

Facebook Policy Personal Attributes Guide

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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."



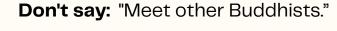
Mental Health Attributes



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



Avoid the Word "Other"





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..."



