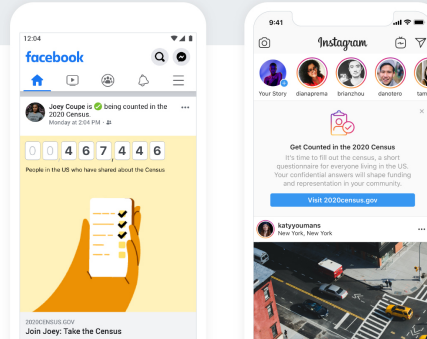


Protecting and Promoting the US Census

We have a responsibility to help protect the 2020 census from interference and make sure everyone is counted. Here's how we're doing it:

PROMOTING PARTICIPATION

We're launching top-of-feed notifications on Facebook and Instagram with links to the Census Bureau's website so it's simple to fill out the census online.



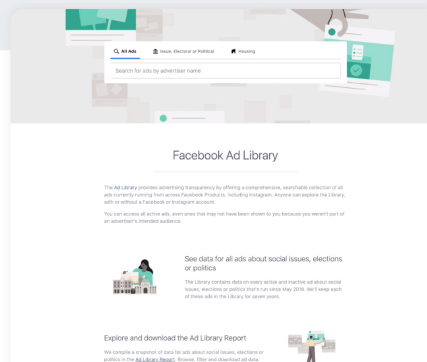
SECURING OUR PLATFORMS

In addition to the people and technology who are working day in and day out to enforce our policies and identify emerging threats, we're using our election operations center for real-time monitoring so we can quickly address any potential misinformation or abuse related to the census.



INCREASING TRANSPARENCY

We're requiring all ads about the census go through our industry-leading transparency process, which means they're available including storing them in our searchable Ad Library for seven years and advertisers have to complete our strengthened authorization process.



COMPREHENSIVE POLICIES

- We updated our Community Standards to ban misleading information about when and how to participate in the census and the consequences of participating.
- We also updated our ads policy to prohibit ads that portray census participation as useless or meaningless or advise people not to participate in the census.

COORDINATING WITH GOVERNMENT AND EXPERTS

We're working closely with the Census Bureau to promote the census and disrupt interference, and in conjunction with them, we're offering training sessions to non-profits and civil society groups.