Ad Authorizations for Ads About Social Issues, Elections or Politics in the US

Any advertiser who wants to run ads about social issues, elections or politics targeted to the US, must be located in the US and complete the authorization process required by Facebook.

This applies to any ad that:

- Is made by, on behalf of or about a current or former candidate for public office, a political party, a political action committee or advocates for the outcome of an election to public office

- Is about any election, referendum or ballot initiative, including "get out the vote" or election information campaigns

- Is about one of 10 social issues in the US: Civil and Social Rights, Crime, Economy, Education, Environmental Politics, Guns, Health, Immigration, Political Values and Governance, Security and Foreign Policy

- Is regulated as political advertising

What do I need to do to get authorized to run issue, electoral or political ads?

By requiring individuals to get authorized, we can confidently verify that the individual is living in the US if they are targeting ads about social issues, elections or politics in the US. Being a resident of the country is core to our policy. For an advertiser to get authorized to edit/create such ads, they must: turn on Two-factor authentication, submit a valid identification document issued in the United States, answer four knowledge-based authentication questions, and verify their location by providing a residential US address where Facebook will send a letter with a verification code to enter within 21 days. To create "Paid for by" disclaimers, a Page Admin of a Page must submit a disclaimer for review to confirm the person or organization responsible for the ad.
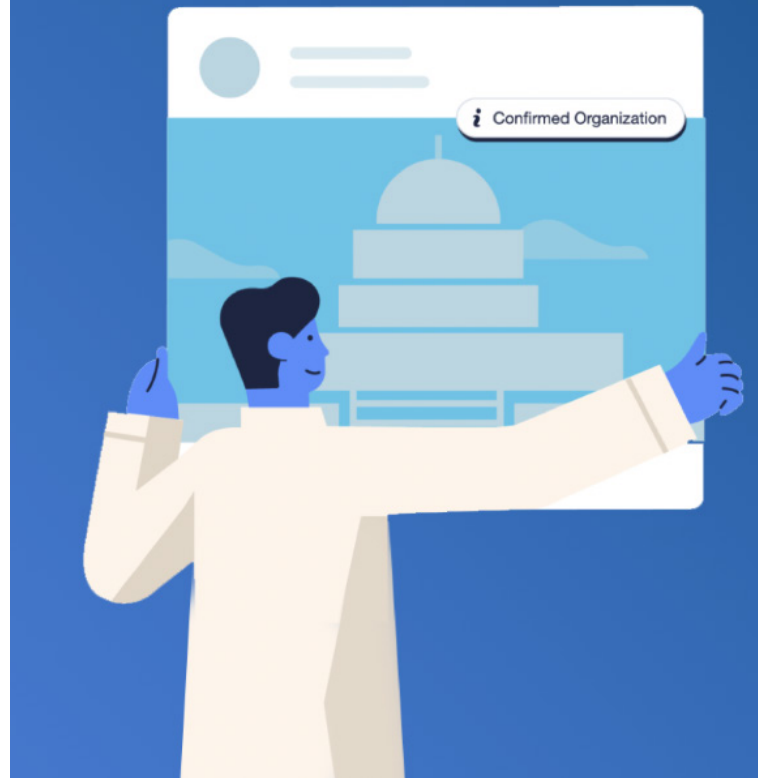
What other verification steps are in place to run issue, electoral or political ads?

In addition to ensuring the ad account's currency (USD) and business country are in the US, when an advertiser tries to run ads targeted in-country Facebook uses a variety of signals to determine whether the ads are coming from an authorized user in the US, by checking for information about people, ad accounts, and Pages. When setting up a campaign in Ads Manager, following successful authorization, you will need to check the box "This ad is about social issues, elections or politics" to submit ads on these topics for review (turnaround time is up to 72 hours).

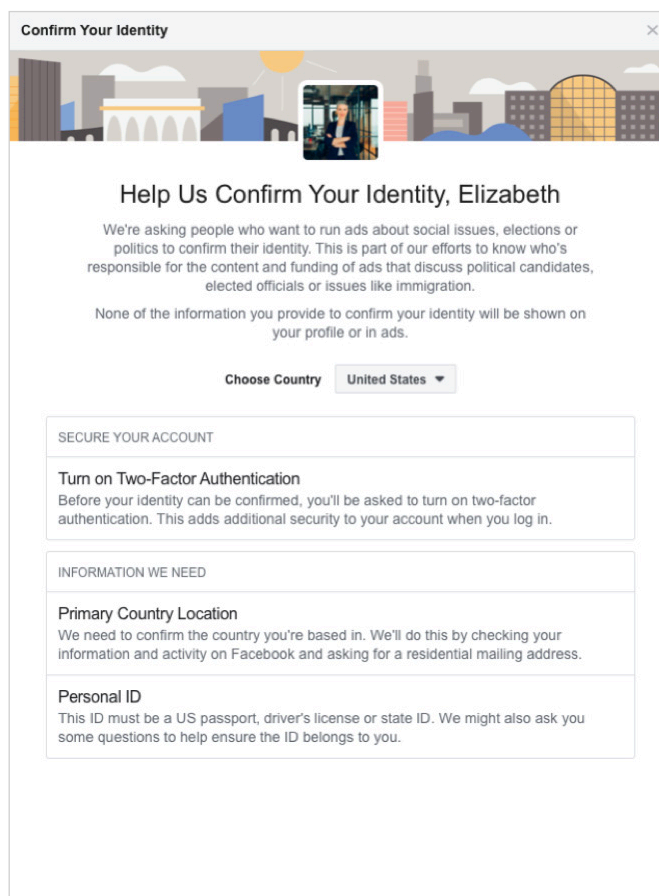**How do I go about getting authorized to run issue, electoral or political ads?**

This step-by-step document outlines how individuals interested in running ads with issue, electoral or political content can adhere to Facebook ad policies by getting authorized to run issue, electoral or political ads, creating disclaimers, linking ad accounts to Facebook pages and ad buying. To do this go to your Page settings and select the Authorizations tab to get started.

Who needs to be authorized?

Anyone placing or editing ads about social issues, elections or politics, and all Page admins who plan to **create or manage** disclaimers for any Page, need to be authorized through this process.

1 To get started, go one of the following locations:

    a. Go to facebook.com/id

    b. On the Authorizations tab of a Page you manage

    c. On a mobile device in the Facebook app settings (available in mid-October)

2 Click **Start Identity Confirmation**, and select **Running Ads About Social Issues, Elections or Politics**

3 On the next screen select **United States,** then **Get Started.**

4 Confirm you are going through the identity confirmation process to run or manage ads about social issues, elections or politics by clicking **Yes, Continue.**

5 In Two-Factor Authentication section, click **Get Started.**

    a. Two-Factor Authentication is a security mechanism that requires you to enter a specific code when someone tries to access your information from an unrecognized device.

    b. Select a security method. You can choose to receive the code via text message, or by downloading an authentication app. Click **Next**.

    c. Enter the 6-digit code sent to your device or to your authentication app.

    d. If this was done successfully, you will see a message that says Two-Factor Authentication is on.

    e. The first part of confirming your identity by enabling two-factor authentication is complete. Click **Confirm Identity** to proceed to the next step.

6 Next, we need to make sure that you're based in the US. We'll do this by checking your information and activity on Facebook and asking for a residential mailing address. In the **Primary Country Location** section, click **Confirm Location**.

    a. In this screen, enter your residential mailing address in the US. Commercial addresses and PO boxes are not accepted.

        i. In the pop up, enter your residential mailing address and click **Send**. Commercial addresses and PO boxes are not accepted.

        ii. You'll receive a letter to this address that includes a verification code within 3-7 business days. This code is

connected to your Facebook account, so no one else can use it. Click **Next**.

    iii. When your letter arrives, visit facebook.com/id and enter your code. If your letter doesn't arrive within 3-7 business days, you can request a new one on this status screen.

    iv. Until your letter arrives, you may be granted temporary authorization if we are able to determine your location. **You'll be temporarily authorized for up to 21 days until we fully process your authorization after you've entered the confirmation code you receive in the mail.**

7 Now, we need to confirm your identity. You'll need to upload a picture of your photo ID and answer some questions from our trusted partner specializing in identity checks.

a. Select a type of ID to upload (either a US passport, US driver's license, or State ID), and click **Next**.

    i. Upload your photos and click **Next**.

    ii. Confirm your information is accurate and click **Submit**.

    iii. We will review your ID, which could take a few minutes.

    iv. If your photo is not accepted, you can either submit an appeal or try again.

    v. Any document submitted must have US or the US state's name printed on the document. Your ID documents will be reviewed within 48 hours. We use your ID to help confirm your identity. To do this, we partner with trusted service providers. We'll also use your ID to help detect and prevent risks such as impersonation or ID theft, which helps to keep you and our Facebook community safe. Your ID will not be shared on your profile, in ads or with other admins of your Pages or ad accounts. After we've confirmed your identity and run compliance checks, we'll delete your ID within 30 days. When required by law, we will securely store your name and date of birth for longer.

b. If your **ID** is accepted, we'll ask you some questions from our trusted partner.

    i. The answers to these questions are personal to you, meaning it's a secure way to help confirm your identity.

    ii. Your answers are collected and reviewed directly by our service provider specializing in identity checks. Facebook doesn't store the answers you provide. We're only told whether you answered correctly or not.

    iii. If you cannot complete the knowledge-based authentication process — either because no questions were generated or you could not answer them correctly, you will need to download a form, take it to a notary public to notarize, and submit it at facebook.com/id in order to complete identify confirmation. You will see the option to download the form at facebook.com/id under "Personal ID."

c. Click **Next** after answering the additional questions. Once you've completed this process, we'll let you know when we have an update, or you can visit facebook.com/id to check progress. Click **Finish** to close the screen.

Upon completing the above steps, your ID confirmation and location verification are now complete. The verification of your identity will be applied to all Pages and ad accounts you have current or future admin access.

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STEP 2: CREATE DISCLAIMERS AND LINK AD ACCOUNTS

You must be a Page admin either on the Page directly or through Business Manager in order to complete this step.

- Navigate to a Page you manage on Facebook (via Business Manager if that's how you have access, or via your Personal Facebook account if you don't have access through Business Manager).

- Go to Page Settings, and click on the **Authorizations tab** on the left.

- Next to Create new disclaimer click **Create**.

- On the **Create Disclaimers** screen, select the organization type and click Next. Advertisers have five ways to get disclaimers approved, three of which rely on US government resources to confirm an organization so they can use its registered organization name in disclaimers. Advertisers will receive a "Confirmed Organization" icon on their ads if they provide a US street address, US phone number, business email, a matching business website, and provide one of these three options:

- Tax-registered organization identification number (i.e. EIN)

- A government website domain that matches an email ending in .gov or .mil

- Federal Election Commission (FEC) identification number

We also want to ensure advertisers who may not have those credentials, such as smaller businesses or local politicians, are able to run ads about social issues, elections or politics. Advertisers who go through these two options will receive an "About this Ad" icon:

- Submit a self-declared organization name (still requires a US street address, business phone number, email, and matching website)

- Page admin's legal name on ID documents

For each option, some information provided by the advertiser and confirmed by Facebook will be made publicly available in the Ad Library for 7 years. This includes street address, phone number, business email, website and FEC ID, if used.

The "Confirmed Organization" icon and the "About this Ad" icon will help people better understand who's trying to influence them and why. Now, with one tap on the "i" icon, people will not only see insights about the ad, but they'll be able to see the information Facebook confirmed, such as advertisers' business phone number, email, and website and whether an advertiser used an EIN, FEC identification number or government credentials. This will allow people to confidently gauge the legitimacy of an organization and quickly raise questions or concerns if they find anything out of the ordinary. **Note: these icons are not available on Instagram at this time, however the information about the organization is still present on Instagram by clicking the disclaimer name.**
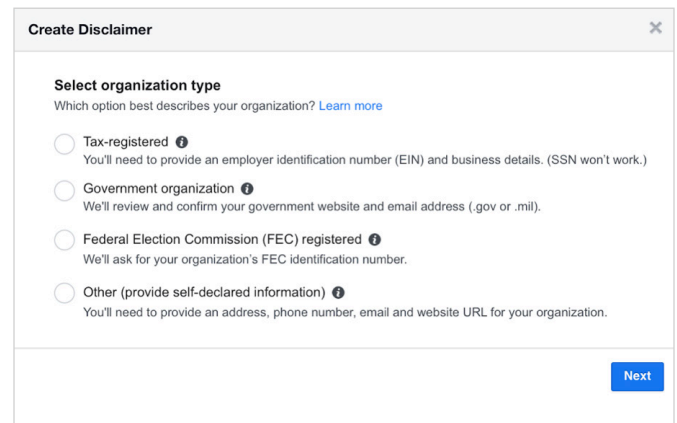
Based on the organization type selected, you'll need to confirm your connection to the organization and provide additional information including business address, phone, email and website.

These steps are outlined in the Help Center. For all options, here are few considerations to keep in mind:

A Page admin will only need to complete this process once to confirm an organization by November 7 2019, for a Page to use disclaimers on such ads going forward. Also, not all individuals touching ads on the Page will need to go through the new process to run ads with an approved disclaimer.

Advertisers will need to keep these guidelines for Page Admins in mind to use new disclaimers on their ads:

- Only Page Admins can create/manage disclaimers

- Page Admins who wants to create/manage a disclaimer or ad about social issues, elections or politics will still need to be authorized
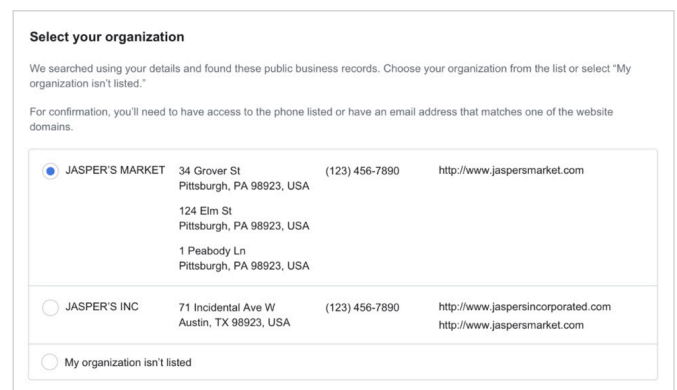
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at the individual level, to ensure their identity is confirmed and they're located in the US

- Anyone else who is authorized and performs functions related to creating/editing or publishing ads can use that approved disclaimer on the Page

- Page Admins who created a disclaimer will be able to share their approved disclaimers for use on other Pages they admin (*i.e. Page Admin for a 'Beverage Company' Page creates a disclaimer with an EIN – that Page Admin (only) shares that disclaimer with other Pages they administer, like the 'Soda Company' Page and 'Sports Drink' Page*). We recommend that a Page Admin who is close to the organization complete this process. If the original Page Admin who created a disclaimer is removed from the Page, that disclaimer is removed from use for everyone

  - This disclaimer must accurately reflect the organization or person responsible for your ads. It's important to note that this field is not a substitute for including any disclaimers or disclosures required by law, which you remain responsible for.

  - Once you submit your disclaimer, it will go through our review process, which could take up to 24 hours. In order for a disclaimer to be approved it:

    - Must accurately represent the name of the entity or person responsible for the ad.

    - Must not include URLs or acronyms, unless they make up the complete official name of the organization.

    - Must not include profanity, objectionable language or unrecognizable words or phrases.

    - Must not wrongfully imply that your ads are paid for by, with, or on behalf of Facebook.

    - Must not wrongfully imply that a foreign leader has paid for the ad.

    - Must not include "Paid for by" language that duplicates the same language provided by Facebook.

  - You can edit your disclaimers at any time, but after each edit your disclaimer will need to be reviewed again, which could take up to 24 hours and may not be immediately available to use.

  - Each ad account you link can have a different disclaimer (if needed).

- On the **Review & Submit** screen, review the information you've entered and click **Submit** for approval. You can check the status of your disclaimers on the Authorizations tab in Page settings.

- Once your disclaimers have been approved, you are ready to link disclaimers to your ad account.
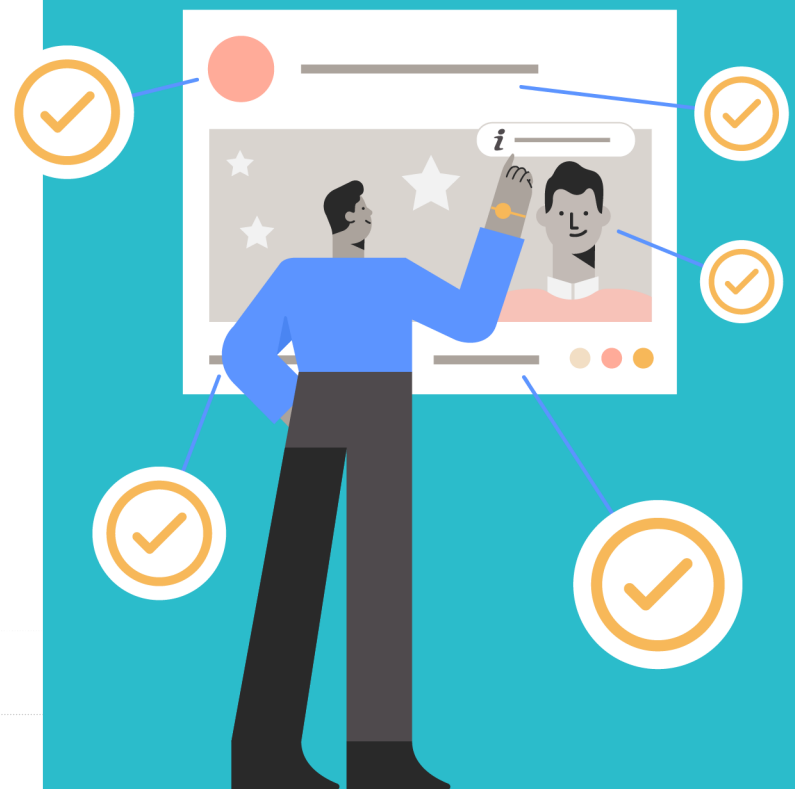
Link disclaimers to your ad account

- Next, Under **Link Disclaimers**, click **Begin**.

- You'll see the terms and conditions for running ads with issue, electoral or political content. If you agree, click **Next**.

- On the **Link Ad Accounts** screen, click the **Enable** check box next to every ad account you'll be using to fund ads with issue, electoral or political content for this specific Page. Click **Next**.

- If you don't see an account listed, use the search box to enter an ad account number and add it to the list.

- Only Page admins can link ad accounts to their Page and select a disclaimer. A Page admin can only select one disclaimer for each linked ad account and Page. This step can only be completed on a desktop computer.

- You do not need to be an admin or advertiser on an ad account in order to enter an ad account number.

- You can return to this screen at any time to add more accounts.

STEP 3: PLACE ADS ABOUT SOCIAL ISSUES, ELECTIONS OR POLITICS

You must be an ad account admin or advertiser and have completed steps 1 and 2 above in order to place or edit ads with issue, electoral or political content.

1 Log into your authorized and linked ad account, and click **Create** to get started by creating an ad.

2 Choose your ad objective, placements and budget as you would for any other campaign.

　a. The placements available to run issue, electoral or political ads across the Facebook family of apps and services include Facebook Mobile News Feed, Facebook Desktop News Feed, Facebook Mobile In-Stream, Instagram and Instagram Stories.

3 When you reach the ad creation section, you will see a checked box that says **"This ad is about social issues, elections or politics."** Keep this box checked to ensure that the disclaimer information you previously entered is included with your ad.

　a. Choose your ad format. All ad formats are eligible to run ads with issue, electoral or political content with the exception of dynamic ads, and ambient live video (live videos longer than 4 hours) and images in the Facebook In-Stream placement.

　b. Enter all other text and creative inputs.

　c. Check that your disclaimer information is correct in the ad preview section.

　d. Complete the ad setup and publish your ads about social issues, elections or politics. Ads with issue, electoral or political content can take up to 72 hours to be reviewed.

ⓘ **Let us know if this ad is about social issues, elections or politics** ✕

An ad about social issues, elections or politics relates to an urgent topic or problem of cultural importance that influences a considerable number of people. Or, the ad refers generally to an election, or specifically to an elected official, a candidate for political office or a notable political figure.

Checking this box will add your disclaimer to your ad. We require advertisers to comply with all applicable election laws around these disclaimers. By placing orders for issue, electoral or political ads, you agree to comply with Facebook's Terms of Service and Advertising Policies.

Our Advertising Policy
Terms of Service

☐　This ad is about social issues, elections or politics.
Learn More

FAQS

What permissions and responsibilities do people with different Page roles have?

Page admin: Links ad accounts to the Page running ads with issue, electoral or political content and specifies disclaimers for each linked ad account. The Page admin is also required to confirm their identity before linking a new ad account.

Ad account admin or advertiser: Creates and edits ads with issue, electoral or political content. If the ad account admin or advertiser isn't the same person as the Page admin, they'll need to confirm their identities by going to facebook.com/id. An ad account advertiser can't create or edit linked ad accounts if they're not also the Page admin.

Who needs to confirm their identities to run ads with issue, electoral or political content? Does every Page admin and anyone connected to the ad account need to do it?

An ad with issue, electoral or political content will be rejected if the person placing the ad has not gone through the authorization process. Each Page needs at least one admin to go through the authorization process. If that same Page admin is not the ad account advertiser that is placing the ads, that ad account advertiser will need to confirm their identity. Any person creating, modifying, publishing and pausing ads with issue, electoral or political content will need to be verified.

I'm not sure which disclaimer to use. What are the best uses for each type?

To setup a disclaimer you should accurately specify the organization that is responsible for the political/issue ads that you, the advertiser, wish to run.

There are five disclaimer options you can choose from when going through the new disclaimer flow. They are:

- Option 1: Tax-registered organization, which can be used for advertisers with an EIN (i.e. commercial businesses, NGOs).

- Option 2: Government organization, which can be used by Government organizations that have access to emails ending in gov/.mil.

- Option 3: Federal Election Commission (FEC) registered, which can be used for advertisers with a FEC ID, (i.e. Political Parties, PACs, FEC-registered organizations).

- Option 4: Other Organization, which can be used for small businesses, organizations or local politicians.

- Option 5: Page Admin Name, which can be used for advertisers who want to use the name listed on their ID in their disclaimer.

I want to run issue, electoral or political ads across both Facebook and Instagram. Does my Facebook Page name need to match my Instagram name?

You can now run ads with a "Paid for by" disclaimer on Facebook and Instagram if your Facebook Page name and Instagram profile name represent the same entity, but the names do not match exactly. In order to do so, you'll need to authorize your Instagram account by following the steps below:

1. Go to your Facebook Page. If your Page is managed in Business Manager, you'll need to access your Page through Business Manager to complete the rest of the steps.

2. Click Settings in the top-right corner.

3. In the list on the left, click Authorizations.

4. Below Step 3: Authorize Your Instagram Account, click Begin.

5. Check the Review this Instagram name box.

6. If your Instagram name and Page name aren't the same, enter details explaining why in the text box.

7. Click Submit.

We'll typically review your request within 24 hours.

Does the address on my photo ID need to match the mailing address I provide?

No. We understand that the address on your photo ID may not be where you currently receive mail. Enter your information as accurately as possible.

What if I think my letter was lost? Can I request a new one?

You can request a new letter at facebook.com/id. Please keep in mind that Facebook can't control the speed at which the letter arrives, which can typically take up to 1 week to arrive.

Where can I check the status of my identity verification?

Go to: facebook.com/id. You'll also see a link to the status in the Authorizations tab.

Can two ad accounts from different Business Managers be linked to one page?

Yes.

Can one ad account be tied to multiple pages?

Yes.

Can two people authorize a page (so that two different Business Managers can be linked to one page?

Yes, as long as they are authenticated and have admin permissions on the page.

Can that ad account have a different disclaimer for each different page it is tied to?

Yes, every unique combination of Page and ad account can have its own unique disclaimer name.

Once you set up an authorization, does that mean that every ad created from that Page and ad account will have a political disclaimer?

Once a Page is authorized, a disclaimer checkbox will be available when creating ads. By default, the checkbox will be checked and the disclaimer included. If the ad does not include issue, electoral or political content, you can uncheck the box. However, the ad is still subject to ad review. If an ad is deemed to contain issue, electoral or political content, it will be rejected with the option to appeal the decision and have the ad re-reviewed.

Does the disclaimer displayed on the ad unit header take the place of any other disclaimer I need to show in my ad creative? Does adding this disclosure to issue, electoral or political ads meet FEC-compliance rules and regulations?

It's your responsibility as the advertiser to independently assess and ensure that your ads are in compliance with all applicable election and advertising laws and regulations. Keep in mind that if an ad with political content is shared as an organic post, the disclaimer will not render on the shared post.

Why doesn't the disclaimer remain if it is shared as an organic post?

This is consistent with how all ads are treated on the platform today. An ad that a person sees and chooses to post is now a piece of organic content rather than an ad.

Can I edit my disclaimers or add new ad accounts?

Yes, you can do this on the Authorizations tab in your Page's Settings under Step 2: Link Your Ad Accounts.

Is there a character count for my disclaimer?

Yes, 360 characters including spaces.

I'm running an ad that references a political figure who isn't currently running for office, do I need to run the ad with a disclaimer?

Yes, ads that reference an elections candidate or political party are required to run with a disclaimer. This may include people who are not actively running for office, and current and past officeholders.

What happens to existing ads if I edit the disclaimer?

If you edit your disclaimer, it will go through our review process again and will not be immediately available to use. You will not be able to create new ads until the new disclaimer is approved. Exiting ads will continue to run uninterrupted with the old disclaimer unless they are edited or paused.

Which ad formats are supported?

The only unsupported ad formats are dynamic ads, ambient live video (live videos that are longer than 4 hours) and images in the Facebook In-Stream placement. All other ad formats are supported.

What placements are eligible for ads with issue, electoral or political content?

Facebook News Feed, Facebook In-Stream Video, Instagram and Instagram Stories are supported. Messenger, Whatsapp, Right Hand Column, Marketplace, Search, Facebook Stories, Instant Articles, Suggested Videos, Watch Feed, and Audience Network are not supported placements.

If a placement isn't supported, what happens if they are selected during ads creation? Will the ad be rejected?

Selecting an unsupported placement does not prevent the creation of the ad. Advertisers will see a warning about unsupported placements, but they will still be able to proceed with ad creation. These ads will not deliver on unsupported placements.

What objectives are eligible for ads with issue, electoral or political content?

You can use any objective as long as the ad format and placements are supported.

What are considered social issues in the US?

This is the list of social issues that will be considered to require advertiser authorization and "Paid for by" disclaimers for ads targeting the US. We expect this list may evolve over time.

- Civil and Social Rights
- Crime
- Economy
- Education
- Environmental Politics
- Guns
- Health
- Immigration
- Political Values and Governance
- Security and Foreign Policy