

Political Advertising Policies on YouTube

Google has a number of policies to support a healthy digital advertising ecosystem. As part of Google, all ads that run on YouTube are subject to Google’s advertising policies. However, there are additional policies on our platform to be aware of, and we will explain how these policies work together with Google’s ads policies. We enforce all of these guidelines consistently and without regard to a video’s political viewpoint.

How Google & YouTube work together

Three distinct policies apply to either ads running on YouTube, or content that lives on the platform



Google Ads Policies

Govern ads run on YouTube to ensure a safe and positive experience for users.



YouTube Community Guidelines

Outline the types of content creators can post on YouTube.

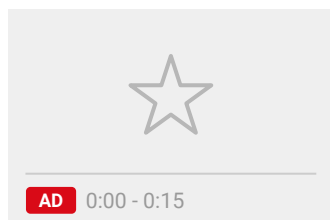


YouTube Monetization Policies

Govern which content ads can run against. This can affect creators' whose content is flagged for limited or no ads.*

*Creators can make money on YouTube through ads served on their channels

Determining the difference between an ad and content



Ads

An advertisement that runs on YouTube



Content

A video uploaded to a YouTube channel

For example, when a video is published to YouTube, that video is subject to YouTube's Community Guidelines. If that video is then promoted as an ad, it's then subject to Google Ads Policies.

Running an ad or posting content on YouTube will define which policies apply

Ads on YouTube are subject to Google Ads policies, whereas content on YouTube is governed by our Community Guidelines and Monetization policies.

	Ads on YouTube	Content on YouTube
<u>Google Ads Policies</u>	✓	
<u>YT Community Guidelines</u>		✓
<u>YT Monetization Policies</u>		✓

Google's ads policies

Google's ads policies govern ads that are run on YouTube

Google's ads policies were developed to help support a healthy digital advertising ecosystem for our users, creators, and advertisers.



No granular micro-targeting is allowed. Verified US political advertisers can target election ads on age, gender, geo (e.g. postal code) and context (e.g. topics).



Auto and human reviewers are used to check for compliance with our policies.



Clear disclosures are required for all election ads to help users better understand who is paying for them. This data is publicly available in our [Transparency Report](#).

YouTube policies

YouTube's Community Guidelines specify what content is allowed and not allowed on the platform

Our Community Guidelines are designed to ensure our community stays protected, and we remove any content that is in violation. We have policies that are always-on efforts, while others were built specifically for elections. Below is a just sample of the policies outlining what is not allowed on YouTube based on our Community Guidelines, with the full list [here](#).



Impersonation and attempts to misrepresent country of origin, or conceal association with a government actor is prohibited



Hate & harassment such as content that promotes or condones violence against individuals or groups is prohibited



Spam, deceptive practices, and scams meant to take advantage of YouTube users is prohibited



Voter suppression including misleading voters about the time, place, means or eligibility requirements for voting is prohibited



Suppression of census participation by misleading participants about the time, means or eligibility requirements for census participation is prohibited



False candidate eligibility claims prohibits content that contains verifiably false claims about technical eligibility requirements for candidates

YouTube's Monetization policies govern what content can be monetized by creators

Creators that are part of the YouTube Partnership Program (YPP) are eligible to receive access to ads and other [monetization products](#). To become a part of YPP, creators must:

1. Be eligible for YPP

To apply for membership in YPP, channels must meet [eligibility thresholds](#)

2. Be accepted into YPP

Only channels that meet [eligibility thresholds](#) and follow all of our [guidelines](#) will be admitted to the program and eligible for monetization

3. Stay compliant with YPP

If ad monetization is turned on for a video, it must follow our [monetization](#) and [advertiser-friendly content guidelines](#), to avoid having [limited or no ads](#) appear against it