

# PRODUCT POLICY FORUM

facebook

SEPTEMBER 10, 2019

# Agenda



- HEADS UP: Tiering Enforcement on Cruel and Insensitive

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Content Policy

## Issue

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We currently restrict certain content that is seemingly humorous but at the expense of victims or vulnerable people. We want to allow people to share humorous content; however, we are concerned that this type of content can create an intimidating environment.

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# Tiering Enforcement on Cruel and Insensitive

## Status Quo

	REMOVE	MARK AS CRUEL	MARK AS INSENSITIVE
Criteria 1	Depicts real people who are visibly experiencing	Depicts real people who are not visibly experiencing, but are publicly known or implied, and specific events	Concepts
Criteria 2	+ laughs at or makes fun of:		
Premature death	X	X	X
Serious disease	X	X	X
Disability	X	X	X
Non-consensual sexual touching	X	X	X
Domestic violence	X	X	X
Serious physical injury	X	X	X
Violence or Natural Disasters that resulted in Serious Physical Injuries or Premature Death		X	X

# Tiering Enforcement on Cruel and Insensitive Examples

Remove



Mark as Cruel



Mark as Insensitive



when the school shooter throws a smoke grenade and the autistic kids thinks it's a disco party



No Action



# Next Steps

## Working Groups



First round of working groups scheduled

## Data Insights / Community Operations



Work with the Community Operations Process team to understand operational challenges

## External Stakeholders



Begin conversations with academics and free speech advocates

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