MOSEBURY MEDIA

Why Facebook and Instagram reject health adverts

Clinics are often surprised when an ordinary advert is rejected. The reasons are usually the same few, and each one can be fixed.

Personal attributes

Meta does not allow adverts that imply knowledge of the viewer's health. An advert that asks whether you are struggling with a named condition is likely to be rejected. Describe the service instead of the viewer.

Before and after images

Images that show a body or face before and after treatment are commonly rejected, particularly for weight loss and cosmetic procedures.

Restricted products

Adverts that promote prescription-only medicines are not allowed, and UK advertising law prohibits them in any case.

How to write adverts that pass

- Talk about the clinic, the clinician and the service
- Use images of people, places and consultations
- Avoid claims about results
- Send people to a page with full, balanced information
- Label any paid partnership clearly

Related pages

- Facebook and Instagram ads
- Social media marketing

Common questions

Can a clinic target adverts by health condition?

No. Targeting and wording must not single people out on the basis of health.

How long does advert review take?

Most adverts are reviewed within a day, though some health adverts take longer or need a manual review.

Checklist

- ☐ Our adverts describe the service, not the viewer
- ☐ We do not use before and after images in adverts
- ☐ We do not mention prescription-only medicines
- ☐ Our landing pages give balanced information
- ☐ Paid partnerships are labelled

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