

# How Can Facebook Brand Safety Defend Your Digital Presence

Facebook Brand Safety and Suitability



## Exploring Facebook's Brand Safety Tools and Features

### Manual Placements

Deselect unwanted placements to control ad display environments.

### Content Exclusions

Exclude content categories to avoid ad display next to specific types.

### Inventory Filter

Control sensitive content on select ad placements for more control.

### Brand Safety Partners

Facebook's partnerships prioritize transparency, control, and empowering advertisers with optimized ad placements.

### Delivery Reports

Access delivery insights for transparent ad delivery location information available to advertisers.

## How Far Do Facebook Brand Safety Tools Go?

Facebook's brand safety tools diligently shield ads from appearing alongside content contradicting a brand's principles.

Brand safety also safeguards Meta users, fostering a positive user experience and a harmonious digital space.



# FAQs: How Facebook can protect brands from safety issues?

## Q: How does Facebook protect my brand from safety issues?

Facebook offers multiple layers of protection, including control through Inventory Filters and community standards implementation.

## Q: What are Facebook's Community Standards Guidelines?

These policies set content standards, aligning ads with community expectations and Facebook's values.

## Q: How does Facebook enforce its Community Standards?

Facebook releases a quarterly Community Standards Enforcement Report, providing transparency on policy enforcement metrics.

## Q: How many content reviewers does Facebook have?

Facebook has a global team of over 15,000 content reviewers dedicated to reviewing and removing harmful content.

## Q: How does Facebook ensure ad content aligns with user needs and intentions?

It provides flexibility for advertisers to tailor their ad efforts across placements like In-Stream Video and Instant Articles.

## Q: Can Facebook provide transparency on policy enforcement?

Yes, Facebook's Community Standards Enforcement Report shares metrics on policy enforcement areas, including hate speech and fake accounts.

## Q: How can Facebook's Inventory Filters enhance brand safety?

The Inventory Filter offer extended control to advertisers, helping protect their brands from unsuitable content.

## Q: Can the viewers identify which platform the reels originated from?

Yes, if the Facebook Reel has a small Instagram icon at the bottom corner that means the Reel originated on Instagram.

## Interested to know more about Facebook Brand Safety?

Strike Social prioritizes brand safety on Facebook through comprehensive campaign management, vigilant monitoring, swift action, and dedicated support teams for personalized guidance.

