

Meta strengthens brand safety with new ad controls and comment muting tools

Article

The news: Meta has introduced **brand safety tools** that give advertisers greater control over how their ads are displayed on **Facebook** and **Instagram**. One of the most notable updates

allows brands to **mute comments on ads** before they go live, preventing unwanted or inappropriate feedback on sensitive campaigns.

- In addition to muting comments, Meta is expanding its **ad placement controls**, allowing advertisers to avoid having their ads appear on specific Facebook and Instagram profiles that don't align with their brand image.
- Meta has also deepened its partnerships with **Integral Ad Science (IAS)** to provide third-party block lists to help businesses filter undesirable content categories, and will make it available to their other Meta Business Partners, including **DoubleVerify** and **Zefr**, in early 2025. This solution will allow advertisers to proactively avoid unsuitable content before ads are served.

Zooming out: These updates are part of Meta's ongoing efforts to enhance **brand safety and suitability** after the [collapse of the Global Alliance for Responsible Media \(GARM\)](#), which had previously worked with platforms on content standards.

Why it matters: Meta's updates come as concern rises about [misinformation](#), [AI-generated content](#), and [the protection of minors](#) on social platforms.

- By giving advertisers more control over how their ads are displayed and where they appear, Meta is addressing a core issue in digital advertising: ensuring that ads do not appear next to inappropriate content.
- As social media becomes more of an **entertainment platform**, brands may welcome the option to avoid open comments, which have historically led to **public ridicule** or “clowning”—a [cousin of trolling](#)—on ads.

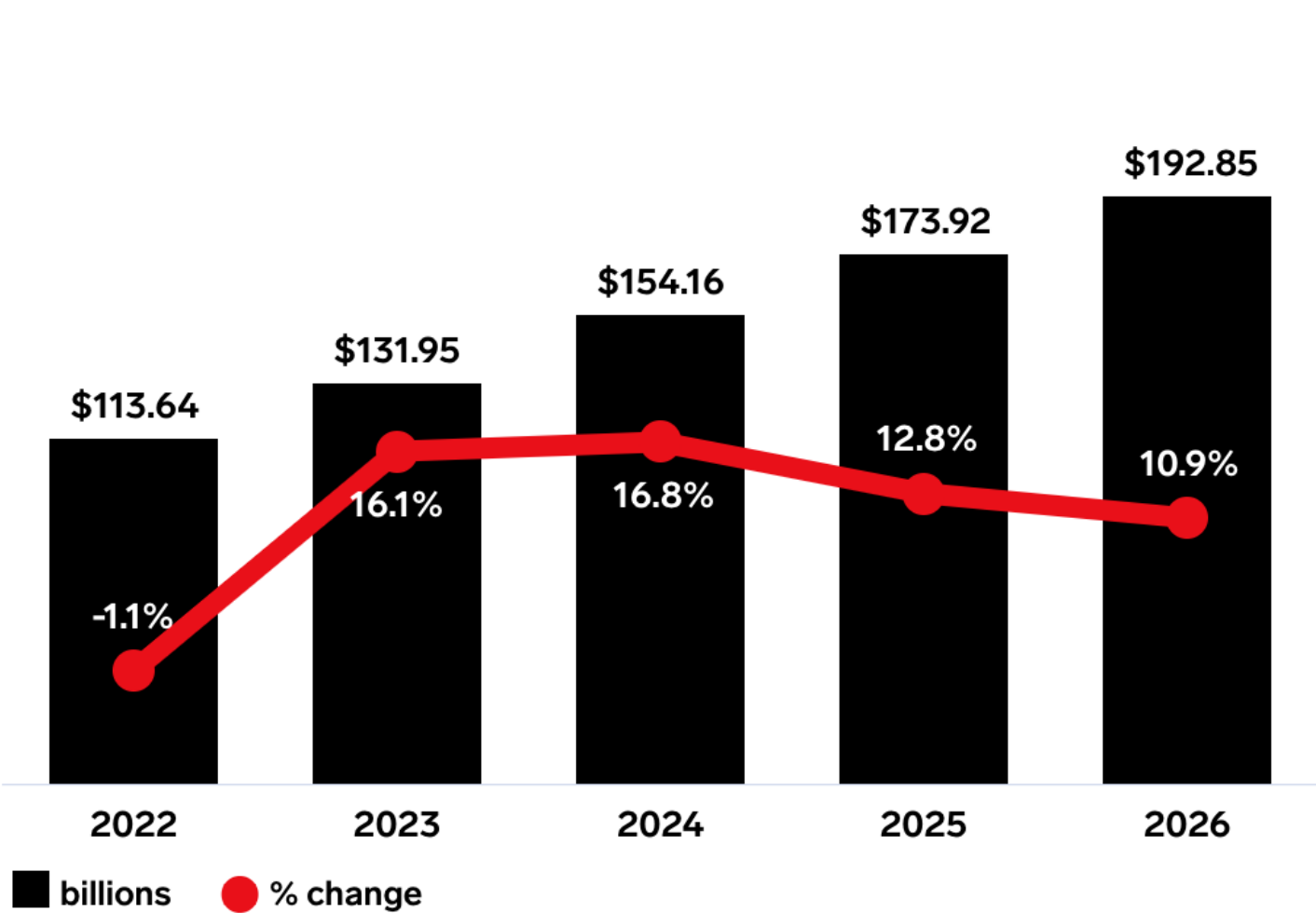
Our take: Meta's updates reflect social media's shift from engagement-focused platforms to controlled interactions. While platforms initially encouraged brands to mimic organic posts in their social media ads, advertisers now seek more control over messaging and ad placement.

- The ability to mute comments and block profiles represents an evolution of social media's original purpose—encouraging interaction between consumers and brands. The move may seem defensive, but it offers brands the flexibility to protect their reputation in a chaotic environment.
- As social media grapples with misinformation and harmful content, these tools help safeguard brands without sacrificing reach. While this marks a decline in social interaction, it creates

more secure and efficient advertising options for businesses navigating unpredictable platforms.

Meta Ad Revenues

Worldwide, 2022-2026



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; includes Facebook and Instagram ad revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a Facebook and/or Instagram presence; excludes revenues reported under Meta's Reality Labs segment

Source: EMARKETER Forecast, March 2024

