

# CIRCUMVENTING SYSTEMS GUIDE



What to do to avoid Facebook banning you



## APP INSTALLS

Make sure you aren't using real money betting



## MLM

Look for your ad copy that sounds like an MLM



## REWRITE

Rewrite MLM sounding ad copy to be Facebook compliant

## TRANSFORM AD TEXT

Make sure your ad copy sounds realistic to Facebook. Don't make crazy promises that sound spammy



## NO EVASIVE COPY

Don't use evasive ad copy - ensure your spelling is correct. Avoid misspelling curse words - which aren't allowed on FB - or brand names to trick FB users into clicking on your ad



## SPAM CHECK YOUR FUNNEL

Make sure you're not hacked - hire a cybersecurity company if you are. FB will flag you for Circumventing Systems if a hacker is uses your site to spam FB users



http://



## TAKE OUT REDIRECTS

Take out all redirects from websites connected to your Facebook ads. Redirects trigger the Circumventing Systems flag, bridge pages to sales pages so remove them

