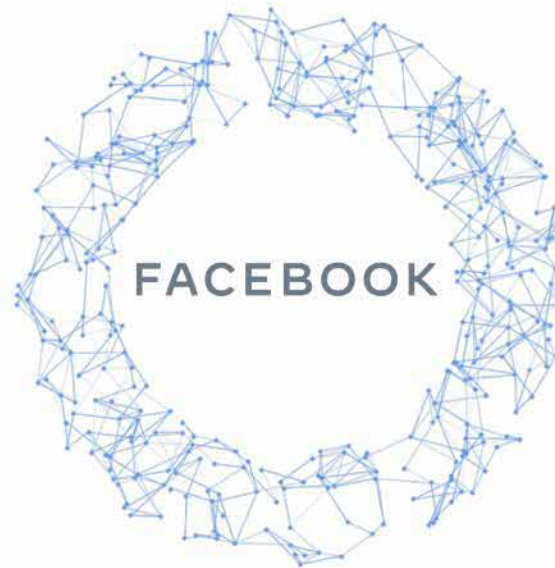
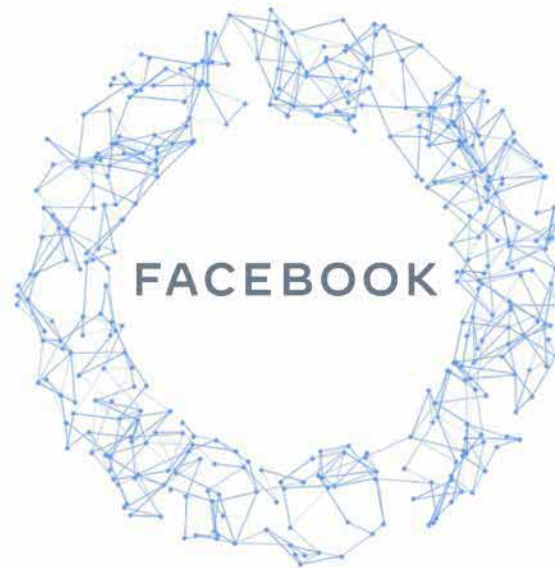


# CDC Onboarding

May 19th, 2021



# Facebook Community Standards



# Content Policy Team - Who are we?



11 Global  
Offices



Diverse Team with backgrounds  
in

Europe

North America

Asia

Law & Law  
Enforcement

Human Rights,  
NGOs & Public  
Policy

Business &  
Communications

# Community Standards

Community Standards

Home Recent Updates

Search the Community Standards

**Introduction**

- > I. [Violence and Criminal Behavior](#)
- > II. [Safety](#)
- > III. [Objectionable Content](#)
- > IV. [Integrity and Authenticity](#)
- > V. [Respecting Intellectual Property](#)
- > VI. [Content-Related Requests](#)
- > [Additional Information](#)

**Community Standards**

INTRODUCTION

Every day, people use Facebook to share their experiences, connect with friends and family, and build

400-page Vaughn: PAGE 037

# Our Policies Cover

Violence and Criminal  
Behaviour

Safety

Objectionable Content

Integrity and Authenticity

Intellectual  
Property

Content-Related  
Requests

Including...

Self Harm

Coordinating  
Harm

Dangerous  
Organizations

Hate Speech

Cruel & Insensitive  
Humor

Credible Threats

Bullying /  
Harassment

Sexual Exploitation

Scams / Fraud

Commercial Spam

Privacy / Identity  
Theft

Hacked Accounts

Deceased  
Members

Celebrating Crime

Adult Nudity &  
Sexual Activity

Graphic Violence

Regulated Goods

# We empower and safeguard users with policies that are:



## .Principled

Rooted in our mission to build community and bring people together



## .Operable

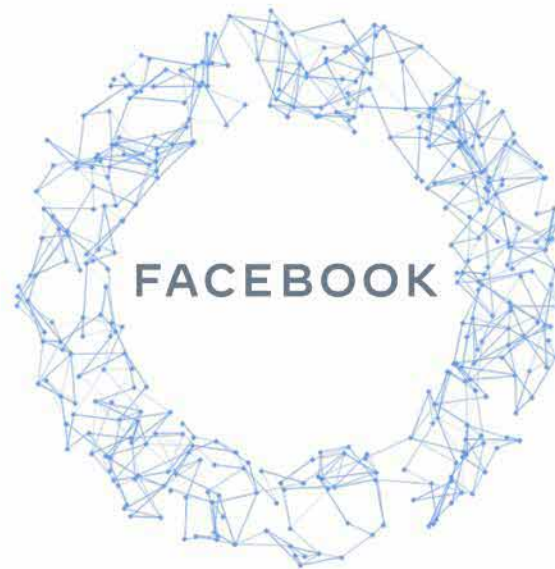
Applied by reviewers in a way that is consistent and fair



## .Explicable

Clearly understandable all over the world

# Policy Development and Implementation



# Who we work with

We bring together experts and groups with different perspectives to develop policies that are relevant, fair and locally-responsive.

## At Facebook

- Legal experts
- Security engineers
- Product and design
- Safety operations
- User experience team
- Data and Analytics
- Communications and Public Policy

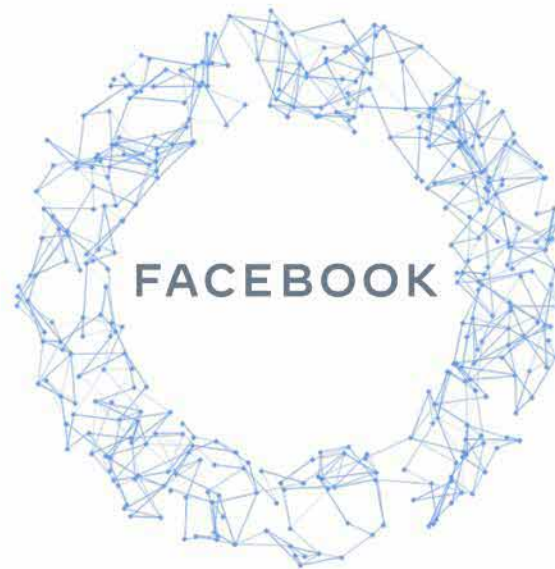
Policy  
Outreach

## Outside of Facebook

- Academic researchers
- Local Non-profits
- Safety Orgs
- Law Enforcement
- Lawmakers & Legal Counsel
- Civil & Human rights activists



# Covid & Vaccine Misinformation



## OUR WORK

- 01 Bringing 50 million people  
a step closer to vaccinations
- 02 Combating COVID-19 and  
vaccine misinformation
- 03 Overcoming global challenges  
in vaccination

## Taking a multi-pronged approach to combating COVID-19 and vaccine misinformation



**Remove** false information that has been debunked by public health experts. Reject ads that violate our policies, including those that discourage vaccination.



**Reduce** the distribution of other misleading claims rated by independent fact-checkers.



**Inform** people who have come into contact with these claims through notices and labels and connect them with authoritative information from experts.

## Community Standards

Under our Community Standards, we remove misinformation when public health authorities conclude that the information is **false** and **likely to contribute to imminent violence or physical harm**. Since COVID-19 was declared a Public Health Emergency of International Concern (PHEIC) in January 2020, we have applied this policy to content containing claims related to COVID-19 that, according to public health authorities, are (a) false, and (b) likely to contribute to imminent physical harm (of imminent physical harm examples include: increasing the likelihood of exposure to or transmission of the virus, or having adverse effects on the public health system's ability to cope with the pandemic). The goal of this policy is to reduce health harm to people, while also allowing people to discuss, debate and share their personal experiences, opinions and news related to the COVID-19 pandemic.

## We Remove

Claims about the **existence or severity of COVID-19**. Acknowledging the existence and understanding the severity of COVID-19 is foundational to keeping people safe and aware of the dangers of this public health emergency. We remove claims that deny the existence of the disease or undermine the severity of COVID-19. This includes:

- Claims that COVID-19 is no more dangerous to people than the common flu or cold.

Claims about **COVID-19 transmission and immunity**: Understanding how COVID-19 is transmitted and who can be infected is a critical component of protecting people from getting or spreading the virus. Public health authorities state that COVID-19 can be transmitted in any location and primarily from person to person through small droplets from the nose or mouth, which are expelled when a person with COVID-19 coughs, sneezes or speaks. Public health authorities also agree that all people, regardless of age or other unique characteristics, can be infected with and spread COVID-19. We remove false claims about how and where COVID-19 can be transmitted and who can be infected. This includes:

- Claims that COVID-19 cannot be transmitted in certain climates, weather conditions, or locations



Claims about **guaranteed cures or prevention methods for COVID-19**: Public health authorities, such as the WHO, say there is currently nothing that can guarantee recovery or guarantee the average person will not get COVID-19. We have also heard from public health authorities that if people thought there was a guaranteed cure or prevention for COVID-19, that could lead them to take incorrect safety measures, ignore appropriate health guidance, or even attempt harmful self-medication. This is why we don't allow false claims about how to cure or prevent COVID-19. This includes:

- Claims that for the average person, something can guarantee prevention from getting COVID-19 or can guarantee recovery from COVID-19 before such a cure or prevention has been approved

Claims **discouraging good health practices**: There are a number of good health practices public health authorities advise people take to protect themselves from getting or spreading COVID-19. This includes wearing a face mask, social distancing, getting tested for COVID-19 and, more recently, getting vaccinated against COVID-19. Public health authorities have issued emergency use authorization for several COVID-19 vaccines, so in addition to false claims about face masks, social distancing and testing, we do not allow false claims about the vaccines or vaccination programs which public health experts have advised us could lead to COVID-19 vaccine rejection. This includes false claims about the safety, efficacy, ingredients, development, existence, or conspiracies related to the vaccine or vaccination program. As more information becomes available about COVID-19 vaccines, we will continue to iterate on how we apply this policy. This includes:

- Claims that COVID-19 tests cause cancer



## False Claims about Covid Vaccines

- Claims about the availability or existence of COVID-19 vaccines
- Claims about the safety or serious side effects of COVID-19 vaccines
- Claims about the efficacy of COVID-19 vaccines
- Claims about how the COVID-19 vaccine was developed or its ingredients
- Claims involving conspiracy theories about a COVID-19 vaccine or vaccination program

## Widely Debunked Vaccine Hoaxes

For the duration of the COVID public health emergency, we remove content that repeats other false health information, primarily about vaccines, that are widely debunked by leading health organizations such as the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC). The goal of this policy is to combat misinformation about vaccinations and diseases, which if believed could result in reduced vaccinations and harm public health and safety.

- Vaccines cause autism
- Vaccines cause Sudden Infant Death Syndrome
- Vaccines cause the disease against which they are meant to protect, or cause the person to be more likely to get the disease
- Vaccines or their ingredients are deadly, toxic, poisonous, harmful, or dangerous
- Natural immunity is safer than vaccine acquired immunity
- It is dangerous to get several vaccines in a short period of time, even if that timing is medically recommended
- Vaccines are not effective to prevent the disease against which they purport to protect
- Acquiring measles cannot cause death (requires additional information and/or context)
- Vitamin C is as effective as vaccines in preventing diseases for which vaccines exist.

## Repeat Offenders

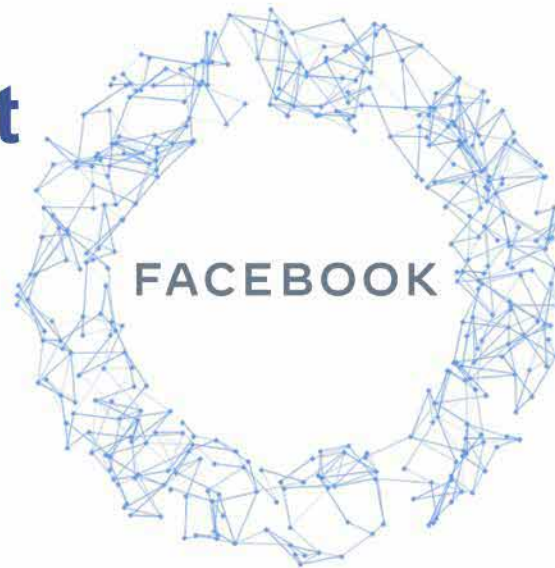
Pages, Groups, profiles, and Instagram accounts that repeatedly post misinformation or coordinate harm (see Coordinating Harm policies at the top of this entry) related to COVID-19, vaccines, and health may face restrictions, including (but not limited to) reduced distribution, removal from recommendations, or removal from our site.

Since the pandemic began, we've removed more than **16 million pieces of content** on Facebook and Instagram for violating our COVID-19 and vaccine policies.

This includes **more 2 million** pieces of content removed since February alone, when we expanded our COVID and vaccine misinformation policies.

# Facebook Content Request System

Government Reporting System



I II III IV V

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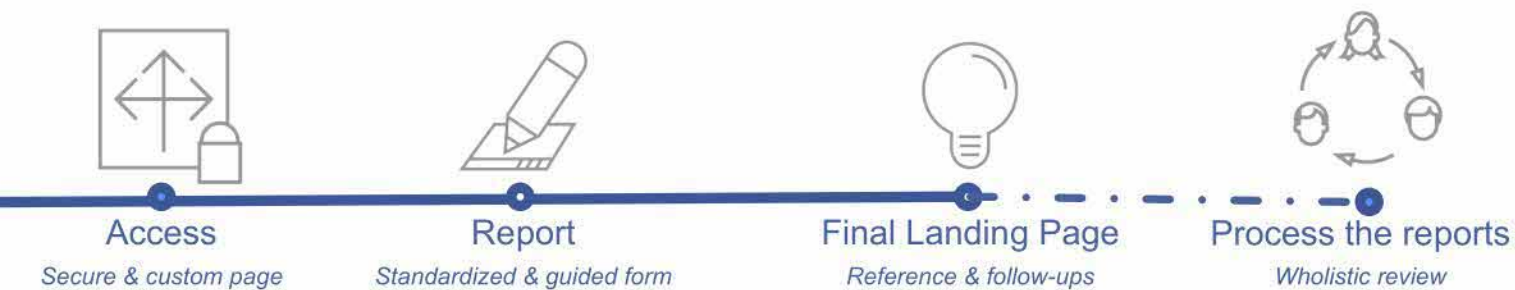
# Introduction to CRS

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# Facebook Content Request System (CRS)



# End-to-end workflow



Government requests

Facebook processes



I II III IV V

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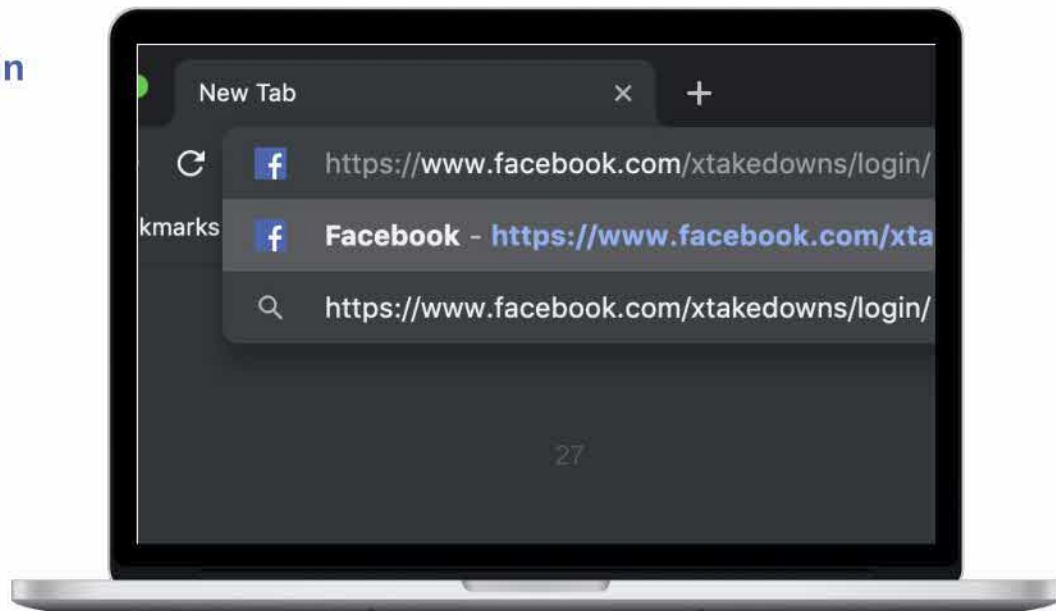
# Demo: govt user experience

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# 1/3 Access to Facebook CRS: security

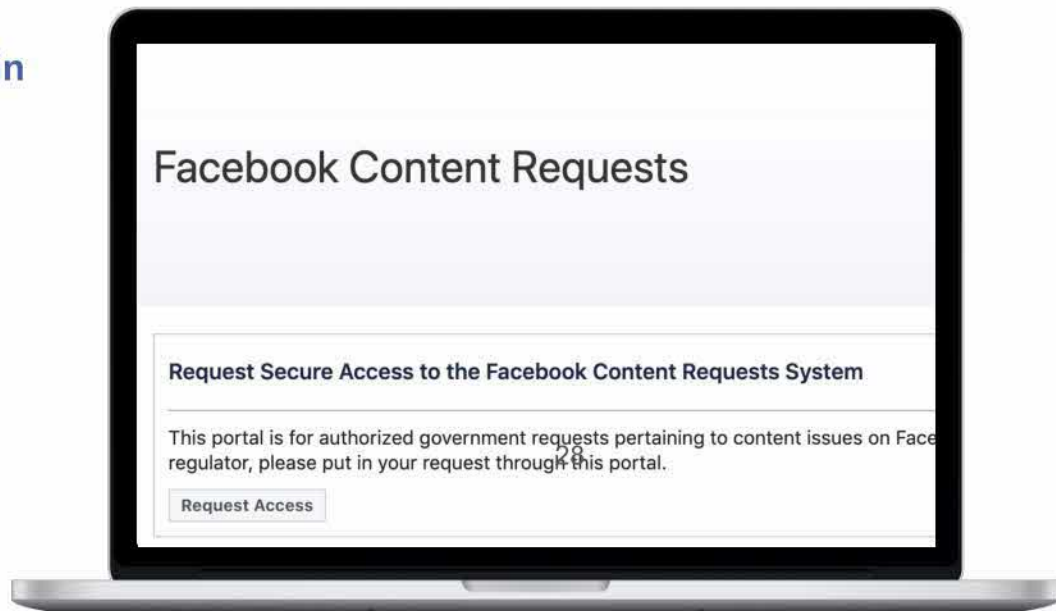
# Access to CRS: security

1. Open up your browser and type  
[www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)



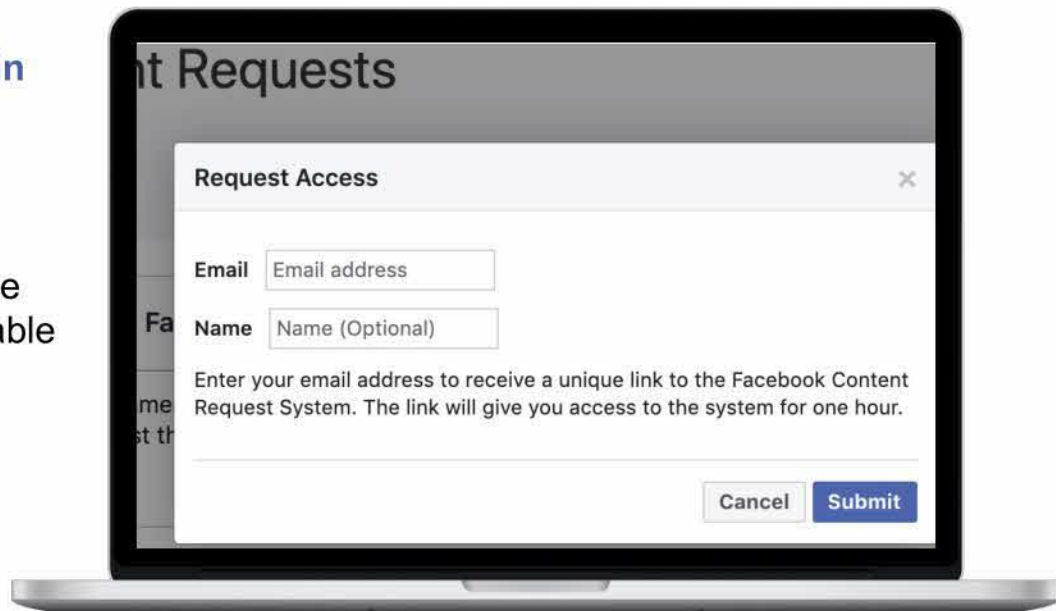
# Access to CRS: security

1. Open up your browser and type [www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)
2. Click **Request Access**



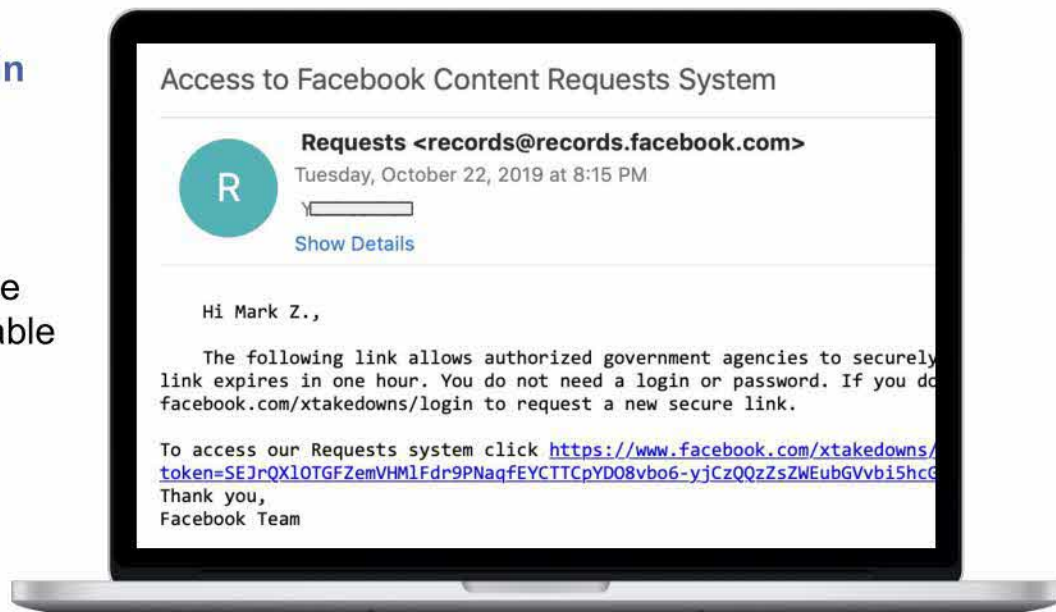
# Access to CRS: security

1. Open up your browser and type [www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)
2. Click **Request Access**
3. Input **the email address** that we onboarded with
- 3.a **Name (optional)** will be used for the email that we will send with the disposable link



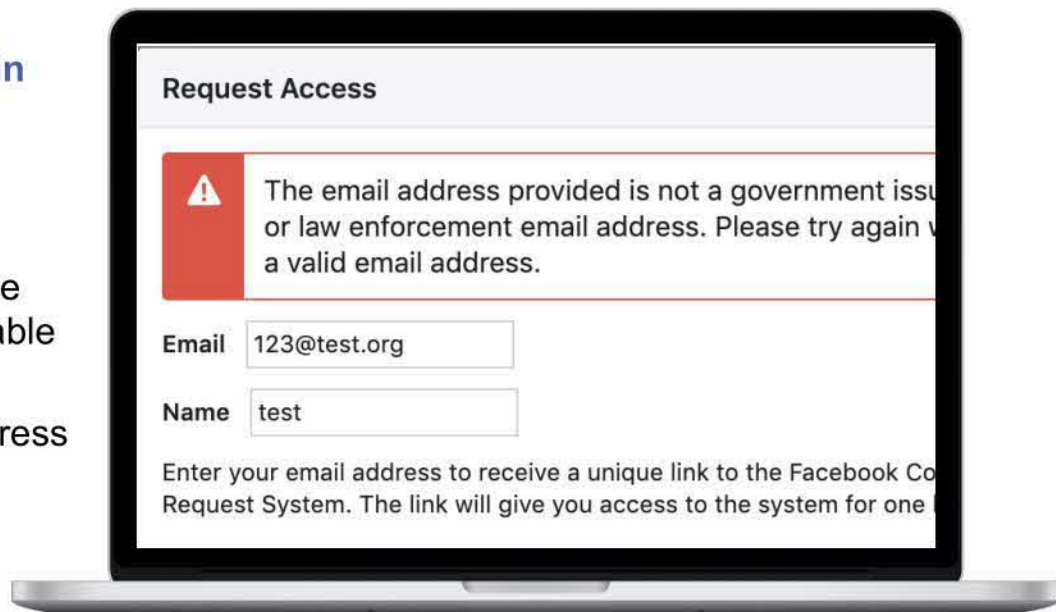
# Access to CRS: security

1. Open up your browser and type [www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)
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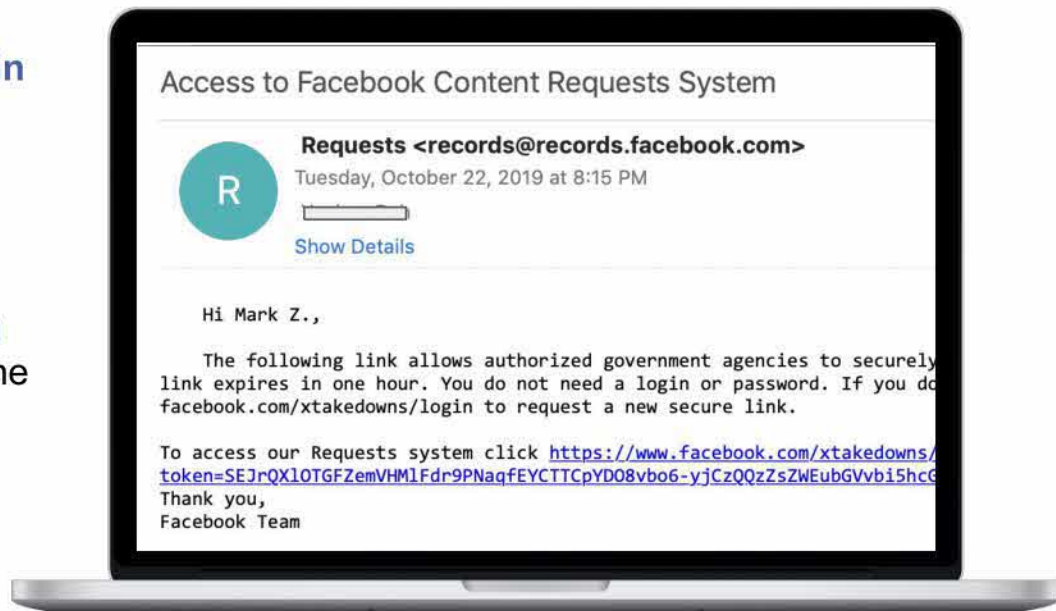
# Access to CRS: security

1. Open up your browser and type [www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)
2. Click **Request Access**
3. Input **the email address** that we onboarded with
  - 3.a **Name (optional)** will be used for the email that we will send with the disposable link
  - 3.b Error message: incorrect email address for the onboarded agency



# Access to CRS: security

1. Open up your browser and type [www.facebook.com/xtakedowns/login](https://www.facebook.com/xtakedowns/login)
2. Click **Request Access**
3. Input **the email address** that we onboarded with
4. Open an email titled **Access to Facebook Content Requests System** and follow the secure link provided in the email body. Please note that this link is valid only for an hour.





# 2/3 Report through CRS: Standardization

# Report through CRS: standardization

## 5. Reason for reporting



**Facebook Content Requests: CDC**

This is a contact form for authorized government agencies. If you person who originally onboarded your agency.

Reason for Reporting:

- Covid Misinformation
- Vaccine Discouragement
- Covid Vaccine Misinformation

# Report through CRS: standardization

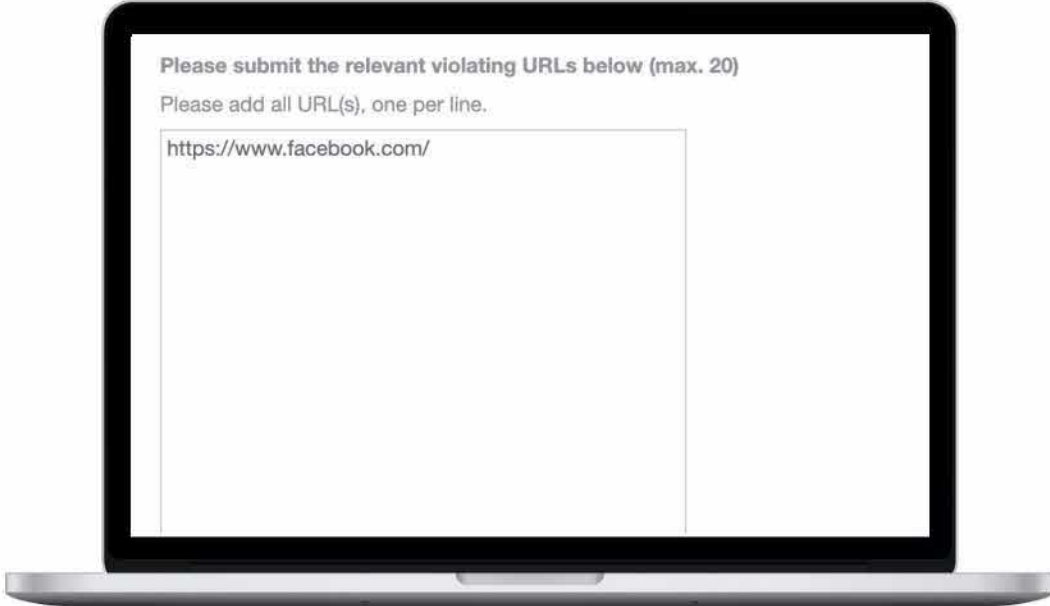
## 5. Reason for reporting

Covid & Vaccine Misinformation



# Report through CRS: standardization

6. Please submit the relevant violating URLs below (max.20)

A laptop screen displaying a form for submitting violating URLs. The form contains the following text: "Please submit the relevant violating URLs below (max. 20)", "Please add all URL(s), one per line.", and a text input field containing "https://www.facebook.com/".

Please submit the relevant violating URLs below (max. 20)

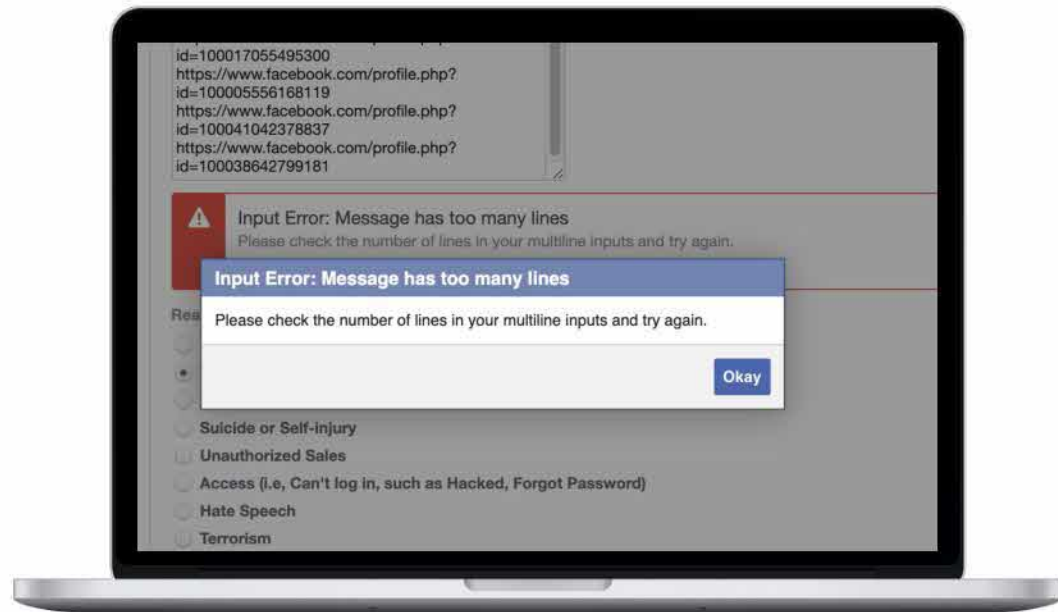
Please add all URL(s), one per line.

https://www.facebook.com/

# Report through CRS: standardization

6. Please submit the relevant violating URLs below (max.20)

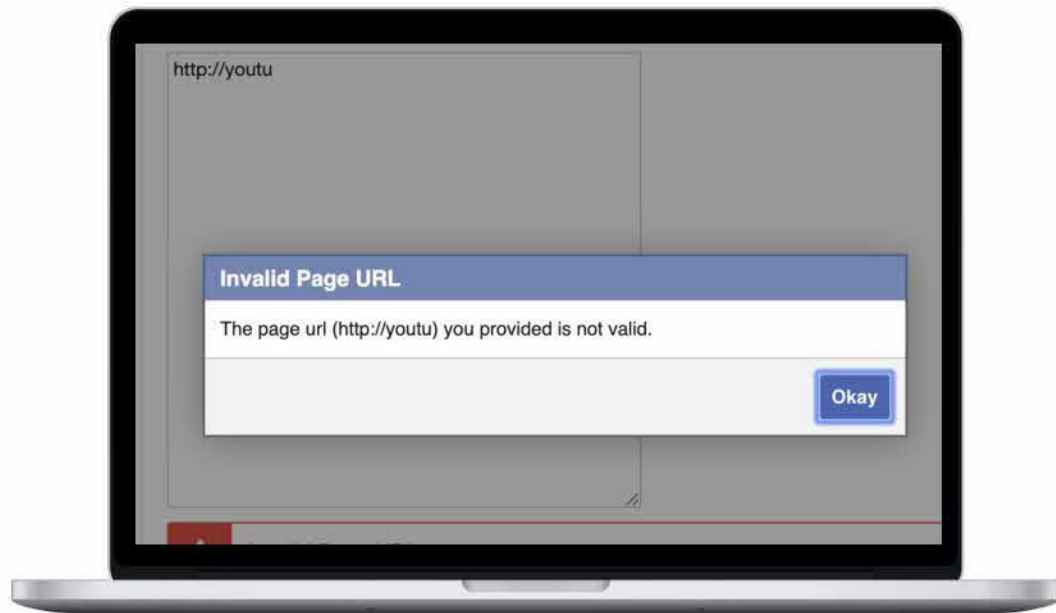
6.a Error Message (over 20 links)



# Report through CRS: standardization

6. Please submit the relevant violating URLs below (max.20)

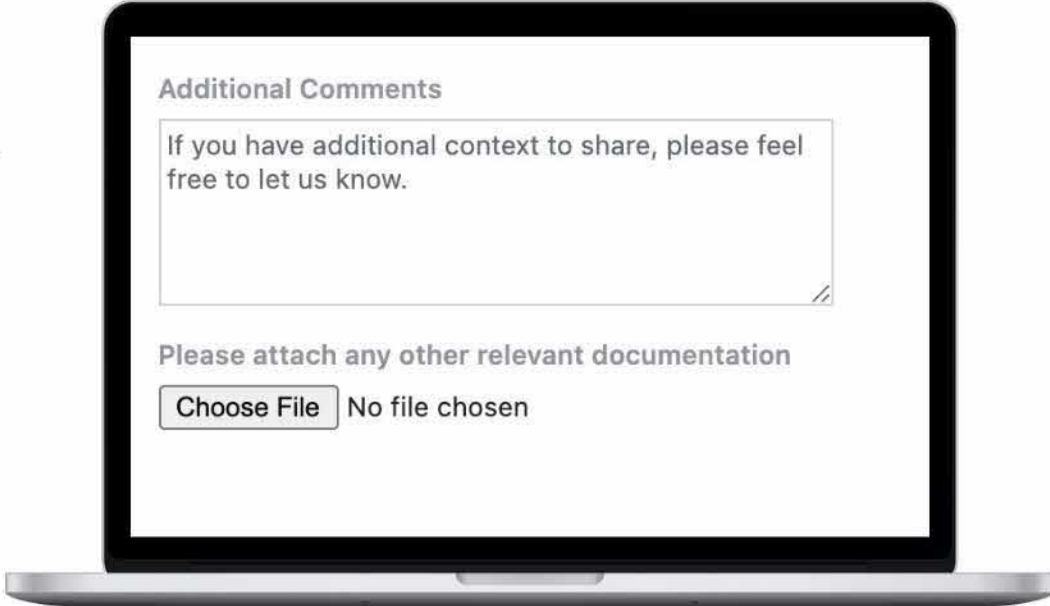
6.b Error Message (invalid URLs)



# Report through CRS: standardization

7. [Optional] Additional Comments

8. [Optional] Please attach any other relevant screenshots or documentation.



The image shows a laptop screen with a form. The form has a section titled "Additional Comments" with a text area containing the text: "If you have additional context to share, please feel free to let us know." Below this is a section titled "Please attach any other relevant documentation" with a "Choose File" button and the text "No file chosen".

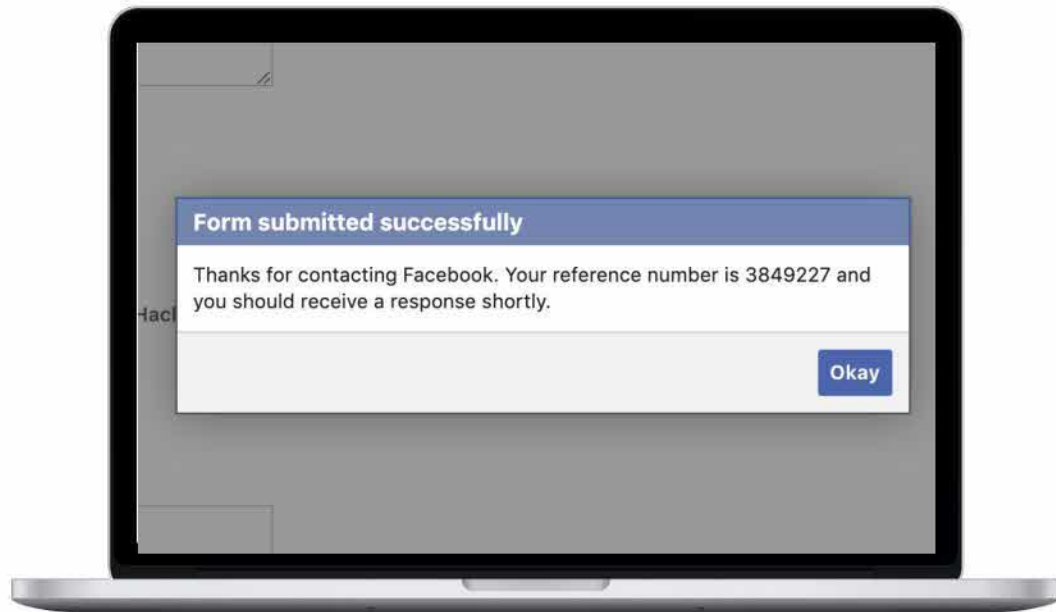
# 3/3 Final landing page: Transparency



# Final landing page: transparency

9. Reference number

10. Facebook Help Center



# Final landing page: transparency

9. Reference number

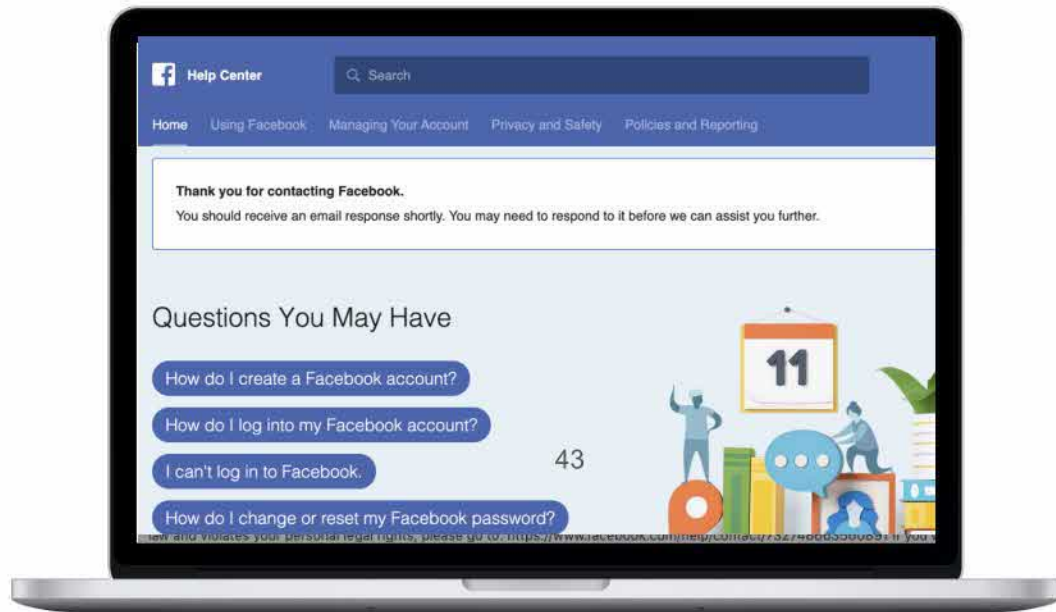
10. Facebook Help Center



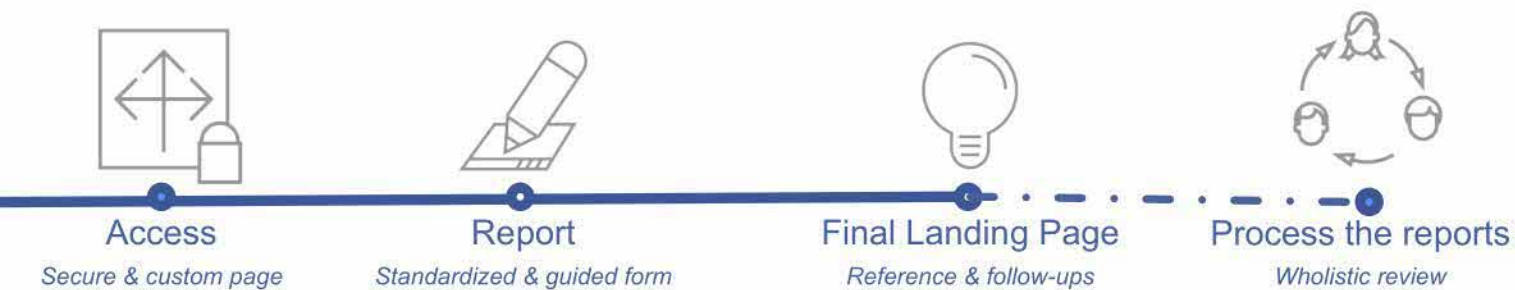
# Final landing page: transparency

9. Reference number

10. Facebook Help Center



# End-to-end workflow



Government requests

Facebook processes

Thank you

# How to report through Facebook Government Casework Channel?

Our reporting system consists of three stages: authentication portal, reporting form, and final landing page.

## 1. Authentication portal

- a. Request access (log in to the portal) through our portal  
<https://www.facebook.com/xtakedowns/login/>
- b. Upon successful authentication, a disposable link will be generated and sent to the email address used for the authentication. The optional name field can be used for identifying each authentication when the email address is shared by multiple officials.

## 2. Reporting form

- a. The disposable link that's obtained upon authenticating through the portal leads to a reporting form. It consists of reporting reasons, a field for violating URLs, optional comment field, and attachment.
- b. Indicate the reason for reporting by selecting the listed reasons: Political Advertisements, Harassment, Hate Speech, Voter Interference, Other. Upon selecting the reason, it will guide you with specific requirements to process the request.
- c. Add relevant violating URLs one per line. Please make sure you submit only advertisement links when you are reporting 'Political Advertisements'.
- d. If the URL is not valid, an error message will pop up to indicate that invalid URLs have been added. Should you have more than 20 URLs to report, please file another report.
- e. If you have any additional context to share, please use the optional field to add any comment and/or attachment option.

## 3. Final landing page

- a. Upon submitting the report, a reference number appears before being redirected to the landing page.
- b. Final landing page is our help center that has a variety of resources such as policies and frequently asked questions.
- c. A confirmation email with the same reference number will be sent to the email address used for authentication.