

Mixte Meta Advertising Policy

Last Updated: July 20, 2022

Mixte will be instituting an indefinite ban of Meta platforms for all client advertising effective September 1, 2022. Until Meta and the platforms it owns, including Facebook, Instagram and WhatsApp, can prioritize people and the planet over its own profits, Mixte's position will remain the same. Meta's actions over the past few years directly conflict with Mixte's values. Here's our reasons why:

We practice cultural humility and cultivate diversity

Meta has done the opposite by constantly balking at signs of race-blind practices at the expense of those who have been historically marginalized

Mixte uses its privileges to fight for equity

Meta has demonstrated a consistent awareness of the harm its algorithms have on the communities Mixte serves, yet doesn't address it.

- Meta contributes to the spread of hate speech
- Meta allows misinformation on elections and social justice issues

We know that justice and good work both take time

It would be much easier to continue the practice of advertising our clients on platforms such as Facebook and Instagram. This decision can affect our business and we know that, but we will learn to adapt, become smarter marketers and ultimately serve our community better because of it.

Mixte prides itself on being a community-driven agency doing business the right way

We feel strongly that, with our help, clients could use limited advertising budgets through other, more value aligned channels, to reach their audiences.

Frequently Asked Questions

Why does Mixte not run ads for its clients on Facebook and Instagram?

Meta has demonstrated [time](#) and [time again](#) that its own algorithms foster rage, misinformation and hate speech.

What if Mixte has run ads for its clients on Facebook or Instagram in the past?

After September 1, 2022, Mixte will no longer run FB/IG ads for all clients including those who have in the past. Instead Mixte will determine alternative methods to reach these clients' audiences.

Does this include boosted posts?

Yes, this includes boosted posts as it is a form of advertising that generates revenue for Meta.

Does this include paid content creators?

No, this does not include paid content creators as content creators are paid directly by Mixte.

Does this include organic (unpaid) content?

No, this does not include organic (unpaid) content. Mixte will still post organic content on FB/IG on behalf of clients.

What if a client runs ads on their own and Mixte solely plays a consultant role?

Mixte will still advise the client on Meta advertising if simply playing a consultant role. As part of this role, Mixte will advise the client on its policy and possible alternative methods to reach audiences.

When does this policy go into effect?

The policy will go into effect for all Mixte clients starting September 1, 2022.

What social platforms does Mixte run ads on?

Mixte will still run ads on all platforms except for Facebook and Instagram including LinkedIn, Twitter, Snapchat and TikTok.

What other paid digital methods does Mixte recommend for reaching audiences?

In addition to other forms of paid social advertising on LinkedIn, Twitter, Snapchat and TikTok, there are so many ways to reach a target audience, they just require thoughtfulness and planning and [that's exactly what Mixte does.](#)

Where can I learn more about Meta's harmful practices?

Additional resources:

[Facebook's ethical failures are not accidental](#)

[Facebook ignored racial bias research, employees say](#)

[Report slams Facebook for 'vexing and heartbreaking decisions'](#)

[Facebook's ban on gun sales gives sellers 10 strikes before booting them](#)

[Facebook ranks last in digital trust among consumers](#)