

Avoiding Age Restrictions on YouTube

Why Age Restrictions Matter

- ◆ Only viewers **18+ can watch** (must be signed in).
- ◆ **Lower visibility**—video won't appear in search results or recommendations.
- ◆ **No monetization**—ads are removed.
- ◆ **No embedding**—video can only be watched on YouTube.

💡 **Impact: Fewer views, lower engagement, and lost revenue opportunities.**

What Triggers an Age Restriction?

- ✗ **Showing cannabis products, even without consumption.**
- ✗ **Displaying paraphernalia** (bongs, pipes, dab rigs, vape pens).
- ✗ **Talking about the effects of cannabis** in a **non-neutral** way.
- ✗ **Using explicit terminology** in spoken dialogue, captions, or descriptions.
- ✗ **Depicting or implying cannabis consumption** (smoking, vaping, eating edibles).
- ✗ **Showing cannabis branding, logos, or packaging in a promotional way.**

Safe Editing & Filming Practices

- ✓ **Blur or censor cannabis-related visuals** (plants, products, consumption).
- ✓ **Avoid direct close-ups of cannabis products or accessories.**
- ✓ **Use neutral, educational framing** (avoid glorifying use).
- ✓ **Keep thumbnails clean**—avoid smoke clouds, joints, or cannabis images.
- ✓ **Censor restricted words** in dialogue (bleep or mute flagged terms).
- ✓ **Manually edit captions** before publishing to remove flagged words.

Writing Safe Titles, Descriptions & Tags

Best Practices:

- ✓ **Use neutral, educational phrasing in titles.**
- ✓ **Avoid “weed,” “THC,” “high,” or “stoned” in titles & descriptions.**
- ✓ **Use indirect terms** (e.g., “plant-based wellness” instead of “marijuana”).
- ✓ **Don't use cannabis-related hashtags.**

Risky Title Examples:

- ✗ *“How to Smoke a Joint for the First Time”*
- ✗ *“Best Dab Pens for Huge Hits”*
- ✗ *“Strongest Weed Strains for Sleep”*

Safe Alternative Titles:

- ✓ *“Understanding the Science of Herbal Remedies”*
- ✓ *“Exploring the Role of Terpenes in Plant-Based Wellness”*
- ✓ *“Beginner's Guide to Natural Relaxation Methods”*

Using Disclaimers to Reduce Flags

Include this in your video description:

"This video is for educational purposes only. It does not promote or encourage illegal activity."

- ✓ Show a disclaimer slide at the start of the video.
- ✓ Mention the educational purpose in the video itself.

Final Thoughts: How to Keep Your Videos Safe

- ✓ Blur or censor risky visuals.
- ✓ Use alternative words instead of flagged cannabis-related terms.
- ✓ Frame videos as educational, not promotional.
- ✓ Optimize titles, descriptions, and tags for compliance.
- ✓ Always include disclaimers to clarify intent.