



What Is *Facebook* Reels Branded Content?



As part of our ongoing commitment to help creators turn their passion into a living, we are launching Branded Content on Facebook Reels globally for the first time. Creators who comply with [Meta Partner Monetization Policies](#) will be able to use the 'Paid Partnerships with' label for Branded Content on Facebook Reels, and tagged brands will be able to easily convert them to Branded Content Ads (using the 'Sponsored with' label).

Facebook Reels

Branded Content in

3 Easy Steps

1. Create a FB Reel (Learn how [here](#))

2. Toggle

3. Tag

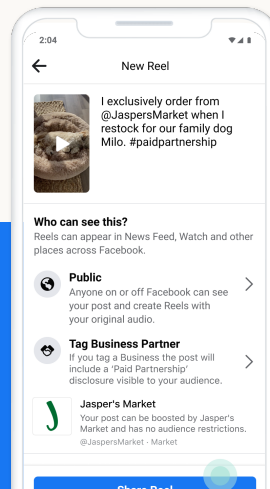
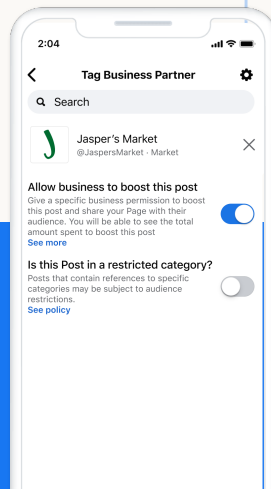
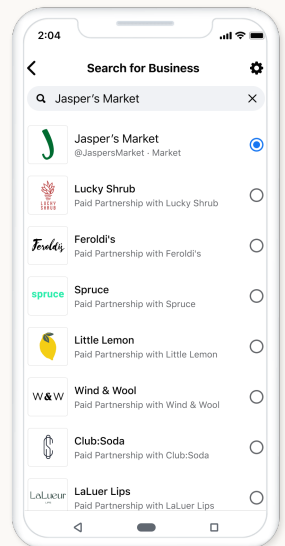
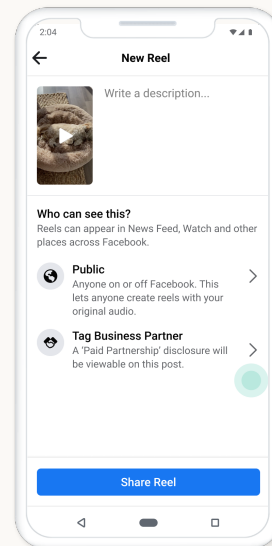
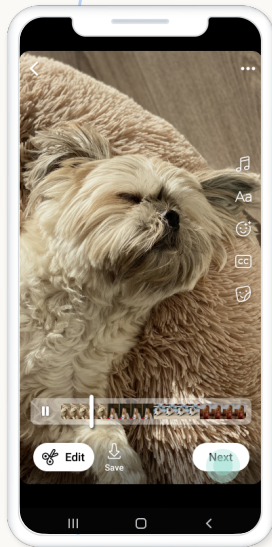
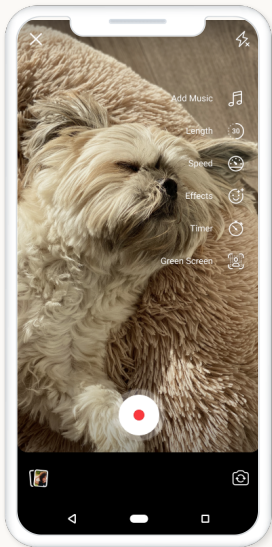
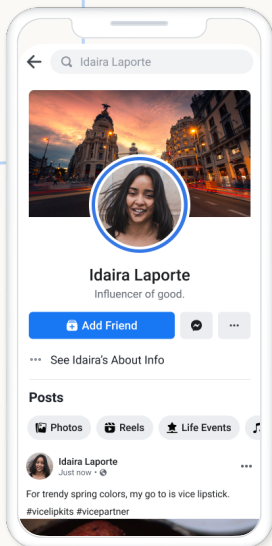


Create a Branded Content Facebook Reel

If your post features or is influenced by a brand or product for an exchange of value (e.g., monetary payment or free gifts), you must tag that business. Once tagged, they will be notified and receive certain metrics about your post.

On Android & iOS

1. [Create a Facebook Reel](#) per your partner's brand guidelines.
2. In the **New Reel** screen, tap **Tag Business Partner**
 - a. When posting your Facebook Reel Branded Content for the first time, toggle on **Allow Brand Partners to Promote** so they can boost your post.
3. Find your business partner in the search bar and tag them.
4. Tap **Share Reel**.
5. Send the link along to your partner's ad account team.





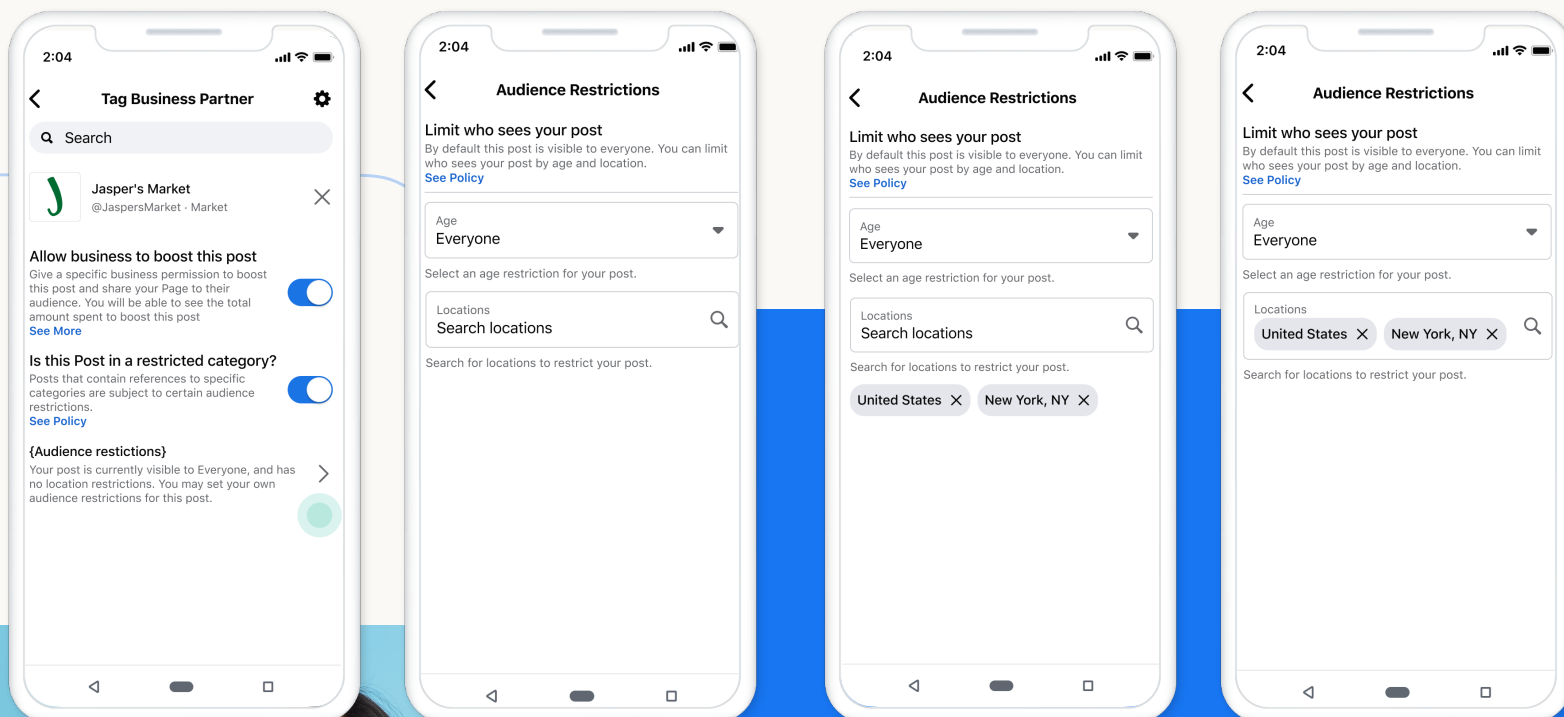
Branded content policies for creators

When you make a branded content post on Facebook, you must comply with our [Branded Content Policies](#). These policies prohibit promotion of certain goods, services, or brands using our branded content tools. Visit our [Branded Content Policies](#) for a full list of prohibited content. Additionally, these policies also identify restrictions that must be applied while promoting some types of content. Please keep the following in mind:

- 1.** Some sensitive content can only be promoted in compliance with restrictions identified in our [Branded Content Policies](#), such as restricting who can see the post based on age or geographical location. Visit our [Branded Content Policies](#) to learn more about restricted categories and required restrictions.
- 2.** Some categories require that the creator and/or the business partner sponsoring the branded content be authorized by us to promote their services on Facebook. Visit our [Branded Content Policies](#) to learn more about the types of business partners that will require written pre-authorization from Meta before engaging in branded content.

How to turn on audience restrictions

1. Toggle on the “is this post in a restricted category?”
2. Click the “audience restrictions” button.
3. Adjust the age and location accordingly based on applicable [requirements](#) set forth in our [Branded Content Policies](#).



About **Branded Content** Policy violations

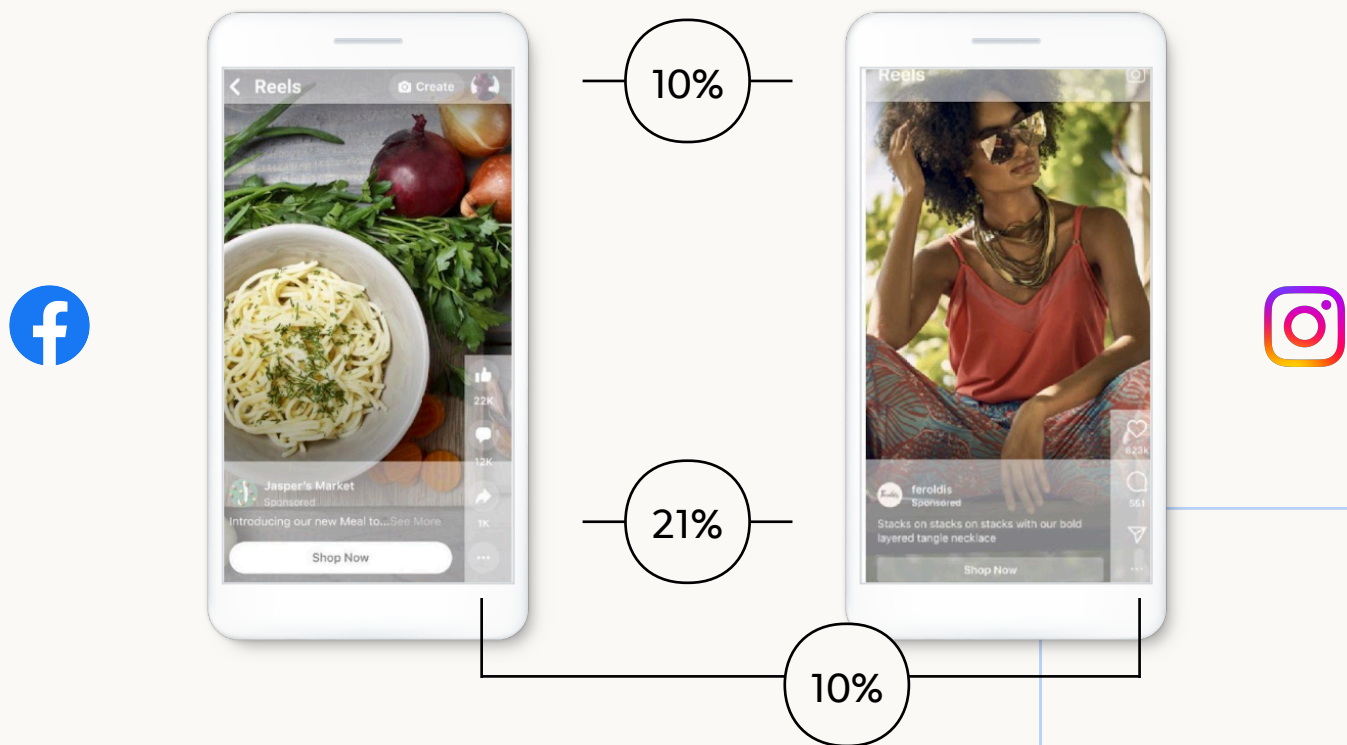
Branded content posts that do not comply with the above policies are subject to removal from Meta. If your post is removed for going against our Branded Content Policies, you'll receive a notification and will be able to request a review. After you request a review, you can expect a notification with a response within 24-48 hours. If we review your branded content post and confirm your content does not violate our policies, your branded content will be reposted. If we confirm your content does violate our policies, you will not be able to request another review.



Design and technical specs

Keep these specs in mind when creating your Facebook Reels Branded Content. Note that both video captions and sound are not required, but strongly recommended. Ensure your partner's creative guidelines are also taken into account when creating your Reels. the Facebook Reels Ads safe zones to ensure the critical elements of your Reel will be shown to your audience.

Reels ads design safe zones



- **File Type:** MP4, MOV
- **Video Settings:** H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- **Resolution:** At least 500 x 888 pixels
- **Video Captions:** Optional, but recommended
- **Video Sound:** Optional, but strongly recommended
- Videos should not contain edit lists or special boxes in file containers
- **Primary Text:** 72 characters before truncation
- **Maximum File Size:** 4GB

Frequently Asked Questions



Q. Does Meta make any money off organic Branded Content on Reels?

A. Meta does not presently charge or take a cut from organic Branded Content across all surfaces, including Facebook Reels.

Q. What is happening with Brand Collabs Manager (BCM)?

A. We are evaluating and making improvements to our suite of brand-creator partnerships tools and are pausing Brand Collabs Manager onboarding at this time. Brands and creators who are already using the tool will not be affected and can continue using BCM.

Q. Are there any reasons why I might lose access to Branded Content?

A. You must comply with our policies, including the [Meta Partner Monetization Policies](#) and [Meta Branded Content Policies](#).

