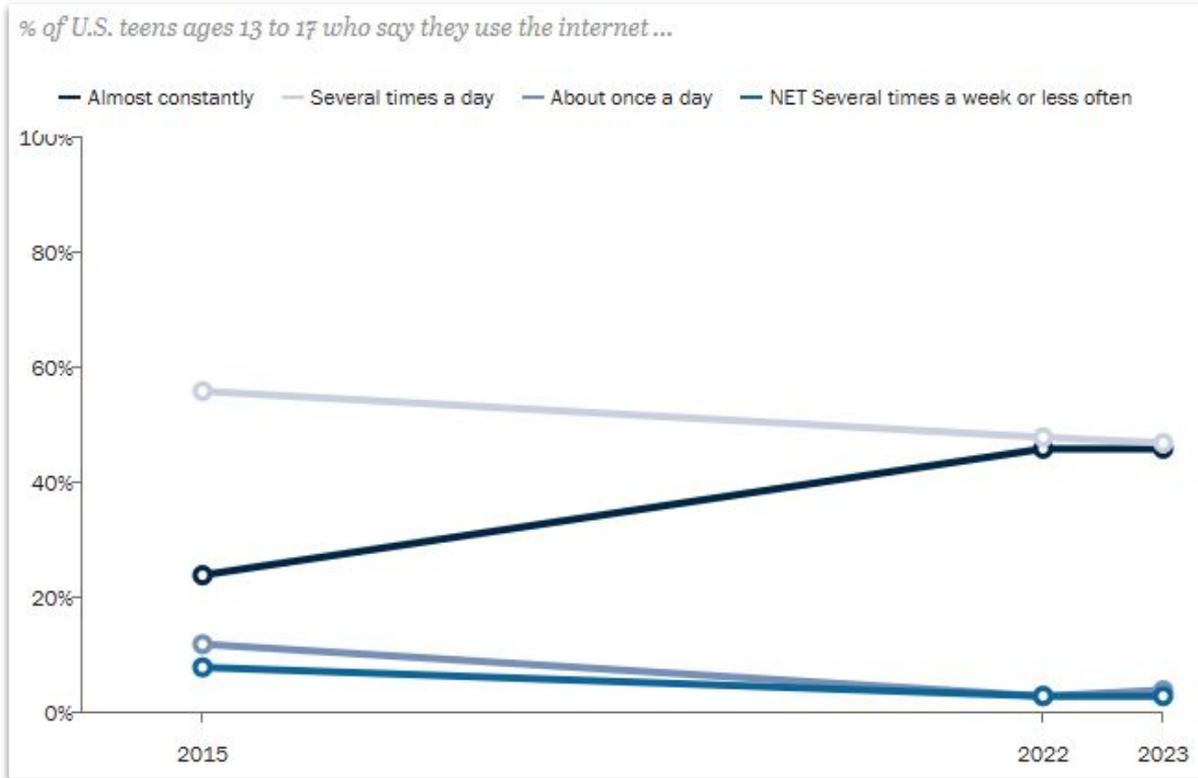


Children and Adolescents



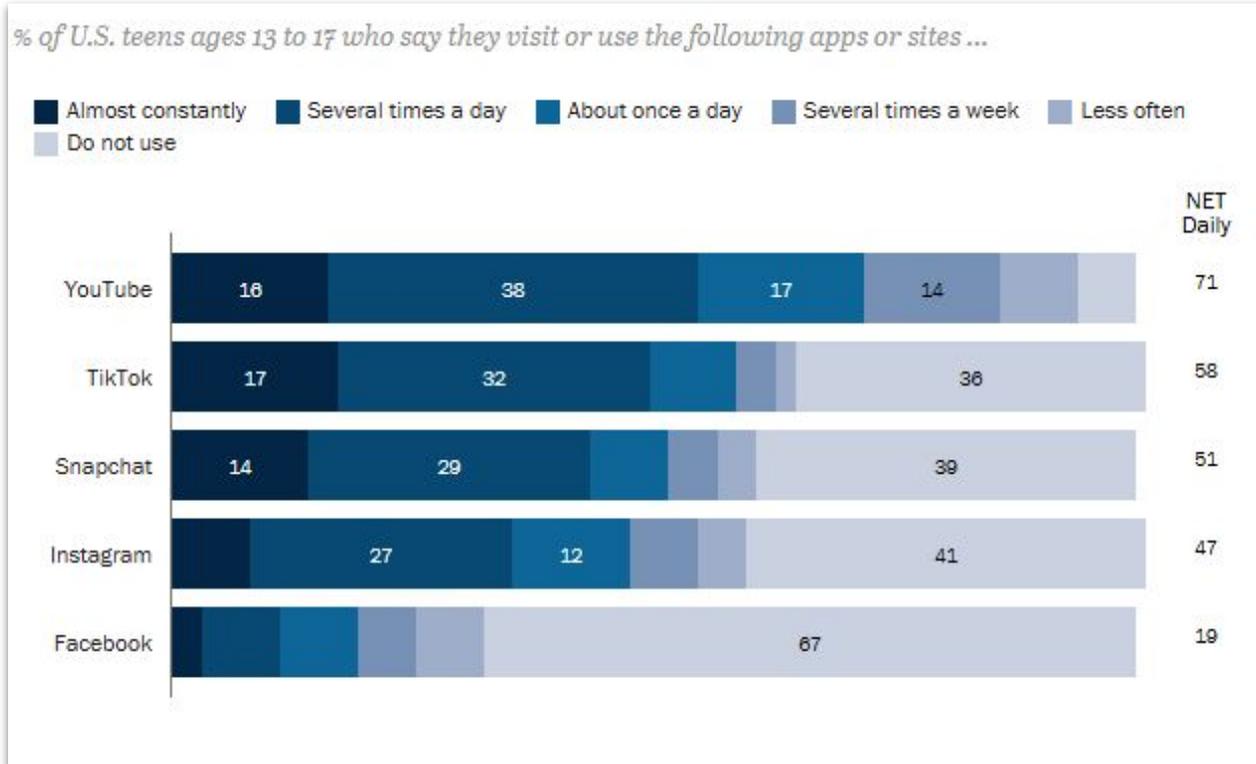
Researchers

Teens are spending more time online than ever before...



Source: Pew Research Center

...And most of that time is spent on social media



Source: Pew Research Center

What does this mean for higher education institutions?

IMPORTANCE OF BALANCING USER ENGAGEMENT WITH ADVERTISER RESPONSIBILITY

2

Platform-Specific Safety Features

Analyzing Key Safety Features on Major Social Media Platforms

- + Meta (Facebook & Instagram)
- + Snapchat
- + TikTok
- + LinkedIn



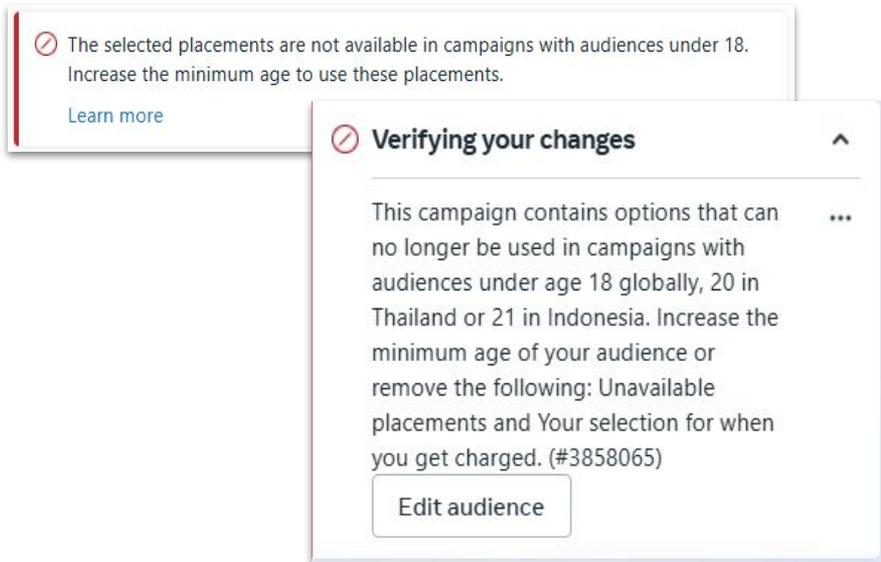


Instagram

facebook.

Key Safety Features

- + Ad Restrictions
- + Age Verification
- + Additional Privacy Settings



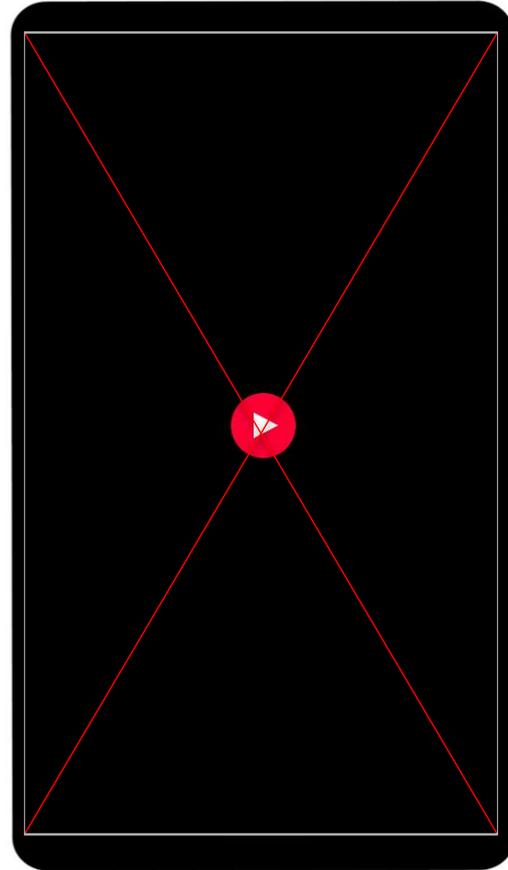
Sample Meta campaign errors that appear when trying to use certain targeting/campaign settings for U18 users



Instagram

Key Safety Features

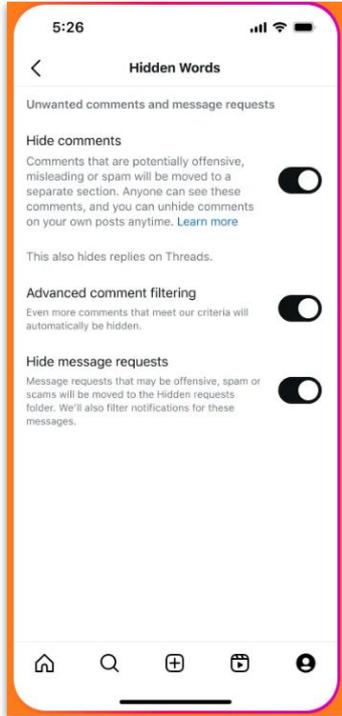
Teen Accounts, offering safety measures for both teens and their parents to set on their Instagram accounts



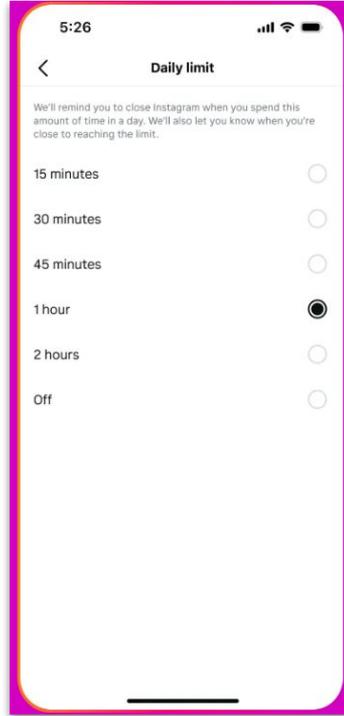
Source: Instagram



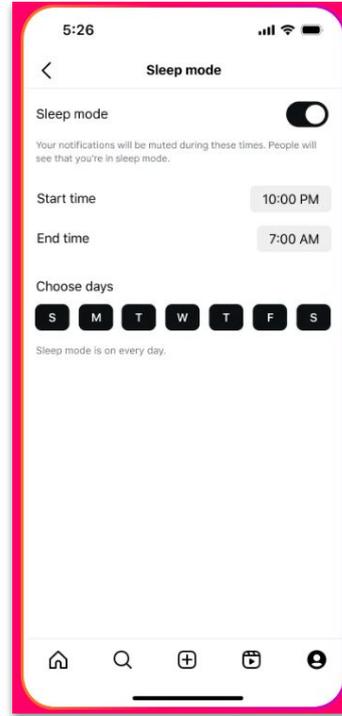
Instagram Teen Accounts



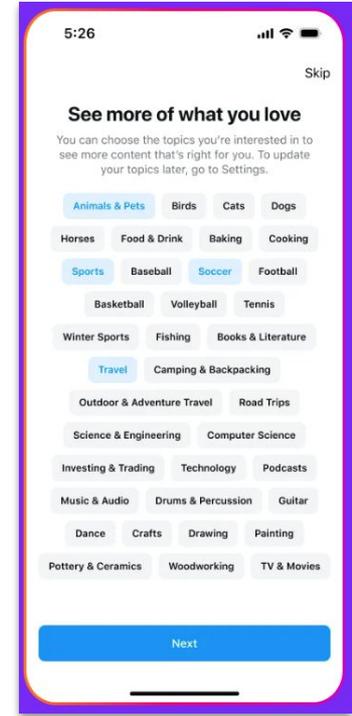
Hide Potentially Offensive Content



Daily Time Limits



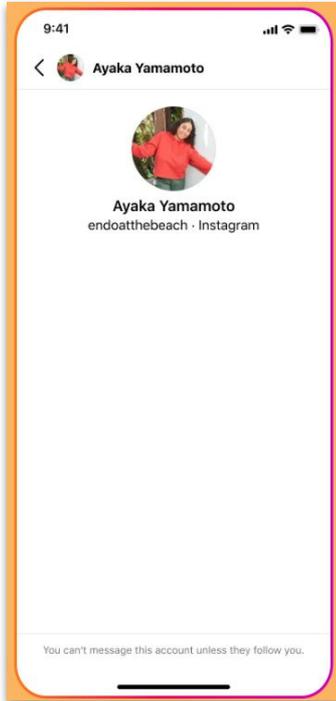
Sleep Mode



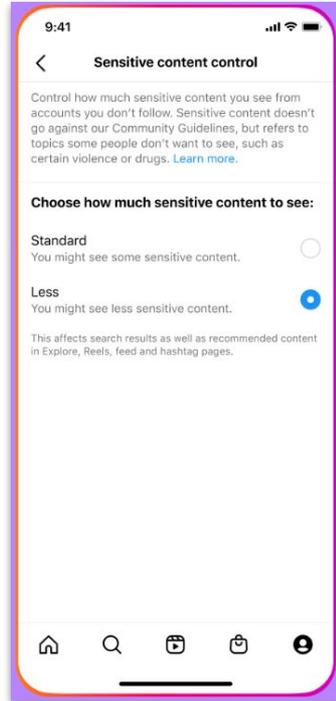
Explore Interests



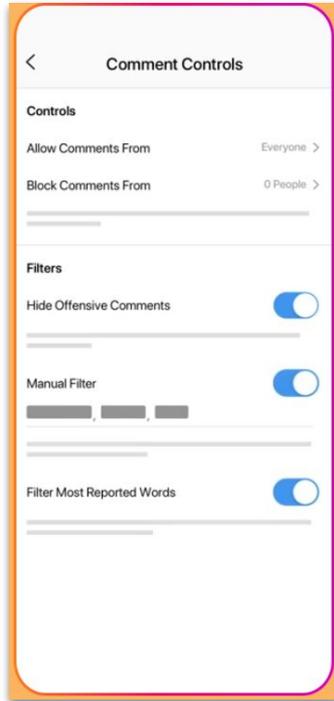
Instagram Parental Controls



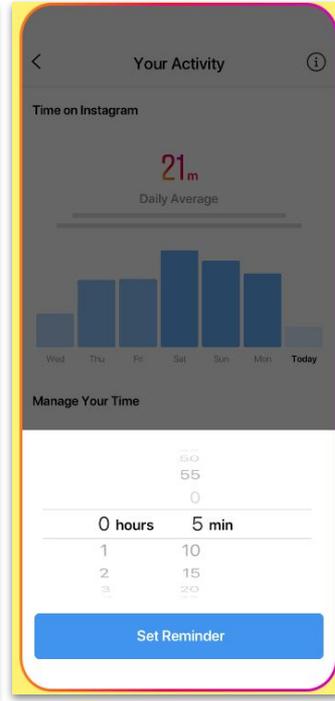
Restricted Messaging



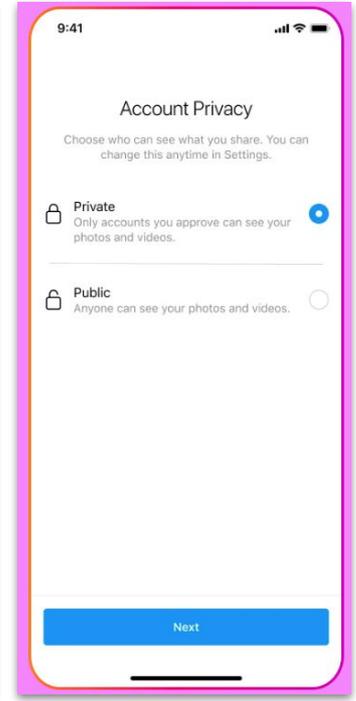
Age-Based Content Moderation



Restricted Comments



Managed Time on App



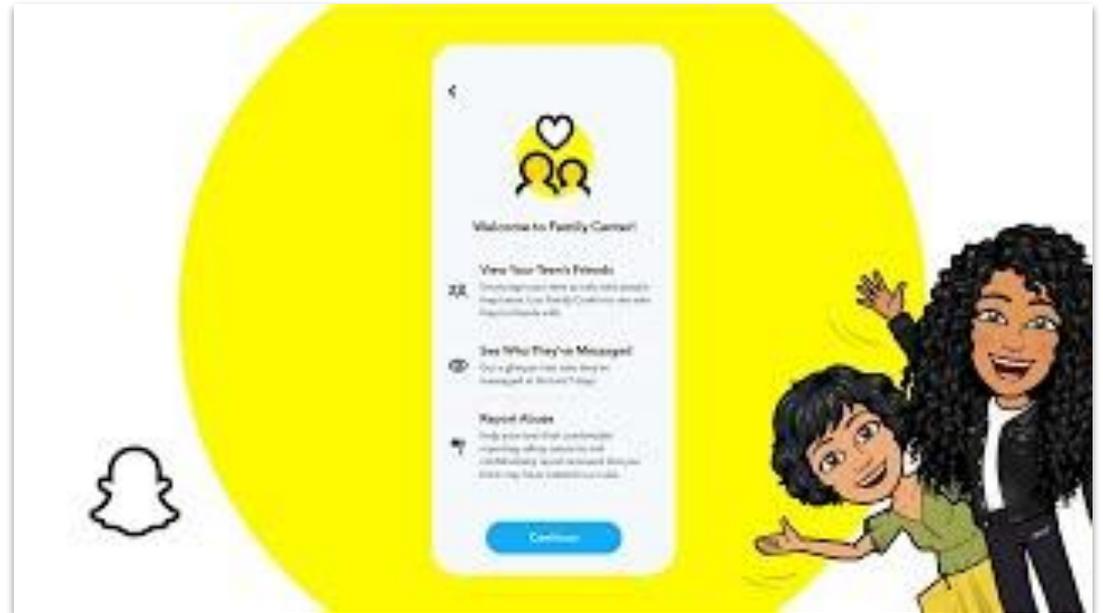
Default Private Account



SnapChat

Key Safety Features

- + Snapchat's Parents Guide and Family Center



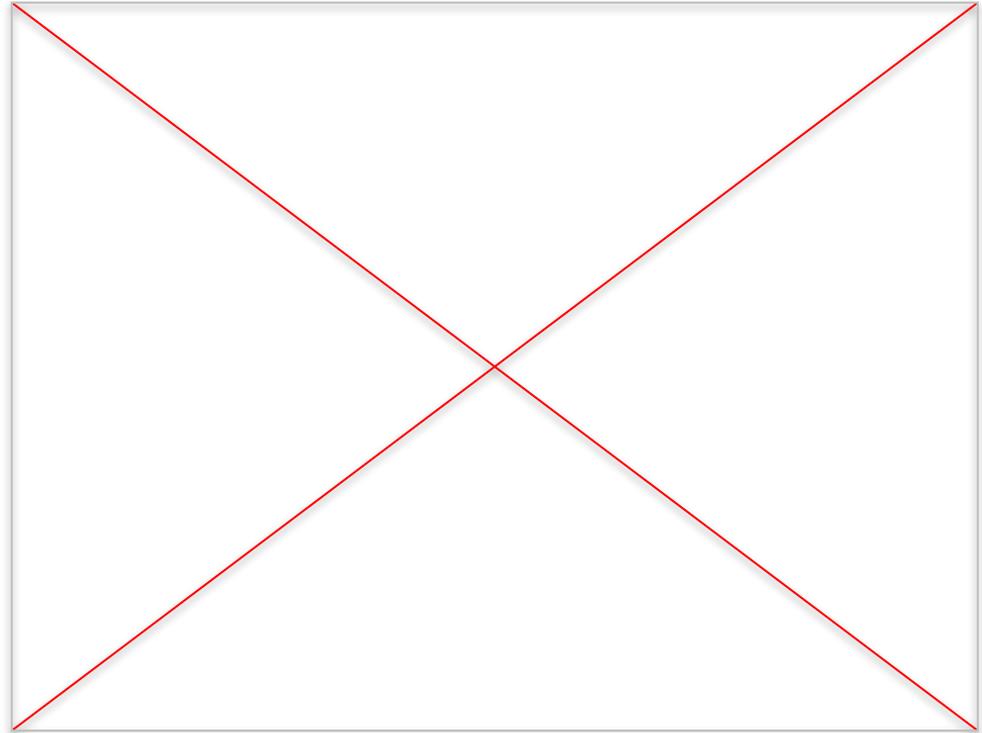
Source: Snapchat



SnapChat

Key Safety Features

- + Location Privacy
- + Content Curation
- + Misinformation Control



Source: Snapchat



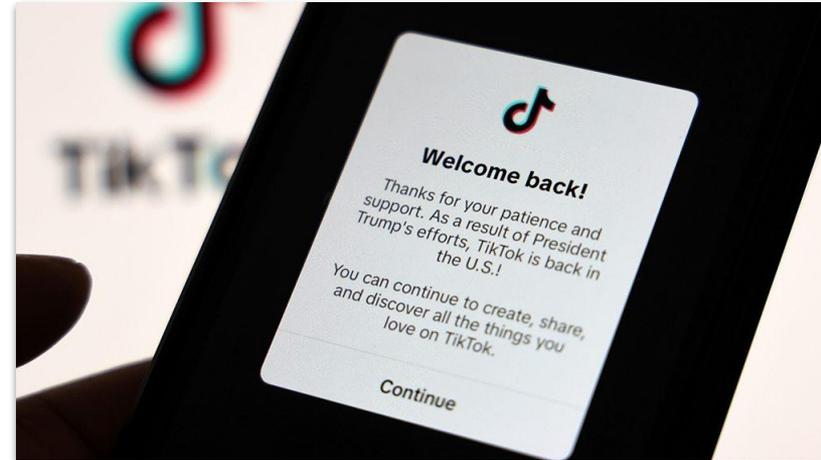
Sorry, TikTok isn't available right now

A law banning TikTok has been enacted in the U.S. Unfortunately, that means you can't use TikTok for now.

We are fortunate that President Trump has indicated that he will work with us on a solution to reinstate TikTok once he takes office. Please stay tuned!

[Learn more](#)

[Close app](#)

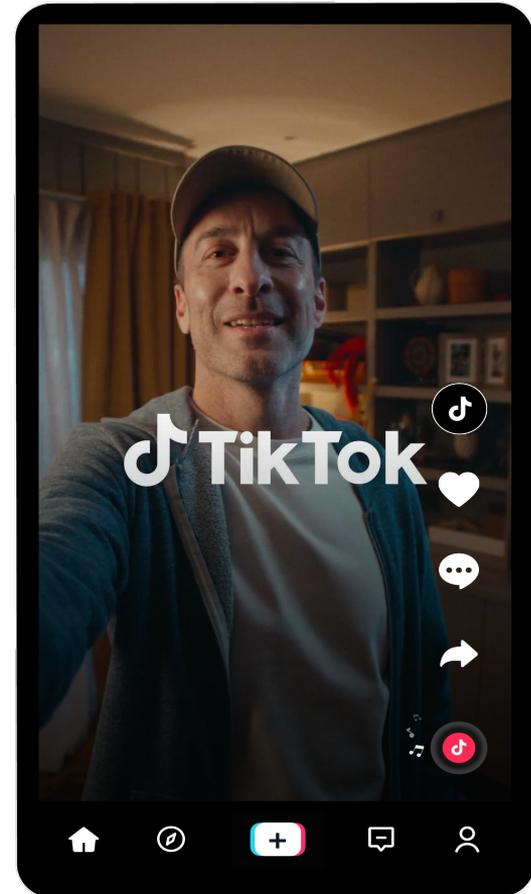


Source: TikTok



Key Safety Features

- + TikTok's Guardian's Guide
- + TikTok Family Pairing
- + Automatic Private Accounts
- + Restricted Messaging Capabilities
- + Disables Duet and Stitch features for minors



Source: TikTok



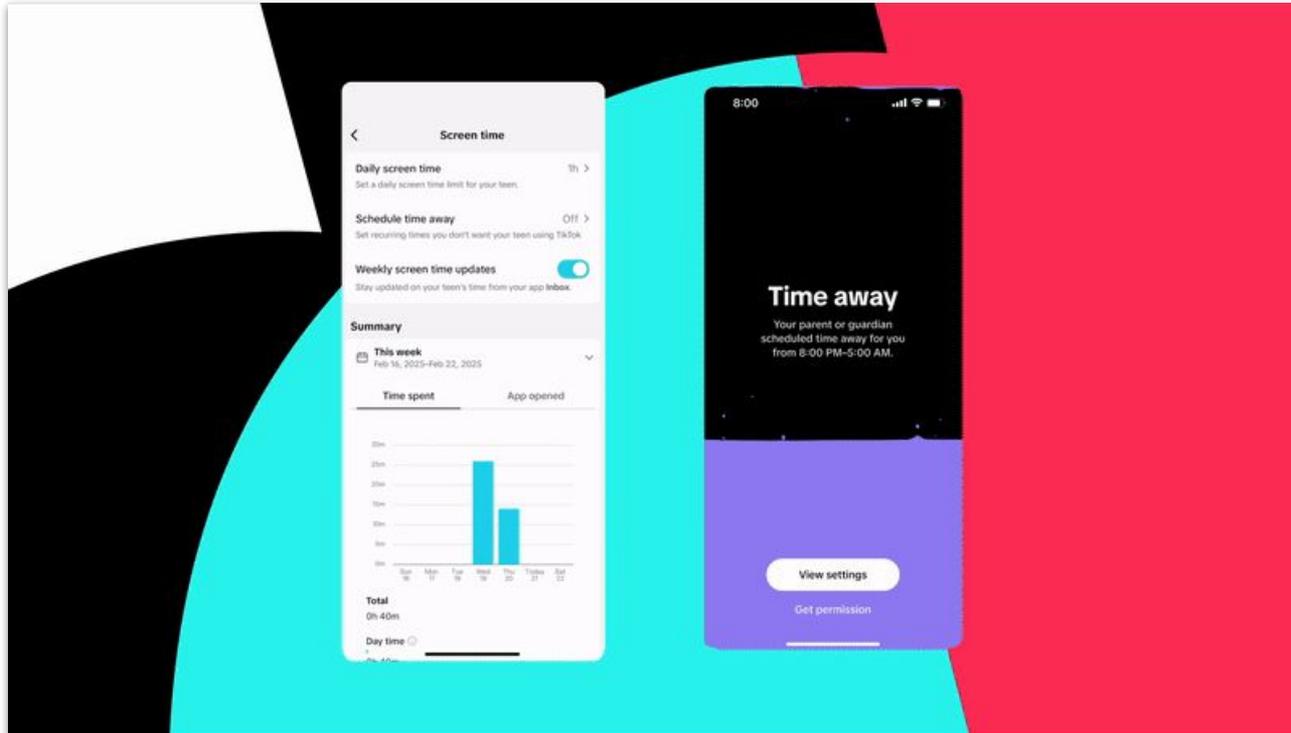
Hot off the Press! New Safety Features Rolled Out

TikTok Rolls Out More Teen Safety Elements

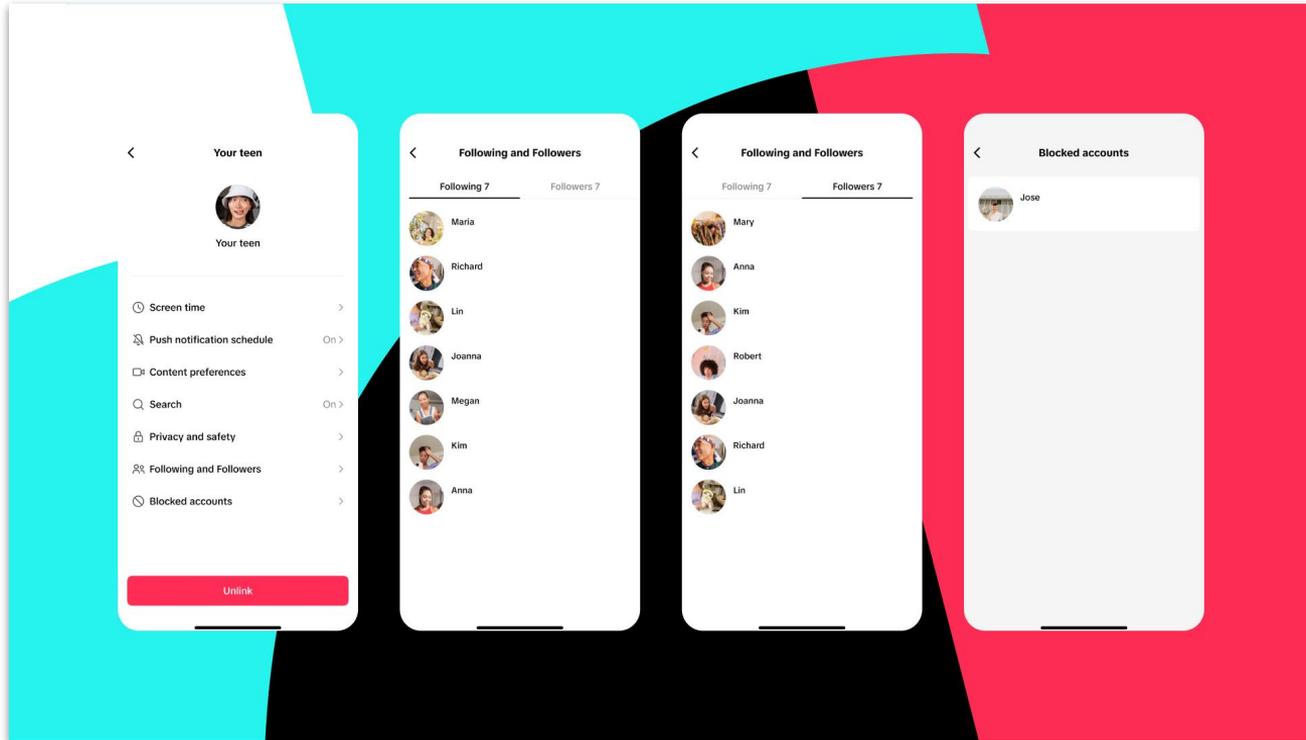
Published March 11, 2025

Source: Social Media Today

TikTok

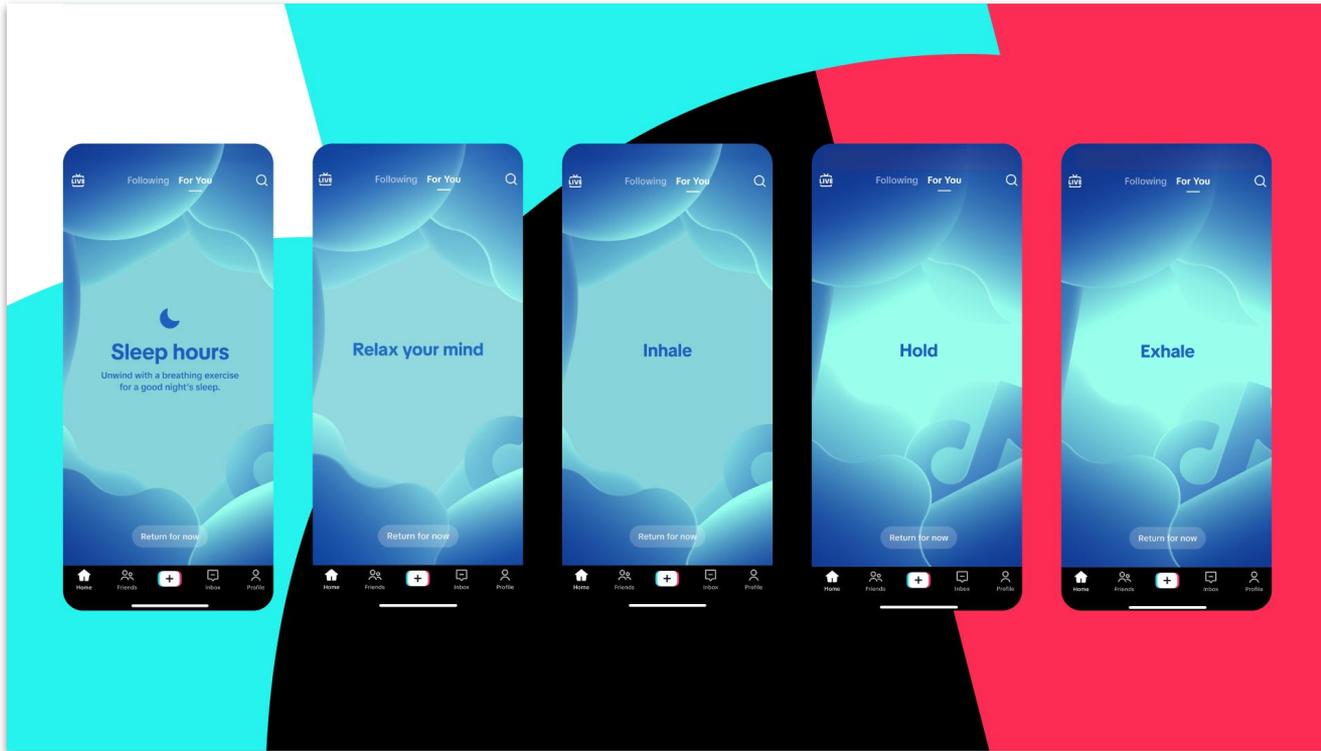


Source: TikTok



Source: TikTok

TikTok



Source: TikTok



Key Safety Features

- + Minimum age requirement
- + Restricted some features for U18 users, such as advertisements, notifications, and messages

Make the most of your professional life

Email

Password [Show](#)

Remember me

By clicking [Agree & Join](#) or [Continue](#), you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

[Agree & Join](#)

or

You're eligible to enter into this Contract and you are at least our "Minimum Age."

The Services are not for use by anyone under the age of 16.

To use the Services, you agree that: (1) you must be the "[Minimum Age](#)" (described below) or older; (2) you will only have one LinkedIn account, which must be in your real name; and (3) you are not already restricted by LinkedIn from using the Services. Creating an account with false information is a violation of our terms, including accounts registered on behalf of others or persons under the age of 16.

"Minimum Age" means 16 years old. However, if law requires that you must be older in order for LinkedIn to lawfully provide the Services to you without parental consent (including using your personal data) then the Minimum Age is such older age. [Learn More](#)

Source: LinkedIn

3

Best Practices for Higher Ed Marketers

Delivering Success on Social Media Platforms Despite Platform Challenges

- + Create Age Appropriate Content
- + Target the Parents
- + Stay Up-to-Date on Privacy Policy Changes
- + Communicate with Key Stakeholders





Create Age-Appropriate
Content that Meets
Privacy Settings



Target Parents & Key
Decision Makers



Stay Up-to-Date on
Privacy Policy Changes



Communicate With Your
Institution



How to Approach Safe & Effective Social Media Advertising to Minors



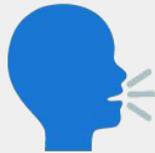
Create Age-Appropriate
Content that Meets
Privacy Settings



Target Parents & Key
Decision Makers



Stay Up-to-Date on
Privacy Policy Changes



Communicate With Your
Institution



Advertising efforts
should focus on
content that's
engaging,
entertaining, and
educational.



Create Age-Appropriate
Content that Meets
Privacy Settings



Target Parents & Key
Decision Makers



Stay Up-to-Date on
Privacy Policy Changes



Communicate With Your
Institution



Parents play a key
role in college
decision-making and
are active on social
media.



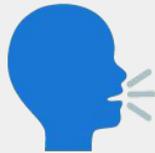
Create Age-Appropriate Content that Meets Privacy Settings



Target Parents & Key Decision Makers



Stay Up-to-Date on Privacy Policy Changes



Communicate With Your Institution



Monitor platform blogs, policy updates, and emerging privacy laws.



Create Age-Appropriate
Content that Meets
Privacy Settings



Target Parents & Key
Decision Makers



Stay Up-to-Date on
Privacy Policy Changes



Communicate With Your
Institution



**Educate stakeholders
on platform
restrictions and
how they affect ad
targeting.**



4

FAQs

FAQs

Q: Can higher education advertisers still effectively reach minors on social media despite privacy and safety restrictions?

A: **Absolutely!** While platforms have implemented strong security and privacy measures to protect minors, digital marketing remains one of the most effective ways to reach your intended undergraduate audience. Advertisers can and SHOULD still engage with these users on social media—just in a way that ensures their safety.

FAQs

Q: Which platform currently has the strongest safety measures in place for minors?

*A: TikTok & Meta: Default private accounts for minors, restricted messaging.
Snapchat: Privacy-by-design.*

Q: If a student under 18 messages our school's official account, are there any risks or limitations we should be aware of?

A: Best practice: Keep all responses professional, limit personal conversations, and direct students to official admissions channels.

Q: How do universities handle user-generated content (UGC) from minors? Are there specific consent or privacy considerations?

*A: Always obtain explicit permission before resharing content featuring minors.
Using a release form for any featured student content is a best practice.*

FAQs

Q: How do social media algorithms impact what minors see, and could that influence their college decisions in ways we should be concerned about?

A: Algorithms prioritize content that keeps users engaged, sometimes leading to an echo chamber of information. It's important for universities to ensure their content is informative, ethical, and balanced to provide a realistic view of campus life.

Q: Some states are implementing stricter laws about social media use for minors—how can institutions keep up with changing regulations?

A: Follow updates from the FTC, state governments, industry leaders, and platform policy announcements.

Resources



Carnegie Blog

[How Social Media Platforms Ensure Safety for Minors](#)

Carnegie Blog

[Navigating TikTok's Uncertainty: How Higher Ed Advertisers Can Adapt and Thrive Across Social Media](#)

Social Media and Youth Mental Health

[The U.S. Surgeon General's Advisory Executive Summary](#)

Questions & Conversations



**Scan the QR code for a 20% discount on a
12-month Conversion Rate Optimization package**





Thank You!

Amy Orlando

aorlando@carnegiehighered.com

CARNEGIE

210 Littleton Road, Suite 100 Westford, MA 01886

978-692-5092 | info@carnegiehighered.com

carnegiehighered.com

Copyright ©2024 Carnegie