

Brand Safety on Quora



When you write answers or run ads on Quora, we do our best to ensure businesses have a positive experience on the platform. At Quora, we have the following mechanism in place to maintain content quality and brand safety.

- **Community Norms:** We have strong community norms on Quora to ensure the highest quality standards. Our Be Nice Be Respectful policy helps suppress the efforts of bad actors on the site.
- **Internal Moderation Processes:** We have several human-led and automated processes in place to ensure that low quality or disrespectful content isn't shown to users on the site. All anonymous questions and answers are reviewed by a human before being distributed in the Quora Feed or Quora Digest.
- **Topics Eligible for Ads:** Questions are organized into topics on Quora. Many topics are not currently eligible for ads to ensure that brand messages only appear next to the highest quality content.
- **Product Mechanisms:** Users can report low quality content on the site, which gets reviewed by our moderation team. Our in-product voting mechanisms also help to ensure only the best answers rank highly on question pages. This makes it more likely that your ad will appear next to high quality content.
- **Profile Name Policy:** Quora users can choose to use their real names or pseudonyms. However, names that are explicit, adult-oriented, abusive, obscene, or impersonated are not permitted.
- **Comments on Ads:** Users cannot comment on Text and Image Ads. Businesses using Promoted Answers can also choose to disable comments from their answers.
- **Advertising Features:** We offer location, question, and audience exclusion targeting if you want to prevent your brand message from appearing next to particular locations, questions, and audiences.

For more information about advertising on Quora, please visit
quora.com/business