

Facebook Tightens Rules on Verifying Political Advertisers | The New York Times

By Davey Alba

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Facebook's election integrity center in Dublin in May. The social network has worked to secure its site during elections, setting up so-called war rooms to handle false content and bad ads. Credit...Paulo Nunes dos Santos for The New York Times

Facebook said Wednesday that it was strengthening how it verified which groups and people place political advertising on its site, as the social network braces for the 2020 presidential election in the United States and works to reduce the spread of online disinformation.

The moves build on rules that Facebook introduced last year, when it began requiring political advertisers to divulge the name of the organizations responsible for ads on its platform and to prove their identities. [Facebook enacted that policy](#) after being criticized [for allowing Russian](#) operatives to manipulate its ads in the 2016 American presidential election to divide voters.

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