Meta ad pre-flight checklist for a therapy practice

Six checks before a Facebook or Instagram ad goes live, in the order the rules stack: Meta's standards first, then what your account is allowed to measure, then your ethics code and Oregon's board.

Meta's Advertising Standards

- ☐ Age targeting set to 18 and over (Health and Wellness standard: health products and services must target adults)
- ☐ Copy describes the service and who it is for; nothing asserts or implies the viewer's mental health or a medical condition (Personal Attributes standard)
- ☐ No claim to cure, heal or eliminate a condition; no guarantee; no before-and-after; no statements of inferiority
- ☐ Ad text, image and landing page reviewed together, since Meta reviews the ad and its destination

What the account can measure

- ☐ Notices in the ad account read before choosing a conversion event
- ☐ If the account is classified as health and wellness, plan for upper-funnel events (a landing page view or lead form) rather than a booked appointment, as the January 2025 trade coverage described
- ☐ Pixel or Conversions API events limited to what the account is permitted to send

Your code and your board

- ☐ Credential written exactly as the board issued it (ACA C.3.a; Oregon OAR 833-100-0012)
- ☐ Registered associates: associate title in full, never an abbreviation implying licensure, plus the supervisor's name and the word supervisor (OAR 833-050-0111)
- ☐ No testimonial solicited from a current client, or from anyone vulnerable to undue influence (ACA C.3.b; OAR 833-100-0012(3))
- ☐ Any testimonial you use has permission on record after a conversation about the implications
- ☐ Social workers: nothing misrepresents qualifications, education, experience or affiliations (OAR 877-030-0040)
- ☐ AAMFT or NASW members: the equivalent section of your own code checked, since neither is quoted in the lesson

After launch

- ☐ Comments on the ad moderated daily; replies never confirm or deny that someone is a client
- ☐ Policy pages re-read once a year; the Health and Wellness change log shows when Meta last edited it

Quotes and rule numbers are in the lesson with links to each source. This is not legal advice; your board and your code get the final word.