

Facebook Workshop Handout for Census Counts Coalition

Top resources for getting started with ads about social issues/elections/politics

- [Hub for all advocacy tools on Facebook](#) that we discussed with product updates, strategy blogs, and more info.
- [One sheeter](#) on how to get set up with running ads on Facebook. We also have a [step-by-step guide](#) here.
- [Guide to using Facebook Business Manager](#) – even more important if you are managing more than one Page or running ads!
- [Form to get support from GPAC](#) – our technical concierge team.
 - If this form does not show up, that likely means you need to be whitelisted. Please send us the email you use for Facebook and we'll add you to the list!
- [Here is the link to Blueprint](#), a great resource for training or getting up to speed on new products. I called out a few great trainings below:
 - Create Facebook Ads 101 Training
 - [Edit & Manage Facebook Ads](#)
 - [Facebook Ad Policies and Review Process](#)
 - [Best Practice Tips for Your Creative](#)

✓ Transparency Checklist

With our recent changes to ads integrity, we require advertisers to authorize on the individual and organization level, while also confirming the details of their organization on their Page. Here is a checklist of what you'll need to run ads today:

1. You'll want to have the following materials and information available to confirm your identity: A US state driver's license, US state ID card or US passport or a US-based residential mailing address
2. To run ads about social issues/elections/politics you will need to have your two-factor authentication turned on![Instructions on how to do this here](#). DO NOT turn this off, otherwise your ads will pause and you may need to begin the authorization process again.
3. You will need to be the [Page admin](#) on the Page you're running ads on to create a disclaimer!
4. You will need to create a [disclaimer](#) for your organization before running ads. Once this disclaimer is approved, you will need to [link](#) it to your ad account where you want to run ads.
5. You will need to set a [Page Owner up for your Page](#) before running ads – this can be as seamless of selecting your approved disclaimer.

6. You may need to select a [primary Page for your Business Manager](#) that will surface if you are using custom audience targeting when people click into 'Why am I seeing This.'

Current list of social issues that require authorization and disclaimers

- census
- civil and social rights
- crime
- economy
- education
- environmental politics
- guns
- health
- immigration
- political values and governance
- security and foreign policy

Note: this changes regularly, so please [check this Page as well](#).

🔊 Commonly Violated Ad Policies to Keep in Mind

[Full list of Ad Policies here](#) and [Community Standards for Organic Content listed here](#).

- **[Non-existent Functionality Ad Policy](#)** -- Ads must not contain images that portray nonexistent functionality. This includes imagery that replicates play buttons, notifications, or checkboxes, as well as ads containing features that do not work, such as multiple choice options in the ad creative itself.
- **Text in Ad Images** – Ads with higher amounts of text in images may not be shown or may be penalized in the auction and will receive lower reach. [Learn more here](#).
- **[Low Quality or Disruptive Content](#)** -- Ads must not contain content leading to external landing pages that provide an unexpected or disruptive experience.
- **[Sensational Content](#)** -- Ads must not contain shocking, sensational, disrespectful or excessively violent content.
- **[Use of our brand assets](#)** – Ads must follow our brand guidelines if used in ads. Brand assets must not be modified in any way.

Introducing Greater Transparency and Control for Custom Audiences

We will be surfacing the Business Manager of the entity that onboarded the Custom Audience customer list. We encourage you to review your information to ensure your business is accurately represented. To learn how to update the primary Page, refer to [Help Center here](#). On

top of showing advertisers that use Custom Audiences from a customer list to people included in those lists, we will now also show advertisers that use such Custom Audiences to the people who have been excluded.

Best Practices for Page Ownership in Business Manager

<https://www.facebook.com/business/help/2406437459411127?id=420299598837059>

Page Transparency: The Page Transparency section of Facebook Pages may show verified information about the business that owns the Page so it's important to make sure your Page has the correct owner. If your business currently owns a Page that should be owned by a different business, [remove the Page from your Business Manager](#). Once you've removed the Page from your Business Manager, the correct business should [add the Page to its Business Manager](#). Learn more [about the Page Transparency section on Facebook Pages](#).

Additional resources that may be helpful:

Also some IG Stories Best Practices:

[#](https://www.facebook.com/business/news/new-considerations-for-creating-effective-stories-ads)

New Brand Safety Controls for Advertisers:

[#](https://www.facebook.com/business/news/introducing-new-brand-safety-controls-for-advertisers/)

Join and interact with Groups:

[#](https://www.facebook.com/help/1210322209008185/?helpref=hc_fnav)

Gov, Politics, and Advocacy Hub: [#](https://www.facebook.com/gpa)

Census Best Practices: [#](https://www.facebook.com/gpa/more-resources#tab-5-page-resources)

Facebook Politics, Gov, and Advocacy page: [#](https://www.facebook.com/GovtPolitics/)