

Check this list before running Facebook ads



DO'S & DON'TS



<https://jetskishaman.com>

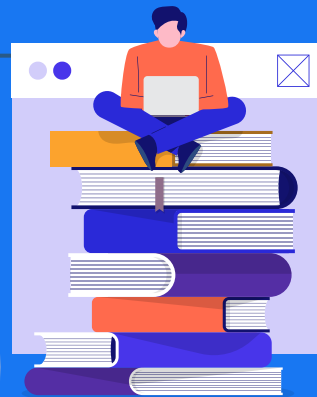
1) DO SPELL CHECK



- Include improper grammar or punctuation in ads or you'll be flagged as a clickbait farm.

2) AVOID SEXUAL CONTENT

- Don't include sexual content, nudity or allusions to sexual activity.

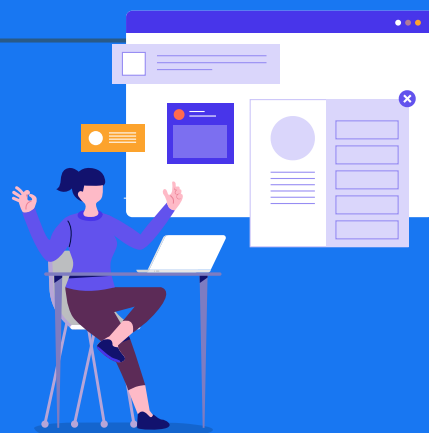


3) PERSONAL ATTRIBUTES

- Don't reference or imply a user's personal characteristics, including race, ethnicity, religion, beliefs and sexual orientation.

4) DON'T DISCRIMINATE

- Don't discriminate or promote discrimination.



5) AVOID MISLEADING CLAIMS

- Avoid making potentially misleading claims or set unrealistic expectations.

6) DON'T USE FAKE PLAY BUTTONS

Don't run ads that contain images that portray non-existent functionality (for example, a "play" button that doesn't play actual content).



7) DON'T USE BAD GRAPHICS

Do Not include low quality content (for example, using sensationalized or exaggerated language or withholding key information to entice someone to click on the ad).

8) DON'T SOUND UNREALISTIC

Do not promote misleading or deceptive practices or products in any capacity.





Facebook Policy Personal Attributes Guide

<https://jetskishaman.com>



Personal Attributes + You

Don't put a negative attribute after saying "you" or "your" to avoid getting flagged



Don't say: "Do you have diabetes?"
Do say: "New diabetes treatment available."



Mental Health Attributes



Don't say: "Depression getting you down?"
Do say: "Depression counseling available."



Avoid the Word "Other"

Don't say: "Meet other Buddhists."



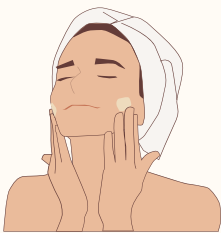
Any combination of "other" & a group of people will get you flagged.

Do say: "Find a Buddhist community."



Physical Attributes Dos & Don'ts

Don't say: "Ready to upgrade your skin to look younger?"



Do say: "Our new lotion and creams fight wrinkles like never before!"



Use the 3rd Person or 1st

Don't say: "Do you have bad credit?"



Do say: "Those with bad credit in the past have benefited from this service."

Or: "I had bad credit until I discovered..."

