POLITICAL ADVERTISING

Running political and issue-based ads on social. Campaign advertisement is an effective way to promote your work and **inform your audience**. In order to run ads around social issues, elections or politics, certain platforms require an authorization process.

Background

In spring 2018, Facebook rolled out a new set of requirements for pages running advertisements on the platform in an effort to reduce bot activity and political interference. These conditions were applied not only to ads that addressed overtly political sentiments, but also to any ads Facebook deems as related to issues of national importance. These issues include, but are not limited to, the military, the environment, budget, crime, civil rights, guns and taxes. The new requirements apply to Instagram as well, as it is owned by Facebook.

Twitter also added political ad requirements around the same time, and more recently has added requirements for running issue ads. Both sets of requirements are part of Twitter's efforts to increase transparency. National issues by Twitter's criteria include, but are not limited to, abortion, civil rights, climate change, guns, healthcare, immigration, national security, social security, taxes and trade.

Authorization Process

To help you better understand the new requirements established on the three networks, we've highlighted the requirements and steps needed for organizations to obtain political ad certification across social networks.

+Twitter

- To run political ads on Facebook and Instagram, individuals running the ads will need to confirm their identity. Organizations should establish who on their digital team fits into what page role, and who should receive different permissions.

- To run political ads on Twitter, there are different requirements for political committees and candidates, organizations and individuals. Most Spitfire clients would fall under "organizations."
  - More information about these different entities can be found here.

- For issue-based entities, Twitter requires an organizational representative to provide contact information and the organization's tax ID.

- More information about this can be found here after selecting certification and entity type.
- For more information on political and issue ad certification on Twitter, head to the FAQ page.

Update from Nov 2019:

Twitter updated its policy for political advertising. According to the New York Times, "Twitter rolled out a formal definition of what it considers to be a political ad. Under the official policy, Twitter said ads that discuss elections, candidates, parties and other overtly political content would be prohibited. For ads that refer to causes generally and that are placed by organizations and not politicians or political candidates, Twitter said it would place restrictions on them but not ban them outright." To learn more, please visit Twitter's updated policy.