



FACEBOOK ACCOUNT SHUTDOWN – WHAT NOW?

Steps to Follow

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Step 1: Your account could have been shut down in error. That happens. Stay calm. I understand it is scary situation but remain calm.

Step 2: Visit this link and contact support: <https://www.facebook.com/help/contact/2026068680760273>

- Try to find out why it was shut down and appeal.
- You MAY have to go back and forth with them for quite some time on this.
 - One client did so for several months before she got her ad account back.

Step 3: Share your pixel and audiences from your shut down account with one of your back up accounts.
(This will only work if you created a backup account. In rare circumstances, you may have your entire business manager shut down).

Step 4: Make changes to your creative. 9 times out of 10 the reason your account gets shut down is due to the creative.

- Oftentimes its because you violated some kind of policy with the copy you chose for your ad.
- FB will also shut down accounts from too many people clicking they don't want to see your ad.
- So you could have just made a creative that IS compliant but PEOPLE DON'T LIKE IT.
- You should base your changes to the creative off of the feedback you get from Facebook.
- You are welcome to ask our opinion of what was wrong...

Step 5: Make changes to your landing page. Update any possible issues with the copy and put the new page on a different url.

For example if your ad had xyz.com/landingpage as the url on the ad that url is more than likely now "flagged" and you won't be able to get an ad approved on that url again (at least until your ad is appealed successfully).

So just duplicate the page to xyz.com/training

The whole point is to change the slug in the url so Facebook doesn't keep flagging the old url.

You don't have to change the domain.

Step 6: Resubmit new ads in new ad account while you're dealing with trying to get your old one back.