

facebook

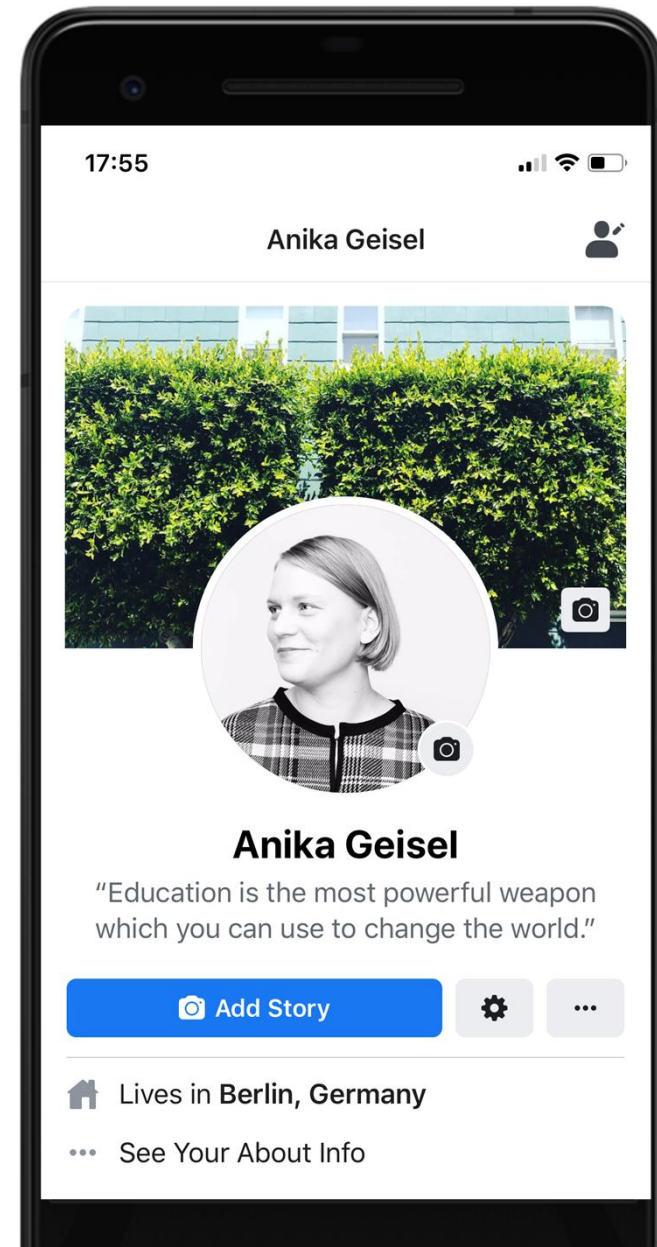


Protecting Election Integrity on Facebook

Our Work around the European Parliament Elections

Anika Geisel

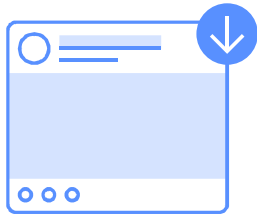
Public Policy Lead for Elections in
Europe, Middle East & Africa



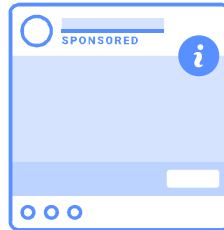
Our approach to ensure the integrity of elections



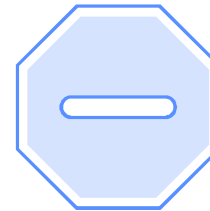
CRACKING
DOWN ON
FAKE ACCOUNTS



REDUCING
THE DISTRIBUTION
OF FALSE NEWS



MAKING ADVERTISING
MORE TRANSPARENT

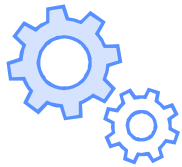


DISRUPTING
BAD ACTORS



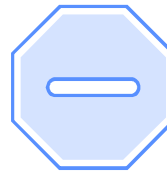
SUPPORTING
AN INFORMED
ELECTORATE

Cracking Down on Fake Accounts



AUTOMATIC

Our security systems run in the background **millions of times per second**



IDENTIFY FAKE ACCOUNTS

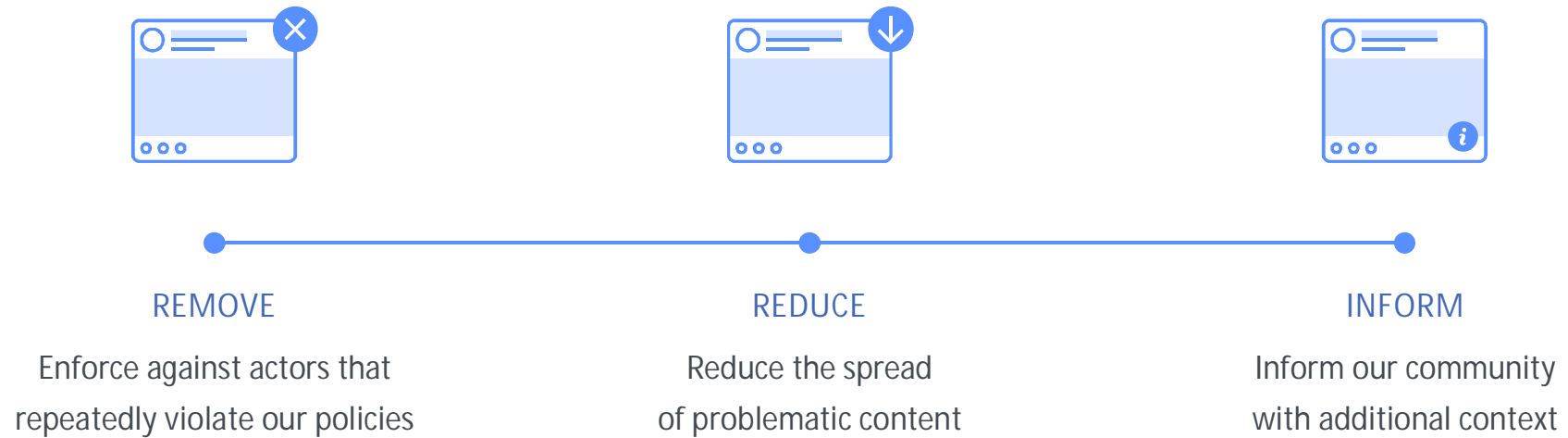
We use artificial intelligence to identify over **99.6% of the fake accounts** we remove before they're ever reported



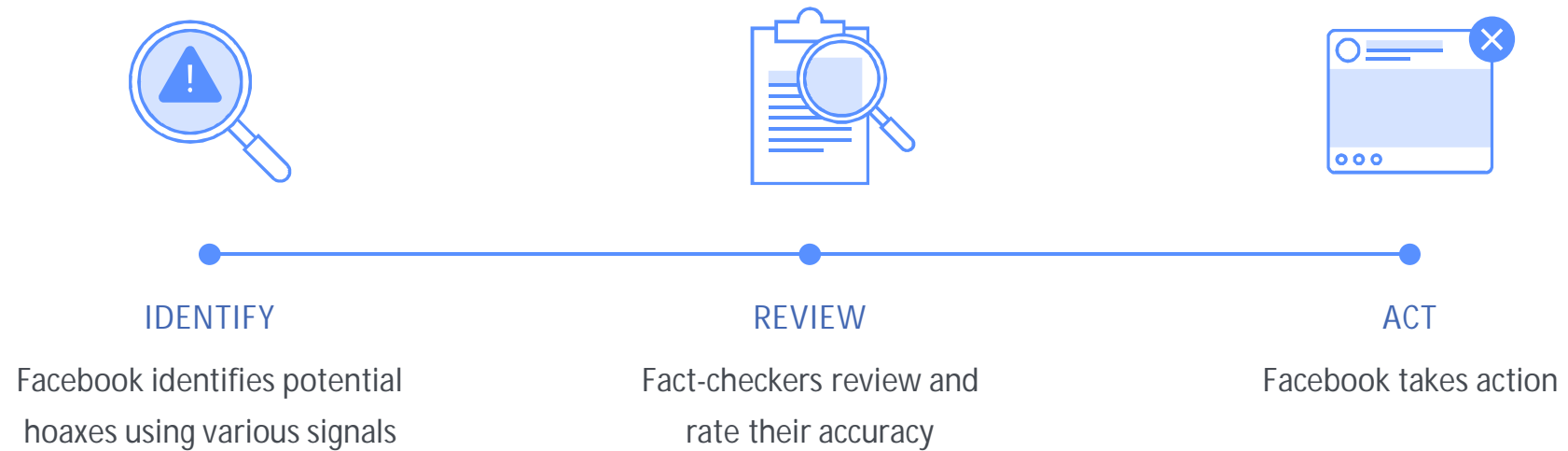
HUMAN

We've tripled the number of people working on safety and security from 10,000 people to more than **30,000 people**

Reducing the Distribution of False News

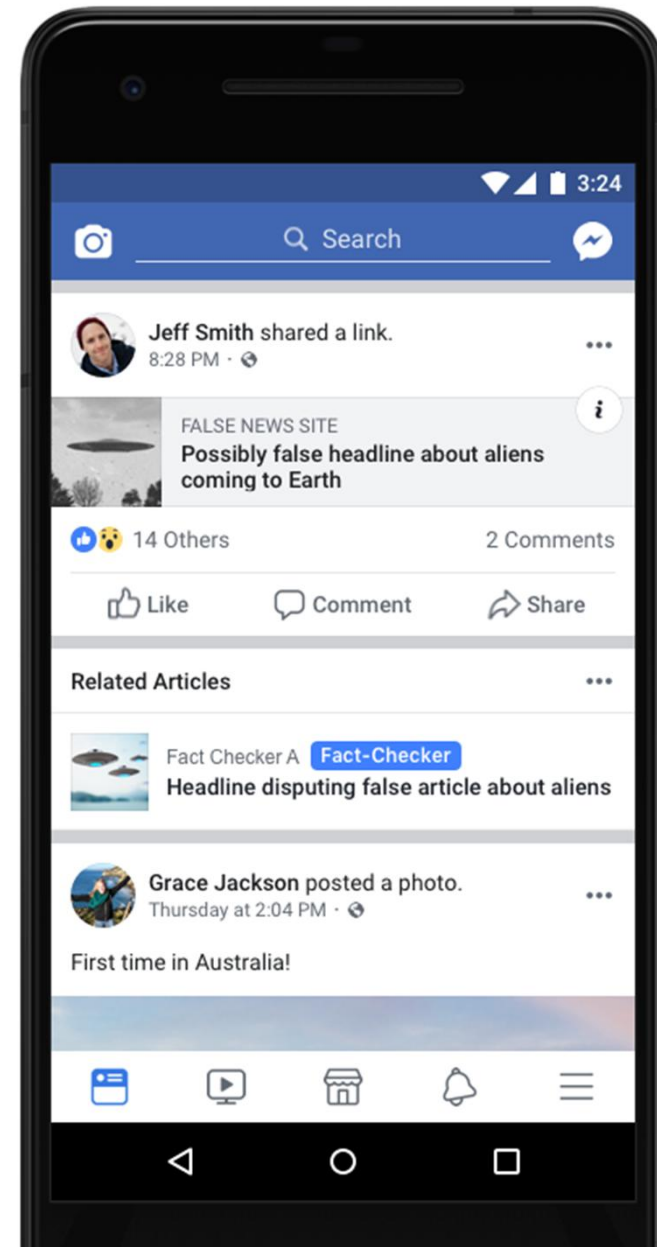


Where Do Third-Party Fact-Checkers Fit In?



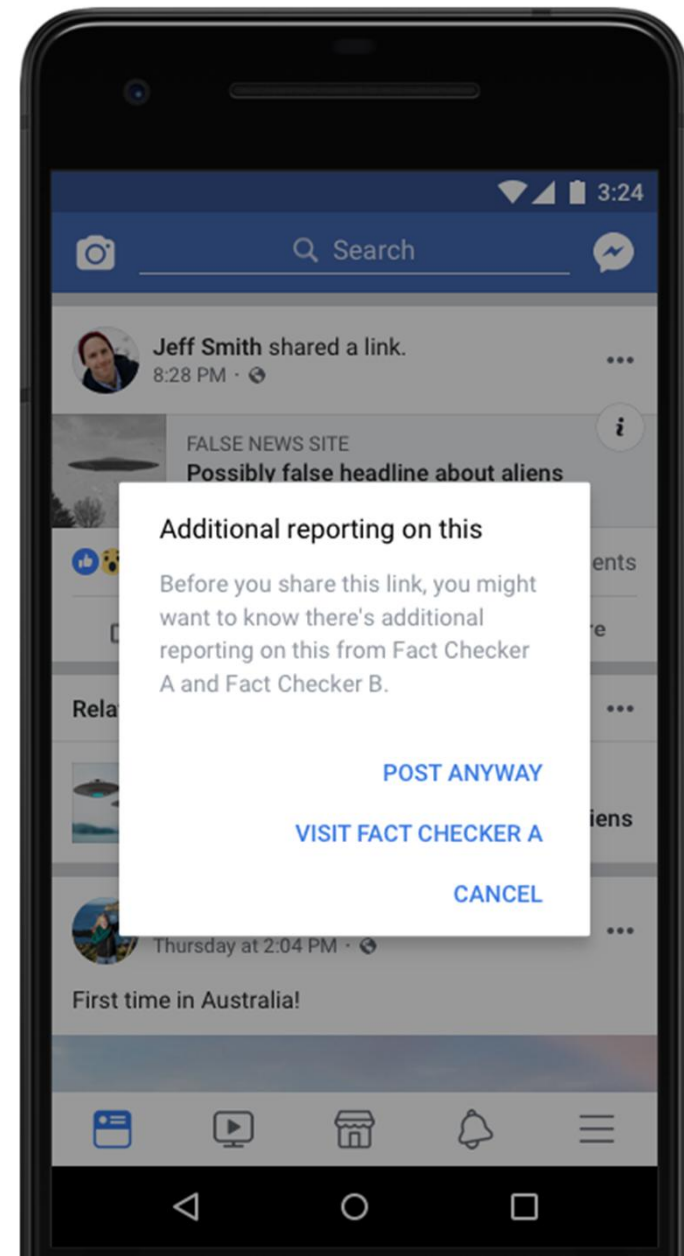
Related Articles

When there is **additional reporting** from third-party fact-checkers



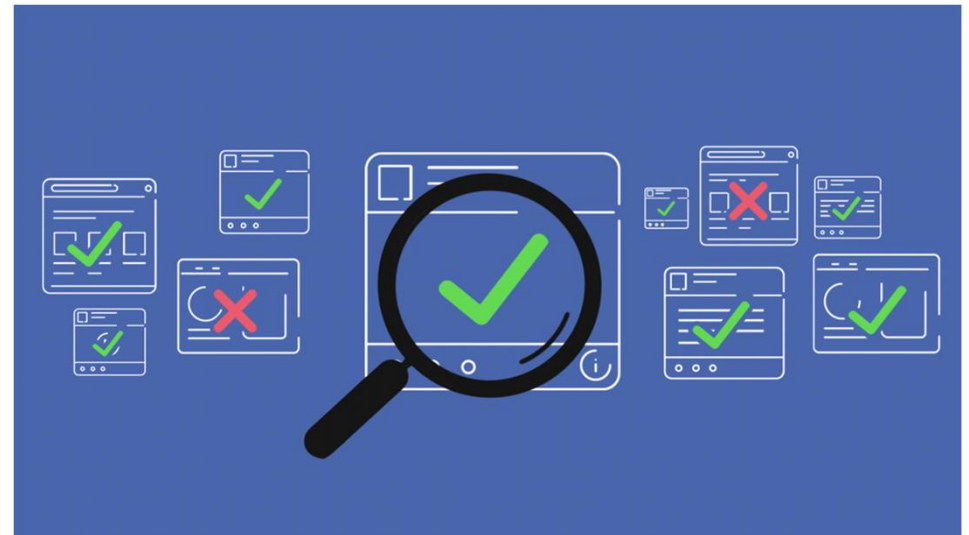
Notifications

When people are **about to share** something that has been rated



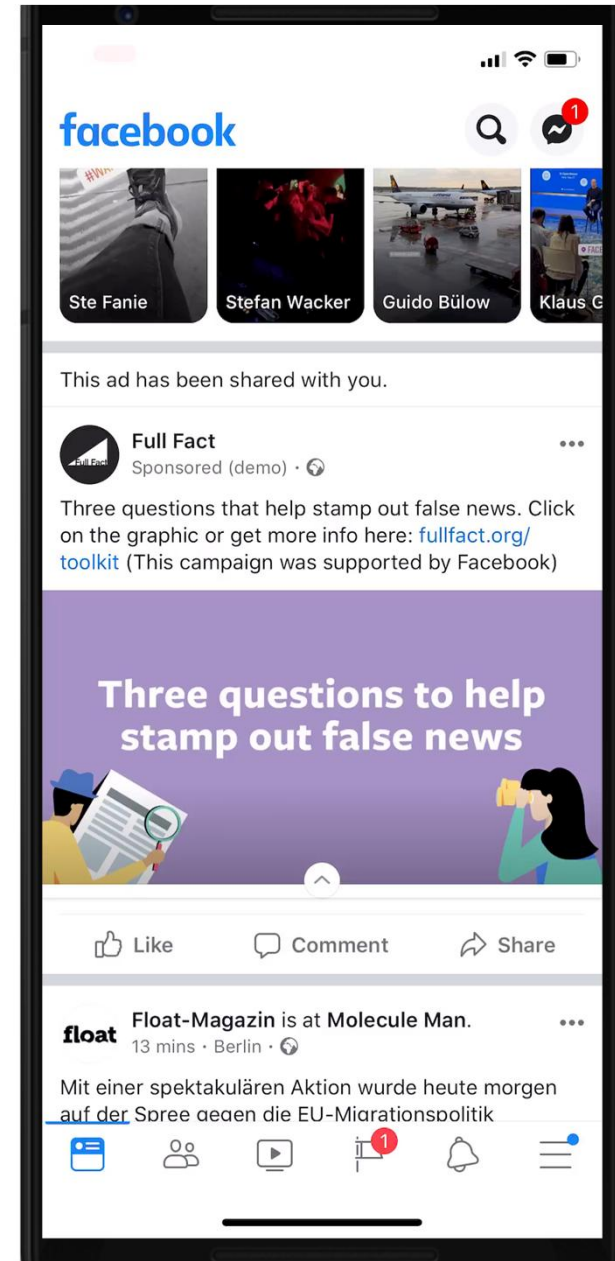
Fact-checking partners (Europe)

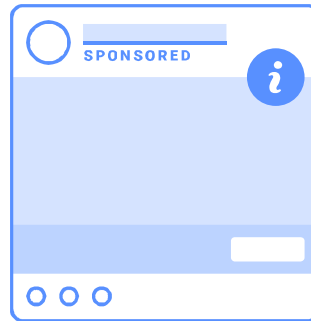
- 22 Partners
- 14 Languages
- Croatian, Danish, Dutch, English, French, German, Greek, Italian, Lithuanian, Norwegian, Polish, Portuguese, Spanish and Swedish.



Media literacy Campaign

We supported Full Fact (UK), and other fact-checkers - Maldita (ES), Newtral (ES), Correctiv (DE), TheJournal (IE), Pagella Politica (IT), Demagog (CZ), Nieuwscheckers (NL) and Ellinika Hoaxes (GR) to launch a [media literacy campaign in all 28 member states](#).

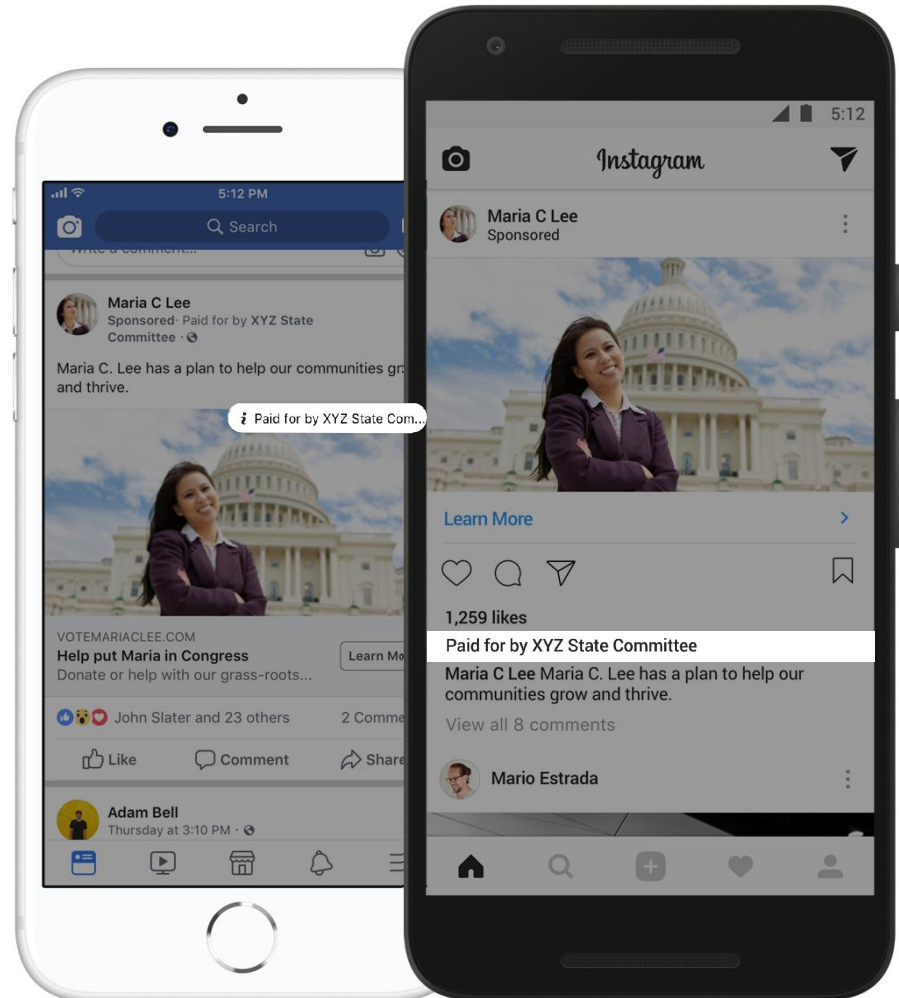


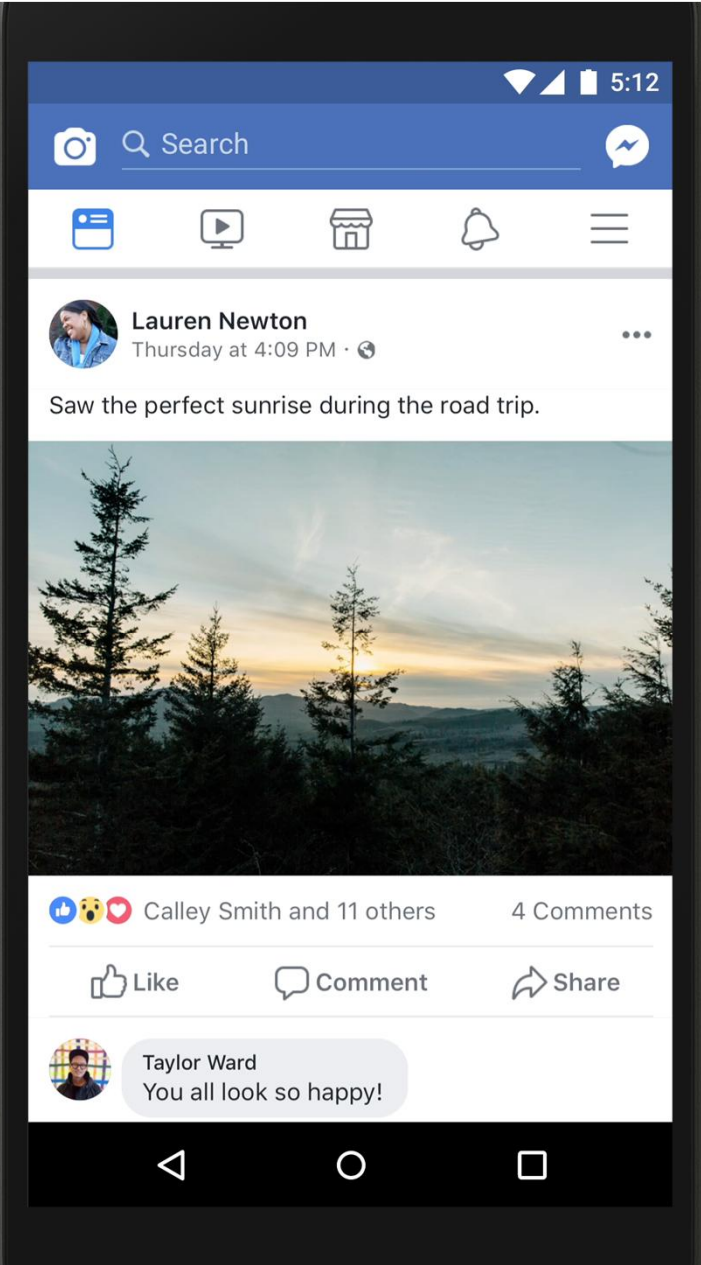


Making Advertising More Transparent

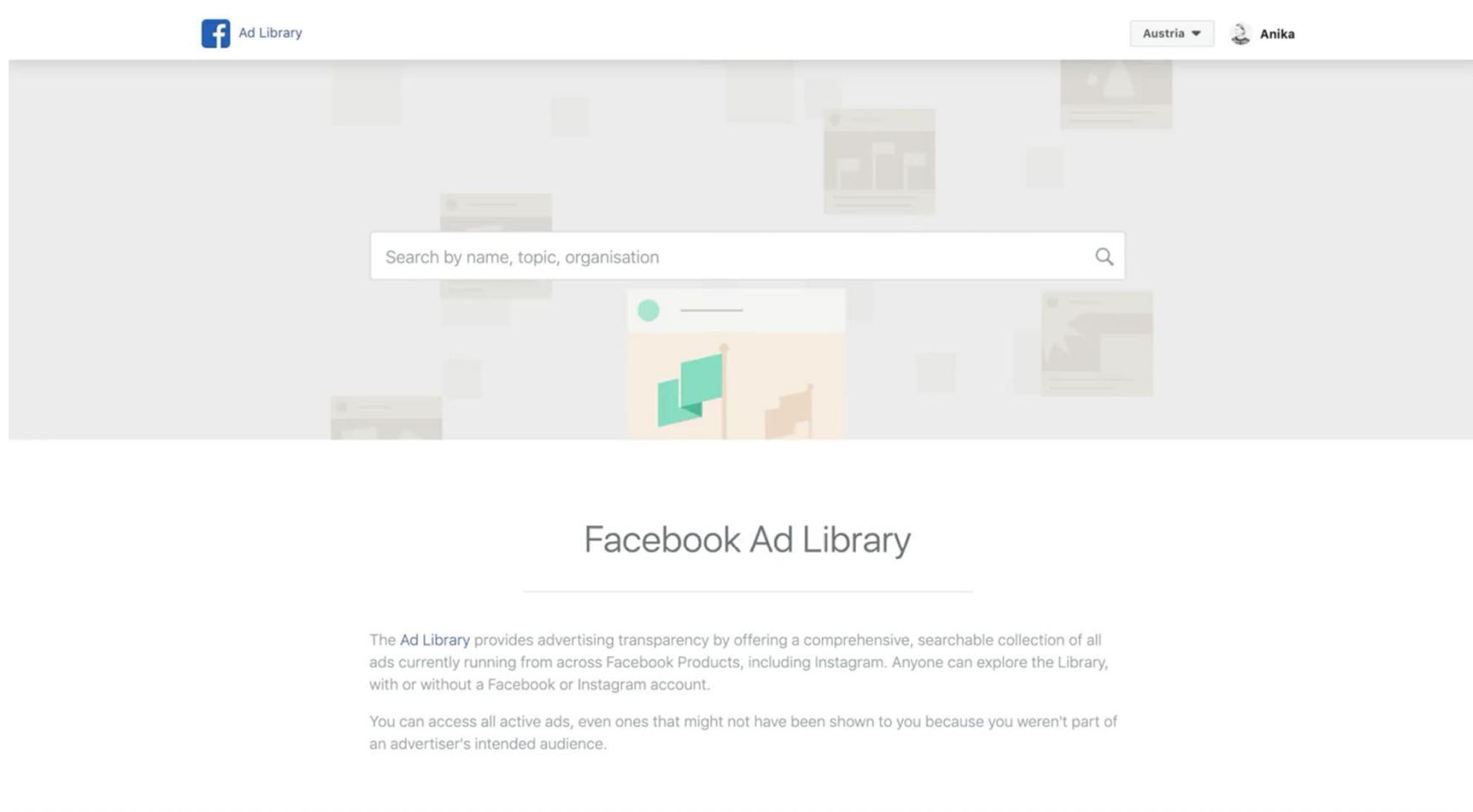
Political and Issue Ad Transparency

Unprecedented level of
transparency in online political
ads



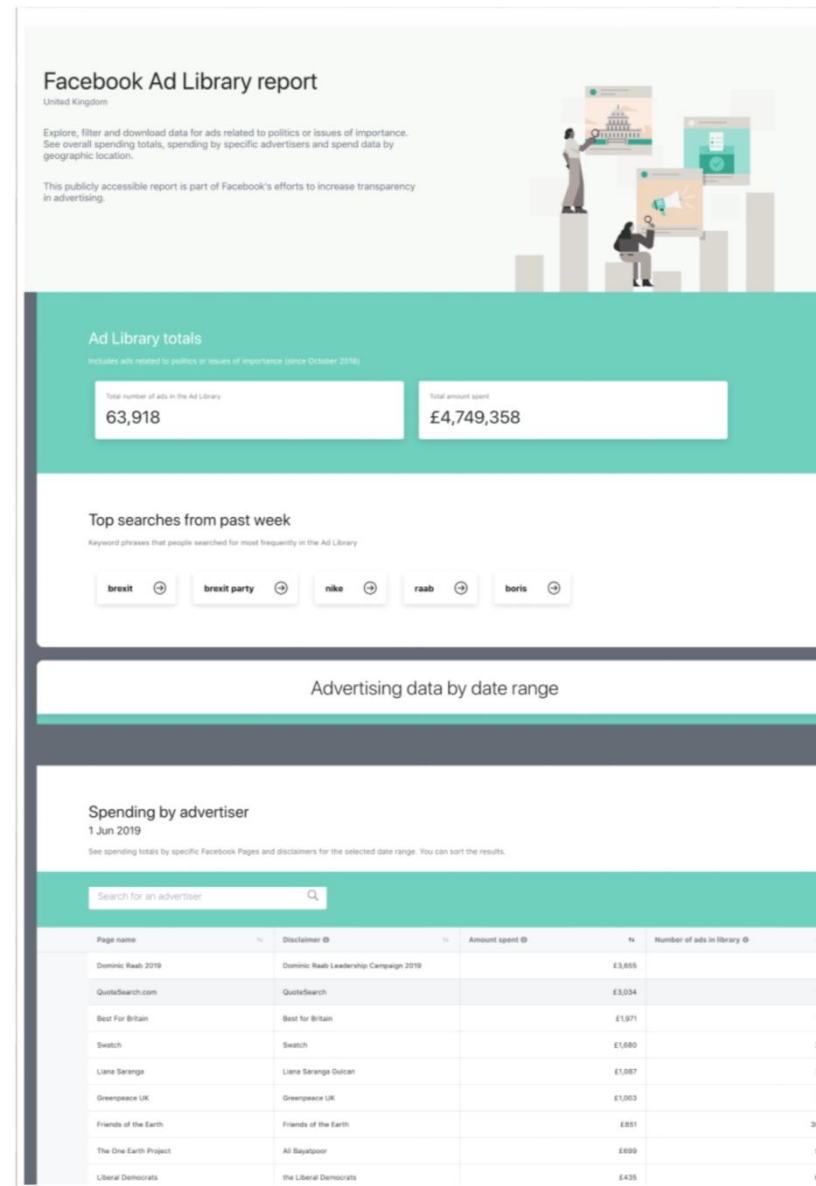


Facebook Ad Library



Facebook Ad Library Report

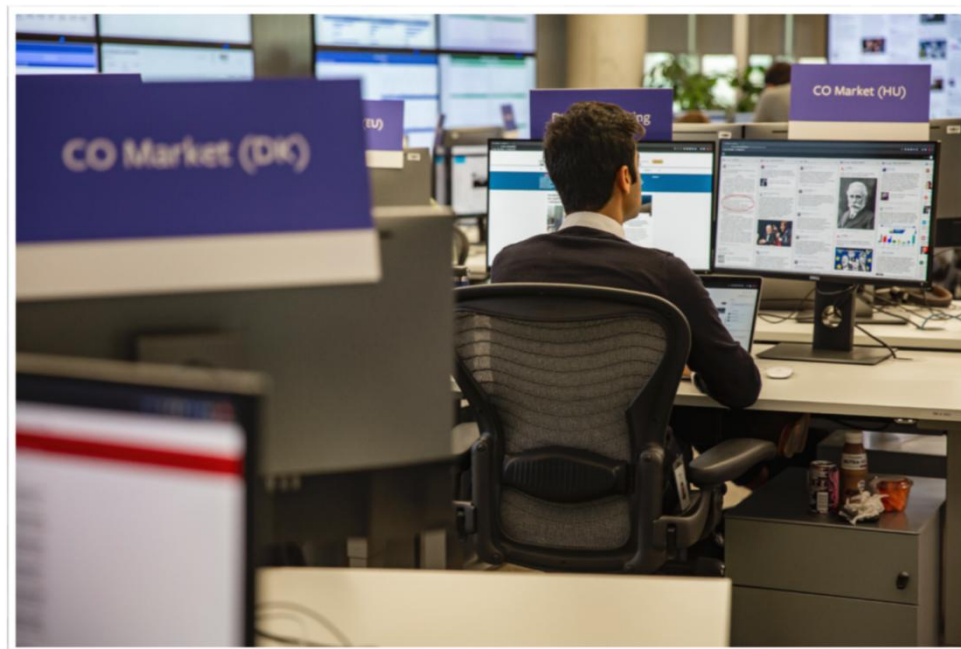
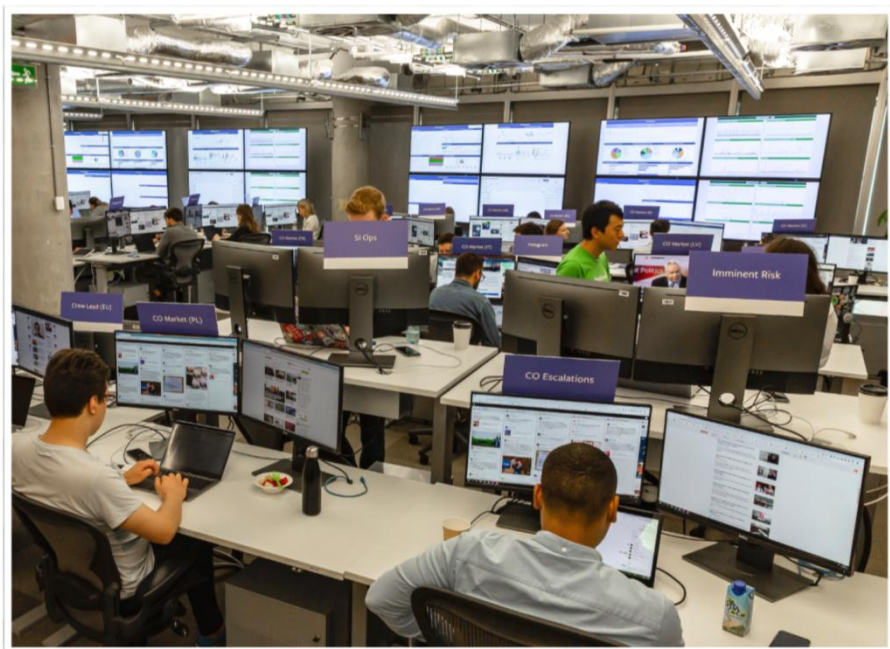
- Explore, filter and download data for ads related to politics or issues of importance. See overall spending totals, spending by specific advertisers and spend data by geographic location.
- This publicly accessible report is part of Facebook's efforts to increase transparency in advertising.





Disrupting Bad Actors

Elections Operations Center



Elections Operations Center



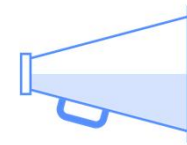
COORDINATION

- 40 teams representing 30,000 staff working on safety and security across the company
- Cross-functional work between teams like threat intelligence, cybersecurity, public policy, data science, engineering, research, community operations, legal, communications, product, WhatsApp, Instagram



MONITORING

- Custom-built internal systems and dashboards to watch for viral content, spam, hate speech, and voter suppression.
- Constant contact with in-country teams and external partners.



RAPID RESPONSE

- Building and testing systems and procedures to allow rapid, real time decisions.
- Learning from the Brazil and US Midterm elections, we are setting up two new regional operations centers in our Dublin and Singapore offices.

Civic Partnerships

We continue to partner with election commissions and civil society organizations to promote safe elections around the world.



Alliance of Democracies



SSRC



Kofi Annan
FOUNDATION



SOCIAL SCIENCE ONE



Supporting an Informed Electorate

Election Day reminder

launched in all 28 member states
on election day for the European
Elections.



<https://wheredoivote.co.uk>

Some lessons learned

- With 40+ teams, and 500 people that focus entirely on elections, we've improved our defenses and we learn from every election.
- But security is an arms race and we won't be successful on our own. We rely on partners that flag suspicious activity to us, and government and law enforcement that continue the investigation outside of Facebook and the family of apps.
- We also believe that it should not be Facebook to define the rules of an elections campaign and we are open to have discussions on some of the most fundamental questions, such as who is allowed to run political ads and what should be defined as political.

facebook

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Protecting Election Integrity on WhatsApp

WhatsApp cares deeply about the safety of our users around the world. In the run-up to elections in 2019, WhatsApp has made significant product changes and worked with partners across civil society to address the harmful consequences of misinformation. Our approach involves three lines of effort.



Empower and Educate Users

- Forwarded label
- Group improvements
- Group Exit in one tap
- Public Education campaigns



Proactively Tackle Abuse

- Forward Limit
- Banning Spam Accounts
- Updated Reporting



Work With Governments and Civic Society

- WhatsApp Research Awards
- Support for Fact-Checking
- Digital Literacy Trainings
- Law Enforcement Trainings
- Political Party Education