

Facebook’s Policies for Elections and Voting: What You Need to Know

Elections have changed since 2016, and so has Facebook. We have more people and better technology to protect our platforms, and we’ve improved our content policies and enforcement.

Our [Community Standards](#) outline what is and is not allowed on Facebook. These standards apply to both organic content and advertisements, and cover topics that may be implicated in the context of voting and elections, like voter interference, voter fraud, electoral violence and incitement and hate speech.

Our [Advertising Policies](#) are more restrictive than our Community Standards and apply to all advertisers, including politicians and political campaigns. We prohibit ads that discourage voting, prematurely claim victory, attempt to delegitimize the election, or are inconsistent with health authorities on voting safely.

The following is an overview of how we’ve improved our Community Standards and Advertising Policies to protect election integrity and prevent abuse. This is how we’re promoting reliable election results; stopping voter interference and fraud; combating hate speech, violence and incitement; and adopting stronger rules and greater transparency for political ads.

1 Promoting Reliable Election Results

We have a responsibility to help people understand the election process this year, particularly as more people vote by mail due to the pandemic and experts predict that election results will take longer to count.

Before Election Night:

- We’re connecting people with facts about voting from the Bipartisan Policy Center, including that voting by mail has a long history of trustworthiness and election results might take longer than usual.
 - These facts appear in our Voting Information Center (VIC), and we’ll include labels on relevant posts about voting directing people to these facts and more information in the VIC.
- We’ll remove posts that claim that people will get COVID-19 if they take part in voting, and we’ll attach a link to authoritative information about the coronavirus to posts that might use COVID-19 to discourage voting.
- We have an unprecedented global fact-checking network with 10 partners in the US—three of which fact-check in both English and Spanish. When a fact-checker rates a post as false, we reduce its distribution and show a label with the fact-checker’s assessment. We displayed warnings on more than 150 million pieces of content viewed on Facebook from the US that was debunked by one of our third-party fact-checkers.

After polls close and before a winner is declared:

- We’ll show the status of results from presidential, US Senate, US House, governor races in the VIC.
- We’ll remove ads if a candidate or party declares premature victory, and we’ll also label posts from presidential candidates to note that counting is still in progress and no winner has been determined.
- If presidential results aren’t known for days or weeks, we will help people understand the ongoing process with notifications at the top of Facebook and Instagram, facts about voting from the Bipartisan Policy Center and curated news in News Feed and the VIC.

After a presidential winner is declared by a majority of major news outlets:

- We’ll show this at the top of the Facebook and Instagram apps and in the VIC.
- If the declared outcome is contested by another candidate or party, we will show the name of the declared winner in with notifications at the top of Facebook and Instagram and label posts from presidential candidates with the declared winner’s name and a link to the VIC.

2 Stopping Voter Interference and Fraud

Attempts to interfere with or suppress voting go against our policies, and we work to proactively identify and remove this type of harmful content, even if it comes from a politician.

We prohibit:

- Explicit and implicit misrepresentation of the dates, locations, times and methods for voting or voter registration
- Misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information and/or materials must be provided in order to vote
- Misrepresentation of whether a candidate is running or not
- Calls for coordinated interference that would affect an individual’s ability to participate in an election
- Content stating that voting participation may or will result in law enforcement consequences
- Content claiming that the US Immigration and Customs Enforcement (ICE) is at a voting location
- Explicit claims that people will be infected by COVID (or another communicable disease) if they participate in the voting process
- Offers to buy or sell votes with cash or gifts
- Statements that advocate, provide instructions or show explicit intent to illegally participate in a voting process

3 Combating Hate Speech, Violence and Incitement

We invest significant resources to keep hate and incitement to violence off our services. Our efforts to combat hate and violence explicitly prohibit:

- Any content containing statements of intent, calls for action or advocating for violence due to voting, voter registration or the outcome of an election
- Statements of intent or advocacy, calls to action or aspirational or conditional statements to bring weapons to locations, including, but not limited to, polling places, voter registration centers or other elections administration locations
- Threats against election officials
- Content that targets a person or group of people on the basis of certain protected characteristic(s) by denying them the right to political participation
- Calls for people to engage in poll watching when those calls use militarized language or suggest that the goal is to intimidate, exert control, or display power over election officials or voters

4 Stronger Rules and Greater Transparency for Political Advertising

We’ve adopted some of the most stringent rules about who can run political ads online and have implemented industry-leading transparency standards.

- We set a restricted period for ads on social issues, elections and politics: no new ads from October 27 - November 3
- We prohibit delegitimizing claims in ads that:
 - Prematurely claim victory in the election
 - Attempt to delegitimize the election because the result cannot be determined on the final day of voting and/or before ballots are lawfully counted
 - Delegitimize any lawful method or process of voting, voting tabulations as illegal, inherently fraudulent or corrupt, or will result in a fraudulent or corrupt election administration or outcome
 - Claim the election date or the mechanism for electing the president can be changed in ways not permitted by the Constitution or federal law
 - Are inconsistent with health authorities on voting safely
- We don’t allow:
 - Statements that suggest the inferiority of immigrants, migrants, refugees and asylum seekers, as well as expressions of contempt, dismissal or disgust directed at them
 - Ads that claim a group of people on the basis of things like race, ethnicity, or religion engage in behavior that threatens the physical safety, health, or survival of others
- We block ads in the US from state-controlled media outlets.
 - We don’t allow ads targeting the US from state-controlled media outlets and we label ads from state-controlled media outlets on the Ad Library Page, Pages, the Page Transparency section and in News Feed in the US.
- We plan to temporarily stop running all social issue, electoral, and political ads in the US after the polls close on November 3, to reduce opportunities for confusion or abuse.