

Retriever

An analysis of tobacco on social media



Contents

Preface | p. 3

Main findings | p. 4

The regulations | p. 6

Method description | p. 7

The influencers | p. 11

Tobacco exposure on social media | p. 22

Tobacco exposure on TikTok | p. 37

Logos and brand names | p. 42

Tobacco exposure and gender | p. 43

Other online exposure to tobacco | p. 44

Conclusion | p. 45



This analysis was carried out by Retriever on behalf of the Norwegian Cancer Society.

The Norwegian Cancer Society works to prevent and fight cancer and to improve the quality of life of patients and their families. The Cancer Society is a people's movement with 115,200 members, 25,000 volunteers, 200 employees and thousands of donors and supporters.

Retriever is the Nordic region's leading provider of news monitoring and editorial and media analysis tools. The company is wholly owned by NTB and Swedish TT.

Preface

Children and young people are exposed to substantial amounts of smoke and snus on social media, even though it is illegal to engage in any form of advertising. It is a serious matter when children are able to gain the impression that tobacco is both cool and normal when they scroll through their feeds. Tobacco takes lives, and we are concerned that the way in which it is presented on social media is tempting young people to start smoking or taking snus.

This report shows how children and young people are exposed to tobacco on social media during a limited amount of time. There is a lot not covered by this report, but it does provide us with a chilling indication of the scope of the problem. This is probably a much bigger problem than people would believe. The report also shows that several shops share illegal tobacco advertising.

The Cancer Society hopes that the report will encourage politicians and the health authorities to intervene in order to protect children and young people from the influence of the tobacco industry on social media. We need a new, better Tobacco Act that closes loopholes, and monitoring needs to be improved. Finally, we hope influencers will become more aware of the huge impact that they have on young people, and that they will help to spread the message that "tobacco is out."

Ingrid Stenstadvold Ross,
Secretary General of the
Norwegian Cancer Society



Main findings

- In this analysis, a number of different forms of tobacco exposure were found on social media. In part one, our review of Norwegian influencers on Instagram showed that 29 out of 55 influencers were exposing tobacco in a total of 120 posts. In part two, open searches on Facebook, Instagram, YouTube and Twitter revealed a total of over 230 Norwegian pages, accounts or profiles that were exposing tobacco or tobacco-related products in a way that legitimises their use. In part three, a survey of TikTok showed that there are at least 20 Norwegian user accounts that are mainly fronting tobacco products.
- The first part of our analysis shows that Norwegian influencers are consistently exposing tobacco in a positive way on Instagram. Tobacco use is normalised in posts showing everyday situations and parties, and as part of a luxurious lifestyle. Since Instagram is used by almost everyone aged 16 to 25, we could probably assume that it is primarily children and young people who are being exposed to this type of content.
- In the second part of the analysis, we see that there is a wide range of groups, pages and accounts, etc. on social media that are promoting the use and sale of tobacco and tobacco-related products in various ways. The examples featured on all channels are related to businesses selling tobacco products or tobacco surrogates and critics reviewing tobacco products, as well as activists who specifically promote the use of e-cigarettes/vaping devices.
- In part two, e-cigarettes clearly stand out being the type of tobacco that receives most exposure on social media. There are indications showing that a form of sub-culture and activism exists that relates to the use of e-cigarettes and associated products on various platforms. This is evident both in the form of businesses offering these types of products, and among private individuals who front their use. By comparison, e-cigarettes are the type of tobacco that receives least exposure among influencers on Instagram. In the first part of the analysis, only two posts were found showing the use of vaping.

Main findings cont.

- Among the influencers, cigarettes received the most exposure, and the use of cigarettes was depicted in almost half of all their posts. On the other hand, the second and third parts of our analysis showed that exposure to cigarettes was virtually absent on the selected social platforms. The types of tobacco exposed are therefore very different among influencers, compared to tobacco exposure on the selected platforms in general. We wonder whether or not this might possibly be due to the fact that smoking has become increasingly unpopular due to the health implications involved, while still being a strong cultural symbol? Like some kind of fashion statement?
- Among the tobacco posts of influencers, eleven per cent clearly displayed brand names. In the second and third parts of our analysis, we found that as many as 199 out of 258 websites related to tobacco or tobacco-related products were exposing the logos and brand names involved, i.e. 77 per cent.
- In the first part of our analysis, it is evident that both female and male influencers are exposing tobacco to approximately the same extent, while in parts two and three of our analysis there is a clear predominance of men exposing tobacco. It is worth noting that in parts two and three it has not been as easy to find or say anything about gender, as a number of the pages are run by businesses where gender is not relevant and/or is not specified. Nevertheless, our review showed a tendency for men to be more active than women when it comes to exposing or promoting tobacco use.

Regulations on tobacco in marketing

Norway has well-defined regulations relating to tobacco advertising – in other words, it is prohibited. The Norwegian Tobacco Act aims to limit the damage to health caused by the use of tobacco products by reducing consumption and in the long term contributing towards achieving a tobacco-free society.

Norway participates in international cooperation on tobacco control, and is bound by the WHO Framework Convention on Tobacco Control and the EU Tobacco Directives.

Section 22 of the Norwegian Tobacco Act states

Advertise tobacco products

Promote other goods or services which include tobacco products

Promote other goods or services with a brand known primarily as tobacco

Tobacco products cannot be launched using other brands

All forms of advertising tobacco products, including indirect advertising, are prohibited. The advertising ban also applies to tobacco equipment, tobacco surrogates and tobacco imitations.

A tobacco surrogate is a product that, according to the way it is used, is similar to a tobacco product, but does not contain tobacco, e.g. herbal snus, herbal cigarettes and electronic cigarettes. A tobacco imitation is a product that, due to its design, bears a close resemblance to a tobacco product or smoking equipment, but does not contain tobacco or a tobacco surrogate. Examples of this are chocolate cigarettes, toy cigarettes and liquorice pipes, etc.

Advertising is defined as "mass communication for marketing purposes". Mass communication includes communication on all types of media, including the Internet, and may include depictions of trademarks, posters, signs and similar devices, exhibitions, low-cost advertising and the distribution of printed matter and samples to consumers. If mass communication is undertaken for the purpose of promoting sales of a product or other products/services, then this constitutes advertising.

Private individuals could basically refer to tobacco without such being regarded as constituting advertising. However, if the comments of a private individual appear to have been made on behalf of or initiated by a business operating on the tobacco market, such will be regarded as advertising. The same applies if a private individual acquires benefits by referring to tobacco products. One example of this is when a business sponsors celebrities or bloggers by providing them with products, travel or events.

Source: Helsedirektoratet.no (The Norwegian Directorate of Health)

Method

Retriever reviewed all the posts and highlights posted by 55 selected influencers on their Instagram accounts during the past year. We looked at, recorded and categorised each example of tobacco products being displayed, written about, talked about or otherwise being visible to viewers. We also examined those Norwegian accounts and users that were exposing tobacco products on Facebook, Instagram, Twitter, YouTube and TikTok platforms. In total, we identified over 250 pages and accounts that were exposing tobacco or tobacco-related products in various ways.



Information about data collection

The data collected consists of three parts. First, we reviewed, recorded and categorised the selected influencers' exposure of tobacco on Instagram over the past year. We then identified those Norwegian social media users/accounts that were advertising or exposing tobacco and/or tobacco-related products on Facebook, Instagram, Twitter and YouTube. Finally, we also identified how tobacco is being exposed on TikTok.

It is worth noting that this data was collected at a time when the coronavirus restrictions were resulting in fewer events being held and people were being encouraged to tone down their social lives.

Norwegian influencers' exposure of tobacco on Instagram

Based on the Instagram accounts of the selected influencers, we recorded each example of tobacco products being displayed, written about, talked about or otherwise being visible to viewers. This included both posts and saved highlights (stories).

Our data shows that influencers publish most of their posts as Instagram stories. This is a feature on that platform that enables a photo or video to be available to the public for 24 hours before disappearing. However, these stories can be saved as the highlights of the influencers concerned and they will then be available indefinitely.



Information about data collection

Identification of Norwegian SoMe users exposing tobacco products

In addition to identifying our selected influencers' exposure of tobacco, we created a qualitative overview of those Norwegian users on selected social media who were exposing tobacco or tobacco-related products (including tobacco surrogates). This was not based on specific influencers, but on open searches for posts containing words and hashtags associated with tobacco products. The social platforms on which we conducted searches were Facebook, Instagram, YouTube and Twitter. In this case we registered groups, pages, accounts, channels or profiles that were exposing or advertising various types of tobacco, tobacco equipment or tobacco surrogates. We also included examples of foreign accounts and hashtags that Norwegian users might conceivably also be exposed to.

Exposure of tobacco products on TikTok

We also identified how tobacco is being exposed on the TikTok platform. This part of the analysis is based on searches for relevant words and aims to provide an insight into which hashtags are used in connection with tobacco exposure, how many times the various hashtags have been viewed and which users/profiles are exposing tobacco or tobacco surrogates.

In general, for all SoMe platforms, it is important to clarify that our overview only provides a snapshot, based on searches made during a limited period in May 2021. The number of pages or user accounts created and/or deleted on the various social platforms is constantly evolving and we cannot rule out the existence of more of these than those we have managed to identify. There are also certain pages/accounts that have existed for several years without any recent activity.

Over 100 Facebook groups/pages

Over 50 Instagram accounts

Over 30 YouTube channels

Over 30 Twitter profiles

Over 20 TikTok accounts

The influencers

We reviewed all the posts and highlights posted by 55 selected influencers on their Instagram accounts during the past year. We then recorded each case in which tobacco products were somehow visible to viewers. Our review was conducted between 1 May 2020 and 30 April 2021.

Our selected influencers included 20 top influencers based on the number of their followers, as well as 35 influencers who could be regarded as being medium-sized and smaller influencers, based on the number of their followers. This selection ensured a broad range of influencer content in the profiles and target groups.

When selecting the top 20 influencers, we adhered to the following principles:

(1) People who are full-time influencers. People who have other titles or main occupations, such as artists, actors or athletes, were not included. (2) The influencers were to be among the top 50 in terms of their reach and followers. (3) The influencers' main target group was to be children, young people and young adults, and (4) the content they published was to cover a wide field of interests and not be aimed at one or more niches.

When selecting the 35 medium-sized and smaller influencers, we adhered to principles (3) and (4).

In total, we selected 27 female influencers and 26 male influencers, as well as two Instagram accounts affiliated with TV programmes: Paradise Hotel Norway and Ex on The Beach Norway.

Only content where tobacco products were somehow exposed were included.

On Instagram, the 53 influencers had a total of around 8.1 million followers. The influencer with the most followers had 1 million followers and the influencer with the fewest had just under 4,000. The average number of followers of the 53 influencers was about 154,000.

27 women

26 men

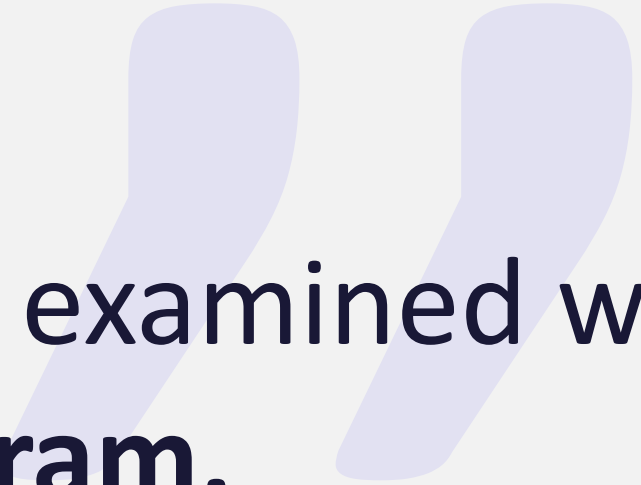
More than 8.1
millions followers

The influencers

The findings of our review showed that 29 of the 55 influencers were exposing tobacco on Instagram. In all posts, tobacco was placed in a positive context. In this part of our analysis, we discuss our main findings in respect of this exposure.



29 of the 55 influencers we examined were exposing tobacco on Instagram.



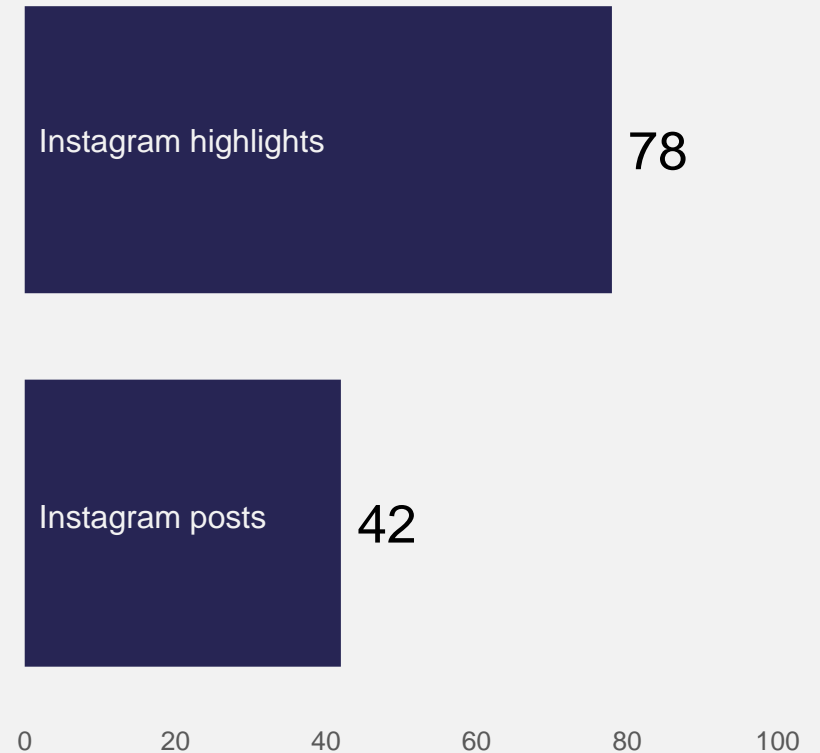
Influencers' tobacco exposure on Instagram

Out of 55 selected influencers, 29 of these exposed tobacco on their Instagram accounts between May 2020 and May 2021. Among these influencers we found a total of 120 posts exposing tobacco during the period in question.

The chart on the right shows how many of the posts were published as ordinary Instagram posts and how many were posted as highlights on the Instagram stories of the influencers concerned. By far the most posts exposing tobacco were published among the highlights of influencers.

A [survey](#) conducted in collaboration with Response Analysis in December 2020 shows that Instagram is one of the most popular social mediums and that 92 per cent of children and adolescents between the ages of 16 and 25 use this platform. This survey also shows that Instagram is the most popular channel used for following influencers. Overall, 75 per cent of the respondents stated that they do this on Instagram. It is thus reasonable to believe that there is a predominance of children and adolescents being exposed to this type of content from influencers.

Number of tobacco posts among influencers on Instagram



Cigarettes constitute 47 per cent of exposed products, while snus accounts for 43 per cent.



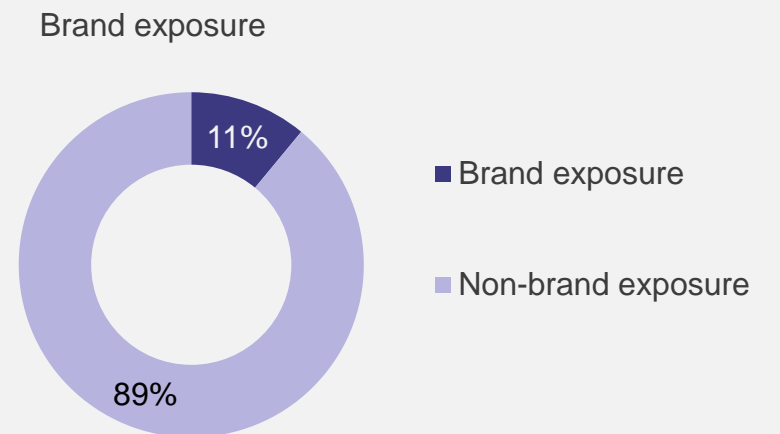
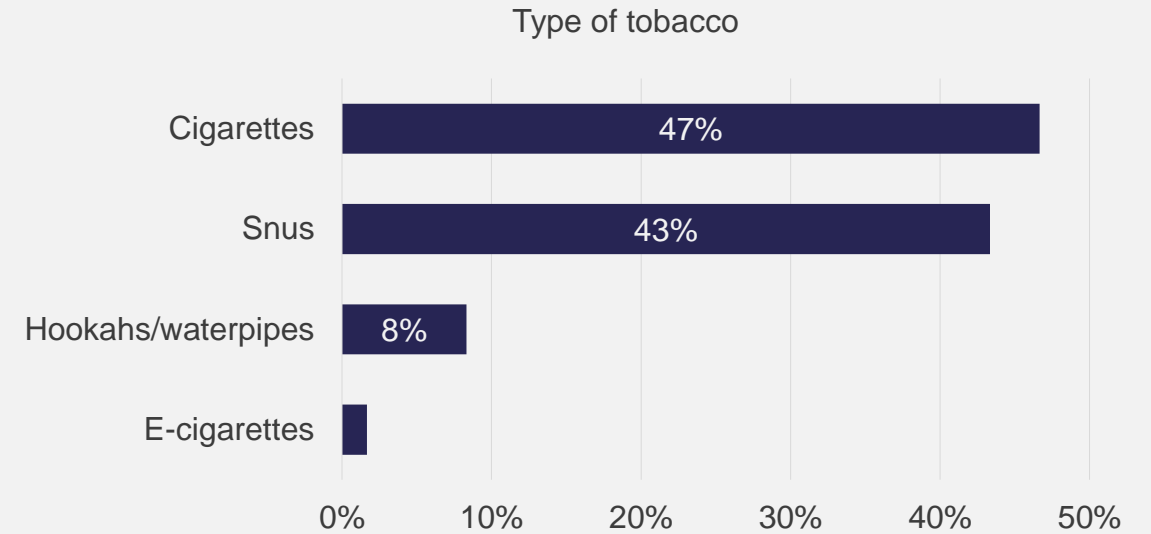
Influencers' exposure to tobacco - types and brands

We identified exposure of four different types of tobacco on Instagram. Cigarettes were exposed in 47 per cent of the posts and had the highest rate of exposure. This category included regular cigarettes, roll-ups, pipe tobacco, cigars and cigarillos. Snus accounted for 43 per cent, while hookahs/waterpipes were exposed in eight per cent of posts. E-cigarettes were only exposed in two posts.


The trend observed among influencers differs from our findings in respect of other social media sites. As will be seen later in our analysis, cigarettes are the type of tobacco that is exposed least on the various social platforms. The general picture of tobacco on social media is mainly related to the promotion of e-cigarettes and snus. Consequently cigarettes would appear to be more popular among influencers than on other social platforms.

Our review of influencers' Instagram accounts also showed that cigarettes, waterpipes and e-cigarettes were often featured more prominently in posts than snus. Snus boxes appeared to be randomly placed in photos, while cigarettes, waterpipes and e-cigarettes were more prominent and were used in more stylised posts.

The pie chart at the bottom shows the percentage of the 120 tobacco posts exposing brands, i.e. where the name of the tobacco product was visible. It was mainly the names of snus boxes that were exposed in our selection. Because the law states that all snus boxes sold in Norway must have the same design, only the brand names rather than the logos were visible in these posts. On the other hand, we saw a few examples of cigarette packets, probably from abroad, that were exposing a recognisable logo.



We found tobacco being exposed by **15 male and 12 female** influencers.



Differences between female and male influencers

We found a relatively even distribution between female and male influencers who were exposing tobacco. Our review showed that 15 of the influencers exposing tobacco were men, while 12 were women. Two of the accounts were TV programmes which did not feature any specific people.

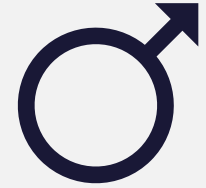
In other words, most tobacco posts are posted by male influencers. However, we noticed that the twelve female influencers published a total of more posts in which tobacco was exposed. When summing up these posts, we found that 47 per cent of the tobacco posts were posted by the 12 women, while the 15 men were responsible for 44 per cent of them.

These figures show that the male influencers each posted an average of 3.5 posts that expose tobacco, while the female influencers posted an average of 4.6 tobacco posts. As regards the two TV programmes, these were responsible for an average of 5.5 tobacco posts respectively.

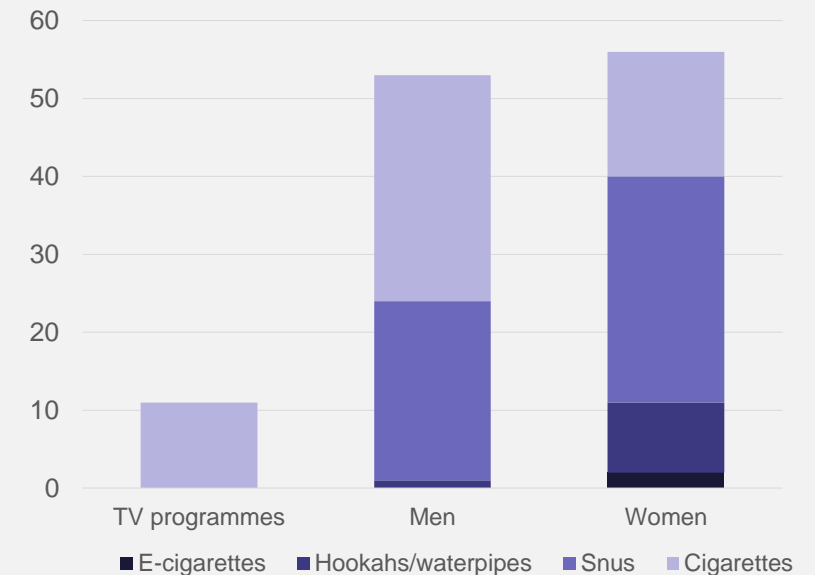
Women were posting more items exposing snus, followed by cigarettes. We also discovered that a high percentage of posts from female influencers were exposing hookahs/waterpipes. Men were exposing both snus and cigarettes to almost the same extent.

It would also appear that the male influencers were posting items more often that expose logos and visible brand names. Six per cent of the tobacco items posted by the men contained brand exposure, while for the women this figure was 4 per cent.

15 male influencers posted 44 per cent of the tobacco posts



12 female influencers posted 47 per cent of the tobacco posts



67% of posts were exposing tobacco in a festive context. All the posts exposing tobacco placed **tobacco in a positive context**, i.e. people having fun or partying, or as a natural part of everyday life. In several cases, tobacco was also being used as an accessory in advertisements for non-tobacco products.

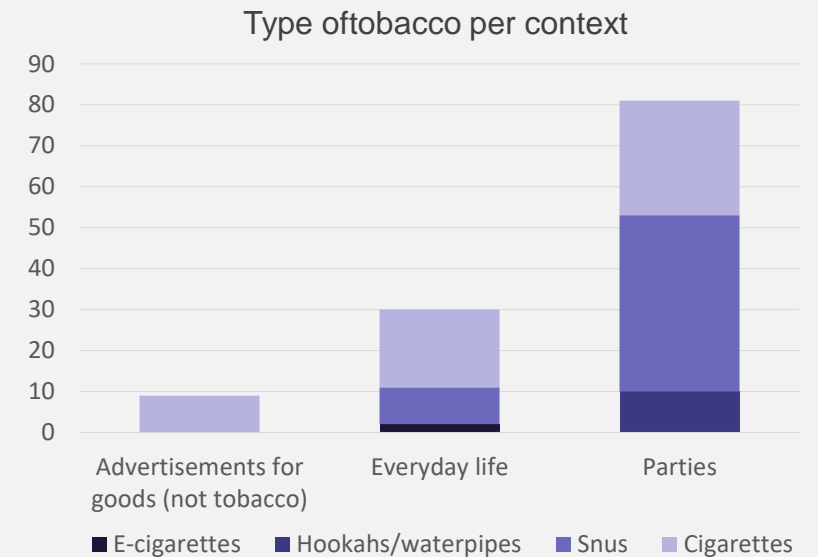
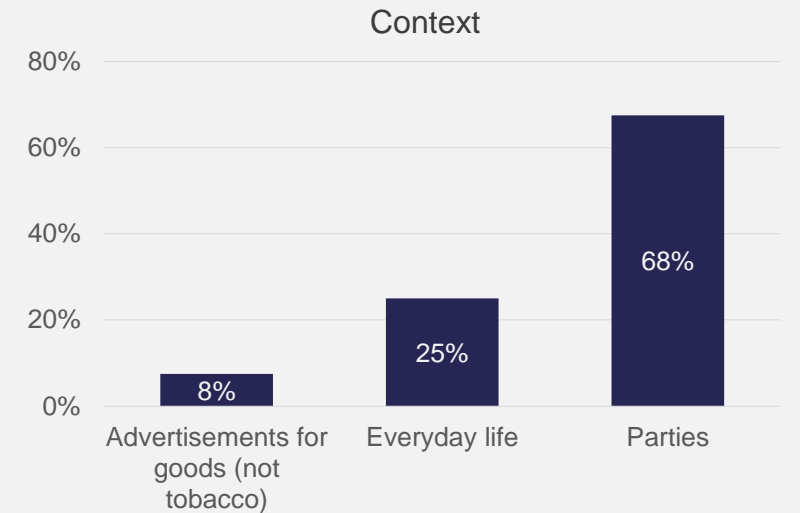
Influencers' tobacco exposure – context

Our review of posts contains an assessment of the extent to which tobacco was being exposed in a party context, everyday situations or posts advertising non-tobacco-related products.

More than half (68 per cent) of the posts exposing tobacco on Instagram showed the influencers at parties and having fun, often in connection with alcohol. 25 per cent of the tobacco posts showed the influencers in everyday situations where tobacco appeared as a natural part of everyday life. Eight per cent of the posts were advertisements for non-tobacco-related products, where tobacco was being used as an accessory.

The chart at the bottom shows which types of products were being exposed in different types of contexts. All nine advertising posts were exposing cigarettes. In everyday situations, cigarettes were being exposed the most, followed by snus and e-cigarettes. In posts depicting parties, snus was being exposed the most, followed by cigarettes and hookahs/waterpipes.

All the posts exposing tobacco placed it in a positive context. We found no examples of tobacco being produced or placed in a negative context.



Typical posts showed influencers alone or with several other people, either with a cigarette in their hand or with a box/boxes of snus on the table. The typical mood expressed is one of having fun, enjoying oneself, being in good company and partying. In several cases, the influencers were portraying luxurious lives with many friends, good food and drink and beautiful surroundings. In these situations, snus boxes or cigarettes appeared as a natural and often random part of the photo. The exception was waterpipes, which acquired a special focus in luxurious situations. In everyday situations and advertisements, tobacco was featured more often as an expressive accessory.

Influencers' tobacco exposure on Instagram

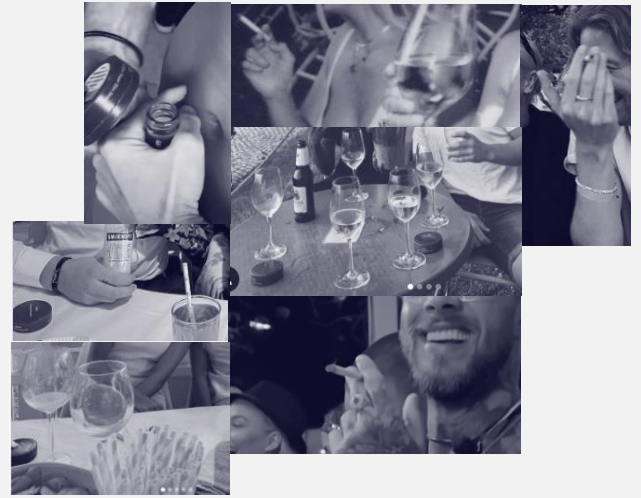
Advertising



Everyday life



Parties



Tobacco exposure on social media

Our survey of Norwegian accounts and pages exposing tobacco or tobacco-related products on social media in general shows that a total of more than 200 such pages exist – and that there are probably more. We found differences in how exposure takes place on the different platforms. In this section, we will review our main findings and refer to relevant examples.



Tobacco exposure on social media – main findings

So far we have investigated how selected Norwegian influencers expose tobacco on Instagram. In the next section, we try to raise our sights by shedding light on the following questions:

- How do various selected SoMe platforms expose tobacco or tobacco-related products?
- Do exposure differences exist on the various platforms?

Based on open searches conducted on Facebook, Instagram, YouTube and Twitter, we found **over 230 Norwegian pages**, accounts or profiles that expose tobacco or tobacco-related products in a way that legitimises their use. In other words, we have not included accounts or pages that expose tobacco from a health perspective (such as the stop smoking campaign of the Norwegian Directorate of Health). It is also important to emphasise that our search only included pages, accounts or profiles that mainly expose or front tobacco, and that we did not count the individual posts.

Our findings include a predominance of retail and business pages that can be linked to e-cigarettes and vaping products. In total, we registered 235 pages, accounts or profiles in which businesses constitute **a massive 69 per cent**, while **vaping/e-cigarette products constitute 76 per cent of the exposed products**. The second most exposed product is snus, which accounts for a total of twelve per cent.



In total, we found **over 230 Norwegian pages, accounts or profiles that expose tobacco or tobacco-related products**

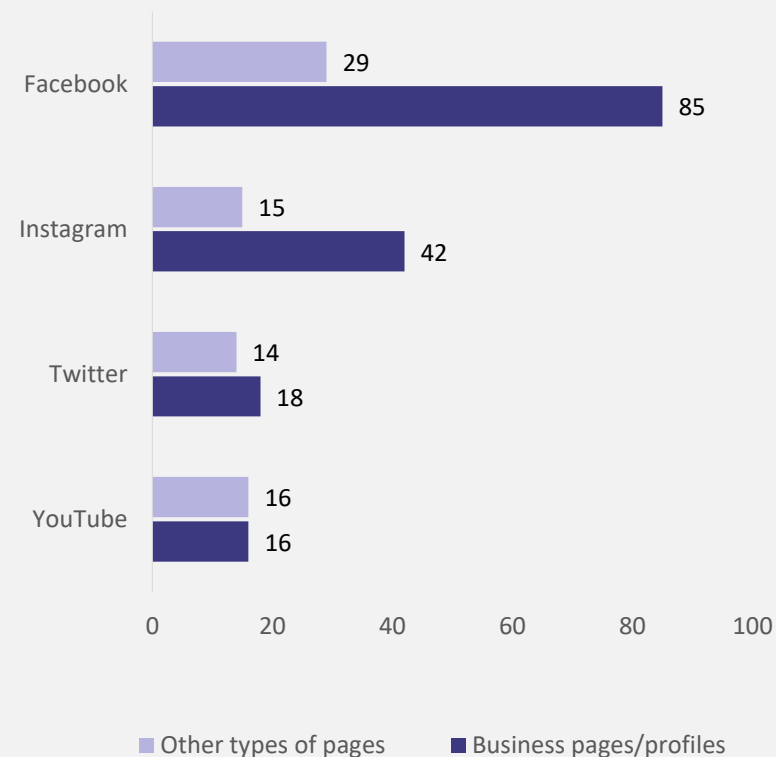
Tobacco exposure on social media – main findings

The highest number of tobacco-related pages was found on Facebook (114), followed by Instagram (57), YouTube (32) and Twitter (32). The platform with the highest percentage of non-business personal participants was YouTube, where the percentage of men constituted 45 per cent.

We also found that several of the business users operate on several platforms and also noticed that some kind of sub-culture and activism exists around the use of e-cigarettes and associated products. These products clearly stand out on all platforms, except TikTok, which we will return to in the next chapter. On the following pages, we will review the main findings of our searches on Facebook, Instagram, YouTube and Twitter.

A survey conducted in collaboration with Response Analysis in December 2020 shows that Facebook, Snapchat and Instagram are the most popular social media, and are used by almost everyone aged 16 to 25 years (96, 94 and 92 per cent respectively). YouTube and TikTok are used by slightly fewer people, but still account for a significant percentage (82 and 55 per cent). Consequently there is a good chance that many of the content recipients on these platforms are relatively young.

Overview of the number of tobacco-related pages/accounts/profiles linked to businesses



Tobacco exposure on social media – clarifications

It is important to emphasise that the products promoted by vapour businesses on their channels are nicotine-free, as it is forbidden to sell e-cigarettes containing nicotine in Norway. Electronic cigarettes without nicotine can be sold to people over the age of 18, but they are still subject to advertising and display bans. In 2016 the Storting decided to lift Norway's ban on the sale of e-cigarettes containing nicotine, and on its website the [Norwegian Directorate of Health](#) has stated that these changes are expected to come into force in 2021.

However, several of the websites of the companies in question refer to alternative places where nicotine can be purchased (see the example below). Since e-cigarettes are considered to be a so-called tobacco surrogate, we have therefore considered it relevant to include Norwegian SoMe accounts that expose vaping products in our search and data base.

Nikotin

Vi har ikke lov til å selge nikotin i Norge. Alle våre dampvæsker er nikotinfrie. Dampvæske med nikotin som benyttes til røykeavvenning er imidlertid ansett som legemiddel. Slike produkter kan innføres lovlig til "medisinsk bruk" fra EØS-området for inntil tre måneders forbruk. Dette kan med andre ord bestilles lovlig for inntil 3 måneders bruk, fra blant annet England. Vi anbefaler vår samarbeidspartner Liberty Flights (www.liberty-flights.co.uk). De er en av Europas største leverandører og produsenter av dampvæske, og deres produkter holder en høy kvalitet. De har et stort utvalg av smaker og styrker.

18 DU MÅ VÆRE 18 ÅR ELLER ELDRE FOR Å HANDLE NOEN AV VÅRE PRODUKTER. FRISKE DRAG RESERVERER SEG RETTEN TIL Å KANSELLERE SALG HVOR DET ER RIMELIG Å TRO AT KJØPEREN IKKE ER AV LOVLIG ALDER ELLER HANDLER PÅ VEGNE AV NOEN ANDRE SOM ER MINDREÅRIGE.

FRISKE DRAG ANBEFALER INGEN Å OPPTA EN DAMPEVANE. VÅRE PRODUKTER ER MENT SOM ET ALTERNATIV TIL VANLIGE SIGARETTER. VÅRE PRODUKTER BRUKES HELT OG HOLDENT PÅ EGET ANSVAR.

INGEN AV VÅRE PRODUKTER INNEHOLDER NIKOTIN.

Friskedrag.no

Nikotin

Du kan **SELV** bestille **DIN** egen nikotin på følgende sider eller vi kan hjelpe deg. Dersom du ønsker hjelp tar du kontakt med en av våre butikker eller ringer oss på **51 22 55 22**

Du kan ha den stående i vårt «Nikotinhottell» om du ønsker. Dersom du kun handler på www.krzdamp.no oppbevarer vi den gjerne i nettbutikkens lokaler for deg.

Mix`N`Match.com

iSmokeKing.se

Krzdamp.no

Tobacco exposure on Facebook

On Facebook we found 114 Norwegian groups/pages that were exposing tobacco, tobacco equipment or tobacco surrogates, based on our searches for relevant words and hashtags.

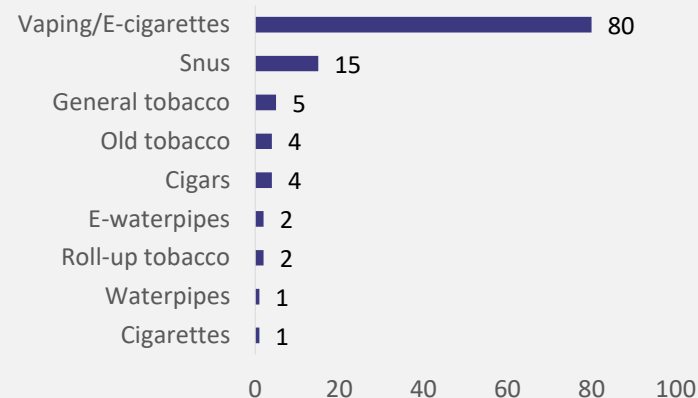
The chart in the upper right corner shows how many pages or groups were exposing tobacco or tobacco-related products by the type of product. This shows clearly that the dominant pages were those associated with electronic cigarettes and/or vaping products, i.e. 80.

The chart at the bottom shows the percentage of participants behind those groups or pages. As can be seen, businesses accounted for by far the **greatest percentage, i.e. 75 per cent**. Businesses were typically using Facebook to promote their own online stores, products and/or competitions. Among the retail sites, 65 out of 83 were fronting e-cigarettes and/or vaping products - i.e. 78 per cent.

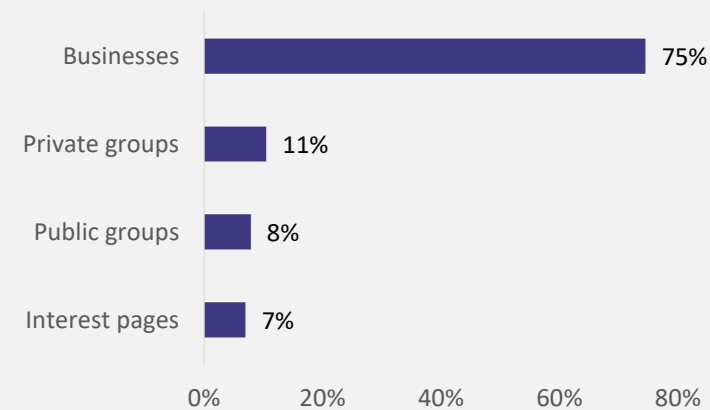
14 of the pages/groups were administered by men, five by women and four by both sexes. The remaining 91 had not specified someone as an administrator. The majority of the sites administered by women can be linked to vaping/e-cigarettes, while the sites administered by men are largely linked to snus, followed by older types of tobacco.

It is important to emphasise that our findings are based on isolated searches and only provide a snapshot of what is out there. It is also important to mention that an unknown number of foreign sites exist that would appear to expose tobacco extensively. Since social media has no boundaries, it is natural to assume that any Norwegians searching for snus dealers on social media, for example, will also be exposed to foreign accounts. Examples of this can be found on the next page.

Number of Facebook pages by type of product



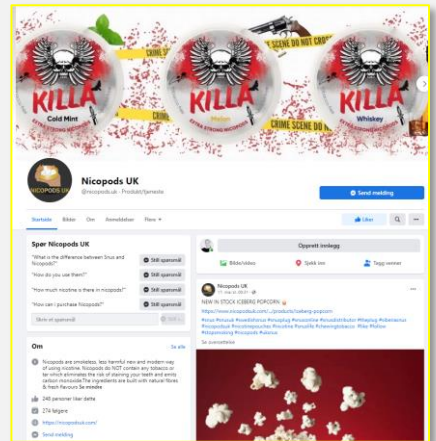
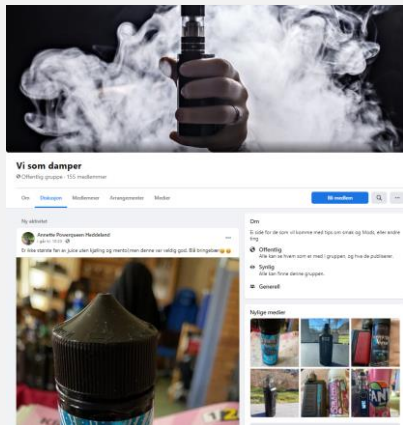
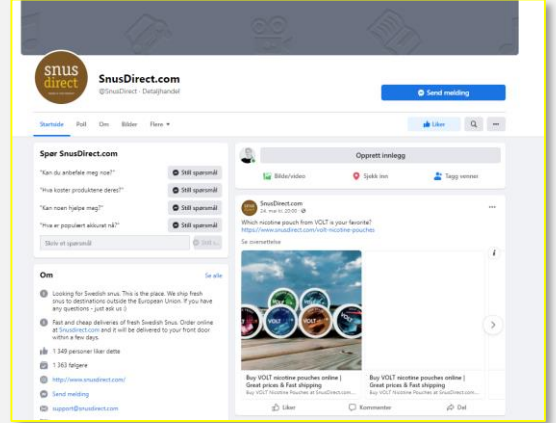
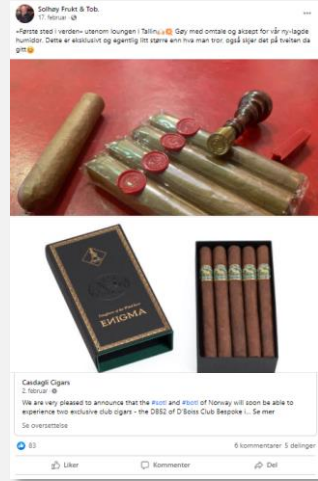
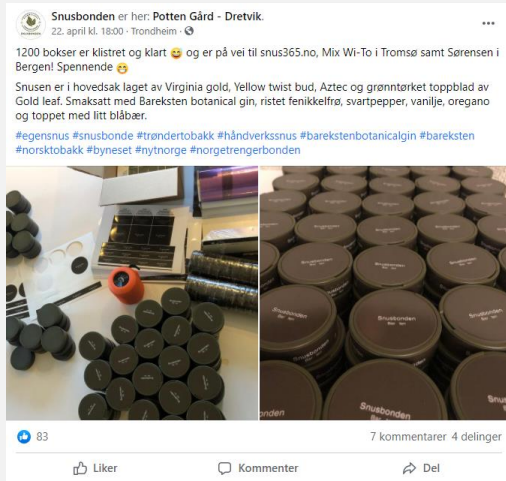
Percentage of users behind Facebook pages



Tobacco exposure on Facebook

Several retailers on Facebook are exposing their products in the form of competitions or by providing information about what is in store, as in the examples below. As at May 2021, these groups had just over 137,000 members and followers.

Examples of foreign pages are marked with a yellow border.



Tobacco exposure on Instagram

Based on open searches for relevant words and hashtags on Instagram, we found 57 Norwegian accounts that were essentially exposing tobacco, tobacco surrogates or tobacco-related equipment.

The chart in the top right corner shows the number of Instagram accounts by type of product, and like Facebook, we found that most accounts can be linked to vaping/e-cigarette products, followed by snus.

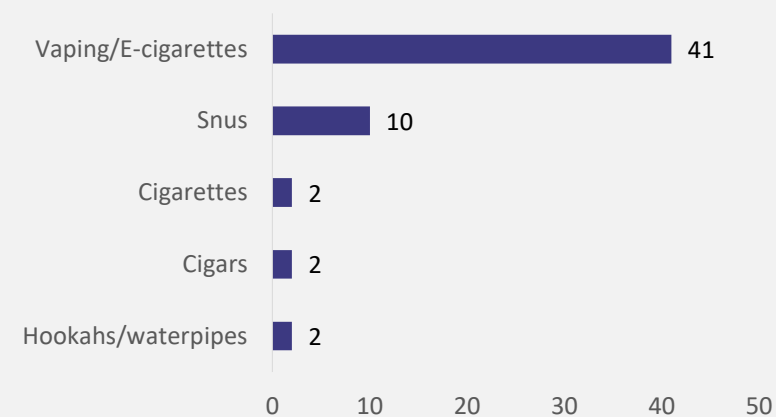
The chart in the bottom right corner shows the percentage-wise distribution of the users behind the accounts, and we also see here that **the highest percentage constitutes businesses, i.e. 74 per cent**. If we look at the types of products sold only by businesses, vaping products/e-cigarettes constitute 83 per cent, while snus only accounts for 12 per cent.

As at May 2021, the 57 Instagram accounts had a total of just over 41,000 followers, and the number of posts published amounted to a total of 5,417. We should emphasise that all the published posts do not necessarily expose tobacco, although the majority of them can be linked to accounts that front tobacco-related businesses.

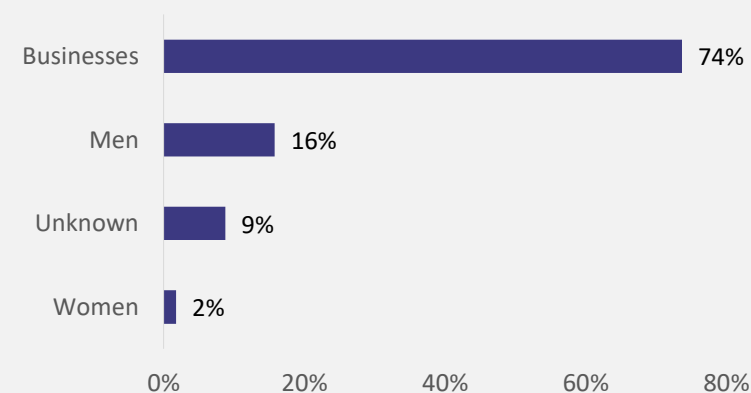
As regards gender, we found that men were behind 16 per cent of the accounts, while women accounted for two per cent. The men are most likely to expose vaping products, followed by snus, while women are more likely to expose vaping products.

We also noted that an unknown number of international/foreign accounts exist that expose cigarettes, snus, waterpipes, cigars and vaping products, etc. Examples of this can be found on the next page.

Number of Instagram accounts by type of product

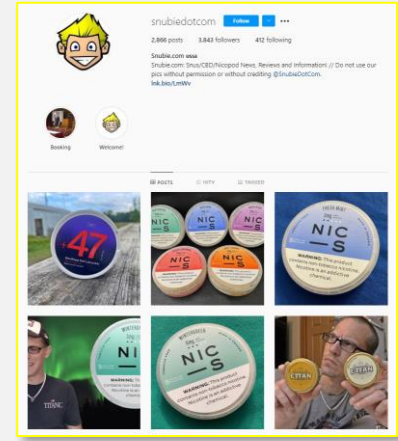
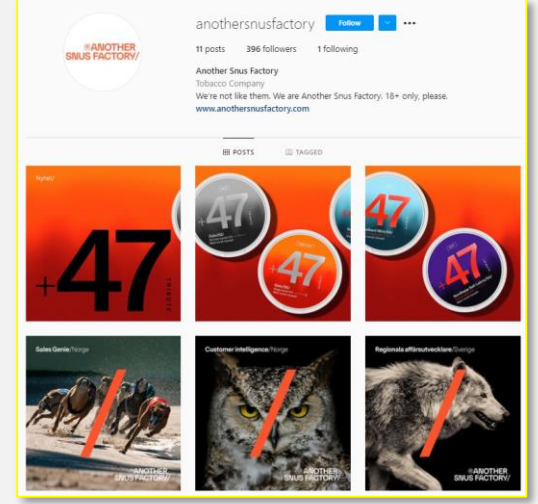
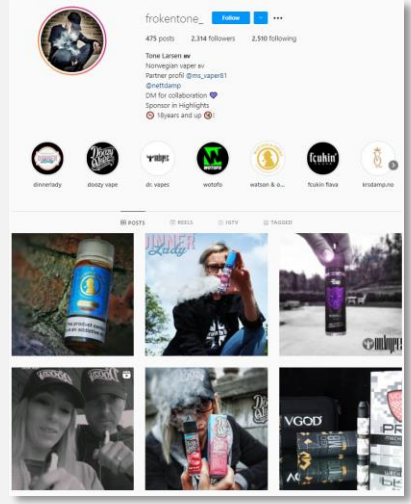
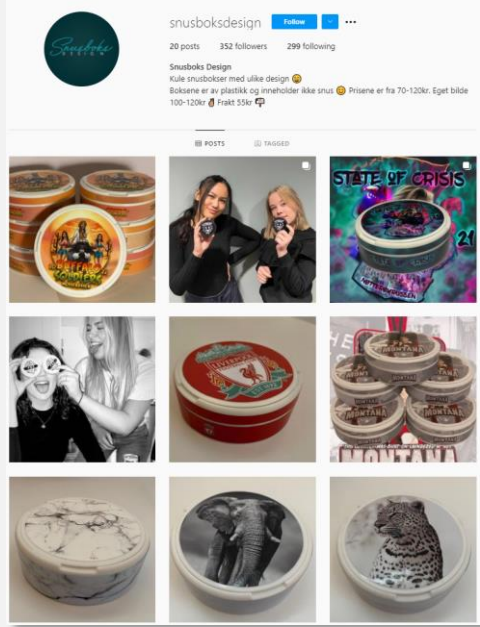


Percentage of users behind Instagram accounts



Tobacco exposure on Instagram

The faxes below show examples of both Norwegian and foreign Instagram accounts exposing tobacco products. The foreign examples are marked with a yellow border.



Tobacco exposure on Instagram

The tables on the next page list Norwegian and international hashtags typically associated with tobacco and tobacco-related products, as well as the number of posts tagged with the words in question. One of the tables lists Norwegian hashtags, while the other two list international hashtags.

In the international overview, we see that over **30 million posts** are tagged with the hashtag "vape", while other typical tobacco products such as "smoke", "cigarette" and "snus" have 23 million, three million and 200,000 hashtags respectively.

As for the Norwegian hashtags, the list shows that the word "snusdosa" generates over 12,000 tags, while "smoke" and "nordamp" generate 8,226 and 1,272 respectively.

However, it is important to remember that, for example, the words "smoke" and "røyk" may also refer to other types of content than tobacco. It is also worth noting that several of the words, such as "snusdosa", are also used by foreign users, such as Czechs, Americans and Swedes.

The list illustrates that a very high number of individual posts exist that can be related to tobacco or tobacco-related products, even if the user account itself does not specifically expose tobacco.

“

Over **30 million**
posts tagged with
the hashtag 'vape'

Tobacco exposure on Instagram

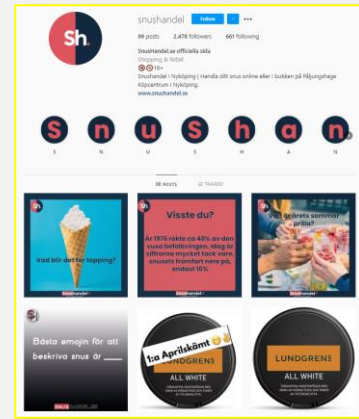
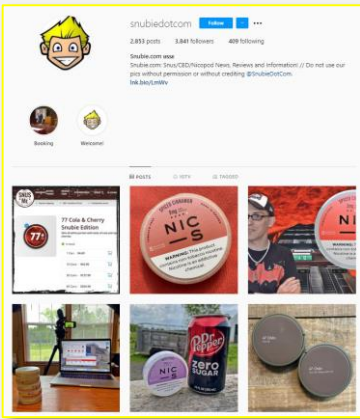
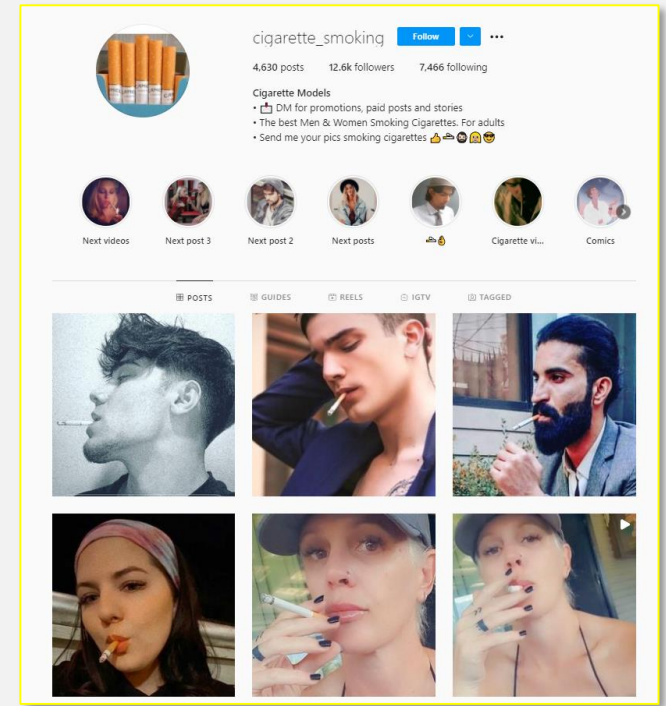
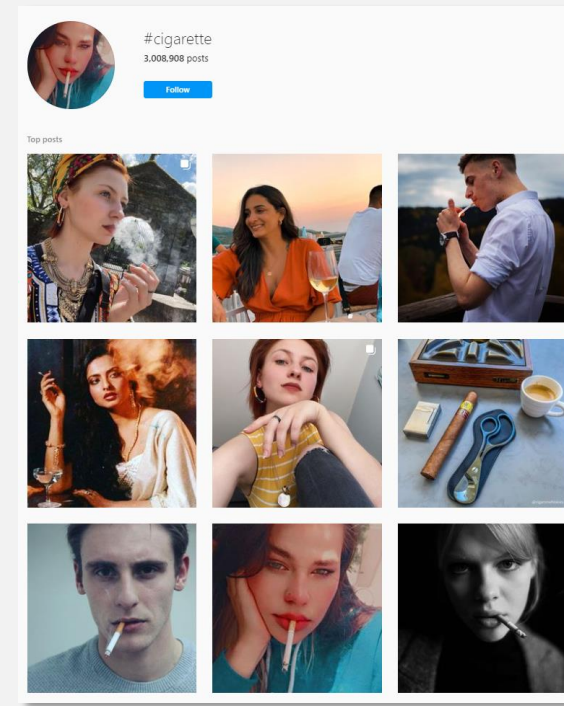
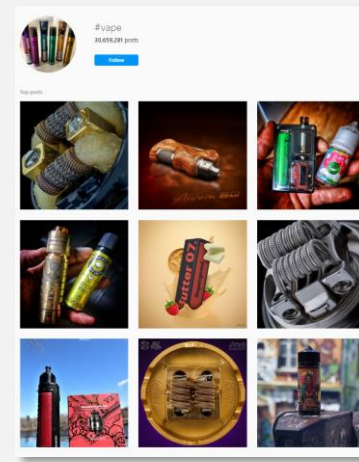
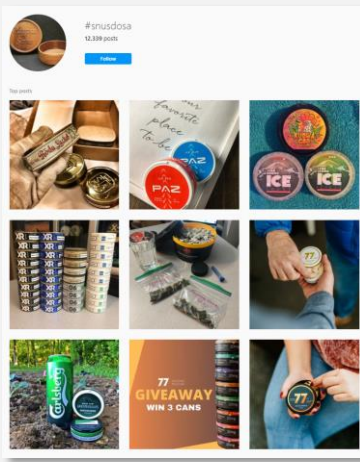
Norwegian hashtags	Number of posts
#snusdosa	12,339
#røyk	8,226
#snusland	7,032
#snusleppe	3,635
#snusfri	2,765
#sigarett	2,483
#vannpipe	2,121
#snusbolaget	2,039
#prell	1,945
#tobakk	1,299
#nordamp	1,272
#snuser	586
#snushandel	568
#snusbonde	470
#stumprøyken	300
#snusboks	276
#egensnus	91
#tobakksdyrking	81
#tobakksfri	40
#trøndertobakk	39
#rullebakk	33
#norsktobakk	15
#snusavhengig	4
#snuspodden	1

International hashtags	Number of posts
#vape	30,658,652
#smoke	23,163,673
#vapecommunity	11,601,988
#vapefam	11,340,842
#hookah	10,054,465
#vaping	9,923,096
#vapestagram	8,989,412
#vapedaily	7,632,941
#instavape	7,541,145
#ejuice	6,662,273
#cigar	6,367,391
#vapeshop	5,164,417
#cigars	5,097,015
#vapesociety	3,752,367
#vapefamily	3,417,916
#cigarette	3,008,866
#vapeallday	2,148,933
#smoker	2,001,052
#tobacco	1,877,740
#smokers	714,651
#vapegirl	588,218
#ecigarette	532,932
#nicotine	225,868
#snus	220,737
#instasmoke	183,727

International hashtags	Number of posts
#sigaretta	150,380
#sigarette	95,170
#smokeless	51,800
#smokerslife	25,832
#womensmoking	11,212
#nicotinepouches	10,758
#mensmoking	8,890
#snusreview	6,220
#generalsnus	5,438
#snusporn	4,005
#tobakko	3,848
#norwegianvaper	2,413
#vapingqueen	2,332
#vikingvape	2,029
#lyftsnus	1,634
#teensmoking	1,640
#vapechallenge	1,312
#epoksnus	1,105
#snusmemes	989
#snuslovers	847
#vapingking	631
#vapeinnorway	521
#snusaddict	29
#thelabsnus	16
#snusporr	11
#snuschallenge	4

Tobacco exposure on Instagram

Below are some examples of various Instagram posts tagged with different hashtags associated with tobacco and tobacco-related products. There are also some examples of popular foreign accounts exposing tobacco products (marked with a yellow frame). We have the impression that there are many Swedish accounts that are specifically related to snus products. Since social media crosses national borders, we have reason to assume that Norwegian Instagram users are also being exposed to this type of content.



Tobacco exposure on YouTube

On YouTube we found 32 Norwegian channels that mainly publish content that deals with tobacco, tobacco-related products, equipment and tobacco surrogates. As at May 2021, these accounts had just under 14,000 subscribers.

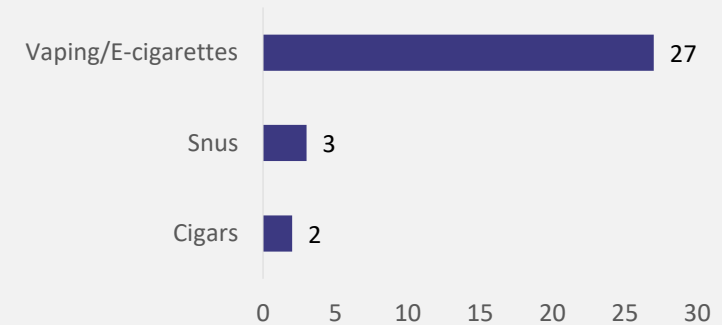
We also noticed that an unknown number of individual videos exist, both Norwegian and international, that expose tobacco in one way or another. Screenshot examples can be found on the next page. It would also appear that there are a high number of foreign accounts targeting tobacco and tobacco-related products.

The chart in the top right corner shows the number of Norwegian YouTube channels that mainly publish tobacco-related content by the type of product. As with both Facebook and Instagram, we found the greatest exposure related to e-cigarettes and vaping products.

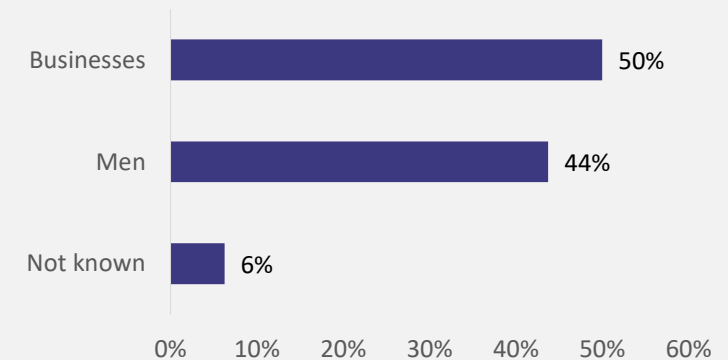
The chart in the lower right corner shows the percentage-wise distribution of users are behind the channels. We can see that **the majority of these accounts can be linked to businesses (50 per cent)**, followed by men (44 per cent). Examples of this are male influencers, YouTubers or reviewers who have targeted one type of tobacco, such as Johannes Uthaug ("Snusleppa"), "Viking Vaper" or Bjørn Willy Smekken ("Snusprat"). The characteristics of YouTube as a platform contribute to a higher percentage of personal statements about tobacco or tobacco-related products.

It is also important to emphasise that our findings are based on isolated searches undertaken during a limited period of time and only provide a snapshot of what is out there.

Number of YouTube channels by type of product



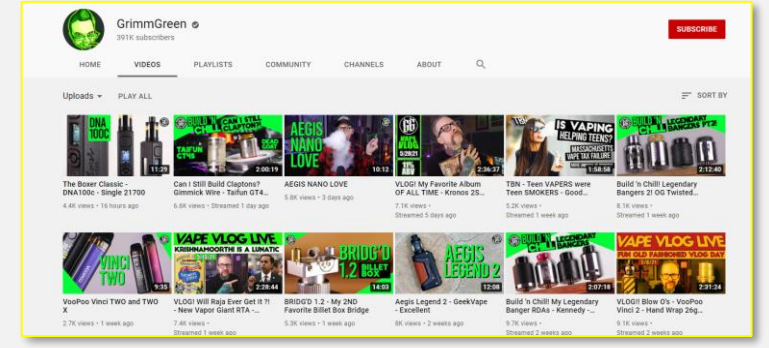
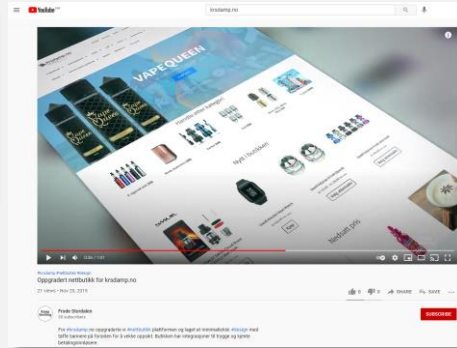
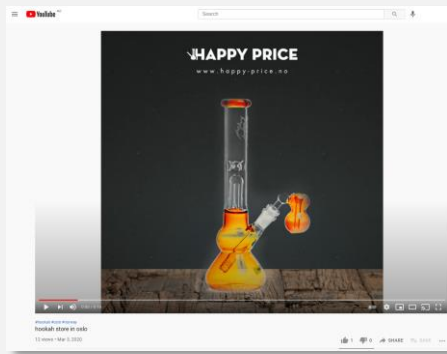
Percentage of users behind YouTube channels



Tobacco exposure on YouTube

Below are some examples of several relevant YouTube channels, images from individual videos exposing tobacco and international accounts (these are marked with a yellow border).

We can also see examples of newly created channels such as "Snuspodden".



Tobacco exposure on Twitter

On Twitter we found 32 Norwegian profiles that relate to tobacco products or vaping/e-cigarette products. As at May 2021, these profiles had a total of about 6,500 followers.

The chart in the top right corner clearly shows that most users specifically target so-called vaping products. This would appear to be a pattern that repeats itself on Facebook, Instagram, YouTube and Twitter.

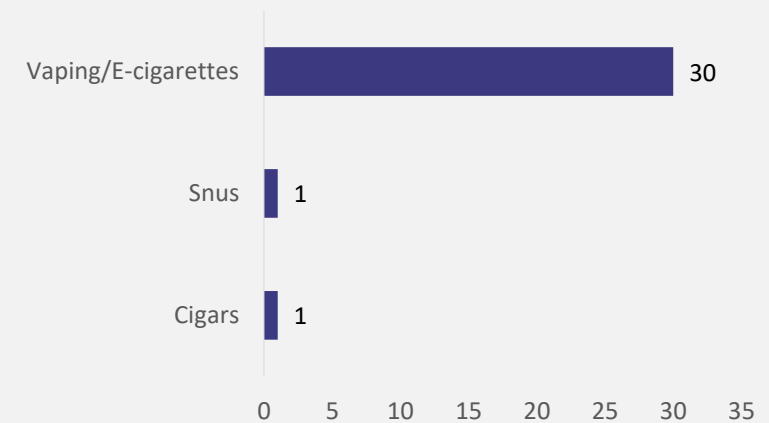
The chart the bottom right corner shows the percentage of users hiding behind their profiles, and **again businesses constitute the highest percentage, i.e. 56 per cent.** If we look at the retail businesses in isolation, we find that vaping/e-cigarettes constitute 89 per cent of the products.

One aspect that sets Twitter apart from the other media is that several of the profiles serve as opinion-forming channels for individuals or associations – particularly related to the debate that exists around e-cigarettes and vaping products.

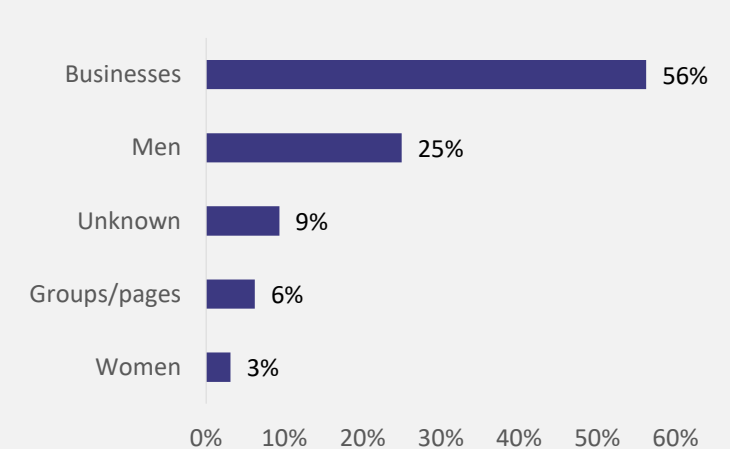
In the same way as for the other platforms, it is also important to emphasise that our findings are based on isolated searches undertaken during a limited period of time and these only provide an idea of what is out there.

Like the other SoMe platforms, an unknown number of foreign accounts exist on Twitter and we can assume that Norwegian users will also be exposed to these (see examples of this on the next page).

Number of Twitter profiles by type of product

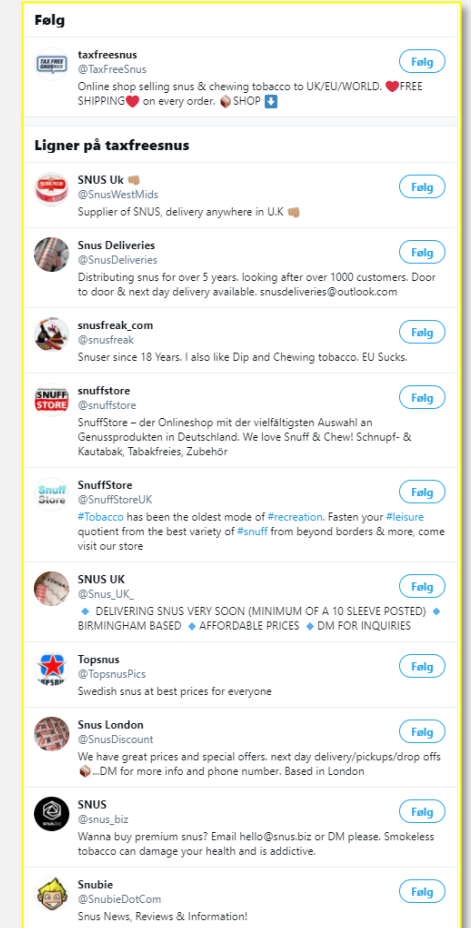
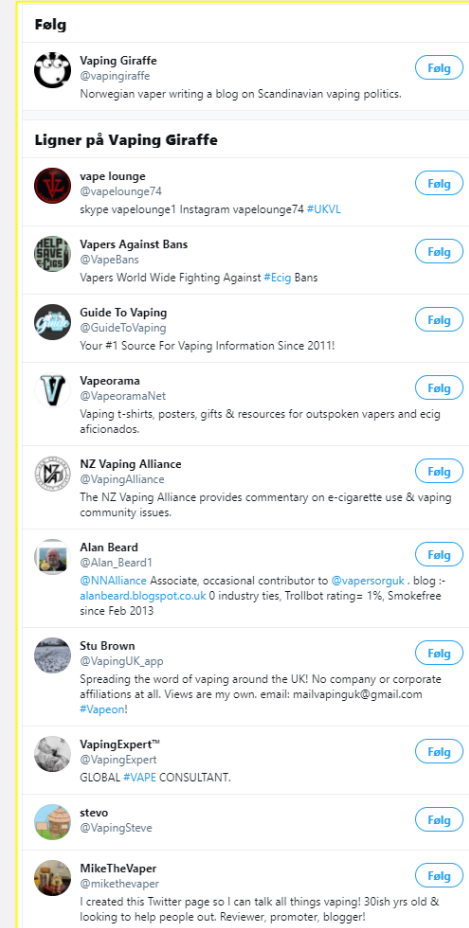


Percentage of users behind Twitter profiles



Tobacco exposure on Twitter

The images below show examples of both Norwegian and foreign Twitter profiles that mainly front tobacco or tobacco-related products. Examples of the foreign accounts are marked with a yellow border.



Tobacco exposure on TikTok

We carried out a survey of how tobacco and tobacco-related products are exposed on TikTok. In total, we found over 20 Norwegian user accounts that mainly front such products. In addition, there are an unknown number of individual videos, both Norwegian and international, that expose tobacco in different ways. On the following pages we will review our main findings and refer to examples.



Tobacco exposure on TikTok

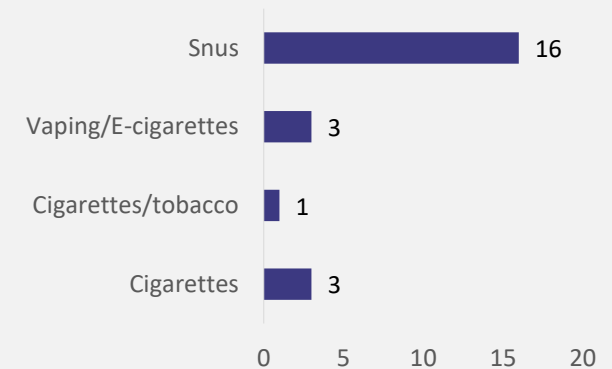
On TikTok we found 23 Norwegian users who mainly associate themselves with tobacco or vaping/e-cigarette products. In total, these users have just over 151,000 followers. The chart in the top right corner shows the number of accounts by type of product, and unlike Facebook, Instagram, YouTube and Twitter, we found that there is a higher number of Norwegian accounts on TikTok that target snus products.

The chart in the bottom right corner shows that men constituted the highest percentage of users behind these accounts, while businesses only accounted for nine per cent. This is also a difference compared to the other SoMe platforms, where businesses accounted for the highest percentage. One possible reason for this may be that TikTok is still a relatively new social platform where Norwegian tobacco-related businesses have not yet become established to any great extent.

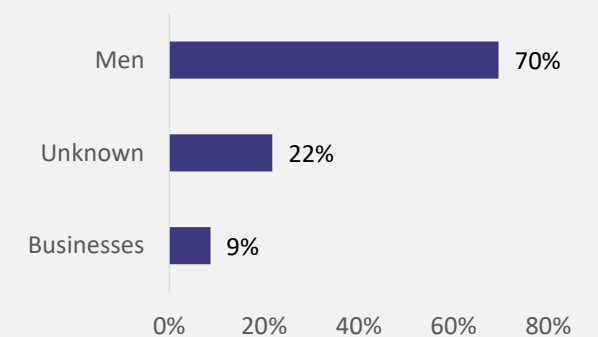
Another factor may be that this platform mainly appeals to younger audiences and relies on a format consisting of short videos. Since we found that snus is more exposed on TikTok compared to vaping/e-cigarette products (which have been dominant on the other SoMe platforms), we might assume that snus is a product that is possibly more popular among younger users, while vaping and e-cigarettes are more often marketed towards a somewhat older age segment - often as a product for helping people to stop smoking. For example, we found that there are many young men/boys who post reviews of different types of snus on TikTok.

However, it is important to emphasise that an unknown number of foreign accounts (both related to businesses and individuals) that expose tobacco also exist on TikTok, and we can assume that Norwegian users are also exposed to these. Examples of this can be found on pages 39 and 41. In the same way as for the other platforms, it is also important to emphasise that our findings are based on isolated searches undertaken during a limited period of time and these only provide an idea of what is out there.

Number of TikTok accounts by type of product



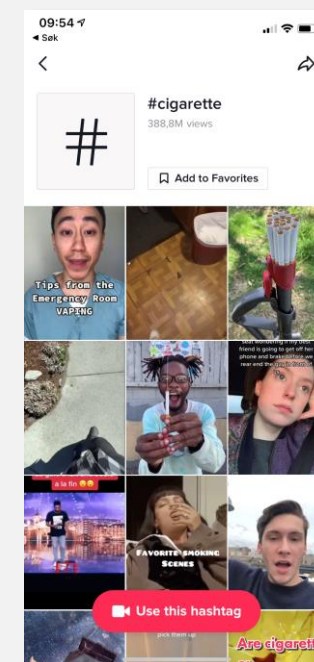
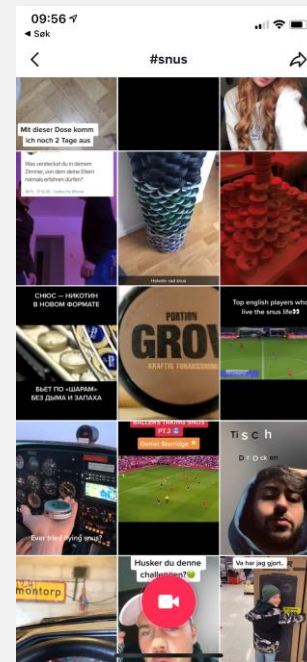
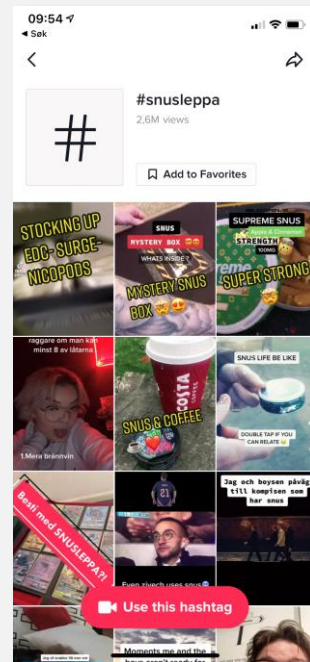
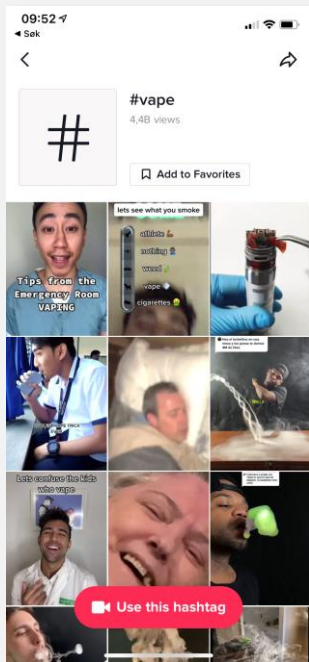
Percentage of users behind TikTok accounts



Tobacco exposure on TikTok

The tables on the next page provide an overview of Norwegian and international hashtags typically associated with tobacco and tobacco-related products, as well as the number of times video clips tagged with the relevant hashtag have been seen on TikTok. One of the tables lists Norwegian hashtags, while the other two list international hashtags. The international list shows that posts tagged with the hashtag "vape" have been **viewed a total of over 4 billion times**, while videos with the "cigarette" and "snus" hashtags have been viewed over 388 and 385 million times respectively.

The Norwegian list shows that the word "prell" has generated over three million views, while the words "snusleppa", "smoking" and "cigarette" have generated over two million, 98,000 and 49,000 views respectively. It is important to emphasise that words in both the international and Norwegian overviews may have several meanings, such as "prell" and "smoking". Several of the videos that come up if you search using Norwegian hashtags, such as "snusleppa", also come from foreign users.



Tobacco exposure on TikTok

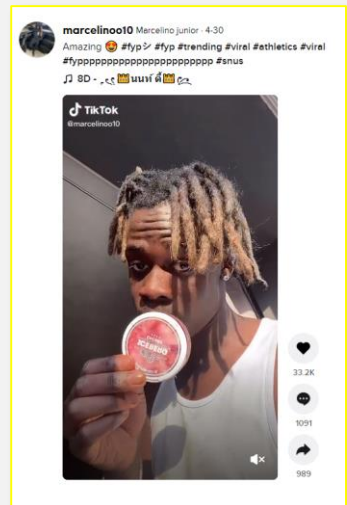
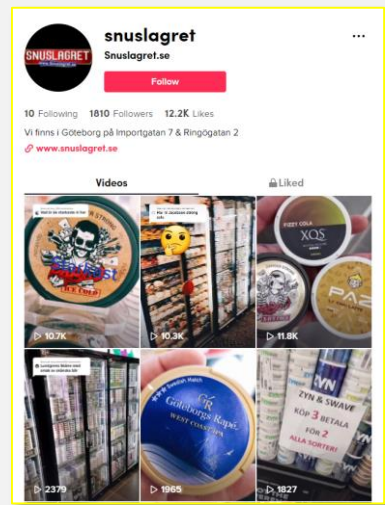
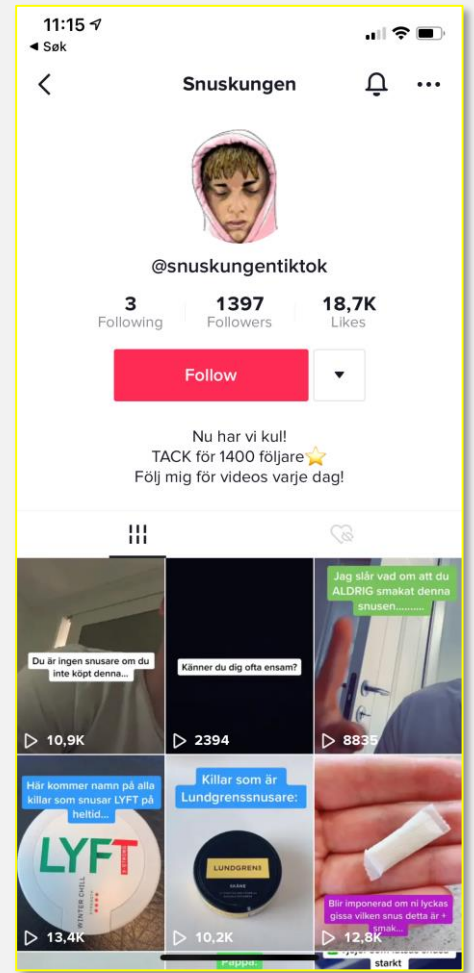
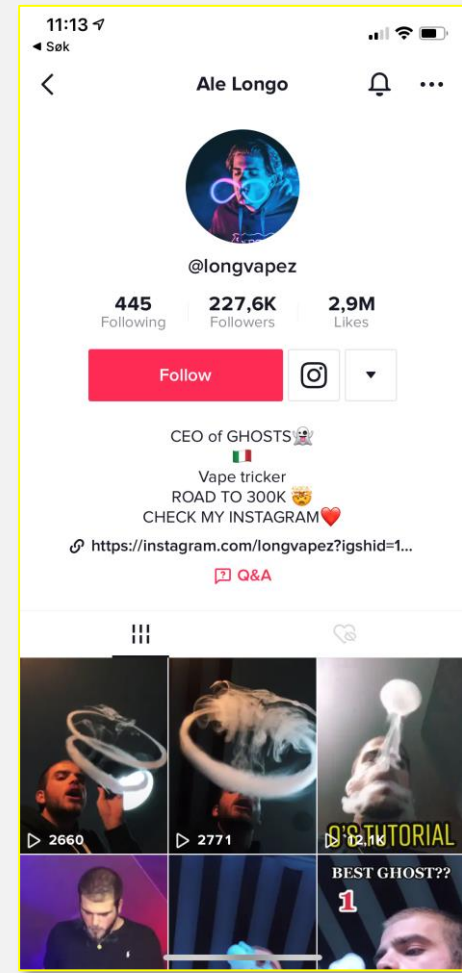
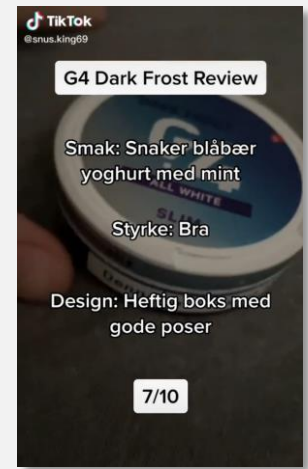
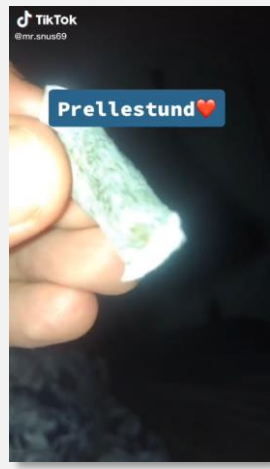
Norwegian hashtags	Number of views
#prell	3,300,000
#snusleppa	2,600,000
#snustesteren	614,000
#snuspodden	558,200
#tobakk	371,500
#røyking	98,600
#nikotnavhengig	92,600
#snustest	79,300
#snusboks	59,000
#sigarett	49,100
#røykere	34,000
#norsksnus	30,200
#vannpipe	13,500
#rulletobakk	2,176
#snusland	563
#nikotin	No matches
#snusavhengig	No matches

International hashtags	Number of views
#vape	4,400,000,000
#hookah	1,000,000,000
#nicotine	612,300,000
#vaping	610,000,000
#vapeshop	553,300,000
#cigarette	388,800,000
#snus	385,600,000
#smokers	335,900,000
#cigars	144,500,000
#cigar	138,800,000
#tobacco	137,600,000
#vapedaily	132,200,000
#nicotineaddiction	121,300,000
#vapechallenge	72,100,000
#nicotineaddict	50,100,000
#vapegirl	38,300,000
#vapecommunity	38,000,000
#cigartiktok	36,800,000
#cigarette	33,300,000
#vapefam	28,300,000
#smokerslife	16,600,000
#lyftsnus	16,300,000
#vapingtricks	14,400,000
#ejuice	10,500,000
#vapefamily	9,100,000

International hashtags	Number of views
#vapesociety	7,100,000
#nicotinepouces	5,300,000
#tobaccopipe	4,600,000
#smokeless	3,600,000
#epok	3,000,000
#vapeinstagram	2,800,000
#snuschallenge	1,200,000
#vapeallday	1,000,000
#snusreview	685,900
#vapingqueen	592,000
#snusbolaget	372,900
#vapingtiktok	195,900
#vapingking	136,500
#snusaddict	36,000
#epokfreeze	21,000
#vikingvape	18,900
#vapenorway	18,200
#smokingcigar	16,900
#esigaret	13,600
#teensmoking	10,900
#snusporn	9,908
#epoksnus	4,911
#womensmoking	3,391
#generalsnus	2,806
#mensmoking	1,259
#snuslovers	1,205

Tobacco exposure on TikTok

Below are some examples of videos from several of the relevant Norwegian TikTok users exposing tobacco, as well as a couple of examples from international accounts (marked with a yellow border). The fax in the centre at the bottom is an example of how UK snus suppliers use influencers in order to market their own products.



Logos and brand names

All the pages, profiles or users we have registered have been categorised by the extent to which the exposure concerned is brand-specific. If a logo or other characteristic marks are clearly visible on snus boxes, cigarette packets, e-cigarettes or other material, we have categorised this as *brand exposure*. If a logo or other characteristic marks are not visible in the image or video, but tobacco or tobacco-related products are obviously being exposed, we have categorised this as being *exposure*. In addition to exposure in photos and videos, we have also recorded examples of tobacco or tobacco surrogates being referred to either orally or in writing.

Logos and brand names were exposed on 199 out of 258 pages related to tobacco or tobacco-related products. This accounts for **77 per cent**.

It is important to point out that a high percentage of brand exposure can be linked to those businesses that sell e-cigarettes and vaping products. This involves many products that do not contain nicotine, but serve as so-called tobacco surrogates.

Furthermore, we found that 33 of the 258 pages, accounts or profiles were exposing tobacco or tobacco-related products without displaying a clear logo and brand name. This accounts for 13 per cent. These pages show lit cigarettes, cigars, open snus boxes and vaping equipment - but without a logo or brand name being exposed.

We also found that 26 of the 258 user accounts were exposing tobacco or tobacco-related products orally and/or in writing. This accounts for 10 per cent.

77% of accounts expose logos and brand names

13% of accounts expose tobacco or tobacco-related products without displaying brand names

10% of accounts expose tobacco or tobacco-related products in writing and orally

Tobacco exposure and gender

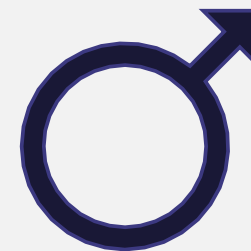
In the first part of our analysis, we saw that the distribution between female and male influencers exposing tobacco was relatively even. We saw that there were a few more men than women putting up tobacco posts, but that on average women were posting more tobacco posts than their male colleagues. It is important to note that there is a predominance of women influencers and that they generally post more than male influencers. However, the even distribution among influencers is interesting as it differs from what we otherwise see when it comes to exposure to tobacco on social media.

Facebook and Instagram, the two platforms where the most groups and accounts exposed to tobacco have been identified, both have more female users than men. However, on Facebook we see that women are behind only four per cent of the groups that expose tobacco, compared to men who are behind 15 per cent. Similarly on Instagram, women account for only two per cent of those user accounts exposed to tobacco/tobacco-related products, while men account for 16 per cent.

YouTube is the channel where the gender differences are most evident, with none of the accounts listed being operated by women, while 44 per cent of them are said to be operated by men. Furthermore, our review of TikTok found no exposure of tobacco by any female Norwegian users.

It is important to emphasise that these figures are based on those accounts where the user's gender has been specified. Most of the accounts that expose tobacco are linked to business users where gender is not disclosed.

Men account for 30 per cent
of all identified tobacco
exposure on social media



Women account for 4 per cent
of all identified tobacco
exposure on social media



Other online exposure to tobacco

Our analysis has shown that distributors of tobacco products have a strong social media presence. Our review of the accounts on the various platforms shows that these businesses largely use social media to promote the products they sell. In this respect, the Internet offers an easily accessible platform for this type of marketing.

These businesses also make use of other methods to attract potential customers and showcase their products. For example, some quick searches of relevant words on Google* show that Norwegian online stores that sell tobacco products are highly visible.

snus

Alle Bilder Nyheter Shopping Maps Mer Innstillinger Verktøy

Omtrent 5 520 000 resultater (0,56 sekunder)

<https://www.snus.com>

Snus.com | Kjøp Snus På Nett | Gratis Frakt

Kjøp snus på nett, fri frakt i hele Norge. Vi har et stort utvalg snus, forskningsgaranti, konkurransedyktige priser og leverer fra vårt lager i Norge direkte hjem til ...

Hvit Snus · Nikotinfri snus · Blå Snus · Abonner på snus

<https://www.snuslageret.no>

Snus på nett hos Snuslageret.no - Billig snus, gratis og rask ...

Kjøp billig snus enkelt og raskt hos Snuslageret.no. Gratis frakt rett hjem i din postkasse. Sendes fra Norge! Kjøp her.

Kjøp snus på nett · Nikotinfri snus · Hvit Snus · Ny Snus

<https://www.snus365.no>

Snus365.no: Fersk snus på nett | Norsk nettbutikk

Snus på nett kjøper du billig av oss. Stort utvalg. Rask levering. Den norske snusbutikken på nett.

Sterk snus · Snus · Epok snus · Skruf snus

e-sigarett

NorDamp Oslo
4.5 ★★★★★ (328) · Fordamperbutikk
Oslo · 479 89 968
Åpen · Stenger 18
E-sigaretter og e-juice

Dampjuice
4.0 ★★★★★ (4) · Fordamperbutikk
484 64 558
Døgnet
Nettstedet deres nevner e-sigarett

Helsesigaretten
Ingen anmeldelser · Fordamperbutikk
Oslo · 916 49 021

<https://www.friske drag.no> > categories > e-sigarett >

E-Sigarett Startsett og Mods - Friske Drag - E-sigarett ...

Velkommen til vårt sortiment av E-sigarett startsett! Om du forsaker e-sigarett for første gang vil vi anbefale å se på startsett uten for mange innstillinger, og da ...

E-sigarett Startpakke · Enkle E-sigarett · Avanserte E-sigarett · Pod E-sigarett

Other methods used by these online retailers are newsletters that are sent directly to customers' inboxes by e-mail. The examples below show newsletters related to anniversaries or changes in tobacco policy. In the example on the right, we can see that the online store is promoting cheaper goods as a result of tax reductions announced in the 2021 national budget.

Den internasjonale kvinnedagen – et likestilt snusforbruk

I dag, den 8 mars, er det den internasjonale kvinnedagen. Vi i Snusnews benytter anledningen til å markere dagen gjennom å reflektere over hvordan et mer likestilt snusforbruk fører til økt forventet levealder for kvinner.

Snus News

Snus var lenge et produkt som nesten utelukkende ble brukt av menn, men har i senere år blitt stadig mer populært blant kvinner. I dag ser vi en jevnere fordeling av snusforbruket mellom kjønnene i Norge.

Snus og «hvit snus» som substitutt for røyk

Tidligere var det nesten utelukkende menn som brukte snus med formål å slutte å røyke, men nå bruker kvinner snus og «All White» produkter i større utstrekning. Hele 48 prosent av de kvinnelige konsumentene oppga i Snusrapporten 2018 at de begynte å snuse fordi de ønsket å slutte med røyk.

Årsakene til at bruk av snus har økt blant norske kvinner er flere, men fremtredende er at etablerte røykere benytter snus som metode for røykeslutt eller delvis substitusjon for sigaretter.

Snus News

Snuslageret kutter prisen på snus i dag!

Fra og med i dag blir en boks med snus opptil 12 kroner billigere på Snuslageret.no. Avgiftsreduksjonen på snus som ble vedtatt i statsbudsjettet for 2021, havner nå i sin helhet hos de norske snuserne.

Allerede i dag, 26. desember, fem dager før avgiftsreduksjonen slår inn, kommer prisreduksjonen. En boks med lassnus blir rundt 12 kroner billigere, porsjonsnuss rundt 5,50 billigere og hvitnuss rundt 5 kroner billigere. Det betyr at en snusboks nærmer seg 70 kroner boksen.

Sales and advertising of tobacco products are readily available via Google

Online retailers also market their products by sending out newsletters by e-mail

*Searches undertaken in Incognito mode.

Conclusion

This analysis has shown that there are a number of examples of exposure to tobacco on social media. Our review of the accounts of the selected influencers on Instagram shows that all posts exposing tobacco place it in a positive context. Most of the examples we have seen are of posts where tobacco is a natural part of the situation, either at a party, in everyday situations or in advertisements for other products.

On Facebook, Instagram, YouTube, Twitter and TikTok we found a number of open pages, accounts or profiles that were exposing tobacco or tobacco-related products in a way that legitimises its use. These include examples of business users who promote tobacco products or tobacco-related products, reviewers who review these types of product or activism relating to specific types of tobacco.



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This analysis was carried out by Retriever on behalf of the Norwegian Cancer Society.

The Norwegian Cancer Society works to prevent and fight cancer and to improve the quality of life of patients and their families. The Cancer Society is a people's movement with 115,200 members, 25,000 volunteers, 200 employees and thousands of donors and supporters.

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