

Exhibit 88

META3047MDL-020-00131974

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Community Standards Enforcement Report

We want Facebook and Instagram to be places where people have a voice. To create conditions where everyone feels comfortable expressing themselves, we must also protect their safety, privacy, dignity and authenticity. This is why we have the Facebook Community Standards and Instagram Community Guidelines, which define what is and is not allowed in our community.

Q4 2021 report

We publish the Community Standards Enforcement Report on a quarterly basis to more effectively track our progress and demonstrate our continued commitment to making Facebook and Instagram safe and inclusive.

What's new

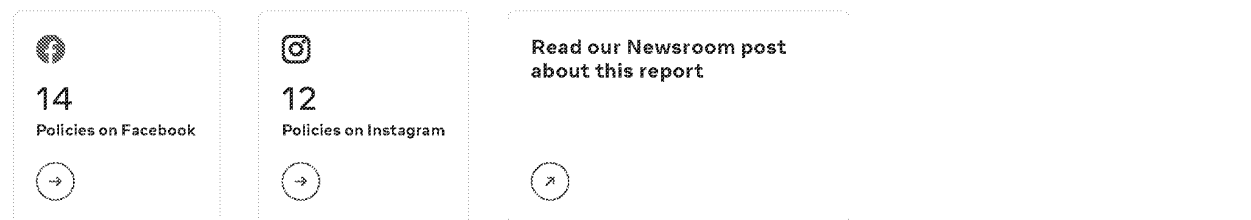
In this February 2022 quarterly report, we share updated metrics for the reporting period from October to December 2021, detailing our progress in preventing and/or taking action against content that violates our policies.

Facebook and Instagram policies

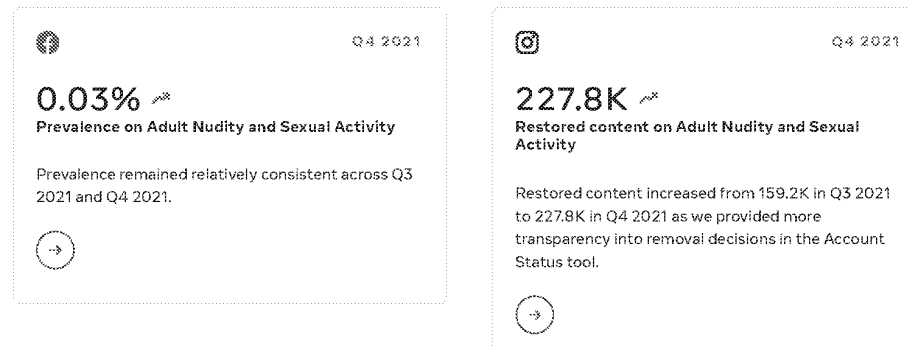
Facebook and Instagram share content policies. Content that is considered violating on Facebook is also considered violating on Instagram. Throughout this report, we link to our Community Standards, which include the most comprehensive descriptions of these policies.

As we improve our methodologies, measure violations in more languages or across new parts of Facebook and Instagram and update our policies, the way we define and measure enforcement may change. As a result, historical comparisons may be imperfect.

[Review a report from independent academic experts on their findings and recommendations on our data transparency efforts.](#)



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**Adult Nudity and Sexual
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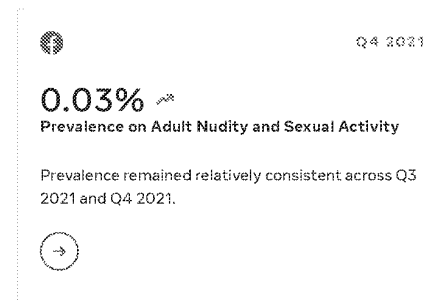
Adult Nudity and Sexual Activity

We restrict the display of adult nudity and sexual activity on Facebook and Instagram. We make some exceptions when it is clear the content is being shared in the context of a protest, for educational or medical reasons or a similar reason. On the other hand, we default to removing sexual imagery to prevent non-consensual or underage content from being shared.

This report does not include metrics related to our separate policy on the [promotion of sexual assault, violence or exploitation](#).

[Read the policy details](#) ⓘ

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PREVALENCE

How prevalent were adult nudity and sexual

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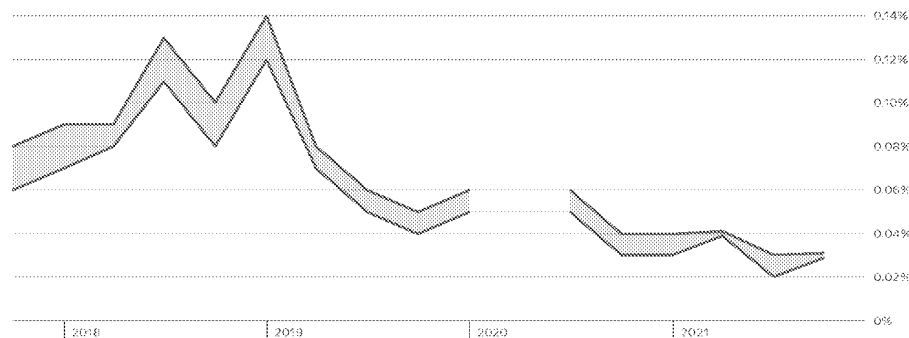
Regulated Goods: Drugs and Firearms

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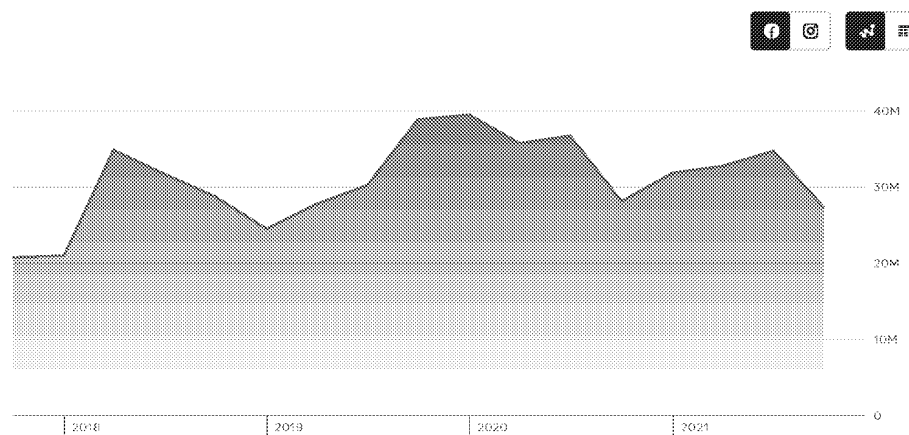
Violent and Graphic Content



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

How much adult nudity and sexual activity content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

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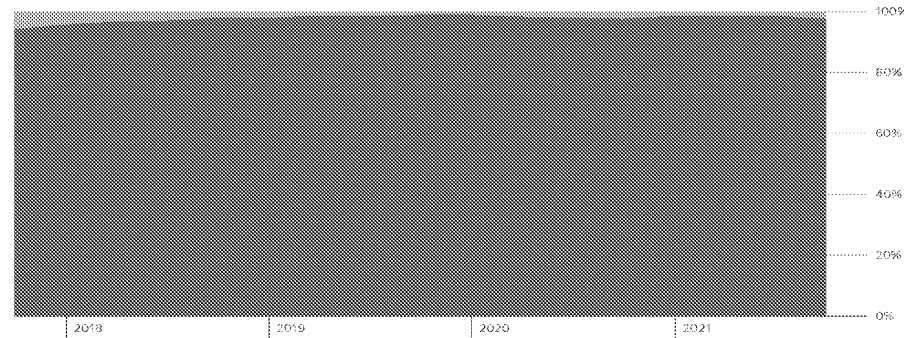
Suicide and Self-Injury

Violence and Incitement

Violent and Graphic Content

PROACTIVE RATE

Of the violating content we actioned for adult nudity and sexual activity, how much did we find before people reported it?



Found and flagged by us

Reported by users

How we calculate it ⓘ

Read about this data ⓘ

Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for adult nudity and sexual activity did people appeal?



4%

96%

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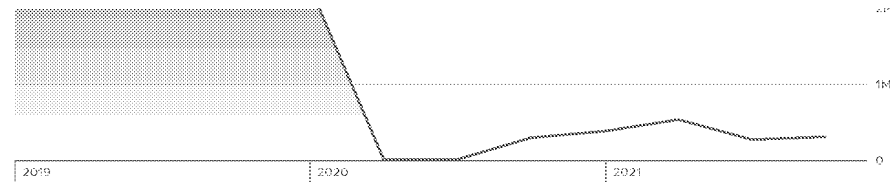
Regulated Goods: Drugs and Firearms

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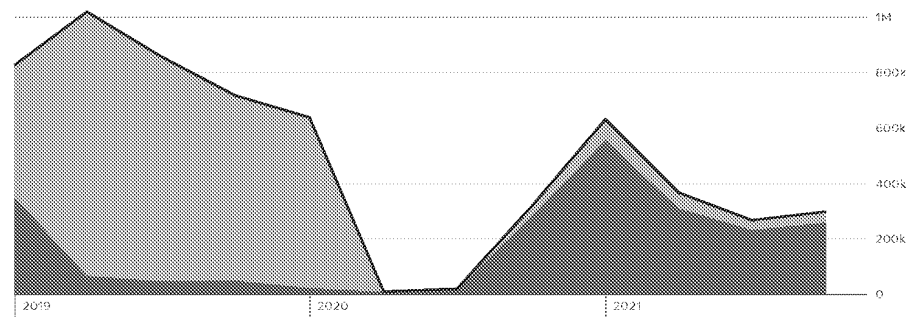
Violent and Graphic Content



How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for adult nudity and sexual activity was later restored?


☒ Restored without appeal
 ☒ Restored after appeal
 ☒ Total

How we calculate it ⓘ Read about this data ⓘ

NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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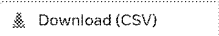
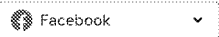
Terms of Service

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Transparency Center

Policies	Enforcement	Features	Oversight	Data
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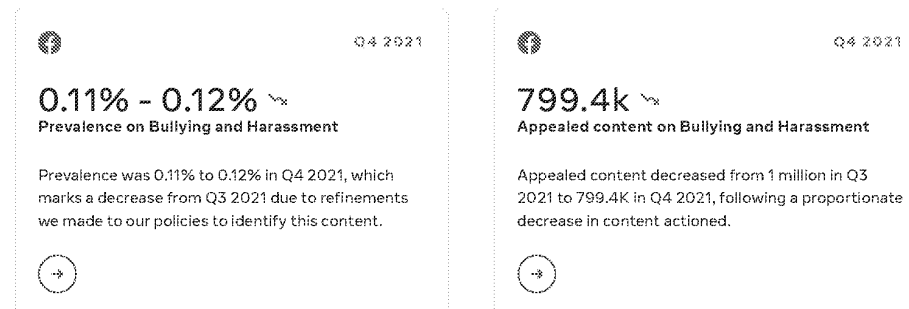
Bullying and Harassment

We do not tolerate bullying and harassment on Facebook and Instagram. Because we recognize bullying can be especially harmful for minors, our policies provide heightened protections for them. We want to allow for open and vital discussion of people who are in the news or who have a large public audience, so we do permit more open or critical discourse towards public figures than private individuals.

Because bullying and harassment is highly personal by nature, using technology to proactively detect these behaviors can be more challenging than other types of violations. That's why we also rely on people to report this behavior to us so we can identify and remove it. When measuring prevalence in this area, the metric captures only bullying and harassment where a deeper understanding of context or meaning is not necessary to determine if it violates our policy. We continue to invest in our proactive detection technology to ensure we are tackling the problem and protecting our community.

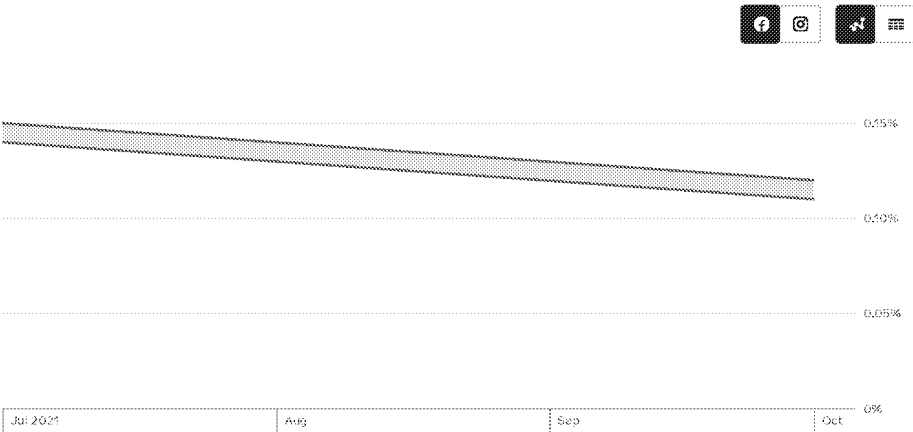
[Read the policy details](#)

Recent trends



PREVALENCE

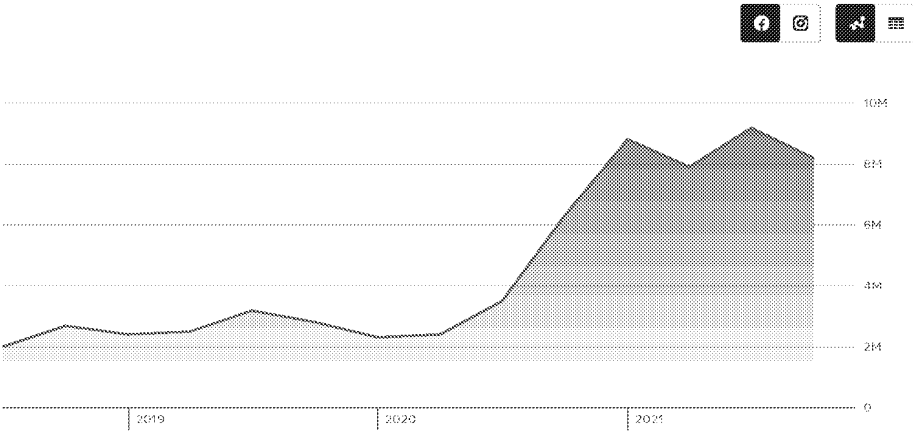
How prevalent were bullying and harassment violations?



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

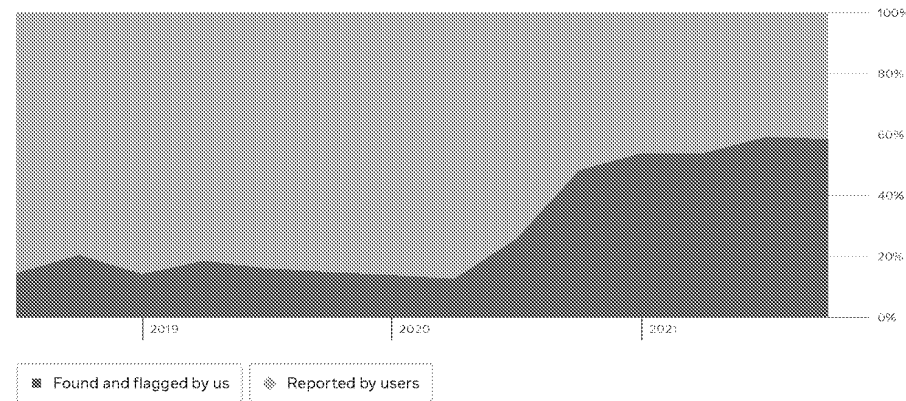
How much bullying and harassment content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for bullying and harassment, how much did we find before people reported it?



How we calculate it ⓘ Read about this data ⓘ

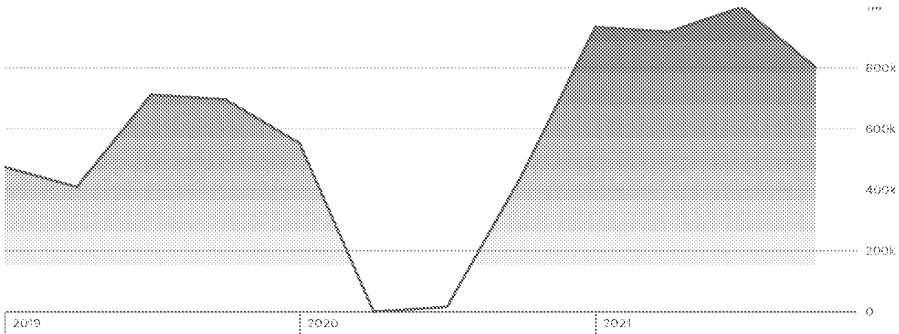
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for bullying and harassment did people appeal?

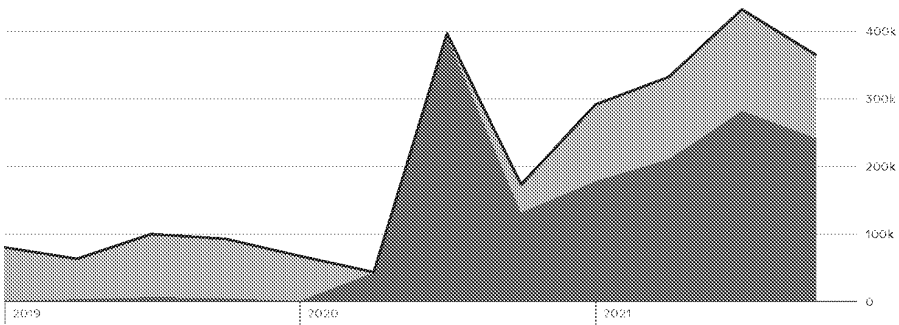




How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for bullying and harassment was later restored?



Restored without appeal Restored after appeal Total

How we calculate it ⓘ Read about this data ⓘ

NOTE:
Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these

instances and restore content when appropriate.

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Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

We do not allow content that endangers children, such as content that contains nudity or physical abuse or content that sexually exploits children on Facebook and Instagram. When we find this type of violating content, we remove it, regardless of the context or the person's motivation for sharing it. We may also disable the account of the person who shared it, unless it appears the intent was not malicious (for example, to spread awareness of child exploitation).

We report apparent child exploitation to the [National Center for Missing and Exploited Children \(NCMEC\)](#), a nonprofit that refers cases to law enforcement globally, in compliance with US law. We choose to remove content depicting non-sexualized child nudity to reduce the potential for abuse of the content by others.

[Read the policy details](#)

Recent trends

Q4 2021

19.8 million

Content Actioned on Child Endangerment: Sexual Exploitation

Content actioned for child sexual exploitation has remained relatively consistent from 21.2 million in Q3 2021 and 19.8 million in Q4 2021.

Q4 2021

180.6K

Restored Content on Child Endangerment: Sexual Exploitation

Restored content increased significantly from 2.9K in Q3 2021 to 180.6K in Q4 2021. In Q4, we reviewed our media-matching technology for old, non-violating content that we restored.

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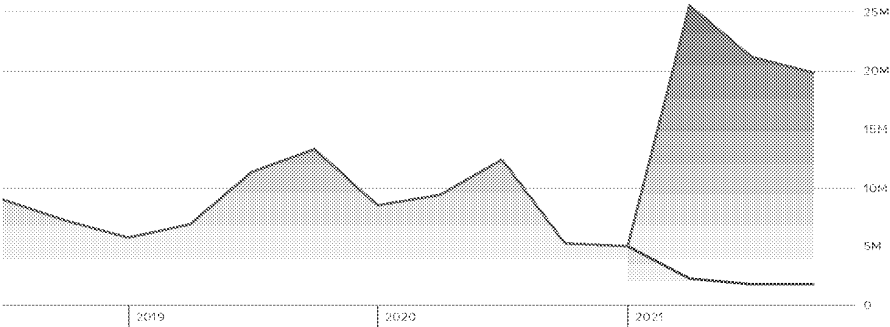
How prevalent were child endangerment violations?



We cannot estimate prevalence for child endangerment right now. We will continue to expand prevalence measurement to more areas as we confirm accuracy and meaningful data.

CONTENT ACTIONED

How much child endangerment content did we take action on?



Child Nudity and Sexual Exploitation Child Nudity and Physical Abuse Child Sexual Exploitation

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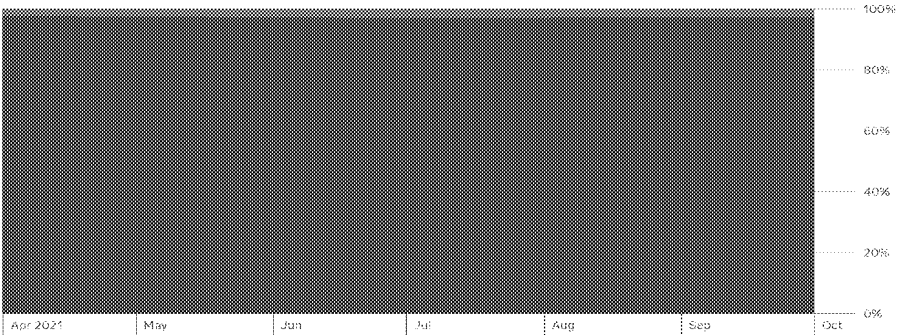
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people reported it?

Child Nudity and Physical Abuse



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Reported by users

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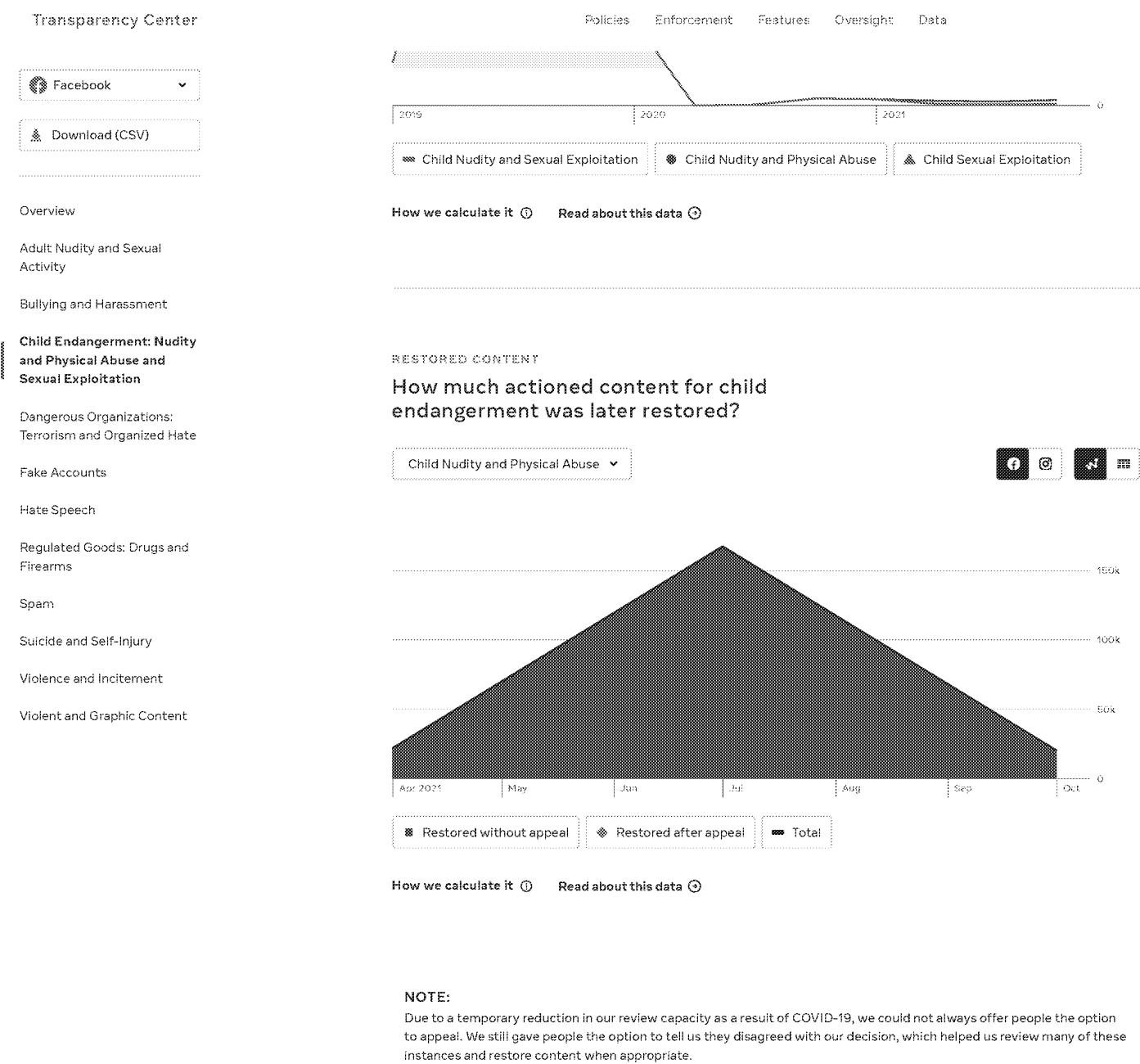
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for child endangerment did people appeal?





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Dangerous Organizations: Terrorism and Organized Hate

We do not allow organizations or individuals that proclaim a violent mission, or are engaging in violence, to have a presence on Facebook and Instagram. We do not allow content that praises, supports or represents individuals or groups engaging in terrorist activity or organized hate.

This report does not include data on other dangerous organizations prohibited from having a presence on Facebook and Instagram, including those engaging in mass or multiple murder, human trafficking or organized criminal activity. [Learn more about our latest efforts enforcing our dangerous organizations policy.](#)

[Read the policy details](#)

Recent trends

Q4 2021

1.6 million

Content actioned on Dangerous Organizations and Individuals: Organized Hate

Content actioned decreased from 2 million in Q3 2021 to 1.6 million in Q4 2021 as a continuation from the updates we made to our media matching technology in Q3 to improve the precision of our decisions.

Q4 2021

7.7 million

Content actioned on Dangerous Organizations and Individuals: Terrorism

Content actioned decreased from 10.6 million pieces of content in Q3 2021 to 7.7 million in Q4 2021, returning back to pre-Q3 levels following an update to our media-matching technology that enabled us to take down more old content.

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PREVALENCE

How prevalent were Dangerous Organizations violations?

f

i

Terrorism

Views of violating content that contains terrorism are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q4 2021, this was true for violations of our policies on terrorism, suicide and self-injury and regulated goods on Facebook and Instagram. In these cases, we can estimate an upper limit of how often someone would see content that violates these policies.

In Q4 2021, the upper limit was 0.05% for violations of our policy for terrorism on Facebook. This means that out of every 10,000 views of content on Facebook, we estimate no more than 5 of those views contained content that violated the policy.

Organized Hate

We cannot estimate prevalence for organized hate right now. We will continue to expand prevalence measurement to more areas as we confirm accuracy and meaningful data.

CONTENT ACTIONED

How much dangerous organizations content did we take action on?

f

i

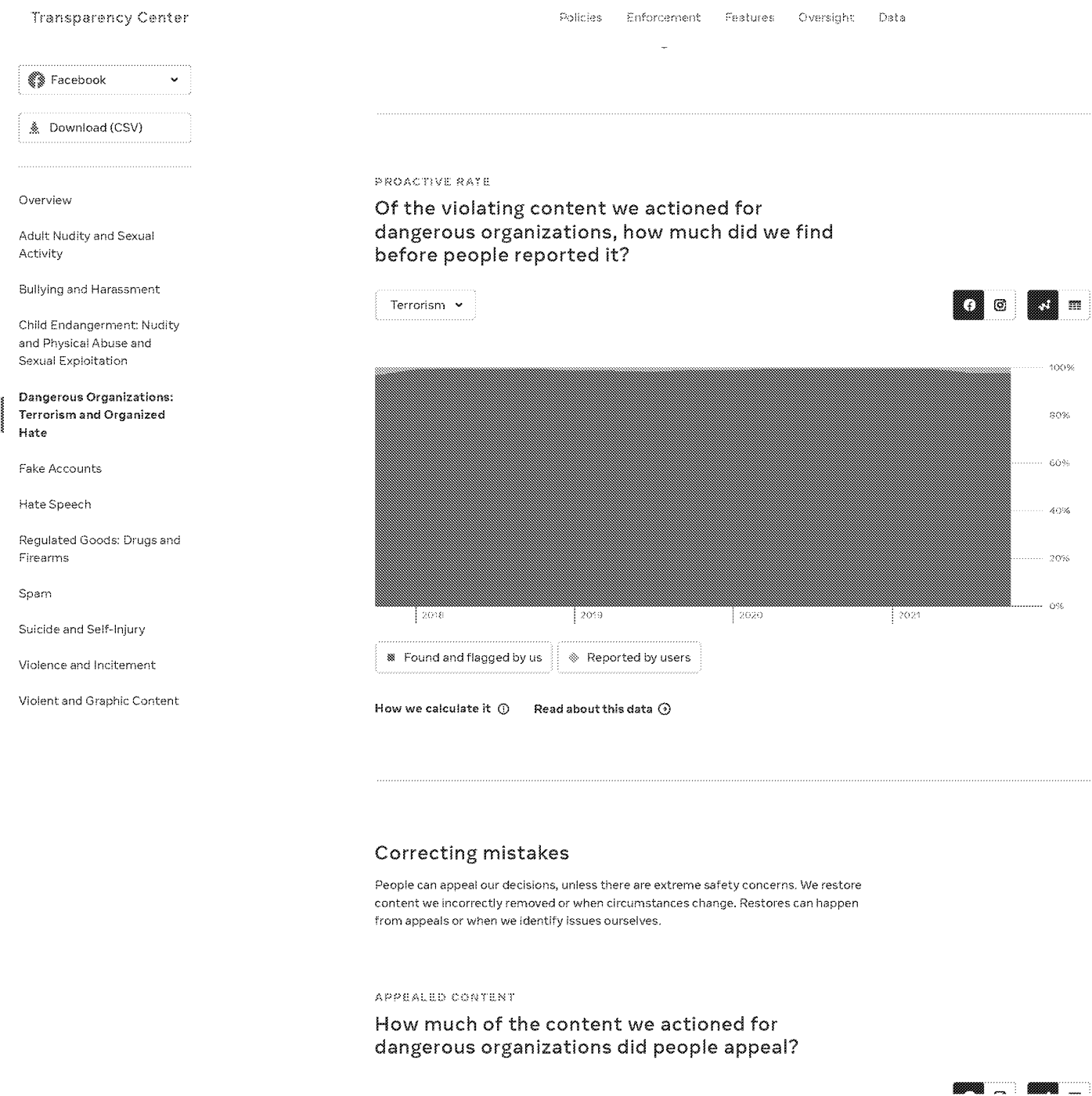
📈

📊

Year	Facebook (Approx. Views)	Instagram (Approx. Views)
2018	8M	4M
2019	7M	3M
2020	8M	4M
2021	9M	5M

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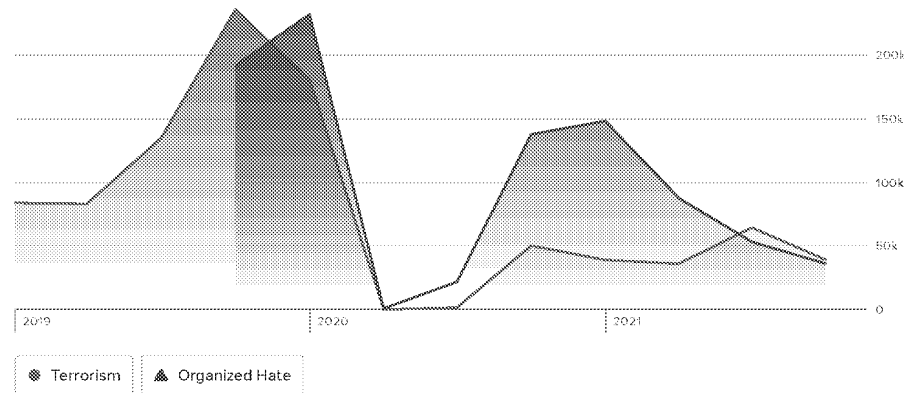
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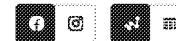
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RESTORED CONTENT

How much actioned content for dangerous organizations was later restored?

Terrorism



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Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

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Fake Accounts

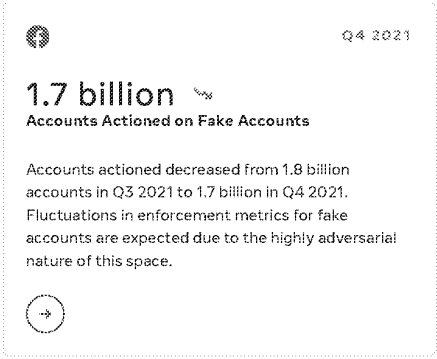
Our goal is to remove as many fake accounts on Facebook as we can. These include accounts created with malicious intent to violate our policies and personal profiles created to represent a business, organization or non-human entity, such as a pet.

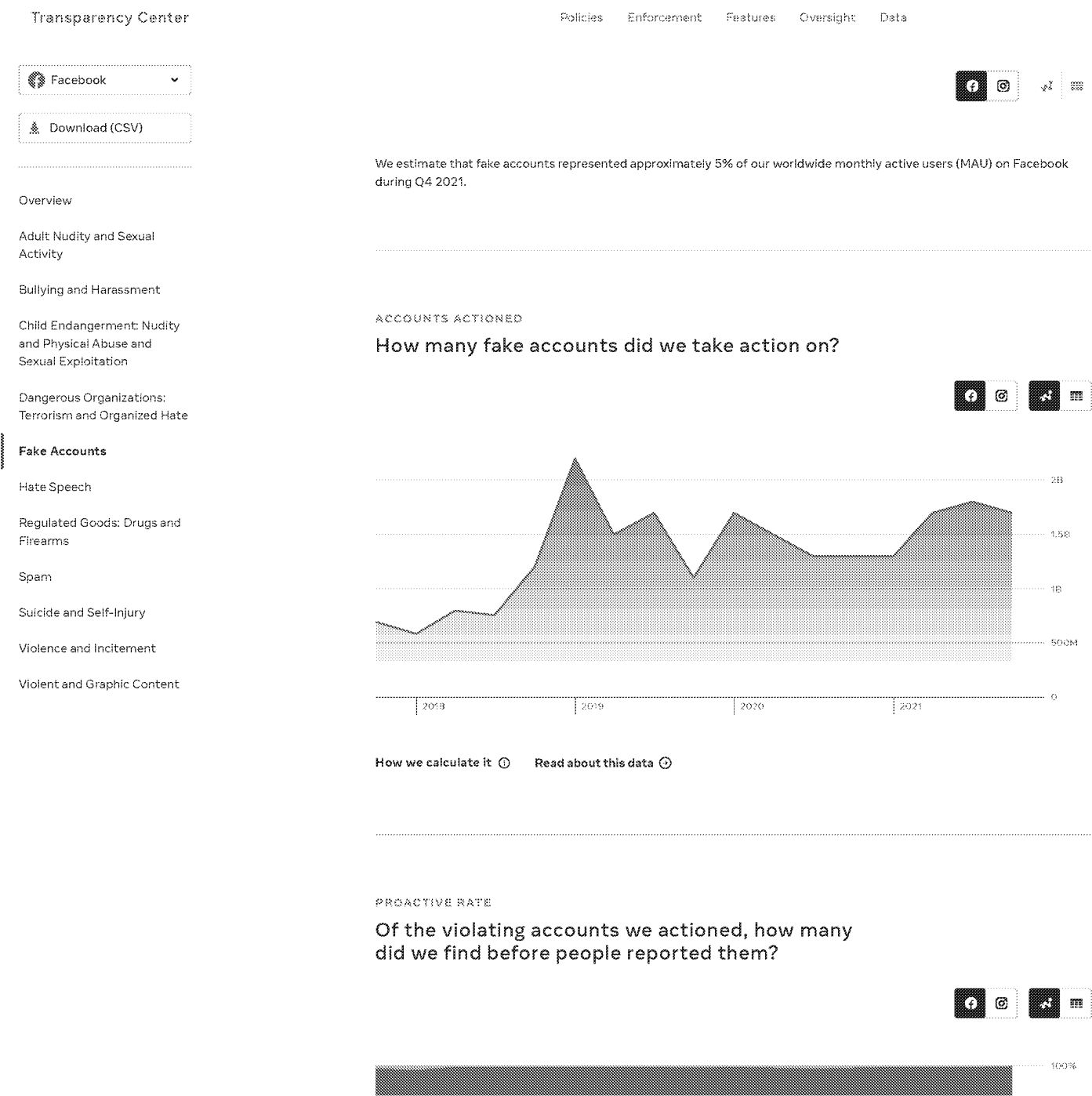
We prioritize enforcement against fake accounts that seek to cause harm. Many of these accounts are used in spam campaigns and are financially motivated.

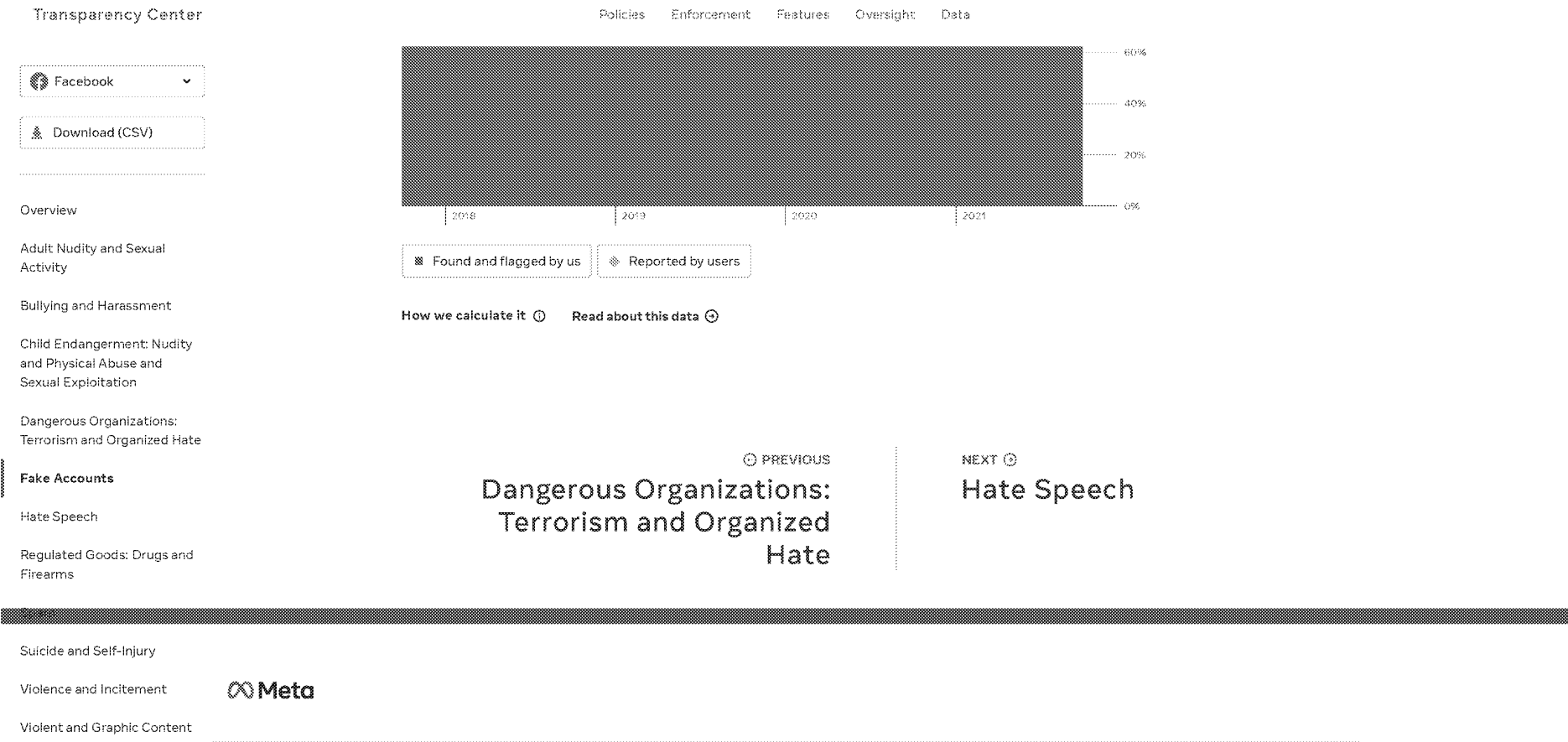
We expect the number of accounts we action to vary over time due to the unpredictable nature of adversarial account creation. Our detection technology helps us block millions of attempts to create fake accounts every day and detect millions more, often within minutes after creation. We do not include blocked attempts in the metrics we report here.

Read the policy details ⓘ

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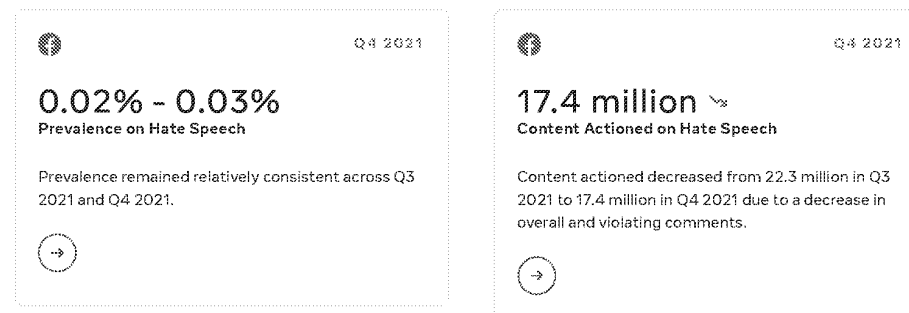
Hate Speech

We do not allow hate speech on Facebook and Instagram. We define hate speech as violent or dehumanizing speech, statements of inferiority, calls for exclusion or segregation based on protected characteristics or slurs. These characteristics include race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity and serious disability or disease.

When the intent is clear, we may allow people to share someone else's hate speech content to raise awareness or discuss whether the speech is appropriate to use, to use slurs self-referentially in an effort to reclaim the term or for other similar reasons.

[Read the policy details](#)

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PREVALENCE

How prevalent were hate speech violations?

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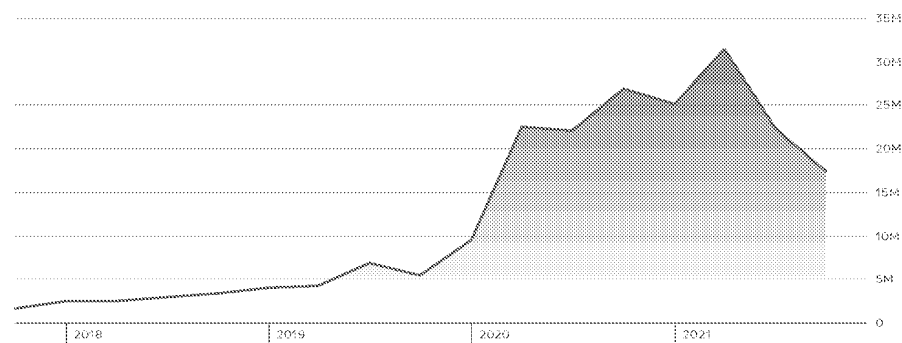
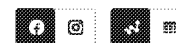
Violent and Graphic Content



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

How much hate speech content did we take action on?



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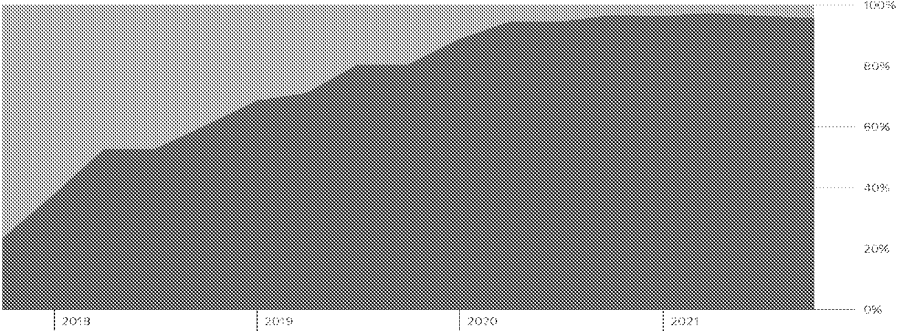
Spam

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speech, how much did we find before people reported it?



Found and flagged by us | Reported by users

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Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for hate speech did people appeal?

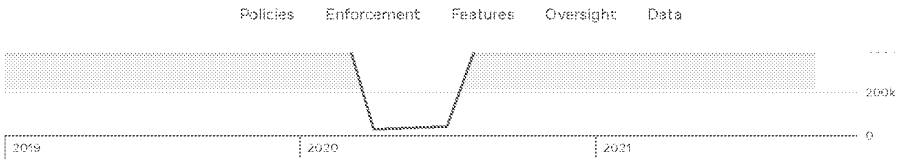


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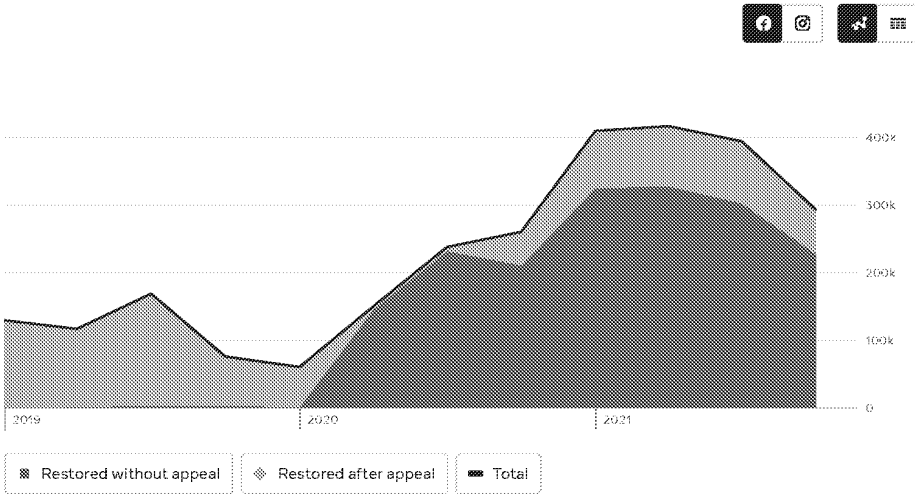
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RESTORED CONTENT

How much actioned content for hate speech was later restored?



How we calculate it ⓘ Read about this data ⓘ

NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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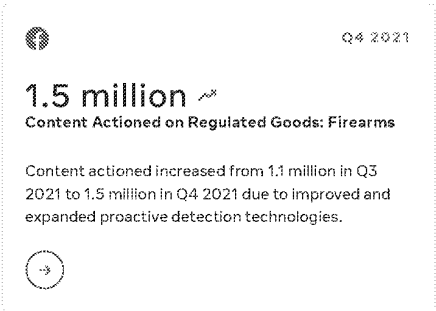
Regulated Goods: Drugs and Firearms

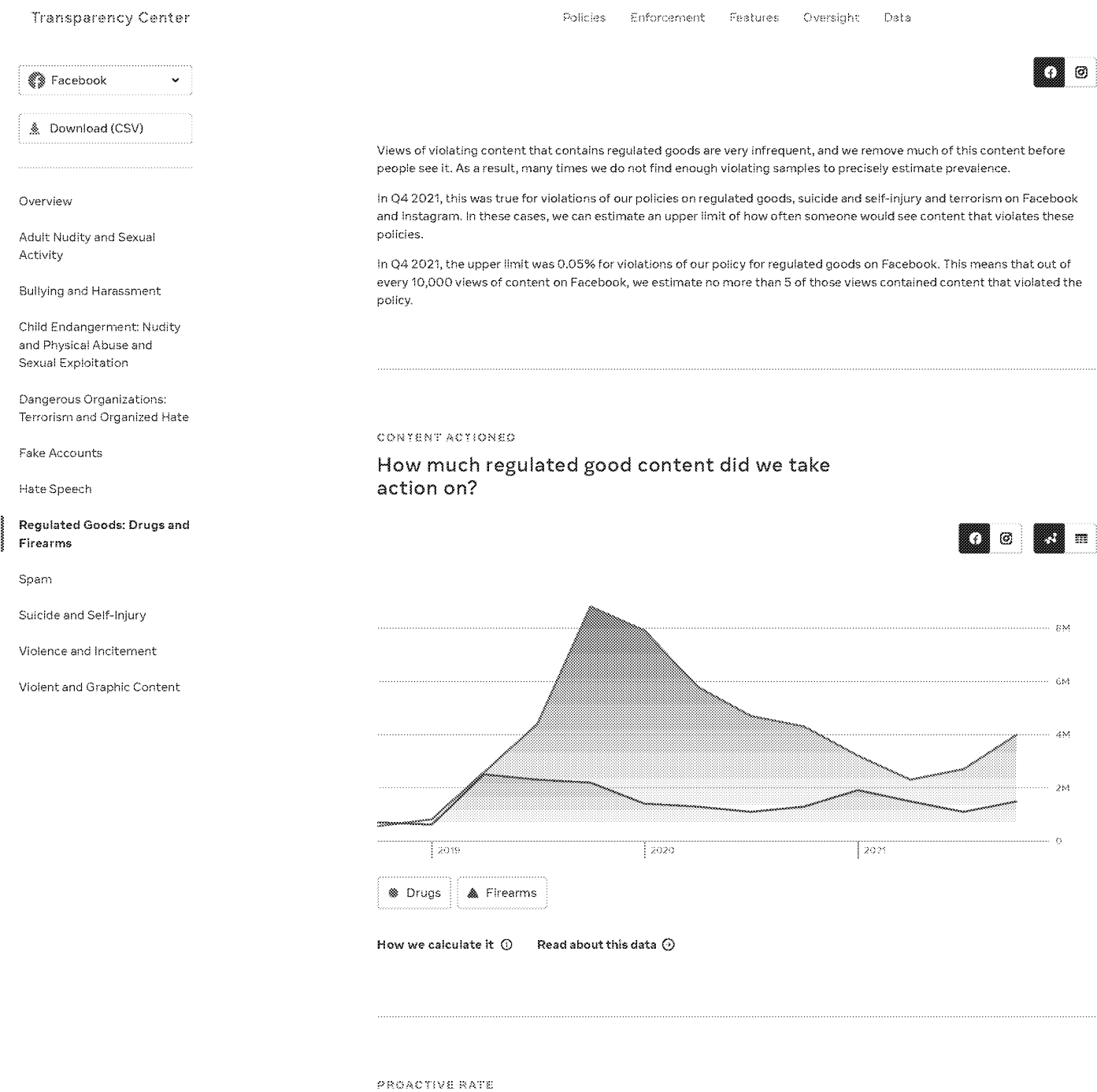
We do not allow private individuals, manufacturers or retailers to buy, sell or trade non-medical drugs, pharmaceutical drugs and marijuana on Facebook and Instagram. We also do not allow private individuals to buy, sell, give, exchange or transfer firearms, including firearm parts or ammunition. While drugs and firearms are regulated by different legal restrictions around the world, we enforce these standards consistently across Instagram due to the borderless nature of our community.

This report does not include data on other goods prohibited from being sold on Facebook or Instagram, including human organs, animals and their parts, or on our enforcement of our [separate Commerce Policies](#) or [Advertising Policies](#).

[Read the policy details](#)

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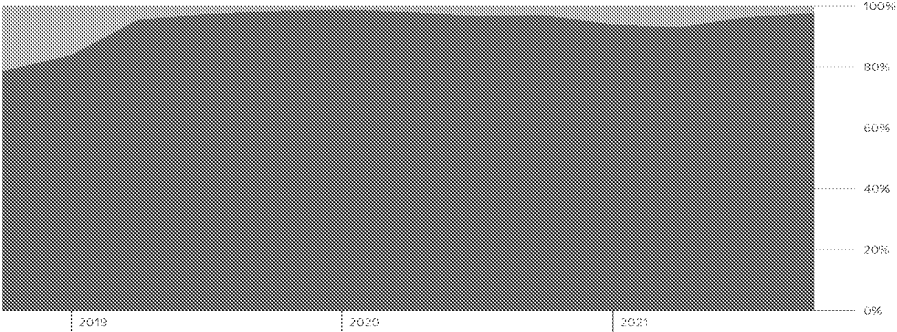
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reported it:

Drugs



Found and flagged by us

Reported by users

How we calculate it ⓘ Read about this data ⓘ

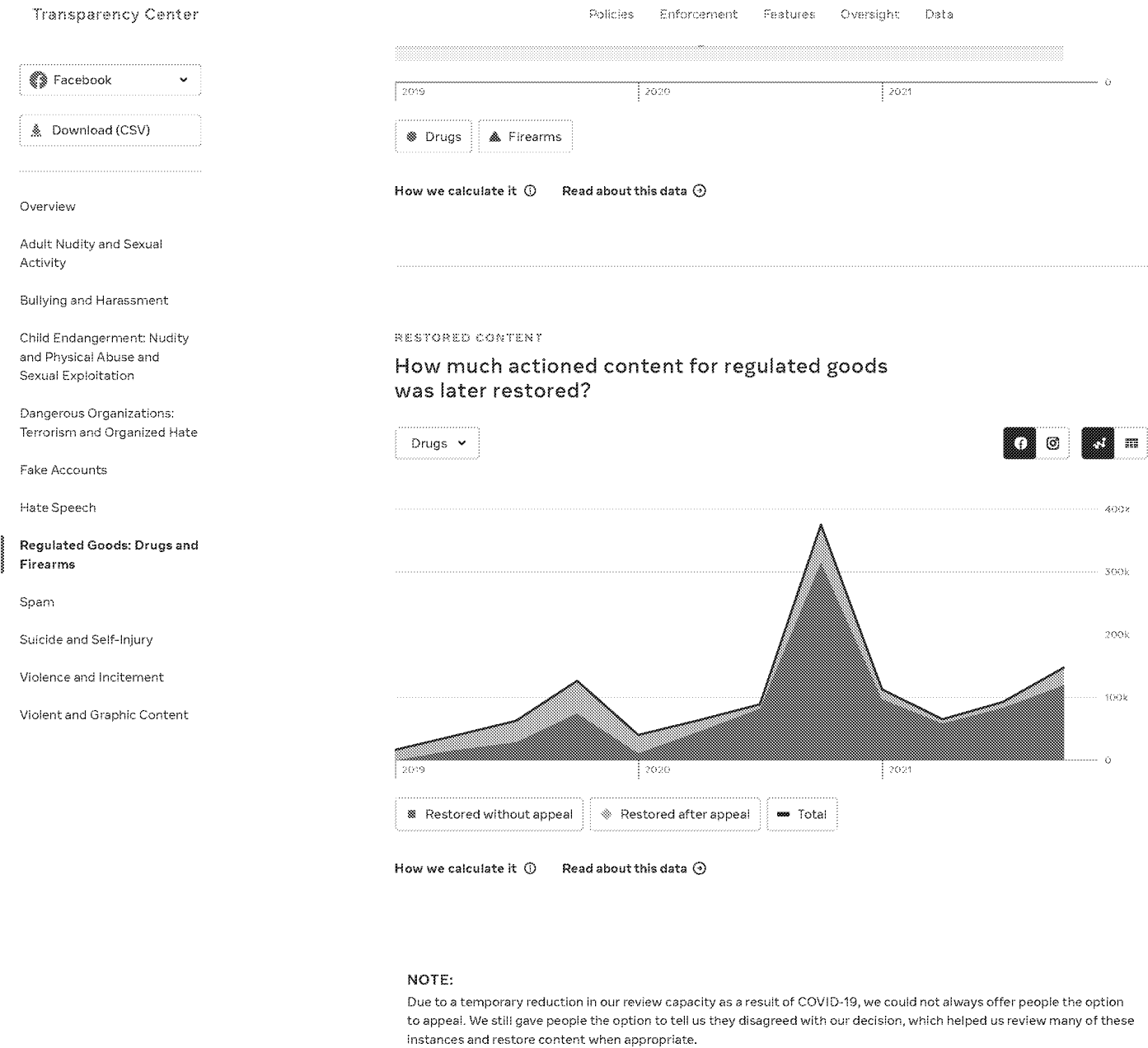
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for regulated goods did people appeal?





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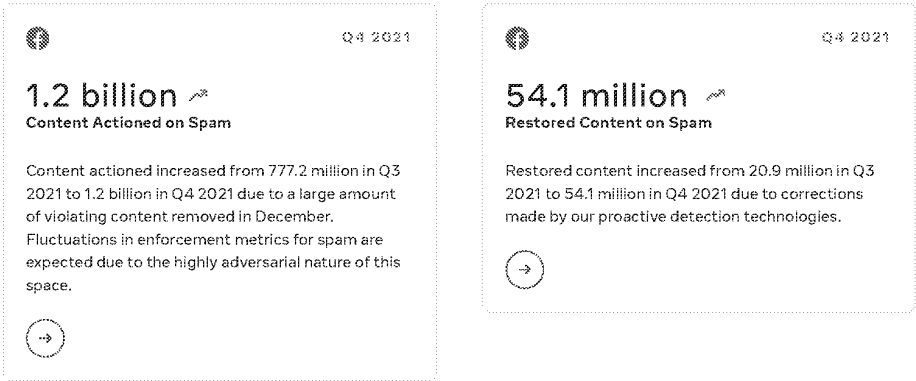
Spam

We do not allow spam on Facebook. Spam is a broad term used to describe content that is designed to be shared in deceptive and annoying ways or attempts to mislead users to drive engagement. Spam spreads in a number of ways: It can be automated (published by bots or scripts) or coordinated (when an actor uses multiple accounts to spread deceptive content).

Spammers aim to build audiences to inflate their content's distribution and reach, typically for financial gain. The tactics spammers use, and our ability to detect them, drive the amount of content we take action on as well as our proactive rate.

[Read the policy details](#)

Recent trends



PREVALENCE

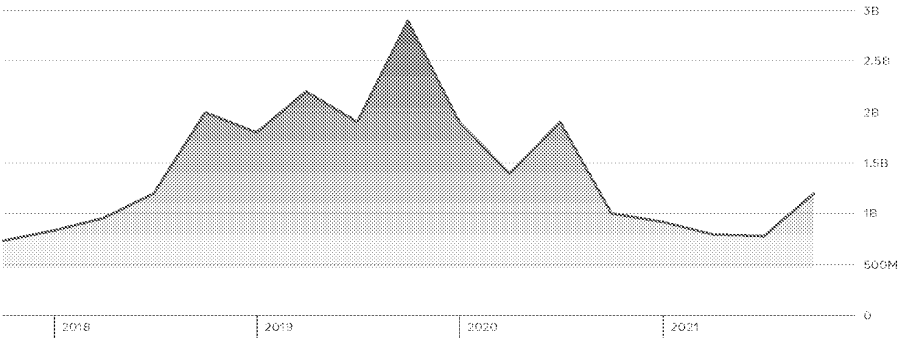
How prevalent were spam violations?



We cannot estimate this metric right now. We are working on new methods to measure the prevalence of spam on Facebook. Our existing methods for measuring prevalence, which rely on people to manually review samples of content, do not fully capture this type of highly adversarial violation, which includes deceptive behavior as well as content. Spammy behavior cannot always be detected by reviewing the content alone. We are working on ways to review and classify spammers' behavior to build a comprehensive picture.

CONTENT ACTIONED

How much spam content did we take action on?

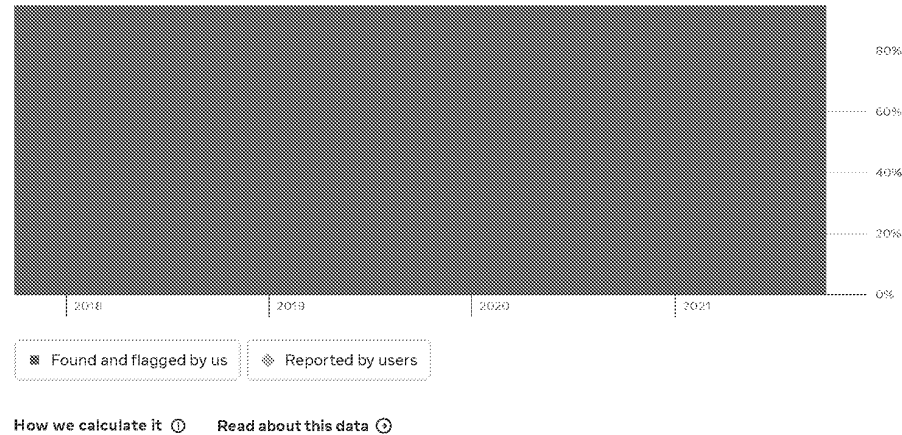


How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for spam, how much did we find before people reported it?



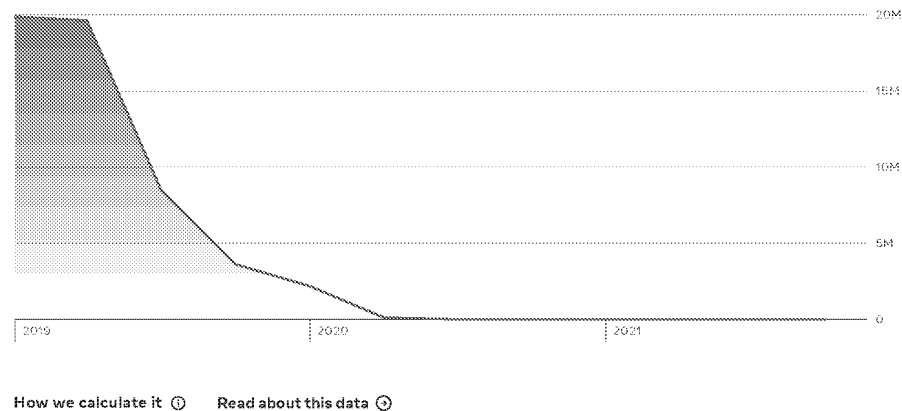
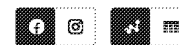


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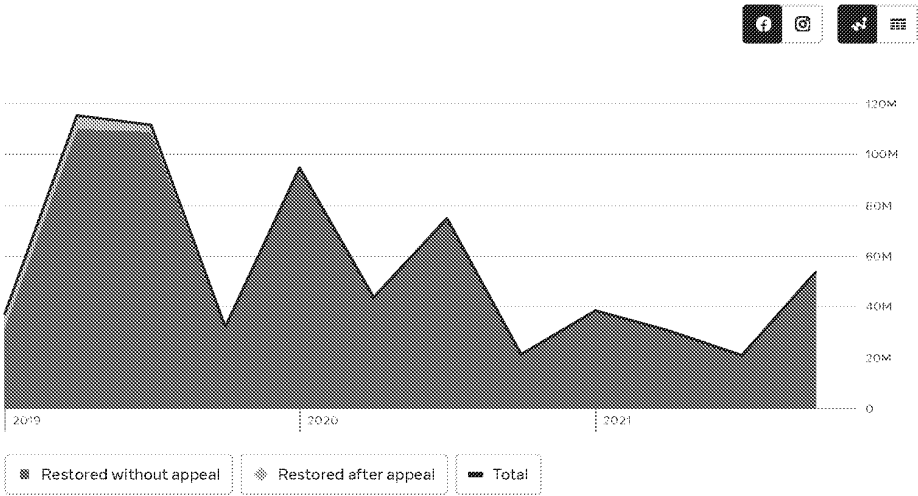
APPEALED CONTENT

How much of the content we actioned for spam did people appeal?



RESTORED CONTENT

How much actioned content for spam was later restored?



How we calculate it ⓘ Read about this data ⓘ

NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

PREVIOUS
Regulated Goods: Drugs
and Firearms

NEXT
Suicide and Self-Injury



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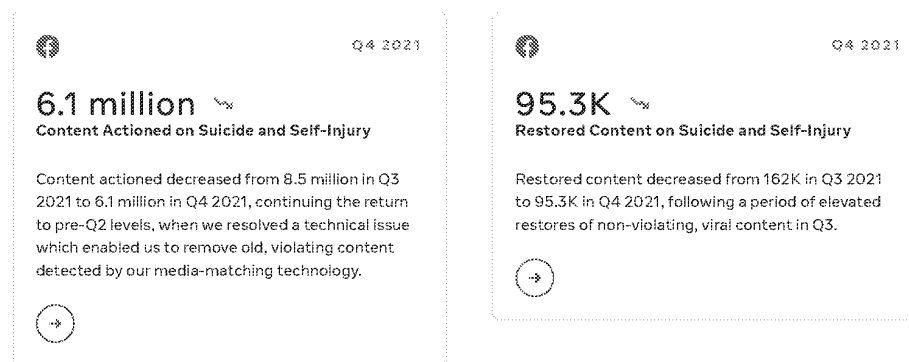
Suicide and Self-Injury

We remove content that encourages suicide or self-injury on Facebook and Instagram. Self-injury is defined as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We also remove content that identifies and negatively targets victims or survivors of self-injury or suicide.

We do allow people to discuss suicide and self-injury because we want Facebook and Instagram to be spaces where people can raise awareness about these issues and seek support.

[Read the policy details](#)

Recent trends



PREVALENCE

How prevalent were suicide and self-injury violations?

VIOLATIONS:



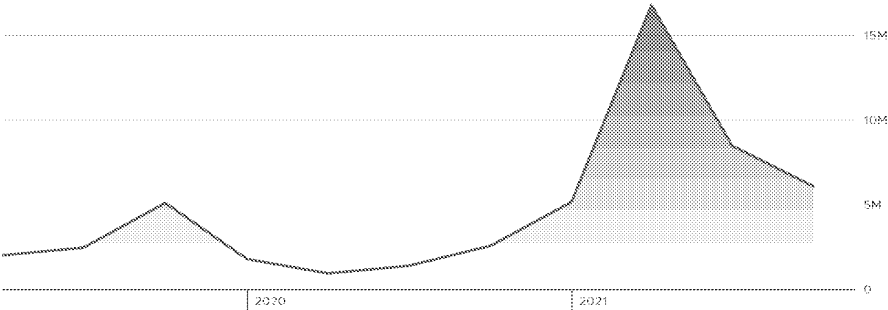
Views of violating content that contains suicide and self-injury are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q4 2021, this was true for violations of our policies on suicide and self-injury, terrorism and regulated goods on Facebook and Instagram. In these cases, we can estimate an upper limit of how often someone would see content that violates these policies.

In Q4 2021, the upper limit was 0.05% for violations of our policy for suicide and self-injury on Facebook. This means that out of every 10,000 views of content on Facebook, we estimate no more than 5 of those views contained content that violated the policy.

CONTENT ACTIONED

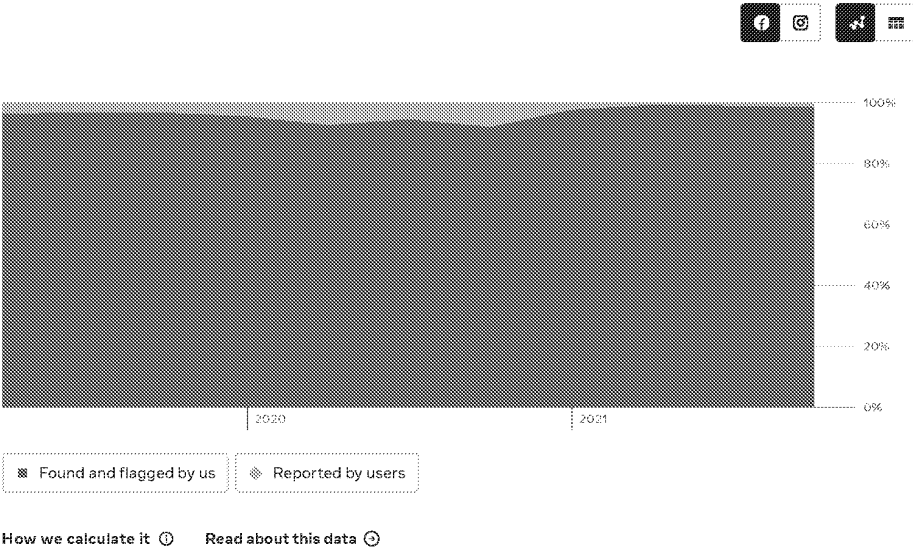
How much suicide and self-injury content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for suicide and self-injury, how much did we find before people reported it?

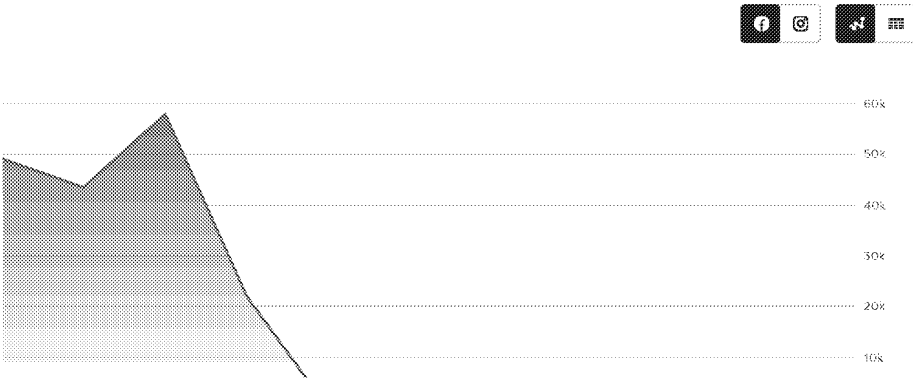


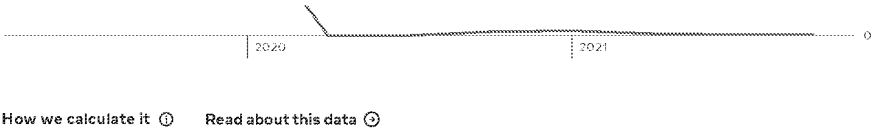
Correcting mistakes

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APEALED CONTENT

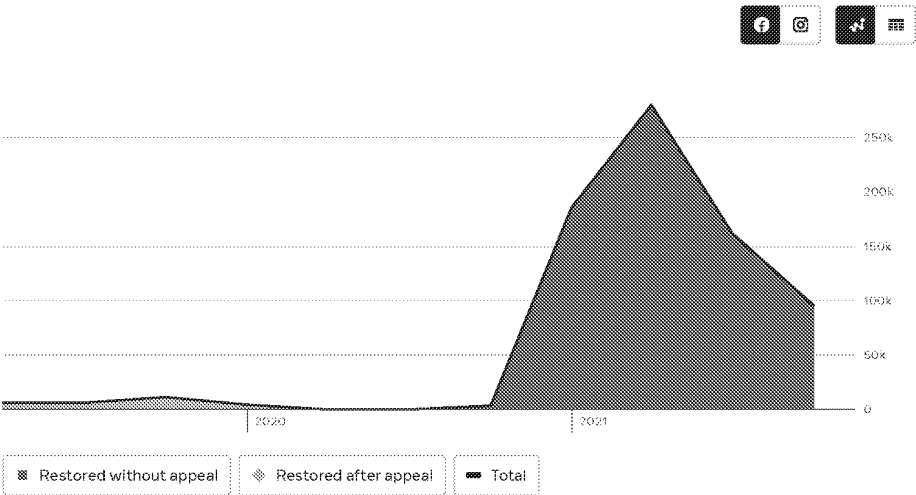
How much of the content we actioned for suicide and self-injury did people appeal?





RESTORED CONTENT

How much actioned content for suicide and self-injury was later restored?



NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

PREVIOUS ⓘ

Spam

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Violence and Incitement



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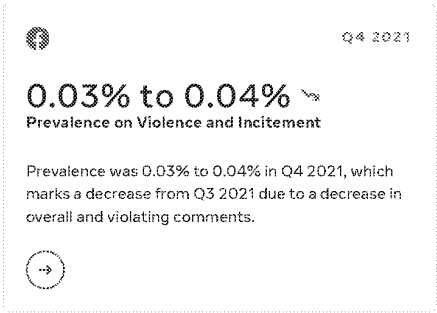
Home → Data → Community Standards Enforcement Report

Violence and Incitement

We aim to prevent potential offline harm that may be related to content on Facebook. While we understand that people commonly edddxpress disdain or disagreement by threatening or calling for violence in non-serious ways, we remove language that incites or facilitates serious violence. We remove content, disable accounts and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. We also try to consider the language and context in order to distinguish casual statements from content that constitutes a credible threat to public or personal safety.

[Read the policy details](#)

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PREVALENCE

How prevalent were violence and incitement violations?

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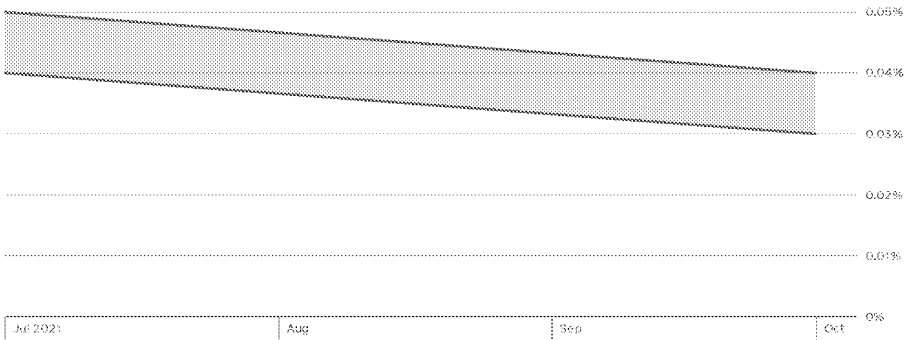
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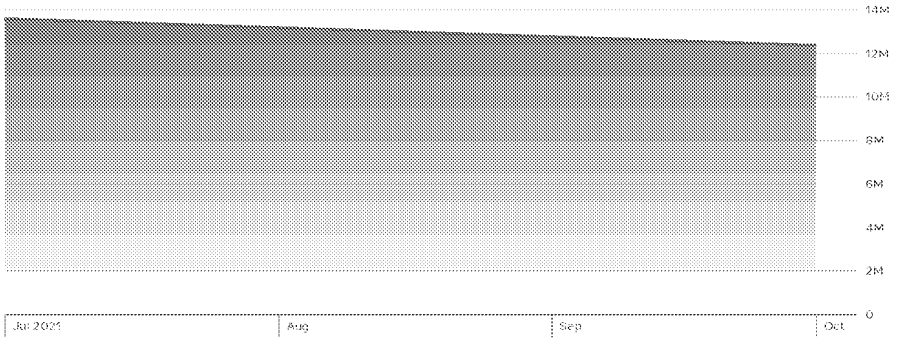
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How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

How much violence and incitement content did we take action on?



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and incitement content, how much did we find before people reported it?

Month	Found and flagged by us	Reported by users
Jul 2021	~100%	~100%
Aug	~100%	~100%
Sep	~100%	~100%
Oct	~100%	~100%

Found and flagged by us

Reported by users

How we calculate it ⓘ

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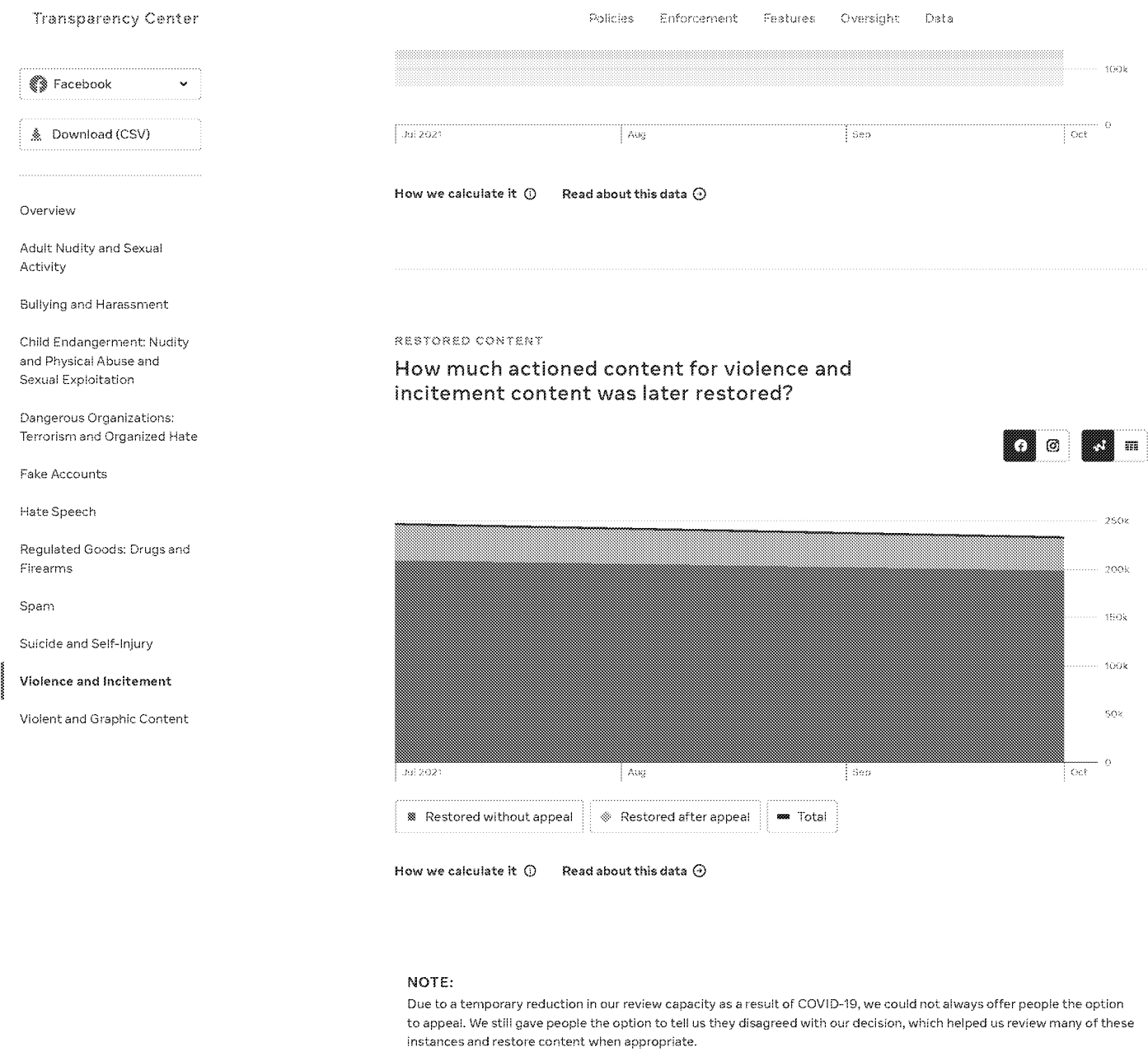
APPEALED CONTENT

How much of the content we actioned for violence and incitement content did people appeal?

Month	Appealed Content
Jul 2021	~400k
Aug	~400k
Sep	~400k
Oct	~300k

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL-020-00132024



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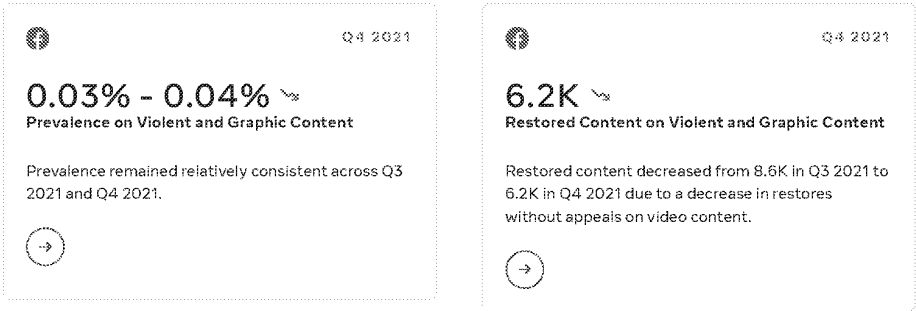
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Violent and Graphic Content

We remove content that glorifies violence or celebrates the suffering or humiliation of others on Facebook and Instagram. We do allow people to share some graphic content to raise awareness about current events and issues. In these cases, we may hide the content from people under 18 and cover it with a warning for those over 18, so people are aware it is graphic or violent before they choose to view it.

[Read the policy details](#)

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How prevalent were violent and graphic content violations?

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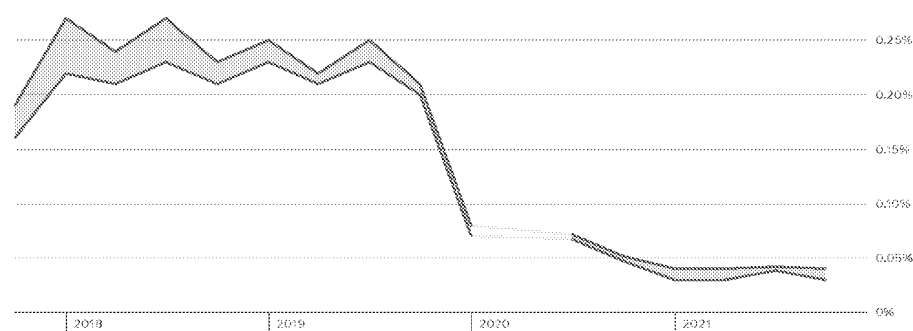
Regulated Goods: Drugs and Firearms

Spam

Suicide and Self-Injury

Violence and Incitement

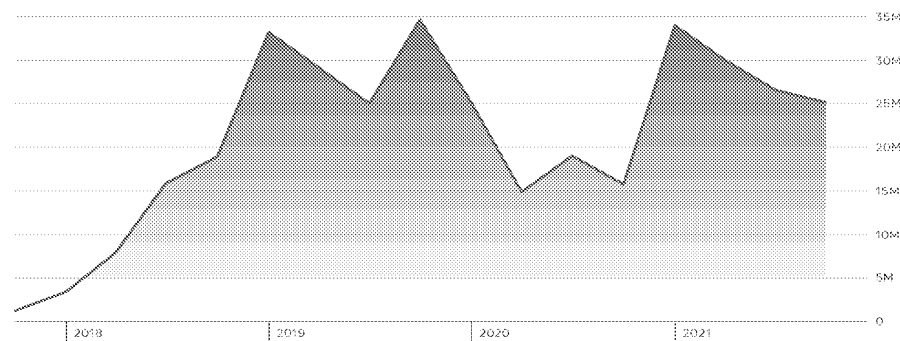
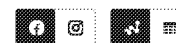
Violent and Graphic Content



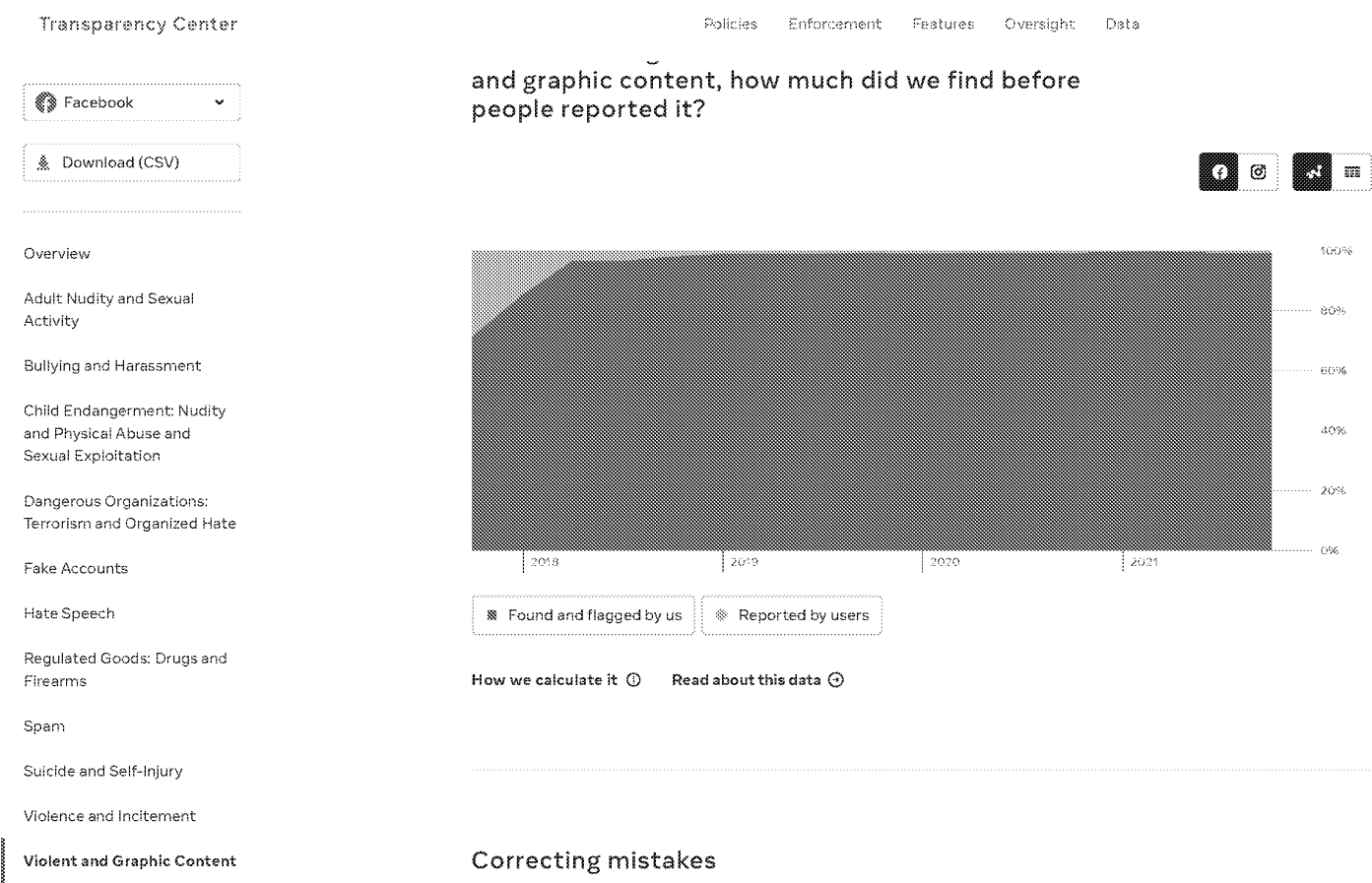
How we calculate it ⓘ Read about this data ⓘ

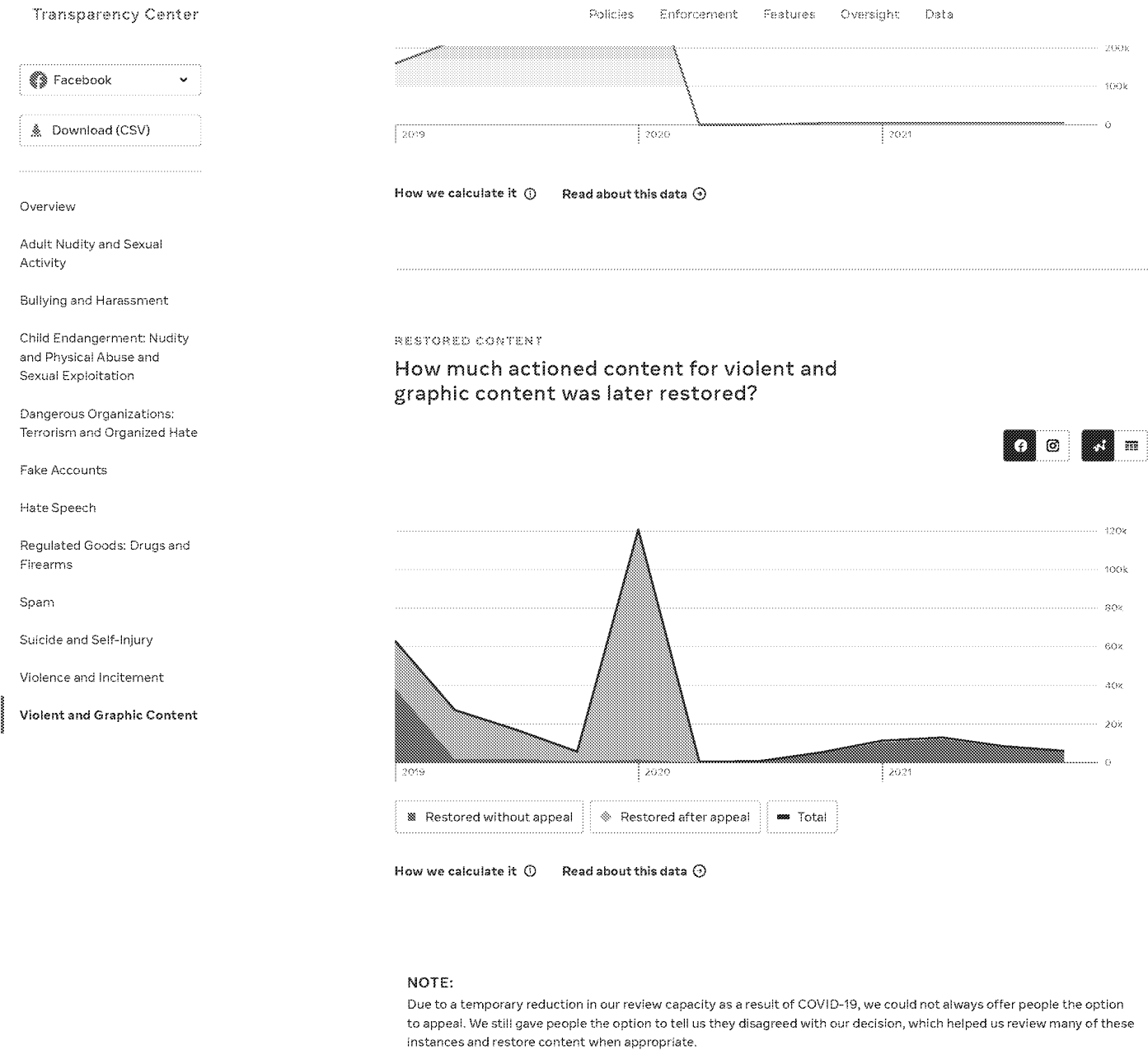
CONTENT ACTIONED

How much violent and graphic content did we take action on?



How we calculate it ⓘ Read about this data ⓘ





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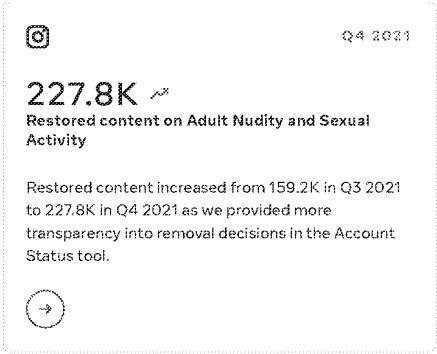
Adult Nudity and Sexual Activity

We restrict the display of adult nudity and sexual activity on Facebook and Instagram. We make some exceptions when it is clear the content is being shared in the context of a protest, for educational or medical reasons or a similar reason. On the other hand, we default to removing sexual imagery to prevent non-consensual or underage content from being shared.

This report does not include metrics related to our separate policy on the [promotion of sexual assault, violence or exploitation](#).

[Read the policy details](#)

Recent trends



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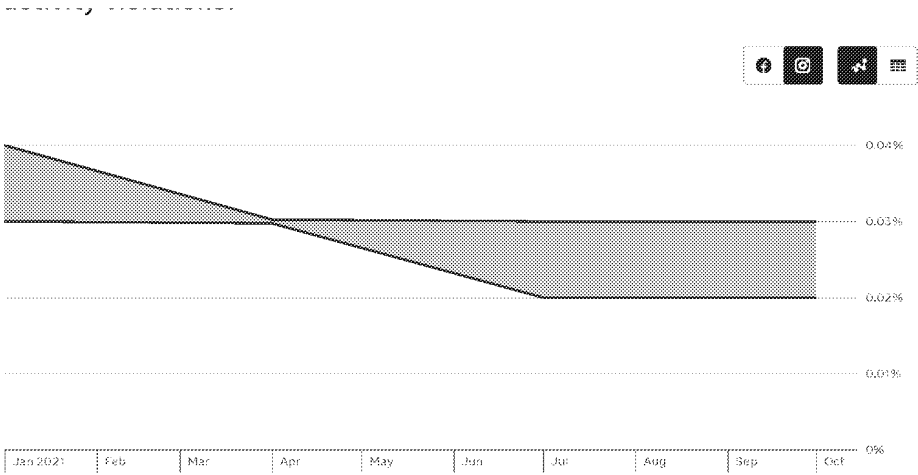
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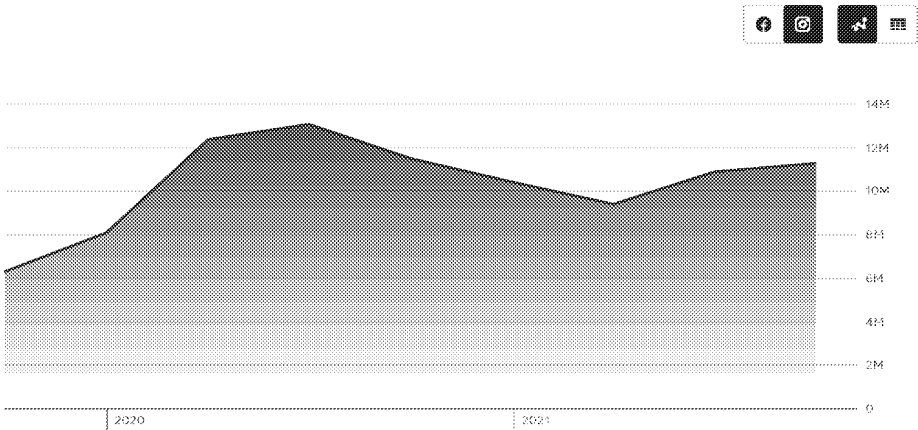
- Adult Nudity and Sexual Activity
- Bullying and Harassment
- Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation
- Dangerous Organizations: Terrorism and Organized Hate
- Fake Accounts
- Hate Speech
- Regulated Goods: Drugs and Firearms
- Spam
- Suicide and Self-Injury
- Violence and Incitement
- Violent and Graphic Content



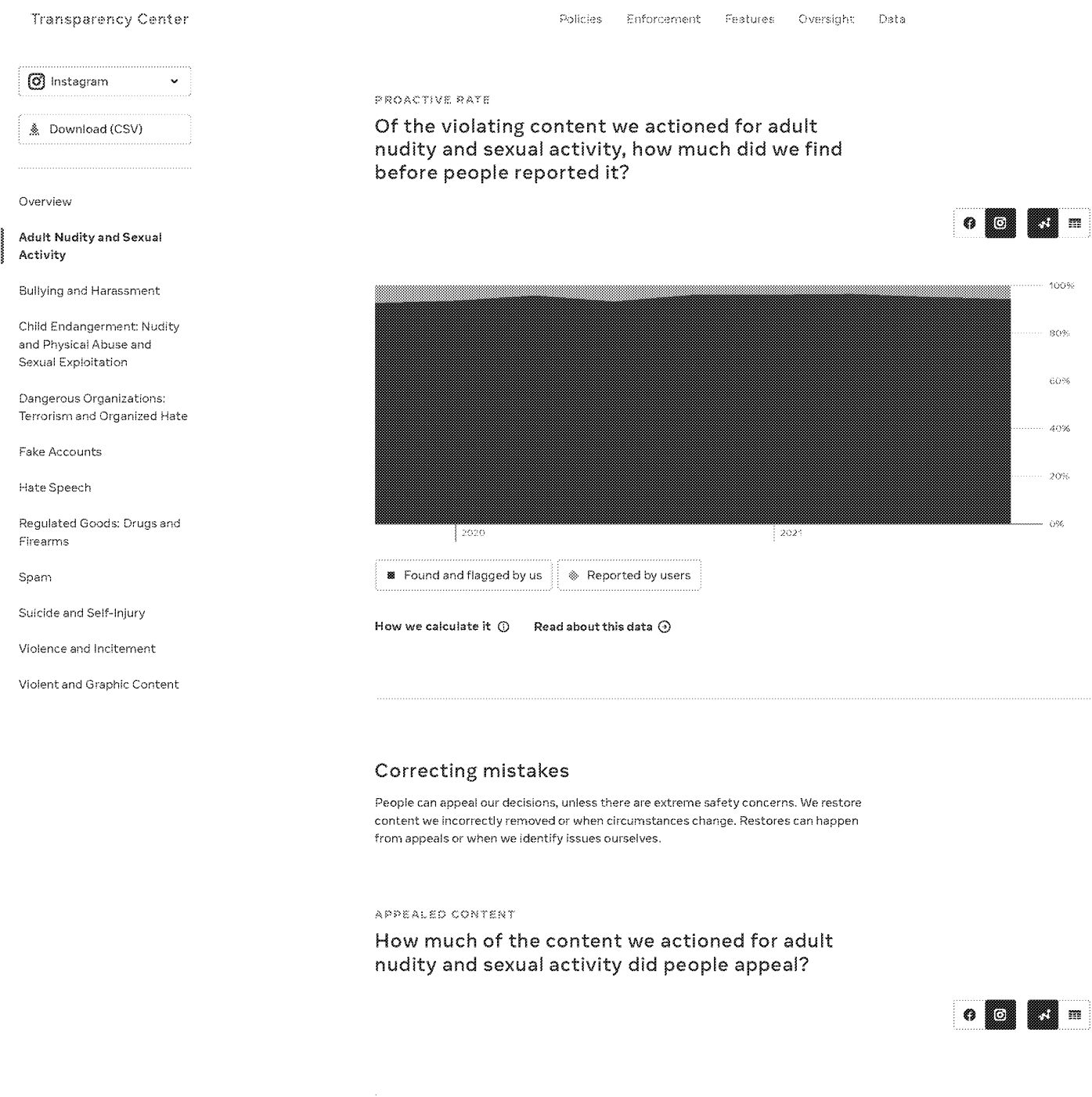
How we calculate it ⓘ Read about this data ⓘ

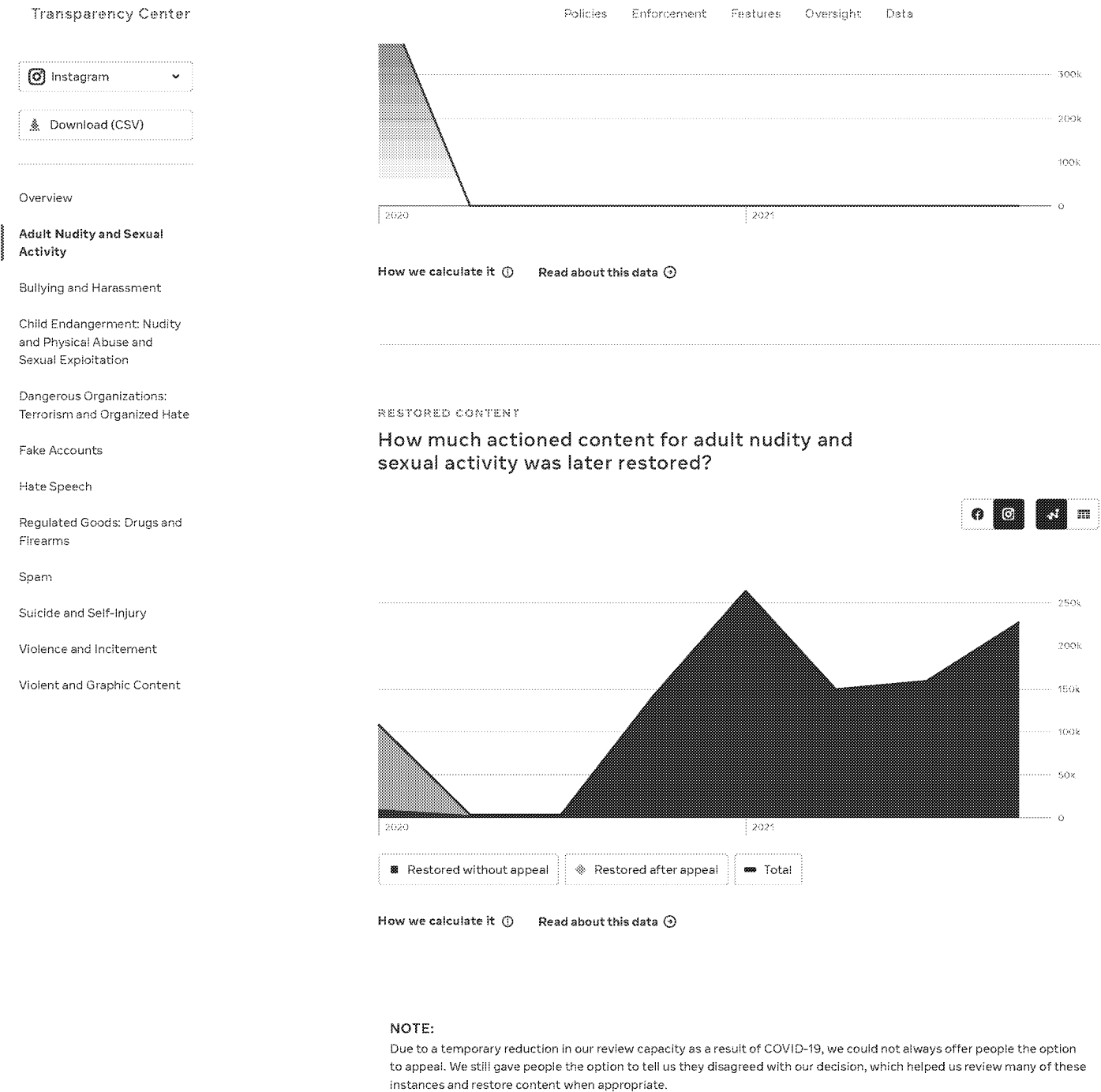
CONTENT ACTIONED

How much adult nudity and sexual activity content did we take action on?



How we calculate it ⓘ Read about this data ⓘ





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Bullying and Harassment

Adult Nudity and Sexual Activity



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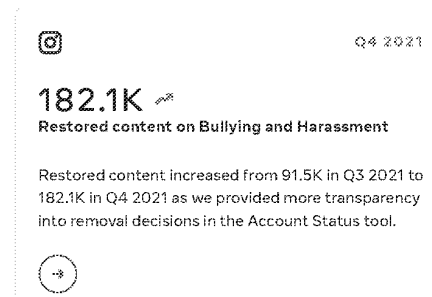
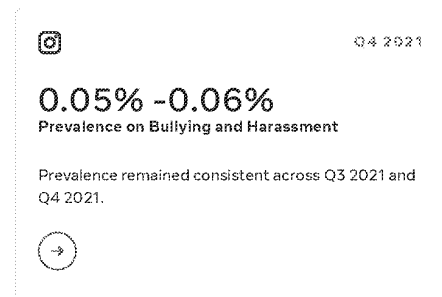
Bullying and Harassment

We do not tolerate bullying and harassment on Facebook and Instagram. Because we recognize bullying can be especially harmful for minors, our policies provide heightened protections for them. We want to allow for open and vital discussion of people who are in the news or who have a large public audience, so we do permit more open or critical discourse towards public figures than private individuals.

Because bullying and harassment is highly personal by nature, using technology to proactively detect these behaviors can be more challenging than other types of violations. That's why we also rely on people to report this behavior to us so we can identify and remove it. When measuring prevalence in this area, the metric captures only bullying and harassment where a deeper understanding of context or meaning is not necessary to determine if it violates our policy. We continue to invest in our proactive detection technology to ensure we are tackling the problem and protecting our community.

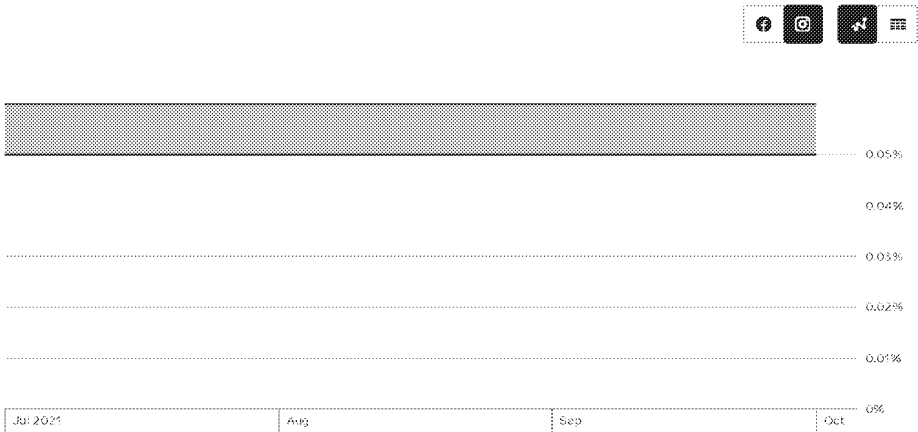
[Read the policy details](#)

Recent trends



PREVALENCE

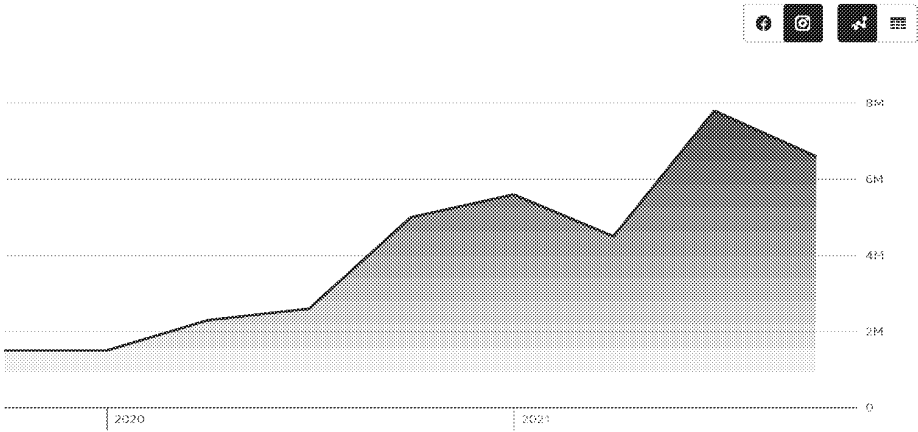
How prevalent were bullying and harassment violations?



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

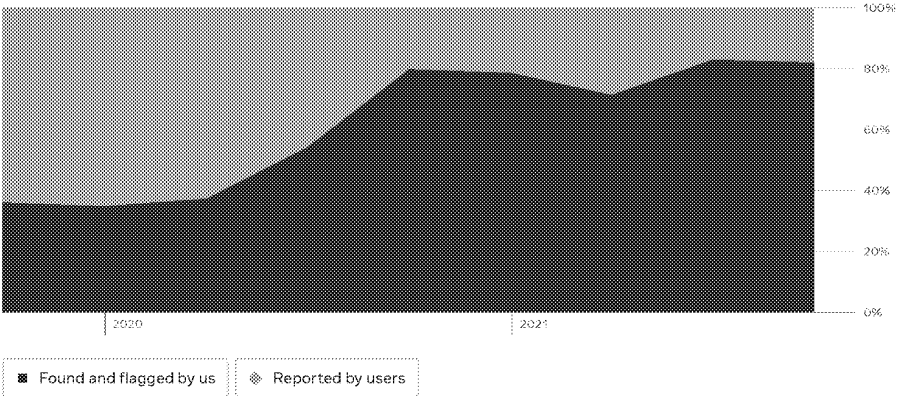
How much bullying and harassment content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for bullying and harassment, how much did we find before people reported it?



How we calculate it ⓘ Read about this data ⓘ

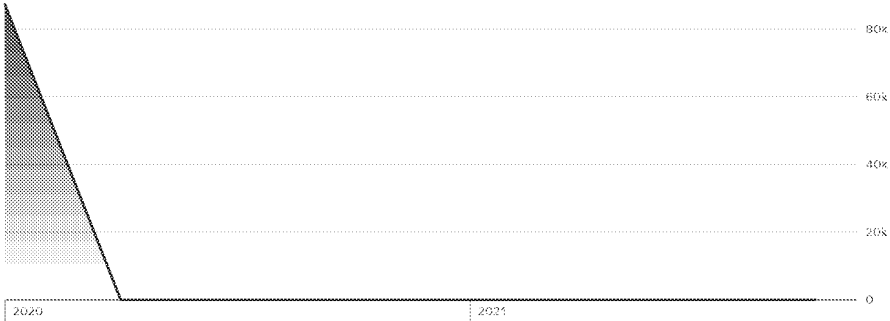
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APEALED CONTENT

How much of the content we actioned for bullying and harassment did people appeal?





How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for bullying and harassment was later restored?



How we calculate it ⓘ Read about this data ⓘ

NOTE:
Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these

instances and restore content when appropriate.

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Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

We do not allow content that endangers children, such as content that contains nudity or physical abuse or content that sexually exploits children on Facebook and Instagram. When we find this type of violating content, we remove it, regardless of the context or the person's motivation for sharing it. We may also disable the account of the person who shared it, unless it appears the intent was not malicious (for example, to spread awareness of child exploitation).

We report apparent child exploitation to the [National Center for Missing and Exploited Children \(NCMEC\)](#), a nonprofit that refers cases to law enforcement globally, in compliance with US law. We choose to remove content depicting non-sexualized child nudity to reduce the potential for abuse of the content by others.

[Read the policy details](#)

Recent trends

Q4 2021

983.4K

Content Actioned on Child Endangerment: Nudity and Physical Abuse

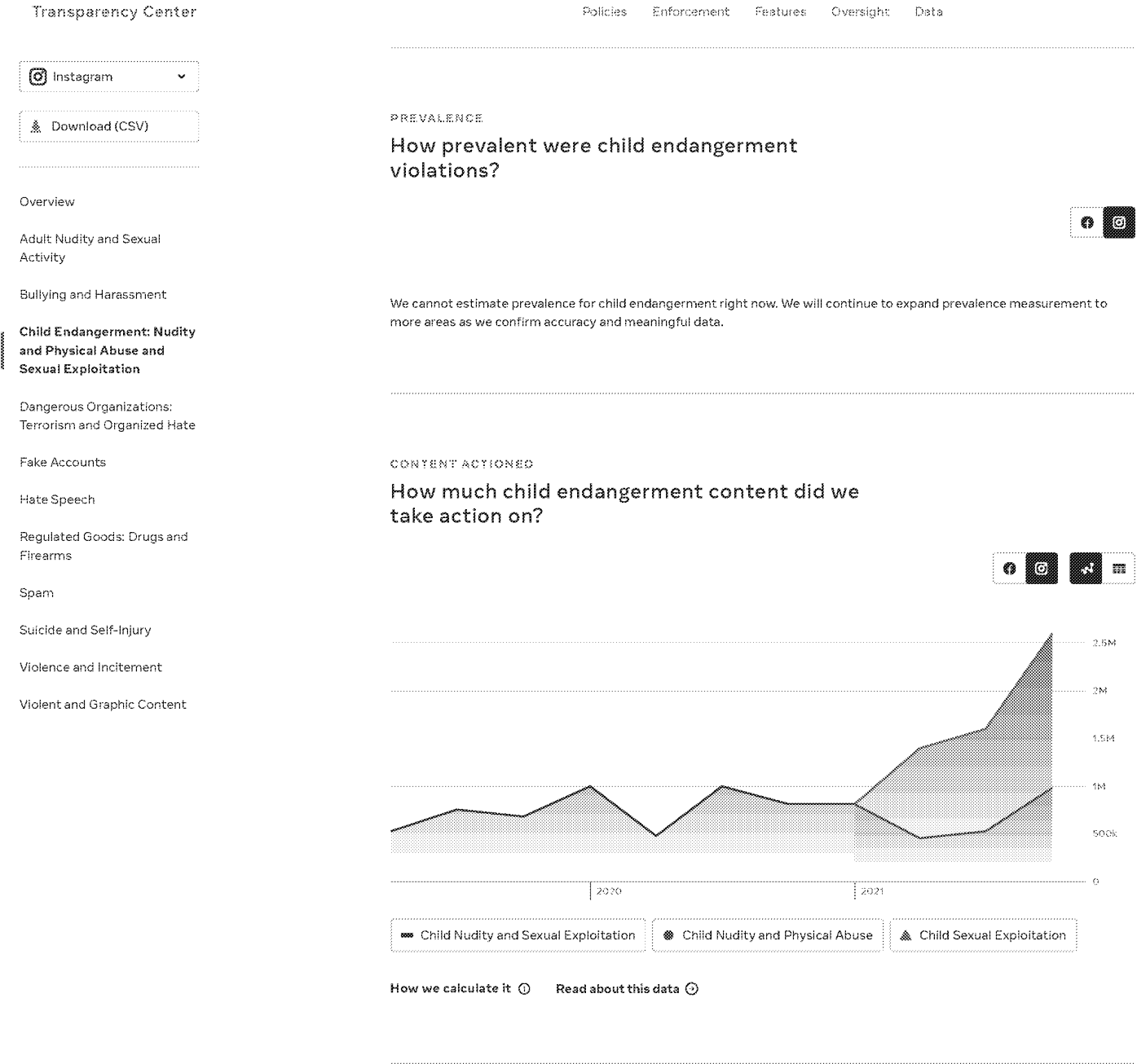
Content actioned increased significantly from 526.5K in Q3 2021 to 983.4K in Q4 2021. This is because we improved our proactive detection technology on videos, improving the accuracy of our enforcement actions.

Q4 2021

2.6 million

Content Actioned on Child Endangerment: Sexual Exploitation

Content actioned increased from 1.6 million in Q3 2021 to 2.6 million in Q4 2021 as we used our media-matching technology to identify old, violating content.



Instagram

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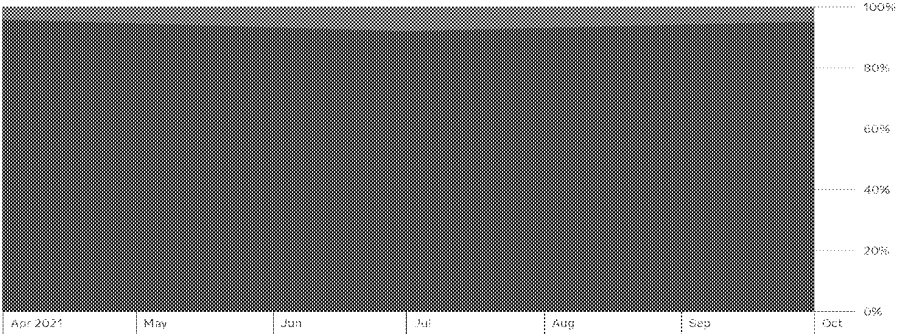
Suicide and Self-Injury

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Violent and Graphic Content

people reported it?

Child Nudity and Physical Abuse



Found and flagged by us | Reported by users

How we calculate it | Read about this data

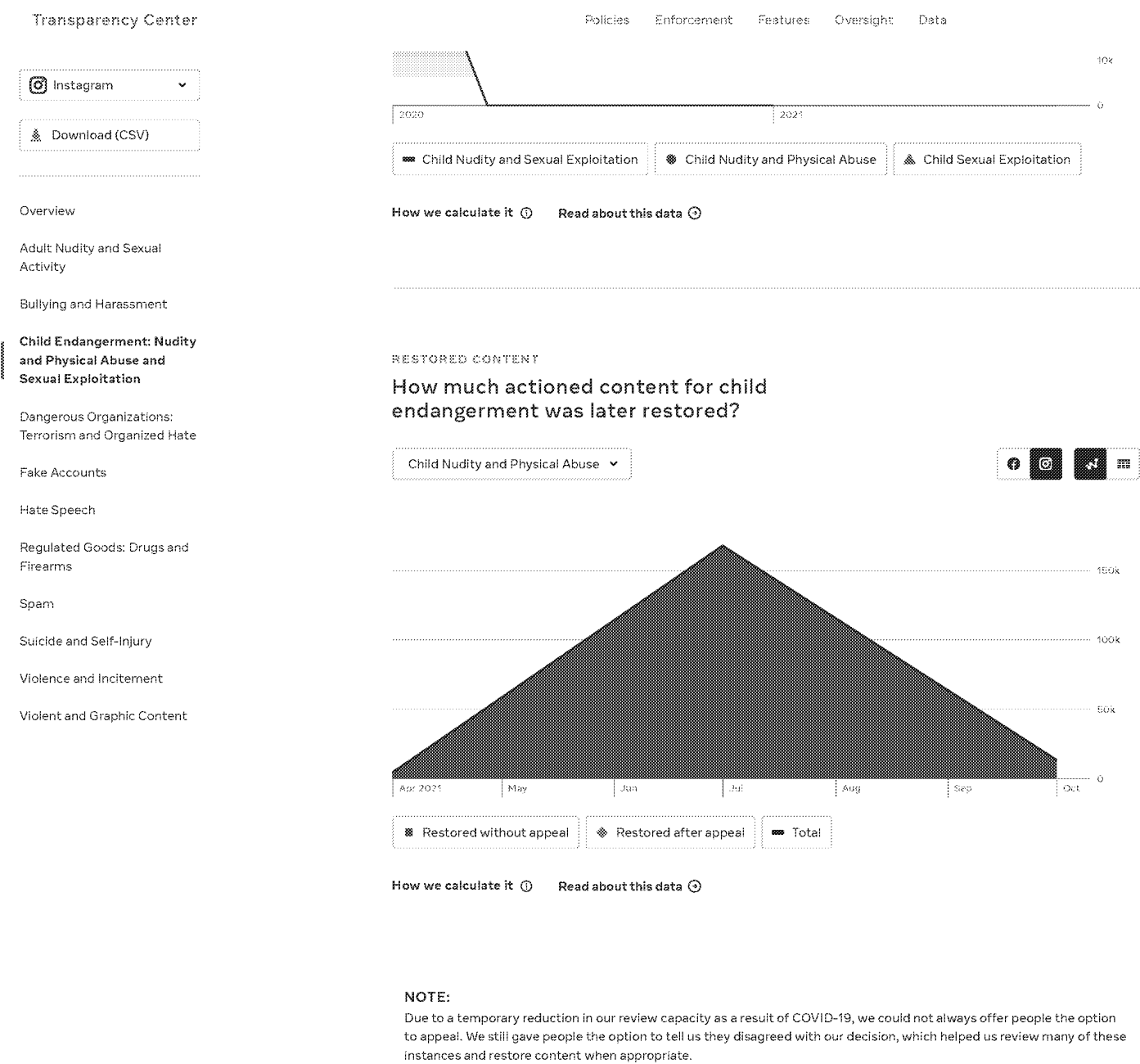
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for child endangerment did people appeal?





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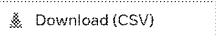
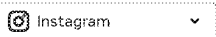
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Dangerous Organizations: Terrorism and Organized Hate

We do not allow organizations or individuals that proclaim a violent mission, or are engaging in violence, to have a presence on Facebook and Instagram. We do not allow content that praises, supports or represents individuals or groups engaging in terrorist activity or organized hate.

This report does not include data on other dangerous organizations prohibited from having a presence on Facebook and Instagram, including those engaging in mass or multiple murder, human trafficking or organized criminal activity. [Learn more about our latest efforts enforcing our dangerous organizations policy.](#)

[Read the policy details](#)

Recent trends



Q4 2021

332K ↗

Content actioned on Dangerous Organizations and Individuals: Organized Hate

Content actioned increased from 306K in Q3 2021 to 332K in Q4 2021 due to updates made to our proactive detection technology we launched in early Q4 2021.



94 2021

905.3K ↗

Content actioned on Dangerous Organizations and Individuals: Terrorism

Content actioned increased from 685.2K pieces of content in Q3 2021 to 905.3K in Q4 2021 due to improvements made to our proactive detection technologies.



PREVALENCE

How prevalent were Dangerous Organizations violations?



Terrorism

Views of violating content that contains terrorism are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q4 2021, this was true for violations of our policies on terrorism, suicide and self-injury and regulated goods on Facebook and Instagram. In these cases, we can estimate an upper limit of how often someone would see content that violates these policies.

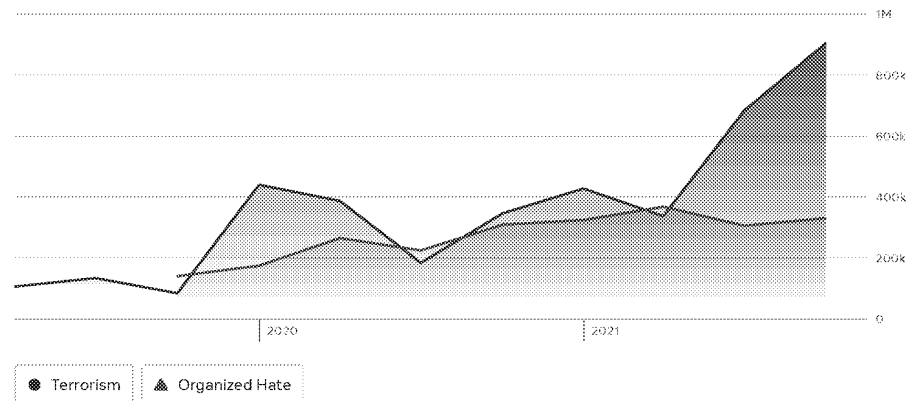
In Q4 2021, the upper limit was 0.06% for violations of our policy for terrorism on Instagram. This means that out of every 10,000 views of content on Instagram, we estimate no more than 6 of those views contained content that violated the policy.

Organized Hate

We cannot estimate prevalence for organized hate right now. We will continue to expand prevalence measurement to more areas as we confirm accuracy and meaningful data.

CONTENT ACTIONED

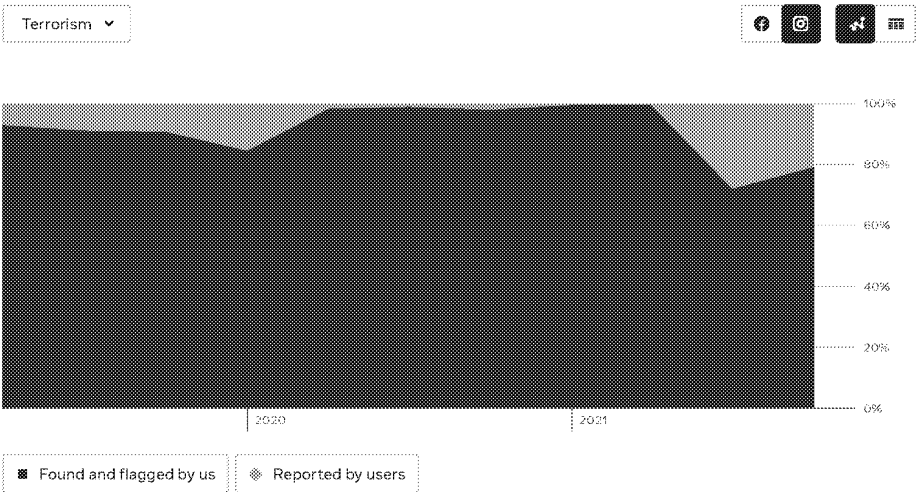
How much dangerous organizations content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for dangerous organizations, how much did we find before people reported it?



How we calculate it ⓘ Read about this data ⓘ

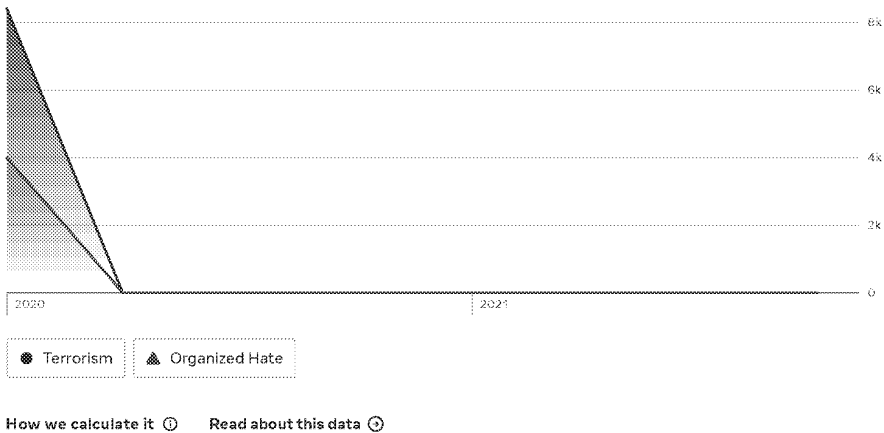
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APEALED CONTENT

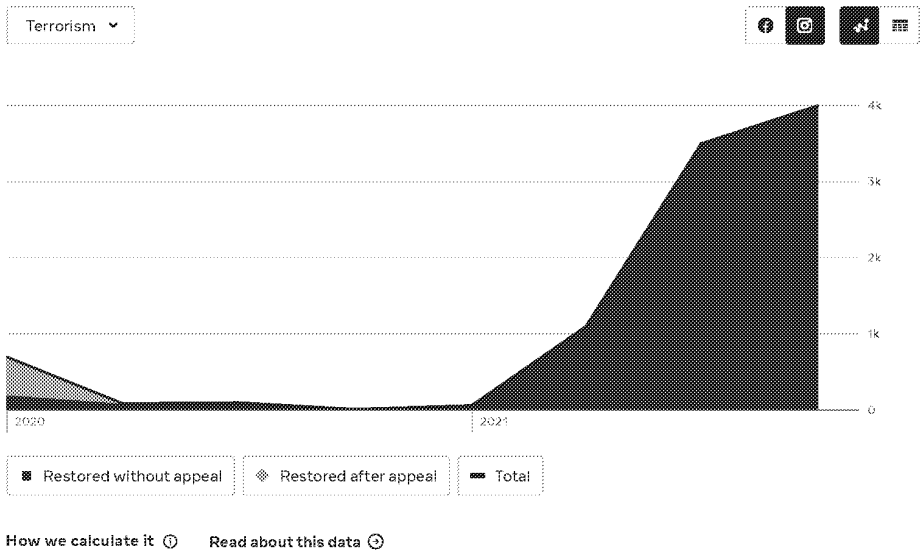
How much of the content we actioned for dangerous organizations did people appeal?





RESTORED CONTENT

How much actioned content for dangerous organizations was later restored?



NOTE:
Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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Fake Accounts



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Fake Accounts

Our goal is to remove as many fake accounts on Facebook as we can. These include accounts created with malicious intent to violate our policies and personal profiles created to represent a business, organization or non-human entity, such as a pet.

We prioritize enforcement against fake accounts that seek to cause harm. Many of these accounts are used in spam campaigns and are financially motivated.

We expect the number of accounts we action to vary over time due to the unpredictable nature of adversarial account creation. Our detection technology helps us block millions of attempts to create fake accounts every day and detect millions more, often within minutes after creation. We do not include blocked attempts in the metrics we report here.

[Read the policy details](#)

Recent trends

PREVALENCE

How prevalent were fake account violations?



We cannot estimate this metric right now

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How we calculate it ⓘ Read about this data ⓘ

ACCOUNTS ACTIONED

How many fake accounts did we take action on?



We cannot estimate this metric right now

We will continue to expand the measurement to more areas as we confirm accuracy and meaningful data.

How we calculate it ① Read about this data ②

PROACTIVE RATE

Of the violating accounts we actioned, how many did we find before people reported them?



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Hate Speech

We do not allow hate speech on Facebook and Instagram. We define hate speech as violent or dehumanizing speech, statements of inferiority, calls for exclusion or segregation based on protected characteristics or slurs. These characteristics include race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity and serious disability or disease.

When the intent is clear, we may allow people to share someone else's hate speech content to raise awareness or discuss whether the speech is appropriate to use, to use slurs self-referentially in an effort to reclaim the term or for other similar reasons.

[Read the policy details](#)

Recent trends



Q4 2021

0.02% - 0.03%
Prevalence on Hate Speech

Prevalence remained relatively consistent across Q3 2021 and Q4 2021.



Q4 2021

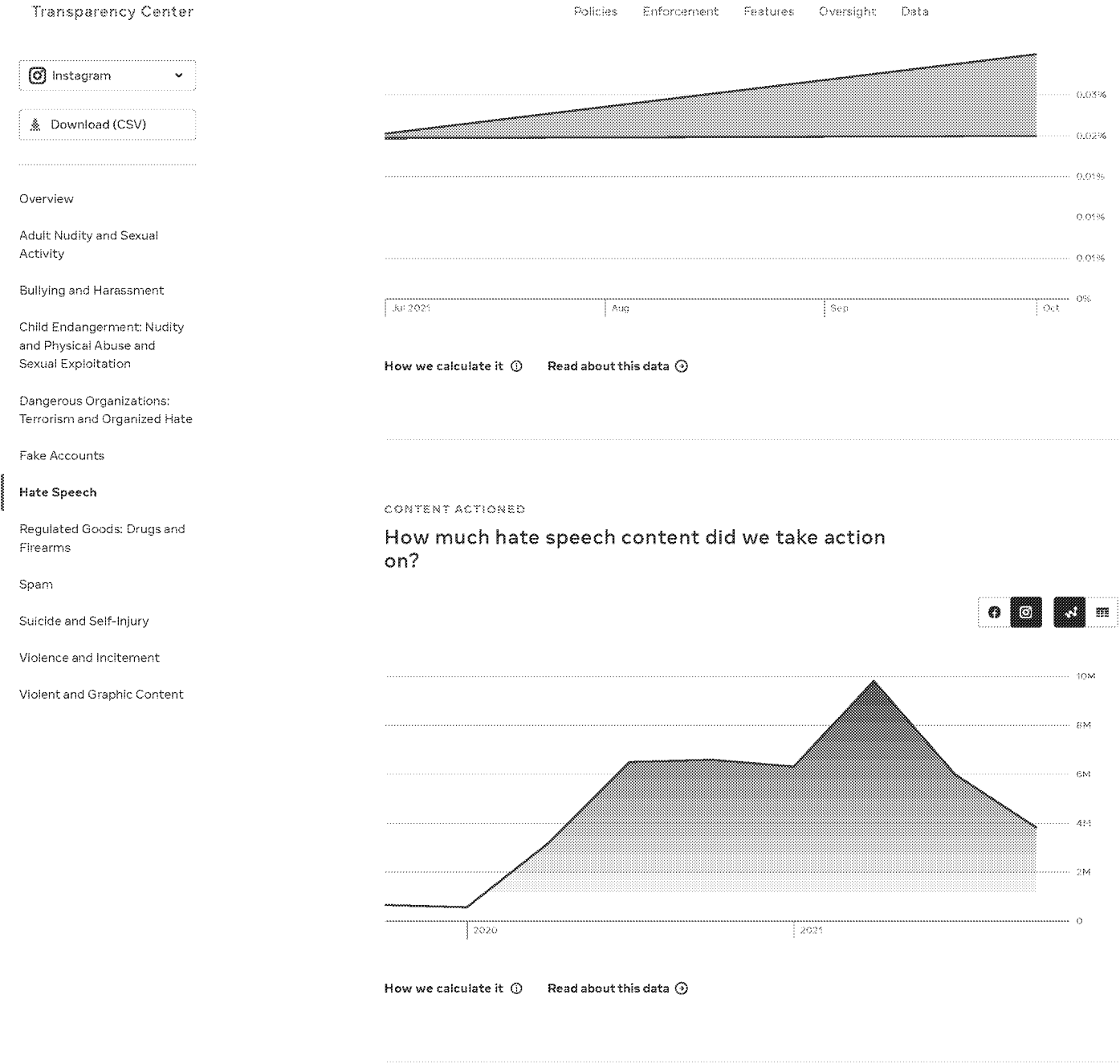
63.6K  Restored Content on Hate Speech

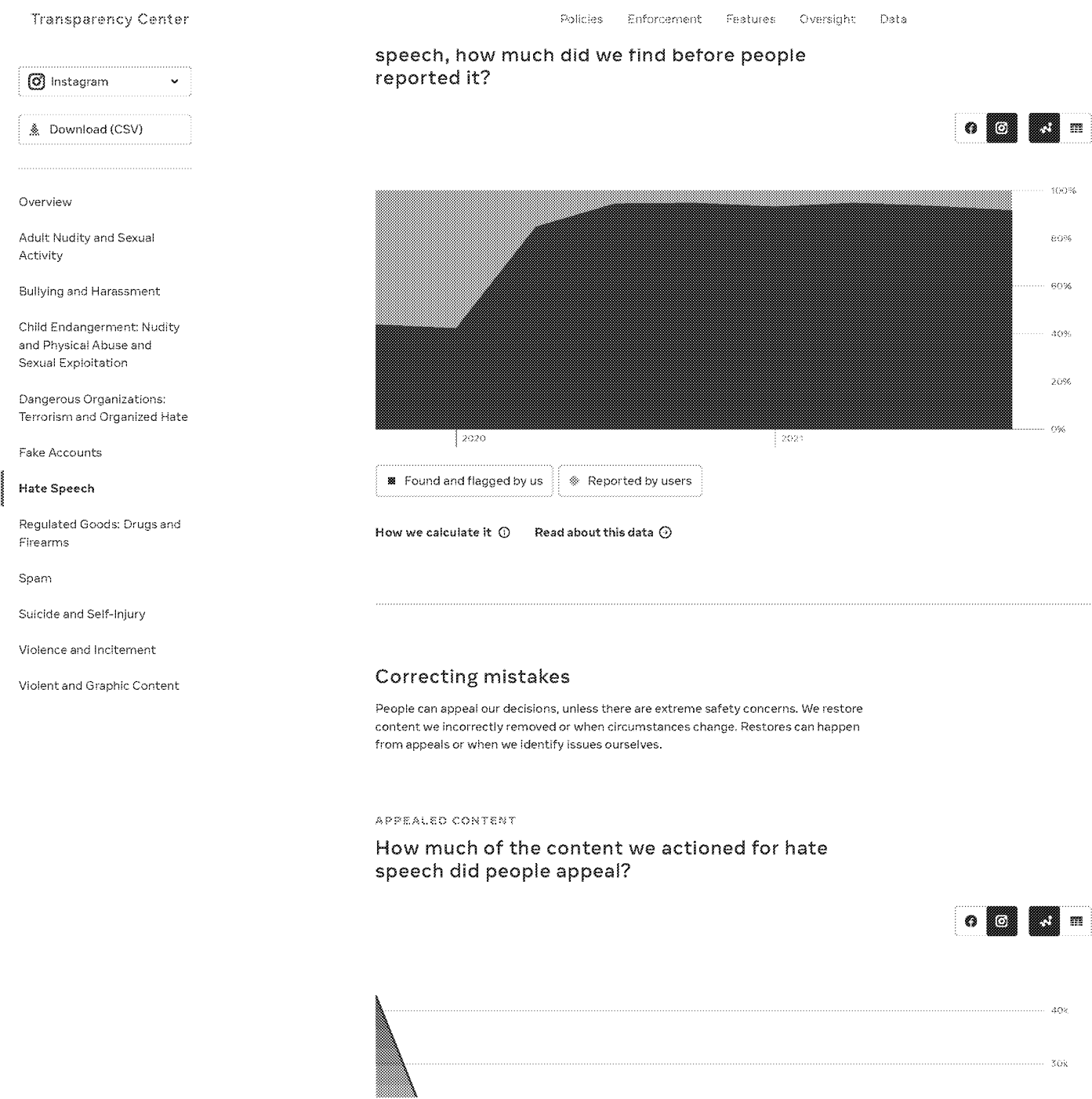
Restored content increased from 43.1K in Q3 2021 to 63.6K in Q4 2021 as we provided more transparency into removal decisions in the Account Status tool.

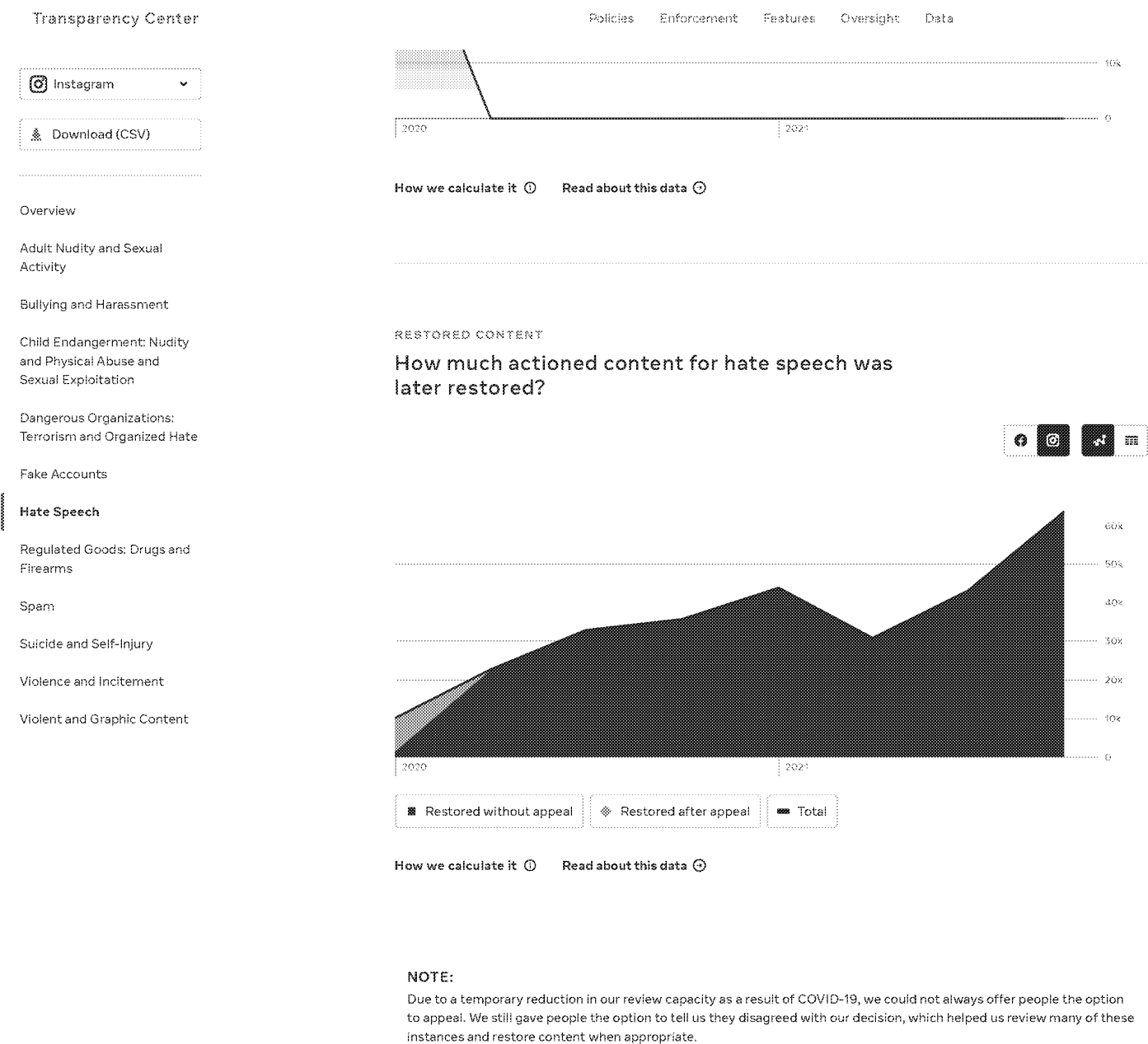


PREVALENCE

How prevalent were hate speech violations?







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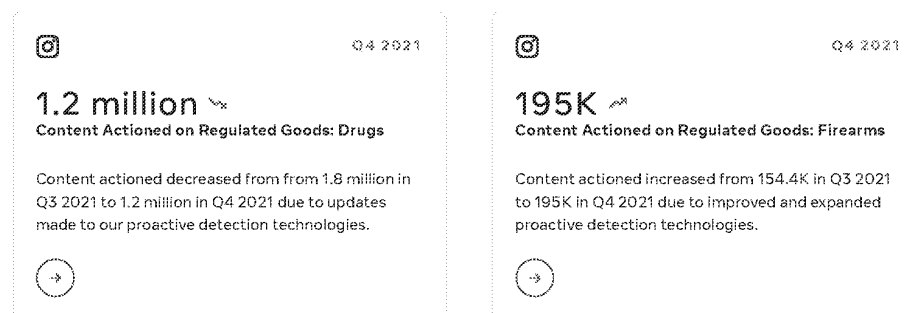
Regulated Goods: Drugs and Firearms

We do not allow private individuals, manufacturers or retailers to buy, sell or trade non-medical drugs, pharmaceutical drugs and marijuana on Facebook and Instagram. We also do not allow private individuals to buy, sell, give, exchange or transfer firearms, including firearm parts or ammunition. While drugs and firearms are regulated by different legal restrictions around the world, we enforce these standards consistently across Instagram due to the borderless nature of our community.

This report does not include data on other goods prohibited from being sold on Facebook or Instagram, including human organs, animals and their parts, or on our enforcement of our separate Commerce Policies or Advertising Policies.

[Read the policy details](#)

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PREVALENCE

How prevalent were regulated goods violations?



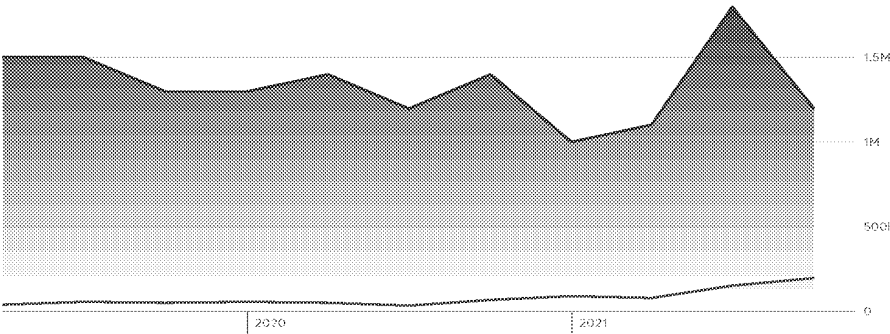
Views of violating content that contains regulated goods are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q4 2021, this was true for violations of our policies on regulated goods, suicide and self-injury and terrorism on Facebook and Instagram. In these cases, we can estimate an upper limit of how often someone would see content that violates these policies.

In Q4 2021, the upper limit was 0.05% for violations of our policy for regulated goods on Instagram. This means that out of every 10,000 views of content on Instagram, we estimate no more than 5 of those views contained content that violated the policy.

CONTENT ACTIONED

How much regulated good content did we take action on?

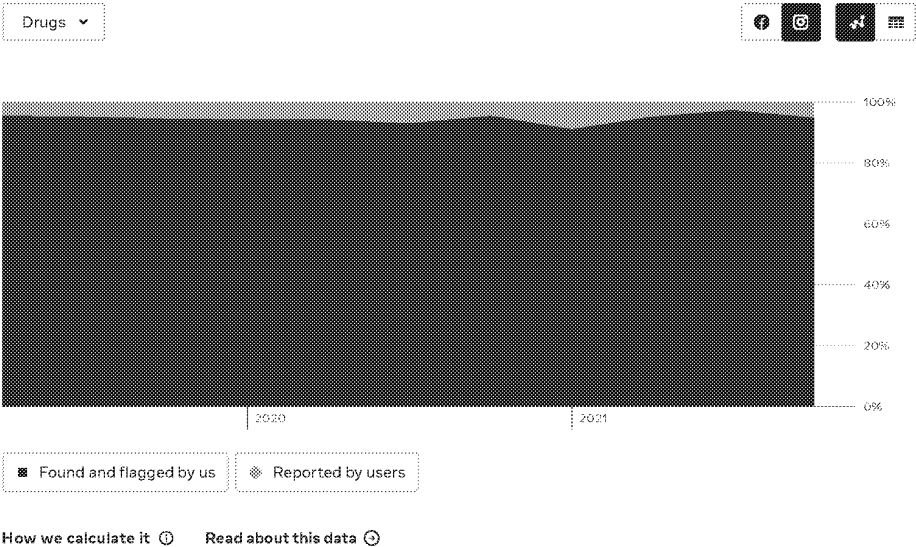


- Drugs
- ▲ Firearms

How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for regulated goods, how much did we find before people reported it?

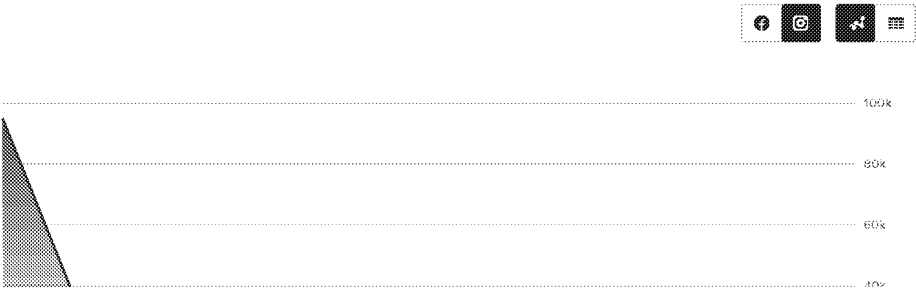


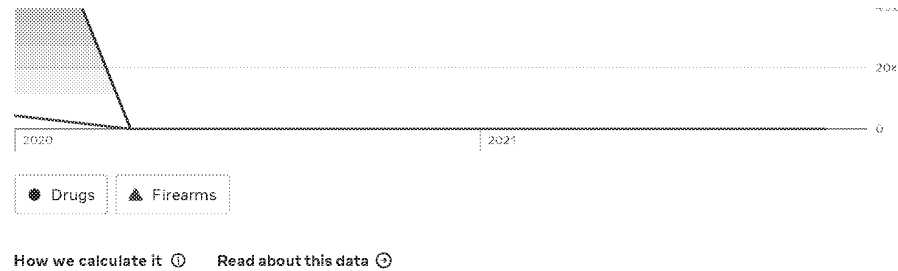
Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

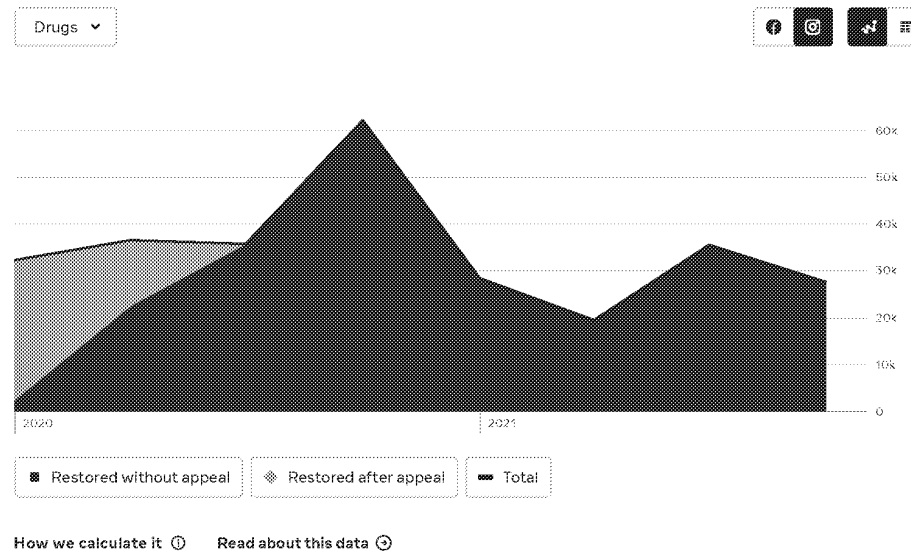
How much of the content we actioned for regulated goods did people appeal?





RESTORED CONTENT

How much actioned content for regulated goods was later restored?



NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.



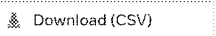
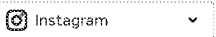
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Spam

We do not allow spam on Facebook. Spam is a broad term used to describe content that is designed to be shared in deceptive and annoying ways or attempts to mislead users to drive engagement. Spam spreads in a number of ways: It can be automated (published by bots or scripts) or coordinated (when an actor uses multiple accounts to spread deceptive content).

Spammers aim to build audiences to inflate their content's distribution and reach, typically for financial gain. The tactics spammers use, and our ability to detect them, drive the amount of content we take action on as well as our proactive rate.

[Read the policy details](#) 

Recent trends



PREVALENCE

How prevalent were spam violations?



We cannot estimate this metric right now. We are working on new methods to measure the prevalence of spam on Instagram. Our existing methods for measuring prevalence, which rely on people to manually review samples of content, do not fully capture this type of highly adversarial violation, which includes deceptive behavior as well as content. Spammy behavior cannot always be detected by reviewing the content alone. We are working on ways to review and classify spammers' behavior to build a comprehensive picture.

CONTENT ACTIONED

How much spam content did we take action on?



We cannot estimate this metric right now
We will continue to expand the measurement to more areas as we confirm accuracy and meaningful data.

How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for spam,
how much did we find before people reported it?



We cannot estimate this metric right now
We will continue to expand the measurement to more areas as we confirm accuracy and meaningful data.

How we calculate it ⓘ Read about this data ⓘ

Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for spam did people appeal?



We cannot estimate this metric right now

We will continue to expand the measurement to more areas as we confirm accuracy and meaningful data.

How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for spam was later restored?



We cannot estimate this metric right now

We will continue to expand the measurement to more areas as we confirm accuracy and meaningful data.

How we calculate it ⓘ Read about this data ⓘ

NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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Suicide and Self-Injury

We remove content that encourages suicide or self-injury on Facebook and Instagram. Self-injury is defined as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We also remove content that identifies and negatively targets victims or survivors of self-injury or suicide.

We do allow people to discuss suicide and self-injury because we want Facebook and Instagram to be spaces where people can raise awareness about these issues and seek support.

[Read the policy details](#)

Recent trends



Q4 2021

7.8 million**Content Actioned on Suicide and Self-Injury**

Content actioned increased from 3.5 million to 7.8 million due to the expansion of our media-matching technology to identify and remove old, violating content.



Q4 2021

600**Restored Content on Suicide and Self-Injury**

Restored content decreased from 10.6K in Q3 2021 to 600 in Q4 2021, following a period of elevated restores of viral, non-violating content in Q3.



PREVALENCE

How prevalent were suicide and self-injury violations?

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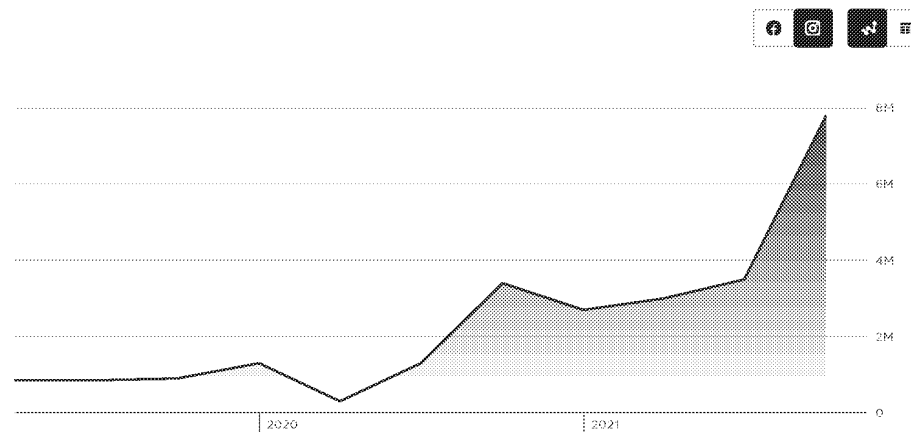
Views of violating content that contains suicide and self-injury are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q4 2021, this was true for violations of our policies on suicide and self-injury, terrorism and regulated goods on Facebook and Instagram. In these cases, we can estimate an upper limit of how often someone would see content that violates these policies.

In Q4 2021, the upper limit was 0.05% for violations of our policy for suicide and self-injury on Instagram. This means that out of every 10,000 views of content on Instagram, we estimate no more than 5 of those views contained content that violated the policy.

CONTENT ACTIONED

How much suicide and self-injury content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for suicide and self-injury, how much did we find before people reported it?

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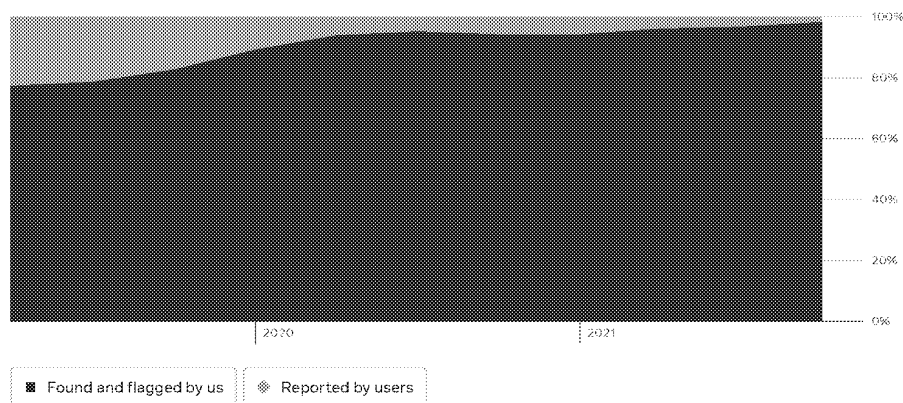
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How we calculate it ⓘ

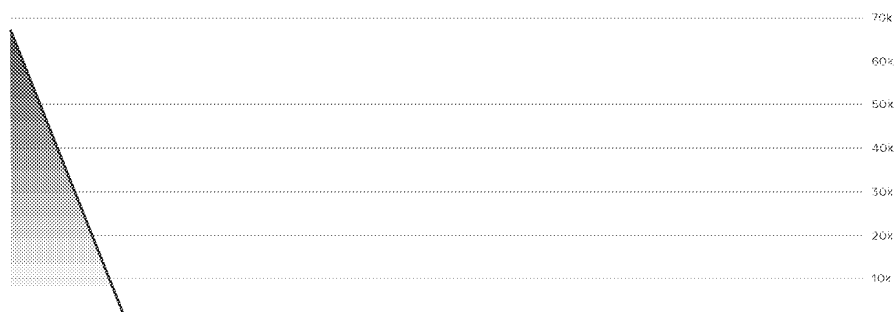
Read about this data ⓘ

Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for suicide and self-injury did people appeal?



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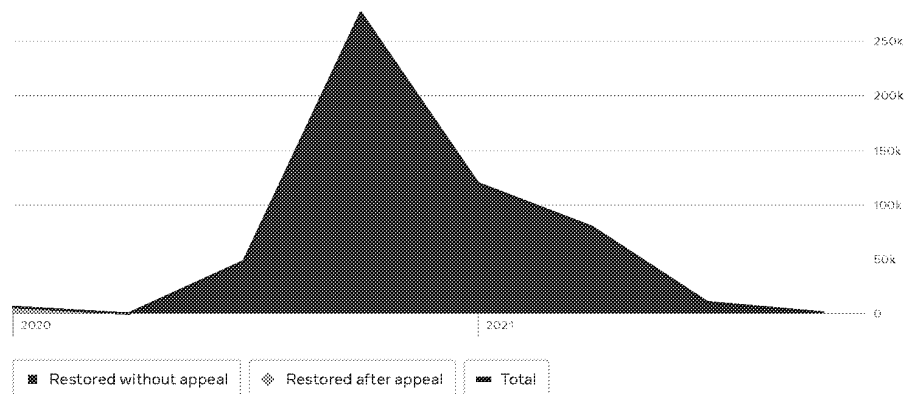
Violence and Incitement

Violent and Graphic Content

[How we calculate it](#)
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RESTORED CONTENT

How much actioned content for suicide and self-injury was later restored?


[How we calculate it](#)
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NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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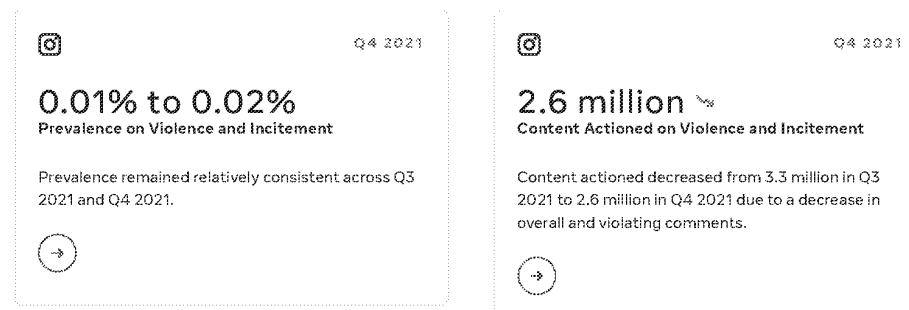
Home → Data → Community Standards Enforcement Report

Violence and Incitement

We aim to prevent potential offline harm that may be related to content on Facebook. While we understand that people commonly edddxpress disdain or disagreement by threatening or calling for violence in non-serious ways, we remove language that incites or facilitates serious violence. We remove content, disable accounts and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. We also try to consider the language and context in order to distinguish casual statements from content that constitutes a credible threat to public or personal safety.

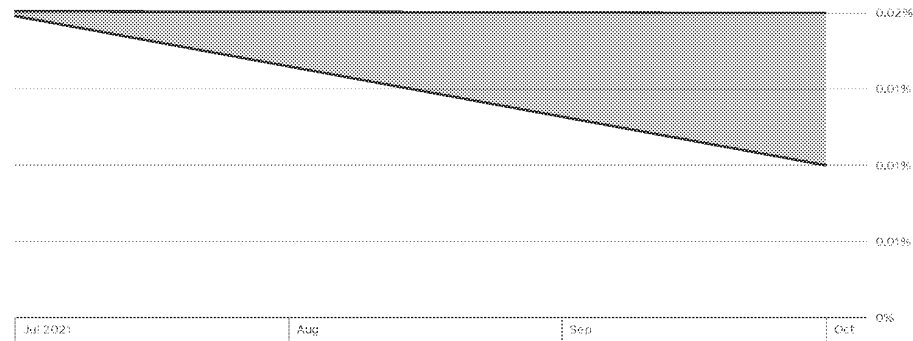
[Read the policy details](#)

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PREVALENCE

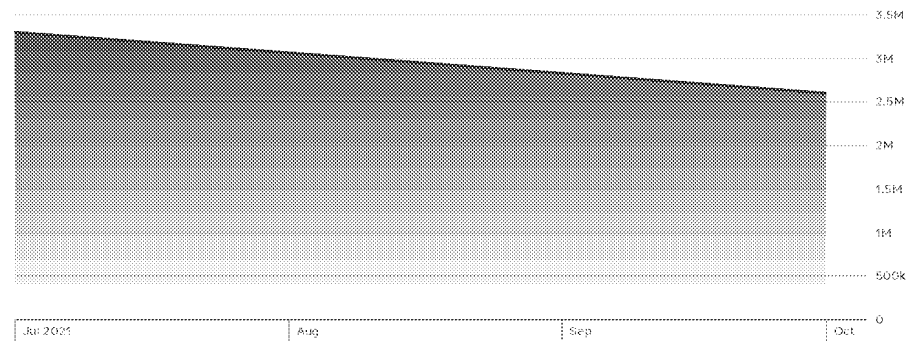
How prevalent were violence and incitement violations?



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

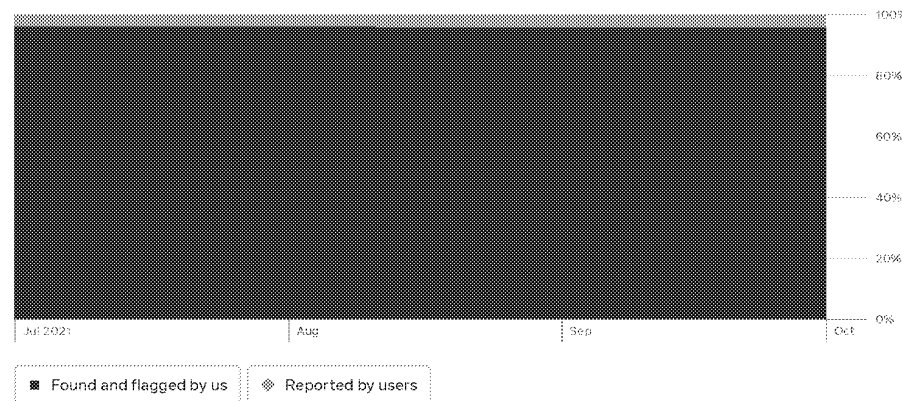
How much violence and incitement content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for violence and incitement content, how much did we find before people reported it?



How we calculate it ⓘ Read about this data ⓘ

Correcting mistakes

People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for violence and incitement content did people appeal?

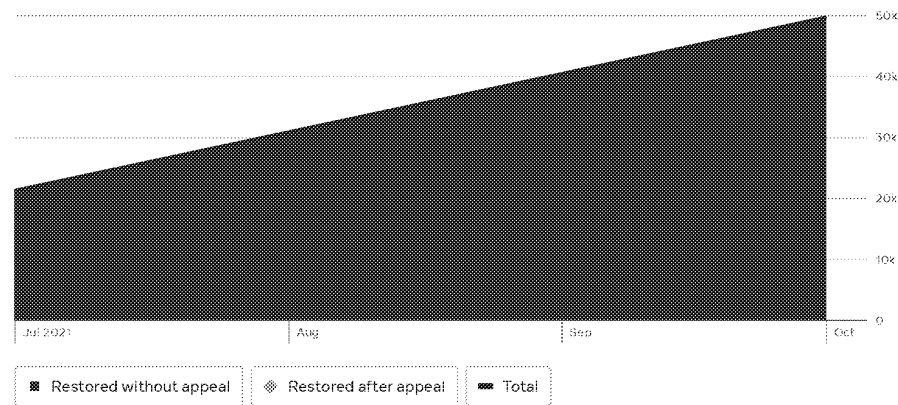


Jul 2021 Aug Sep Oct

How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for violence and incitement content was later restored?



How we calculate it ⓘ Read about this data ⓘ

NOTE:

Due to a temporary reduction in our review capacity as a result of COVID-19, we could not always offer people the option to appeal. We still gave people the option to tell us they disagreed with our decision, which helped us review many of these instances and restore content when appropriate.

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Violent and Graphic Content

We remove content that glorifies violence or celebrates the suffering or humiliation of others on Facebook and Instagram. We do allow people to share some graphic content to raise awareness about current events and issues. In these cases, we may hide the content from people under 18 and cover it with a warning for those over 18, so people are aware it is graphic or violent before they choose to view it.

[Read the policy details](#) ⓘ

Recent trends



Q4 2021

5.5 million ↘**Content Actioned on Violent and Graphic Content**

Content actioned decreased from 10.7 million in Q3 2021 to 5.5 million in Q4 2021 following a period of elevated enforcement in Q3 on viral, violating content.



Q4 2021

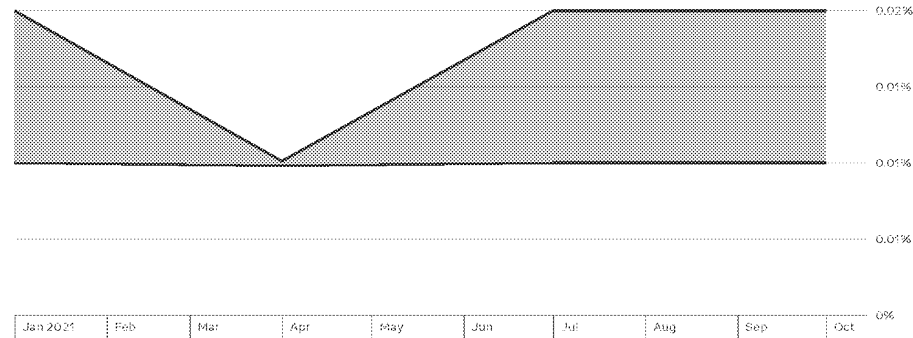
2.5 million ↗**Restored Content on Violent and Graphic Content**

Restored content increased from 21.2K pieces of content in Q3 2021 to 2.5 million in Q4 2021 due to the automated restore of a viral, non-violating image.



PREVALENCE

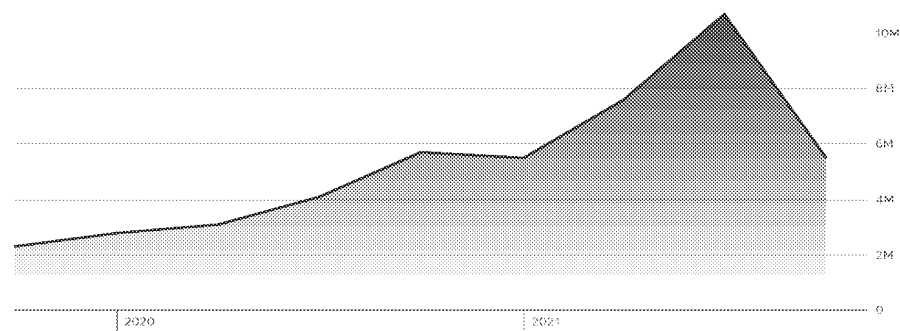
How prevalent were violent and graphic content violations?



How we calculate it ⓘ Read about this data ⓘ

CONTENT ACTIONED

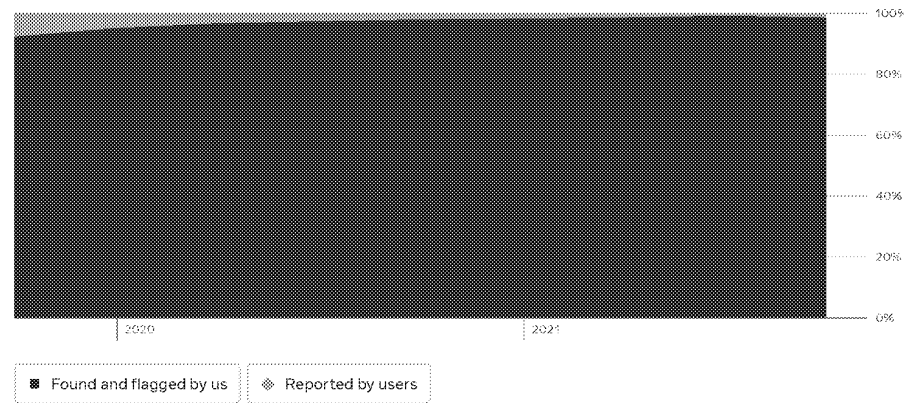
How much violent and graphic content did we take action on?



How we calculate it ⓘ Read about this data ⓘ

PROACTIVE RATE

Of the violating content we actioned for violent and graphic content, how much did we find before people reported it?



[How we calculate it](#) ⓘ [Read about this data](#) ⓘ

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People can appeal our decisions, unless there are extreme safety concerns. We restore content we incorrectly removed or when circumstances change. Restores can happen from appeals or when we identify issues ourselves.

APPEALED CONTENT

How much of the content we actioned for violent and graphic content did people appeal?

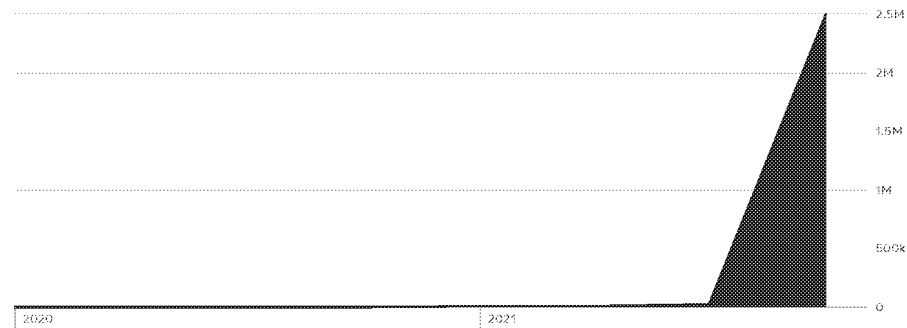




How we calculate it ⓘ Read about this data ⓘ

RESTORED CONTENT

How much actioned content for violent and graphic content was later restored?



☒ Restored without appeal
 ☒ Restored after appeal
 ☒ Total

How we calculate it ⓘ Read about this data ⓘ

NOTE:

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