

Spam

Policy details

Change log



Policy Rationale

We work hard to limit the spread of spam because we do not want to allow content that is designed to deceive, or that attempts to mislead users, to increase viewership. This content creates a negative user experience, detracts from people's ability to engage authentically in online communities and can threaten the security, stability and usability of our services. We also aim to prevent people from abusing our platform, products or features to artificially increase viewership or distribute content en masse for commercial gain.



Do not:

- Post, share, engage with content or create accounts, Communities, Pages, Events or other assets, either manually or automatically, at very high frequencies.
- Attempt to or successfully sell, buy or exchange site privileges, engagement, or product features, such as accounts, admin roles, permission to post, Pages, Communities, likes, etc., except in the case of clearly identified branded content, as defined by our [Branded Content Policies](#).
- Require or claim that users are required to engage with content (e.g. liking, sharing) before they are able to view or interact with promised content.
- Encourage likes, shares, follows, clicks or the use of apps or websites under false pretenses, such as:
 - Offering false or non-existent services or functionality(e.g. “Get a ‘Dislike’ button!”)
 - Failing to direct to promised content (e.g. “Click here for a discount code at Nordstrom”; *false play buttons*)
 - The deceptive or misleading use of URLs, defined as:
 - **Cloaking**: Presenting different content to Facebook users and Facebook crawlers or tools.
 - **Misleading content**: Content contains a link that promises one type of content but delivers something substantially different.
 - **Deceptive redirect behavior**: Websites that require an action (e.g. captcha, watch ad, click here) in order to view the expected landing page content and the domain name of the URL changes after the required action is complete.
 - **Like/share-gating**: Landing pages that require users to like, share, or otherwise engage with content before gaining access to content.
 - **Deceptive landing page functionality**: Websites that have a misleading user interface, which results in accidental traffic being generated (e.g. pop-ups/unders, clickjacking, etc.).
 - **Typosquatting**: An external website pretends to be a reputable brand or service by using a name, domain or content that

features typos, misspellings or other means to impersonate well-known brands using a landing page similar to another, trusted site to mislead visitors (e.g. www.faceb00k.com, www.face_book.com).

- And other behaviors that are substantially similar to the above.

[Read less](#)

^ User experiences

See some examples of what enforcement looks like for people on Facebook, such as: what it looks like to report something you don't think should be on Facebook, to be told you've violated our Community Standards and to see a warning screen over certain content.

Note: We're always improving, so what you see here may be slightly outdated compared to what we currently use.

USER EXPERIENCE

Reporting



USER EXPERIENCE

Post-report communication