

# 5 steps to select advertising content on Facebook News Feed

Every day, you surf Facebook to update information from friends, relatives, and colleagues and see dozens of ads appearing on their News Feed from clothes, shoes to hotels and restaurants. Based on the information you provide or your activities, Facebook will display relevant ads.

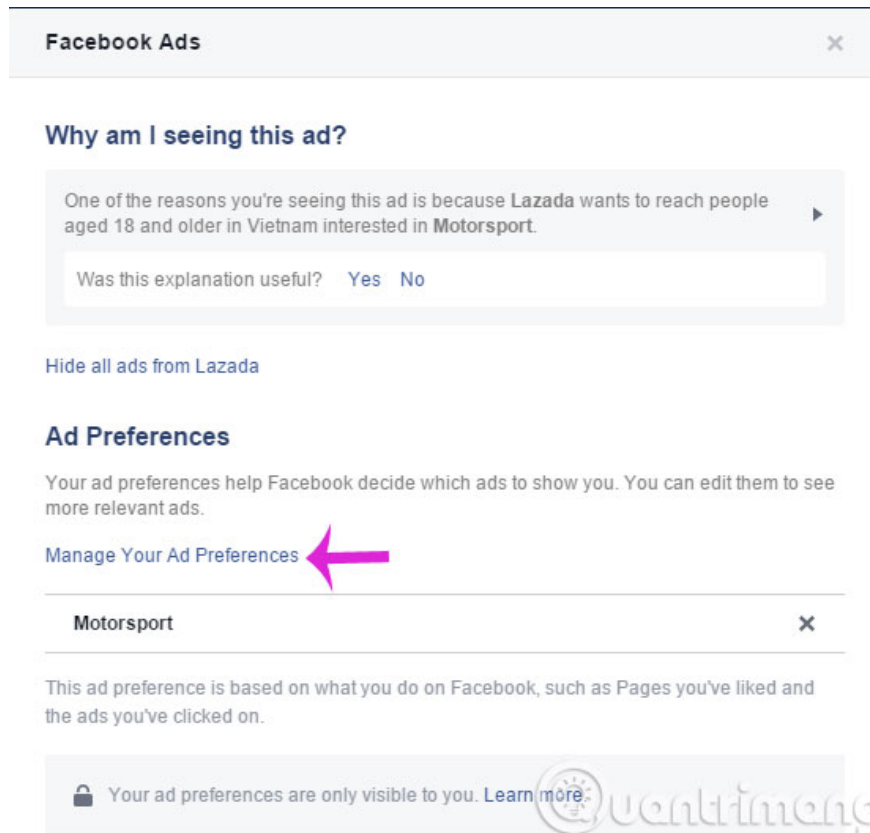
Every day, you surf **Facebook** to update information from friends, relatives, colleagues and "caught" dozens of ads appearing on their News Feed from clothes, shoes to hotels and restaurants. . Based on the information you provide or your activities, Facebook will display "relevant" ads.

Of course, you cannot turn them off completely, but you can select the content displayed on your message board according to the steps below.

**Step 1** : From the interface of any News Feed, click on the arrow pointing down to the upper right corner and choose **Why am I seeing this?**

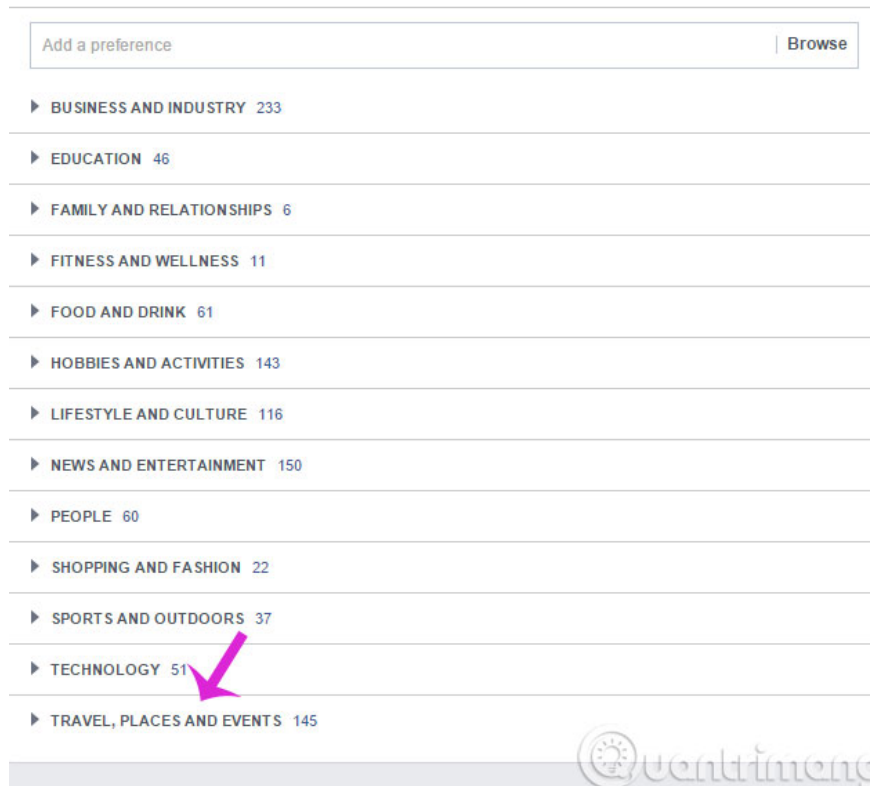


**Step 2 :** When the **Facebook Ads** dialog box appears, click **Manage Your Ad Preferences**

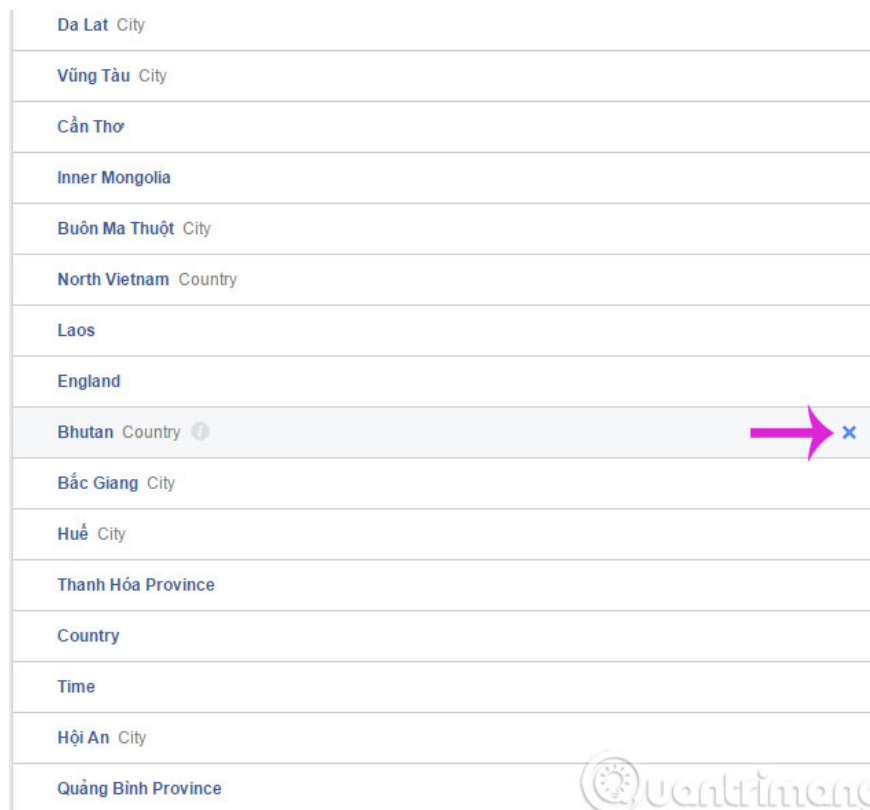


The screenshot shows a 'Facebook Ads' dialog box with a close button (X) in the top right corner. Below the title bar, there is a section titled 'Why am I seeing this ad?' with a right-pointing arrow. The text below explains that the reason is because 'Lazada wants to reach people aged 18 and older in Vietnam interested in Motorsport.' Below this text is a feedback form asking 'Was this explanation useful?' with 'Yes' and 'No' options. Underneath, there is a link 'Hide all ads from Lazada'. The next section is titled 'Ad Preferences' and contains the text: 'Your ad preferences help Facebook decide which ads to show you. You can edit them to see more relevant ads.' Below this is a link 'Manage Your Ad Preferences' which is highlighted with a pink arrow pointing to it from the right. Below the link is a horizontal line, followed by a sub-dialog box titled 'Motorsport' with a close button (X) in the top right corner. Below this sub-dialog box, there is text explaining that the ad preference is based on what you do on Facebook, such as Pages you've liked and the ads you've clicked on. At the bottom of the main dialog box, there is a lock icon and the text 'Your ad preferences are only visible to you. Learn more.' followed by a watermark logo for 'Quentineng'.

**Step 3 :** Facebook will show you a list of topics that this social network thinks you are interested in. Please select an item to see details, here we choose **Travels, Places and Events** .

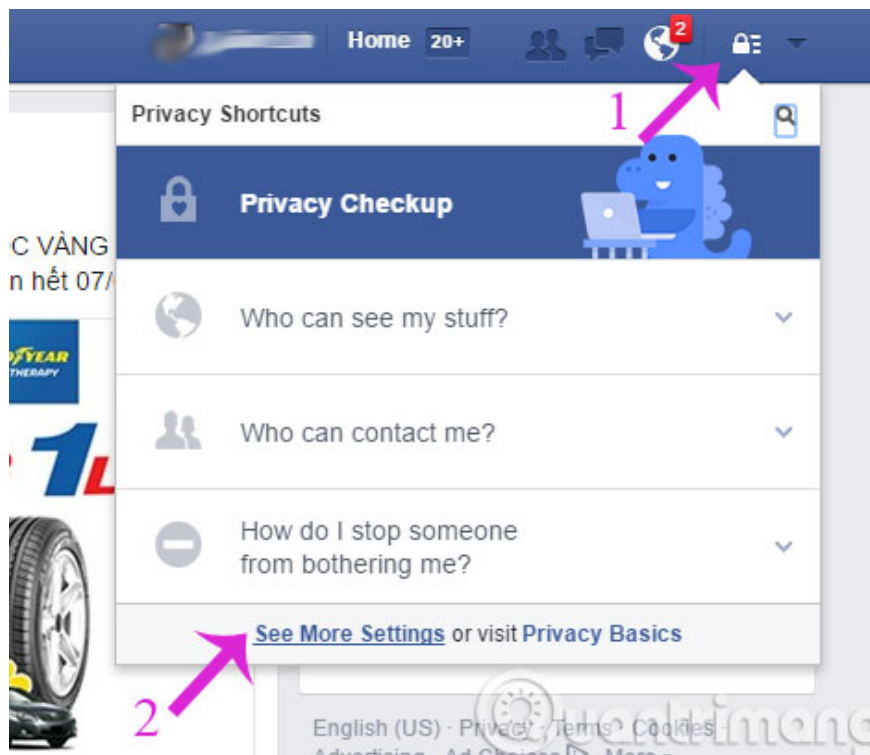


**Step 4** : Here, you can delete any content you don't want to see on the News Feed by clicking on **the X** at the end of that line.

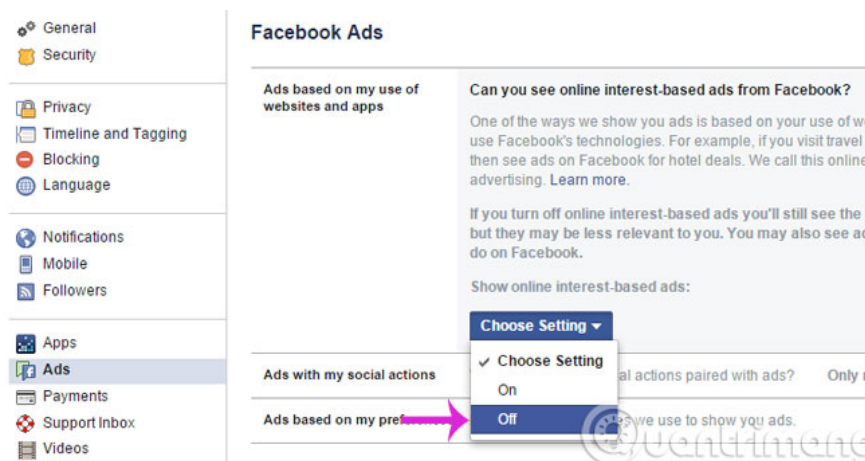


In addition, you can make Facebook stop following your behavior through other sites in the following way.

From the Facebook homepage, click the **lock** icon and select **See More Settings**



In the **Settings** interface, select menu **Ads** in the left column and click **Choose Settings** > **Off** in the **Ads based on my use of websites and apps** section .



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**Good luck!**

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