Community Standards Enforcement Report Q3 2021

| | 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? |
|---|---|---|---|---|---|
| Adult Nudity & Sexual Activity | | | | | |
| 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 | | | | | |
| 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. | | | | |
| Fake Accounts | We estimate that fake accounts represented approximately 5% of our worldwide monthly active users (MAU) on Facebook during Q3 2021. | | | | |

Plaintiff's Exhibit Markers

PLAINTIFF

United States District Court
Northern District of California

Case No. MDL No. 3047 (N.D. Cal.)
Case Title In re: Social Media Adolescent Addiction
Exhibit No. 3254
Date Entered
Mark Busby, Clerk
By: , Deputy Clerk



CONFIDENTIAL
META3047MDL_REPROD_VOL009
META3047MDL-003-00079927

Community Standards Enforcement Report Q3 2021

| | 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? |
|---|---|---|---|---|---|
| Hate Speech | | | | | |
| Spam | | | | | |
| Regulated Goods: Drugs | We estimate that less than 0.05% of views were of content that violated our standards against Drugs Sales. | | | | |
| 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 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

| | 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? |
|---|---|---|---|---|---|
| Adult Nudity & Sexual Activity | | | | | |
| 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. | | | | |
| Hate Speech | We estimate that about 0.02% of views were of content that violated our standards against Hate Speech. | | | | |

Community Standards Enforcement Report Q3 2021

| | 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? |
|---|---|---|---|---|---|
| Regulated Goods: Drugs | We estimate that less than 0.05% of views were of content that violated our standards against Drugs Sales. | | | | |
| 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