Protecting Election Integrity on Facebook
Our Work around the European Parliament Elections
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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

- **REMOVE**: Enforce against actors that repeatedly violate our policies
- **REDUCE**: Reduce the spread of problematic content
- **INFORM**: Inform our community with additional context
Where Do Third-Party Fact-Checkers Fit In?

IDENTIFY
Facebook identifies potential hoaxes using various signals

REVIEW
Fact-checkers review and rate their accuracy

ACT
Facebook takes action
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
Saw the perfect sunrise during the road trip.

Taylor Ward
You all look so happy!
Facebook Ad Library

The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook Products, including Instagram. Anyone can explore the Library, with or without a Facebook or Instagram account.

You can access all active ads, even ones that might not have been shown to you because you weren't part of an advertiser's intended audience.
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.
We continue to partner with election commissions and civil society organizations to promote safe elections around the world.
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.
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

**Protecting Election Integrity on WhatsApp**