Facebook Sets Policies for Covid-19 Vaccine Ads



Facebook revealed its policy Friday for ads on its platform related to Covid-19 vaccines.

The social network said its ongoing Newsroom post covering all things coronavirus that it will allow ads that highlight the ability of a vaccine to prevent someone from contracting Covid-19, as well as ads that promote ways to get vaccinated safely.

Content attempting to exploit the pandemic for commercial gain will continue to be prohibited, and ads or organic posts that promote the sale of vaccines—such as attempts to sell Covid-19 vaccine kits or offer expedited access to the vaccine—will be rejected.

Ads that claim that vaccines are a cure for the virus will also be rejected.

Facebook wrote, “It will take some time to train our systems and teams on these policies, and we expect enforcement to ramp up over the coming weeks and months.”

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