

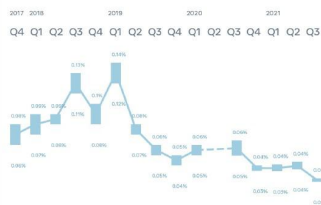
Exhibit B



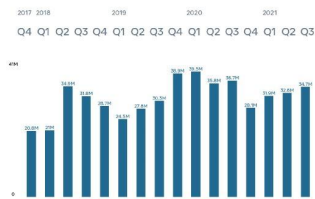
Community Standards Enforcement Report Q3 2021

Adult Nudity & Sexual Activity

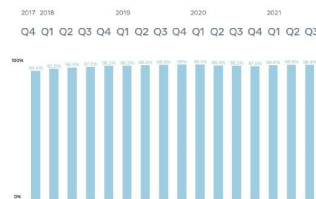
How prevalent were views of violations on Facebook?



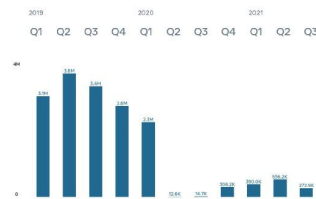
How much content did we take action on?



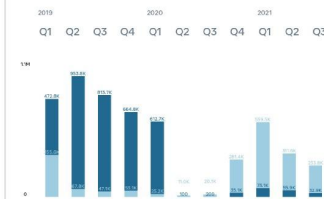
Of the violating content we actioned, how much did we find before users reported it?



How much of the content we actioned did people appeal?

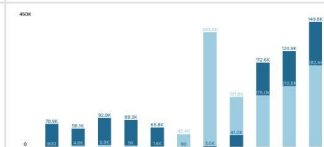
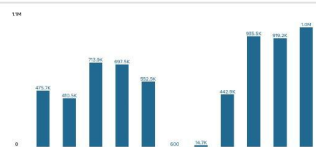
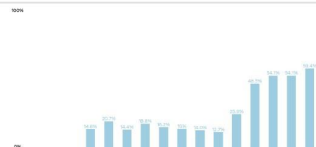
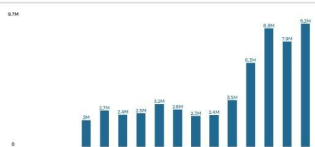


How much actioned content was later restored?

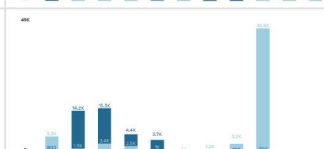
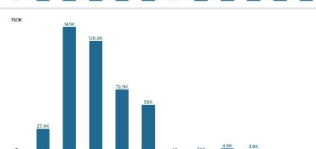
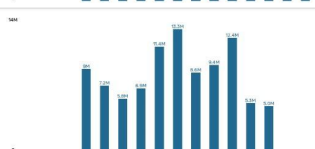


Bullying & Harassment

We estimate that between 0.14% to 0.15% of views were of content that violated our standards against Bullying & Harassment.



Child Nudity & Sexual Exploitation (Measured until Q1 2021, and then replaced with Child Endangerment policy categories)



Child Endangerment: Sexual Exploitation



Child Endangerment: Nudity and Physical Abuse





Community Standards Enforcement Report Q3 2021

How prevalent were views of violations on Facebook?

2017 2018 2019 2020 2021
Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3

How much content did we take action on?

2017 2018 2019 2020 2021
Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3

Of the violating content we actioned, how much did we find before users reported it?

2017 2018 2019 2020 2021
Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3

How much of the content we actioned did people appeal?

2019 2020 2021
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3

How much actioned content was later restored?

2019 2020 2021
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3

Hate Speech

Spam

Regulated Goods: Drugs

Regulated Goods: Firearms

Suicide & Self-Injury

Violent & Graphic Content

Violence & Incitement

We estimate that less than 0.05% of views were of content that violated our standards against Drugs Sales.

We estimate that less than 0.05% of views were of content that violated our standards against Firearms Sales.

We estimate that less than 0.05% of views were of content that violated our standards against Suicide & Self-Injury.

We estimate that between 0.04% to 0.05% of views were of content that violated our standards against Violence & Incitement.

We are developing metrics not shown here and will share them as soon as meaningful and accurate measures and related data are available.

Note: Due to a temporary reduction in our content review capacity as a result of COVID-19, our ability to offer users the option to appeal and measure prevalence was impacted in some areas beginning Q2 2020.

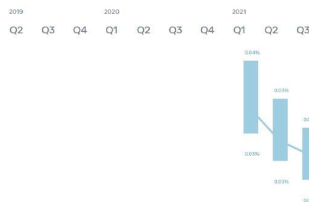
Restored without appeal
Restored after appeal



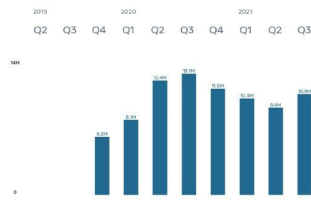
Community Standards Enforcement Report Q3 2021

Adult Nudity & Sexual Activity

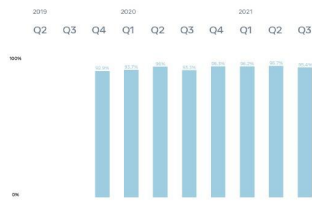
How prevalent were views of violations on Instagram?



How much content did we take action on?



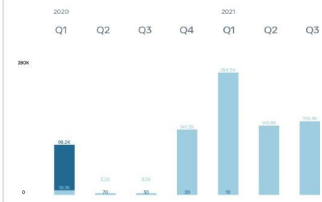
Of the violating content we actioned, how much did we find before users reported it?



How much of the content we actioned did people appeal?

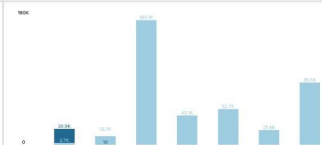
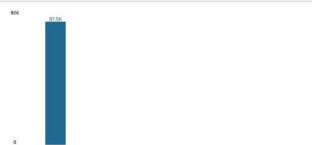
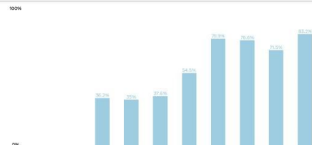
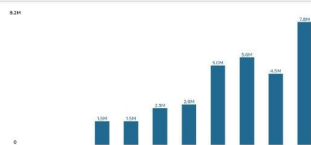


How much actioned content was later restored?

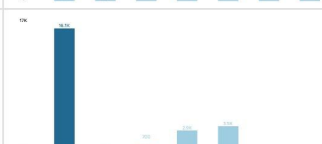
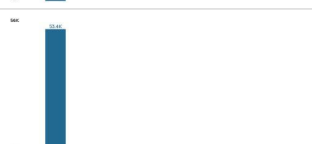
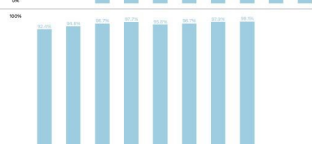
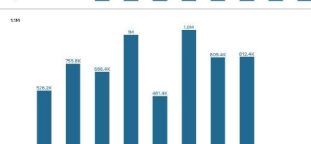


Bullying & Harassment

We estimate that between 0.05% to 0.06% of views were of content that violated our standards against Bullying & Harassment.



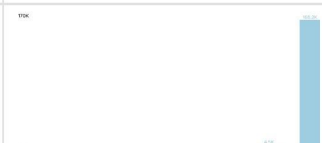
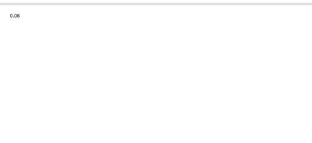
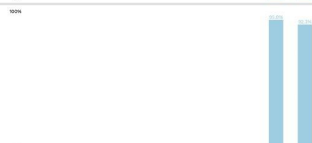
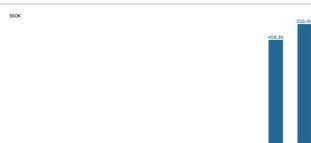
Child Nudity & Sexual Exploitation (Measured until Q1 2021, and then replaced with Child Endangerment policy categories)



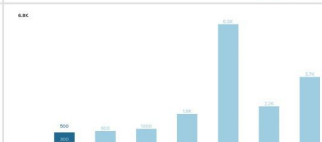
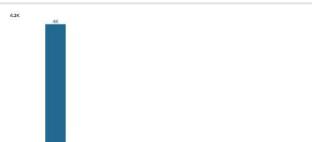
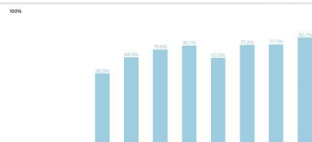
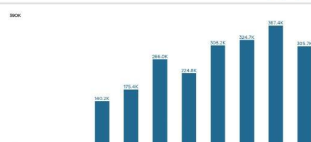
Child Endangerment: Sexual Exploitation



Child Endangerment: Nudity and Physical Abuse

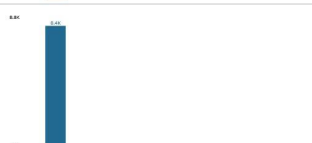
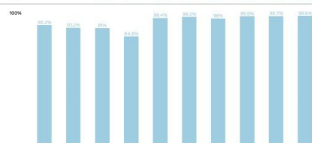
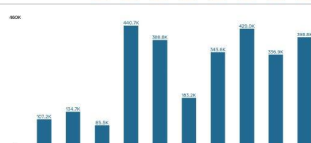


Dangerous Organizations: Organized Hate



Dangerous Organizations: Terrorism

We estimate that less than 0.05% of views were of content that violated our standards against Terrorist Propaganda.





Community Standards Enforcement Report Q3 2021

Regulated Goods: Drugs

How prevalent were views of violations on Instagram?

We estimate that less than 0.05% of views were of content that violated our standards against Drugs Sales.

How much content did we take action on?

Of the violating content we actioned, how much did we find before users reported it?

How much of the content we actioned did people appeal?

How much actioned content was later restored?

Regulated Goods: Firearms

We estimate that less than 0.05% of views were of content that violated our standards against Firearms Sales.

Suicide & Self-Injury

We estimate that less than 0.05% of views were of content that violated our standards against Suicide & Self-Injury.

Violent & Graphic Content

Violence & Incitement

We estimate that about 0.02% of views were of content that violated our standards against Violence & Incitement.

We are developing metrics not shown here and will share them as soon as meaningful and accurate measures and related data are available.

Note: Due to a temporary reduction in our content review capacity as a result of COVID-19, our ability to offer users the option to appeal and measure prevalence was impacted in some areas beginning Q2 2020.

Restored without appeal
Restored after appeal