



Protecting Election Integrity on Facebook



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Europe, Middle East, Africa

Protecting Election Integrity on Facebook



COMBATING FOREIGN INTERFERENCE

Monitoring proactively across elections for foreign interference from any country. We work with governments to better understand the threats



CRACKING DOWN ON FAKE ACCOUNTS

Using machine learning and artificial intelligence to detect abuse, to protect against the creation of fake accounts, and to uncover coordinated behavior that is abusive and counter to our Community Standards



MAKING ADVERTISING MORE TRANSPARENT

Working to increase transparency around ads so that the public understands more about who is creating content on our platform



REDUCING THE DISTRIBUTION OF FALSE NEWS

Prioritizing informative posts and downranking hoaxes and false news flagged by 3rd parties



SUPPORTING AN INFORMED ELECTORATE

Helping people connect with candidates and learn about issues important that are important to them

How We Think About the Problem

How Election Integrity is Under Attack on FB



KNOWLEDGE

MISINFORMATION

Misleading people about the candidates, parties, voting process, etc.

FALSE AMPLIFICATION

Distorting the public debate by over or understating support for certain POVs

MISREPRESENTATION

Undermining credibility via account/ URL impersonation



SAFETY

HARASSMENT

Bullying people over their political views to silence or intimidate them

VIOLENCE

Use of FB to instigate, organize, or celebrate offline electoral violence

ACCOUNT SECURITY

Hacking an account to steal info or shut it down



TURNOUT

DISENFRANCHISEMENT

Discouraging people from voting by demotivating or misleading them

FOREIGN INTERFERENCE

is a “meta problem” where bad actors exploit many of these attack vectors

Our vision for election integrity is to ensure...



KNOWLEDGE

People have accurate
information about
electoral politics



SAFETY

People feel comfortable
expressing themselves
politically



TURNOUT

People are motivated
to participate and vote
in an election

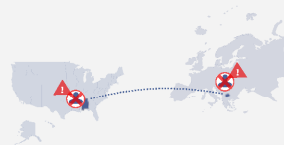
Confronting the Problem

Proactively Monitoring for Foreign Interference



MONITOR

We proactively monitor for harmful types of election-related activity, such as Pages of foreign origin that are inauthentically distributing civic content. We then send these suspicious accounts to be manually reviewed by our security team to see if they violate our Community Standards or Terms of Service.



DETECT & ACT

For example, in the Alabama special election last December, our system detected accounts suspected for foreign coordinated activity from Macedonia and sent them to our security team which uncovered they were linked and coordinating with one another. They were quickly deleted.



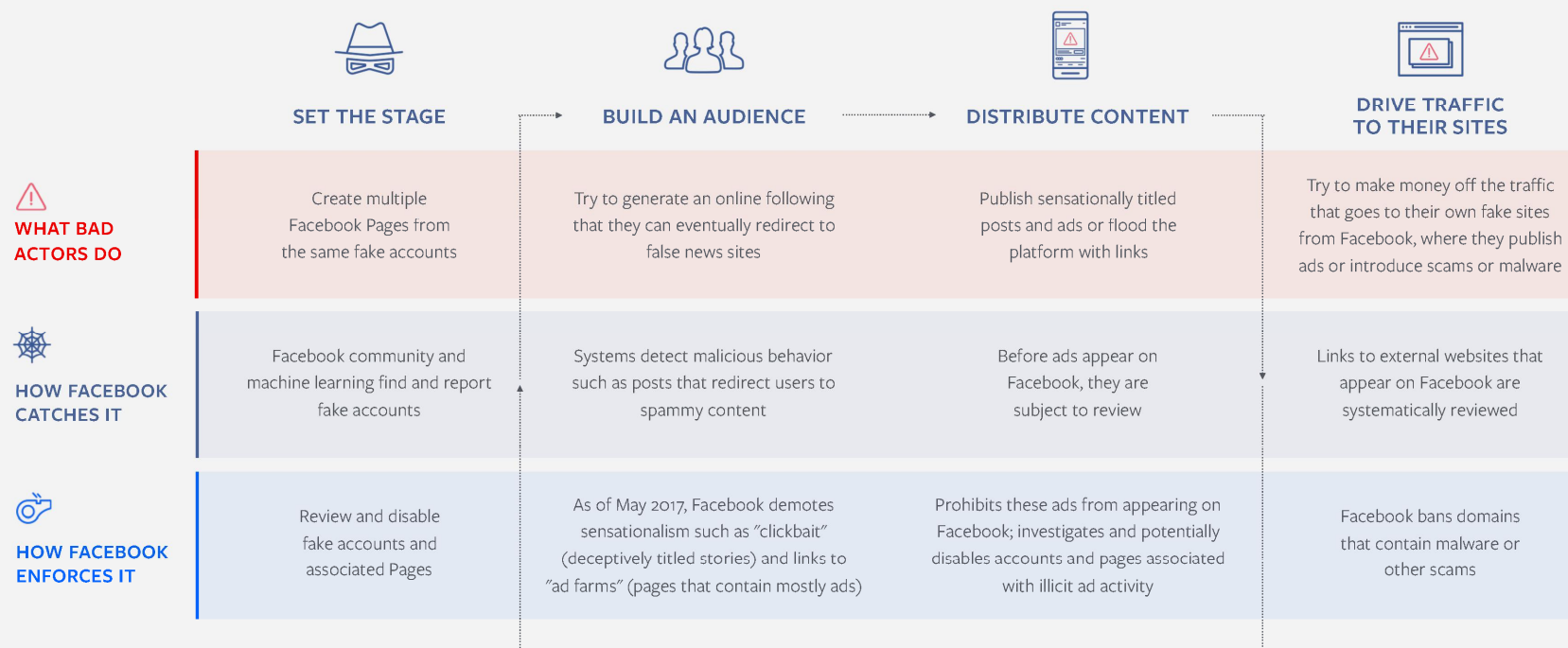
LEARN FAST

This is just the beginning of our work in this space. Our systems are getting smarter and our reviewers are being trained to quickly review this content and only remove it if it violates our standards and policies.



COMBATING FOREIGN INTERFERENCE

How Facebook Stops Bad Actors



Cracking Down on Fake Accounts



HUMAN

We already have about 10,000 people working on safety and security, and we're planning to double that to 20,000 in the next year.

Each day we block

**MILLIONS OF
FAKE
ACCOUNTS**

at the point of
creation



AUTOMATED

Our security systems run in the background millions of times per second to help catch threats and remove them before they ever reach users.



CRACKING DOWN ON FAKE ACCOUNTS

View Ads Feature



MAKING ADVERTISING MORE TRANSPARENT

Reducing the Distribution of False News



REMOVE

Remove content and actors
that violate our policies



REDUCE

Reduce the spread of
problematic content



INFORM

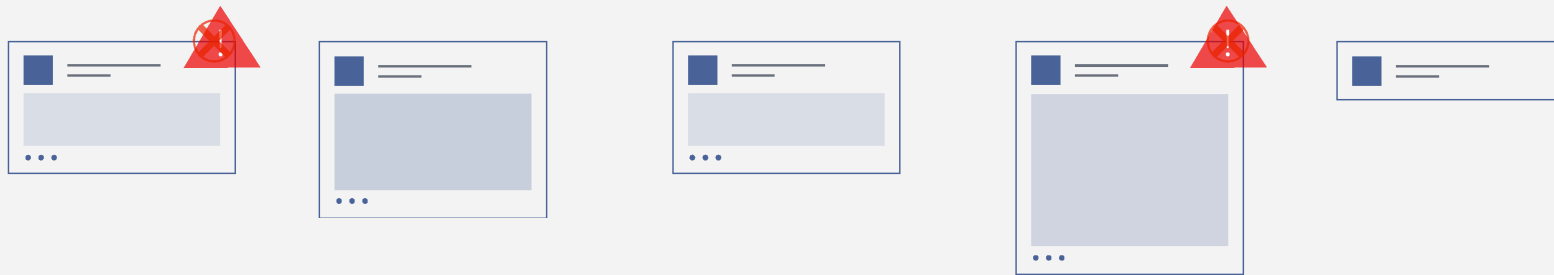
Inform our community
with additional context



REDUCING THE DISTRIBUTION OF FALSE NEWS

False News

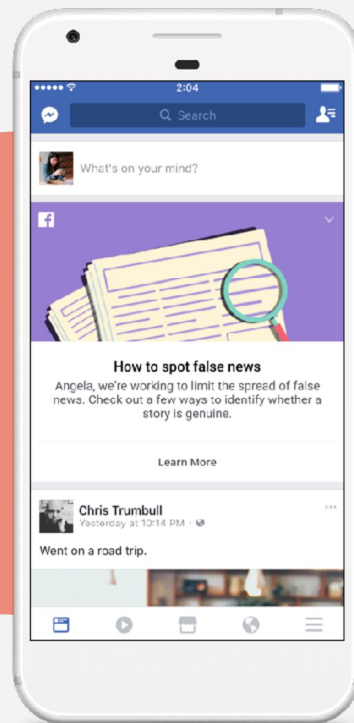
FACEBOOK IS WORKING TO REDUCE THE SPREAD OF PROBLEMATIC CONTENT



REDUCING THE DISTRIBUTION OF FALSE NEWS

False News PSA

False News Quick
Promotion at the
top of Facebook
News Feed which
links to Help Center



Print Ads
in local paper

Case Study: Clickbait

INVENTORY

Clickbait story from
a publisher

SIGNALS

Headline includes “you won’t
believe” or other withholding
or exaggerating phrase

PREDICTIONS

Likelihood this story
is a clickbait story

DECISION

Relevance score declines and
story gets less distribution



REDUCING THE DISTRIBUTION OF FALSE NEWS

Where do third-party fact-checkers fit in?



IDENTIFY

Facebook identifies potential
hoaxes using various signals

Fact-Checker

REVIEW

Fact-checkers review
& rate their accuracy



ACT

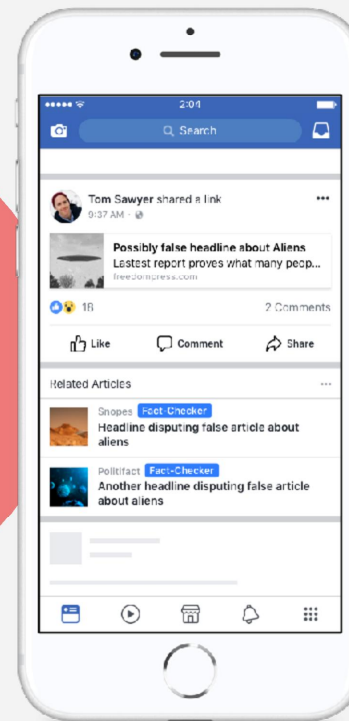
Facebook takes action



REDUCING THE DISTRIBUTION OF FALSE NEWS

Related Articles

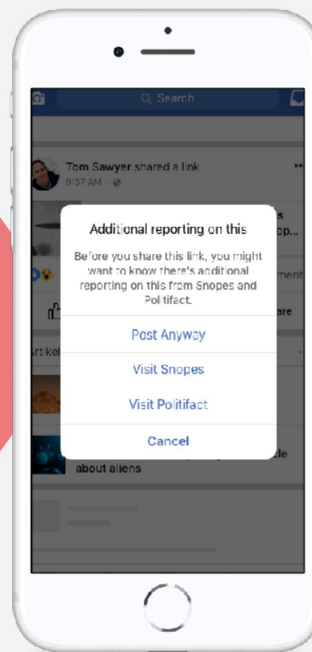
When there is
additional reporting
from third-party
fact-checkers



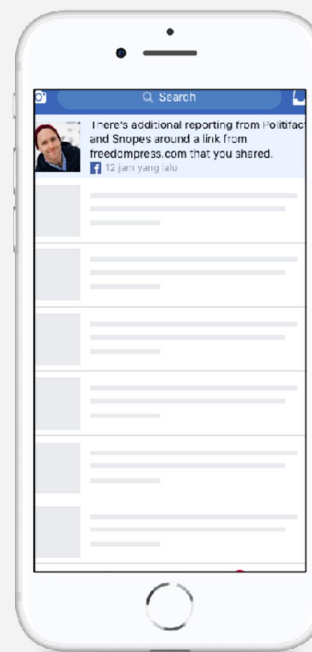
REDUCING THE DISTRIBUTION OF FALSE NEWS

Notifications

When people are about to share something that has been rated



When something people have previously shared has since been rated

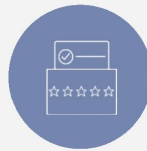


REDUCING THE DISTRIBUTION OF FALSE NEWS

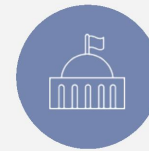
Civic Engagement Product Team



GOVERNANCE TOOLS



VOTER TOOLS




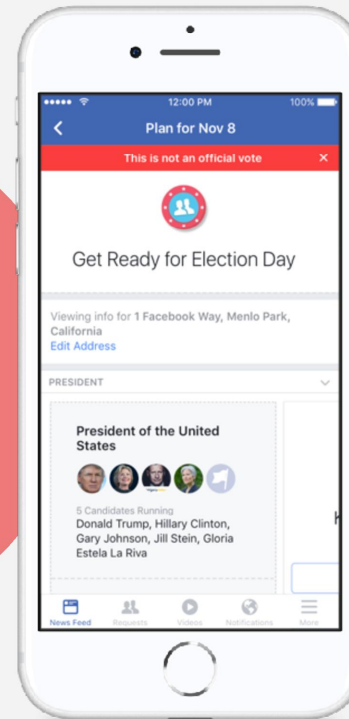
CIVIC INTEGRITY



SUPPORTING AN INFORMED ELECTORATE

Governance Tools

6% 
increase
in ballot
knowledge



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Questions?