

How to Post & Advertise Hemp/CBD Products on Facebook

Post

A post can be in the form of text, an image, video or link sent directly to your Facebook page wall. A post is free of charge and can only be seen by Facebook users who have liked or followed your page.

When dealing with products on Facebook and specifically for business purposes, you have one of two options: post on your page wall or run/boost an ad.

Ad

Facebook allows you to pay for advertising products and promoting business on Facebook. This means you can target a specific group of people and have them see your 'ad' in their daily newsfeed. You can advertise in one of two ways - boosting a post or setting up an ad using the Ad Manager.

Boosting

Boosting a post is the simplest way of advertising. You simply choose a post and press the 'Boost' button in the bottom right corner.

Setting up an Ad

Setting up ads is more complicated and detailed but similar to boosting it requires a budget, target market and timeline.

See the Annique Consultant's page for more information

Policy on Hemp/CBD

In June 2019, a spokesperson for Facebook indicated that CBD falls under three separate site policies: Community Standards, Pages-Specific Policies, and Advertising Policies.

The following phrases include CBD/ Hemp although it is not specifically named.

Community Standards

- 1. Violence and criminal behaviour
- 5. Regulated Goods "prohibit attempts by individuals, manufacturers and retailers to purchase, sell or trade non-medical drugs, pharmaceutical drugs and marijuana"

Pages, Groups, Events

- 5. Page-Specific policies
- 5.6. Online pharmacies "Pages must not promote the sale of prescription pharmaceuticals. Pages for online pharmacies may be permitted with Facebook's prior approval."

Advertising Policies

- 5. Drugs and drug-related products "Ads must not promote the sale or use of illegal, prescription or recreational drugs."

Your ad will either be approved and start running automatically or disapproved. When disapproved, you can delete the ad, edit it and submit it again or submit it for manual review where a member of the Facebook team will review the ad. Disapproving an ad is usually seen as a 'warning' by Facebook. Sometimes it's something small like a word or image but if it is something clearly indicated in the Ad Policy, Facebook can go as far as to disabling your Ad Account or even blocking you from using your page or account. It's extremely difficult to get yourself active again after being flagged by Facebook. There is no way to physically reach Facebook to re-activate your Ad Account or page.

Facebook does not allow setting up ads with hemp or CBD content.

Facebook confirmed that merely posting (free) hemp / CBD content is allowed.

