

FACEBOOK POLITICAL ADS POLICY 2020

THE CAMPAIGN WORKSHOP

Introduction: What's Changed & Who This Applies To

What's changing with political ads on Facebook?

Effective mid-October 2019, political and advocacy advertisers will be required to supply more information about their organization before Facebook reviews and approves their disclaimers. “Advertisers” refer to any organization, candidate, or campaign running ads on Facebook. This means that even if you are currently verified to run ads about social issues, elections, or politics on Facebook, you will soon lose this verification status until you supply this additional information.

This document includes instructions on the full process of getting verified to run Facebook ads about social issues, elections, or politics in the US. However, if you were verified previously, you start on “Step 2” in this document.

Who does this apply to?

This applies to all political advertisers, as well as [advocacy ads around social issues](#).

Overview: US Ads Authorization Process

Part I: Confirm identity and location in the US

- Set up two-factor authentication
- Submit US ID for verification
- Receive letter in the mail and enter code to verify your location in the US

Part II: Create disclaimers

- Set up “Paid for by” disclaimer
- **Starting in October 2019, all US advertisers will need to supply more information about their organization to create disclaimers.**

Part III: Link disclaimers to your ad account

Part I: Confirm Identity & Location in the US

1) Begin authorizations at one of the following locations:

- i. www.facebook.com/id
- ii. The “Authorizations” tab of the page you manage

Then, choose the United States.

2) Secure your account with two-factor authentication: choose your security method – text message or authentication app – then enter the confirmation code.

3) Confirm your primary country location: Click “confirm primary location” – Facebook will do a check of your Facebook activity to make sure you are located in the US.

4) Verify you’re located in the US:

- i. Enter a residential address in the US where you can access mail. Facebook will send a letter to this address within 3-7 business days.
- ii. The letter will contain a link and confirmation code that you will need to enter within 21 days.

5) Choose type of ID to upload:

- i. Upload one of the following government-issued ID documents: US passport, driver's license, or state ID
- ii. Any document submitted must have US or a US state printed on the document. Photo requirements include: show all 4 corners, keep ID flat, use a clear and focused image, use a dark background

6) Answer a few questions: Once your photo is accepted, Facebook will ask some questions to confirm your identity.

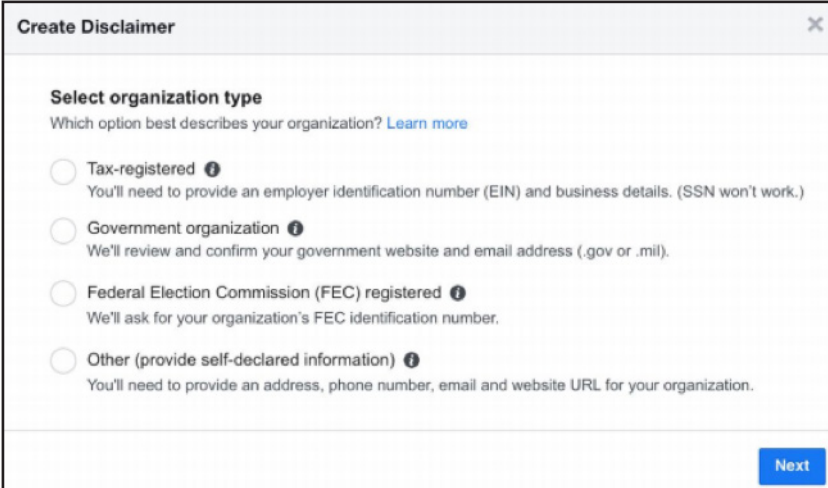
- i. If you are not able to confirm your identity this way, you will need to download a Facebook form, get it notarized, and return to facebook.com/id to upload your notarized form. Facebook will review it within 48 hours.

After you complete this process, you will have to keep your eye out for the letter from Facebook. Once you receive it, return to facebook.com/id to enter the code.

Part II: Create Disclaimers

New Requirements for Disclaimers

Starting in October 2019, advertisers will be required to get their disclaimers approved. There are five ways to do so, three of which rely on US government resources to confirm an organization so they can use its registered name on disclaimers.



The screenshot shows a 'Create Disclaimer' form with a close button (X) in the top right corner. The form is titled 'Select organization type' and asks 'Which option best describes your organization?' with a 'Learn more' link. There are four radio button options:

- Tax-registered ⓘ
You'll need to provide an employer identification number (EIN) and business details. (SSN won't work.)
- Government organization ⓘ
We'll review and confirm your government website and email address (.gov or .mil).
- Federal Election Commission (FEC) registered ⓘ
We'll ask for your organization's FEC identification number.
- Other (provide self-declared information) ⓘ
You'll need to provide an address, phone number, email and website URL for your organization.

A blue 'Next' button is located at the bottom right of the form.

You will receive a “confirmed organization” icon on your ads if you provide a US street address, phone number, business email, a matching business website and complete one of these three options:

- 1) Tax registered organization
- 2) Government organization
- 3) FEC registered

Local political candidates or organizations who may not have these credentials have two options and will receive an “about this ad” icon next to all of their ads:

- 4) Submit a self-declared organization name (still requires US street address, business phone number, email, and matching website)
- 5) Page admin’s legal name and their ID documents

FAQ:

Roles and responsibilities

- Only a page admin can create/edit disclaimers, and anyone creating/editing disclaimers must be authorized at the individual level by completing Part I.
- You only have to get your disclaimer approved once – you will not be required to do this every time you want to run an ad.

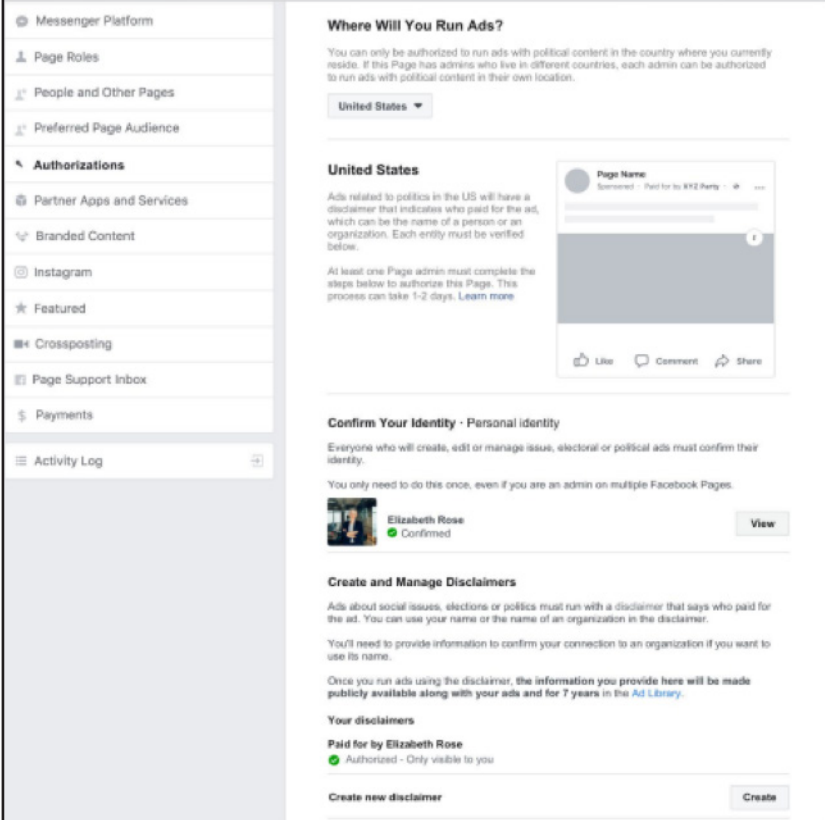
Submitting disclaimers

- Turn-around time for Facebook to review submitted disclaimers is up to 24 hours.
- Once the new disclaimer is submitted and the organization is confirmed, anyone else who is authorized and manages ads can use the approved disclaimer. Not all advertisers managing ads need to go through the new disclaimer process.
- A page admin who created a disclaimer will be able to share their approved disclaimers for use on other pages they administer.

Creating and managing disclaimers to get started

To create and manage disclaimers, you will need to go to your page settings and select the “authorizations” tab to get started.

- Navigate to a page you manage on Facebook
- Go to **“page settings”** and click on the **“authorizations”** tab on the left
- Select **“create new disclaimer”** to get started



The screenshot shows the Facebook Page Settings interface, specifically the 'Authorizations' tab. On the left is a navigation menu with options like Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Authorizations (selected), Partner Apps and Services, Branded Content, Instagram, Featured, Crossposting, Page Support Inbox, Payments, and Activity Log. The main content area is titled 'Where Will You Run Ads?' and includes a dropdown menu set to 'United States'. Below this, there's a section for 'United States' explaining that ads related to politics in the US must have a disclaimer. A preview of a Facebook post shows a disclaimer: 'Paid for by [Page Name]'. The next section is 'Confirm Your Identity - Personal Identity', showing a profile for Elizabeth Rose with a 'Confirmed' status. The final section is 'Create and Manage Disclaimers', which explains that ads about social issues, elections or politics must run with a disclaimer. It notes that information provided here will be made publicly available along with ads for 7 years. At the bottom, there's a 'Your disclaimers' section showing 'Paid for by Elizabeth Rose' as 'Authorized - Only visible to you' and a 'Create new disclaimer' button.

OPTION 1: Tax-Registered Organization

Who this applies to: advertisers with an EIN (brands, agencies, NGOs, or those without government credentials)

REQUIRED STEPS:

- **Choose:** Select an existing Business Manager (BM) account or [create a new BM account](#)
- **What you provide:** Advertiser submits a relevant EIN, if creating a new BM account
 - ▶ Additionally, provide details about the business, like the business name, address and email, so Facebook can look up your business in public records.
NOTE: Please note that Facebook will ask for a scan of a document that confirms your EIN, such as an IRS letter. In order to not lose your progress, have this ready before you start the re-authorization process.
- **Confirm your connection to the organization:**
 - ▶ Advertisers must validate that all the information retrieved by Facebook accurately reflects their business.
 - ▶ Advertiser will verify that the business email domain matches the business website domain.

INSTRUCTIONS

- 1) Select an existing Business Manager account or [create a new Business Manager account](#)
- 2) Enter Business Manager account name, your name, and business email
- 3) Enter organization details
- 4) Select your business if it appears in the results

Create Disclaimer

Select your organization

We searched using your details and found these public business records. Choose your organization from the list or select "My organization isn't listed."

For confirmation, you'll need to have access to the phone listed or have an email address that matches one of the website domains.

<input checked="" type="radio"/>	JASPER'S MARKET	34 Grover St Pittsburgh, PA 98923, USA	(123) 456-7890	http://www.jaspersmarket.com
<input type="radio"/>	JASPER'S INC	71 Incidental Ave W Austin, TX 98923, USA	(123) 456-7890	http://www.jaspersincorporated.com http://www.jaspersmarket.com
<input type="radio"/>	My organization isn't listed			

Back Next

Create Disclaimer

Provide organization details

Keep in mind, once you run ads using the disclaimer, the information you provide here will be made publicly available along with your ads and for 7 years in the Ad Library.

This information helps us look up your organization so that you can confirm your connection.

Legal name of organization

Name as appears in legal documents

Employer identification number (EIN)

XX-XXXXXXX (SSN not allowed)

Street address

Street address 2 (optional)

City

State/Province/Region

ZIP/Postal code

Organization phone

Enter a number you can access

Website URL

Domain should match your organization email

Email

Enter an organization address you can access

Back Submit and Search

- If it doesn't appear, Facebook will require you to upload additional documents.

NOTE: The name of the business selected is what will be in your disclaimer, the Ad Library, and on the ad.

- You will need to have access to the phone number provided or an email at the same domain as the website.

5) Facebook may ask you to provide additional information

- **How it works:** Facebook will ask you to submit documentation providing your business name and business address or phone number.

- **Confirmation of business name:** Upload documents that prove your business/campaign name is registered with official authorities. The document must contain:

- ▶ Your business/campaign name
- ▶ Employer Identification Number (EIN)/Tax Identification Number (TIN)

- **Confirmation of business address and phone number or website:**

Upload documents that show:

- ▶ Your business/campaign name
- ▶ Your business street address
- ▶ Phone number and/or website

NOTE: The phone number and/or website domain must match the phone number or email domain at which you received your confirmation code.

6) Choose method to confirm contact information

Option 1: Start with phone number:

STEP 1: Choose to receive a call at the phone number listed; *the email domain cannot be changed from what was approved*

STEP 2: Verify your email by entering a business email with a website that has the same domain; Facebook will send another verification code

Option 2: Start with email address:

STEP 1: Choose to receive an email at the email address listed; the email domain cannot be changed from what was approved

STEP 2: Enter a phone number at which to receive a phone call; Facebook will send another verification code

OPTION 2: Government Organization

Who this applies to: government organizations that have access to emails ending in .gov/.mil and have a .gov/.mil website from the same organization

REQUIRED STEPS:

- **What you provide:** a .gov/.mil website from the same organization
 - ▶ Additionally, provide a business street address and phone number you have access to in order to confirm the organization
 - ▶ Confirm your connection to the organization: you will receive a phone call at the number provided and enter the 4-digit code
 - ▶ You will receive an email at the email provided and enter the 6-digit code

INSTRUCTIONS:

- 1) Enter organization information
NOTE: Information provided and approved will be attached to the ad and publicly displayed in the Ad Library for seven years
- 2) Verify your phone number
- 3) Verify your email address
- 4) Review and submit your disclaimer

OPTION 3: Federal Election Commission (FEC) Registered

Who this applies to: Advertisers with an FEC ID number, including FEC-registered organizations like PACs and political parties

REQUIRED STEPS:

- **What you provide:** FEC ID
 - ▶ Confirm your connection to the organization: Facebook will retrieve information from the FEC about an organization that the advertiser must validate
 - ▶ Advertiser must be able to verify the email returned by the FEC or be able to verify an email with a domain that matches the website on file with the FEC

INSTRUCTIONS:

- 1) Enter FEC ID number – you will be asked to confirm the returned results
NOTE: Information such as treasurer name and committee type will be displayed in the Ad Library and on ads. Before submitting disclaimers, if the information is incorrect, the advertisers must update this with the FEC

- 2) Authorize organization
- 3) Confirm your relationship with the FEC entity
 - ▶ Facebook will email a verification code to either an email address on file with the FEC or an email address at the domain matching the website in the FEC record
- 4) Confirm phone number
 - ▶ Provide a phone number you can access
- 5) Review and submit disclaimer

OPTION 4: Other Organization

Who this applies to: Small businesses, organizations, and local politicians that want to use their organization name in the disclaimer

REQUIRED STEPS:

- Submit the required information
- Receive a phone call with a 4-digit code
- Receive an email with a 6-digit code

OPTION 5: Page Admin's Name

Who this applies to: Small businesses, organizations, local politicians that don't want their organization name in the disclaimer

REQUIRED STEPS:

- Page admins that are authorized will see their name as it appears on official documents as a disclaimer option under “Create and Manage Disclaimers”
- This name is the one that is printed on the official document provided (and not the Facebook profile's name). In addition, a page admin can only select their own name for use in the disclaimer.

Create and Manage Disclaimers

Ads about social issues, elections or politics must run with a disclaimer that says who paid for the ad. You can use your name or the name of an organization in the disclaimer.

You'll need to provide information to confirm your connection to an organization if you want to use its name.

Once you run ads using the disclaimer, the information you provide here will be made publicly available along with your ads and for 7 years in the [Ad Library](#).

Your disclaimers

Paid for by Elizabeth Rose

✔ Authorized - Only visible to you

Create new disclaimer Create

Part III: Link Disclaimers to Your Ad Accounts

Once a disclaimer is submitted, you can assign a disclaimer to an ad account

NOTE: Only authorized page admins can do this.

NOTE: If you are running ads through The Campaign Workshop, you will have to link to our associated ad account.

Link Disclaimers

1 Ad Accounts 2 Link Disclaimers 3 Review & Save

Link Disclaimers

Assign a disclaimer to each of the ad accounts you selected.

If your disclaimer is already approved, then you can begin running ads after you link it to an ad account. If your disclaimer is pending, you can still link it below, but you'll need to wait until it is approved to run ads.

Ad account
Elizabeth Rose (12456789101112)

Select disclaimer

No options selected ▾

Elizabeth Rose
ID Confirmed

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More Resources

Summary of the updates: <https://newsroom.fb.com/news/2019/08/updates-to-ads-about-social-issues-elections-or-politics-in-the-us/>

Step-by-step instructions for disclaimer process with screenshots: https://www.facebook.com/gms_hub/share/us-ads-authorization-guide.pdf

Help center: <https://www.facebook.com/business/help/208949576550051>