Meta

Language

Meta-Andrews-44
11/20/2024
Jenny L. Griffin, CSR

Transparency Center

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. 4127
Date Entered
Mark Busby, Clerk
By: Deputy Clerk

Bullying and Harassment

Policy details

Change log

Policy Rationale

Bullying and harassment happen in many places and come in many different forms from making threats and releasing personally identifiable information to sending threatening messages and making unwanted malicious contact. We do not

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tolerate this kind of behavior because it prevents people from feeling safe and respected on Facebook.

We distinguish between public figures and private individuals because we want to allow discussion, which often includes critical commentary of people who are featured in the news or who have a large public audience. For public figures, we remove attacks that are severe as well as certain attacks where the public figure is directly tagged in the post or comment.

For private individuals, our protection goes further: We remove content that's meant to degrade or shame, including, for example, claims about someone's sexual personal activity. We recognize that bullying and harassment can have more of an emotional impact on minors, which is why our policies provide heightened protection for users between the ages of 13 and 18.

Context and intent matter, and we allow people to post and share if it is clear that something was shared in order to condemn or draw attention to bullying and harassment. In certain instances, we require self-reporting because it helps us understand that the person targeted feels bullied or harassed. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it.

We also have a Bullying Prevention Hub, which is a resource for teens, parents, and educators seeking support for issues related to bullying and other conflicts. It offers step-by-step guidance, including information on how to start important conversations about bullying. Learn more about what we are doing to protect people from bullying and harassment here.

Note: This policy does not apply to individuals who are part of designated organizations under the Dangerous Organizations and Individuals policy or individuals who died prior to 1900.

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Do not:

Repeatedly contact someone in a manner that is:

- Unwanted or
- Sexually harassing or
- Directed at a large number of individuals with no prior solicitation

Target anyone maliciously by:

- Calling for, or making statements of intent to engage in, bullying and/or harassment
- Attacking them based on their status as a victim of sexual assault, sexual exploitation, sexual harassment, or domestic abuse
- Calling for self-injury or suicide of a specific person, or group of people
- Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)
- Posting content about a violent tragedy, or victims of violent tragedies that include claims that a violent tragedy did not occur
- Posting content about victims or survivors of violent tragedies by name or by image, with claims that they are
  - Acting/pretending to be a victim of an event
  - Otherwise paid or employed to mislead people about their role in the event
- Threatening to release an individual's private phone number, residential address, or email address
- Making statements of intent to engage in a sexual activity or advocating for them to engage in a sexual activity
- Creating Pages or Groups that are dedicated to attacking individual(s) by:

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- Calling for death, ~~serious disease, epidemic disease, or disability~~ or to contract or develop a medical condition
- Making statements of intent of advocating to engage in sexual activity
- Making claims that the individual has or may have a sexually transmitted disease

- Sending messages that contain the following attacks when aimed at an individual or group of individuals in the thread

  - Targeted cursing
  - Calls for death, serious disease, disability, epidemic disease, or physical harm

Target private individuals, involuntary public figures, or public figures who are minors, with:

- Calls for death, ~~serious disease, epidemic disease, or disability~~ or to contract or develop a medical condition
- Female-gendered cursing terms when used in a derogatory way
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:

  - Targeted cursing
  - Negative physical descriptions
  - Claims about religious identity or blasphemy
  - Expressions of contempt or disgust
  - Female-gendered cursing terms when used in a derogatory way

Target public figures by purposefully exposing them to:

- For adults

  - Calls for death, ~~serious disease, epidemic disease, or disability~~ or to contract or develop a medical condition
  - Claims about sexually transmitted disease

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- Female-gendered cursing terms when used in a derogatory way
- Content that praises, celebrates, or mocks their death or ~~serious physical injury~~ medical condition

- For minors

  - Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")
  - Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)

Target private individuals or involuntary public figures with:

- Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")
- Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)
- Attacks through negative physical descriptions
- Content that ranks individuals on physical appearance or personality
- Content sexualizing another adult
- Content that further degrades or expresses disgust toward individuals who are depicted menstruating, urinating, vomiting, or defecating
- Content that further degrades individuals who are depicted being physically bullied
- Content that praises, celebrates, or mocks their death or serious physical injury
- In addition to the above, attacks through Pages or Groups:

  - Negative character or ability claims
  - Self-referential bullying; Only if the Object targets more than 1 private individual

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Target private adults (who must self-report) or any private minors or involuntary minor public figures with:

- Targeted cursing
- Claims about romantic involvement, sexual orientation or gender identity
- Coordination, advocation, or promotion of exclusion
- Negative character or ability claims, except in the context of criminal allegations against adults. We allow criminal allegations so that people can draw attention to personal experiences or offline events. In cases in which criminal allegations pose real-world harm to the named individual, however, we may remove them
- Expressions of contempt or disgust, except in the context of criminal allegations against adults

Target private individuals who are minors with:

- Allegations about criminal or illegal behavior
- Videos of physical bullying ~~or violence against minors in a fight context~~ shared in a non-condemning context

Target private individuals (who must self-report) with:

- Self-referential bullying
- Unwanted manipulated imagery
- Comparison to other public, fictional or private individuals on the basis of physical appearance
- Claims about religious identity or blasphemy
- Comparisons to animals or insects that are not culturally perceived as intellectually or physically inferior ("tiger," "lion")
- Neutral or positive physical descriptions
- Non-negative character or ability claims
- Any bullying or harassment violation, when shared in an endearing context
- Attacks through derogatory terms related to a lack of sexual activity

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⚠

We add a cover to this content so people can choose whether to see it:

Videos of physical bullying ~~or violence~~ against minors ~~in a fight context~~ shared ~~with~~ in a condemning ~~caption~~ context

⚠

For the following Community Standards, we require additional information and/or context to enforce:

Do not:

- Post content that targets private individuals through unwanted Pages, Groups and Events. We remove this content when it is reported by the victim or an authorized representative of the victim
- Create accounts to to contact someone who has blocked you
- Post attacks that use derogatory terms related to female gendered cursing. We remove this content when the victim or an authorized representative of the victim informs us of the content, even if the victim hasn't reported it directly
- Post content that would otherwise require the victim to report the content or an indicator that the poster is directly targeting the victim (e.g., the victim is tagged in the post or comment). We will remove this content if we have confirmation from the victim or an authorized representative of the victim that the content is unwanted
- Post content praising, celebrating, or mocking anyone's death. We also remove content targeting a deceased individual that we would normally require the victim to report
- Post content calling for or stating an intent to engage in behavior that would qualify as bullying and harassment under our policies. We will remove this content when we have confirmation from the victim or an authorized representative of

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the victim that the content is unwanted

- Engage in mass harassment against individuals that targets them based on their decision to take or not take the COVID-19 vaccine with:

  - statements of mental or moral inferiority based on their decision, or
  - statements that advocate for or allege a negative outcome as a result of their decision, except for widely proven and/or accepted COVID-19 symptoms or vaccine side effects.

Read less

User experiences

See some examples of what enforcement looks like for people on Facebook, such as: what it looks like to report something you don't think should be on Facebook, to be told you've violated our Community Standards and to see a warning screen over certain content.

Note: We're always improving, so what you see here may be slightly outdated compared to what we currently use.

USER EXPERIENCE

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Reporting



USER EXPERIENCE

Post-report communication



USER EXPERIENCE

Takedown experience



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USER EXPERIENCE

Warning screens

Data

Prevalence

Percentage of times people saw violating content

PREVALENCE

How prevalent were bullying and harassment violations?

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Jul - Sep 2021

This is a new metric. We will continue to add data to this chart.

0.14% to 0.15%

of views showed violating content (estimated).
In other words, of every 10K content views, an estimate of 14 - 15 would contain bullying and harassment.

How we calculate it ⓘRead about this data

Content actioned

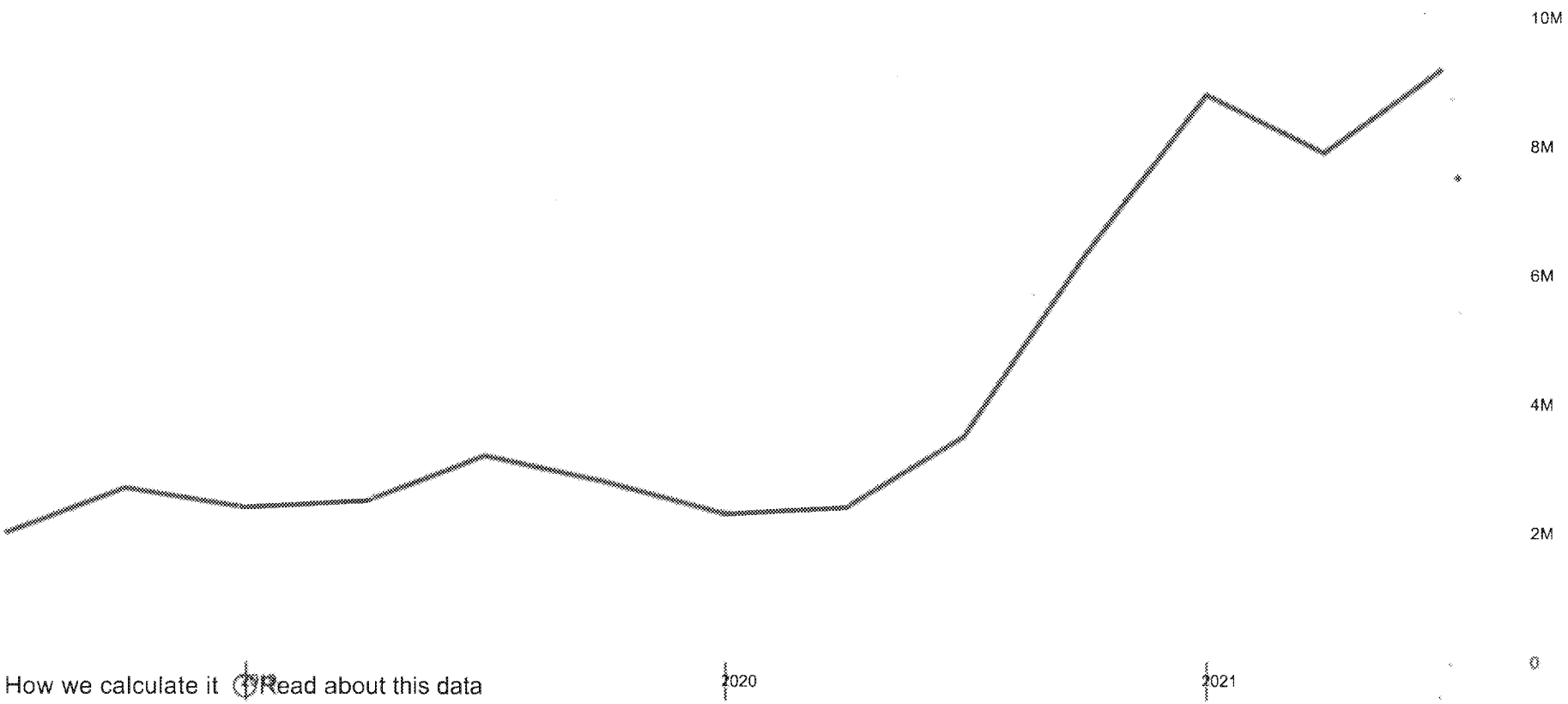
Number of pieces of violating content we took action on

CONTENT ACTIONED

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

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How we calculate it Read about this data

Proactive rate

Percentage of violating content we found before people reported it

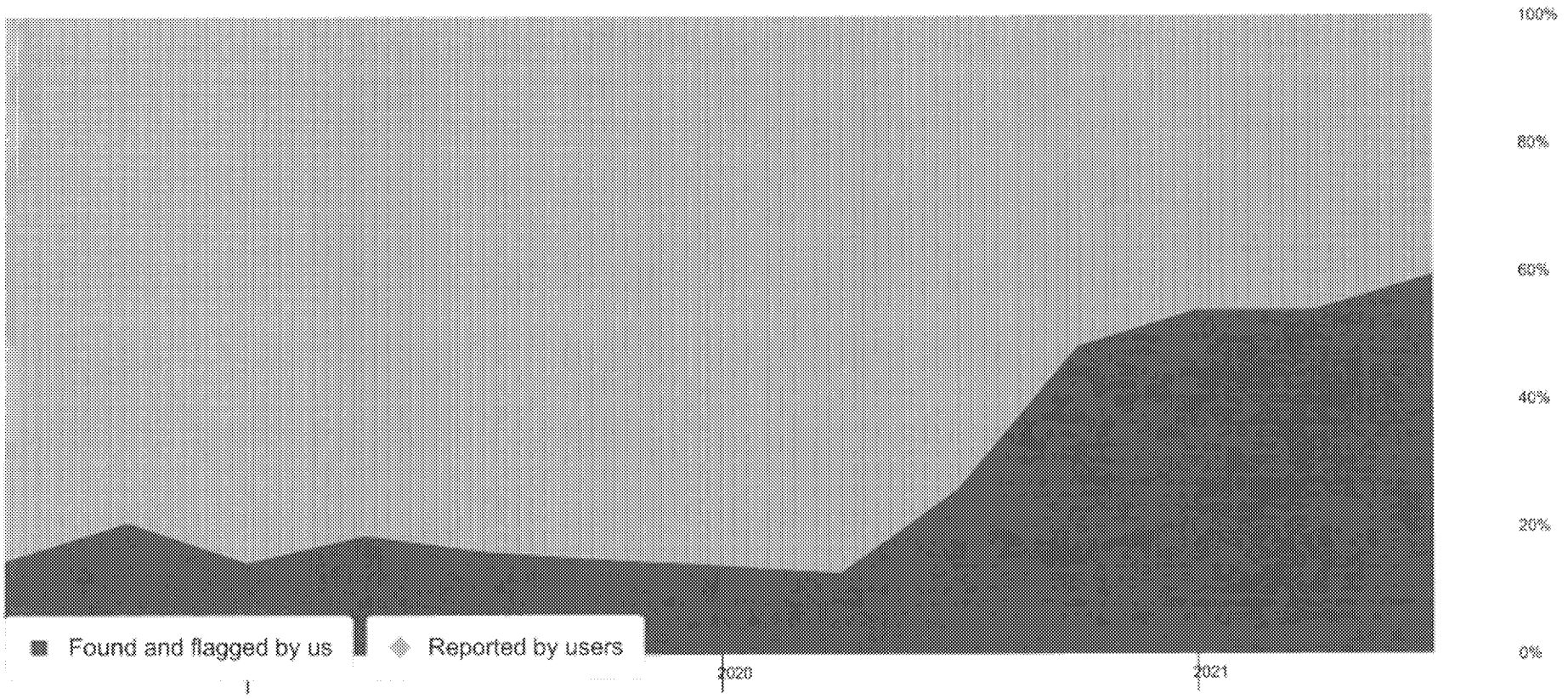
PROACTIVE RATE

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

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How we calculate it ⓘRead about this data

Appealed content

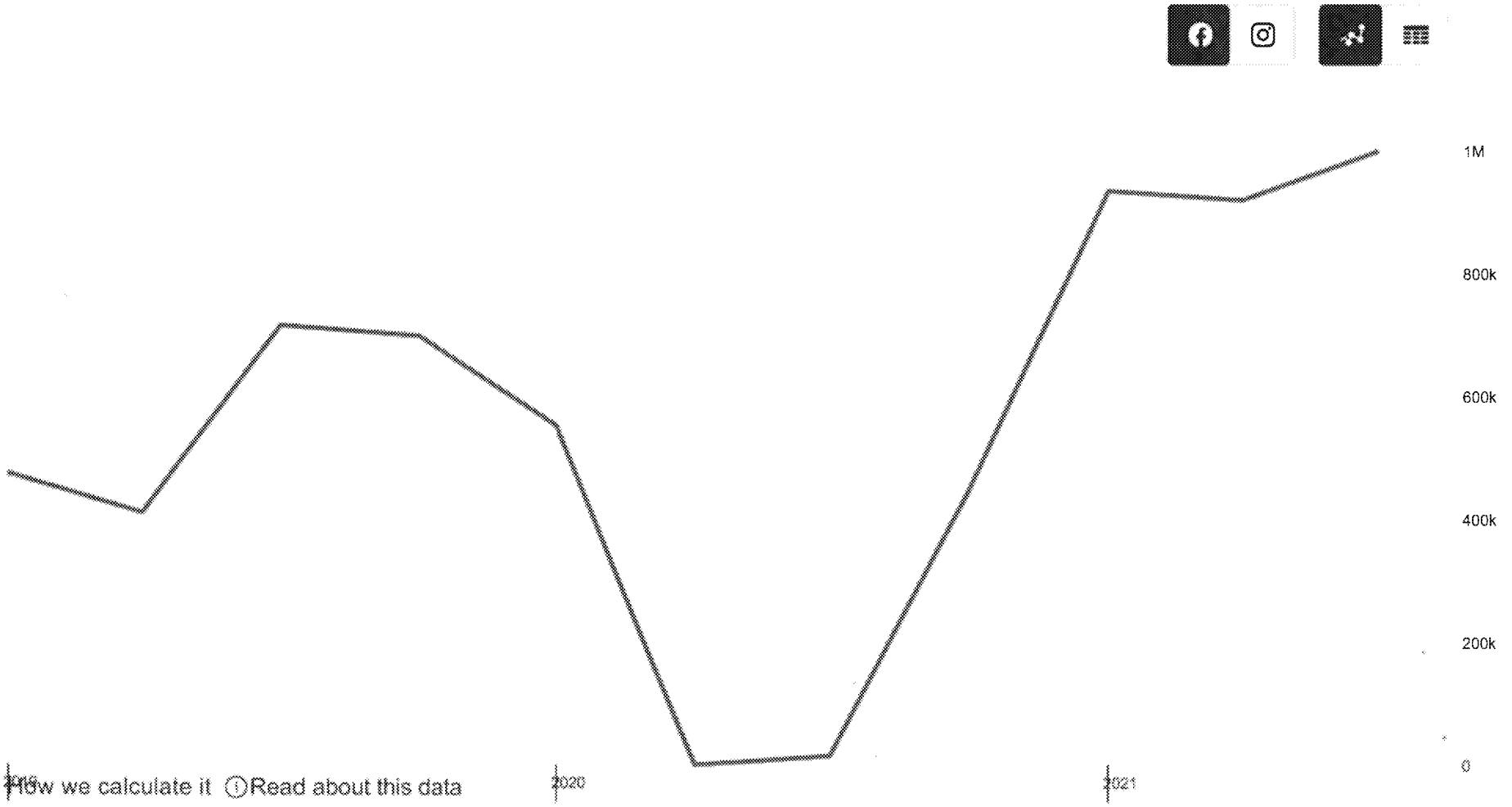
Number of pieces of content people appealed after we took action on it

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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

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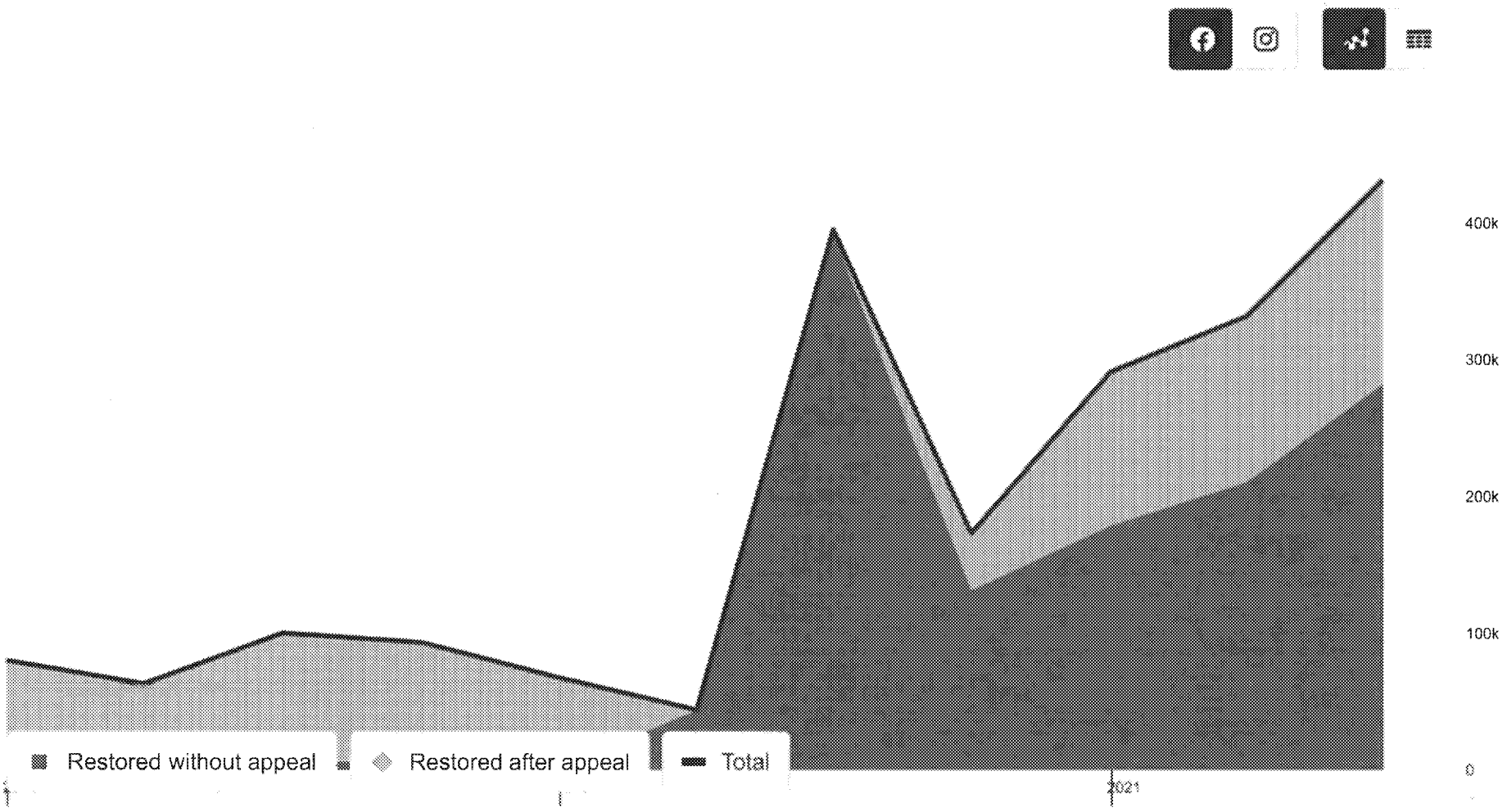
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Number of pieces of content we restored after we originally took action on it

RESTORED CONTENT

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



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How we calculate it Read about this data

Enforcement

We have the same policies around the world, for everyone on Facebook.

Review teams

Our global team of over 15,000 reviewers work every day to keep people on Facebook safe.

Stakeholder engagement

Outside experts, academics, NGOs and policymakers help inform the Facebook Community Standards.

PREVIOUS

Adult Sexual Exploitation

NEXT

Human Exploitation

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