

HOW TO SEE FEWER BABY ADVERTISEMENTS

on Facebook & Instagram

A step by step guide: using an iPhone or Android



Protect yourself

If you're trying to have a baby and it's not happening soon enough and by seeing pictures of pregnant women adds to your stress, you're not alone. You're also not a bad person for feeling that way. What you do need to do is protect your mental health. Here's how.

Check out this step-by-step guide to reduce the number of ads you don't want to see on Facebook and Instagram. Save this guide so you can go back and change it back if you're ready. Here's to your fertility success!



To begin, open up your Facebook app and log in.

1 Click on the bottom right corner on the 4 lines

2 Click **Settings & Privacy**

3 Click **Settings**

Page 1

4 Scroll down to **Ad Preferences**

5 Choose **Ad Topics**

6 Click **See Fewer** on topics you want to see fewer of

Page 2

A Then choose **Advertisers**

B Find advertisers you want to hide

C Hide all ads from this advertiser

What You Can Do
Hide all ads from this advertiser
You won't see Motherly's ads.

Page 3

1 Go to the top and choose **Ad Settings**

2 Choose **Categories used to reach you**

Page 4

Interests and Other Categories Used to Reach You
Advertisers can reach you based on interest categories and other categories that we associate with you. We add you to these categories based on information you've provided on Facebook and your activity. You can decide to remove yourself from these specific categories.

- Interest Categories
- Other Categories

3 Choose **Interest Categories**

4 Remove (temporarily)

Page 5

Manage Data Used to Show You Ads

- Data about your activity from partners
Personalized ads based on your activity on other websites, apps or...
- Categories used to reach you
Profile information, interests and other categories used to reach you
- Audience-based advertising
Advertisers using your activity or information

1 Scroll back and choose **Data about your activity from partners**

2 Click off **Use Data from Partners**

Page 6

1 Scroll back and choose **Audience-based advertising**

2 Find what you don't want. **Remember:** You can undo this when it's right for you.

3 Hide all ads from this advertiser

4 Check the additional options

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