

Publication of third-party advertisements on Facebook pages shall be permissible without special permission

In April 2016, the Facebook policy regarding social networking pages (“Pages”) were modified – as such, it is now possible to publish so-called “Branded Content”, without special permission – be it text posts, photos, videos, or links featuring third-parties (products, brands, sponsors, advertisers, etc.) that are different from the Page owner, but only under certain restrictions.

While under former policy the placement of third-party advertisements on Pages without (prior) special permission from Facebook was prohibited, the new Branded Content Policy allows for Pages qualifying as “Verified Pages” – while having tagged the featured third-party – to place third-party advertisements on the Page.