

New Rules for Facebook Advertising



Please read our party guidance on Facebook's new advertising rules here:

www.libdems.org.uk/facebook-advertising

This is a step-by-step guide to help you follow that guidance.

Identity Confirmation

Go to: https://www.facebook.com/settings?tab=account§ion=identity_confirmation

Confirm your identity

Help us confirm your identity, [redacted]

We're asking people who want to run ads related to politics or issues of national importance to confirm their identity. This is part of our efforts to know who's responsible for the content and funding of ads that discuss political candidates, elected officials and national issues such as education and immigration.

You only need to confirm your identity once to run ads for multiple Pages.

SECURE YOUR ACCOUNT

Turn on two-factor authentication Confirmed

Before your identity can be confirmed, you'll be asked to turn on two-factor authentication. This adds additional security to your account when you log in.

INFORMATION WE NEED

Primary country location

We need to make sure that you're based in the UK. We'll do this by checking your information and activity on Facebook and asking for a residential postal address.

Personal ID

This ID must be a UK driving licence, residence permit or passport. We also accept EU passports.

[How we use your info](#) [Get Started](#)

Step 1 - Secure your account

Turn on two-factor authorisation

Step 2 - Address verification

Confirm your identity

1 Two-factor authentication 2 Primary country location 3 Personal ID

Confirm your primary country location

To make sure that you're based in the UK, we need to confirm your primary country location. This involves checking your information and activity on Facebook, including the stated location on your profile, as well as device and connection information.

Once the check is complete, we'll ask for a postal address to confirm that we've got it right.

[How we use your info](#) [Back](#) [Confirm Primary Location](#)

Confirm your identity

We'll send a letter to [redacted]

Your address here

You should receive the letter within 3 to 7 days, and you'll have until **10 December 2018** to enter the code to confirm your postal address.

[How we use your info](#) [Next](#)

Step 3 - Identity Verification

Upload your passport or driving licence

Confirm your identity

1 Two-factor authentication 2 Primary country location 3 Personal ID

Upload photos of both sides of your ID

The information on your ID must be clearly visible in both photos, otherwise you might have to submit them again. See the photo requirements.

Upload the front side

Click or drag and drop to upload

Upload the reverse side

Click or drag and drop to upload

[How we use your info](#) [Back](#) [Next](#)

Confirm your identity

1 Two-factor authentication 2 Primary country location 3 Personal ID

Thanks for submitting your information, [redacted]

It should take around 3 to 7 days for the letter to arrive at your postal address.

We usually review IDs within five minutes.

We'll let you know when we have an update, or you can visit www.facebook.com/id/ to check progress.

[How we use your info](#) [Finish](#)

New Rules for Facebook Advertising

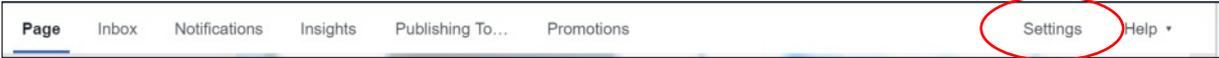


Please read our party guidance on Facebook's new advertising rules here:
www.libdems.org.uk/facebook-advertising

This is a step-by-step guide to help you follow that guidance.

Disclaimers

Go to your Facebook page.

Go to settings: 

Go to Authorisations: 

On "Step 2" select "Begin"

Step 2: Link your ad accounts

This step is for this Page. Any Page admin who has completed step 1 can go through step 2. The ad account and disclaimer information that you enter here can be edited at any time. If you manage multiple Pages, you'll need to go to each Page to do this step.

Once step 2 has been completed, you can begin running ads related to politics and issues of national importance from this Page.

Ads related to politics and issues of national importance
Not started [Begin](#)

To proceed you will need to accept Terms and Conditions

Select the Ad Account(s)
you wish to authorise for
your page

1 Accept terms 2 **Link ad accounts** 3 Edit disclaimers 4 Review and submit

Ad accounts

You will only be able to run ads related to politics and issues of national importance from ad accounts that are linked here. If the account you're looking for isn't listed here, enter its number to add it.

Use the checkbox on the right to indicate which ad accounts will be used to run these ads.

You must link the ad accounts of organisations paying for this Page's ads. You should not link agency ad accounts. Instead, agencies should be given permission to use organisations' ad accounts.

Ad account number [Add](#)

Ad account number	Ad account name	Enable
[REDACTED]	Cardiff Lib Dem ads	<input type="checkbox"/>

Enter the name of the
appropriate Accounting
Unit ([see guidance](#)).

Edit disclaimers

Every ad related to politics or an issue of national importance will have a "Paid for by" label. Your disclaimer will appear in that label.

The name that you enter must be accurate and complete. We will review your entry against our advertising policies, but please **note that this disclaimer field and our review is not a substitute for your independent obligation to include in your ad all necessary disclaimers and other notices required by law.**

Disclaimers can be edited at any time, but will go through our approval process again before appearing on an ad. Disclaimers that include a URL will not be approved.



Ad account: Cardiff Lib Dem ads ([REDACTED])
Paid for by: 360

Review and submit
your authorisation.