



NFA Meets with META Representatives Regarding Posting Policies

The National Fireworks Association had the opportunity to discuss Meta policies during their time in Washington DC in February.

The NFA is aware of the ongoing issues with the ability of promoting our products on social media platforms. We met with representatives from Meta concerning issues with our industry. They recommend we look closely at the updated Meta Policies concerning the sale of explosives on their platforms, especially for brick-and-mortar stores.

Moving forward we strongly recommend you request to appeal any post that has been restricted if it meets Meta's community standards. The NFA will continue to monitor policies and procedures concerning our industry.

Below we have posted the current link to Meta's community standards and policies concerning explosives.

<https://transparency.fb.com/policies/community-standards/restricted-goods-services/>

Meta's Policy Rationale

To encourage safety and deter potentially harmful activities, we prohibit attempts by individuals, manufacturers, and retailers to purchase, sell, raffle, gift, transfer or trade certain goods and services on our platform. We do not tolerate the exchange or sale of any drugs that may result in substance abuse covered under our policies below. Brick-and-mortar and online retailers may promote firearms, alcohol, and tobacco items available for sale off of our services; however, we restrict visibility of this content for minors. We allow discussions about the sale of these goods in stores or by online retailers, as well as advocating for changes to regulations of goods and services covered in this policy.

Do not post: Content that:

- Attempts to buy, sell, or trade, firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted by a Page, Group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
- Attempts to donate or gift firearms, firearm parts, ammunition, explosives, or lethal enhancements except when posted in the following contexts:
 - Donating, trading in or buying back firearms and ammunition by a Page, Group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.
 - An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or non-profits, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.
- Asks for firearms, firearm parts, ammunition, explosives, or lethal enhancements
- Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearms parts regardless of context or poster.
- Attempts to buy, sell, or trade machine gun conversion devices

For the following content, we restrict visibility to adults 21 years of age and older:

Firearms

- Content posted by or promoting legitimate brick-and-mortar store entities, including retail businesses websites, brands, or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives, or lethal enhancements