

# Top Facebook Updates You Can't Miss (May 2021 Edition)

We're at the tail end of May, and we're moving into beautiful summer weather. And it's not only beach trips, family holidays, and backyard barbecues to look forward to; we've got information on Facebook news and updates, too.



This month, we got news about how Facebook's ad review process works, information about how safety features have impacted Facebook, new Instagram Insights tools, Live Shopping Fridays, and new API tools for Asian and Pacific Islander businesses.

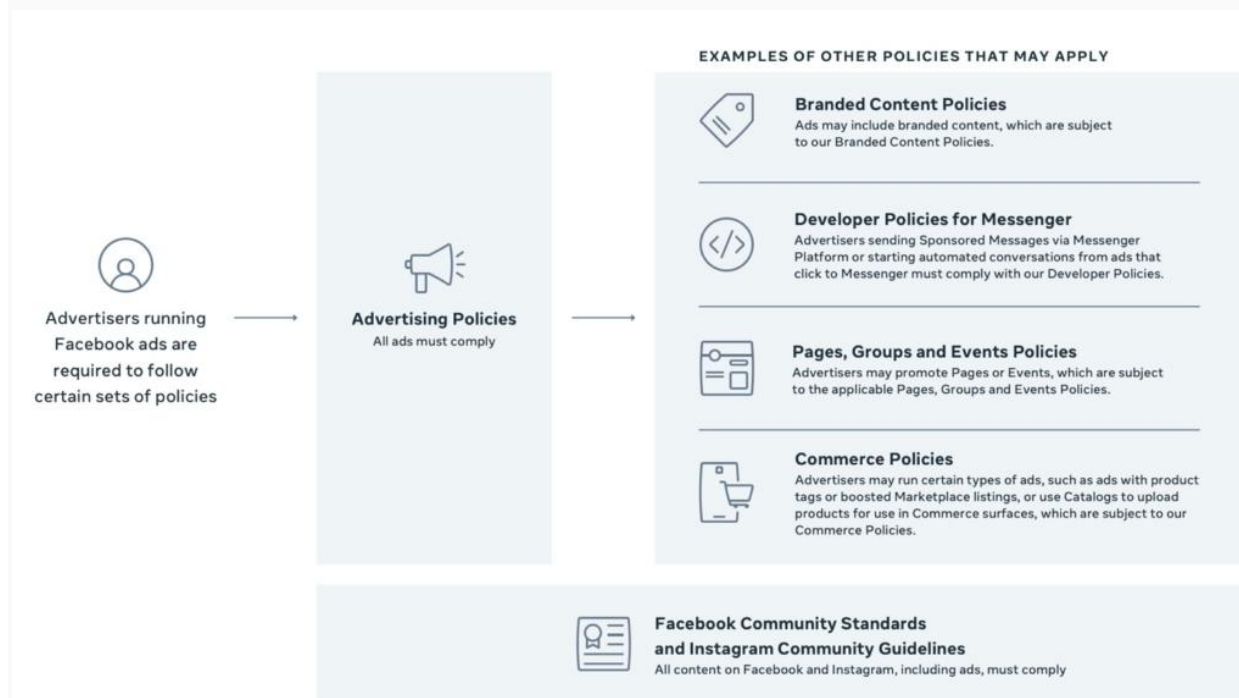
There's plenty to look at, so let's get started.

# Facebook Breaks Down its Ad Policy Review Process

We know that Facebook's system looks at all ads you submit, reviewing them before they run. People have long been confused why ads that seemingly follow the rules are sometimes rejected while obvious scams somehow make it through.

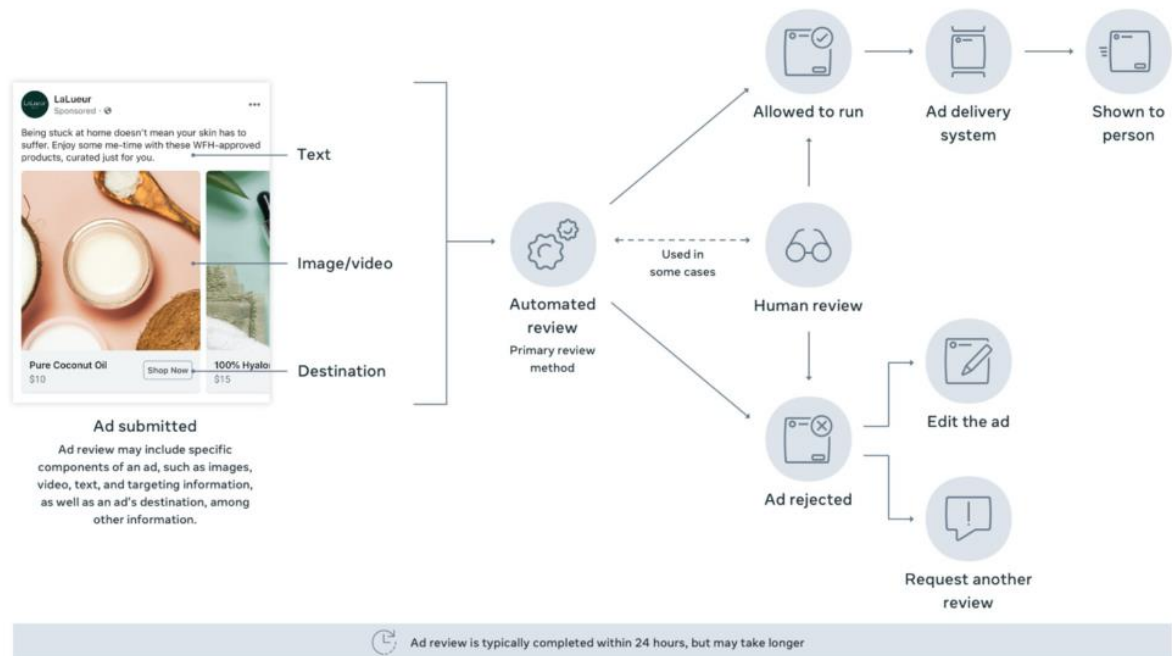
To increase transparency, Facebook just recently broke down how their ad review process works, and it was extremely enlightening.

First, they reminded users that it's not just the strict advertising policies that apply to Facebook Ads. You also need to check to ensure that each ad complies with branded content policies, commerce policies, event policies, and more (if applicable). You've got to be following all of Facebook's rules in the ad platform.



They also explained that, as many of our users may have noticed, most ads are typically approved within 24 hours. I've had ads approved in as little as five minutes, as I'm sure many of our readers have, too.

When an ad is first submitted, they'll use an automated review that uses machine learning and algorithms to flag potential issues. The approved ad can run, and may be subject to human review later. If the ad is rejected, you can appeal and submit it to human review. They remind users that if an ad is rejected, they can always edit it and resubmit.



Facebook also warns advertisers that in addition to reviewing individual ads, they look at an advertiser's profile overall.

Have you made attempts to get around the ad review process in the past, or to find loopholes? Are a large number of ads being rejected, or reported by users? Facebook may take action against advertisers who consistently violate their policies, including suspension or banning.

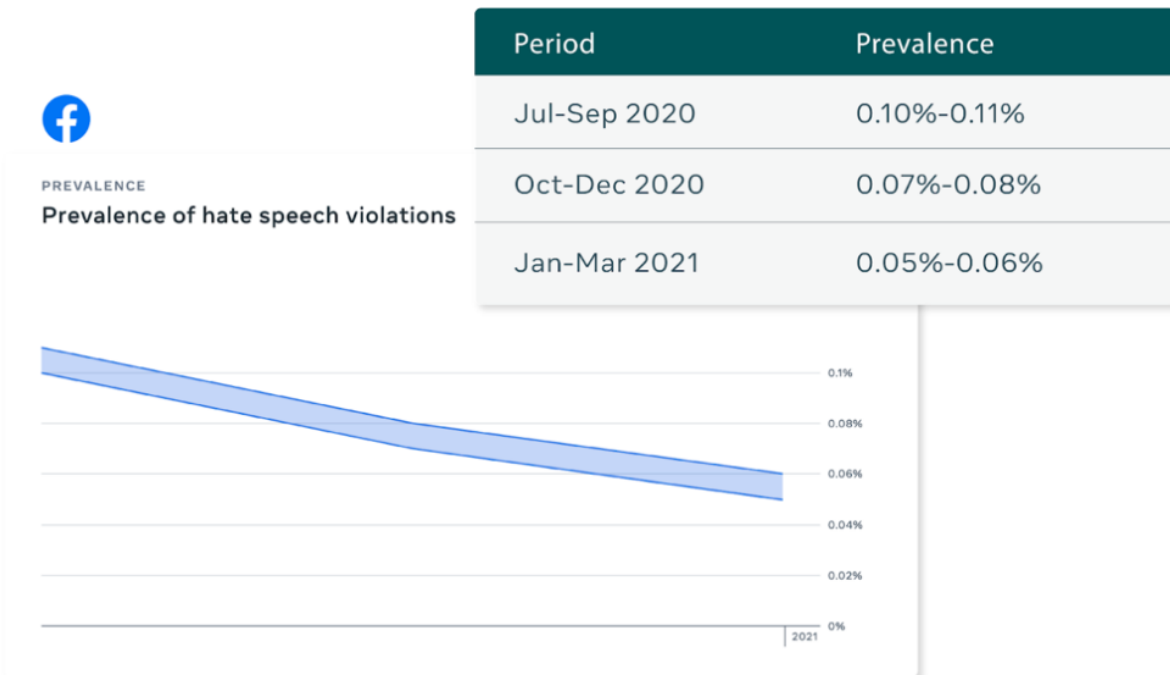
# Facebook Reports Efficacy of Platform Safety & Integrity Measures

Over the past few years, many users have worried about Facebook's use of their personal data, as well as issues with transparency, hate speech, and misinformation.

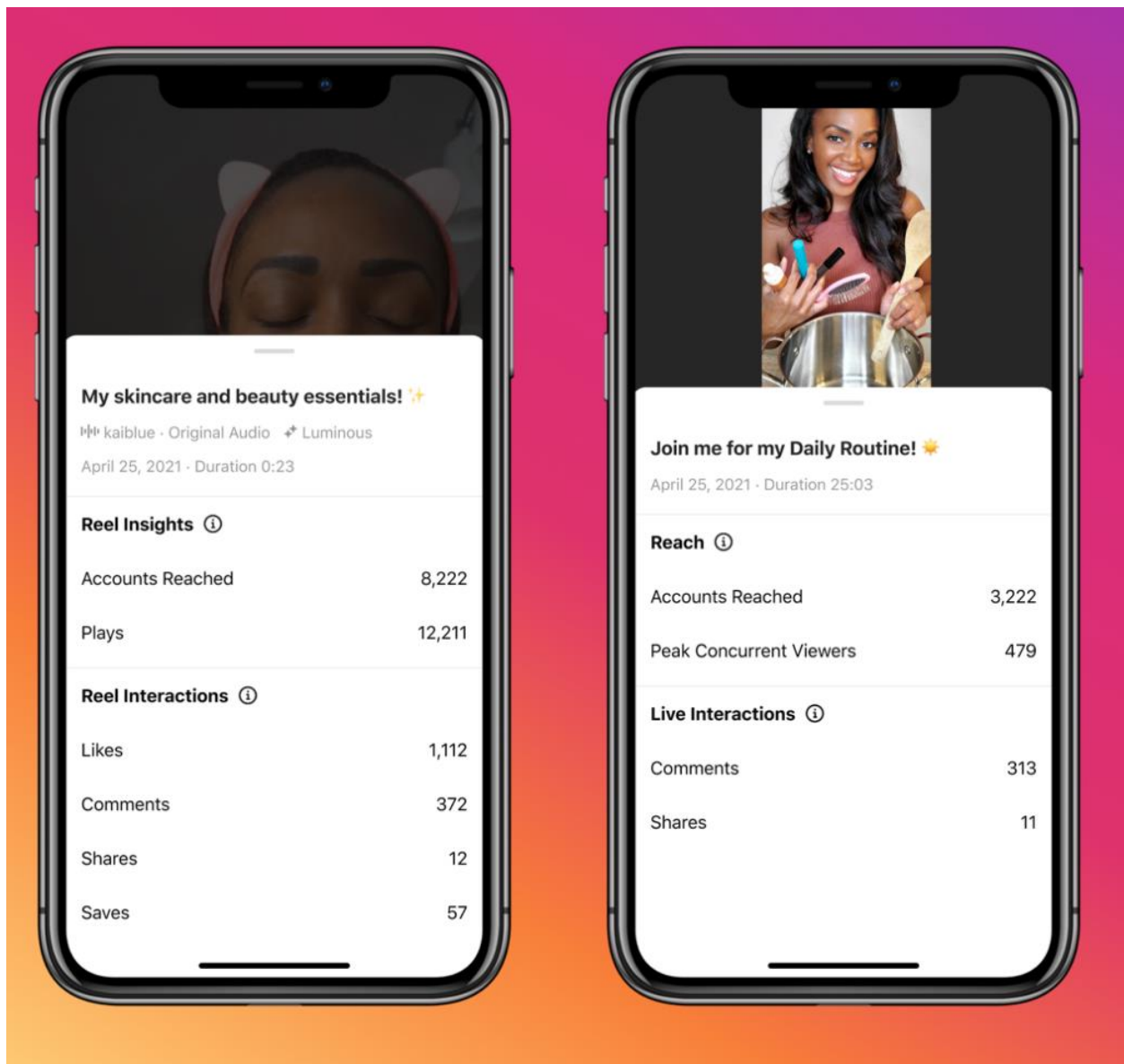
While all of these issues are still in play and impacting users, the good news is that Facebook's updated platform safety and integrity rules are making a positive impact.

In the first quarter of 2021, we saw the following improvements:

- Violent and graphic content decreased to .03%, down .05% from the last quarter
- Hate speech also decreased from .07-.08% to .05-.06%
- The rate of content "actions" taken was 10x higher, and we've seen the proactive rate shift from 24% to 97%.



This is great news for brands, because it creates a more positive and safe platform for all users.



Reels will get the following metrics:

- Plays
- Accounts reached
- Likes
- Comments

- Saves
- Shares

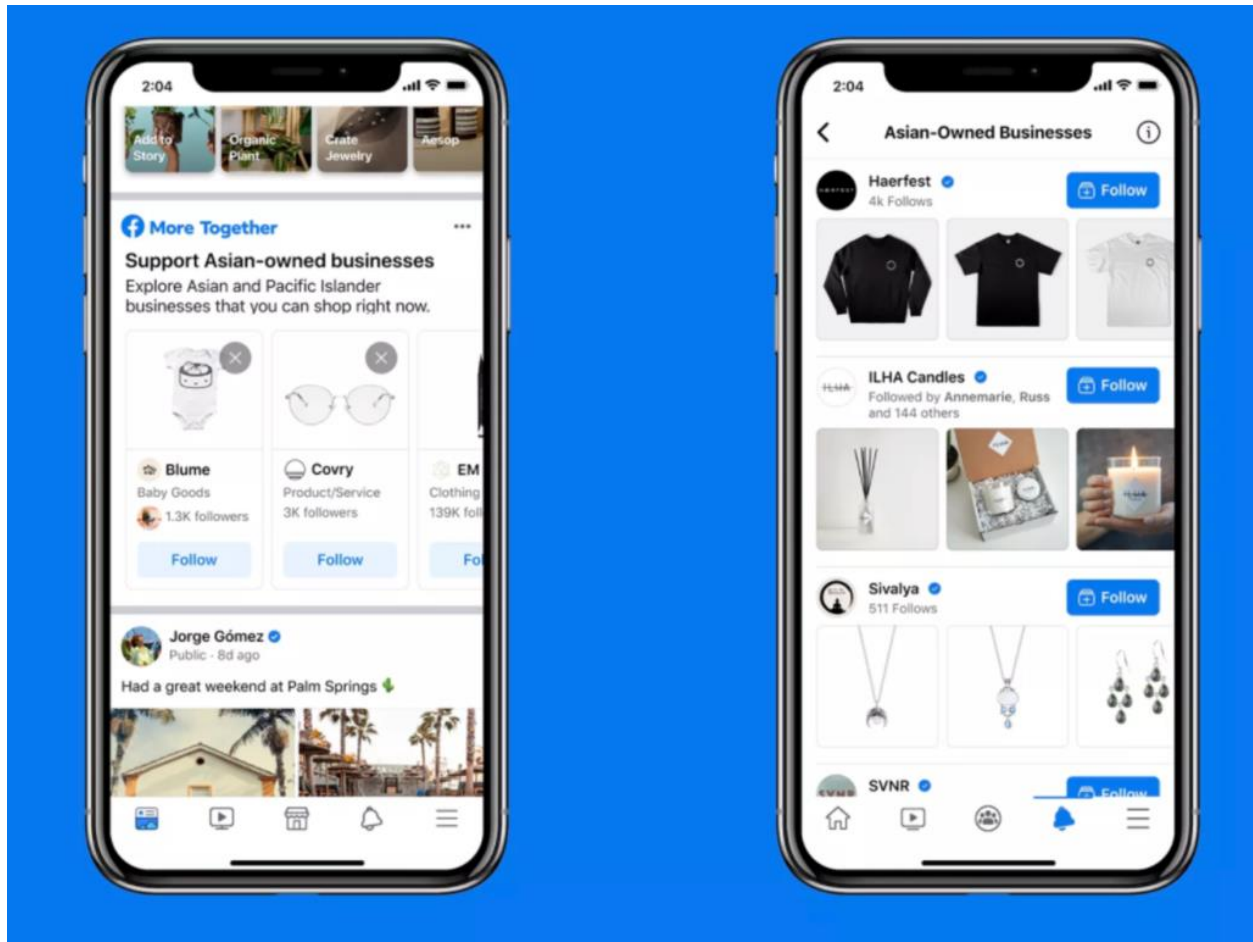
Live videos will get the following:

- Accounts reached
- Peak concurrent viewers
- Comments
- Shares

These metrics will also be added to the Account Insights, to get a better big-picture look of the campaigns' impact.

And more good news: Over the next few months, Instagram is working to roll out new preset time frame options to let marketers view beyond 7 or 30 day periods. Insights will also be supported on desktop. Stay tuned for that!

# New Tools for Asian & Pacific-Islander Owned Businesses



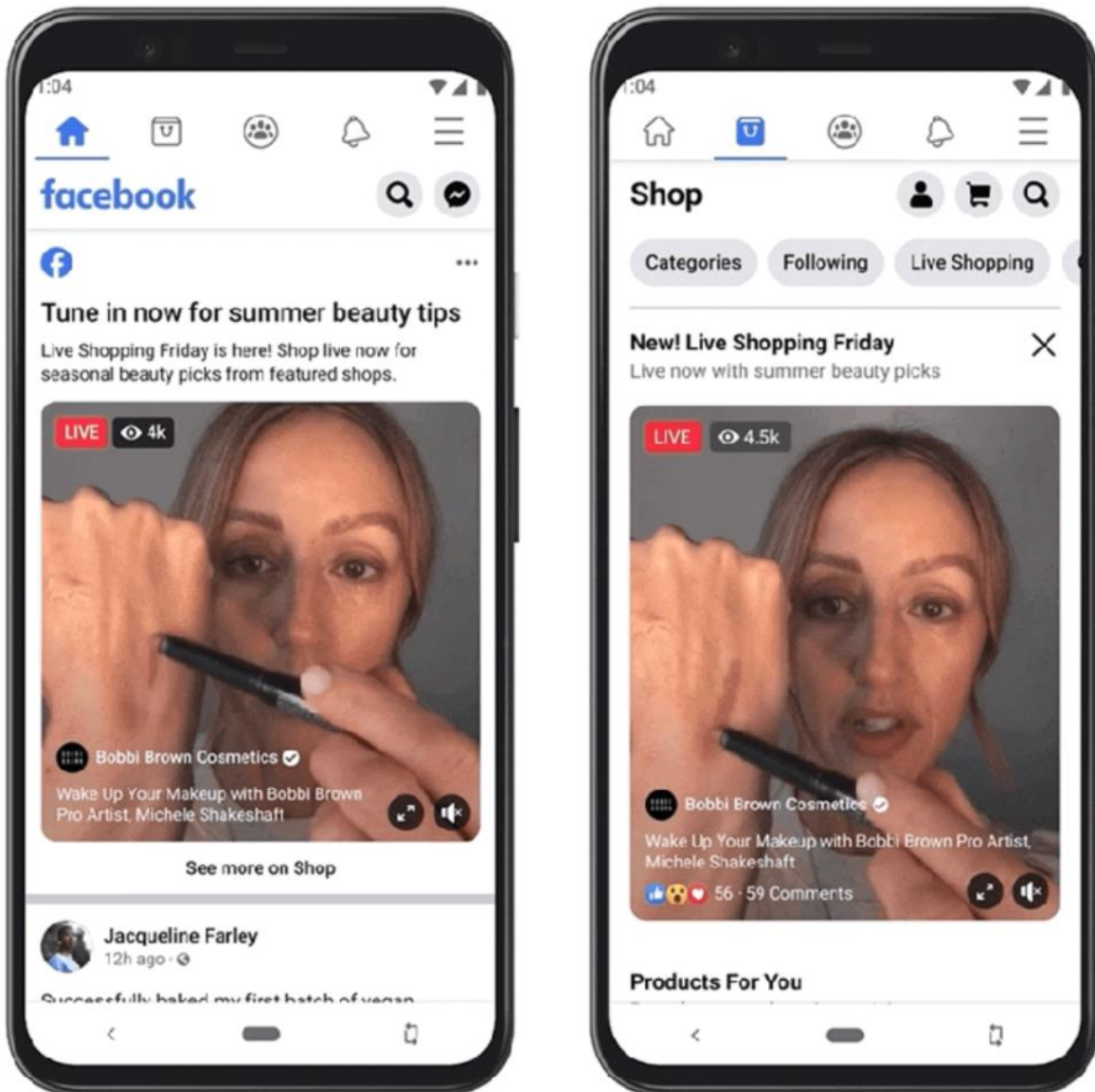
## Live Shopping Fridays Announced

It feels a little like QVC's infomercials have come full circle, but we're unbelievably excited about Facebook's new announcement of "Live Shopping Fridays."

Starting in mid-May and running every Friday through July 16th, beauty and fashion brands will go Live and showcase beauty and fashion products and tutorials in real time. You can find these streams on participating brands' Pages or by browsing the Shopping tab.



Users will be able to buy products featured in-stream by tapping on them while viewing, and they can purchase without ever leaving the app.



These are the current topics and dates on the map:

- Glow Up – May 21, June 11 and July 2 12:00PM – 1:30PM PT/3:00PM – 4:30PM PT
- New Fashion Finds – May 28, June 18 and July 9 12:00PM – 1:30PM PT/3:00PM – 4:30PM PT



- Self Care Spotlight – June 4, June 25 and July 16 12:00PM – 1:30PM PT/3:00PM – 4:30PM PT

While only major brands like Abercrombie & Fitch and Bobbi Brown Cosmetics are participating this year, it will be interesting to see if more advertisers will gain access to live shopping features on a more regular basis. Stay tuned!