



Facebook ads: How-to guide for managing the change in Facebook Social Policy

The ultimate 'how to' guide to managing the change in Facebook's policy affecting the management for paid ads with sensitive social/elections or political content.



Why has Facebook made the change?

Following the growing political and social pressure, Facebook has made a step in tightening up the restrictions for social, political and election ads.

What does this mean for you?

It seems like every day, there are more added restrictions with the ability to display digital ads for brands. Unfortunately, there are always a few hurdles to jump through when Facebook changes their policies. We know more than ever, in the post GDPR world, there can often be some teething issues with these changes.

But it's not all doom and gloom, taking a long term view, if Facebook is taking steps to improve the transparency of the ads shown, this will in time have a positive impact on the trust users have with Facebook paid ads.

What are the changes?

For users

The ad shown will include a 'paid for' disclaimer.

Users can look up an archive of ads published after May 7th, 2018.

For advertisers

The people and pages running ads will have to go through an authorisation process (including all linked accounts).

Currently, you won't be able to run disclaimed social ads on the following ad formats: dynamic ads, boosted continuous live video, WhatsApp, Messenger and Audience Network placements.

A checklist of the pre-setup you need before the authentication process

Understanding who owns what / Page admin access

You'll need to be the [Page admin](#) on the page you're running the ads. If you're not a Page admin, you should ask an admin on the Page [to add you](#) as an admin or share this content with the Page admin and have them complete the ad authorisation process.

Only the Page admin can complete the entire ad authorisation process.

See appendix page 17 for more detail on what the process is for linked accounts.

We advise to have multiple admins on your page.

Two-factor authentication

To complete the identity confirmation process, you must have two-factor authentication enabled on your account. You can follow the instructions a little later on or [set it up through your settings](#).

UK residency

Facebook needs to make sure that you're based in the UK. You'll want to have the following materials and information available to confirm your identity:*

– A UK passport, EU passport, UK driver's license or UK residence permit.

– A UK-based residential mailing address.

Great, I've got all of that covered.
What do I need to do to get authorised?

Step 1: Page access and identification

1. Will need to provide a copy of an identification document (passport or driving licence) and enter in UK residency.
2. Will receive a letter in the post with an authorisation code in order to prove you are a UK resident.
3. Once the letter is received in the post, there will be a code to be entered via Facebook to validate your address.

Step 2: Linked accounts

Link ad accounts need to be set up with the correct authorisation.

Step 3: Disclaimers

Disclaimer needs to be created for each ad account.

Additional step for Instagram authorisation

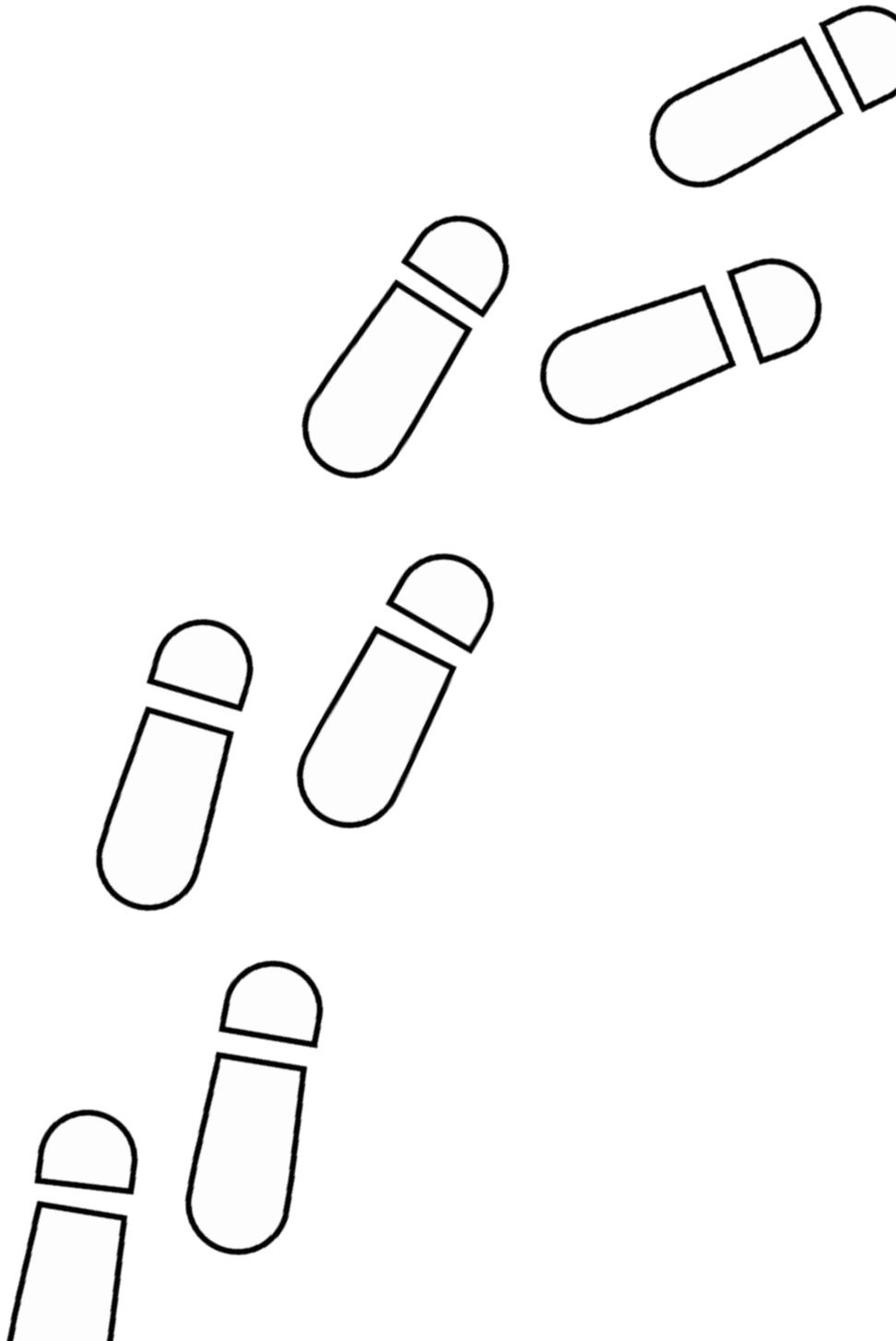
(Only if your Instagram account doesn't match your name on Facebook – [Learn more](#)).

Extra info

Creating ads (72-hour turnaround for approval for ad authentication once the box is ticked for the ad is sensitive to social issues, elections or political).



The nitty gritty: Step by step process for authentication



Step 1: page access and authentication

Part 1 – How to upload your ID documentation and verify your resident address

There are three options: Desktop, going directly to www.facebook.com/id, or Mobile through the Facebook app.

Option 1: Desktop

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. In the **Where Do You Live?** section, click the dropdown and select *United Kingdom*.
5. Below **Step 1: Confirm Your Identity**, click *Get Started*.
6. Click *Get Started* again.
7. Set up [two-factor authentication](#). If you've already set up two-factor authentication, you can skip to step 8 below:
 1. On the **Secure your account with two-factor authentication** section, click *Next*.
 2. Select a security method and follow the steps to complete the set up.
 3. When you get to the **Enter your confirmation code** section, click *Next*.
 4. Choose the settings you'd prefer and click *Next*.

8. In the **Your Primary Country Location** section, click *Confirm Primary Location*.

9. In the **Enter Mailing Address** section, update the fields with your information and click *Send*.

You should see a confirmation notice letting you know that a letter will be sent to your address. This letter will include a verification code. The code is connected to your account, so nobody else can use it.

10. Select the type of identification you'd like to use. **UK driver's licenses, UK ID cards** and **UK passports** are accepted. After selecting, click *Next*.

Any document submitted must be issued by a UK government agency or department.

11. Click or drag and drop images of your preferred type of identification.

Any images you upload will need to be either JPG or PNG files and be less than 20MB in size. The address on your photo ID doesn't have to match the address where you currently receive mail.

Photo requirements:

- Show all 4 corners
- Keep the ID flat
- Use a clear and focused image
- Use a dark background

12. After you successfully upload your image, click *Next*.

Your photo ID should be approved or denied within minutes. If denied due to the quality of the photo uploaded, you can try again. If the trusted partner is unable to verify your identity with the ID provided, providing a notarized document using the template provided by Facebook is your only option. Return to www.facebook.com/id to upload your notarized form.

13. Once all is done, click *Finish*.

Option 2: Going directly to www.facebook.com/id

1. Click *Start Identity Confirmation*, then select *Running Ads About Social Issues, Elections or Politics*.
2. Select the **United Kingdom** as a country where you'll run ads. Click *Get Started*.
3. Set up two-factor authentication. If you've already set up two-factor authentication, you can skip to step 4 below:
 1. On the **Secure your account with two-factor authentication** section, click *Next*.
 2. Select a security method and follow the steps to complete the setup.
 3. When you get to the **Enter your confirmation code** section, click *Next*.
 4. Choose the settings you'd prefer and click *Next*.
4. In the **Your Primary Country Location** section, click *Confirm Primary Location*.
5. Select the type(s) of identification you'd like to use. After selecting, click *Next*.
6. Click or drag and drop images of your preferred type of identification.

Any images you upload will need to be either JPG or PNG files and be less than 20 MB in size. The address on your photo ID doesn't have to match the address where you currently receive mail.
7. After you successfully upload your image, click *Next*.
8. Once all is done, click *Finish*.

Option 3: Mobile through the Facebook app

You'll need v199 or higher of the **Facebook app** on an Android or iOS phone in order to be able to complete the authorisation process.

1. Press the menu button (≡) on the bottom right.
2. Tap **Settings & Privacy** dropdown.
3. Navigate to *Settings > Personal information > Identity confirmation > Confirm Your Identity*.
4. Choose the **United Kingdom** as your country.
5. Set up two-factor authentication. If you've already set up two-factor authentication, you can skip to step 6 below:
 1. On the **Secure your account with two-factor authentication** section, click *Next*.
 2. Select a security method and follow the steps to complete the set up.
 3. When you get to the **Enter your confirmation code** section, click *Next*.
 4. Choose the settings you'd prefer and click *Next*.
6. In the Your **Primary country location** section, click *Confirm Primary Location*.
7. Select the type of identification you'd like to use. After selecting, click *Next*.
8. Take photos of your identification and upload images. Ensure that you align your phone's camera to the shape shown on the screen. Click *Submit*.

Any images you upload will need to be either JPG or PNG files and be less than 20 MB in size. The address on your photo ID doesn't have to match the address where you currently receive mail.
9. Once all is done, click *Finish*.

Part 2 – Verifying your resident address

If **Facebook** were able to determine your primary country location before you entered your mailing address, your identity will be temporarily confirmed. This means that you can move on to step 2 of the ad authorisation process while you wait to get your confirmation code in the mail.

You'll be temporarily authorised for up to 21 days until **Facebook** fully process your authorisation after you've entered the confirmation code you receive in the mail. Learn more about [temporary identity confirmations](#).

After receiving your letter in the mail, follow these steps:*

1. When your letter arrives, visit the URL specified on your letter.
2. In the **Confirm Your Identity** section, enter your code.
3. Click *Submit Code*.
4. After entering your code, your ID confirmation should be

**The letter should arrive at your address within 3 to 7 days. You can check the status of your letter by returning to the Authorizations screen and clicking the View button next to your name. If your letter doesn't arrive within 7 days, you can request a new one at this URL: <https://www.facebook.com/id>.*

Step 2: setting up your linked accounts

You'll need to provide a list of the ad accounts that will be used to fund your Page's ads about social issues, elections or politics, link those ad accounts to your Page and enter a disclaimer for each.

To link your ad accounts and set up disclaimers:

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 2: Link Your Ad Accounts**, click *Begin*.
5. Before you can begin, you'll need to agree to comply with **Facebook's Terms and Conditions** by clicking *Accept*.
6. By default, any ad accounts you're an ad account advertiser or admin on will appear automatically, and you can select the ones that will be used to pay for your Page's ads about social issues, elections or politics.

If you need to add additional ad accounts, you'll need to have the numbers associated with each of the ad accounts you'd like to add. Learn how to [find your ad account IDs](#).

Once you have your ad account IDs, add them one at a time and click *Add*. Your ad account information will appear as you add it. In the **Enable** section, check the box adjacent to each ad account you'd like to use to run ads about social issues, elections or politics.

When you're done, click *Next*.

7. Each ad you create can have a **“Paid for by”** disclaimer. You’ll need to create a disclaimer for each ad account you’ve added that includes information on the person or entity who paid for the ads. Once you’ve added your disclaimers, click *Next*.
8. Review your changes, and click *Submit*.

Step 3: managing disclaimers on ads

1. Each ad about social issues, elections or politics needs to include a disclaimer. You'll need to create a disclaimer for each ad account you've added that includes information on the person or entity who paid for the ads.
2. To complete your disclaimer, click *Select name*. Select your name as it appears in official documents or select the name of a Page (recently created Pages may not appear in the list). Or, you can select + Different Name to create your own name (you'll need to provide additional verification with this option).
3. If you choose a Page or different name, you'll need to verify it. You'll need a **related phone number, organisation address, email address, and own website domain**. If you don't have these requirements, you won't be able to complete verification at this time.
 - Ensure that the address you provide is accurate. If the address is rejected, check for the exact location on a search engine or mapping service.
 - If you use Page name in your disclaimer, you won't be allowed to change the name of your Page as long as the disclaimer exists.
4. You'll need to verify your **phone number** and an **email address**. On the same **Manage Disclaimers** section, click *Enter* and verify the phone number. You'll be contacted on your phone with the 4-digit code and you'll be prompted to add it on the next window.

5. Your **email address** must be verified as well. Click *Enter* and verify your email address and website on the next window. You'll receive an email with a 6-digit code and you'll be prompted to add it on the next window. Common email domains aren't accepted.

- Email domain and website domain must match. For example, our organisation's email address is **hello@manifesto.co.uk**, therefore our website must be **www.manifesto.co.uk**.
- The name of the organisation used in the disclaimer must be listed on the website in order for your disclaimer to be approved.

6. After phone number and email address verification is done, your verification should be complete.

7. Once you've added your disclaimers and completed verification, click *Next*.

Note: Any disclaimers you create must accurately reflect the organisation or person paying for your ads. The disclaimer does not take the place of any legally required disclaimer and disclosure – advertisers have an independent obligation to make sure their ads comply with all applicable laws. Facebook will review each disclaimer and check that it adheres to their advertising policies.

8. Review your changes, and click *Submit*.

Additional step: setting up your Instagram page

Once your identity has been confirmed, you'll see an option to authorise your Instagram account if there's one linked to your **Facebook Page**. This step is only required if you want to run ads about social issues, elections or politics on both **Facebook** and **Instagram**, but your Facebook Page name and your Instagram profile name don't match. Facebook ask you to do this so they can make sure it's clear that your Instagram and Facebook Page are related. [Learn more about this requirement.](#)

To authorise your Instagram account:

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 (Optional)**, 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*.

Facebook will typically review your request within 24 hours. If your Instagram name isn't approved because it's too different from your Page name, you can [edit your Page name](#) or your [Instagram profile name](#) so that they match exactly. If you don't want to change either name, you can remove Instagram from your ad placement selection and only run your ads on Facebook.

Extra info: creating ads

Once you've completed all of the necessary steps to complete the ad authorisation process, you can start creating ads about social issues, elections or politics in [Ads Manager](#).

If you mark the ad as about social issues, elections or politics (check the box), the turnaround time for reviewing these ads is up to 72 hours. You'll create ads as normal. However, when you get to the Ad section of ad creation, make sure the **“This ad is about social issues, elections or politics”** box is selected. By default, it'll automatically be checked for you.

Keep in mind that to finish creating your ad, the following must be true:

- The self-declared currency of the ad account you're using to create ads must be in GBP.
- At least 1 payment method associated with the ad account you're using to create ads must have a UK-based funding address. Or, you must not have a country associated with any of the payment methods.
- If the person creating the ad has a self-declared location on their personal profile, it must be the UK. This is referring to the person's current location and not the person's hometown.
- If the Page has a self-declared location, it must be the UK.



Who owns what

Process for different page owners
and linked accounts



Example 1

You're both the Page admin on a Page running ads about social issues, elections or politics and either an ad account advertiser or admin on the linked ad accounts.

You should:

- Complete the identity confirmation process.
- Link your ad accounts and create disclaimers.
- Contact any other ad account advertisers or admins who should be authorised to create ads about social issues, elections or politics and ask them to complete the identity confirmation process.

Bear in mind that you:

- Can set up linked ad accounts and disclaimers and update or view the status of the linked ad accounts or disclaimers that you've added. Additionally, if your identity has been confirmed, you can set up linked ad accounts and disclaimers on any Page that you're an admin on.
- Can create and run ads about social issues, elections or politics once the ad authorisation process is fully complete.

Example 2

You're a Page admin on a Page running ads about social issues, elections or politics but not an ad account advertiser or admin on the linked ad accounts.

You should:

- Complete the identity confirmation process.
- Link ad accounts and create disclaimers.
- Contact the ad account advertisers and/or admins and ask them to complete the identity confirmation process. They can go to this link to get started: <https://www.facebook.com/id>

Bear in mind that you:

- Can set up linked ad accounts and disclaimers and update or view the status of the linked ad accounts or disclaimers that you've added. Additionally, if your identity has been confirmed, you can set up linked ad accounts and disclaimers on any Page that you're an admin on.
- Can't create and run ads about social issues, elections or politics. You must also be an ad account advertiser or admin on the linked ad accounts to create and run these ads.

Example 3

You're either an ad account advertiser or admin on the linked ad accounts but not a Page admin on a Page running ads about social issues, elections or politics.

You should:

- Complete the identity confirmation process. To get started, go to: <https://www.facebook.com/id>.

Bear in mind that you:

- Can't set up, update or view the status of linked ad accounts or disclaimers. Only Page admins can do this.
- Can create and run ads about social issues, elections or politics if you've completed the identity confirmation process, the ad accounts that you have a role on are linked and the disclaimers are approved. Check with your Page admin if you're unsure about the status of the ad accounts or disclaimers.

Note: If you're not the Page admin, ad account advertiser or ad account admin, you can't complete the ad authorisation process or run ads about social issues, elections or politics.