Tennessee v. Meta
Case No. 23-1364-IV
PX-03293

Meta

Language

Transparency Center

Suicide and Self Injury

Policy details

Change log

Policy Rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organizations around the world to provide

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assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organizations that can provide support and if our Community Operations team is concerned about immediate harm we will contact local emergency services to get them help. For more information, visit the Facebook Safety Center.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a livestream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively impacted by viewing this content, we will stop the livestream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact emergency services if we identify someone is at immediate risk of harming themselves.

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Do not post:

Content that promotes, encourages, coordinates, or provides instructions for

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

It is against our policies to post content depicting a person who engaged in a suicide attempt or death by suicide

Content that focuses on depiction of ribs, collar bones, thigh gaps, hips, concave stomach, or protruding spine or scapula when shared together with terms associated with eating disorders

Content that contains instructions for drastic and unhealthy weight loss when shared together with terms associated with eating disorders.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

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For the following content, we restrict content to adults over the age of 18, and include a sensitivity screen so that people are aware the content may be upsetting:

- Photos or videos depicting a person's death by suicide or suicide attempt that are determined to be newsworthy.
- Photos or videos depicting a person who engaged in euthanasia/assisted suicide in a medical setting.



For the following content, we include a sensitivity screen so that people are aware the content may be upsetting to some:

- Content that depicts older instances of self-harm such as healed cuts or other non-graphic self-injury imagery in a self-injury, suicide or recovery context.
- Content that depicts ribs, collar bones, thigh gaps, hips, concave stomach, or protruding spine or scapula in a recovery context.



We provide resources to people who post written or verbal admissions of engagement in self injury, including:

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- Suicide.
- Euthanasia/assisted suicide.
- Self-harm.
- Eating disorders.
- Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.



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

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
    - A suicide note may also be removed when reported through the Suicidal Content Contact Form or Instagram Contact Form when we have confirmation of a suicide or suicide attempt

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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

Reporting

USER EXPERIENCE

Post-report communication

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USER EXPERIENCE

Takedown experience

USER EXPERIENCE

Warning screens

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Data

Prevalence

Percentage of times people saw violating content

PREVALENCE

How prevalent were suicide and self-injury 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 Q3 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 Q3 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.

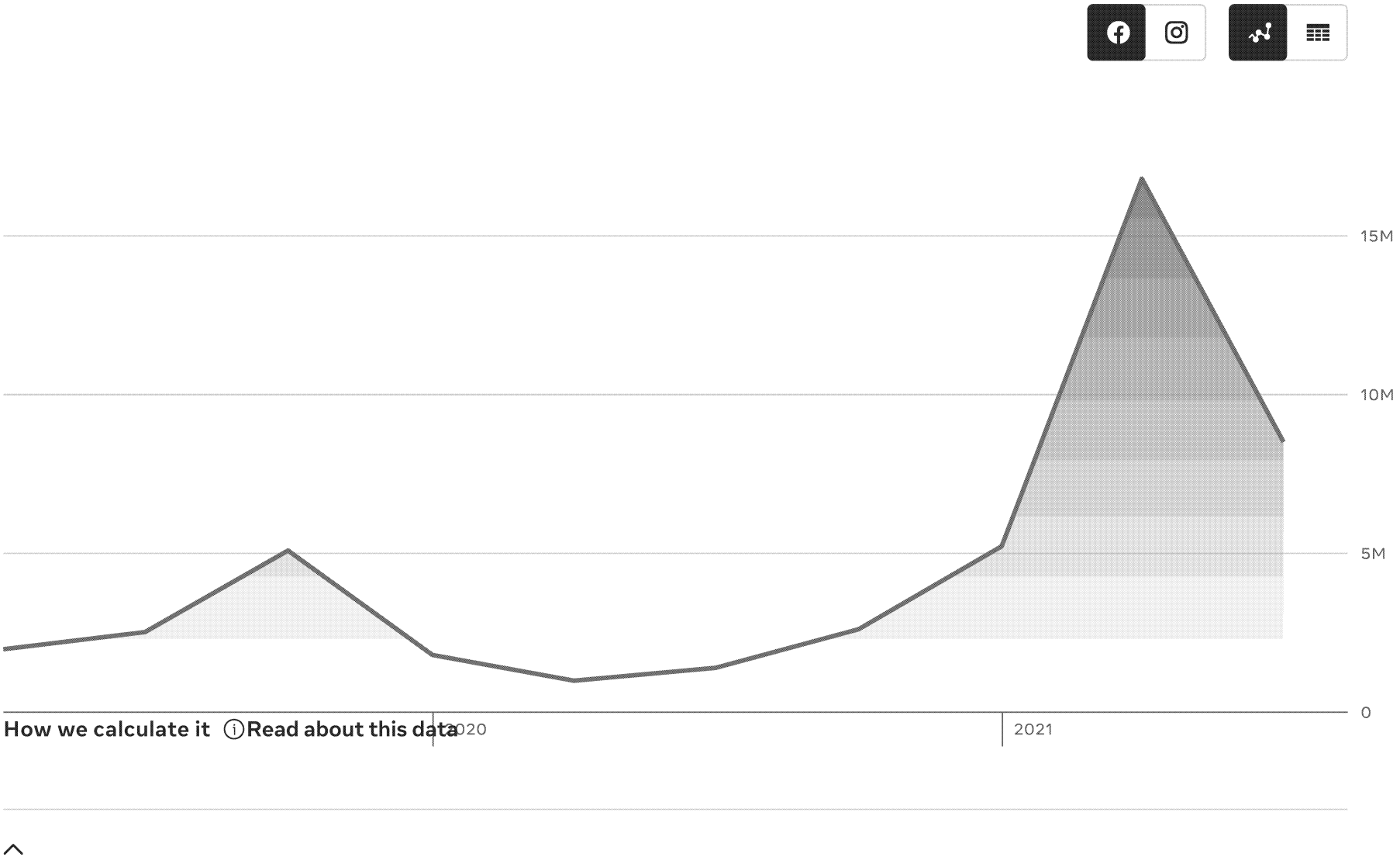
Content actioned

Number of pieces of violating content we took action on

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CONTENT ACTIONED

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



How we calculate it **Read about this data**

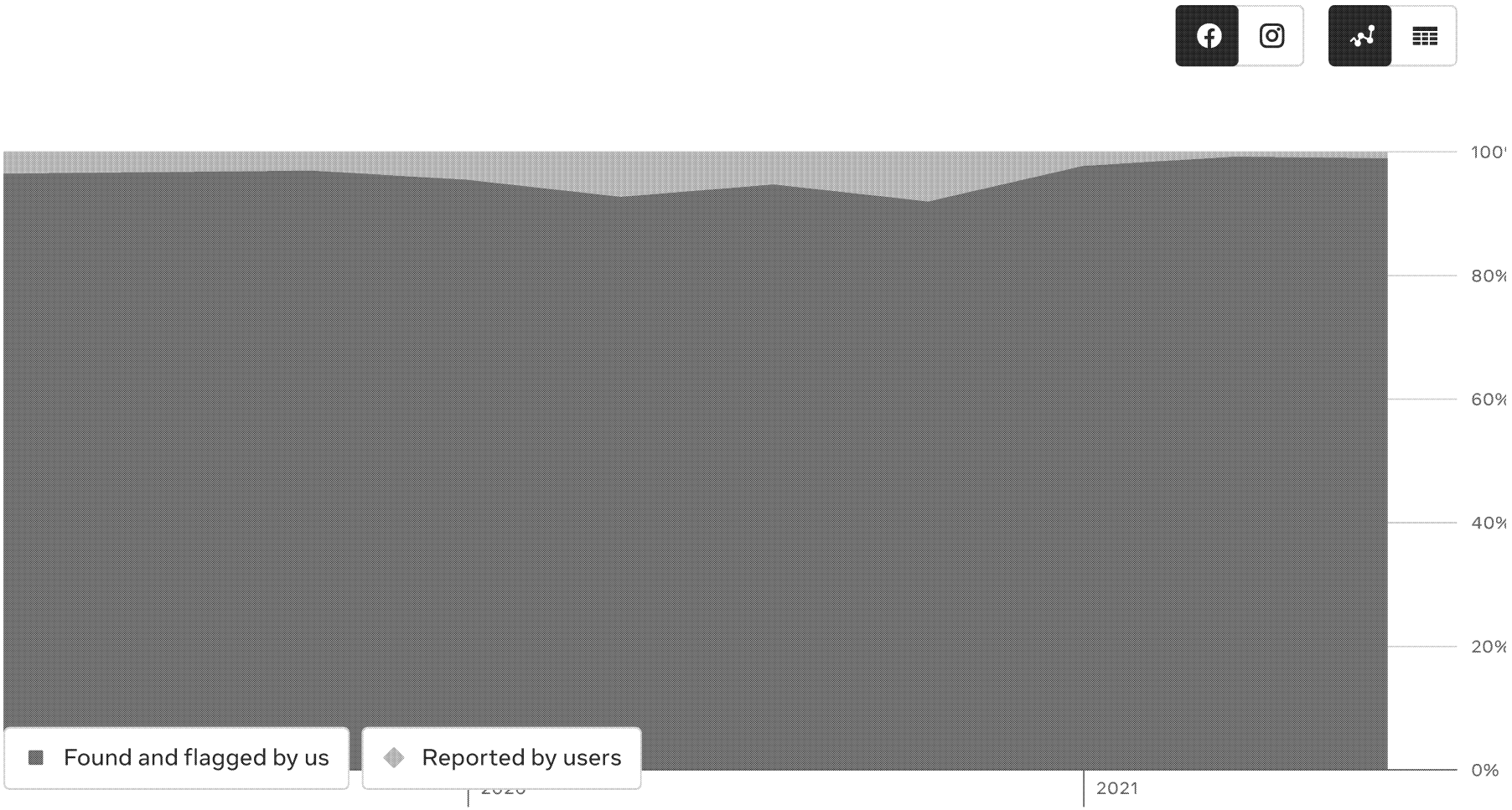
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Proactive rate

Percentage of violating content we found before people reported it

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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How we calculate it ⓘ**Read about this data**

Appealed content

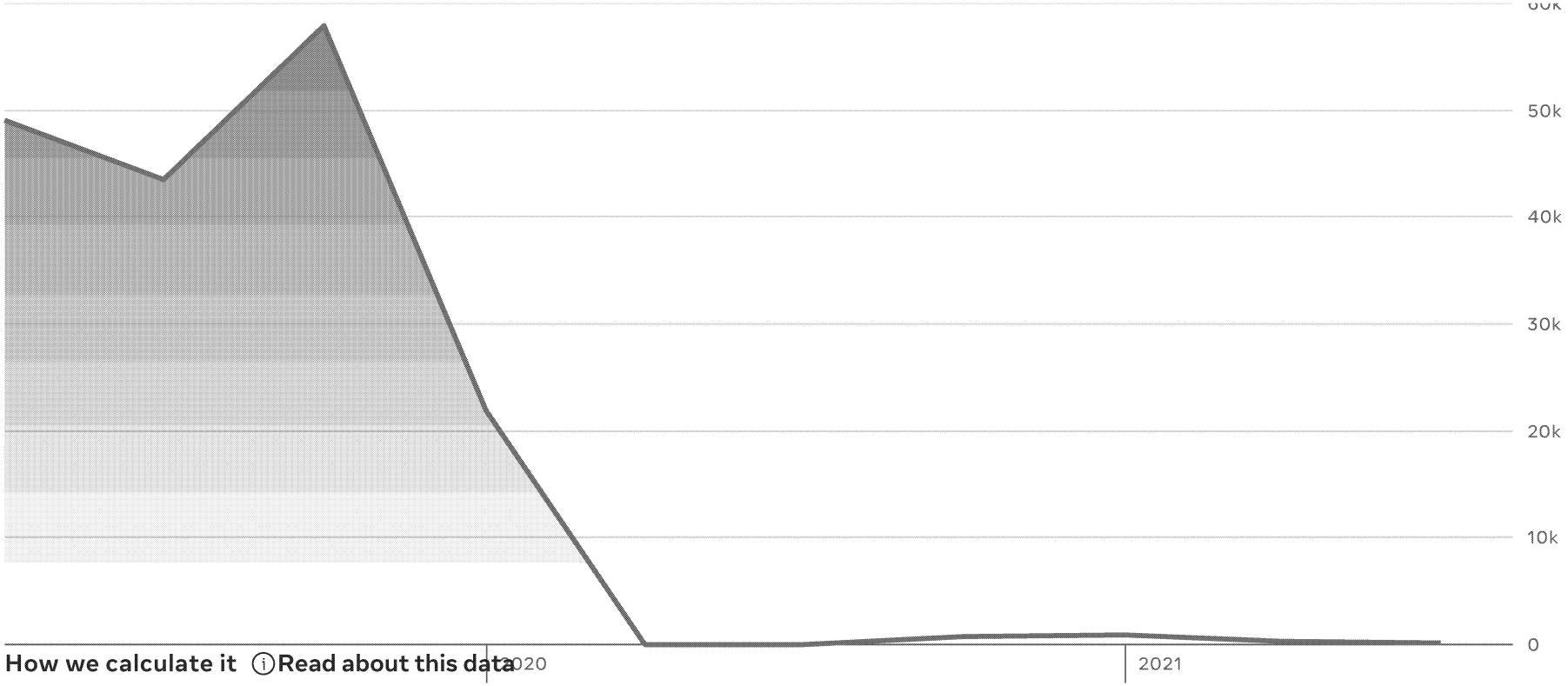
Number of pieces of content people appealed after we took action on it

APPEALED CONTENT

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



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How we calculate it **Read about this data**

Restored content

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

RESTORED CONTENT

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

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How we calculate it ⓘ**Read about this data**

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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.

NEXT

Child Sexual Exploitation, Abuse and Nudity

Meta

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POLICIES

ENFORCEMENT

FEATURES

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DATA

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