

Prohibiting social issue, electoral and political ads in the EU in response to European regulation

Learn about the changes to this ad category in the EU starting October 2025



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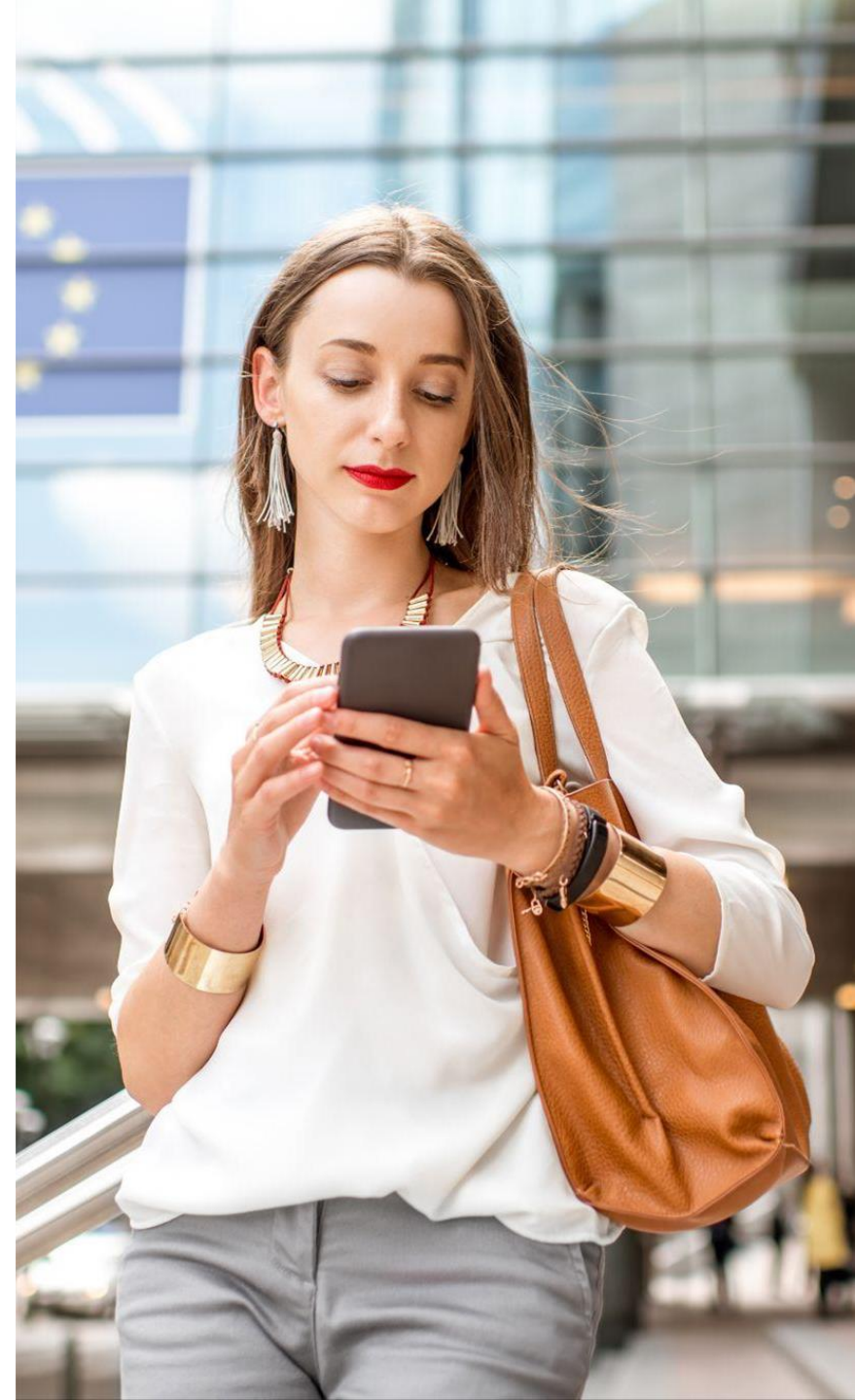
Introduction to the changes

Ending social issue, electoral and political advertising in the EU

Beginning October 2025, Meta – like other platforms – will no longer allow social issue, electoral and political ads on our platforms in the EU, given the unworkable requirements and legal uncertainties introduced by the EU Transparency and Targeting of Political Advertising (TTPA) regulation.

The TTPA will restrict how advertisers can reach their audiences, which means people will also see less relevant content.

We remain committed to enabling political speech and fair elections. This won't prevent people or candidates in the EU from posting about and debating politics on our platforms.





Which types of ads are affected?

This change only affects ads about social issues, elections or politics in the EU and its associated territories.

Specifically, that refers to ads that are:

- Made by, on behalf of, or about a candidate for public office, a political figure, a political party, a political action committee or advocates for the outcome of an election to public office
- About any election, referendum or ballot initiative, including go-out-and-vote or election campaigns
- Regulated as political advertising
- About social issues in the EU

Defining social issue ads

Social issues are sensitive topics that are heavily debated, may influence the outcome of an election or result in/relate to existing or proposed legislation.

We require increased authenticity and transparency to run social issue ads that seek to influence public opinion through **discussion, debate or advocacy for or against important topics**, like health and civil and social rights.

These ads can come from a range of advertisers. They include activists, brands, non-profit groups and political organizations, all of which are required to get authorized and use “Paid for by” disclaimers on ads that take a stand on issues within our policy.

We regularly review and update our Advertising Standards when needed. As a result, these lists can change over time.

Social issues in the European Union

Social issues vary depending on which country you're planning to run ads about social issues, elections or politics in. In the EU, social issue topics include:

- Civil and social rights
- Crime
- Economy
- Environmental politics
- Health
- Immigration
- Political values and governance
- Security and foreign policy

Social issues in the EU: Ad examples

Social Issue	Definition	Ineligible to run in the EU	Eligible to run in the EU
Civil and Social Rights	Ads about civil and social rights, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to freedom of religion, LGBTQ+ rights and women's rights are subject to review and enforcement.	<i>"Free speech is under attack across college campuses — excessive censorship needs to stop."</i> <i>"It's time for us all to stand up and demand equal rights for women."</i> <i>"It's critical for trans people to be given their own voice."</i>	<i>"Civil rights exhibition opens on Monday."</i>
Crime	Ads about crime, with ad content that includes discussion, debate or advocacy for or against topics, including but not limited to hate crime and crime rates, are subject to review and enforcement.	<i>"We must stand up against hate crimes!"</i> <i>"Knife crime is on the rise. How can this be tackled?"</i>	<i>"Make sure to tune in weekly to the most popular crime show."</i>
Economy	Ads about economy, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to tax reform and economic growth, are subject to review and enforcement.	<i>"We must fight against widening income inequality in our country."</i> <i>"Corporate tax deductions are going to help bring jobs back to the European Union — support tax reform for more jobs."</i>	<i>"Come to our job fair tomorrow! Doors open at 8am."</i>
Environmental Politics	Ads about environmental politics, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to climate change, renewable/sustainable energy and fossil fuels, are subject to review and enforcement.	<i>"Fracking is ruining our community."</i> <i>"How can we better tackle climate change?"</i>	<i>"Check out our new 2030 electric car debuted at this week's auto show."</i> <i>"New smart solar panels can lower your energy bills."</i>

Social issues in the EU: Ad examples continued

Social Issue	Definition	Ineligible to run in the EU	Eligible to run in the EU
Health	Ads about health, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to healthcare reform and access to healthcare are subject to review and enforcement.	<i>"What's the future of public healthcare?"</i> <i>"We fight for everyone in our community to have access to the quality healthcare that all families deserve."</i>	<i>"New location, same commitment to care. Visit our clinic today."</i> <i>"Ultrasounds can help people learn more about the health of a pregnancy. Visit our clinic for a variety of pediatric and expectant mother services."</i>
Immigration	Ads about immigration, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to immigration and refugee status, are subject to review and enforcement.	<i>"We need immigration reform now!"</i> <i>"We must stand together and support refugees."</i>	<i>"Contact our expert immigration lawyers. We can help with the hard cases. Call us for a consultation."</i> <i>"Watch our film on life in a refugee camp."</i>
Political Values and Governance	Ads about political values and governance, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to political ideologies and institutional governance, are subject to review and enforcement.	<i>"Patriotism is more important than ever."</i> <i>"Is socialism on the rise?"</i>	<i>"The concept of hospitality should be at the core of how we govern."</i>
Security and Foreign Policy	Ads about security and foreign policy, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to security and defense policy are subject to review and enforcement.	<i>"Defense and military spending has gone too far - it's time to cut back on these costs."</i> <i>"We are spending too much on foreign aid. Demand cuts to foreign aid spending."</i>	<i>"Study our online course on foreign policy."</i>



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Reminders and next steps

How this impacts ad campaigns

- Beginning on **6 October 2025 at 6:00 PM Central European Time (CET)**, social issue, electoral and political ads will no longer be able to be delivered in the EU and associated territories.
- **If you have active ads with a “Paid for by” disclaimer at the time our policy takes effect, your ads will be rejected.**
- New ad campaigns that are about social issues, elections or politics will display warnings and error messages if targeting the EU and will be blocked from publishing.
- Ads that previously required a “Paid for by” disclaimer to run an ad about social issues, elections or politics will no longer be able to run in the EU.

 **Special ad Categories**

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring Special Ad Categories
Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories
Select the categories that best describe what this campaign will advertise.

 Social issues, elections or politics

 **New restrictions on ads** 

Where: European Union
Category: Ads about social issues, elections or politics

In response to local regulation, ads and boosted posts about social issues, elections or politics will no longer be allowed in the European Union. You may **not** be able to run this ad if targeting a country in the European Union.

[See details](#)

Country
Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

Select country

Authorization to run issue, electoral or political ads

Confirmed identity 

 AuthorizedUser_0123
Confirmed • France

Pages and disclaimers 

 AuthorizedPage_0123
Confirmed • France

New Awareness Campaign
>
1 Ad Set
>
1 Ad
Active
...

Edit
Review

Special ad Categories

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Benefits of declaring Special Ad Categories

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Select the categories that best describe what this campaign will advertise.

Social issues, elections or politics

New restrictions on ads ×

Where: European Union
Category: Ads about social issues, elections or politics

In response to local regulation, ads and boosted posts about social issues, elections or politics will no longer be allowed in the European Union. You may not be able to run this ad if also targeting a country in the European Union.

[See details](#)

Country

Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

France

Unable to run ad in this location

Ads about social issues, elections or politics are no longer allowed in the European Union.

[Why?](#)

Authorization to run issue, electoral or political ads

Confirmed identity

AuthorizedUser_0123
Confirmed • France

Review 1 error ^

It looks like you're running an ad in the European Union about social issues, elections or politics. This goes against our Advertising Standards on Ads about social issues, elections or politics.

Examples of things we don't allow

- Promoting elections or referendums
- Promoting electoral candidates or elected officials
- Boosting posts on social issues, such as civil rights, economic reform or the environment

View in campaign

What to expect

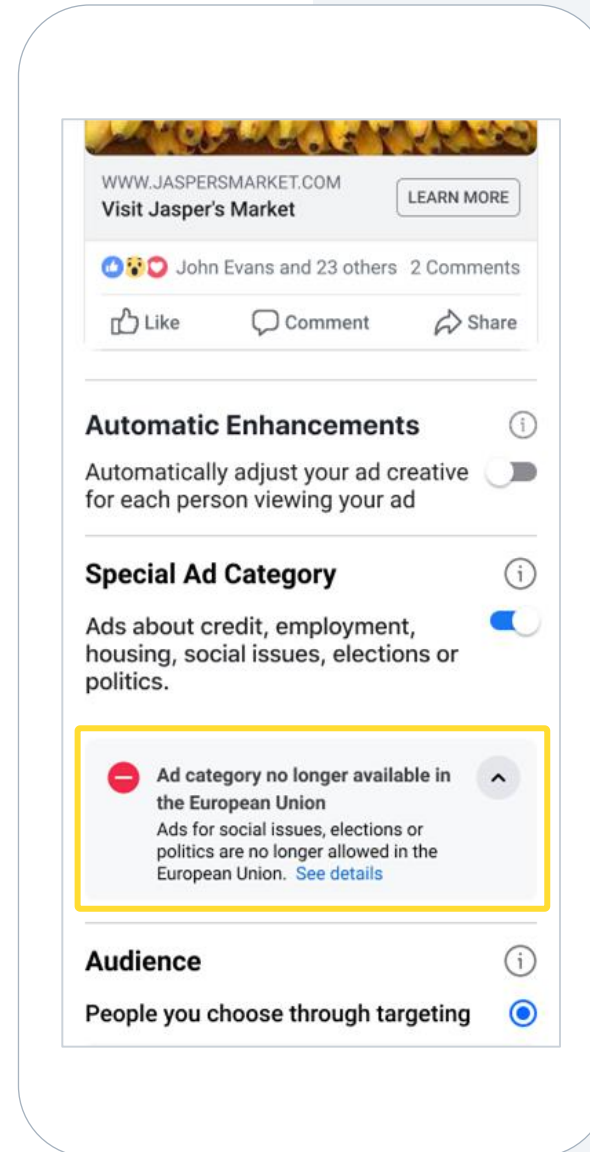
- Ads that attempt to run with the ads about social issue, elections or politics disclaimer in the EU will be blocked from publishing.
- Ads that run without a disclaimer that are determined to be about social issues, elections or politics will be rejected and taken down.

A reminder about ad review

- Our ad review system reviews ads for violations of our policies.
- This review process may include the specific components of an ad, such as images, video, text and targeting information, as well as an ad's associated landing page or other destinations, among other information.
- If a violation is found at any point in the review process, the ad will be rejected.

Next steps

- We recommend pausing or ending any social issue, electoral or political ads that may be running in your ad accounts by 5 October 2025, to ensure they are not rejected.
- If you believe your ad has been incorrectly rejected and prohibited from running in the EU, advertisers may follow the standard appeals process for ad appeals and reviews in [Business Support Home](#).
- Advertisers who repeatedly run social issues, electoral or political ads to the EU may face some restrictions, which could result in permanent restrictions on the ability to advertise.





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Resources and support

Resources and support

For more information:

- Meta Newsroom
 - [Ending Political, Electoral and Social Issue Advertising in the EU in Response to Incoming European Regulation](#)
- Meta for Governments and Nonprofits blog
 - [Additional guidance on ending political, electoral and social issue advertising in the EU](#)

For advertising support:

- Contact your client partner at Meta
- Reach out to Meta Support Pros
- Visit [Business Support Home](#)
- Learn more in Business Help Center
 - [About ads about social issues, elections or politics](#)
 - [About social issues](#)
 - [About Ads in review](#)



Meta Government
and Nonprofit Blog



Meta Business
Help Center

