



Tipsheet: How to avoid Facebook advertising jail

In the wake of Facebook attempting to nip misinformation in the bud, nonprofits are getting their ads denied. As social platforms increasingly grow into pay-to-play models, it can be a challenge to raise awareness with nonprofit audiences. Here are some tips to have your ads approved.

Get verified

Having someone at your organization who's verified or verifying your organization's page will help with how the Facebook AI reviews the ads. Here's Facebook's [form](#) to apply for verification. Pro tip: this a process, so try and plan ahead to avoid any snags when launching your ads.

Creative tips

Selecting the right photos, graphics, or video is an important part of launching a successful digital advertising campaign. To make sure your ad isn't flagged, double check none of your creative is violating any of [Facebook's non-political rules](#) for advertising such as multiple buttons in ad creative.

Copy tips

Regardless if you don't think your ads are political, using words like "energy" or "clean water" will probably have to go through the political advertiser verification process. Even ads by Nestle, Evian, and other corporate advertisers mentioning "bottled water" are often flagged as political. If you think that [Facebook will qualify your ad content as a social issue](#) you must identify it as such or it will be rejected.

Join a community of digital practitioners

Progressive movement work is more fun *and* effective when done in community. Tap into knowledge from groups like [Progressive Digital Professionals](#) or [Radical Communicators Network](#) to crowdsource answers to your questions. Both require applying for access and new members are added on a weekly basis.

Reach out

If you find your nonprofit's ads are getting unjustly flagged, email us at waterhub@climatenexus.org.