

10.a Ads About Social Issues, Elections or Politics

Policy

Advertisers can run ads about social issues, elections or politics, provided the advertiser complies with all applicable laws and the authorization process required by Facebook. Where appropriate, Facebook may restrict issue, electoral or political ads.

Any advertiser running ads about social issues, elections or politics who is located in or targeting people in designated countries must complete the [authorization process required by Facebook](#), except for news publishers identified by Facebook. This applies to any ad that:

Is made by, on behalf of or about a current or former candidate for public office, a political figure, a political party, a political action committee or advocates for the outcome of an election to public office; or

Is about any election, referendum or ballot initiative, including "get out the vote" or election information campaigns; or

Is about any [social issue](#) in any place where the ad is being run; or

Is regulated as political advertising.

Advertisers running these ads, regardless of location, targeting or news exemptions, must comply with all applicable laws and regulations, including but not limited to requirements involving:

Disclaimer, disclosure and ad labeling;

Blackout periods;

Foreign interference; or

Spending limits and reporting requirements.

Ads must not run in or be targeted at the state of Washington when the ads relate to Washington's state or local elected officials, candidates, elections or ballot initiatives.

Was this explanation helpful?

YesNo