f Politics & Advocacy

Agency Guide to Political Ad Authorizations

This step-by-step document outlines the steps agencies must take to meet Facebook's new requirements for running political ads, linking ad accounts to Facebook Pages and properly identifying and labeling those ads.

Get started here, then follow the steps below:
facebook.com/id or **business.facebook.com/id**

Who needs to be authorized?
Anyone placing a political ad and at least one Page admin from any political Page.

STEP 1   ## Confirm Your Identity

This step is required for anyone who plans to place a political ad on Facebook. Additionally, this step is *recommended* for anyone who is a Page admin on a political Page but *required* for at least one Page admin of Pages that do not grant Page admin access to those who place ads on behalf of their Page.

1. If you have Page admin or ad account access to your clients' assets (Pages and ad accounts) via Business Manager, you can get started in two different ways:
    - Go to **business.facebook.com/id** to get started (*recommended*)
    - Alternatively, you can navigate to any Page you are an admin of via Business Manager, go to its Page Settings, and click on the Authorizations tab on the left to get started

2. If you have Page admin access to your clients' pages directly on the Page (and not via Business Manager), you can get started in two different ways:
    - Go to **facebook.com/id** to get started (*recommended*)
    - Alternatively, you can navigate to any Page you are an admin of, go to its Page Settings, and click on the Authorizations tab on the left to get started

3. Once you're on the Authorizations screen, click the Get Started button to begin ID confirmation.

4. To confirm your identity, you'll need to provide a residential mailing address. We'll send a letter to this address that includes a verification code. This code is connected to your Facebook account, so nobody else can use it. Commercial addresses and PO boxes are not accepted.

5. You'll also need to upload a photo of your picture ID (either a US passport or US driver's license) and enter the last four digits of your Social Security Number.

6. Your photo ID should be approved or denied within minutes (you can checked the status at **facebook.com/id** or **business.facebook.com/id** or by navigating back to the Authorizations tab). If it's denied due to the quality of the photo file, you can try again. If it's denied for a reason not stated in the interface, you can click appeal.

7. The letter should arrive at your address within 3-7 days. You can check the status at **facebook.com/id** or **business.facebook.com/id** or by navigating back to the Authorizations tab in Page Settings and clicking the View button next to your name. If your letter doesn't arrive within 3-7 days, you can also request a new one on this status screen.

8. When your letter arrives, visit the URL provided and enter your code.

9. 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. You are now ready to proceed to step 2.

STEP 2

Link Ad Accounts to Corresponding Pages and Add Disclaimers

This step is for anyone who is a Page admin either on the Page directly or through Business Manager.

1. 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).

2. Go to Page Settings and click on the Authorizations tab on the left. Under Step 2: Link Your Ad Accounts, click Begin.

3. You'll see the terms and conditions for running political ads. You can visit **facebook.com/legal/politicaladtools/** to review these terms, and you must agree to these to continue.

4. On the Ad Accounts screen, click the Enable Political Ads check box next to every ad account you'll be using to fund political ads for this 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.

5. 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 responsible 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. We will review each disclaimer to make sure it adheres to our advertising policies. You can edit your disclaimers at any time, but after each edit your disclaimer will need to be reviewed again, so it won't be immediately available to use. Each ad account you link can have a different disclaimer (if needed).

6. Review the information you've entered and submit it for approval.

7. Once your disclaimers have been approved, you are ready for Step 3.

STEP 3

Place Political Ads

This step is for ad account admins or advertisers.

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

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

3. When you reach the ad creation section, check the box that says "This is a political ad." This will automatically ensure that the political ad label and the disclaimer information you previously entered is included with your ad.

4. Choose your ad format. The ad formats available to run political ads across the Facebook family of apps and services include Image, Carousel and Video. You can link your political ads to an external website or a Canvas.

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

6. Enter all other text and creative inputs.

7. Complete the ad setup and publish your political ad.

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

FAQs

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

Page admin: Links ad accounts to the Page running political ads 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 political ads. 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 political ads? Does every Page admin and anyone connected to the ad account need to do it?

A political ad 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 political ads, that ad account advertiser will need to confirm their identity. Any person creating, modifying, publishing and pausing political ads will also 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

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 one 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 + 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 will be included. If the ad isn't political, the option to uncheck the box is available. However, the ad is still subject to ad review. If deemed a political ad, 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 a political ad is shared as an organic post, the political ad label and 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 Page Settings.

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?

If that person is a current or past US federal officeholder, yes. Ads that reference a US federal elections candidate or political party are required to run with a disclaimer, and this may include people who are not actively running for office.

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.

How are you reviewing the disclaimers?

The information you enter must be accurate and complete. We'll review your entry against our advertising policies and community standards, but you're responsible for including any notices required by law.

What objectives are eligible for political ads?

You can use any objective as long as the ad format (Image, Carousel and Video) and the placements (Facebook Mobile News Feed, Facebook Desktop News Feed, Instagram and Instagram Stories) are supported.

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.