

COVID-19

Paid Social Platform Policies on COVID-19

As of 4/8/2020

In this unprecedented time, social platforms have established new guidelines when it comes to placing any ads related to COVID-19. Note that these policies are evolving daily, so reaching out to your agency partner or the platforms directly to ensure your message and creative will be approved before launch is important. The policies outlined below impact only paid promotion, not organic content.

- Facebook
 - Facebook is not enforcing a COVID-specific ad policy right now, beyond limiting misinformation and harmful content about the virus.
 - Updates about their policy can be found at <https://about.fb.com/news/2020/03/coronavirus/>
 - Here's a blog Facebook created with best practices to follow around COVID content: <https://www.facebook.com/community/whats-new/communities-health-information-coronavirus/>
- Twitter
 - Twitter recently [lifted their ban](#) on coronavirus messaging. They are telling brands they can include mentions of COVID-19 if they keep it optimistic, informative and supportive of the community.
 - Updates about their policy can be found at https://blog.twitter.com/en_us/topics/company/2020/An-update-on-our-continuity-strategy-during-COVID-19.html
- LinkedIn
 - LinkedIn is not accepting any ads mentioning COVID-19/Coronavirus unless they are from a brand/org talking about what they are doing to make their customers, business, employees, or society safer.
- Google
 - At this time, Google is allowing government entities, hospitals, medical providers, and NGOs wanting to get relevant information out to the public to advertise.
 - Updates about their policy can be found at <https://support.google.com/youtube/answer/9777243?hl=en>
- Pandora/Spotify/Tuneln – As of now, these platforms do not have strict policies. However, they have requested to review creative prior to final approval.