Facebook Domain Verification

> Sharing a Survey via Post to Social Media, as well as posting a share link to a social media platform has _not_ changed.

If one is an Alchemer user currently deploying Facebook ads, recently Facebook integrated a new procedure for sharing ads on their platform.

Certain features that are available when posting Facebook ads require users to verify the domain of the ad being shared so that only verified domain owners have the ability to edit the way their content appears on Facebook. This is done in an effort to preserve the integrity of the content being displayed on the Facebook platform.

If users are looking to gain access to particular features when posting a Facebook ad (like ad link editing), Alchemer users _must_ verify ownership of the domain being posted. Once the domain owner is verified, users gain the ability to edit their ads posted to Facebook.
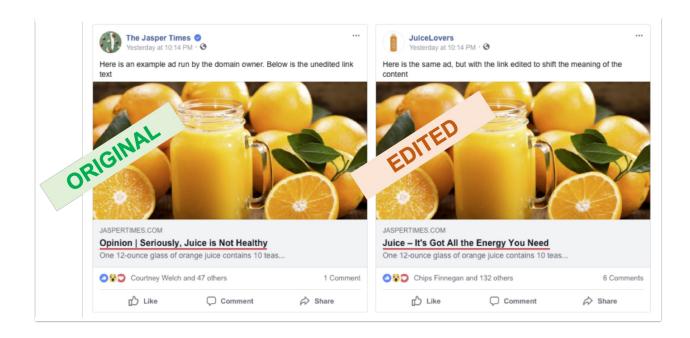
> Facebook Domain Verification is only available for Alchemer users utilizing a _Private Domain._ Due to Facebook requiring that users have ownership of the domain being verified, Alchemer users who do not utilize their own Private Domain are not able to be verified on Facebook, since our users do not own the Alchemer domain (survey.alchemer.com or alchemer.com)
>
> **NOTE:** All paid accounts have the ability to create one (1) private domain available out of the box.
>
> To learn more about creating a Private Domain if you do not already have one please visit our documentation below:
>
> Set Up a Private Domain

How this functions is users run a survey on Facebook as an Ad. Once the survey is set up as an ad via Facebook, users also would like to edit the survey and its wording is displayed within the ad. Facebook includes an example found below for a visual representation:

Via Facebook's documentation, users may complete one of the 2 options below to verify domain ownership:

- Add a DNS TXT entry to your DNS record to confirm that you own the domain
- Upload an HTML file provided by Facebook to your web directory and confirm domain ownership in Business Manager.

If one is looking to make edits to how an ad link display and reads, check out the options found via Facebook's Domain Documentation.

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