

## Getting Your Facebook Ad Campaign Approved

Facebook and Instagram (parent company - Meta) often reject advertisements that mention tobacco. Both platforms have policies that prohibit running ads promoting the sale or use of tobacco products. All ads are approved by a computer which isn't always able to differentiate between an ad that promotes tobacco versus one that is anti-tobacco.



### Steps that may help your anti-tobacco ads get approved.

- Previously, Facebook had a policy that no more than 20% of an ad's image could be text. They removed that hard policy in 2021 but it's still a recommended guideline to keep text smaller and let the image speak for itself.

- Use data and facts to support the message/point. If something is said that could be interpreted as an opinion, support it with data/statistics and when possible, a source.

- If you need to use the term "tobacco," make sure the overall message is clearly interpreted and not viewed as promoting tobacco.

- Think like a computer and ask, will this get flagged? Does it need more context or data to show our position? Is my anti-tobacco position strong enough in terms of word choice and overall messaging or could it be misinterpreted?

- Share an article with commentary or a quote.

- Consider using the term tobacco in a phrase with negative connotations, such as:

- "Tobacco threatens our environment."
- "Tobacco negatively impacts our planet."
- "Tobacco pollutes the planet."
- "Tobacco damages the health of all people."

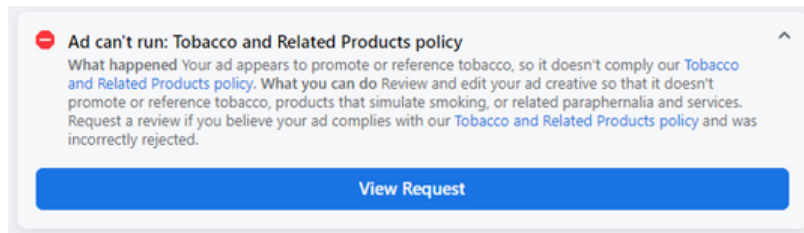
- Try using "smoke," "quit," "quit smoking," and/or "quit journey" to show the computer your post contains a public health message.

- Try referencing the damage from exposure to secondhand tobacco smoke.

## Contacting Facebook/ Meta Support

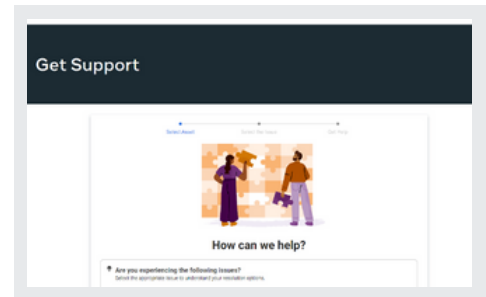
While these steps are designed to provide guidance, don't be surprised if your ad is rejected! **We recommend appealing the rejection and filing a support ticket as soon as possible to explain that your ad is anti-tobacco.** It will also give you a chance to get clarity on what to change so you can resubmit your ad.

1. To request a review when your content is rejected, click on **'View Results'** and select **'View Request.'**



2. This is the webpage to explore if you need support:  
[www.facebook.com/business/help/support](https://www.facebook.com/business/help/support)

Facebook/Meta support may not respond immediately; they do not have the strongest customer support and service in place.



## Facebook Tobacco Policies

### Facebook Tobacco Policy

*"Ads must not promote the sale or use of tobacco products and related paraphernalia. Advertisements must not promote electronic cigarettes, vaporizers, or any other products that simulate smoking"*

#### Ads can:

Promote anti-smoking campaigns and e-books, counseling services for smoking addiction, and smoking rehabilitation programs or facilities.

#### Ads cannot:

Portray consumption of tobacco or related products where the primary focus of the ad is tobacco usage.

To learn more, visit: [transparency.fb.com/policies/ad-standards/dangerous-content/tobacco](https://transparency.fb.com/policies/ad-standards/dangerous-content/tobacco)

## Examples of Approved Ads

### Highlighting Cessation Resources

**ASH: Action on Smoking & Health**  
August 21 · Public

Akello realized that outside factors like stress were driving them to smoke, so they addressed the root cause of their stress to finally quit smoking too. Visit [kickitca.org](http://kickitca.org) or [smokefree.gov](http://smokefree.gov) to follow their lead and begin your quit journey today.

**ASH: Action on Smoking & Health**  
August 14 · Public

Nackie quit smoking to protect her children. Who do you want to quit for? Visit [kickitca.org](http://kickitca.org) or [smokefree.gov](http://smokefree.gov) to see the free resources available to help with your quit journey.

### Using Negative Language

**ASH: Action on Smoking & Health**  
Published by Hootsuite · August 15 · Public

It's no secret that tobacco negatively impacts our planet. But did you know that it's not just cigarette butt pollution that's an issue? Throughout its ENTIRE lifecycle, tobacco threatens our environment. Learn more: <http://ow.ly/vzYf50Jv74C>

**ASH: Action on Smoking & Health**  
Published by Hootsuite · September 8 · Public

About 600 million trees are cut down every year to produce tobacco products and cigarette-manufacturing machines use up to four miles of paper an hour to roll and package cigarettes. It's time to protect our planet by phasing out the sale of cigarettes. Learn more: <https://ash.org/pollution>

## Examples of Rejected Ads



### Example: Rejected, Appealed & Rejected Again

Here is an example of a rejected ad that was appealed and rejected:

- In this case, the ad was created and was submitted for approval to Facebook/Meta.
- After a notification was sent that it was rejected for violating the Tobacco policy, a review was requested.
- Unfortunately, in this case, the ad was rejected again.
- Facebook does not provide more information other than the following:

**Ad can't run: Tobacco and Related Products policy**  
 What happened Your ad appears to promote or reference tobacco, so it doesn't comply our [Tobacco and Related Products policy](#). What you can do Review and edit your ad creative so that it doesn't promote or reference tobacco, products that simulate smoking, or related paraphernalia and services. Request a review if you believe your ad complies with our [Tobacco and Related Products policy](#) and was incorrectly rejected.

**Our best guess: the article's image of cigarettes looks like it could be an ad. We didn't choose the image for the article but will be more mindful of the display image for all links we choose to promote going forward.**

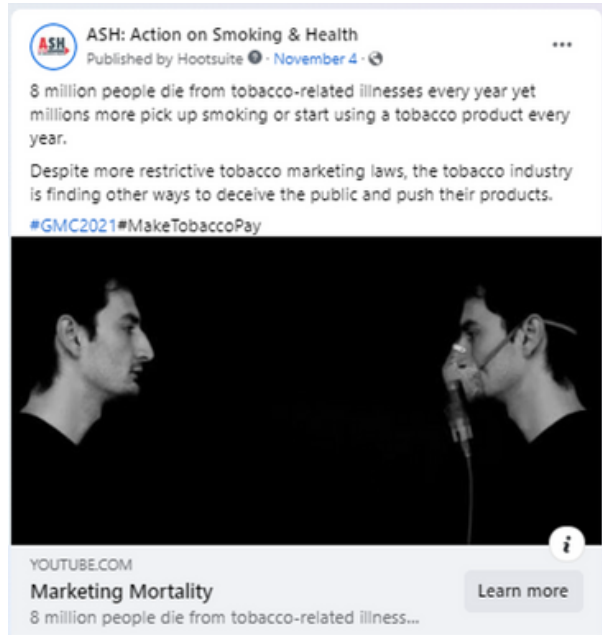


### Example: Rejected, Appealed & Approved

Here is an example of a rejected ad that was appealed and accepted:

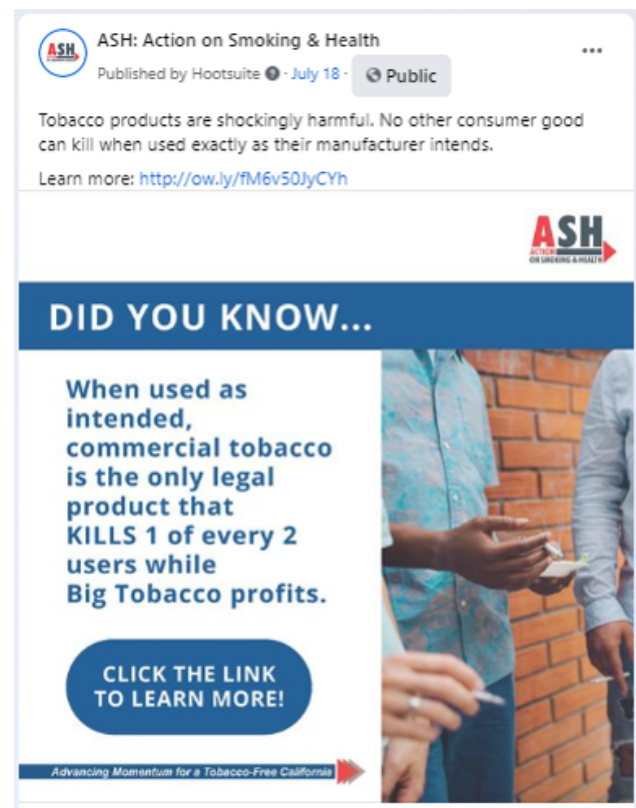
- Once the ad was created, it was submitted for approval to Facebook/Meta.
- Within a few hours, an email was sent, letting the advertiser know it was rejected for violating the Tobacco and Related Products policy.
- The advertiser requested a review and, within the next 24 hours, received a notification that the ad was approved.

## Examples of Rejected Ads



We don't have a best guess for why the ad on the left was rejected despite our appeal.

Our best guess: imagery of people smoking on the right could be perceived positively by some.



## Summary

- There is no one-size-fits-all solution for anti-tobacco advertising on Facebook and Instagram. And their policies may change with time.
- **Keep appealing every rejection, testing new copy and images to see what works, and don't get discouraged.**
- You're not alone in your frustration, and it IS possible to advertise with your public health messages!