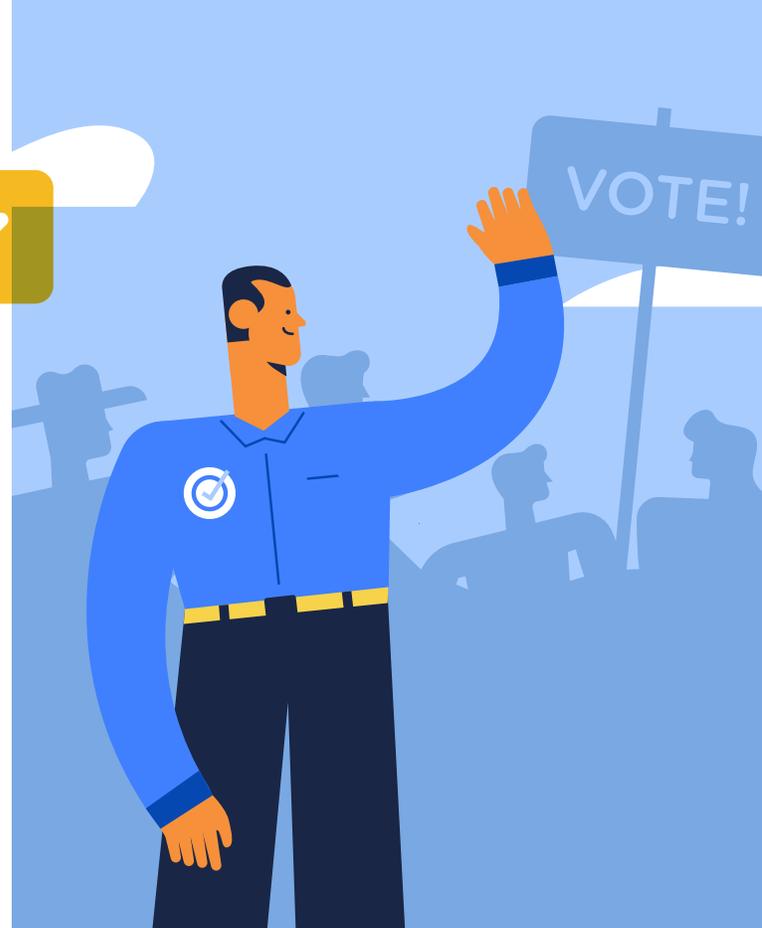


Political Content Authorizations Guide



Any advertiser running ads with political content who is located in or targeting people in designated countries must complete the authorization process required by Facebook.

ADS THAT INCLUDE POLITICAL CONTENT ARE DEFINED AS 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
- Relates to any election, referendum or ballot initiative, including “get out the vote” or election information campaigns
- Relates to any national legislative issue of public importance in any place where the ad is being run
- Is regulated as political advertising

What do I need to do to get my Page authorized to run political ads?

We need to confirm that a real person with US residency is responsible for the Page and confirm who’s funding the political ads.

How do I go about authorizing my Page to run ads with political content?

This step-by-step document outlines how individuals interested in running ads with political content can adhere to Facebook political ad policies by gaining authorization to run political ads, linking ad accounts to Facebook Pages and properly identifying and labeling those ads.

Who needs to be authorized?

Anyone placing or editing a political ad, and all Page admins who plan to input disclaimers for any political Page, need to be authorized through this process.



STEP 1: CONFIRM YOUR IDENTITY

1. To get started, go to facebook.com/id.
2. In the Turn on Two-Factor Authentication section, under Secure Your Account, click on Get Started. 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.
 - Click Get Started and choose a security method. You can choose to receive the code via text message, or by downloading an authentication app. Then click Next.
 - Enter the 6-digit code sent to your device or to your authentication app.
 - If this was done successfully, you will see a message that says “Two-Factor Authentication Is On”.
 - The first part of confirming your identity by enabling two-factor authentication is complete. Click Next to proceed to the next step.
3. Next, you'll need to provide a residential mailing address. We'll send a letter to this address that includes a verification code within 3-7 business days. This code is connected to your Facebook account, so nobody else can use it. When your letter arrives, visit facebook.com/id and enter your code.
 - Commercial addresses and PO boxes are not accepted.
 - If your letter doesn't arrive within 3-7 business days, you can request a new one on this status screen.
4. Now, you'll need to upload a picture of your photo ID (either a US passport or US driver's license) and enter the last four digits of your Social Security number.
 - Your photo ID should be approved or denied within minutes. You can check the status at facebook.com/id.
 - If it's denied due to the quality of the photo file, you can try uploading again. If it's denied for a reason not stated in the interface, you can click “Appeal”.

5. Your ID confirmation is now complete! The verification of your identity will be applied to all Pages and ad accounts you have current or future admin access to.



STEP 2: LINK AD ACCOUNTS TO CORRESPONDING PAGES AND ADD DISCLAIMERS

1. You must be a Page admin either on the Page directly or through Business Manager in order to complete this step.
2. Navigate to a political 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).
3. Go to Page Settings and click on the Authorizations tab on the left. Under Step 2: Link Your Ad Accounts, click “Begin”.

If you have previously added a disclaimer and need to edit or remove it, you will click View under Step 2: Link Your Ad Accounts.
4. You'll see the terms and conditions for running ads with political content. You can visit facebook.com/legal/politicaladtools/ to review these terms, and you must agree to these to continue.
5. On the Ad Accounts screen, click the “Enable” check box next to every ad account you'll be using to fund ads with political content for this specific Page. If you don't see an account listed, use the search box to enter an ad account number and add it to the list. 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.
6. Next, enter the disclaimer you want to appear in the header of political ads running from this page. This is the “paid for by” information. This disclaimer must accurately reflect the organization or person paying 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 organization or person paying for the ad.
- Comply with our Community Standards and Advertising Policies. This means, for example, that disclaimers that contain profanity and/or bad grammar will not be approved. Use of excessive symbols, characters and punctuation will also not be approved.
- May not include a URL as a part of the disclaimer.
- Contain the official name of the entity and not solely consist of an abbreviation of an official name.
- May not represent a foreign country or political figure.
- May not reference Facebook or any brand name owned by Facebook Inc. such as Instagram, Whatsapp and so on.
- Must not include the term “paid for by”—this term is automatically included as part of the disclaimer.

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 not be immediately available to use.

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

7. Review the information you’ve entered and submit it for approval.

8. Once your disclaimers have been approved, you are ready for step 3.



STEP 3: PLACE ADS WITH POLITICAL CONTENT

1. 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 political content.

2. Log into your authorized and linked ad account and click “Create” to get started by creating an ad.

3. Choose your ad objective, placements and budget as you would for any other campaign. The placements available to run ads with political content across the Facebook family of apps and services include Facebook Mobile News Feed, Facebook Desktop News Feed, Instagram and Instagram Stories.

4. When you reach the ad creation section, you will see a checked box that says “This Ad Includes Political Content”. Keep this box checked to ensure that the disclaimer information you previously entered is included with your ad.

5. Choose your ad format. All ad formats are eligible to run ads with political content with the exception of dynamic ads and ambient live video (live videos longer than 4 hours).

6. Enter all other text and creative inputs.

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

8. Complete the ad setup and publish your ads with political content.

9. Ads with political content can take up to 72 hours to get approved.

Congrats! You have successfully gained authorization to run ads with political content, linked your ads accounts and properly created, identified and labeled your ads. Going forward, continue to follow Step 3 for the creation of any ads with political content.



FAQS

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

Page admin: Links ad accounts to the Page running ads with political content and specifies disclaimers for each linked ad account. The Page admin is required to confirm their identity before either linking new ad accounts or editing existing linked ad accounts and disclaimers.

Ad account admin or advertiser: Creates and edits ads with 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. They can do so 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 political content? Does every Page admin and anyone connected to the ad account need to do it?

An ad with 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. And any person creating, modifying, publishing and pausing ads with political content will need to be verified.

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.

Why do you only accept US passports and US driver's licenses? What if I don't have a driver's license?

We may accept other forms of identification in the future such as state IDs. For now, US passports and US driver's licenses are the two forms of photo IDs we accept.

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 at its destination.

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 Authorizations (click View under Step 1).

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 political 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 political content, you can uncheck the box. However, the ad is still subject to ad review. If an ad is deemed to contain 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 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 election's 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. Existing 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 1) dynamic ads and 2) ambient live video (live videos that are longer than 4 hours). All other ad formats are supported.

What placements are eligible for ads with political content?

Facebook News Feed, Instagram and Instagram Stories are supported. Messenger, In-Stream video and Audience Network are not supported placements.

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

Selecting an unsupported placement does not prevent the creation of the ad. Advertisers will see a non-blocking 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 political content?

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

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

Yes, to run your political ads on both Facebook and Instagram, your Facebook Page name and your Instagram name, not the handle or username, must match exactly. If they don't match, you'll receive an error when creating your ads and will need to make sure the names match before you can proceed. If you don't want to change the name on either your Facebook Page or Instagram, you can remove Instagram from your ad placement selection and only run your ads on Facebook.