

Partnership ads *handoff checklist*

Work through it together before the first ad goes live.

CREATOR

- ☐ Professional account, public eligible content
- ☐ Fee, usage and length agreed in writing
- ☐ Permission type chosen: code or account-level
- ☐ Code toggle on, or request accepted in the app
- ☐ Code sent in a message, never a password
- ☐ Paid partnership label added if it's branded
- ☐ I know the three ways to switch it off
- ☐ Expected start and end dates noted

BRAND

- ☐ Scope and fee agreed; paid off-platform
- ☐ Instagram and Facebook accounts linked
- ☐ Permission requested or code received
- ☐ Partnership ad toggle on at ad level
- ☐ Header identity option chosen
- ☐ Safe zone guardrail checked
- ☐ Disclosure needs written into the brief
- ☐ Plan if permission is withdrawn mid-run

Not sure about a step?

Meta's menus change. Follow the current Meta Business Help Center pages for each step, and keep the written deal separate from the platform permission.