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 iissues 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.

+Facebook and Instagram

- 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.
    - For more information about page roles, please visit Facebook's explanation here.

- Only page administrators may go through the identity verification process and every individual who will run ads from a page needs to be verified. This process involves adding security to the admin's personal Facebook account and providing a government issued identification. At this time, Facebook plans to make certification permanent, so users will not need to renew their certifications. **The certification process can take up to 10 days, so it's best to complete the process before you plan to advertise.**
    - All of the steps to completing the identity verification process can be found here.

- Once all identity verification steps are completed, users will then be able to authorize their Instagram accounts if they plan to run political or issue ads there as well. These accounts must be linked to their corresponding Facebook accounts.
    - More on certifying Instagram accounts can be found here.

- For more information about political and issue ad certification for Facebook and Instagram, head to the Advertiser Help page here, or the support page here (scroll to the bottom and click on the messenger icon to chat with a live support agent).