



PROTECTING THE SOUTH AFRICAN ELECTIONS



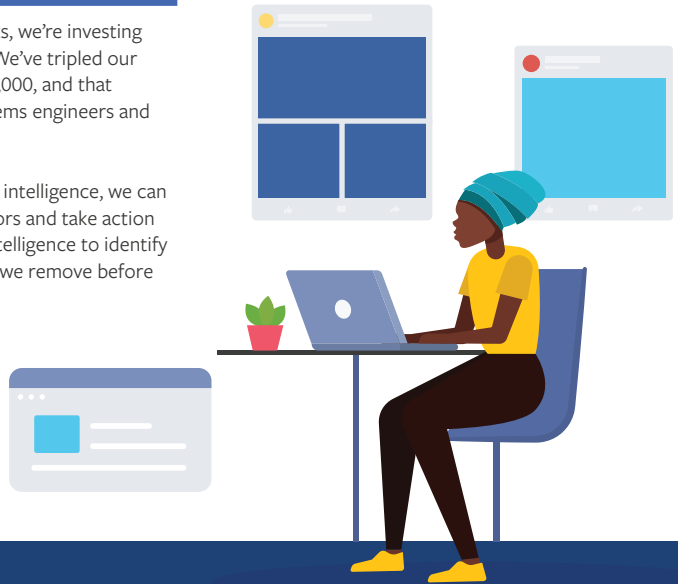
FACEBOOK IS TAKING ACTION

Facebook is a place for authentic dialogue, and we believe that people are more accountable for their actions when they use their authentic identity. During elections people with bad intentions hide behind fake accounts. That's why we're so focused on keeping these inauthentic accounts and their activity off our platform.

CRACKING DOWN ON FAKE ACCOUNTS

To find and remove fake accounts, we're investing both in technology and people. We've tripled our security team from 10,000 to 30,000, and that includes content reviewers, systems engineers and security experts.

By using technology like artificial intelligence, we can proactively detect more bad actors and take action more quickly. We use artificial intelligence to identify over 99.6% of the fake accounts we remove before they're ever reported.



REDUCING DISTRIBUTION OF FALSE NEWS

Facebook was built to be a place to connect with friends and family. In recent years, our platform has also become a place for people to get the latest news. False news is bad for people and bad for Facebook. We're making significant investments to stop it from spreading and to promote high-quality journalism and news literacy.

Reducing the spread of false news and inauthentic content

A lot of the misinformation that spreads on Facebook is financially motivated, so we're working to penalize clickbait, links shared more frequently by spammers, and links to low-quality web pages. Our work to fight false news also continues to improve. We have a three-step approach to improving the quality and authenticity of stories in News Feed.

First, we remove content that violates our Community Standards, which helps protect the safety and security of the platform. Our Community Standards can be accessed at [facebook.com/communitystandards](https://www.facebook.com/communitystandards)

Then, for content that does not directly violate our Community Standards, but still undermines the authenticity of the platform, we reduce its distribution by demoting it in the News Feed.

Finally, we inform people by giving them more context on the information they see in News Feed. These context units are an example of a product where we give people additional information, by sharing more details on the article and the publisher.

SUPPORTING AN INFORMED ELECTORATE

People are already using Facebook to talk about politics and issues that matter to them and to communicate with their elected officials. We want to support them and make it easier to vote and connect to reliable information.



Boosting Digital Literacy and Helping People Spot False News

We want to make sure people can spot false news and know how to flag it. That's why we've rolled out educational tips on national and regional radio and in print media across South Africa. In South Africa, WhatsApp also has launched its "Share Facts, Not Rumours" campaign to help increase awareness about hoaxes.



Journalist Trainings

We continue to educate media groups and journalists across the country on best practices for sharing content on our platforms and online safety. We also provide trainings on our Community Standards, which govern what is and is not allowed on our platform.



Partnerships with NGOs and Civil Society

In order to better understand local issues and how we can tackle them more effectively, we regularly engage and work with a large number of NGO and civil society partners across South Africa. These local partners have been instrumental in giving us feedback that we've incorporated into our policies and programs.



Promoting Civic Engagement

Helping to build informed and civically engaged communities is central to our work around elections. We continue to roll out options so people can report posts that contain incorrect election information, encourage violence or otherwise violate our Community Standards.



Election Day Reminder

During the South African Elections on May 8, we will remind people that it's time to vote with a notification at the top of their Facebook News Feed.

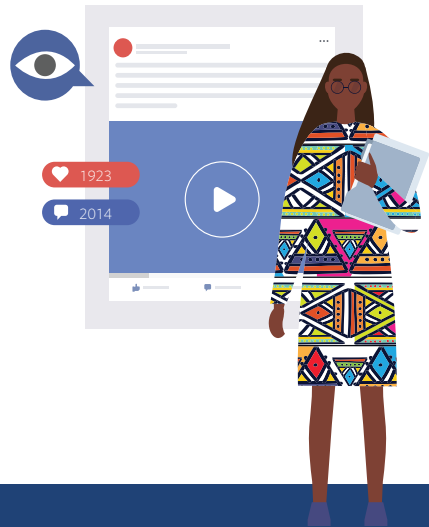


DISRUPTING BAD ACTORS

When bad actors intentionally manipulate political opinions with false or divisive content, that hurts all of us and undermines the integrity of democratic elections. During an election, we want Facebook to be a place where people can access accurate information and make their voices heard on issues they care about.

Our security team is working around the clock to help us stay a step ahead and uncover platform abuse. We have removed thousands of Pages, groups and accounts that engaged in coordinated inauthentic behavior across our platforms. We are committed to making improvements and building stronger partnerships around the world to more effectively detect and stop this activity.

We know we can't do this alone. So we're working with governments, experts, and industry partners to monitor how people are using Facebook and other platforms during elections. We're using that information to better identify and reduce threats from foreign interference by any country.



MAKING ADS AND PAGES MORE TRANSPARENT

When it comes to advertising on Facebook, people should be able to tell who the advertiser is and see the ads they're running, especially for ads related to politics. That level of transparency is good for democracy and it's good for the electoral process. Transparency helps everyone, especially political watchdog groups and reporters, keep advertisers accountable for who they say they are and what they say to different groups.

As far as Page transparency, we are taking the following steps:

View Active Ads

We've made advertising more transparent for all Pages, not just for those running political ads. You can now see the ads a Page is running across Facebook, Instagram, Messenger and our partner network, even if those ads aren't shown.

More Page Information

We're also giving people more information about Pages, so you can understand who is behind that content and who is behind those ads. We are starting with the date the Page was created and any name changes that were recently made.

Tackling Violations

We're taking new steps in how we handle Page content that goes against our policies. People who manage a Page now see a new tab that shows when we remove certain content that goes against our Community Standards and when we reduce the distribution of posts that have been rated false by a third-party fact-checker.

Reducing Repeat Offenders

We've also updated our recidivism policy to better prevent those who have had Pages removed for violating our Community Standards from using duplicate Pages to continue the same activity.