



## Checklist 12 - How To Ensure Your Facebook Ads Are Compliant

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Having your Facebook ads approved is the number one step that you need to follow to run a successful campaign. If you're someone whose Facebook ads are getting disapproved then you need to ensure that they are compliant because it continues to happen, there is a chance that your Account will get blocked. So in order to ensure the safety of your campaign and get your ads approved, here is what you can do:*

### **Making Sure they're According To the Rules:**

1

You can start by looking at your ad's features, and if you think that they are against the rule, you need to change them immediately.

 

2

Go to your ads manager account and there you'll see an option saying "edit ad". Tap on it.

 

3

Now start altering your ad structure.

 

4

See if there is some sensitive content in your ads like drug abuse or any content that violates Facebook policy.

 

5

If you find such content in your ad, remove it immediately.

 

Notes



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- 6 One more step to follow is to advertise as much as you can on your Facebook account. Because by doing so, your ads will get approved quickly.
- 7 You have to be very careful while writing your ads because the use of sensitive words can lead to disapproval of your ads.
- 8 Another step to follow is to keep the domain of your ads very direct. Avoid linking your ads to some software and redirect options.
- 9 You have to choose your target audience according to the content of your ads. If you're displaying alcohol in your ads, make sure to set your audience to 18+ of age.
- 10 To make your ads compliant, you have to avoid using malware or spyware in your ads and avoid content that can violate third party rights.
- Keep Your Grammar High-Level:**
- 11 One thing that can affect the compliance of your ads is the use of false grammar.
- 12 Double-check your ads to avoid any grammatical mistakes in them.
- 13 Check if the punctuation used in your ads is correct or not. If not, then correct it immediately.

*Notes*



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- 14    
Avoid using too much text on your ads to increase their compliance.
- 15    
Make your ads more information other than persuading the audience to buy your products; this way, the ads can be made more compliant.
- 16    
After finishing the editing of your ads and making them free of any Facebook rules violation, save the settings in your Ads Manager.
- 17    
If you have a graphic or web designer for your ads, make him understand the policies of Facebook.
- 18    
Last but not least, avoid using too many call-to-action buttons in your ads to make them more compliant.

*Notes*