Agenda

- HEADS UP: Misgendering and Deadnaming
- HEADS UP: Inflammatory Speech in Ads
Heads Up: Misgendering and Deadnaming

Content Policy
Issue

We currently do not remove content that refers to people using a gender they do not identify with (misgendering) or a name they no longer identify with (dead-naming). These statements can feel like attacks on a person’s identity. We want people to feel safe and respected on Facebook. However, we also do not want to prohibit debate around gender identity.
Misgendering and Deadnaming

**Status quo**

- We remove claims about gender identity when targeting private individuals and reported by the target themselves under our Bullying and Harassment policies.
- We remove content that calls transgender people “it” as dehumanizing speech under our Hate Speech policies.
- We don’t have policy language around purposefully misgendering or deliberately referring to people using an old (“dead”) name.
Misgendering and Deadnaming

Examples

Follow

I said I would post it, so here it is! Yesterday I witnessed a young trans* girl being publicly shamed and ridiculed for having a visible bulge in her skirt, so I said that I was going to publicly post a photo of me with my visible bulge just to prove a fucking point, that whether you're tucked or untucked - you're still a woman!

* Trans* women are held to a higher standard than cis women, and society as a whole makes us feel like we have to constantly try and prove to them, STRANGERS, that we are "real women". We try our best to look as passable as we can, just so we can fit in amongst the cis society that don't even see us as equal human beings.

15,081 likes

5d 12 likes Reply

No disrespect, but "her" blood test will always show Y chromosomes. No matter all the hormones and surgeries. Feeling like a woman is cute, really being one is something else. Feels very unfair watching trans women collecting all the gold in sports competitions. "She" belongs to the male bathroom.

5d 4 likes Reply

Yep, you're a dude.

4d 8 likes Reply
Misgendering and Deadnaming

Examples

“As the South African government we have always maintained that these regulations trample on the human rights and dignity of Caster Semenya and other women athletes.”

Should be an easy win for him.

And she(he) will win ofcourse. Ever wonder why she(he) never dresses the same as the other female athletes?

Man, oh man.
Misgendering and Deadnaming

Examples

"Trans women are women."

Years & Years lead singer Olly Alexander says the government’s decision to make it easier for transgender people to register their new identity won't undermine women’s rights.

Trans women are not real women, they are just men who’ve mutilated themselves

Transwomen are men
## Next Steps

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<td>Work with the Bullying &amp; Harassment Process team to understand operational challenges/limitations</td>
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<td>Define categories/buckets of speech in this space: clear attacks, legitimate discussion, accidental missteps, grey area, etc</td>
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Heads Up: Inflammatory Speech in Ads
Last year, we adopted a policy against inflammatory ads on grounds that they are divisive and discriminatory. We don’t want to push these divisive messages to users. We want to explore an expansion to the existing policy to further minimize borderline hate speech in ads.
Inflammatory Speech in Ads

Status quo – This ad is not allowed under our existing policies

- We do not allow ads that attack people on the basis of protected characteristics, including quasi protected characteristics such as immigrant status.

- We do not allow ads that attack groups of people because of their position on social and political issues.

- We consider an attack to include insulting slang and frightening and exaggerated rumors of an impending danger.
Inflammatory Speech in Ads

Examples

[Image of a man holding an Indian flag]

Bharat Mata Ki Jai, Pakistan Mutabid

See Translation

[Image of a Facebook post with the text "STOP ISLAMISME"]

Like our page if you agree!

See original · Rate this translation

VB - nos gens d'abord

163 Comments

Share

Subscribe
Next Steps

**Working Groups**
Conduct further working groups to understand if we should expand this proposal

**Data insights**
Review current exceptions to policy to determine whether we should make any changes

**External Stakeholders**
Continue with testing and understanding impact of policy

**Definitions**
Define categories of speech so we can create policies directed at specific categories of speech
facebook