



September 24, 2019

New Facebook Disclaimer Requirements

Are you in compliance with Facebook's newest policies regarding Issue / Political ads?

There is a **deadline of November 4, 2019 (deadline extended from October 15, 2019)** to ensure compliance or your Facebook ads will be paused. To avoid costly downtime, please review this memo and take the appropriate actions. Please be advised that this requires action from the owner of the account and therefore Further or any other agency partner cannot act on your behalf to make these updates.

What's Happening:

In a nutshell, Facebook ad account owners must *resubmit* their organization's disclaimer information to Facebook before October 15th to comply with new policy updates initiated by Facebook.

Why This Is Happening:

Facebook continues to make changes ahead of the next election cycle to try to prevent "fake news" and election fraud. These new policy updates seem to be more targeted toward political operatives however they affect non-profits who have been deemed to advertise on issues of national importance (ie. If you've had to select the "political ad" option previously).

How to Update:

When you log into your Facebook page, you should currently see the following alert at the top of your "Authorizations" in page settings. Active disclaimers will have an "Action Required – Must Be Recreated" warning. When you create a new disclaimer, you will be prompted to provide updated information.



Disclaimer requirements changing

We're strengthening our disclaimer requirements. As a result, we may disable some of your current disclaimers.

To continue running ads about social issues, elections or politics, you must recreate any disclaimers that were created prior to Sep 17, 2019

[Learn More](#)

What is Being Required:

There are 5 options for providing more information. Three of these options demonstrate your organization's recognized status with the federal government and we believe the large majority of clients will fall into this category. If one of the following three options are selected/provided the organization will be allowed to use their registered organization name in disclaimers (ie. Paid for by *Organization Name*) and the "i" icon that appears in the upper right-hand corner of ads will read "Confirmed Organization".

Three Government Recognized Options:

- Tax-registered organization identification number (i.e. EIN)
- A government website domain that matches an email ending in .gov or .mil
- Federal Election Commission (FEC) identification number

If an organization cannot provide one of these credentials, it has the following options:

- Submit an organization name by providing a verifiable phone number, business email, mail-deliverable address and a business website with a domain that matches the email;
or
- Provide no organizational information and rely solely on the Page Admin's legal name on their personal identification document. For this option, the advertiser will not be able to use a registered organization name in disclaimers.

For More Information: <https://newsroom.fb.com/news/2019/08/updates-to-ads-about-social-issues-elections-or-politics-in-the-us/>



What's Next?

You should be prepared for other advertising platforms to also take steps to ensure greater accuracy in content in attempts to restrict “bad actors”—especially from ad platforms that are under Congressional scrutiny.

Twitter has also recently instituted “Issue” notifications on ads that address issues deemed to be of national importance. If your organization’s ads are deemed by Twitter to be issue-based, you will be required to establish a NEW Twitter ad account and provide information verifying your identity. To our understanding at this time, based on feedback directly from Twitter, existing accounts cannot be converted to Issue-accounts. Creating a new account may present certain temporary issues or delays in ad serving/tracking and if you have questions on this, Further is happy to advise how to best navigate the complexities of this change.

Google is also requiring enhanced user identification – verification for ads containing the name of federally elected office holders and candidates. To run ads that include the name of U.S. federal officials and candidates, including (but not limited to the president, vice president, members of the House of Representatives and Senators, as well as candidates for those offices), organizations will need to be verified by Google’s elections team. Further is happy to assist in submitting verification on your behalf, however we will need a copy of your organization’s W-9 or IRS verification letter.

Additionally, the individual or agency managing the ad buy must provide a government ID from the country in which the ad will run to prove citizenship. Further is undertaking this task for its staff, but please be aware of this requirement in the event your organization also has staff members who manage ads on Google properties that could be interpreted as political ads.

How will these changes affect my ad performance?

Further’s stance on these changes is that while they create another layer of bureaucracy to address, they are in general a good development. Most importantly we do not see these



changes themselves causing any sort of decline in ad performance. Users would expect an ASPCA ad to be “Paid for by ASPCA” for instance.

The larger impact on non-profit advertising is likely to stem from the vast amounts of political money competing for limited advertising space and the ability of non-profits to break through the noise of the general political circus to gain awareness, interest, and engagement from prospects and existing donors.

For more ideas on how your program can position itself to better overcome these unavoidable obstacles to revenue growth, please reach out to the team at Further. Our specialty is helping clients strategically navigate the complexities of digital fundraising. We’re here to help!

Visit www.further-digital.com or follow us on your preferred social channel.
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