Recommendation: Age-Gating & Interstitials for Adult Nudity & Sexual Activity

HEADS UP: Cosmetic Surgery Effects

HEADS UP: Violating Music Lyrics
Recommendation: Age-Gating & Interstitials for Adult Nudity & Sexual Activity
Issue

We remove adult nudity and sexual activity on the platform except in limited circumstances. We received feedback over the last year that the content that is allowed should be age-gated to ensure minors are not exposed to nudity and sexual activity. However, this restriction may limit the audience of artistic expression and the reach of educational content.
Age-Gating for Adult Nudity & Sexual Activity

Overview

**Recommendation:** Age-gate carve-outs of Adult Sexual Activity

**External Outreach:** 25 External Engagements

**Working Groups:** 6 XFN Working Groups
Age-Gating for Adult Nudity & Sexual Activity

Status Quo

Status Quo: Adult Nudity

ALLOW

- We allow uncovered female nipples in the context of: breastfeeding; mother and baby after-birth; mastectomy / gender confirmation surgery; female breast exposure in breast health context or in the act of protest
- We place a ‘mark as sensitive’ interstitial on content with visible genitalia and / or anus in medical / health context

Status Quo: Adult Sexual Activity

ALLOW

- Sexual activity in cases of:
  - Animals engaged in sexual activity
  - Objects that depict non-real sexual activity
  - Real world art that depicts sexual activity
- Implicit sexual activity in cases of:
  - Sexual health context
  - Advertisements
  - Recognized fictional images

*Content to be discussed for this meeting*
WARNING: Mature Content
Age-Gating for Adult Nudity & Sexual Activity

Examples: Status Quo

Adult Nudity

Adult Sexual Activity
Some groups of users who share and consume this kind of content for artistic, educational and advocacy purposes

Examples: artists, museums and art galleries; body and sex; LGBTQ activists and health; sex educators

Social media can play a vital role in allowing sex educators provide unbiased information to adolescents and a safe space to discuss and ask questions they are too embarrassed to ask

Unintended exposure to sexual content is one of the greatest issues of concern for children and adolescents who are online

**Policy Relevance:** Some groups of users will be impacted by this policy more than others; consider carve outs for social, cultural, or educational causes or consider introducing warning screens (i.e. interstitials) that allow a user to make a choice or be warned ahead of time of such content exposure
We spoke to 25 experts including artists and art educators, birthing advocates, LGBTQ+ advocates, safety partners, and pro-expression organizations.
Age-Gating for Adult Nudity & Sexual Activity

External Outreach

Key themes:

• Strong support among stakeholders for our current policies on adult nudity, but broad interest in restricting access to sexual activity on the platform in a way that mirrors other social norms and constructs
• Perspectives on access to sexual activity in art varied and often sought contextual approaches that are difficult and too complex to operationalize
Age-Gating for Adult Nudity & Sexual Activity

Age-gate Sexual Activity Carve Outs

- Age-gate sexual activity in real world art
- Age-gate implicit sexual activity in recognized fictional imagery and advertisements
- No age gate when shared in an explicitly educational context

**Pros**
- **Safety:**
  - Prevents minors from seeing the most objectionable content
  - Aligns with frameworks related to sexual content
- **Expression:** Would not age-gate carve outs related to educational content
- **Operability:** Limited operational challenges

**Cons**
- **Safety:** Some feel that age-gating this content reinforces its sexualization to minors
- **Expression:** Well-known fictional content and ads featuring implied sexual activity would be age-gated
Age-Gating for Adult Nudity & Sexual Activity

Examples

Allow without restriction | Age-gate | Age-gate
---|---|---

[Images of explicit content]
Age-Gating for Adult Nudity & Sexual Activity

Status Quo – No Age-gate or Interstitial

Various artistic pieces would be available for minor viewing. They would be allowed on the platform regardless.

**Pros**

- **Safety**: Original carve outs were created together with safety partners
- **Expression**: Various artistic and well-known pieces of content would be allowed
- **Operability**: Limited operational challenges

**Cons**

- **Safety**: Minors can see sexual activity content on the platform
- **Dignity**: Does not provide users the choice of whether to engage with content including sexual activity or adult nudity
Age-Gating for Adult Nudity & Sexual Activity

Examples

Allow without restriction

Allow without restriction

Allow without restriction
Age-Gating for Adult Nudity & Sexual Activity
Mark-As- Sensitive (MAS) Sexual Activity Carve Outs

Pros
• *Dignity:* Provides users with choices about whether to interact with sensitive content
• *Safety:* Does not prevent minors from viewing fictional or artistic sexual activity content
• *Operability:* Operational from a tooling perspective

Cons
• *Dignity:* Because of the wide use of the Mark-As-Sensitive (MAS) interstitial, users may not be able to make informed choices about the content they wish to view
• *Expression:* Lower click-through rates on warning screens (i.e. interstitials) hurts engagement on art or other content featuring sexual activity
Age-Gating for Adult Nudity & Sexual Activity

Examples

- Allow without restriction
- MAS
- MAS
Option 4

Age-Gating for Adult Nudity & Sexual Activity
Create new Sexual ActivityInterstitial (no Age-gate)

Pros

- *Dignity*: Allows users to make clear and informed choices about whether to view content featuring sexual activity
- *Safety*: Does not prevent minors from viewing fictional or artistic sexual activity content

Cons

- *Expression*: Lower click-through rates on interstitials hurts engagement
- *Operability*: Operationally a heavy lift
Age-Gating for Adult Nudity & Sexual Activity

Examples

- Allow without restriction
- New Interstitial
- New Interstitial
Age-Gating for Adult Nudity & Sexual Activity

External Outreach

- Status Quo: Do not limit visibility
- Limit Access to Sexual Activity for Minors
- Age-Gate Adult Nudity Carve Outs
Next Steps

Community Operations / Process
Tooling with Global Operations partners

Training Partners
Partner with Training team to update Operations guidelines
Heads Up: Cosmetic Surgery Effects

Consumer Product Policy
Issue

Should we allow augmented reality (AR) effects to promote facial features that are attainable only through cosmetic surgery? We’re seeing a rise in the popularity of cosmetic surgery filters. We want to encourage creators, however, we have concerns about the impact on body image, mental health, and wellbeing particularly for younger users.
Cosmetic Surgery Effects

Status Quo

**Spark Policy**: Reject filters that drastically lighten skin tone for cosmetic purposes, especially if the filter makes the user appear to be a different race

- Note: this does not include skin smoothing or adding lighting
- We do not reject filters that lighten skin tone for the purpose of turning the user into a character/animal and not for cosmetic reasons

**Implementation Standards**: Content that promotes the use or depicts the sale of a potentially dangerous cosmetic procedure

- Example: filters that map out cosmetic surgery procedures on the user’s face
Cosmetic Surgery Effects

Examples

Allow

- Smoother skin, bigger lips, blush and sparkles

Allow

- Smoother skin, bigger eyes

Remove

- Lightened skin, changed eye color, added lipstick/blush/eyeliner
Cosmetic Surgery Effects

Examples

Allow

- Smoother skin, bigger lips and eyes, smaller nose

Allow

- Smoother skin, bigger eyes, smaller nose and chin

Remove

- Lightened skin, added flower crown
**Next Steps**

**Working Groups**
- First round of working groups are scheduled

**Data insights / CO**
- Work with the Process team to understand operational challenges / limitations

**External Stakeholders**
- Begin conversations with academics, mental health / body image experts, and safety partners

**Definitions**
- Define “cosmetic surgery effects” and categories within those effects
Heads Up: Violating Music Lyrics

Consumer Product Policy
Issue

How do we enforce on songs containing lyrics that would violate the Community Standards? We make available +35M songs on Instagram and Facebook through a music catalog, and we want people to access and share these songs. However, we do not want to allow content that may otherwise violate our policies and create loopholes for abuse.
Violating Music Lyrics

Status Quo

1. **Dangerous Organizations & Individuals**: Music from designated bands, or music that praises or supports designated terrorist groups or hate orgs, violates the Community Standards.
Violating Music Lyrics

Examples

Regulated Goods

Sexual Exploitation of Adults

Suicide and Self-Injury
Violating Music Lyrics

Examples

Sexualizing Minors

There'll be a feast if you just come upstairs
But it's no hanging matter
I can see that you're fifteen years old
No I don't want your I.D.
And I can see that you're so far from home
But it's no hanging matter
It's no capital crime

Christine sixteen, Christine sixteen
Christine sixteen, Christine sixteen
(speaking)
"I don't usually say things like this to girls your age,
but when I saw you coming out of the school that day,
that day I knew, I knew,
I've got to have you, I've got to have you."
She's been around, but she's young and clean

Sexualizing Minors

I'd rather *** a *** in the projects (brr)
Now Lil Pump flyin' private jet (yuh)
Everybody scream, "*** WestJet" (*** em)
Lil Pump still sell that meth (yuh)
Hunnid on my wrist, sippin' on Tech (brr)
*** a lil b***, make her *** wet (what?)
Gucci gang, Gucci gang, Gucci gang (Gucci gang)

Regulated Goods

They kicked me out the plane off a percocet (brl)

1:38

1:21

1:14
Next Steps

**Working Groups**

First round of working groups scheduled

**IS Subject Analysis**

Work with Content Policy team to understand where we can or cannot allow for fictional carve outs, or where we already do

**External Stakeholders**

Identify and work with academics and experts in the music space
facebook