HOW TO SEE FEWER BABY ADVERTISEMENTS

on Facebook & Instagram

A step by step guide: using a Mac or PC

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.

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.

Page 1

1 Click the **triangle** at the top right corner

2 Click **Settings & Privacy**

3 Then click **Settings**

Page 2

Notifications
Mobile
Apps and Websites
Instant Games
Business Interactions
Ads
Ads Payments
Facebook Pay

4 Then scroll far down to **Ads**

5 Choose **Ad Topics**

Ad Preferences
Advertisers
Ad Topics
Ad Settings

Manage Ad Topics
You can choose to see fewer ads about these topics.

Parenting — See Fewer

6 Click **See Fewer** of topics you want to hide right now

Page 3

Ad Preferences
Advertisers
Ad Topics
Ad Settings

A Go back to Ad Preferences (backspace twice) and choose **Advertisers**

Advertisers You've Seen Most Recently
Hide Ads

B Find advertisers you want to hide, then **Hide Ads**

Advertisers you've hidden
Advertisers whose ads you've clicked

C Also check advertisers you have or accidentally clicked, then **Hide Ads**

Page 4

Ad Preferences
Advertisers
Ad Topics
Ad Settings

1 Go back to **Ad Preferences** (and choose **Ad settings**)

Manage Data Used to Show You Ads
Data about your activity from partners
Personalized ads based on your activity on other websites, apps or offline
Categories used to reach you
Profile information, interests and other categories used to reach you

2 Choose **Data about your activity from partners**

Manage Data Used to Show You Ads

Data about your activity from partners
Personalized ads based on your activity on other websites, apps or offline

Categories used to reach you
Profile information, interests and other categories used to reach you

③ Choose **Categories used to reach you**

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

④ Choose **Interest Categories**

⑤ Remove what you don't want. *Remember:* it's temporary so undo this when it's right for you.

Infant   Remove
Motherhood   Remove

Manage Data Used to Show You Ads

Data about your activity from partners
Personalized ads based on your activity on other websites, apps or offline

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Audience-based advertising
Advertisers using your activity or information

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

Choose whether we can use data from our partners to show you personalized ads.

Use Data from Partners

What You Should Know

This setting doesn't change the number of ads you'll see.

② If **Use Data from Partners** is on, turn it off

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 **Audience-based advertising**

M Motherly
@motherlymedia

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

Why are you included in this advertiser's audience?

You may have interacted with their website, app or store.

③ Click **You may have interacted with their website**

Facebook information about activity on their app by using the Facebook SDK. This advertiser may also have uploaded a record of interactions with their customers that occurred outside of Facebook, containing information that Facebook matched back to your Facebook profile. Learn More

What You Can Do

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

Manage personalized ads based on data about your

④ Choose **Hide**