

Angela's Artist Advice

Angela Marie Eidenmiller is the ISSA Associate Director of Artist Relations. Over the past few years many of our Award Winning Artists have benefited from Angela's sage advice.

Why Is Meta Flagging My Music? Understanding Whitelisting and Copyright Protection

You spend months writing, recording, mixing, mastering, and releasing your latest single. You own 100% of the master recording. You upload a promotional video to Facebook or Instagram... and within minutes you get a notification that your post has been flagged for copyright infringement.

Your first reaction is probably something along the lines of: "Excuse me? That's MY song!" As frustrating as it feels, this usually isn't a mistake. In fact, it's often a sign that your music distribution and publishing partners are doing exactly what they're supposed to do.

The Bottom Line

Copyright protection can sometimes feel like an overzealous security guard who stops even the owner from entering the building. Yes, it's annoying. Yes, it's inconvenient. But it's also protecting your music from being used and monetized by people who don't have permission.

So the next time Meta tells you your own song has been flagged, take a deep breath. It usually means your Fingerprinting Service Provider is doing its job. The key is making sure your own social media accounts are on the guest list before release day. A little whitelisting today can save you a lot of headaches tomorrow.

While "fingerprinting service provider" isn't a formal industry-standard term, it is commonly used informally to describe companies that provide audio fingerprinting and content identification services, such as distributors or rights management platforms that integrate with systems like Meta Rights Manager or YouTube Content ID.

How Do You Get Whitelisted?

Every distributor and rights management company handles this a little differently, but the process usually looks something like this:
* Log into your distributor or rights management dashboard.
* Look for sections labeled Rights Management, Content ID, Social Media Monetization, or Whitelisting.
* Add the URLs or usernames of your official social media accounts.
* Save your changes before posting new promotional content.

Some companies process whitelist requests immediately, while others may take a day or two to update across platforms.

Don't Wait Until You Get Flagged

One of the smartest things you can do before releasing new music is whitelist all of your official accounts. That includes:
* Your Facebook Artist Page
* Your personal Facebook profile (if you post promotional content there)
* Your Instagram account
* Your YouTube channel
* Your TikTok account

A few minutes of preparation can save a lot of frustration on release day.

What If You've Already Been Flagged?

Don't panic. First, do not delete your post. Deleting it can remove your ability to dispute the claim and may reset any progress you've made. Instead:
* Check whether your distributor offers a whitelist feature.
* Add your official accounts if you haven't already.
* Wait for the whitelist to become active.
* If the claim is still active, use the platform's dispute option directly on the flagged post.

When filing a dispute, keep it simple and factual. You can say something like:
* "I am the owner of this recording and hold 100% of the rights. This content was uploaded by me and is authorized for use."
* Submit the dispute and allow time for review.
* If the issue continues, contact your distributor's support team and let them know you've already disputed the claim.

In many cases, they'll be able to resolve the problem quickly.

Why This Happens

When your music is delivered to streaming services and social media platforms through your distributor or Fingerprinting Service Provider (FSP), it's added to a massive content identification system.

Think of it as a digital fingerprint.

Every time someone uploads content using your music, platforms like Facebook and Instagram compare that audio against their fingerprint database. If there's a match, the system checks whether that use is authorized. The problem is that the system doesn't automatically know you're the owner.

It simply recognizes that someone uploaded copyrighted music. That "someone" just happens to be you.

The Good News

Believe it or not, this is actually good news. It means your music is being protected. Without these fingerprinting systems, anyone could upload your music, monetize videos with it, or claim it as their own without your permission.

The copyright match tells you your FSP is actively watching for unauthorized uses of your recordings. In other words, the security system is working. It just doesn't recognize the homeowner standing at the front door.

So... What Is Whitelisting?

Whitelisting is simply giving permission in advance for certain accounts to use your protected music without triggering copyright claims. Once your Facebook Page, Instagram account, YouTube channel, or TikTok profile is whitelisted, those accounts are essentially placed on the "approved users" list. The fingerprinting system sees the match, checks the approved list, and allows your content to stay online without interruption.

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