



# Advertising Basic Policies Compliance Checklist

## Meta (Facebook and Instagram)

### Ad Content:

- My ads follow Meta's Advertising Standards and Community Standards.
- My ads comply with all applicable laws and advertising codes.
- My ads accurately represent my company, product, service, or brand.
- My ads do not include improper grammar or punctuation.
- My ads do not include sexual content, nudity, or allusions to sexual activity.
- My ads do not reference or imply a user's personal characteristics, including race, ethnicity, religion, beliefs, or sexual orientation.
- My ads do not discriminate or promote discrimination.
- My ads do not promote misleading or deceptive practices or products.
- My ads do not contain images with non-existent functionality (e.g., a "play" button that doesn't work).
- My ads do not make potentially misleading claims or set unrealistic expectations.
- My ads do not include low-quality content (e.g., sensationalized or exaggerated language, withholding key information).
- I am familiar with Meta's policies on Community Standards, Adult Content, Personal Attributes, Discriminatory Practices, Unacceptable Business Practices, Nonexistent Functionality, Unrealistic Outcomes, Misinformation, and Low Quality or Disruptive Content.

### Prohibited Products:

- My ads do not promote the sale or use of adult products/services.
- My ads do not promote tobacco, unsafe supplements, prescription drugs, recreational drugs, or illegal drugs.
- My ads do not promote the sale or use of weapons, ammunition, weapon modification accessories, or explosives.
- If promoting contraceptives, my ads do not focus on sexual pleasure or enhancement and are targeted only at users who are 18 and over.
- I am familiar with Meta's policies on Adult Products or Services, Tobacco and Related Products, Prescription Drugs, Unsafe Supplements, and Weapons, Ammunition, or Explosives.

## Google Ads

### **Prohibited Content:**

- My ads do not promote or incite violence or hatred.
- My ads do not include adult content or services.
- For alcohol ads, I adhere to local laws and ensure compliant targeting.
- For gambling and gaming, I comply with local regulations.
- In health and medicines ads, I ensure transparency and accuracy.

### **Restricted Content:**

- For financial services ads, I provide clear and honest information.
- For political content, I adhere to special policies and disclosures.

## **Twitter**

### **Prohibited Content:**

- My ads do not incite violence or promote hate speech.
- My ads do not include adult content or services.
- My ads do not promote illegal drugs or excessive alcohol consumption.

### **Restricted Content:**

- For political ads, I include proper disclosure and comply with targeting restrictions.
- In health ads, I ensure that my ads are truthful and comply with regulations.

## **LinkedIn**

### **Prohibited Content:**

- My ads do not discriminate based on protected characteristics.
- My ads do not include adult content or services.

### **Restricted Content:**

- For financial services ads, I provide transparent and legally compliant information.
- In healthcare ads, I ensure compliance with industry regulations and avoid misleading claims.

## **YouTube (Google)**

### **Prohibited Content:**

- My ads do not promote or incite violence or hatred.
- My ads do not include adult content or services.
- For gambling ads, I comply with local regulations.

### **Restricted Content:**

- For healthcare and medicines ads, I adhere to strict rules and ensure compliance.

## **TikTok (X)**

### **Prohibited Content:**

- My ads do not incite violence or promote hate.
- My ads do not include adult content or services.

### **Restricted Content:**

- For gambling ads, I comply with local laws and regulations.
- For alcohol ads, I ensure compliance with regional restrictions.

## **Snapchat**

### **Prohibited Content:**

- My ads do not include hate speech or promote violence.
- My ads do not include adult content or services.

### **Restricted Content:**

- For health products ads, I ensure clarity and compliance with industry regulations.
- For gambling and alcohol ads, I adhere to specific restrictions and local laws.

## **Key Compliance Actions**

- I understand and tailor my advertising strategy to each platform's specific policies.
- I stay updated on any changes to advertising policies on each platform.
- I ensure compliance with local and regional laws affecting advertising content and targeting.

This checklist provides a thorough guide to ensure your ads adhere to the policies and regulations of each major social media platform.

