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# PCA Meta Posting Guidance Toolkit

This document is designed to help PCA retailers and members navigate increasingly strict enforcement of cigar-related content on Facebook and Instagram.

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## 1. Meta-Safe Posting Checklist (Quick Reference)

### Content Strategy

- Focus on lifestyle, education, culture, and community
- Highlight people, events, ambiance, and experiences
- Use storytelling over promotion

### Caption Language

- Avoid sales language (buy, order, shop, sale, discount, promo)
- Avoid pricing, availability, or release announcements
- Use descriptive, educational, or narrative phrasing
- Keep calls-to-action passive (e.g., “learn more,” “visit us,” “join us in the lounge”)

### Imagery

- Favor lifestyle photos over product-only shots
- Avoid box stacks, price tags, or promotional signage
- Limit close-ups of bands, boxes, or branded packaging
- Use environmental context (lounge, events, staff, customers)

### Hashtags & Tags

- Use fewer hashtags (3–6 is ideal)
- Avoid transactional hashtags (#forsale, #newrelease, #cigarshop)
- Prefer neutral or lifestyle hashtags (#cigarculture, #cigarlounge, #hospitality)

### Posting Behavior

- Expect inconsistent reach and enforcement



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- Avoid reposting removed or limited posts
  - Do not attempt to “work around” policy with coded sales language

### **Platform Strategy**

- Treat Meta as brand awareness—not sales
  - Drive deeper engagement through email, websites, and in-store experiences
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## **2. Example Meta-Friendly Instagram & Facebook Captions**

### **Lifestyle / Lounge Atmosphere**

Evenings like this remind us why the lounge matters. Good conversations, familiar faces, and time well spent.

### **Education-Focused**

A well-kept humididor is the foundation of a great smoking experience. Temperature, humidity, and consistency make all the difference.

### **Staff / Team Spotlight**

Behind every great lounge is a knowledgeable team. Proud of the people who help make our space welcoming every day.

### **Event Recap**

Thank you to everyone who joined us last night. The conversations, camaraderie, and energy are what make this community special.

### **Heritage / Craftsmanship**

Premium cigars are rooted in tradition, patience, and craftsmanship. Every detail tells a story.



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### **Subtle Location Reminder (Non-Promotional)**

Always good to slow things down and enjoy the atmosphere. Stop by and make yourself comfortable.

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## **3. PCA Member FAQ: Meta & Cigar-Related Content**

### **Why is my reach suddenly lower?**

Meta has tightened how it algorithmically interprets tobacco-related content. Even compliant posts may receive reduced distribution without warning.

### **Are cigars banned on Facebook or Instagram?**

No—but content that appears promotional, sales-oriented, or transactional is more likely to be restricted.

### **Can I post product photos at all?**

Yes, but sparingly. Lifestyle context is critical. Product-only images carry a higher risk of limited reach.

### **Can I mention new arrivals or availability?**

We recommend avoiding availability announcements, pricing, or calls to purchase on Meta platforms.

### **What about linking to my website?**

Linking is allowed, but captions should remain neutral and non-sales oriented.

### **Why do some retailers seem unaffected?**

Enforcement is inconsistent and largely automated. Differences in account history, audience, and posting patterns all factor in.

### **What should I do if a post is restricted or removed?**

Avoid reposting the same content. Adjust tone, imagery, and language moving forward.

### **What platforms should I rely on more?**

Email marketing, in-store communication, websites, and events remain the most reliable channels for retailers.



Think of Meta as a digital front door—use it to communicate who you are, not what you sell. Storytelling, education, and community engagement are the safest and most effective paths forward.

**Disclaimer:** *This guidance is provided for general informational purposes only and reflects observed trends and best practices based on publicly available information and member feedback regarding Meta’s (Facebook and Instagram) content policies. It does not constitute legal advice, platform-specific approval, or a guarantee of compliance, reach, or account protection.*

*Meta’s policies and enforcement practices are subject to change and may be applied inconsistently or at Meta’s sole discretion. The Premium Cigar Association (PCA) does not control, influence, or have authority over Meta’s content review processes or enforcement decisions.*

*Retailers and members are solely responsible for ensuring their social media content complies with all applicable platform policies, laws, and regulations. PCA assumes no responsibility or liability for content performance, account actions, or enforcement outcomes resulting from the use of this guidance.*