

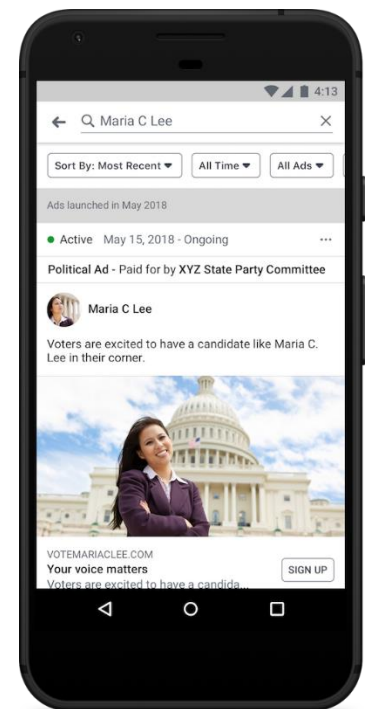
# A Brief Guide to Facebook's New Political Advertising Policies

## **Background:**

During the 2016 presidential election, Facebook saw a surge in divisive political advertisement purchases as well as the creation of similarly polarizing Facebook groups and pages, many of them created by foreign entities. As a result, both lawmakers and digital platforms have begun taking steps to curtail any future attempts by foreign entities or other malevolent actors from influencing the political and policy process. Starting May 22<sup>nd</sup>, 2018, Facebook introduced a series of measures designed to make it harder for foreign actors to purchase political advertisements, and to bring additional transparency around advertisements on divisive policy issue areas such as civil rights, immigration or gun control.

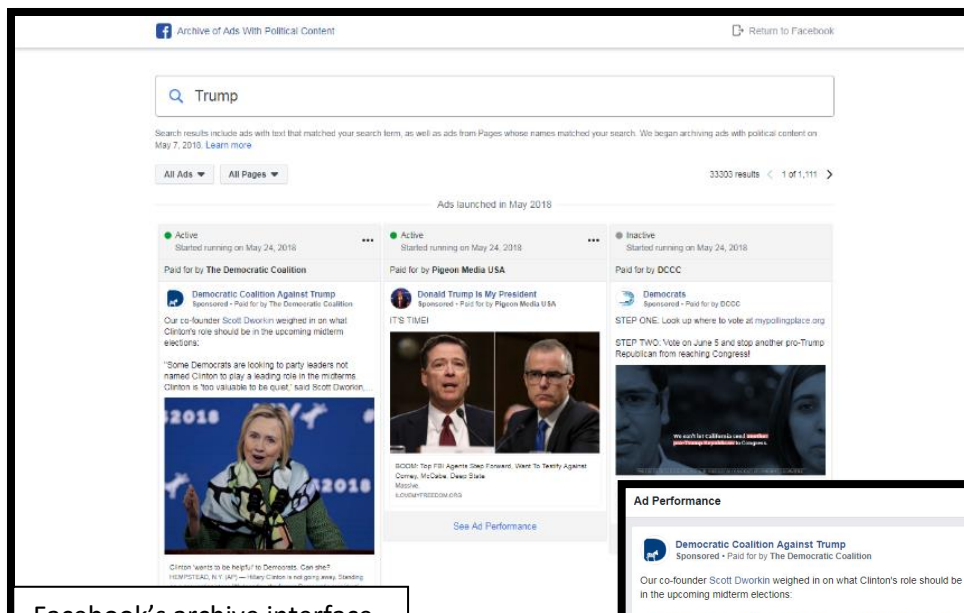
## **What You Need to Know:**

- As of May 22<sup>nd</sup>, 2018, advertisers must take the following steps when purchasing political or issue-based advertisements, including an ads that might promote what can be considered political content:
  1. Page and advertisement account administrators must submit to Facebook a copy of a government-issued identification and provide their residential mailing address for verification.
  2. Following step one, a letter with a code that needs to be entered online will be sent to the provided residential address in order to verify the administrator's location.
  3. Advertisers will then have to disclose to Facebook who is paying for their advertisements.
    - For more information and a guide through the process, visit Facebook's webpage [here](#).
- To combat the creation of fake, divisive Facebook pages, the company will soon require similar authentication of 'large' pages, although the size has not yet been specified.
- All political ads that do appear on the website will be accompanied by a label saying "political ad" followed by a notice of who paid for it.
- All new ads with political content must have the checkbox checked or else they will not be allowed to run.

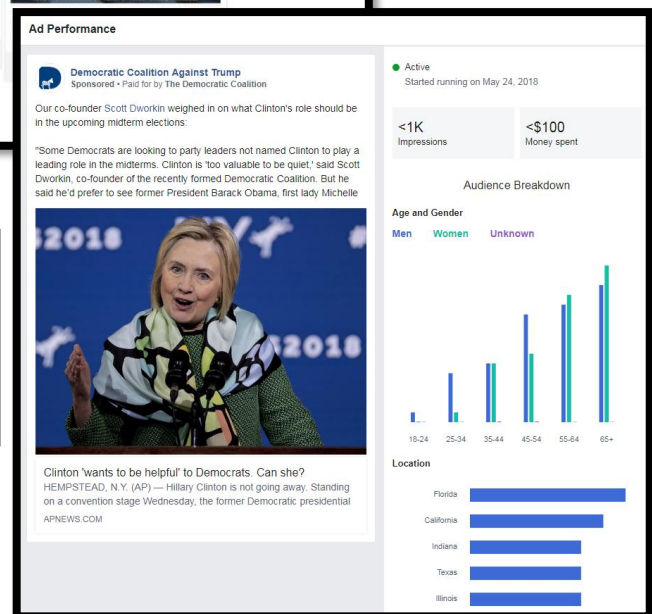


A sample of the disclaimer Facebook will put on political ads

- Starting this June, Facebook will also make public an archive that gives all users access to any political ads posted on the site. The archive will display the ads along with who paid for them, how much they spent, and the target demographics for the ad.
  - As a note, Facebook is planning to roll out this program with all ads starting later this summer.
- For advertisements on Instagram, your Facebook Page name and your Instagram name (not the handle or username) must now match exactly.
- All areas of Facebook will be open to political ads with the exceptions of In-Stream and Audience Network.



Upon clicking an advertisement, a screen will pop up displaying who purchased it, how much they paid, and an audience breakdown based on age, gender, and geographic location



---

**Helpful Links:**

- *Begin verification at the Page Admin level or [here](#):*
  - *Definition of a political ad is [here](#)*
  - *List of issues of national importance is [here](#)*
  - *A blueprint course to help with the ad purchasing process is [here](#)*
- 

---

**Additional Reading:**

- *Mark Zuckerberg's post announcing the [changes](#)*
  - *The Guardian [article](#)*
  - *Wired [article](#)*
- 

## Things to Look out For:

### 1) The Honest Ads Act (Proposed):

- From the website of Senator Marlon Warner, cosponsor of the act: "The Honest Ads Act would prevent foreign actors from influencing our elections by ensuring that political ads sold online are covered by the same rules as ads sold on TV, radio, and satellite."
- For a more detailed description of the proposed law, see [here](#).

### 2) New FEC Rules

- The FEC is in the process of writing new disclosure rules for online political ads that will require online as well as mobile app advertisements to disclose their sponsors, read more [here](#).