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Facebook Overview
Our Mission

Founded in 2004, Facebook’s mission is to give people the power to build community and bring the world closer together.

People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them.
INTRODUCTION

Every day, people come to Facebook to share their stories, see the world through the eyes of others and connect with friends and causes. The conversations that happen on Facebook reflect the diversity of a community of more than two billion people communicating across countries and cultures and in dozens of...
Who we work with

At Facebook
Legal experts
Security engineers
Product and Design
Safety Operations
User Experience team
Data and Analytics
Communications and Public Policy

Outside of Facebook
Academic Researchers
Local Non-profits
Safety Orgs
Law Enforcement
Lawmakers and Legal Counsel
Human Rights Activists
Our Policies Govern:

- Self Harm
- Exploitation
- Violent Groups
- Hate Speech
- Privacy

- Harmful Activity
- Bullying / Harassment
- Sexual violence
- Financial Fraud

- Commercial spam
- Identity Theft
- Hacked accounts
- Deceased members

- Human Trafficking
- Sexual content
- Graphic violence
- Cruel Humour
Abusive Content

Some content has no place on our site as it is inherently harmful
Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

- Race
- Ethnicity
- National origin
- Religious affiliation
- Serious disabilities or diseases
- Sexual Orientation
- Sex
- Gender or Gender Identity
What do you mean by an attack?

- Any violent speech or support for death, disease or harm
- Dehumanizing speech in the form of comparison to animals, filth or criminals
- Suggestion to use a weapon against a Protected Characteristic
- Calls for exclusion
Hate speech - attack

• We separate attacks into three tiers of severity, as described below.

• **Tier 1 attack:** violent speech, dehumanizing speech, mocking hate crimes

• **Tier 2 attack:** statements of inferiority, physical, mental, or moral deficiency, expressing contempt or disgust

• **Tier 3 attack:** calls to exclude or segregate, use of slur
### Open Discussion

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<th>Challenge ideas, institutions and practices.</th>
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<td>Share content containing for the purpose of raising awareness or educating others</td>
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<td>Humour, satire or social commentary</td>
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<td>Authentic identity = more responsible when they share this kind of commentary</td>
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<td>Urge people to be conscious of their audience when sharing this type of content</td>
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Practical Application

Remove and Escalate
The government really needs to think carefully about the economic impact of allowing more migrants in. I can't find a job myself.
Practical Application

Keep Syrians out
Caption: This is terrible. I can’t believe people are saying this. I welcome Syrians here.
Caption: Romanian Gypsies are all criminals.
Original Caption: Romanian Gypsies are all criminals.

Re-shared with Caption: I’m originally from Romania. How can someone say this?
The USA is a fucked up country.
Americans are lazy shitty people. They should all be shot.
Tools, Reporting & Enforcement
Reporting a post

- Reporting is 100% confidential
- Every piece of content on Facebook can be reported
- Always report the potentially abusive piece of content itself
- Encourage people to report themselves
- Reporting once is enough
- Always working to make our reporting mechanisms better
Give feedback on this post

We use your feedback to help us learn when something isn't right.

- Nudity
- Violence
- Harassment
- Suicide or self-injury
- False news
- Spam
- Unauthorised sales
- Hate speech
- Terrorism

If someone is in immediate danger, call the local emergency services. Don't wait.

Other steps you can take

- Block Elaine
  - You won't be able to see or contact each other.
- Unfollow Elaine
  - Stop seeing posts but stay friends
- Report post
  - Submit to Facebook for review
- Unfriend Elaine
  - You'll no longer be friends on Facebook.
- Message Elaine to resolve this
  - Ask her to take it down. This will open a conversation in Messenger between you and Elaine.

Thanks for letting us know.

Your feedback helps our system learn when something's not right. If you think that something goes against our Community Standards, please take the time to report it.
Enforcement of the Policies

- Around the clock review
- Teams based in 5 Global Offices
- Covering 50+ languages
We are here to help 24/7
Transparency Report

• Removed or restricted content appears in our Transparency Report