

Keep in mind that there is no guarantee that you will get your account back. There is also no time frame that I can honestly say is the norm either. Sometimes accounts come back up the same day, and other times it can take weeks. If you don't get the account back the first time you can always follow up with another appeal if your case is closed, or continue to correspond with Facebook on the same appeal thread. Getting accounts back will depend on who looks at your appeal, how well you handle it, and a bit of luck. Don't give up, be patient, and don't try to push too hard. The longest it took for me to recover a personal account was about 11 months.

Official Facebook Policies: <https://transparency.meta.com/policies/ad-standards/>

Support Inbox: <https://www.facebook.com/support>

BM Account Quality Page: <https://business.facebook.com/accountquality>

DO NOT

- Yell or angrily type to the Facebook support staff.
- Create multiple tickets for the same issue. (I've had accounts come back up after 6 months of waiting)
- Try to circumvent the system by creating a new account because if Facebook catches you doing this you can be permanently banned.
- Try to push the envelope too hard on the policies, if you are unsure if it's going to be a problem on the platform you may want to go ahead and change directions because Facebook isn't going to keep tabs or strikes on your account. Do not use URL redirects whenever possible. If your ad has the URL digitaladsclub.com, make sure that it doesn't redirect to google.com / a different domain. Facebook considers this masking.
- Do not use before and after photos in ad images. You *can* do this with a video by showing a before image, then some footage in between (product in use, etc.) and then show the after result. But never use the text before and after.
- Do not make income claims e.g. "Learn how to make \$100k with no work!"
- Do not delete comments on ads. Either respond to them, hide them, or report them as spam. Facebook considers deleting comments as negative feedback.
- Do not use multiple personal profiles. Facebook considers that a violation of terms of service.
- Do not create multiple Facebook pages for the same business. Facebook can consider this as an attempt at circumventing their policy.
- If your account/business manager/personal profile gets disabled do not freak out and yell at support. It's pretty much a guaranteed way to never get your account back.
- Do not use copyrighted material you don't have the rights to use (music, celebrities, etc.)
- Do not call out people's personal attributes (physical or otherwise.) E.g. "Want to lose weight?" is a big NO. "Have depression?" is the same. Facebook HATES this and this is another type of ad that pretty much is guaranteed to have an account ban. That being said, they are more lenient with this in industries that are not: diet/fitness, health, supplements.

- Saying the word “you” is generally not advised to avoid running into trouble with the above rule.
- Mentioning the words: “weight loss”, “anxiety”, “depression”, “fat loss”, are AT BEST asking for higher CPM’s, AT WORST likely to cause an account ban.
- Do not run ads to a landing page that violates Facebook Ads policy. The page that they land on is just as important for disapprovals/disablings as the ad itself.
- Do not swear in ads (or use asterisks to get around it e.g. f**k),
- Don’t use 5 star emojis (e.g. ★★★★★). Dropshippers abused this and Facebook is now punishing people for using it from a CPM basis

Things to DO

- Make sure to let them know the issue is pressing.
- Mention how many accounts you manage if this is applicable and how much you spend if it’s a good chunk. (\$5K+)
- Send screenshots and or looms of the issues so they can understand better and potentially solve the issue quicker.
- Mention that you’d like to be spending more on your ads or that you’ve been trying to spend more but haven’t been able to due to these issues.
- Continue to push the support issue and remain persistent. It may take several tries to get to someone that will be able to help you.

Facebook Ad Account Shut Down Script 1 (This is the main one I use)

Hello,

I would like to apologize for any policy violations on my part, I have every intention of being compliant, and want to do everything possible to continue advertising with Facebook.

I believe my ad account may have been shut down by mistake. I have gone back and reviewed the policies in more detail so I could identify where I went wrong. I am very sorry this happened and I hope that I am able to take the steps to fix the violation and resolve the issue.

Is it possible that you can provide me with steps to reactivate our account so I can update the ads?

Thank you so much for your time and consideration!

Facebook Ad Account Shut Down 2 (I use this one if we clearly made an obvious mistake that got us shutdown, IE a bad landing page, uploaded an ad that we shouldn’t, or any other mistake we knowingly made, OR if the first appeal gets shot down.)

Hi X,

I would like to apologize for our recent policy violation. I have reviewed the policies, and I am truly sorry that some of my business's ads violated the Facebook Ads Guidelines.

I spent many hours reviewing our ads and found that we violated Rule #X and I apologize for the policy violation.

After carefully reviewing each ad in our account I saw that the following Ad IDs were in violation of this and I take full responsibility for the violation and I will make sure that it never happens again. I made a mistake by trying to create ads too quickly so I will slow down and make sure I never violate any policies ever again.

Again, I am very sorry this happened and I hope that by taking the steps to fix the violation will resolve the issue. Is it possible that you can provide me with steps to reactivate our account so I can update the ads?

Thank you so much for your time and consideration!