

# Facebook Ad Image Approval Checklist

## Image Guidelines

- ☐ Image is high quality and not blurry, pixelated, or cropped poorly
- ☐ Image dimensions comply with recommended Facebook ad sizes
- ☐ Image does not contain more than 20% text content
- ☐ No copyrighted or unlicensed material used

## Content & Compliance

- ☐ Image does not contain nudity, excessive skin, or sexual content
- ☐ Image does not show violence or shocking content
- ☐ Image does not promote tobacco, drugs, weapons, or prohibited products
- ☐ No misleading or false information in the image

## Branding & Text

- ☐ Brand logo or name is clearly visible (if required)
- ☐ Text is legible and easy to read
- ☐ No spelling or grammatical errors in text

## Final Review

- ☐ Image is relevant to target audience and ad objective
- ☐ No blank spaces or cropped elements in the image
- ☐ Reviewed for overall visual appeal and professionalism