

# 2022 Brazilian Election by the Numbers

We've made significant investments in technology and teams to identify and remove harmful content, and to disrupt attempts of voter interference across our platforms. Our work on election integrity is continuous, and we intensified our efforts for the 2022 Brazilian elections a year in advance. Below is a summary of our efforts ahead of and during the first round of elections in Brazil.

Over

## 30 million

people clicked on labels added to posts about elections on Facebook in Brazil and were directed to official information in the Superior Electoral Authority's website.

We displayed the electoral label in

## 74 million

pieces of content about elections which were viewed on Facebook by users in Brazil.

\*From January 1 to October 2, 2022

Since December 2021, we have been directing people in Brazil to official information on the Electoral Justice's website through labels added to posts about elections on Facebook and Instagram. These labels are added to posts about elections automatically.

Removed over

## 310,000

pieces of content from Facebook and Instagram from users in Brazil for violating our Violence & Incitement policies.

\*In the period considering the beginning of the official campaign until election day (August 16 - October 2, 2022)

We use human review and artificial intelligence technology that we've trained in Portuguese to help us proactively detect and remove hate speech, bullying and harassment, and content that violates our violence and incitement policies. In addition, we reduce the distribution of content that our technology identifies as likely to be violating those policies, to prevent it from spreading quickly.

Removed over

## 290,000

pieces of content from Facebook and Instagram from users in Brazil for violating our Hate Speech policies.

\*In the period considering the beginning of the official campaign until election day (August 16 - October 2, 2022)

Removed over

## 250,000

pieces of content from Facebook and Instagram from users in Brazil for violating our Bullying & Harassment policies.

\*In the period considering the beginning of the official campaign until election day (August 16 - October 2, 2022)

Rejected

# 135,000

ad submissions\* that included Brazil in their targeting before they ran, for not completing the authorization process or not attaching a paid-for-by disclaimer.

\*From August 16 to September 30, 2022, the official campaign period

Advertisers in Brazil are required to complete our [ad authorizations process](#) and include “Paid for by” disclaimers on ads about elections, politics, and certain categories of social issues. Ads about social issues, elections or politics that run in Brazil will also appear in the [Ads Library](#) so that everyone can see what ads are running, who saw them and how much was spent.

Over

# 4.7 million

people subscribed to [TSE's chatbot on WhatsApp](#) to receive authoritative information from the Electoral Justice

\*From April 1st to October 2nd  
\*\*Data from Infobip

Over

# 85 million

messages were already exchanged in [TSE's chatbot on WhatsApp](#)

# 3 million

interactions with TSE's Chatbot on WhatsApp just on the Election weekend

\*From April 1st to October 2nd  
\*\*Data from Infobip