

# **Effect of Social Media Restrictions on Limiting Adolescent Exposure to Pod-Based Electronic Cigarettes**

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## **ABSTRACT**

Research indicates promotion of pod-based electronic cigarettes (e-cigarettes) on social media may increase use by underage persons. Consequently, efforts have been made to restrict the use of these platforms to advertise to adolescents. However, the efficacy of such efforts has not been adequately assessed. This study investigates whether social media mentions (i.e., instances of a keyword appearing) decreased after JUUL closed its social media accounts in November 2017.

This study reviews literature relevant to social media featuring prominent pod-based e-cigarettes JUUL, PHIX, Suorin, and MyBlu. Pubmed was queried using the following search terms: (Pod-based e-cigarettes or JUUL or PHIX or Suorin or MyBlu) AND (social media or Facebook or Twitter) from June 1, 2015, to June 1, 2019. Of the initial articles identified, those that included information on social media use trends, number of followers of company-owned accounts, or number of social media mentions were summarized in a narrative review. The social media monitoring site Mention (<https://mention.com/en/>) was used to ascertain the number of mentions of JUUL, PHIX, Suorin, and MyBlu on Facebook and Twitter between the dates June 1, 2015, and June 1, 2019. A statistical comparison of mentions before and after November 2017 was conducted.

Results will demonstrate whether restriction of company-owned social media platforms results in reduced social media mentions. This study will also provide insight into the exposure of adolescents to social media featuring pod based e-cigarettes. Such insights may be used to inform future policy aimed at limiting underage use.

**Key Words:** Electronic cigarettes, social media, adolescents, JUUL, Twitter

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