

# About brand suitability on Meta platforms and Audience Network

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Brand suitability controls help advertisers control where ads are delivered on Meta platforms and Audience Network. You can use brand suitability controls to help you place ads adjacent to organic content and publishers that are suitable to your brand.

There are controls that can be applied to your entire ad account and to specific ad campaigns.

## Meta Community Standards

Our goal is to create a safe and welcoming community for the more than 3 billion people who use Meta technologies around the world, across cultures and perspectives. To help achieve this goal, our [Community Standards](#) define what content is and isn't allowed on our technologies. Our policies are based on feedback from our community and the advice of experts in fields such as technology, public safety and human rights.

We have around 40,000 people working on safety and security, which includes removing billions of fake accounts a year. We also invest in technology to reduce the spread of false news and help identify content that violates our policies—often before anyone sees it. And we routinely release the [Community Standards enforcement report](#) to track our progress to make [Facebook and Instagram](#) safe and inclusive.

## Monetization Policies

Community Standards apply to everyone and all content on Facebook and Instagram, we also have additional policies to hold creators and [publishers](#) accountable. Our Partner Monetization Policies apply at the account level. Learn more about [Facebook's Partner Monetization Policies](#) and [Instagram's Partner Monetization Policies](#). They include [rules](#) for the content you create, how that

content is shared, and how your account receives and makes online payments. Additionally, all content on Facebook and Instagram must comply with our Terms and Community Standards and Guidelines. However, content appropriate for Facebook and other Meta technologies isn't necessarily appropriate for monetization. This content has to follow our [Content Monetization Policies](#)—they include prohibited formats, behaviors and restricted categories. This means that not all content on Facebook and Instagram is monetizable.

There are rigorous brand suitability controls, including publisher and content block lists, inventory filters, live stream exclusions and some recent tools that are both at the publisher and content level to allow advertisers greater control over where their ads may appear.

## Brand suitability controls

Controls that allow you to manage brand suitability settings directly within the [Meta Brand Safety and Suitability Center](#). Learn more about our [brand suitability controls](#).

## Learn more

- [Making platforms safer for brands and people](#)
- [Best practices for brand suitability](#)



Brand suitability controls, such as inventory filter, help you place ads adjacent to organic content that are suitable for your brand in certain ad placements. We define organic content as content posted without being promoted as an advertisement.

## Basics

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## Publisher List

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## Block Lists

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## Exclusions

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## Inventory Filter

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## Delivery Reports

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