

How to navigate advertising restrictions and leverage Meta Support Pro to maximize performance

Advertising performance is critical to your businesses, and we are dedicated to helping you keep your ads running without interruptions.

Meta's policies help protect businesses and people on our platforms. This summary of best practices is designed to help you navigate them successfully.

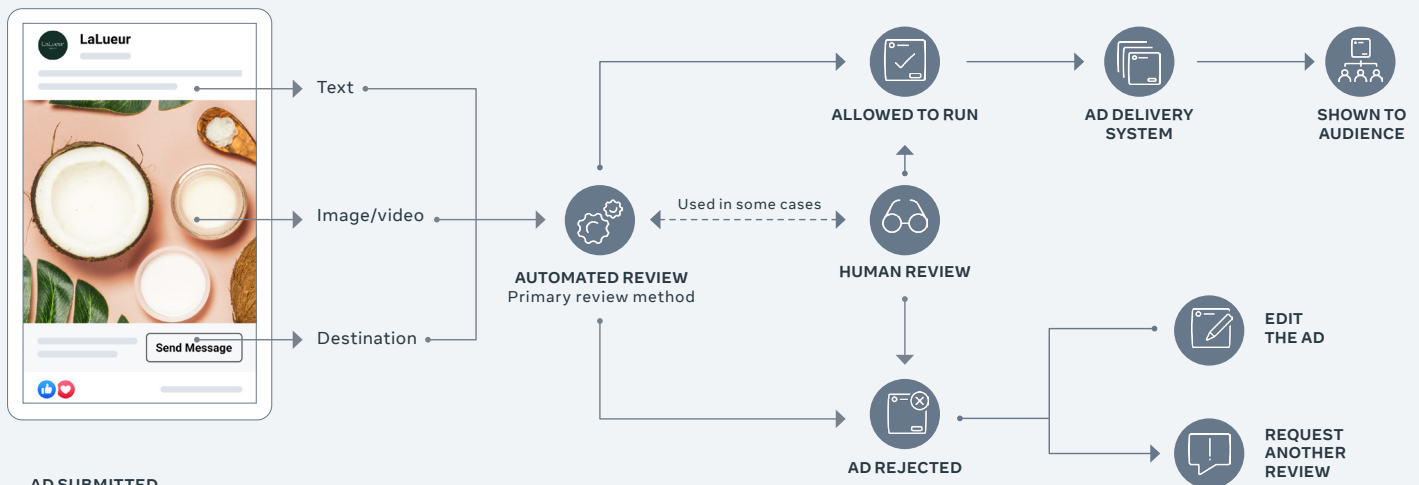
Meta Advertising Standards

Advertisers are required to follow the policies outlined in our [Advertising Standards](#), which are designed to help protect people from poor experiences and support meaningful connections between people and businesses across our technologies.

Advertisers running ads across Meta technologies must also follow our Community Standards, and advertisers on Instagram must follow our [Instagram Community Guidelines](#).

The ad review process

Our ad review system relies primarily on automated tools to check ads, Business Accounts, and its business assets (that is, ad accounts, Pages, or user accounts) against our policies. Our ad review process starts automatically before ads begin running, and is typically completed within 24 hours. Additionally, ads may be reviewed again, including after they are live.

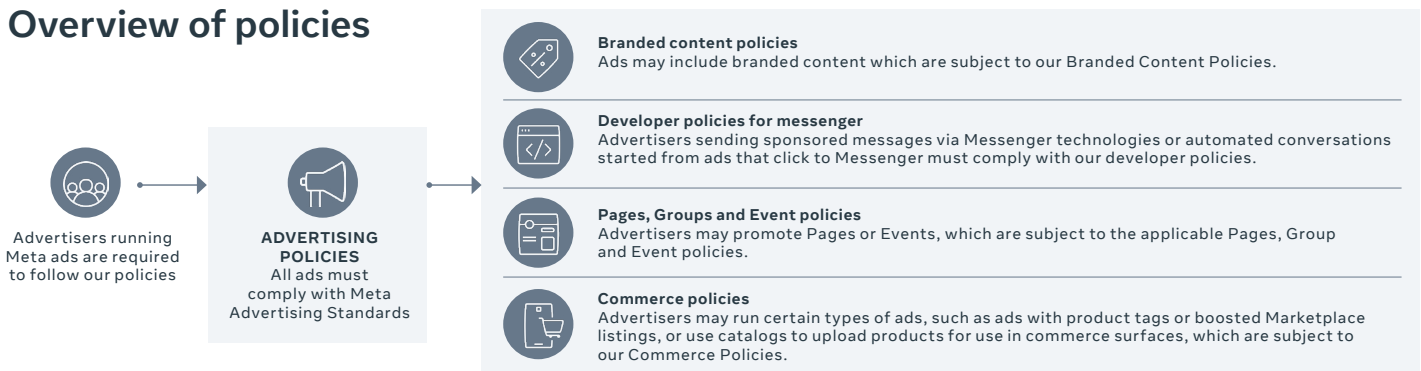


Ad reviews are typically completed within 24 hours, but may sometimes take longer.

Enforcement of our policies

Beyond reviewing individual ads, we also monitor and investigate advertiser behavior, and may restrict business assets that don't follow the policies outlined in our Advertising Standards, Community Standards or other Meta policies and terms. [Learn more](#).

Overview of policies



FACEBOOK COMMUNITY STANDARDS AND INSTAGRAM COMMUNITY GUIDELINES
All content on Facebook and Instagram, including ads, must comply.

The most common advertising violations

Build a policy-compliant and people-friendly ads experience with these guidelines:



Personal attributes

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs or age, among others. For example, don't use the word "you" or "your" to reference a personal attribute. [Learn more.](#)



Personal health and appearance

Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products. For example, don't use before-and-after images to display idealized results. [Learn more.](#)



Low quality or disruptive content

Ads must not contain content leading to external landing pages that provide an unexpected or disruptive experience. This includes misleading ad positioning, such as overly sensationalized headlines or prompts for people to inauthentically interact with the ad. It also includes ads that lead people to landing pages that contain minimal original content or ad content that is primarily low quality or irrelevant. For example, don't use ad images that are excessively cropped or require people to click the ad to view the full image. [Learn more.](#)



Nonexistent functionality

Ads must not contain images with nonexistent functionality. This includes imagery that replicates video playing functionality, notifications or checkboxes, as well as ads containing features that do not work, such as multiple choice options in the ad creative itself. For example, don't replicate play buttons. [Learn more.](#)



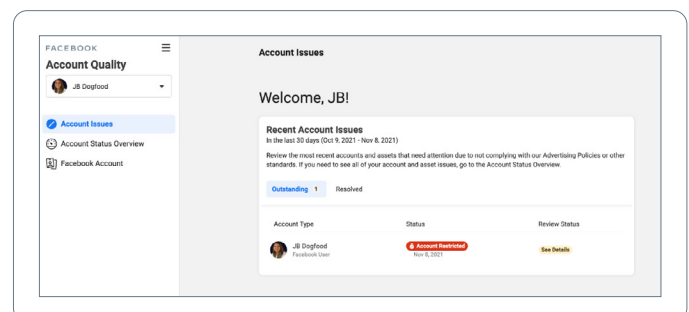
Unrealistic outcomes

Ads must not contain promises or suggestions of unrealistic outcomes for health, weight loss or economic opportunity. For example, don't use claims of cures for incurable diseases. [Learn more.](#)

Navigate advertising rejections and restrictions

Account Quality

Is a centralized tool where advertisers can review the status of their accounts and better understand existing enforcements. Advertisers may also be able to use Account Quality to request another review of restricted accounts or rejected ads. You can access Account Quality via the enforcement email, or by navigating to <https://www.facebook.com/accountquality>.

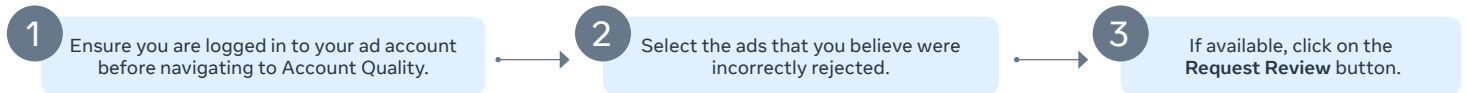


Navigating an ad rejection

There are two options for navigating a rejected ad:

1. **Edit and resubmit:** You can edit the ad content to comply with our policies by going to your preferred ad creation surface (for example, Ads Manager) and uploading a new image or changing the text in the ad.
2. **Request another review:** If you do not understand why your ad was rejected or believe it was incorrectly rejected, we encourage you to request another review. Typically, our review is completed in 24 hours but it may take longer in some cases. We will notify you of our decision via email.

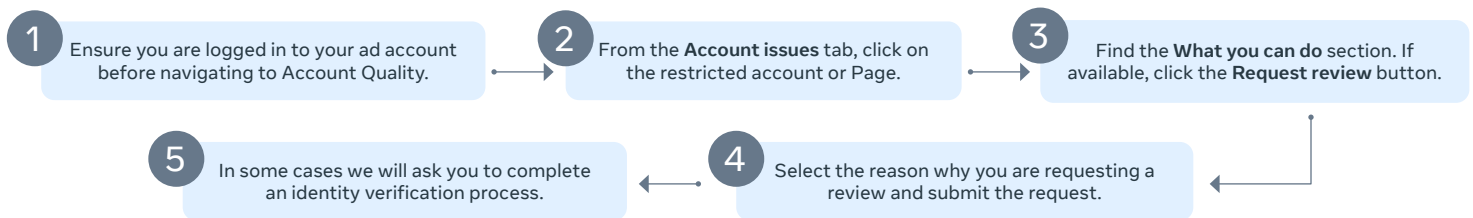
Steps for requesting another review:



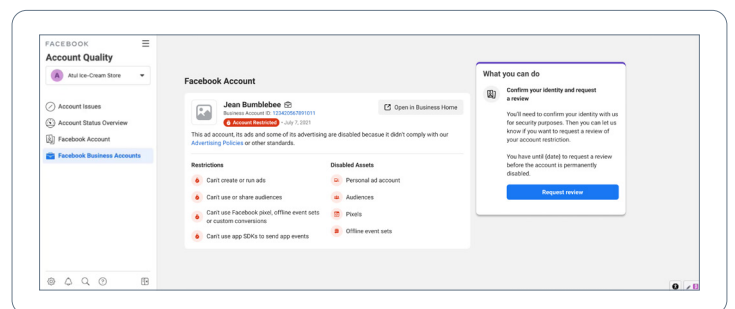
Navigating an advertising restriction

If you believe your Business Account or any associated ad account, user account or Page was incorrectly restricted, you may be able to request a review of the decision in Account Quality. This is usually the fastest way to resolve most advertising restrictions. Typically, our review is completed in 48 hours, although it may take longer in some cases.

Steps for requesting a review:



We will notify you of our decision via email. If we review your account and find that the activity is acceptable under our policies, your account will be reinstated and you will be able to advertise again.



Trustworthy messaging experiences

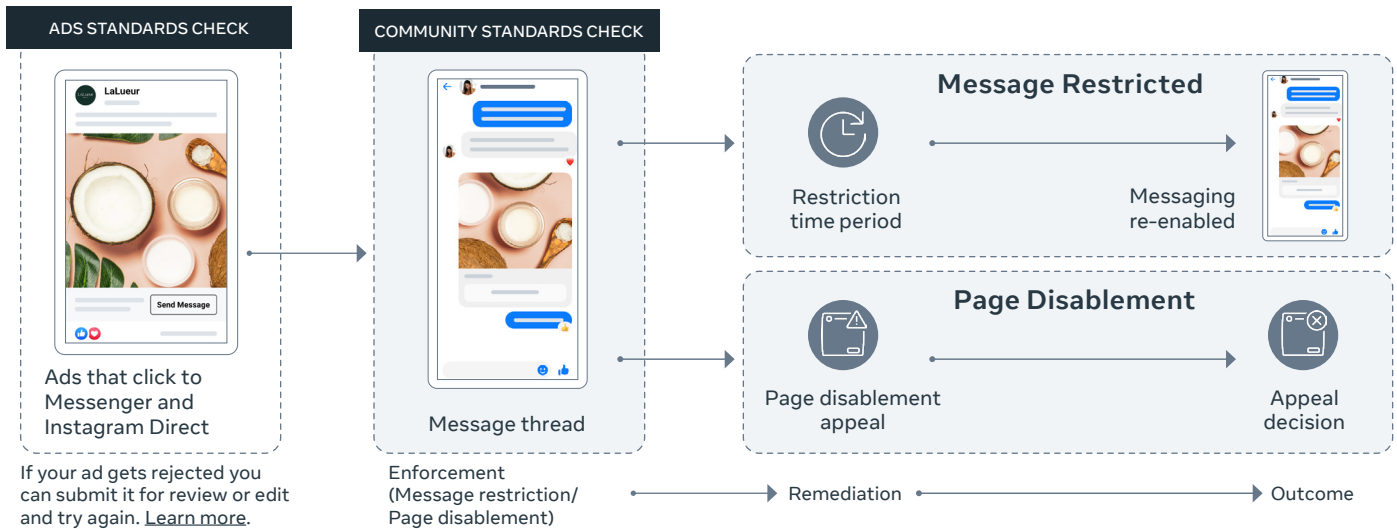
Ads that click to message are powerful tools that send people that click on your ads directly into conversations with your business in Messenger, Instagram Direct, or WhatsApp.



These ads have a thread-level checkpoint in addition to the standard ad review process to help make our technologies a safe and trustworthy place to connect, engage and do business. Your messages in Facebook Messenger and Instagram Direct have to comply with our [Facebook Community Standards](#) and [Instagram Community guidelines](#).

Depending on the strikes accumulated, you may be restricted from sending messages for a period of time, or your page may get disabled. You can view and appeal the status of your Facebook page in the Page Quality widget, or request a decision review of your Instagram Account. [Learn more](#)

Messaging integrity checkpoints



Third-party developer policies

If advertisers use a third party to develop their chat bot or integrate API, an additional set of policies are applied to the developer(s). Apps and messaging experiences that receive excessive negative feedback may be feature limited, paused, rate limited or removed from Meta Technologies. [Learn more.](#)

Trustworthy shopping experiences



We have policies and measures in place to help protect people and businesses when engaging with ads and shopping solutions. Businesses that violate our policies or requirements may have actions taken against them, including removal of listings, rejection of product tags or the loss of access to our shopping solutions.

1. If you're selling products on Facebook or Instagram, you must meet our Commerce Eligibility Requirements. [Learn more.](#)
2. Commerce Policies and additional policies that may apply (Advertising Standards, Community Standards, Instagram Community Guidelines) [Learn more.](#)
3. Post-purchase feedback is collected at customer feedback dashboard [Learn more.](#)

Product catalog rejections and how to address them



If you believe that your product listing rejection is incorrect, you can request another review through the following channels and learn how to troubleshoot catalog rejections.

- Request a second review in [Commerce Manager](#) or [Account Quality](#).
- Request a review of product tag rejections for Shops on Instagram. [Request Review.](#)

Best practices for creating better shopping experience for people



1. Ensure that a catalog used in ads and Shops complies with both Advertising and Commerce policies and be aware of differences between the two.
2. Provide clear and updated information about product details, shipping times and cost.
3. Prioritize good customer service to foster strong relationships with customers.
4. Test your ad campaigns at a small scale to understand customer feedback before you optimize and scale accordingly.
5. Upload your product catalog for Shops with plenty of time before.

Meta Support Pros



Support for advertisers is available 24 hours per day, all year round.

Some languages are only supported during local business hours.



Advertisers are supported through three channels:

- Chat (most common)
- Email
- Phone



What can Meta Support Pros help with?

Product and tech support

- Inquiries and tech issues
- Ad and organic product questions
- Instructions on feature usage
- Interface navigation
- Bugs across Meta technologies
- Bugs across business interfaces
- Inquire about known issues
- Technical troubleshooting
- Signals troubleshooting
- Ad units, placement, features
- Delivery
- Reporting and insights

Access and operations

- Access across Meta Business Suite
- Disabled account issues
- Login checkpoint
- Disputed admin
- Lost access or access issues
- Hacked accounts
- Fake accounts
- Delete a Business Manager
- Facebook Page and Instagram account
- Page and profile verification
- Merge request
- Name or username change
- Username claim
- Account takedown request
- Content takedown request
- Unauthorized pages
- Alcohol age gating requests
- Profanity filter whitelist
- Global pages
- Location structures
- Page policy questions

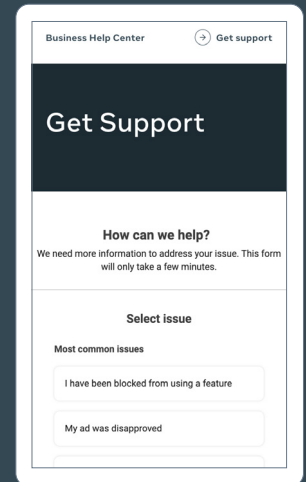
Policy and finance

- Advertising Standards
- Appeal disapproved ads
- Excessive Pending ads time
- Proactive policy check
- IP claim
- Appeal blacklisted URL, photo or hashtag
- General questions
- Monthly invoicing and credit card
- New credit line setup
- Increase credit limit
- Crest usage or sharing
- Prepayment
- Invoice or billing statement discrepancies
- Invoice request
- Change or update billing address
- PO number addition
- Coupon issue
- Refund request
- Add, remove or change payment methods
- Increase daily spend limit

How to contact

Note: Make sure you're logged into your Facebook account to use our advertiser chat support.

If you have more questions, you can reach out to the [Help Center](#).



Additional Resources



[Account Quality](#)



[Business Help Center articles](#)



[Help Center](#)



[Advertising Standards](#)



[Community Standards](#)