Facebook's Steps to Protect Elections

HIGHLIGHTS — 2016 TO 2020

2016

DECEMBER / 2016

Launched third-party fact-checking program

APRIL / 2017

Announced new tool to help people spot false news on Facebook

AUGUST / 2017

Banned Pages that repeatedly share false news from running ads

2017

SEPTEMBER / 2017

Removed first network of accounts for violating our Coordinated Inauthentic Behavior policy

OCTOBER / 2017

Announced new authorization requirements before advertisers can run ads about elections or politics on Facebook or Instagram

DECEMBER / 2017

Launched 'Related Articles' to give people more information on content rated false by third-party fact-checkers

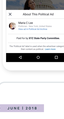
2018

APRIL / 2018

- Announced Election Research Commission to study social media's role in elections
- Introduced appeals for some content that we may have mistakenly removed

- Updated our Community Standards to include internal guidelines used for decisions about content

MAY / 2018



Launched the Ad Library (with social issue/political ads archived for 7 years) and began requiring that advertisers running social issue/political ads confirm their location in the US and place "Paid for by" disclaimers on these ads

MAY / 2018

Began partnership with the Atlantic Council's Digital Forensic Research Lab to study and investigate disinformation campaigns around the world, and continued to expand these external partnerships throughout 2018 and beyond

JUNE / 2018

Allow people to see the ads a Page is running across Facebook, Instagram, and Messenger even if those ads aren't shown to you

JUNE / 2018

Announced new Pages transparency feature showing Page creation and name change dates

AUGUST / 2018

Launched new Pages authorizations requirements beginning with high reach Pages in the US

SEPTEMBER / 2018

Expanded fact-checking to photos and videos

SEPTEMBER / 2018

First physical Elections Operations Center for monitoring ahead of key elections

SEPTEMBER / 2018

Added "People Who Manage This Page" section to show country locations in Page Transparency

OCTOBER / 2018

Expanded voter suppression policies and announced new way for users to report potential voter suppression

OCTOBER / 2018

Rolled out the Ad Library report to make it easier to see who is spending money on social issue/political ads on Facebook

2019

MAY / 2019

Launched fact-checking of Instagram content

JUNE / 2019

Rolled out our ads authorization process for more advertisers globally

JUNE / 2019

Launched policy banning paid advertising that suggests voting is useless or meaningless, or advises people not to vote

AUGUST / 2019

Announced that organizations running social issue/political ads in the US now have to go through a stricter authorizations process, including providing information such as a Tax ID or FEC Committee ID number

SEPTEMBER / 2019

- Introduced the Deep Fake Detection Challenge to develop new ways of detecting and preventing manipulated media

OCTOBER / 2019

Launched Facebook Protect to give campaigns, elected officials, their staffs, and others increased security protections

OCTOBER / 2019

Announced stronger labeling of content rated false or party false by third-party fact-checkers

OCTOBER / 2019

Added presidential ad tracker to ad library

NOVEMBER / 2019

Started showing the "Confirmed Page Owner" of US pages with large followings

DECEMBER / 2019

Reached over 50 international fact-checking partners covering over 40 languages around the world

- Expanded policy to ban ads that suggest voting is useless or meaningless, or advise people not to vote

2020

JANUARY / 2020

Announced policy to take down misleading manipulated media

JANUARY / 2020

Announced new transparency features and controls for ads about social issues, elections or politics

FEBRUARY / 2020

Launched Election Operations Center in US for all primary elections

FEBRUARY / 2020

Began requiring Pages to designate a "Confirmed Page Owner" to continue running social issue/political ads

MARCH / 2020

Fact-checking program reached 9 partner organizations in the US

APRIL / 2020

Started providing the location of certain Facebook Page and Instagram accounts with high US reach that are based outside of the US

APRIL / 2020

Fact-checking program reached 60+ partner organizations

MAY / 2020

Began verifying the identity of people behind certain high-reach posts on Facebook in the US

JUNE / 2020

- Added new control that allows people to see fewer political and social issue ads on Facebook and Instagram
- Started labeling state-controlled media on Facebook
- Launched the largest voting information and registration effort in US history with a goal to register 4 million people

- Added US House and Senate ad tracker to Ad Library