

NATIONAL FAIR HOUSING ALLIANCE, ET AL. **V. FACEBOOK, INC.**

- Filed on March 27, 2018
- U.S. District Court for the Southern District of New York
- Case Cite: 18-cv-02689
- Alleges Facebook's advertisement platform enables landlords and real estate brokers to bar individuals in the protected class from receiving/viewing housing-related advertisements in violation of the Fair Housing Act.

FACEBOOK ADVERTISING PLATFORM

Detailed Targeting

INCLUDE people who match at least ONE of the following

Behaviors > Residential Profiles

Likely to move

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Add demographics, interests or behaviors

| **Suggestions** | **Browse**

Narrow Audience

EXCLUDE people who match at least ONE of the following

Demographics > Ethnic Affinity

African American (US)

Hispanic American (US - All)

Add demographics, interests or behaviors

| **Browse** |



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FAIR HOUSING ACT

(TITLE VIII OF THE CIVIL RIGHTS ACT OF 1968)

42 U.S.C. § 3604(c):

It shall be unlawful to make, print or publish, or cause to be made, printed, or published any notice, statement, or advertisement, with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin, or an intention to make any such preference, limitation, or discrimination.

BEST PRACTICES: USE OF SOCIAL MEDIA FOR HOUSING-RELATED ADVERTISEMENTS

- Create an advertisement plan that markets to a broad demographic.
- Limit use of Facebook ad filters to only those that do not discriminate against protected classes
- Know your state and local fair housing laws.
- Engage an individual or digital marketing firm experienced in social media advertising.