

Minors and advertising:

Ethical guidelines to fight body pressure against children in social media

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 Medietilsynet



2018: The start

- Assignment from the **Minister of children and equality**
- **Cooperation** between the Norwegian Media Authority and the Norwegian Consumer Agency
- **Ethical guidelines** to fight body pressure in social media
- **Target groups:** Influencers, networks, advertisers
- Raise **awareness** and make the actors act **responsibly**





Reduce body pressure against children

The actors enforce themselves

- The **media industry** and the **advertisers** completed the guidelines
- **Ownership** is a key factor to assure **responsibility**
- A **professional council** appointed by the actors enforces the guidelines
- The guidelines **supplement the law**



Four years later...

...how does it work?

<https://youtu.be/Fcsloevwns0>