Trending Review Guidelines

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Welcome to Trending. Trending connects people to the global conversations happening on Facebook that are most relevant to their interests. The Trending team is governed by a set of guidelines meant to ensure a high-quality product, consistent with Facebook's deep commitment to being a platform for people of all viewpoints. This guide includes step-by-step information on how to review Trending topics.

1. Overview

Trending topics are detected algorithmically based on spikes in volume of conversation, and recent articles and public posts that contain relevant keywords are surfaced algorithmically in the topic's feed. The **review team** is responsible for accepting all algorithmically detected topics that reflect real-world events. We also tag metadata to help train the algorithms that target trends and provide quality assurance to ensure a top-notch user experience.

2. Tools and Resources

- **Review tool (primary):** https://our.intern.facebook.com/intern/pubcontent/trending/review_tool

2.1. REVIEW TOOL AT A GLANCE:

- Topics are surfaced algorithmically based on spikes in conversation on Facebook.
- Green topics in the "Pending" queue are waiting to be reviewed. Occasionally, topics will be clustered together when the algorithm thinks they are related.
- Topics in the "Live" queue are currently live
- Topics in the "Draft" queue are awaiting quality analyst review
- Topics are divided into scopes by (1) country and (2) category vertical to make the workflow easier to divide. Toggle between scopes by clicking into the dropdown menu set to "US" by default.

3. Reviewing Topics

3.1 VALIDATING REAL-WORLD EVENTS: REVIEWERS SHOULD ASSUME EVERY TOPIC IN PENDING IS A REAL-WORLD EVENT, UNLESS THE TOPIC MEETS THE CRITERIA LISTED BELOW

A real-world event is something that happened recently, is happening now or will happen in the future. It's intentionally broad so that we can be inclusive of a wide range of interests.

We've created a streamlined workflow to make sure we're accepting all of the topics that reflect real-world events. We should accept every detected topic unless it meets one of these criteria:

- **Doesn't represent real-world event** — We cannot find any correlation to a real-world event based on a review of the feed of articles and public posts in the review tool.
  - Ex. Pizza rolls (no news item or single event relevant to topic)
- **Duplicate topic** — The topic represents a real-world event that is already live (either in the same scope or another scope).
  - Ex. We would not accept "#NBAFinals" if "NBA Finals" already existed as a live topic

To review topics, open the topic feed in the review tool and evaluate whether the topic is tied to a **real-world event**.

The topic feed is divided into two parts: a section containing the most-shared relevant articles on Facebook followed by a feed of public posts about the topic. Use the following steps to determine whether the topic qualifies for acceptance:

1. If the topic contains **at least three** recently posted articles (<48 hours old) in the articles feed focused on the same real-world event, the topic should be accepted.

2. If the topic does not meet condition (1), review the public posts section of the feed. If the feed contains **at least five** recent public posts (<48 hours old) related to a recently posted article above, the topic should be accepted.

3. If the topic does not reflect a real-world event **OR** it duplicates an existing live topic, mark it to be revisited by clicking "revisit." The topic will be sent to the revisit history and can be retrieved if necessary (see "Revisiting Items" below).

Mixed Feeds

Occasionally, topics might contain mixed feeds with two or more real-world events reflected in the feed. When this occurs, use the following steps to determine which event the topic should reflect:

1. Determine the event that is most prevalent in the feed based on the number of relevant articles.

   a. If the number of articles is roughly equal, determine which event is more recent based on the timestamps of the relevant articles.

   b. If the recency of events is roughly equal, use the algorithmically generated unique keywords to determine the event that the topic should reflect.

      i. Example: Cristiano Ronaldo is detected.

         1. The review feed contains roughly the same number of articles and posts about his two-goal performance in Real Madrid's recent victory and reports of a knee injury that may keep him sidelined from the next match.

         2. The articles and posts have roughly similar timestamps.

         3. The algorithmically generated unique keyword is "cristiano ronaldo knee injury" → leave the unique keyword as is. All relevant metadata should be consistent with this event.

3.2 REVISITING TOPICS:

When a topic is marked for revisit, it is removed from the pending queue in the review tool for the length of time the timer was set.

Guidelines for revisit timers

Generally, topics should be marked for revisit for the maximum of 24 hours. This ensures that the queues stay uncluttered and we're not spending time re-marking these topics from shift to shift. However, there are some cases where a shorter timer makes sense:

- **3 hours/8 hours**: Use this for topics that are currently duplicate topics but may emerge as qualified secondary topics.

  Example: Lebron James is in pending before the start of the Cavaliers game, but he hasn't done anything yet to qualify as a real-world event. We want to put him on a short timer, to make sure we re-review after the real-world event has begun.

- **24 hours**: Use this for topics that we're fairly confident will not be related to a trend.

  Example: Sandwich wraps; D'oh!; Age of Enlightenment

Revisited topics reappear in the pending queue when their timer expires.

"Revisit" Reasons

When marking a topic to be revisited, the tool will ask you to provide a reason. Choose the appropriate reason based on the below definitions.

If your topic doesn't fit into any of the buckets, then choose the closest one.

1. Not real world event: When there's no apparent connection to a real world event in the topic's feed.

2. Duplicate topic: When a topic is linked to a real-world event, but we already have a better topic to represent that event.

3. Low quality hashtag: This is for hashtags that are tangentially connected to real-world events but the hashtags aren't articulable real-world events. For instance, if it's Halloween and we get a flood of hashtags such as #candy, #pumpkins, #trickortreat, #costumeswag, #etc

4. *Insufficient sources: Use this reason when the topic may correspond to a real-world event but there are not enough articles or posts in the review feed to make that determination. This also could apply if all the sources are in another language.

5. *Fake news/satirical sources: When a topic surfaces based on fake new sites or satirical sites and no other coverage of the topic is evident in the feed.

*These two should be used very infrequently. Please flag these instances to a team lead.

3.3 MULTIPLE TOPICS FOR ONE REAL-WORLD EVENT

When there are multiple topics available that represent the same event, accept the topic that represents the entity most central to the event. We can occasionally use a custom topic name if the existing topic name is too generic or confusing (see section 4.1).

- Examples:
  - Seattle Seahawks tight-end Jimmy Graham returns to practice
    - Topic should be "Jimmy Graham," and not "Seattle Seahawks"
  - Seattle Seahawks win pre-season game
    - Topic should be "Seattle Seahawks"
  - Taylor Lautner says in interview that Taylor Swift wrote a song about him
    - Topic should be "Taylor Lautner" and not "Taylor Swift"
  - Lionel Messi is photographed wearing a Derrick Rose Chicago Bulls jersey
    - Topic should be "Lionel Messi" and not "Derrick Rose" or "Chicago Bulls

You should accept secondary topics as long as they meet their own "real-world event" criteria.

- Examples: Qualifying secondary topics:
  - Primary topic: Oscars

- Secondary topic: Tom Hanks (calls for equality in red carpet interview)
        - Primary topic: NBA Finals
            - Secondary topic: LeBron James (hits game-winning shot in Game 2 of Finals)
- Examples: Non-qualifying secondary topic:
    - Primary topic: Oscars
        - Tom Hanks (attending Oscars, but is not being discussed for any separate real-world event)
    - Primary topic: NBA Finals
        - LeBron James (is playing in the game, but is not being discussed for any separate real-world event)

4. Accepting Topics

If the topic reflects a real-world event, begin the following acceptance process:

- Review detected topic name (4.1)
- Review unique keyword (4.2)
- Fill in relevant metadata fields (4.3-4.7)
- Accept topic
- Hit "Send for review" for QA review

4.1. Review the detected topic name

Topics should be accepted with organically detected topic name unless the topic name meets one of the following conditions:

- The topic name does not represent the most important person/place/thing reflected by the real-world event
- The topic is poorly formatted (e.g. strange capitalization, punctuation or grammar)
- The topic name is unnecessarily long or is a formal title rather than a name
    - E.g. "Chief Justice of the United States" → John Roberts
- The topic is tied to two entities equally, but the topic name represents only one
    - E.g. sports games
        - Boston Red Sox are playing the New York Yankees. "Boston Red Sox" is detected. Custom topic name to "Boston Red Sox vs. New York Yankees."

If a topic name does not meet the criteria above, we will use a custom topic name:

- Type the new name into the Custom Topic Name field.

- ○ Custom topic names should be upstyle, capitalizing the first letter of all major words.

- ○ There is no character limit, but they should be words or tight phrases, not full sentences.

- ○ Log the custom topic name and reason for using it.

**See the addendum at the end of this document for more on custom topics

4.2. Review the Suggested Unique Keyword

Unique Keywords are search queries that represent the event. They will appear as typeahead suggestions in Search and help inform content ranking for the results page. Follow these steps to review algorithmically suggested unique keywords.

1. Identify the news event reflected by the topic based on feed review.

2. Review the first algorithmically suggested unique keyword. If it meets the criteria below, move to the next step in the review process.

3. If it does not, click the dropdown menu to review the next algorithmically suggested keyword. Repeat until selecting a keyword suggestion that meets the criteria below.

4. In the rare case that no suggested keywords meet the criteria below, but the topic is tied to a real-world event, write a custom unique keyword that includes the most important people, places or things related to the topic. All custom unique keywords will be automatically logged.

Use the following criteria to evaluate the unique keyword:

- The unique keyword should not exceed six words

- The unique keyword should contain the most important person, place or thing associated with the topic. Nearly all of the time this means the unique keyword should contain the topic name itself.

- The unique keyword should be specific to the real-world event that the topic represents. The topic name alone is too broad.

- For hashtag topics in which the hashtag is representing a describable event, we should not use the hashtag as the keyword.

  - ○ Example: Topic is #HICaucus → Unique keyword should be "hawaii democratic caucus"

- For hashtag topics in which the real-world event is not easily described, the unique keyword should be the exact hashtag but without capitalization.

  - ○ Example: Topic is #BirdieSanders → Unique keyword should be "#birdiesanders"

- For sports games, the unique keyword should contain both team names

  - ○ Example: chicago bulls los angeles lakers

- **Ensure that all words are spelled correctly**
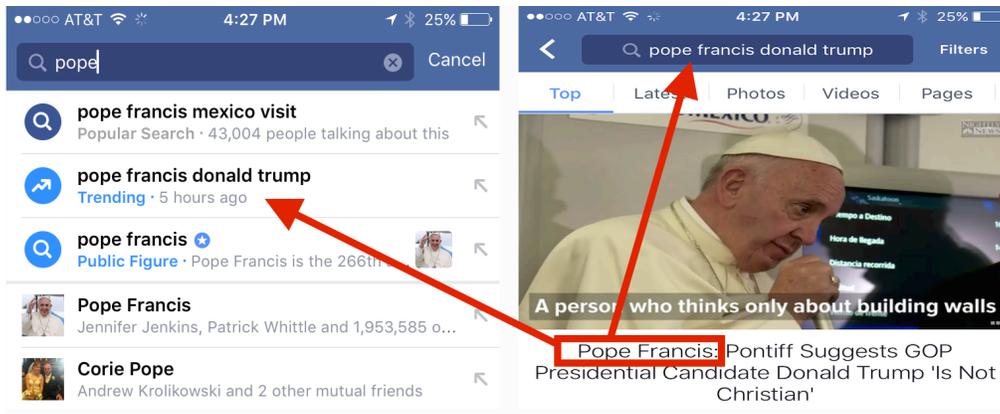
4.3. Add related keywords

- Related keywords are search phrases you would expect to bring up this news story now, but they are not unique for this specific trend. These keywords help refine content ranking on results pages.

- Aim for 1-3 related keywords per topic. You do not need to repeat the topic name and there's no need to add parent keywords.
    - For this year's Academy Awards, they would be "oscars" and "academy awards." We wouldn't use "entertainment" or "movies."

Here are some examples to clarify the difference between the unique keyword and the related keywords:

- Topic name: #NBAFinals
    - Unique keyword display: warriors cavaliers nba finals
    - Related keywords: "steph curry" "lebron james"
- Topic name: Iran
    - Unique keyword display: iran nuclear deal
    - Related keywords: "nuclear weapons" "john kerry" "barack obama"
- Topic name: NASA
    - Unique keyword display: pluto flyby
   - Related keywords: "new horizons"

4.4 Select a Topic Place (when applicable)

When a topic reflects an event that occurred or is occurring in a specific place, enter a topic place from the typeahead menu. Topic places help the algorithm rank trends.

4.5. Select Related Trends (when applicable)

Our goal is to make explicit connections between topics that are related for ranking purposes.

Scroll in the drop-down menu of the main review tool and select all of the related topics that are currently live. You can check the full list of live topics to identify related topics as well.
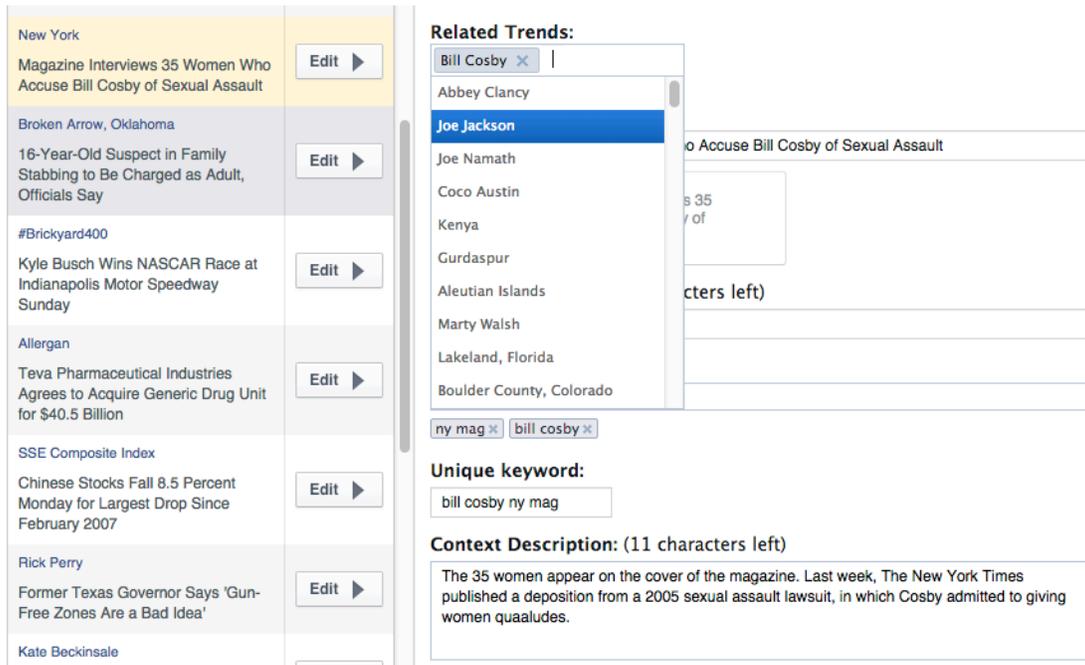
We only connect topics that are directly related. We can connect them all regardless of parent-child relationship. Here are some examples:

- "E3," "Star Wars Battlefront" and "Star Ocean" are all trending. They should all be marked as related topics for each other because they're all part of the same event (E3).
- "Donald Trump" and "The Apprentice" should be marked as related topics because they're all connected to his presidential candidacy announcement.
- "Golden State Warriors," "Cleveland Cavaliers" and "Andre Iguodala" should all be marked as related topics.

4.6. Select the "Topic Category" that best fits the story.

Select as many categories as apply to the topic. These categories guide and inform the ranker to help serve the most appropriate content to people. You can list multiple categories for a single topic, but keep in mind that the first category listed will be considered the topic's primary category.

1. **Business** — Topics related to financial markets, mergers & acquisitions, federal regulations, federal settlements related to the financial industry, real estate, personal finance, IPOs, prominent figures in business, economic indicators, media news, automotive industry, large-scale product recalls. ***Stories tagged local*** — *about a local business or a chain opening a store in a local area, for instance* — *should not also be tagged business.*

2. **Politics** — Topics related to governments, leaders, politicians, elections, legislation. Includes

news involving politicians and protests against or celebrations of laws/policies.

3. **Science** — Topics related to space, weather, environment, climate change, scientific research/discoveries, history, archaeology, animals.

4. **Technology** — Topics related to tech industry, personal devices/gadgets, tech companies (would likely also be tagged to business), notable figures in tech industry.

5. **Health** — Topics related to pharmaceuticals, health care industry, health policy (a.k.a. Obamacare), public health concerns (a.k.a. Zika virus outbreak), nutrition, fitness.

6. **Disaster** — Topics related to natural disasters (earthquakes, volcanoes, tsunamis, hurricanes, etc.) and building explosions, traffic accidents, plane crashes, earthquakes, volcanoes, wildfires/fires, that result in multiple deaths and/or are of national or international import. ***Stories tagged local*** — *about local or regional incidents, especially ones that result in no casualties* — *should not also be tagged disaster.*

7. **Crime** — Topics related to alleged, convicted, exonerated crimes, criminal trials, appeals, death penalty. ***Stories tagged war/terrorism*** *should not be tagged crime.* ***Missing persons*** *should not be tagged crime unless police have confirmed a related crime (kidnapping, robbery, etc.)*

8. **Lifestyle** — Topics related to fashion, home decor, cultural trends and issues, religion, parenting, weddings, holidays, "National Day" celebrations, memes and hashtags.

9. **Celebrity** — Topics about personal lives of famous entertainment figures, socialites, royals. *Does not include athletes.*

10. **Strange** — Topics related to unusual records and "odd news" stories that are receiving attention for the sake of their strangeness.

11. **Education** — Topics related to all levels of education, education policy, teacher strikes, student walkouts, college rankings.

12. **War/terrorism** — Topics related to declared wars, prolonged fighting (a.k.a. Gaza), terror groups, acts of domestic/international terrorism that have been claimed/designated to be terrorism.

13. **Real-World Violence** — Topics related to tragedies, violent crimes, crimes that target children, deaths of children or animals. Must be cross-tagged to one or more related categories.

14. **Other** — Choose this in the rare circumstance when a topic doesn't fall into any of the other categories. ***Stories tagged local*** *should never carry an other tag because "local" is a category.*

15. **Local** - Topics related to news stories/events that only impact people locally or regionally. If a story is receiving significant attention by national and/or international media, it should not be tagged local.

16. **Entertainment News** — Topics based on celebrities that may result from rumors or have low-credibility sources. Includes topics related to famous people's birthdays, anniversaries of deaths, anniversaries of entertainment and lifestyle events. Must be cross-tagged to one or more related categories.

17. **Risqué** - Topics related to sex, pornography, nudity, graphic violence, etc. Stories that can be perceived as R-rated or worse should be tagged risqué (a.k.a. Chris Hemsworth's daughter discussing his penis).

Sub-categories:

- Sports/Other - Topics related to sports that don't fall into other sub-categories

- Sports/Soccer - Topics related to soccer

- Sports/Cricket - Topics related to cricket

- Sports/Basketball - Topics related to basketball

- Sports/Hockey - Topics related to hockey

- Sports/Football - Topics related to American or Canadian football

- Sports/Baseball - Topics related to baseball

- Sports/Fighting - Topics related to fighting (boxing, MMA, WWE, etc.)

- Sports/Tennis - Topics related to tennis

- Entertainment/Other - Topics related to entertainment that don't fall into other sub-categories

- Entertainment/Tv - Topics related to television

- Entertainment/Cinema - Topics related to movies, film industry

- Entertainment/Music - Topics related to music

- Entertainment/Art - Topics related to arts (live performances (dance/orchestras), museums, literature, art (artists, auctions)

- Entertainment/Gaming - Topics related to video games

4.7. Select Relevant Manual Interest Categories:

This is another metadata feature that allows the ranking algorithm to further personalize topics based on a user's interaction with certain types of content. Interest tags tend to be much more granular than categories. The list of interests is definitely not exhaustive, but it has many options that will help improve ranking of topics. The entry field is a typeahead, which means when you start to type a word, the field will present you with options. If there are no relevant interest categories available, skip this step.

Example: The topic #DemDebate has relevant interests such as Hillary Clinton, Bernie Sanders, Liberal Politics, Climate Change and others.

4.8. Once you've completed steps 1-7, click "Accept for 48 hours" and it will go live. After accepting, click "Send for Review" in order to enqueue the topic for QA review.