

[Back to Newsroom](#)

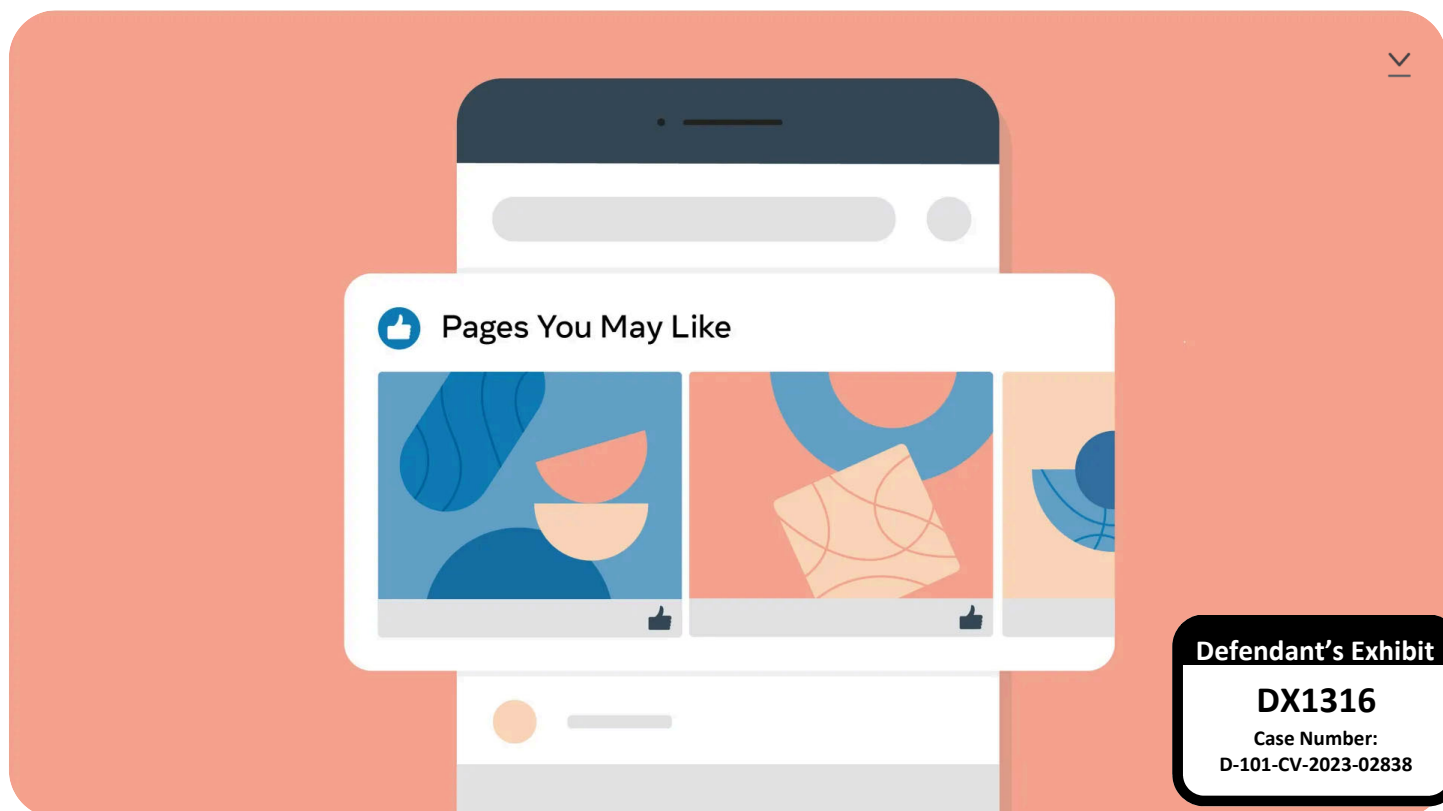
META

Recommendation Guidelines

August 31, 2020

By Guy Rosen, VP Integrity

 **LISTEN TO ARTICLE**



Across our apps, we make recommendations to help you discover new communities and content we think you're likely to be interested in. We suggest Pages, Groups, Events and more based on content you've expressed interest in and actions you take

on our apps. We personalize these recommendations to make sure they're relevant and valuable to you.

Recommendations can help you discover things you love, but since recommended content doesn't come from accounts you choose to follow, it's important that we have certain standards for what we recommend. This helps ensure we don't recommend potentially sensitive content to those who don't explicitly indicate that they wish to see it. To be clear, this content is still allowed on our platforms – we just won't show it in places where we recommend content.

To determine what content is eligible to appear in recommendations, we have Recommendation Guidelines. Today, we're making these guidelines public in the Help Center to help people better understand the kinds of content we recommend, and provide context on why some types of content aren't included in recommendations, and therefore may not be distributed as widely.

In developing these guidelines, we consulted 50 leading experts specializing in recommender systems, expression, safety and digital rights. These consultations help ensure we provide a safe and positive experience when we recommend things on our apps.

You can see the Recommendations Guidelines in the [Facebook Help Center](#) and [Instagram Help Center](#).

Categories: Facebook, Instagram, Integrity and Security, Meta, Public Policy

 **DOWNLOAD ALL IMAGES**

Share this article



✓ RECENT NEWS

Meta Announces Nuclear Energy Projects, Unlocking Up to 6.6 GW to Power American Leadership in AI Innovation



Customize Your WhatsApp Group Chats With New Member Tags, Text Stickers, and Event Reminders



AI Breakthroughs, Our Most Advanced Glasses, and More: Meta's 2025 Highlights



One Year In: Meta's Richland Parish Data Center Supports Louisiana Economy With \$875M In Contracts



✓ RELATED NEWS

META

Improving Your Recommendations
on Our Apps With AI at Meta
October 1, 2025

INSTAGRAM

Reshape Your Instagram With a
Recommendations Reset
November 19, 2024



Meta Store

▼

Community

▼

Our actions

▼

About us

▼

Site terms and policies

▼

App support

▼