

# Social media targeted promotion of gambling



Problem gambling

1

# Did you know... that social media

has become a central channel for gambling promotion, reaching young people at scale. Gambling advertising on these platforms is frequent, targeted and often embedded within an everyday content.



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2

# Young men are disproportionately

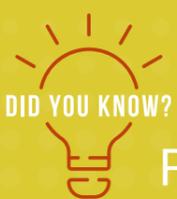
exposed due to platform algorithms and interest profiling. Evidence indicates that repeated exposure contributes to the normalisation and a reduced risk perception.



3

# Children and adolescents report

high levels of exposure despite age restrictions. Cognitive development during adolescence may limit critical appraisal of complex promotional messaging.



DID YOU KNOW?

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# These dynamics raise concerns

about informed choice and consumer protection. Social media advertising represents a key contemporary vector of gambling influence.

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For more information, search for 'Gambling' at  
[www.gcph.co.uk](http://www.gcph.co.uk)