How to Create a Rule in Outlook to Move Facebook Emails to a Folder

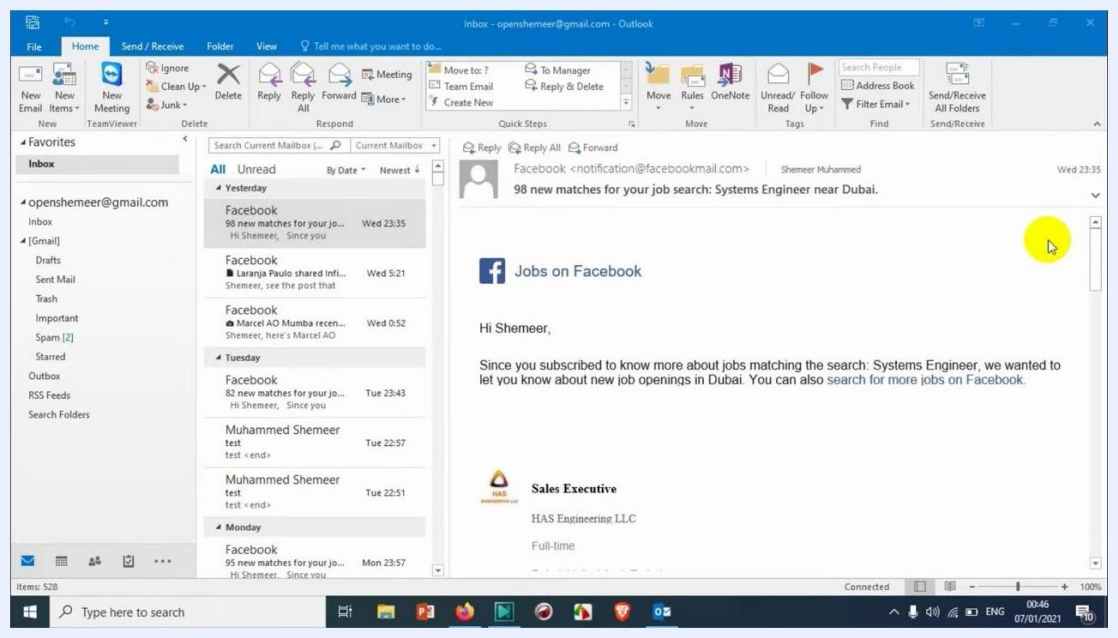
If you receive frequent notification emails from Facebook, you can keep your inbox organized by learning how to create a rule in Outlook that automatically moves these messages to a dedicated folder. This guide walks you through setting up the rule from start to finish, including creating a new folder, configuring conditions and actions, and confirming that the rule runs correctly on both existing and future messages.

Prerequisites

- Microsoft Outlook installed and open on your computer, with access to your inbox.
- At least one email from Facebook already in your inbox to use as the basis for the rule.
- Note that rules created in the Outlook desktop application only apply there. If you check your mail through Outlook Web Access or another client such as Gmail's web interface, this rule will not run, and you would need to set up a separate filter in that service.

Step 1: Open Outlook and locate a Facebook email

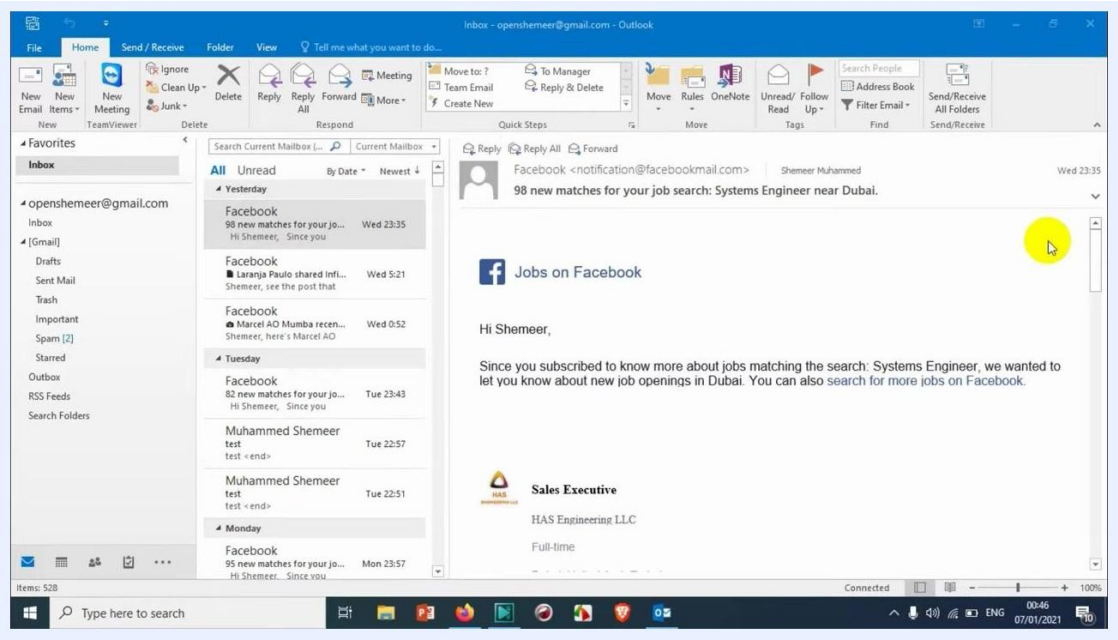
Launch Microsoft Outlook and confirm you are viewing the inbox of the correct email account. Locate an email sent from Facebook in your message list—you will use this email as the starting point for your rule.



Outlook main window showing the inbox with the message list and reading pane, including several Facebook emails.

Step 2: Select the Facebook email

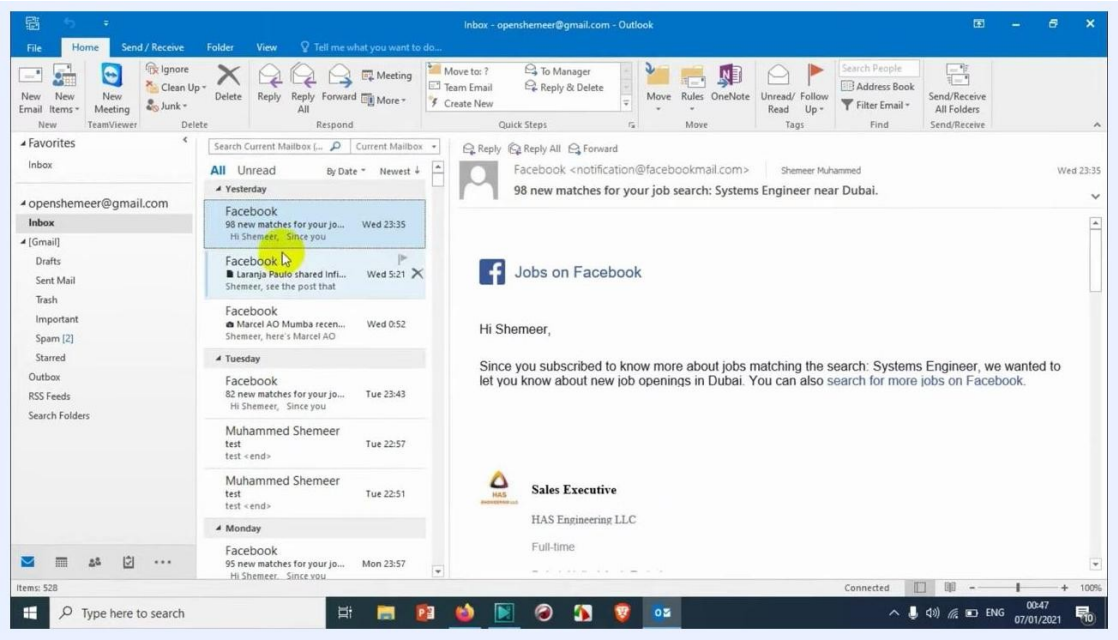
Click the Facebook email you want to use as the basis for your rule so it is highlighted in the message list.



Close-up view of the inbox with a Facebook email selected, showing the sender and subject clearly.

Step 3: Open the context menu

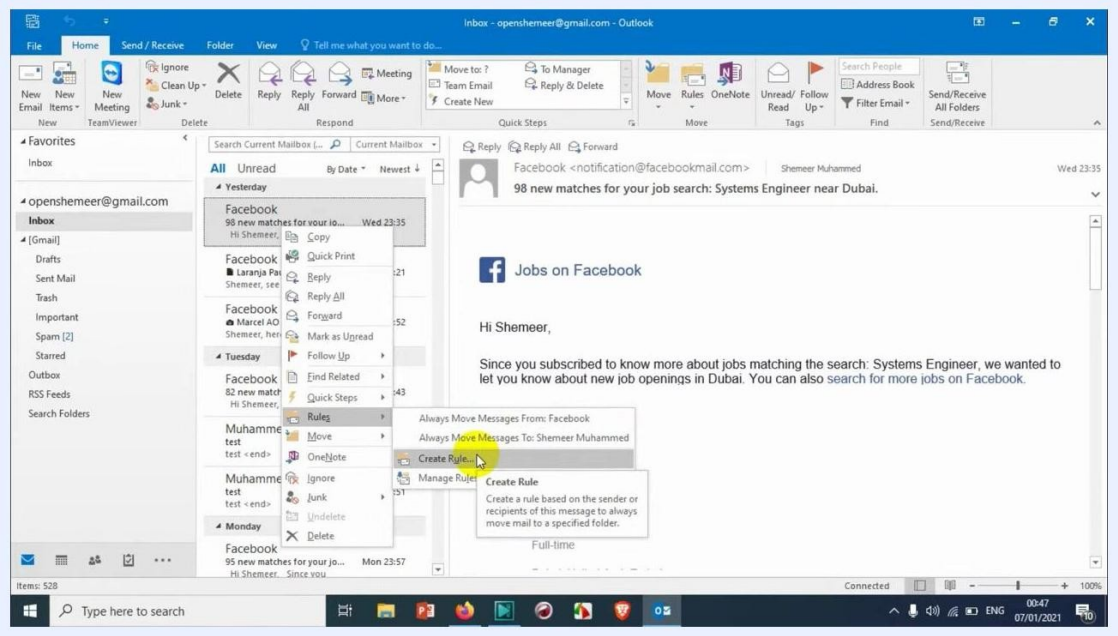
Right-click the selected Facebook email. A context menu appears with several options, including Rules, Move, and Quick Steps.



Context menu after right-clicking a Facebook email, showing options such as Reply, Forward, Rules, Move, and Delete.

Step 4: Start the rule creation wizard

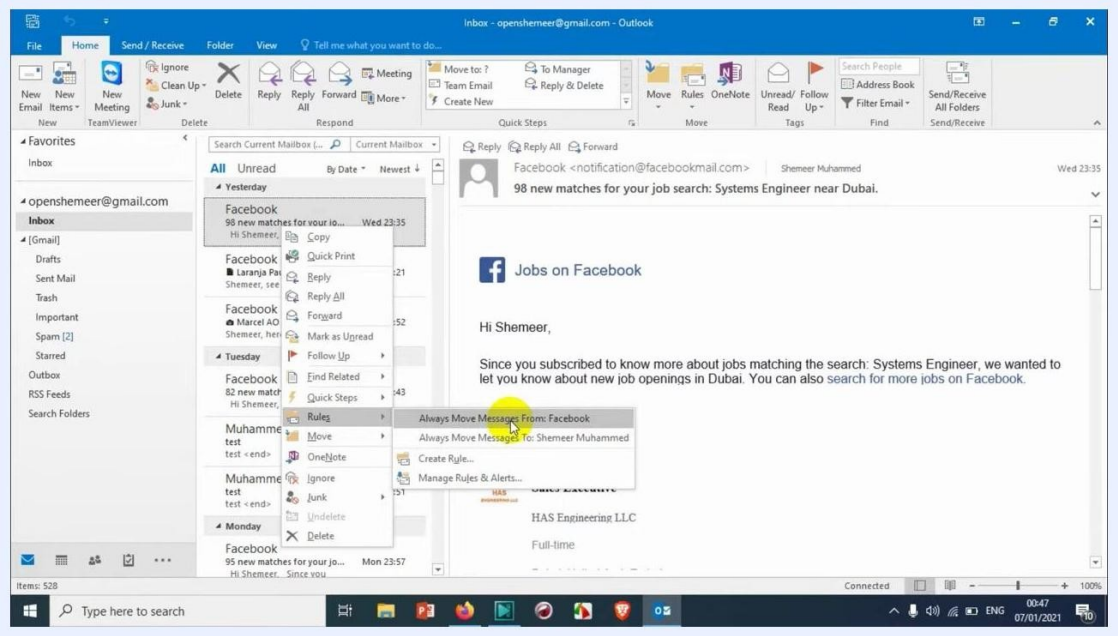
Hover over Rules in the context menu to open the submenu, then click Create Rule... to begin building a custom rule.



Rules submenu expanded, showing options including Always Move Messages From: Facebook, Create Rule..., and Manage Rules & Alerts...

Step 5: Configure the rule conditions

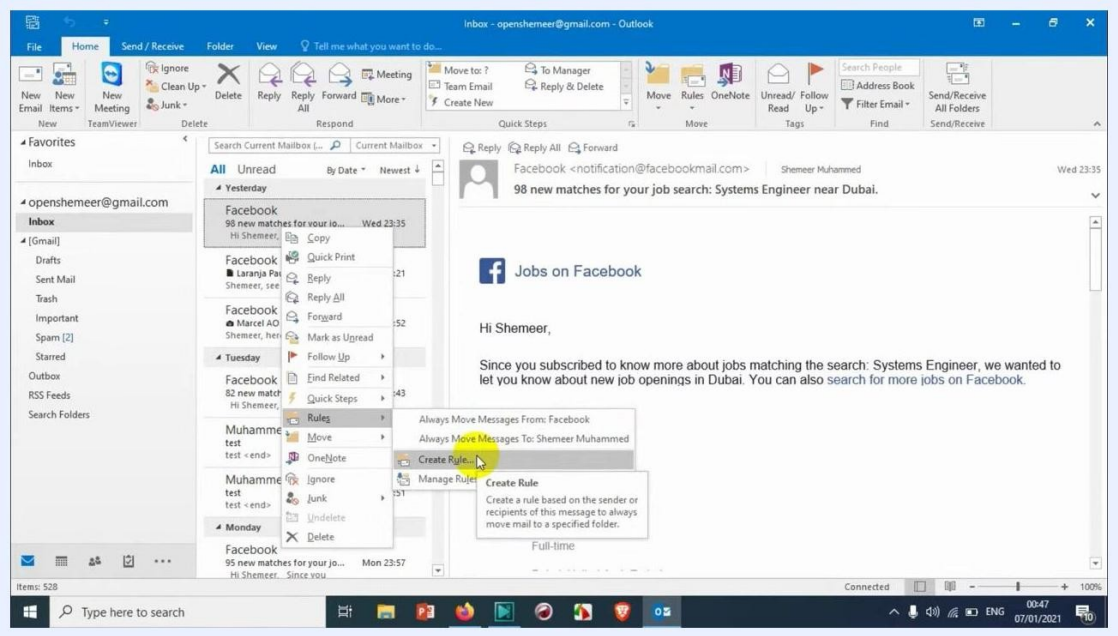
The Create Rule dialog box opens. Check the box labeled From Facebook so the rule applies to all emails from that sender. If you want the rule to match every Facebook email regardless of subject or recipient, leave Subject contains and Sent to unchecked. Under Do the following, check Move the item to folder to prepare for selecting or creating a destination folder.



Create Rule dialog box showing condition options (From Facebook, Subject contains, Sent to) and action options including Move the item to folder.

Step 6: Confirm the condition settings

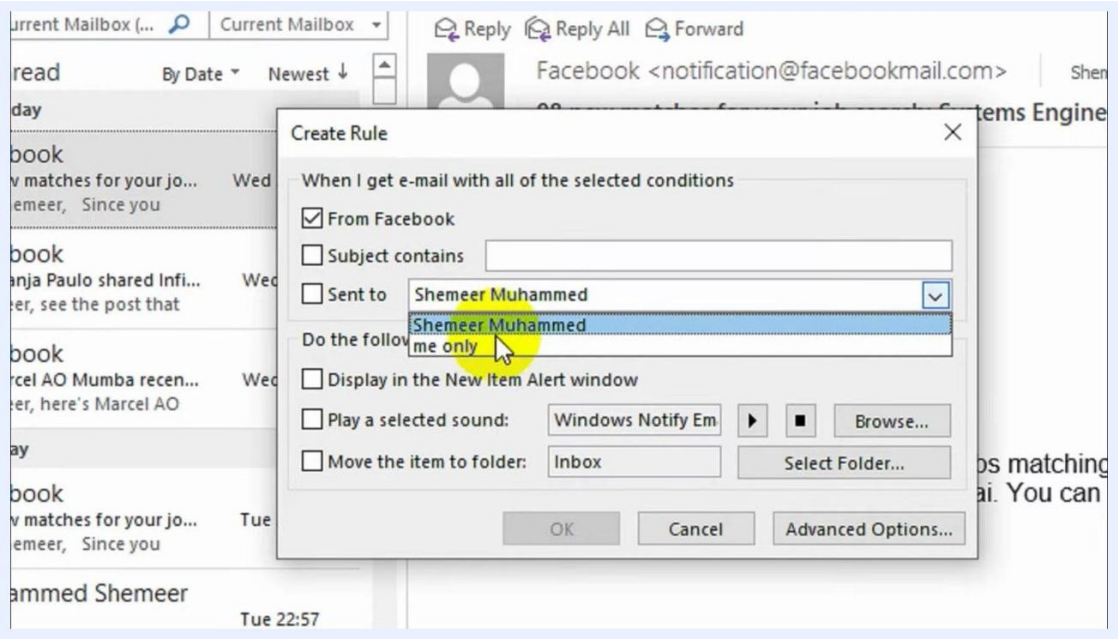
Make sure only From Facebook is checked if your goal is to move all Facebook emails without additional filtering. Leave Subject contains and Sent to unchecked unless you need to narrow the rule further.



Create Rule dialog box with the "From Facebook" condition checked and other options visible.

Step 7: Review the recipient setting (optional)

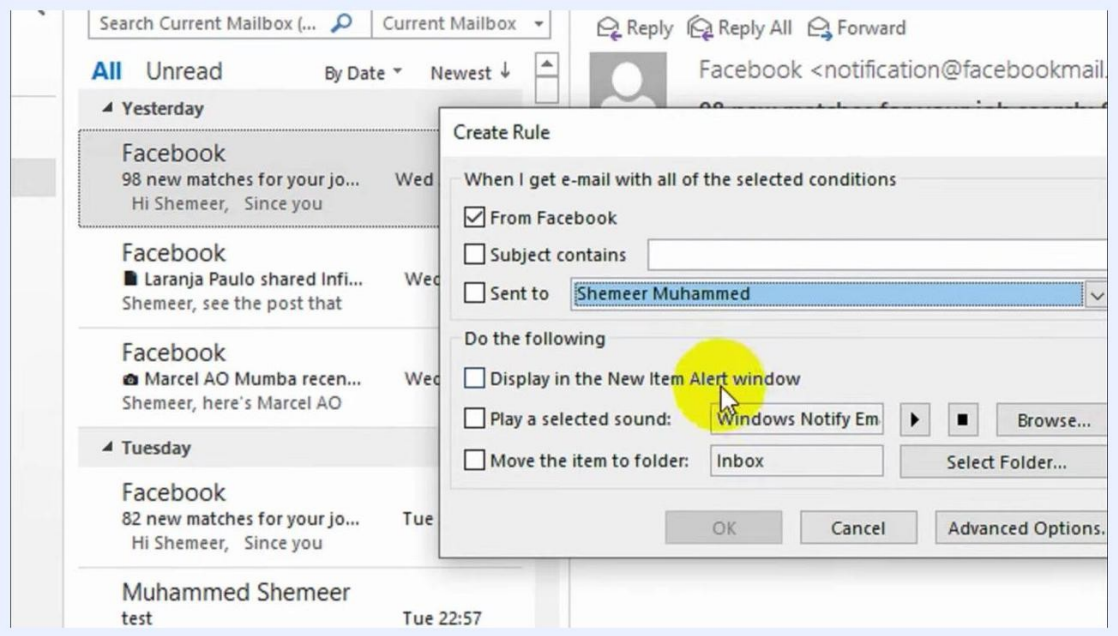
Check the Sent to field in the dialog. If you manage multiple accounts, you can choose your name or me only; if you use a single account, you can leave this setting as it is. This determines whether the rule applies to emails sent specifically to you or to any recipient.



Create Rule dialog with the "Sent to" dropdown expanded, showing name and "me only" options.

Step 8: Choose alert and notification options

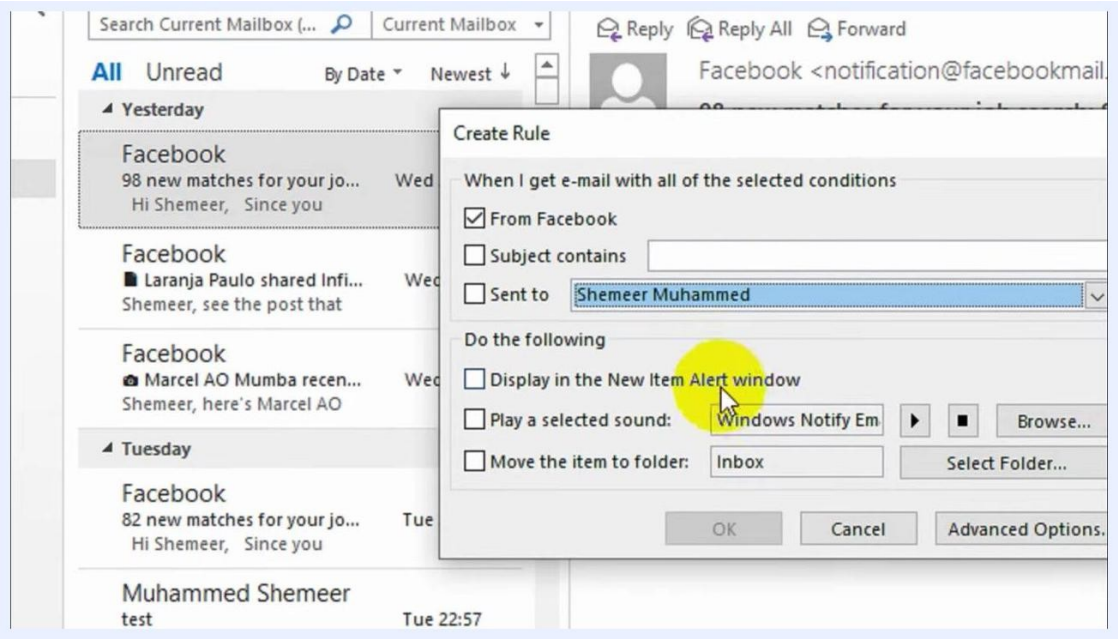
Decide whether you want a notification when a new Facebook email arrives. Check Display in the New Item Alert window for a pop-up alert, and optionally check Play a selected sound to add an audio notification and choose a sound.



Create Rule dialog with "Display in the New Item Alert window" checked.

Step 9: Set the destination folder

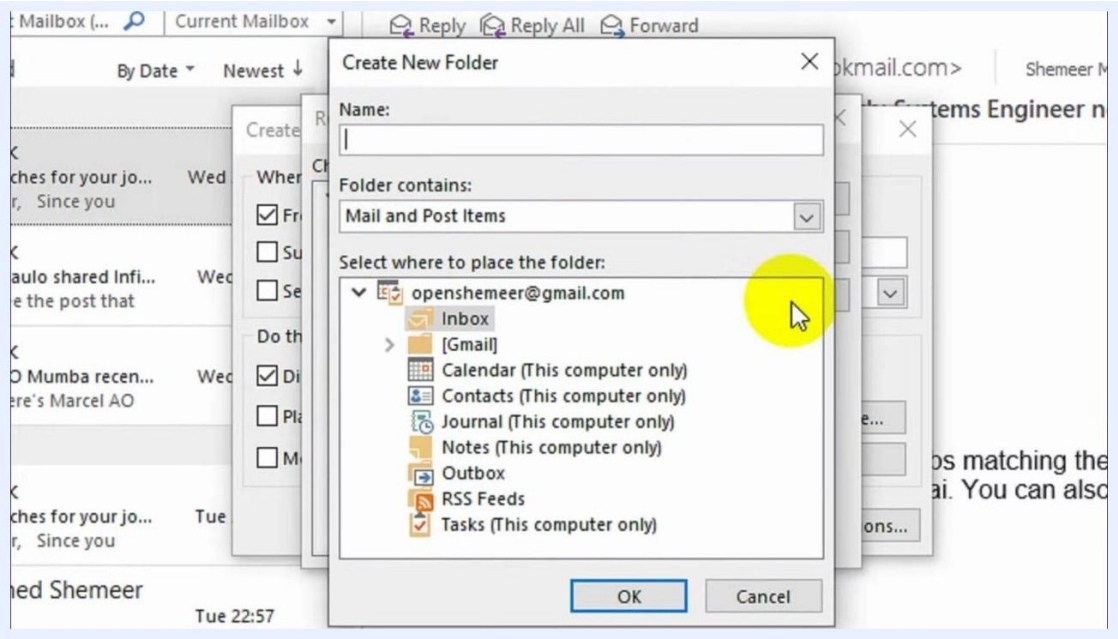
Under Do the following, confirm Move the item to folder is checked, then click Select Folder... to choose or create the folder where Facebook emails will be sent. Select a folder other than Inbox if you don't want these emails to remain there.



Create Rule dialog with "Move the item to folder: Inbox" highlighted, ready for folder selection.

Step 10: Create a new folder for Facebook emails

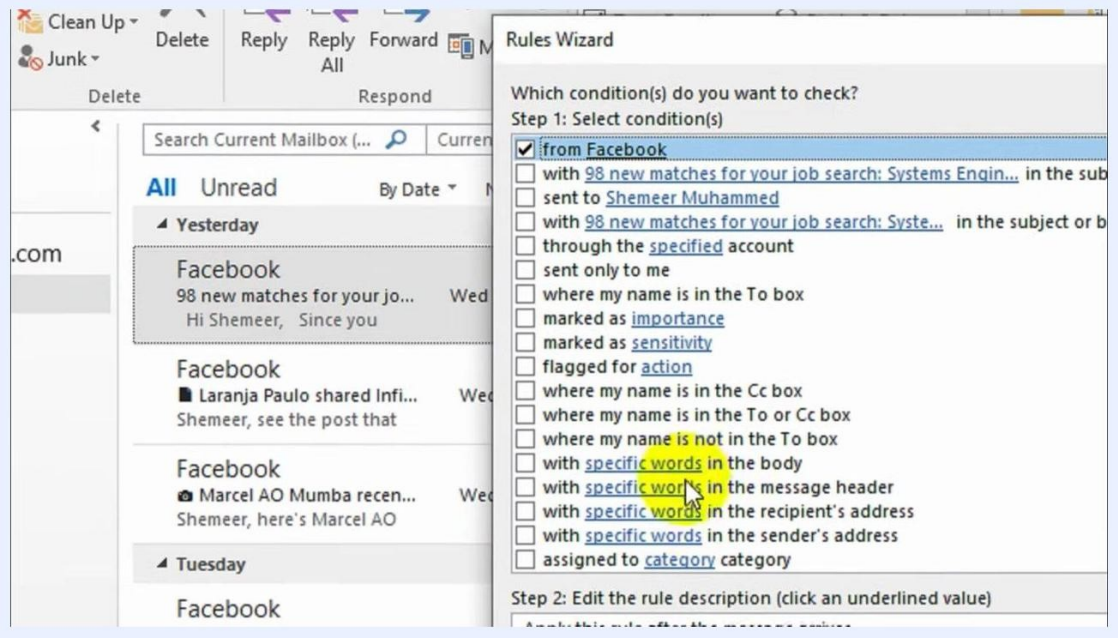
In the Create New Folder dialog, enter the folder name Facebook. Confirm Mail and Post Items is selected under Folder contains, and choose Inbox under Select where to place the folder so the new folder is created inside your inbox. Click OK to create it.



Create New Folder dialog with the name field, "Mail and Post Items" selected, and Inbox highlighted as the parent folder.

Step 11: Select the new Facebook folder

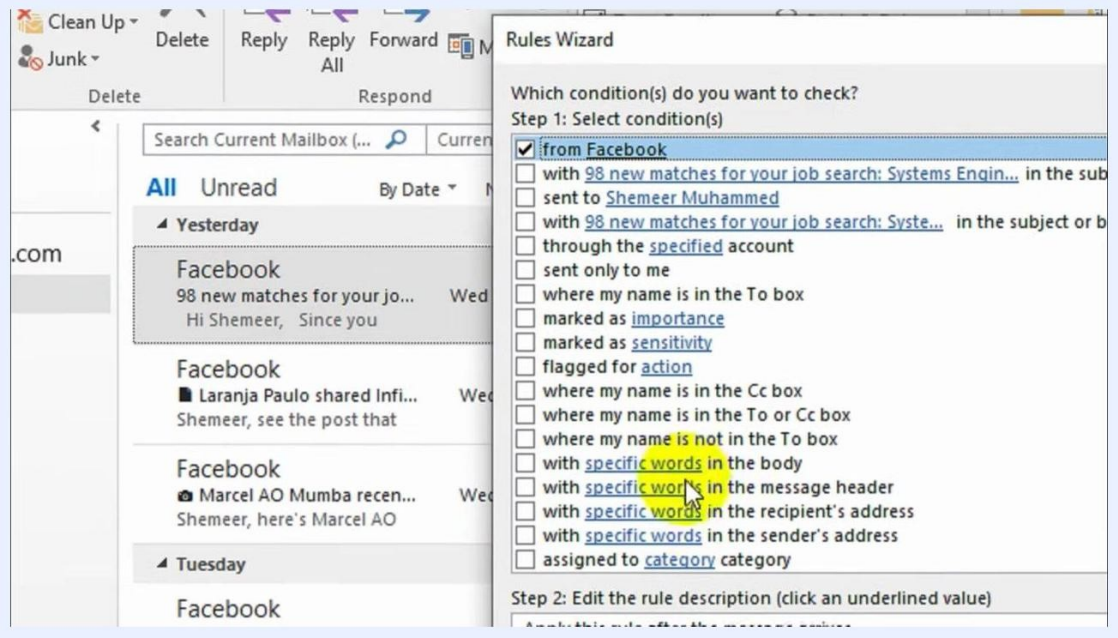
In the Rules and Alerts dialog, locate and select the Facebook folder under your inbox, then click OK to confirm.



Rules and Alerts dialog with the "Facebook" folder selected under Inbox.

Step 12: Confirm the folder selection

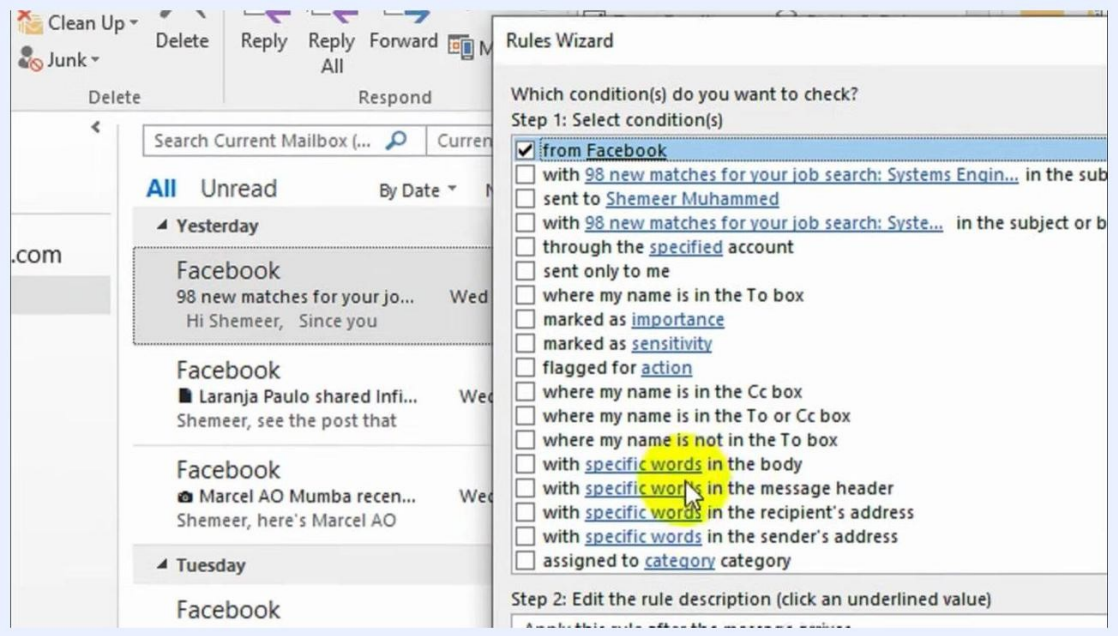
Check that the Move the item to folder field now displays Facebook, then click OK or Next to move on to the advanced rule options.



Rules and Alerts dialog with the "Facebook" folder selected and the OK button highlighted.

Step 13: Review the rule conditions

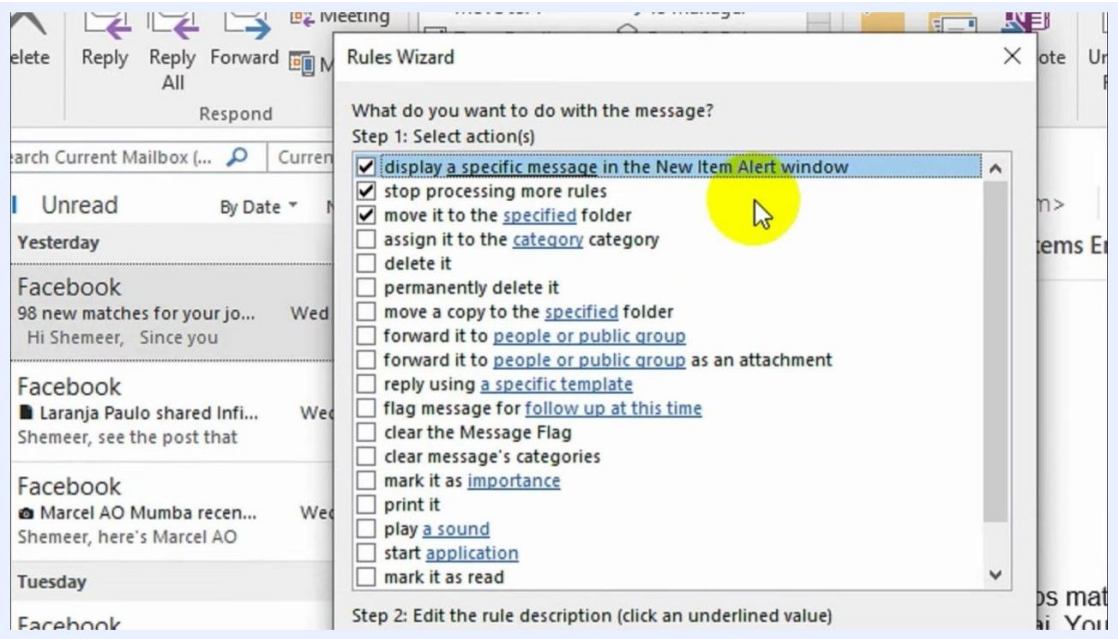
In the Rules Wizard, confirm that from Facebook is checked as the condition. You can select additional conditions if needed, though for this rule only from Facebook is required.



Rules Wizard dialog with the "from Facebook" condition checked.

Step 14: Set the rule actions

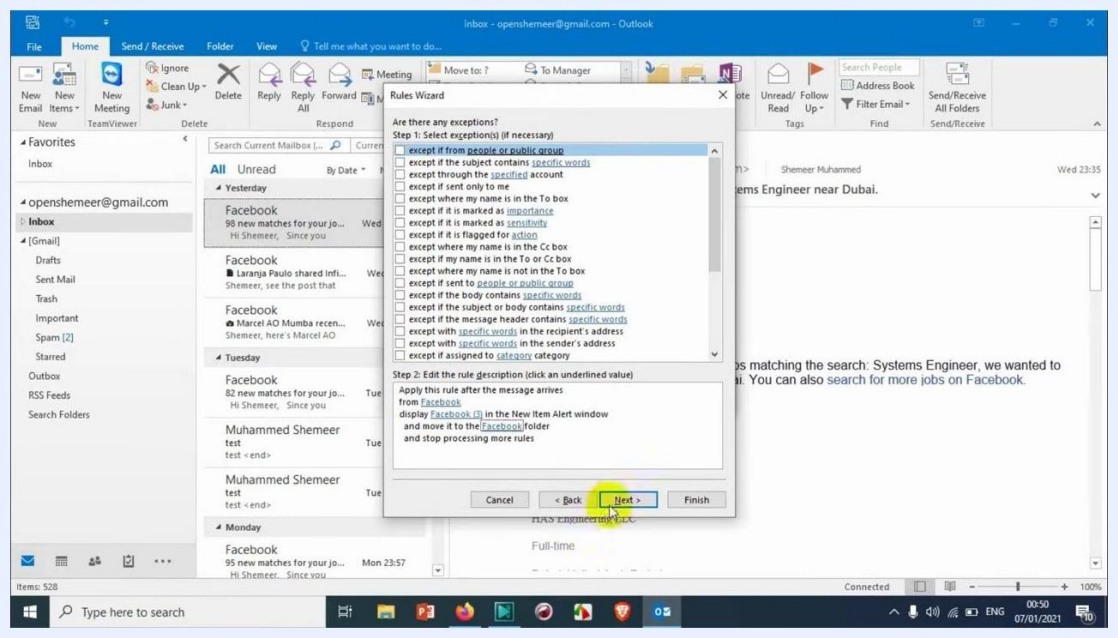
In the next step of the Rules Wizard, select the actions for the rule. Check display a specific message in the New Item Alert window for a pop-up notification, stop processing more rules to prevent other rules from affecting these emails, and move it to the specified folder to send Facebook emails to the Facebook folder. Click Next to continue.



Rules Wizard dialog with the alert notification, stop processing, and move-to-folder actions checked.

Step 15: Skip advanced exceptions (optional)

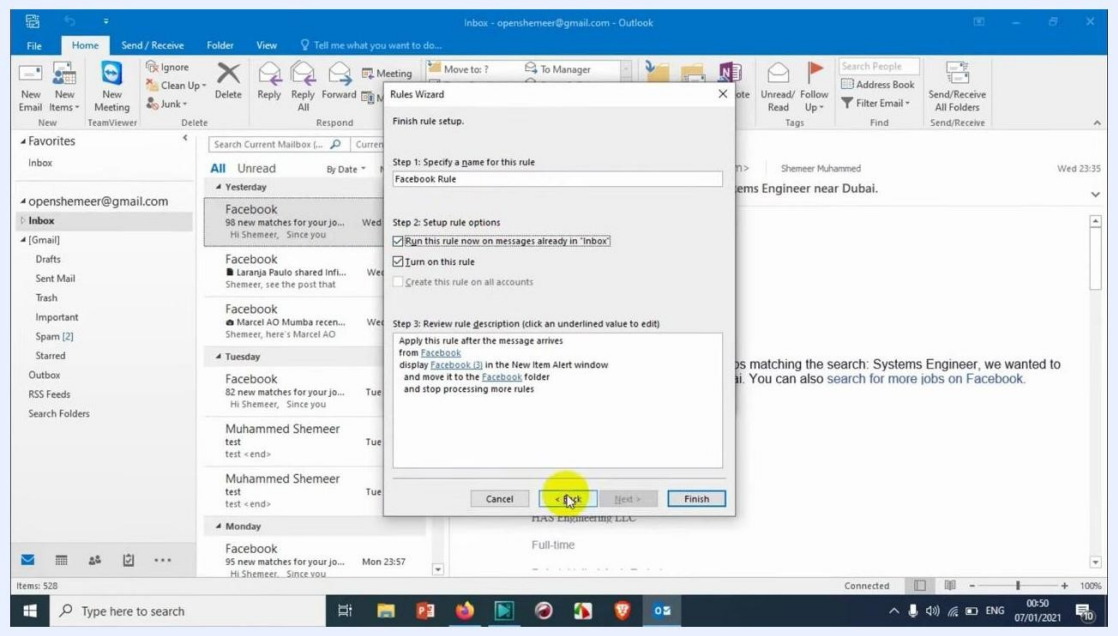
Review the list of possible exceptions, such as except if from people or public group or except if the subject contains specific words. Leave all exception boxes unchecked to apply the rule to all Facebook emails, then click Next.



Rules Wizard dialog showing exception options with none selected.

Step 16: Finalize the rule setup

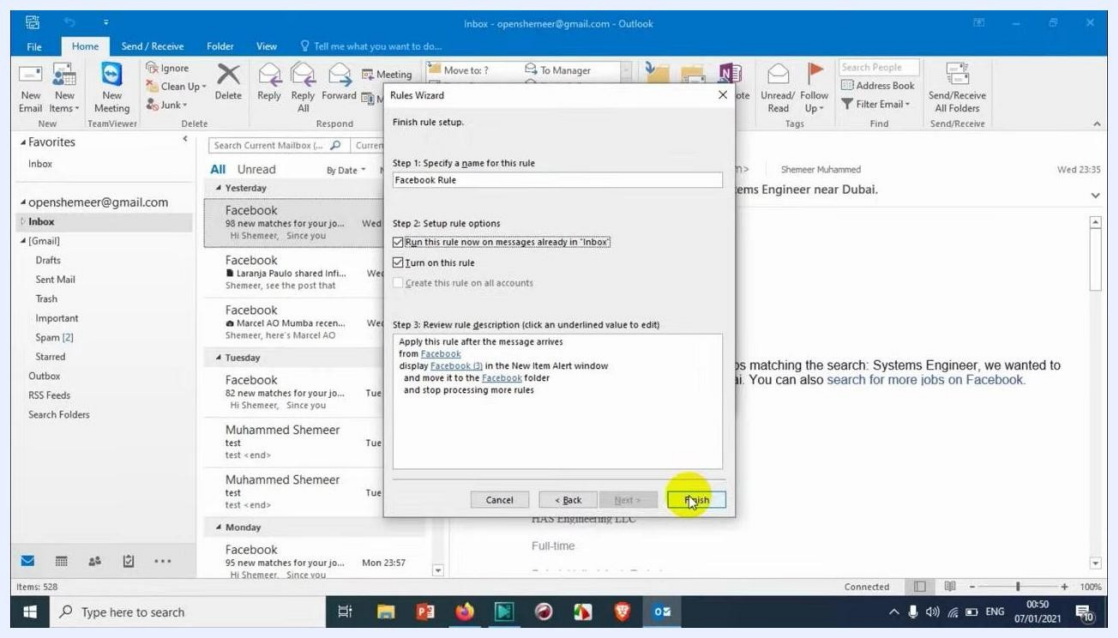
On the Finish rule setup screen, enter a name for the rule, such as Facebook Rule. Check Run this rule now on messages already in 'Inbox' if you want to move existing Facebook emails immediately, and make sure Turn on this rule is checked so it applies to future emails. Review the rule description before proceeding.



Rules Wizard dialog showing "Facebook Rule" as the name, with both "Run this rule now" and "Turn on this rule" checked.

Step 17: Apply and run the rule

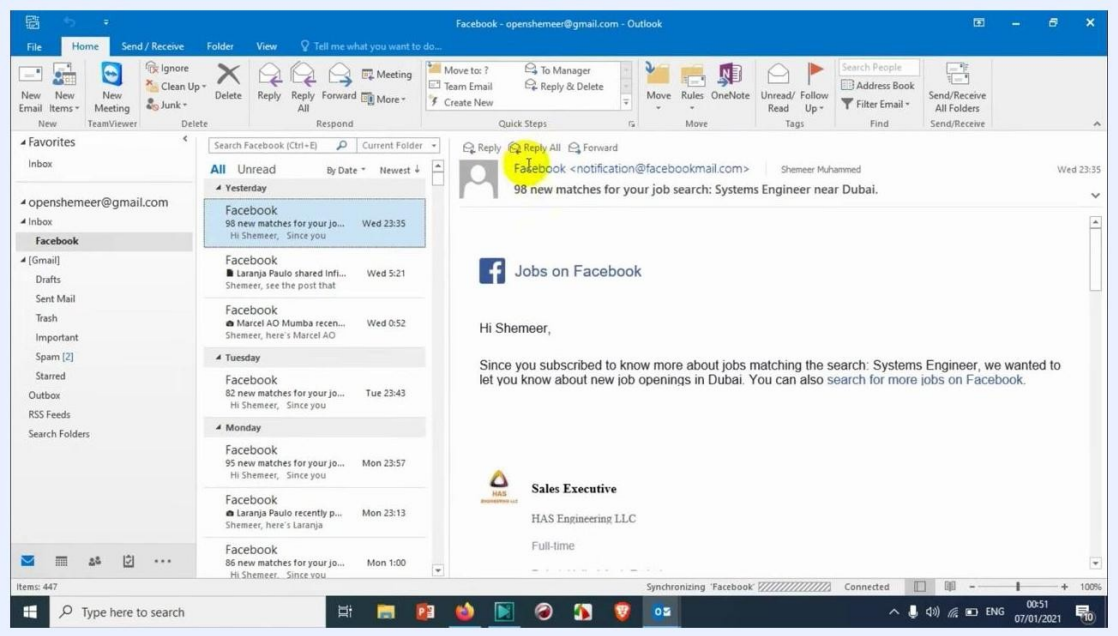
Click Finish to save and activate the rule. Outlook begins processing it immediately, moving existing Facebook emails from your inbox to the Facebook folder while showing a progress dialog with a status bar.



Outlook running the rule, displaying a progress bar and the message "Running rule 'Facebook Rule' in 'Inbox'".

Step 18: Verify the emails have moved

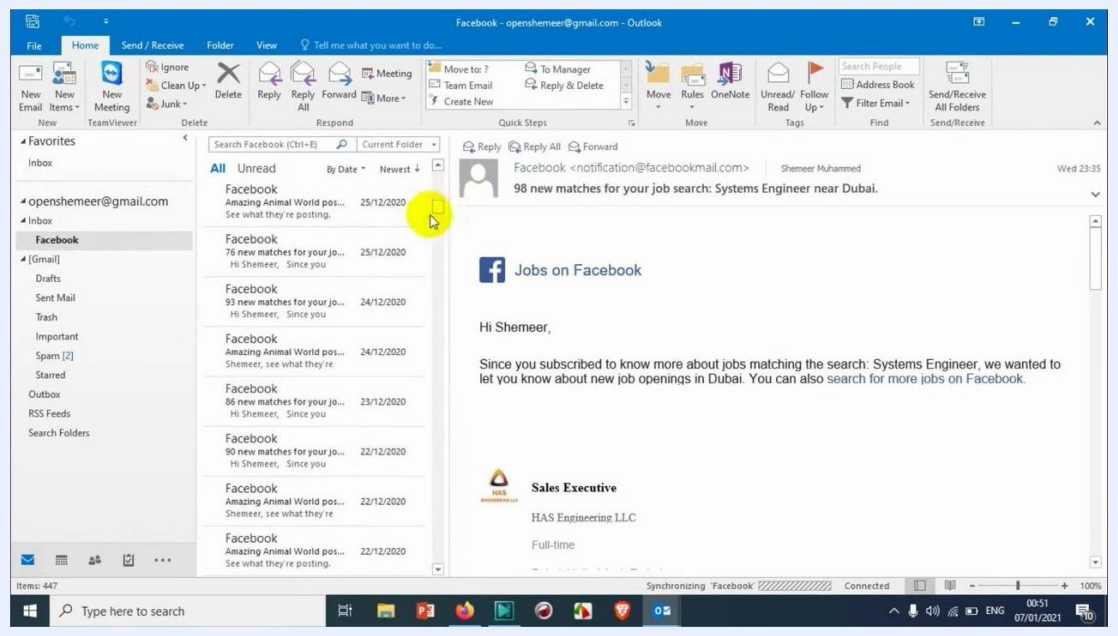
Once the rule finishes running, open the Facebook folder under your inbox and confirm that all Facebook emails have been moved there, including both old and new messages.



Outlook with the Facebook folder selected, showing the Facebook emails now organized inside it.

Step 19: Confirm the rule will process future emails

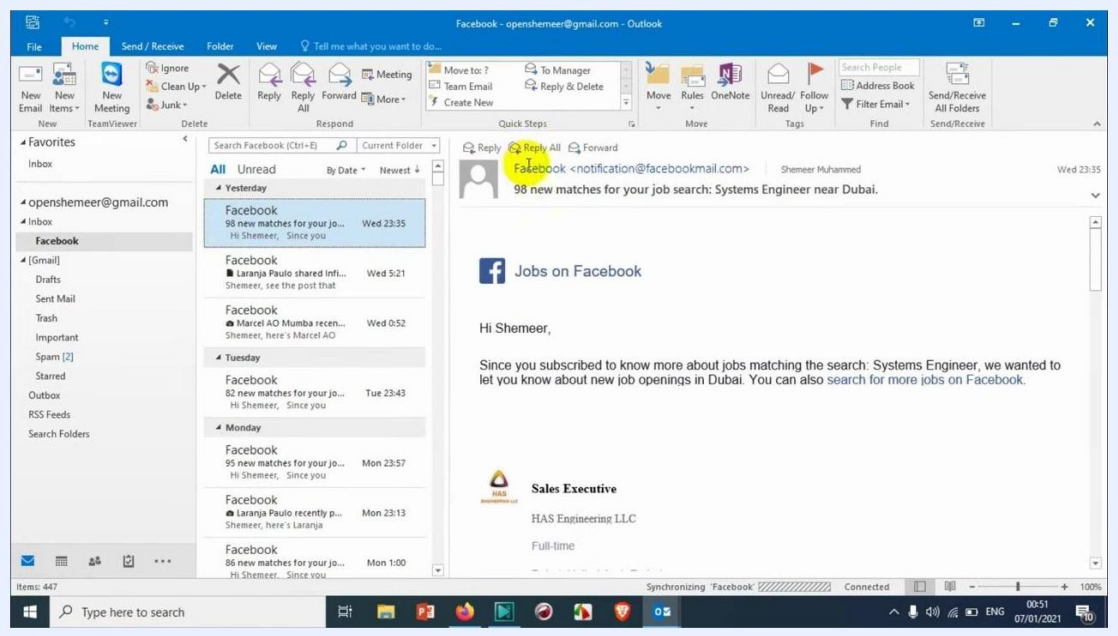
Any new emails from Facebook will now be moved automatically to the Facebook folder as they arrive—no further action is needed. Keep in mind that this rule only applies when you use the Outlook desktop application; it will not run if you access your mail through Outlook Web Access or another client such as Gmail's web interface.



Outlook showing the Facebook folder with sorted emails, confirming the rule is active.

Step 20: Check the inbox for remaining emails

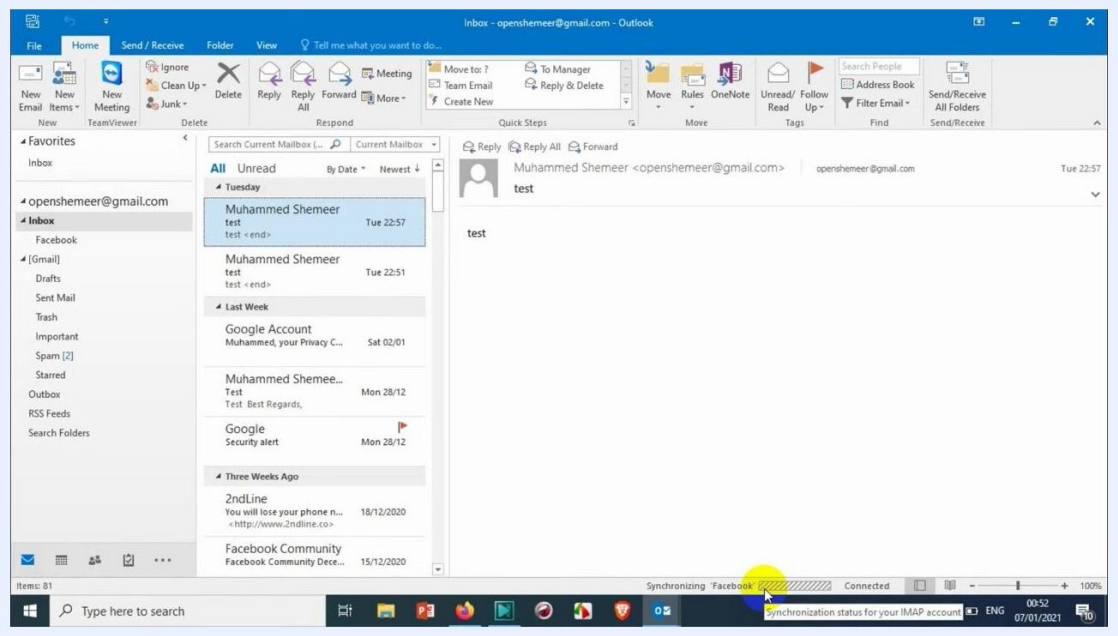
Your inbox should now display only emails that don't match the Facebook rule. Verify that non-Facebook messages remain in place, confirming that the rule is filtering correctly.



Outlook inbox showing only non-Facebook emails after the rule has been applied.

Step 21: Wait for synchronization to complete

After the rule runs, Outlook synchronizes your folders to move emails as specified. Watch the status bar at the bottom of the window for messages such as "Synchronizing 'Facebook'" or "Synchronizing 'Inbox'" along with a progress bar. Depending on the size of your inbox, this may take a few moments—avoid closing Outlook or interrupting the process until it finishes.



Outlook status bar showing "Synchronizing 'Facebook'" with a progress bar in progress.

Monitoring progress and confirming completion

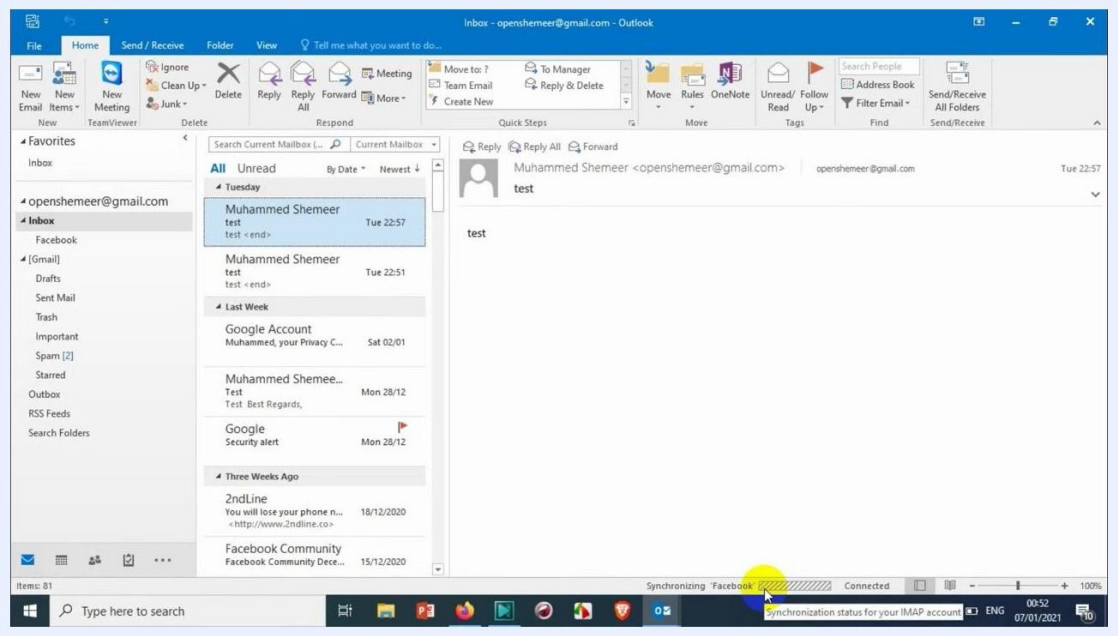
If you have a large number of emails or a slow connection, synchronization may take several minutes, and the status bar may alternate between folders such as "Synchronizing 'Inbox'" and "Synchronizing 'Facebook'". Once the progress bar disappears and synchronization messages stop, check the Facebook folder again to confirm that all relevant emails have moved successfully.

Important note about other email clients

The rule you created only applies within the Outlook desktop application. If you check your email through the Gmail web interface or another client, this rule will not run there. To achieve similar automatic organization in Gmail, you need to create a separate filter directly in your Gmail account settings.

What's next

- If you need to move additional emails later, you can re-run the rule from the Outlook Rules menu.
- Periodically check that the rule is still active and functioning as expected.
- If synchronization issues occur, confirm that your internet connection is stable and that Outlook is properly connected to your email server.



Outlook status bar showing synchronization in progress, with the "Synchronizing 'Facebook'" message and progress bar visible.

By completing these steps, you have successfully created and activated a rule in Outlook that automatically moves Facebook emails—both existing and future—into a dedicated folder, keeping your inbox organized and important notifications easy to find.