

Facebook Guidelines and Best Practices

PROHIBITED CONTENT – (SECTION 3D)

1. Ads must not constitute, facilitate, or promote illegal products, services or activities. Ads targeted to minors must not promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.
2. Ads must not promote the sale or use of the following:
 - a. Illegal, prescription, or recreational drugs;
 - b. Tobacco products and related paraphernalia;
 - c. Unsafe supplements, as determined by Facebook in its sole discretion;
 - d. Weapons, ammunition, or explosives; or
 - e. Adult products or services (except for ads for family planning and contraception).
3. All ads must not violate FB Community Standards. Ads must not contain any of the following:
 - a. Content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
 - b. Adult content. This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.
 - c. Shocking, sensational, disrespectful, or excessively violent content.
 - d. *Content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.*

Ads should not single out individuals or degrade people. Unacceptable language includes verbiage such as "Are you fat?", "Are you in debt?" and the like. Instead, text must present realistic and accurate information in a neutral or positive way and should not have any direct attribution to people. The language of the ad should be focused on the product and not users.

Stay away from usage of the words "other" or "you". For example, "Find others suffering from flu like symptoms" or "If you have renal cancer". These words personally identify the user and are in violation of Facebook ads policy.

Or phrases that insinuate that the reader has the disease or disease symptoms, for example, "Diagnosed with Alzheimer's?"

- e. Deceptive, false, or misleading content, including deceptive claims, offers, or business practices.

- f. Content that exploits controversial political or social issues for commercial purposes.
- g. Audio or flash animation that plays automatically without a person's interaction or expands within Facebook after someone clicks on the ad.
- h. Non-functional landing pages. This includes landing pages that interfere with a person's ability to navigate away from the page.
- i. Spyware, malware, or any software that results in an unexpected or deceptive experience. This includes links to sites containing these products.
- j. Bad grammar or punctuation. Symbols, numbers, and letters must be used properly.
- k. Images that portray nonexistent functionality.
- l. Images that contain "before-and-after" images or images that contain unexpected or unlikely results.
- m. Payday loans, paycheck advances or any other short-term loan intended to cover someone's expenses until their next payday.
- n. Content leading to external landing pages that provide an unexpected or disruptive experience. This includes misleading ad positioning, such as overly sensationalized headlines, and leading people to landing pages that contain minimal original content and a majority of unrelated or low quality ad content.

OTHER THINGS TO AVOID

- Images that shock or scare viewers. (guns, blood, violence, accidents)
- Sexually suggestive content.
- False "play" buttons, images that deceive the user.
- Before and after images
- Specifically, for patient recruitment: "Research" and "Study" can't be used alone. If Research is used it must be followed by Study - "Research Study"

TEXT WITHIN IMAGES

Facebook will limit the distribution of ads that contain more than 20% of text within the image. Facebook asserts that ads that contain images with little to no text tend to cost less and have better delivery than ads with image text. Image text can fall into one of 4 categories:

- **Ok** - contains little to no text
- **Low** - your ad's reach may be slightly lower
- **Medium** - your ad's reach may be much lower
- **High** - the ad may not run

Exceptions to the rule:

- **Logos** - Any text-based logo is counted as text regardless of its size or alignment
- **Watermark** - Watermarks are considered as text, even if they're mandatory or as per their brand guidelines
- **Numbers** - All numbers are considered as text

BEST PRACTICES

- **Use all available characters to communicate message (Newsfeed ads)**
This includes text, headline, and link description text. The more direct and accurate information is communicated via the ad, the higher quality of viewers who will click through to the website or landing page.
- **Use Newsfeed Ads**
Some organizations may not have the resources to support the organic, social nature of Facebook and would only like to use Right Rail ads only because they do not require a Facebook Page and the consequent Facebook Page management. However, newsfeed ads outperform right rail ads in every category.
- **Share headlines that inform**
People expect the stories in their feed to be meaningful to them. When the headline of a story is missing information, people tend to find that misleading, sensational and spammy.
- **Post headlines that set appropriate expectations**
Stories with clear, accurate headlines are the ones that resonate most. When the headline of a story includes misleading information, people tend to find that disingenuous and spammy.
- **Share links with clear, accurate headlines**
Catch your audience's attention by sharing non-clickbait content that your audience cares about and driving the conversation with your personal voice.
- **Create content with social context in mind**
What would make someone more likely to share your content? Think about identity and emotion — key drivers of sharing — when writing headlines and choosing images.

REMARKETING AND USE OF CUSTOM AUDIENCES

There are NO formal restrictions on Facebook remarketing and the use of custom audiences within Facebook's guidelines when it comes to patient recruitment and clinical trial studies. However, it is advised that extreme caution be taken when using remarketing lists and custom audiences. The landing page and/or website must explicitly state within its privacy policy that the site may collect data and detail how it intends to use data associated with users/viewers. Below is the Facebook policy that outlines this necessity.

[Facebook's Custom Audiences Policy](#) (remarketing lists are a form of custom audience) and according to the 1st bullet point in which it reads:

*You represent and warrant that you (or your data provider) have provided appropriate notice to and secured any necessary consent from the data subjects whose data will be hashed to create the Hashed Data, including as needed to be in compliance with all applicable laws, regulations and industry guidelines. If you have not collected the data directly from the data subject, you confirm, without limiting anything in these terms, that you have all necessary rights and permissions to use the data. **If you are using a Facebook identifier to create a custom audience, you must have obtained the identifier directly from the data subject in compliance with these terms.***

HOWEVER, Facebook still reserves the right to *modify, suspend or terminate access to, or discontinue the availability of, the custom audiences feature at any time*, as pointed out on the 4th bullet point of the [Facebook's Custom Audiences Policy](#).

FACEBOOK PRIVACY POLICY

- Here's Facebook's Privacy Policy: <https://www.facebook.com/about/privacy>
- Information on how Facebook gather's user information for advertising purposes: <https://www.facebook.com/about/ads/>
- Facebook is in compliance with Digital Advertising Alliance