

# Wan-Ifra, six media organisations criticise Facebook's new ad policy

The World Association of Newspapers and News Publishers (Wan-Ifra) has expressed concern regarding Facebook's latest advertising policy. The policy labels news as political advocacy and includes such content in its political ad archive.

According to Wan-Ifra, along with six media organisations and their affiliates, the policy undermines journalism's role as the Fourth Estate and legitimises anti-journalism narratives around the world. The organisations sent have a letter to Facebook CEO Mark Zuckerberg urging the platform to exempt news organisations from the policy and also offer three broad recommendations as part of a process to exempt news content from the ad archive.

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