STEP-BY-STEP GUIDE · FACEBOOK & INSTAGRAM

Getting verified to run political ads on Meta

Everything your campaign or committee has to do — and have in hand — before a single ad about a candidate, an election, a ballot measure or a social issue can run on Facebook or Instagram.

FROM THE TEAM BEHIND THIS GUIDE

Verification is the committee's job. We can help with everything around it.

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THE SHORT VERSION

- **There are three steps, and finishing one says nothing about the others:** confirm a person's identity, create the "Paid for by" disclaimer (where Meta checks your organization), and link your ad account to that disclaimer.
- **The disclaimer belongs to the committee.** Its contact details are published with every ad for seven years, and removing the Page admin who created it can pause every ad that uses it. Someone on the committee creates it, with the committee's own information, and adds a second committee admin as a co-owner — not your consultant.
- **Four of Meta's five disclaimer routes need an email address on your website's domain** — `info@yourcommittee.org` alongside a live `yourcommittee.org` that shows your committee's exact name on its homepage. The only route that accepts Gmail prints your Facebook Page's name after "Paid for by." Set up the domain, site and email *before* you start.
- **Start two to three weeks before your first ad.** A mailed confirmation code alone can take ten business days, and in 2026 Meta blocks new political ads from about **October 27** through Election Day.

PART 1

How Meta's approval fits together

Campaigns talk about "getting verified" as if it were one thing. Behind those three steps is a chain of five links, and an ad cannot run until every one of them is in place:

1

People

Everyone who creates or edits the ads confirms their own identity: US government ID, US home address, two-factor authentication. The ID is never published.

2

A Page

The committee's Facebook Page, with someone from the committee holding full control — the identity your ads appear under.

3

A disclaimer

The "Paid for by" name and proof your organization exists, created by a Page admin. *This is where most committees stall.*

4

An ad account

With the committee's payment method, linked to the approved disclaimer.

5

Each ad

Declared as a social issues, elections or politics ad, then reviewed one by one.

Three things about that chain matter more than anything else in this guide.

Finishing one link tells you nothing about the others. The classic failure is a committee that confirmed the candidate's identity in August, assumed it was "approved," and found out the week of launch that the disclaimer was never created — at which point Meta won't even let the ads be built.

The disclaimer is the committee's, permanently. It carries the address, phone number and email Meta shows with your ads, and keeps in its public Ad Library for seven years. It is owned by Page admins — the person who created it, plus any co-owners — and Meta's help says that removing the admin who created it can deactivate it and pause every ad that uses it. So a committee principal creates it with committee contact details, a second committee admin is added as a co-owner, and nobody is removed from the Page until your ads run on a disclaimer owned by people who are staying.

Your media buyer needs access, not your identity. The people at your agency who build and manage the ads confirm their *own* identities, which stay private. The committee then grants the agency partner access to the Page and ad account, and the agency runs the ads inside the committee's account, under the committee's disclaimer — removable at any time.

HOW IT USUALLY GOES WRONG

A committee confirms one person's identity early and treats Meta as done. Close to launch it discovers there is no disclaimer, so the ads can't even be built. With no FEC ID and only a Gmail address, every route that would put the committee's name on the disclaimer is closed. The only route left accepts any email, and whoever is at the keyboard — often a consultant or a volunteer — submits their own phone number and email address to launch on time.

The result: someone else's contact details attached to the committee's ad authorization, and a disclaimer reading "Paid for by" the Facebook Page's name rather than the committee's registered name — in a public archive for seven years. **A domain and an email address, set up a week earlier, prevent all of it.**

PART 2

Which verification route is yours

When you create the disclaimer, Meta asks who paid for the ads and how to confirm them. In the US there are five options. Understand one thing before you read them: **four of the five need an email address on the same domain as your website.** Pick your route *before* you open the form, because each needs things you may not have yet.

BEST FOR STATE & LOCAL

Tax ID (EIN)

Who it's for

State and local candidate committees, PACs, ballot-measure committees, party clubs, 501(c)(4)s — anyone with a federal tax ID.

You need

Your EIN; a live website showing the committee's exact name on its homepage; an email **on that website's domain**; a phone number; a mailing address. If Meta can't match the EIN automatically, an IRS letter (CP 575 or 147C) showing the legal name and EIN.

You get

"Confirmed Organization," your committee's name after "Paid for by" — and, once you assign the disclaimer as your Page's owner, a confirmed owner shown on your Page.

FEDERAL COMMITTEES

FEC committee ID

Who it's for

Committees registered with the Federal Election Commission — congressional and presidential campaigns, federal PACs, party committees.

You need

Your FEC committee ID (it starts with a C), plus the same website, matching email, phone and address.

You get

"Confirmed Organization," checked against FEC records.

GOVERNMENT BODIES

Government website domain

Who it's for

Government agencies and offices — not campaigns.

You need

A `.gov` or `.mil` website and an email address on that domain, plus phone and address.

You get

"Confirmed Organization."

NO ID NUMBER

Contact information, website and email

Who it's for

Organizations with no EIN, FEC ID or government domain.

You need

The same live website with your exact name on the homepage, an email on its domain, a verifiable phone number and a mail-deliverable address.

You get

Your committee's name on the disclaimer, but not "Confirmed Organization" — viewers see "About this ad" instead.

LAST RESORT

Page name

Who it's for

Advertisers with no website, or no email on the website's domain. It is the only route that accepts Gmail, Yahoo or AOL.

You need

A mail-deliverable address, a verifiable phone number and any email address.

You get

Your **Facebook Page's name** after "Paid for by" — not necessarily your committee's legal name — with no organization confirmation, and the phone, email and address you entered available publicly. If you must use it, make sure the Page's name is the committee's name first, and move to a confirmed route as soon as you can.

Meta has also offered a disclaimer that prints the authorized person's own legal name. It is never right for a committee; skip it.

Deciding in thirty seconds

1. **Registered with the FEC?** Use the FEC route.
2. **Not federal, but you have an EIN?** Use the EIN route. Almost every committee has one — the bank required it to open the committee account, and it's on your bank paperwork and the IRS letter that assigned it. If your only email is Gmail or Yahoo, fix that first (Part 3); it takes a day.
3. **No EIN?** Ask your treasurer before you assume. If the committee truly has none, the contact-information route still puts your committee's name on the disclaimer — with the same

website and domain email.

4. **Only if you can't get a domain email in time:** the Page-name route, with committee-owned contact details you are comfortable seeing in public for seven years — then replace it with a confirmed disclaimer once the domain email exists (Part 8).

NEVER USE PERSONAL CONTACT DETAILS

Whatever route you take, the address, phone number and email you give Meta for the disclaimer are published with your ads. Use the committee's: a role email such as `info@` or `treasurer@`, the committee's phone line, the mailing address on your campaign-finance registration. Not the candidate's cell, not a volunteer's Gmail, and never your consultant's. If the address on your registration is someone's home, it will be public in Meta's archive too — talk to your treasurer about a committee mailing address Meta can deliver to before you apply.

PART 3

The website-and-email domain rule

This is the requirement that surprises committees most, and the one that most often turns a clean application into a scramble. For every route that puts your committee's name on the disclaimer, three things have to line up:

1. **A live website** that represents the committee, on its own domain.
2. **Your exact name on its homepage.** The name you put after "Paid for by" has to appear, letter for letter, on the homepage of the website you give Meta — or the disclaimer is rejected.
3. **An email address on the same domain.** Meta may send a confirmation code to it, so someone has to be reading it.

And it has to **stay** that way. If the website goes down after approval, Meta can deactivate the disclaimer — and your ads with it. Turn on auto-renew for the domain and keep the site up through Election Day.

WEBSITE YOU ENTER	EMAIL YOU ENTER	MATCHES?
`yesonprop4.org`	`info@yesonprop4.org`	**Yes** — same domain
`janedoeforcouncil.com`	`treasurer@janedoeforcouncil.com`	**Yes** — any address on the domain works
`yesonprop4.org`	`yesonprop4@gmail.com`	**No** — Gmail is Google's domain, not yours
`facebook.com/yesonprop4`	`info@yesonprop4.org`	**No** — a Facebook Page is not a website
`yesonprop4.squarespace.com`	`info@yesonprop4.org`	**No** — a free builder address is the platform's domain; connect your own
`yesonprop4.org`	`info@yesonprop4.com`	**No** — `.org` and `.com` are different domains

Why Meta asks for it. Anyone can create a Gmail account in any name in thirty seconds. Only the people who control a domain can create an address on it, so a matching email is a cheap, strong signal that the person applying really speaks for the organization.

How to fix it in a day

1 Buy a domain in the committee's name

Any registrar works — Cloudflare, Porkbun, Namecheap, GoDaddy — for roughly $10–20 a year. Register it with a committee email, pay with the committee's card, and turn on auto-renew, so it can't lapse mid-campaign or walk away with a volunteer.

2 Put a real website on it

Live over `https://`, showing the committee's exact registered name on the homepage, your "Paid for by" disclaimer, and the same contact details you're about to give Meta. A parked page or a "coming soon" splash invites a rejection.

3 Create an address on the domain that someone actually reads

Set up a mailbox (Google Workspace, Microsoft 365, Zoho, Fastmail) or, if you only need to *receive* mail, free forwarding at your registrar or through Cloudflare Email Routing, so `info@yourcommittee.org` lands in the treasurer's inbox. Send it a test message before you rely on it.

4 Use a role address, not a person's name

`info@`, `treasurer@` or `ads@` survives staff turnover, and it will be public. `jane.smith@` becomes a problem the day Jane leaves the campaign.

THE PHONE AND ADDRESS GET THE SAME TREATMENT

Use a phone number the committee answers and will keep through the election — a committee line, or a dedicated number forwarded to the treasurer. Meta may call or text it with a code. Use the mailing address on your campaign-finance registration, written the same way. Consistency across your registration, IRS records, website, Page and Meta application is what gets you approved on the first pass.

PART 4

Information checklist: what to have in hand

Gather all of this *before* anyone opens Meta's forms. Most rejections are mismatches — a name spelled one way on the registration and another on the application — and every rejection restarts a review. Write it in, and keep this page with your campaign records.

WHAT YOU NEED	YOURS
THE COMMITTEE	
Exact legal name Letter for letter as on your registration, including "PAC," "Committee" or "Inc."	
Registration number and where you filed FEC ID (federal), or your state or city committee ID and filing office	
EIN (federal tax ID) On your bank paperwork and the IRS letter that assigned it	
IRS letter on file CP 575 or 147C — needed if Meta asks for documents; a self-filled form won't do	
Treasurer's name and email	
PUBLIC CONTACT DETAILS (THESE WILL BE PUBLISHED)	
Website Your own domain, live over https, exact name on the homepage	
Email on that domain A role address that someone reads	
Committee phone number Answered by someone expecting a code from Meta	
Mailing address As on your registration	
THE WORDS	
Name after "Paid for by" on Meta Normally the exact legal name; no URLs, no unexplained acronyms, don't type "Paid for by"	

WHAT YOU NEED	YOURS
Legally required in-ad disclaimer Word for word from your treasurer or counsel — this goes in the creative itself	
THE PEOPLE — TWO, SO ONE ABSENCE DOESN'T STOP YOU	
Authorized person 1 Legal name as on their ID; their Facebook profile	
Their ID and home address Unexpired US passport, driver's license or state ID; a US residential address that gets mail (no PO box)	
Authorized person 2 (backup)	
THE META ACCOUNTS	
Facebook Page name and URL Ideally the committee's exact name	
Instagram account, if running there	
Business portfolio name and ID Business settings → Business info	
Ad account ID	
Payment method The committee's own card or account — never a staffer's	
Media buyer's Business ID, if any They send it to you; used to grant partner access	

PART 5

Task checklist, in order

Work top to bottom. The times are what each step usually takes; the waits are Meta's, and nothing speeds them up once you're in the queue — which is why the first two groups happen on day one.

DAY 1 — GET THE COMMITTEE READY

- [ ] **Confirm the committee's exact legal name** — Treasurer · 10 min
  From the registration, and check that the IRS name on the EIN matches it.
- [ ] **Domain, website and domain email in place** — Committee · 1 day
  Committee-owned domain on auto-renew; a live site with the exact name on its homepage; a role email on the domain that receives mail (Part 3).
- [ ] **Choose two committee people to authorize** — Committee · 10 min
  The treasurer, a senior staffer or — for a candidate's own committee — the candidate: people who will be around through Election Day. One of them will create the disclaimer. An independent committee keeps any candidate it supports, and that candidate's campaign, out of its Page, ad account and disclaimer.
- [ ] **Get the wording approved in writing** — Treasurer · 1 day
  The legal name for Meta's "Paid for by" line, and the full in-ad disclaimer your law requires, from the treasurer or counsel.

DAY 1 — START THE LONG WAIT: IDENTITY

- [ ] **Check each person's Facebook account** — Authorized people · 10 min
  Profile name matches their ID exactly; the account is in good standing and they can log in. No nickname or duplicate accounts.
- [ ] **Turn on two-factor authentication — and leave it on** — Authorized people · 5 min
  Meta requires it, and turning it off later disables the authorization, and with it your disclaimers and running ads.
- [ ] **Confirm identity** — Authorized people · 15 min
  At `facebook.com/id`: ID, a few security questions, and a US residential address. Do it today.
- [ ] **Watch the mail for Meta's letter** — Authorized people · up to 2 weeks
  A code usually arrives in 5–10 business days. Enter it the day it comes; if nothing arrives in 10 business days, request a new one.
- [ ] **Media buyer's staff confirm their own identities** — Media buyer · same wait
  Everyone who will build or edit your ads needs their own authorization. Theirs, not yours.

WEEK 1 — SET UP THE ACCOUNTS WHILE YOU WAIT

- [ ] **Page ready** — Committee · 15 min
  Named for the committee, with both authorized people holding full control.
- [ ] **Business portfolio in the committee's name** — Committee · 20 min
  At `business.facebook.com`, with the committee's address and domain email. Add the Page to it.
- [ ] **Ad account with the committee's payment method** — Committee · 15 min
  US dollars, your local time zone, the committee's card or bank account. Both authorized people get full control.
- [ ] **Instagram connected, if running there** — Committee · 10 min
  The committee's Instagram professional account linked to the Page and added to the business portfolio.

ONCE IDENTITY CLEARS — THE AUTHORIZATION

- [ ] **A committee admin creates the disclaimer** — Authorized person · 20 min + up to 1 day
  Page → Settings → Issue, electoral or political ads: the committee's legal name, your route, the committee's contact details.
- [ ] **Answer Meta's code right away** — Whoever reads the inbox
  A code sent to the domain email or committee phone that sits unanswered is a stalled application.
- [ ] **Link the ad account to the approved disclaimer** — Authorized person · 5 min
  Without this, the disclaimer can't be chosen when an ad is built.
- [ ] **Assign the Page owner** — Authorized person · 5 min
  Meta requires US Pages that run these ads to show an owner. Assign the approved disclaimer; with an EIN, FEC or government-domain disclaimer the owner shows as confirmed.
- [ ] **Add your backup as a disclaimer co-owner** — Authorized person · 5 min
  Meta lets more than one Page admin own a disclaimer. Add the second committee person.
- [ ] **Authorize Instagram, if its name differs from the Page's** — Authorized person · 5 min + wait
  Same settings screen; review can take up to 72 hours.

BEFORE YOU NEED IT — PROVE IT WORKS

- [ ] **Grant your media buyer partner access** — Committee · 10 min
  Business settings → Users → Partners, using their Business ID. Share the Page and ad account only. You keep ownership.

- [ ] **Run one small test ad end to end** — Media buyer · 1–2 days
  Political category on, disclaimer selected, legal disclaimer in the creative — through review to recorded delivery.
- [ ] **Keep it working** — Committee · ongoing
  Keep the authorized people on the Page, 2FA on, the domain renewed and the website up, and answer any request from Meta to reconfirm identity.

PART 6

Every step, in order

Meta moves its menus often, so treat the paths below as what to look for rather than a promise of where it sits this week. If a screen doesn't match, search the Page's settings for "ad authorizations" or "issue, electoral or political ads."

A. Identity: each authorized person

1 Get the account right first

Log in to the personal Facebook account of the person being authorized, on a computer. The profile name should be their real name exactly as it appears on their ID — a mismatch is one of the most common reasons confirmation fails.

2 Turn on two-factor authentication

Settings → Accounts Center → Password and security → Two-factor authentication

An authenticator app or text messages. Leave it on for good: turning it off disables your authorization, and with it your disclaimers and running ads.

3 Start identity confirmation

facebook.com/id → Start identity confirmation → Running ads about social issues, elections or politics → United States

Upload a clear photo of an unexpired US passport, driver's license or state ID card, answer the security questions Meta generates, and enter the US residential mailing address where the person actually receives mail. Avoid PO boxes and forwarded addresses — Meta may not accept them, or its letter may not arrive.

4 Enter the code from Meta's letter

Meta usually mails a letter with a code to that address, which takes about 5–10 business days. Enter it at the same place the day it arrives. If nothing has come after 10 business days, request a new code there.

5 If the security questions fail

Meta offers a notarized form instead. Download it from the same identity flow — only Meta's form is accepted — sign it in front of a notary, and upload it.

6 Repeat for the backup person, and for your media buyer's staff

Every person who will create or edit your ads goes through this on their own account.

B. The accounts: Page, business portfolio, ad account

1 Check the Page

The committee's Facebook Page should carry the committee's name. Both authorized people need full control of it — only a Page admin can create a disclaimer.

2 Create a business portfolio

business.facebook.com → Create a business portfolio

Formerly called Business Manager. Meta doesn't strictly require one for political ads, but it is how you add partners and keep ownership clean. Name it the committee's exact legal name and use the committee's domain email and address.

3 Add the Page

Business settings → Accounts → Pages → Add

If someone else's portfolio already owns the Page, have them transfer it or grant access; don't create a second Page.

4 Create the ad account

Business settings → Accounts → Ad accounts → Add → Create a new ad account

Currency USD, your local time zone, and the committee as the business the ads are for.

5 Add the payment method

Billing and payments → Payment settings

The committee's card or bank account, so the spending shows on the committee's statements where the treasurer can report it.

6 Give people access

Business settings → Users → People

Both authorized people get full control of the Page and the ad account.

C. The authorization: disclaimer and ad-account link

1 Open the political-ads settings as a committee admin

Switch into the Page → Settings → Issue, electoral or political ads

On a computer, as an authorized person with full control of the Page. Ads Manager also sends you here if you try to build a political ad without a disclaimer.

2 Create the disclaimer

Enter who paid for the ads — the committee's legal name exactly as registered and exactly as it appears on your website's homepage. Don't type "Paid for by" (Meta adds it), and don't use a URL or an acronym unless it genuinely is the committee's name.

3 Choose your route and enter the details

EIN, FEC ID, government domain, contact information, or Page name (Part 2). For the EIN route: the EIN, then the committee's website, an email address **on the same domain**, its phone number and its mailing address.

4 Enter the confirmation code

Meta sends an automated code to the phone or email you entered. That is why both have to be ones someone on the committee is watching.

5 Upload documents if asked

If Meta can't match your EIN automatically, it asks for proof: an IRS-issued letter such as the CP 575 or a 147C showing the legal name and EIN. A tax form you filled in yourself isn't accepted.

6 Wait for review

Meta aims to review disclaimers within 24 hours. If it's rejected, the notice says why — fix that one thing and resubmit, rather than changing everything at once.

7 Link the ad account

In the same settings, link the disclaimer to every ad account that will run the ads. An unlinked disclaimer can't be selected when an ad is built, and ads without one are rejected.

8 Assign the Page owner

Meta requires US Pages that run these ads to show who owns them. In the same settings, assign the approved disclaimer (or a verified business portfolio) as the Page's owner. With an EIN, FEC or government-domain disclaimer, the Page shows a confirmed owner.

9 Add a co-owner

Meta lets more than one Page admin own a disclaimer. Add your backup committee person, so the disclaimer doesn't hang on one account.

10 Authorize Instagram if its name is different

If the Instagram account's name doesn't match the Page's, use the "Authorize your Instagram account" option on the same screen. Review can take up to 72 hours.

D. Before launch: prove the chain works

1 Grant partner access to your media buyer

Business settings → Users → Partners → Add → Give a partner access to your assets

Enter the Business ID your buyer sends you, and share the Page and the ad account. They work inside your account; you can remove them at any time.

2 Build a test campaign

In Ads Manager, turn on the special ad category **Social issues, elections or politics** at the campaign level, then pick your approved disclaimer. Put your legally required disclaimer in the creative itself.

3 Run it small, all the way through

A few dollars for a day is enough. You want an approved ad with recorded delivery — proof that identity, disclaimer, ad account and payment all connect — weeks before the ads that matter.

PART 7

Mistakes that stall campaigns

THE MISTAKE	WHAT HAPPENS	HOW TO AVOID IT
Stopping after identity confirmation	Ads can't be created at all — there's no disclaimer to select.	Identity is step one of three. Nothing is done until an ad has run.
Only a Gmail or Yahoo address	Every route that names your committee is closed; the Page-name route prints your Page's name instead.	Domain, website and domain email before you start (Part 3).
Homepage doesn't show the exact name	Disclaimer rejected.	The name after "Paid for by" appears letter for letter on the homepage.
A consultant creates the disclaimer	Their contact details on your public record; when they're removed from the Page, the disclaimer deactivates and every ad pauses.	A committee admin creates it with committee details; the consultant gets partner access.
Names that don't match	Rejection, and a fresh review.	One spelling of the legal name everywhere: registration, IRS, website, Page, portfolio, disclaimer.
Profile name isn't the legal name	Identity confirmation fails.	Fix the profile name to match the ID before starting.
A PO box or forwarded address	Meta may not accept it, or its letter never arrives.	A US residential address where the person actually gets mail.
Only one authorized person	One absence stalls every change, and if the disclaimer's creator leaves and is removed from the Page, every ad using it can pause.	Authorize two committee people, make the second a disclaimer co-owner, and move your ads to a disclaimer owned by someone staying before removing anyone.
Two-factor turned off later	Authorization disabled, and your disclaimers and running ads with it.	Leave it on through the campaign.
Website down or domain lapsed	The disclaimer can be deactivated mid-campaign.	Auto-renew the domain; keep the site up through Election Day.
Disclaimer approved, ad account never linked	The disclaimer doesn't appear when building the ad.	Link every ad account as the last step of the authorization.
Special ad category not selected	The ad is rejected, or pulled after it starts and filed in the Ad Library as having run without a disclaimer.	Select "Social issues, elections or politics" on every campaign and every boosted post.
Treating Meta's label as the legal disclaimer	An ad that passes Meta's review but breaks your state's disclaimer law.	Put the legally required disclaimer in the creative; Meta's line is in addition to it.

THE MISTAKE	WHAT HAPPENS	HOW TO AVOID IT
Starting in October	No time for a mailed code, a rejection, or the pre-election block.	Start the day you decide to run Meta ads.

PART 8

Fixing it after the fact

If the chain was finished in a hurry, the ads can run — but clean it up before it hardens into the public record. **Order matters**: removing the person who created a disclaimer can pause every ad using it, so build the replacement first — and keep your live ads running while you do.

A consultant's details are on your disclaimer, or it shows the Page's name

1. Set up the committee's domain email, website and phone (Part 3).
2. Have a committee person confirm their identity and take full control of the Page.
3. That person creates a new disclaimer in the committee's legal name, with the committee's details, through the route Part 2 gives you — EIN for most state and local committees, FEC ID for federal ones — and links the ad account to it.
4. Once it's approved, make copies of your running ads that use the new disclaimer (duplicating an ad and choosing the new disclaimer is quickest) and let the copies pass review. Only when they are delivering, pause the originals. Your ads never go dark.
5. Assign the new disclaimer as the Page owner and add a committee co-owner. Then remove the old disclaimer from the ad account and, if you're parting ways, the consultant's Page role.

Do it before the pre-election restriction. The copies are new ads, and from about October 27 in 2026 Meta blocks new political ads. During the restriction, leave your running ads alone and make the switch after the election.

Ads that already ran stay in the Ad Library under the old disclaimer. That record can't be rewritten — the best reason to get it right the first time.

An authorized person is leaving

If they created the disclaimer, removing them can pause your ads. Authorize a replacement, move your ads to a disclaimer owned by someone who is staying (as above), and only then remove them.

Identity confirmation was rejected

Check the profile name against the ID, retake the photo in good light with all four corners visible and no glare, and make sure the ID hasn't expired. If the security questions were the problem, use Meta's notarized form. Resubmit once, carefully, rather than several times quickly.

An ad was rejected for a missing disclaimer

Almost always one of three things: the special ad category wasn't selected, the disclaimer wasn't chosen on the ad, or the ad account isn't linked to the disclaimer. Fix it, then request review.

Meta asks you to reconfirm

Meta periodically asks authorized advertisers to reconfirm their identity. If the request lapses, disclaimers are disabled and ads pause. Answer it the week it arrives.

PART 9

Once you're approved: the rules that still apply

- **Declare every political ad.** Every campaign and every boosted post about a candidate, election, ballot measure or social issue needs the *Social issues, elections or politics* category and your disclaimer. That includes voter-registration and get-out-the-vote ads, and issue ads that name no candidate. Meta's US social-issue categories are civil and social rights, crime, the economy, education, environmental politics, guns, health, immigration, political values and governance, and security and foreign policy.
- **Put the legal disclaimer in the ad.** Meta's "Paid for by" label does not satisfy federal, state or local disclaimer law. Your law may dictate exact wording, size and how long it stays on screen — Arizona, for example, sets a minimum size and on-screen time for video. Our guide to "Paid for by" disclaimers covers the landscape; your treasurer or counsel owns the words.
- **Disclose digitally created or altered media.** If an ad contains a photorealistic image or video, or realistic audio, that was digitally created or altered to show a real person saying or doing something they didn't, a realistic person or event that doesn't exist, or altered footage of a real event, you must say so when you build the ad. Cropping and color correction don't count.
- **Everything is public for seven years.** Each ad goes into Meta's Ad Library with its "Paid for by" name, spend and impression ranges, and who saw it by age, gender and location. Reporters and your opponents read it. So can you: check your opponent's ads weekly.
- **Washington is different.** Meta does not accept ads about Washington state or local officials, candidates, elections or ballot measures that run in or target Washington. Authorization doesn't change that.
- **Mind the final week.** Meta blocks new political ads before Election Day (below). Anything you want running in the closing week has to be live and delivering before the window opens.

PART 10

The 2026 calendar

Working backward from the November 3, 2026 general election:

BY	WHAT MUST BE TRUE
Nov 3	Election Day. Ads already delivering may run; nothing new goes up. Meta has extended its restriction past Election Day before — plan for that possibility.
Oct 27, 12:01 a.m. PT	Meta's pre-election restriction begins, as reported for 2026 — confirm the exact time when Meta publishes it. New political ads are blocked. Ads that recorded at least one impression beforehand may keep running; in past cycles only budget, bid, end date and pausing could change — not creative, placement, targeting or optimization.
Mid-October	Every ad you might want in the final week — closing argument, get-out-the-vote logistics, responses to attacks you can anticipate — is approved and has delivered.
Early October at the latest	Authorization finished and a test ad has run. In many states mail ballots are already landing — your ads compete with votes already cast.
Three weeks before your first ad	Domain email set up and identity confirmation started for two committee people; accounts built that week.

WANT SOMEONE TO RUN IT ONCE YOU'RE APPROVED

Verification is the committee's job; running the ads doesn't have to be. Managed media buying through Plurality Media, a BlueList company, puts a strategist on your ads inside your own account — you keep ownership, and you can remove access at any time. Running Google ads too? Our Google verification guide covers that side.

QUESTIONS

Questions we get

Can our consultant or agency get verified to run political ads for us?

Partly. The people at your agency who build and manage your ads confirm their own identities — Meta requires that of everyone who creates or edits these ads, and their IDs are not published. But the "Paid for by" disclaimer, with the contact details Meta publishes alongside your ads, should be created by someone on the committee with full control of your Facebook Page, using the committee's own information. Then give the agency partner access to the Page and ad account.

Can we use a Gmail address to get verified for political ads on Meta?

Only for the weakest option. Every route that puts your committee's name on the disclaimer — tax ID (EIN), FEC ID, government domain, or contact information with a website — needs an email address on the same domain as a live website that shows the committee's exact name on

its homepage. The one route that accepts Gmail or Yahoo prints your Facebook Page's name after "Paid for by" instead, and does not mark you as a confirmed organization.

Do we need an FEC ID to run political ads on Facebook?

No. An FEC ID is one way to confirm your organization, and it only exists for federal committees. State and local committees, PACs and ballot-measure committees normally use their EIN — the federal tax ID the bank asked for when the committee account was opened — together with a website and an email address on that website's domain.

How long does Meta political ad verification take?

Plan on two to three weeks from a standing start. Identity confirmation often requires a letter with a code mailed to the person's home address, which takes about five to ten business days. Meta reviews the disclaimer within about a day after that, and every ad is reviewed separately when you submit it. A rejection anywhere restarts that step, so start well before your first ad needs to run.

Is the contact information on a Meta political ad disclaimer public?

Yes. The address, phone number and email behind your "Paid for by" disclaimer are available in Meta's public Ad Library with your ads, and Meta keeps political ads there for seven years. Use the committee's own contact details — never a staff member's or a consultant's personal phone or email.

What happens to our ads if the person who created our disclaimer leaves?

Meta's help says that removing the Page admin who created a disclaimer can deactivate it and pause every ad that uses it. Have a committee principal create the disclaimer and add a second committee admin as a co-owner. If someone who owns it is leaving — a consultant included — move your ads to a disclaimer owned by people who are staying before removing anyone.

Does Meta's "Paid for by" label satisfy our state's disclaimer law?

No. Meta's disclaimer is the platform's own transparency label. Federal, state and local law set their own disclaimer requirements for the ad itself — wording, size and how long it stays on screen — and those still apply. Put the legally required disclaimer in the creative, and treat Meta's label as an addition to it.

SOURCES

What this guide was checked against

- Meta Business Help Center — Get authorized to run ads about social issues, elections or politics
- Meta for Government & Nonprofits — Troubleshooting disclaimers for ads about social issues, elections or politics in the United States, and its guide to creating US disclaimers
- Meta Business Help Center — roles needed for these ads, sharing approved disclaimers, confirming identity with a notarized form and authorizing an Instagram account
- Meta Transparency Center — Ads about social issues, elections or politics

- Meta — How Meta is preparing for the 2026 US midterm elections (February 19, 2026)
- Meta — disclosure policy for digitally created or altered political and social-issue ads (in effect since January 2024), and its policy for advertisers in Washington state
- Federal Election Commission — Advertising and disclaimers
- Our own experience taking committees through authorization in the 2026 cycle

Meta changes this process without notice. Plurality Media publishes this guide as general information for campaigns, not legal advice. It reflects Meta's published requirements and our own experience as of September 24, 2026. Meta's screens, menu names, review times and accepted documents change on Meta's schedule, and the exact 2026 restriction-period times had been reported but not published by Meta at the time of writing. Before you spend money, confirm the current requirements in Meta's own help pages, and confirm your disclaimer wording with your treasurer or counsel.

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BlueList's media planning and buying practice. We plan, place, optimize, and report paid media for Democratic campaigns, committees, and causes. Political-advertiser verification is the longest step of any launch — we walk your committee through it on every platform, before you need it.

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