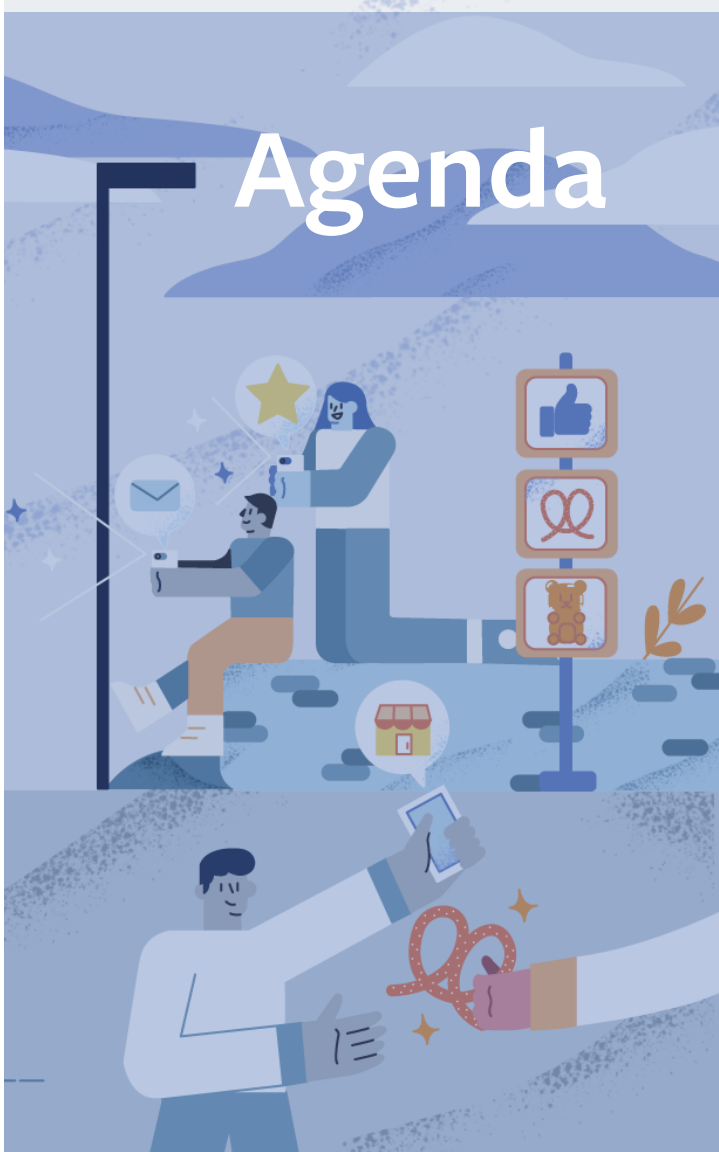


PRODUCT POLICY FORUM

facebook

Agenda

- **RECOMMENDATION: Newsworthy Speech by Politicians**
- **RECOMMENDATION: Dietary Products and Supplements**



Recommendation: Newsworthy Speech by Politicians

Content Policy

Issue

In 2016, we adopted a newsworthy standard under which we may allow content that otherwise violates our Community Standards when the public interest value outweighs the risk of harm. We apply this standard to all categories of content on Facebook; however our public-facing policy provides limited detail about how we make these decisions.

We'd like to provide more transparency, consistency and accountability by explaining the policy in greater detail as it applies to speech by politicians.

Newsworthy Speech by Politicians

Overview



Recommendation: Define criteria for how we make newsworthy decisions on politicians' speech

XFN Working Groups: 6 internal, multi-disciplinary working groups

Stakeholder Engagements: 63 meetings with external groups, experts, academics and journalists

News-worthy Speech by Politicians

External Outreach



We spoke to 63 stakeholders, including: (1) journalists, (2) academic experts on news/media, (3) civil society (NGOs), and (4) representatives of key groups that might be affected by this policy.

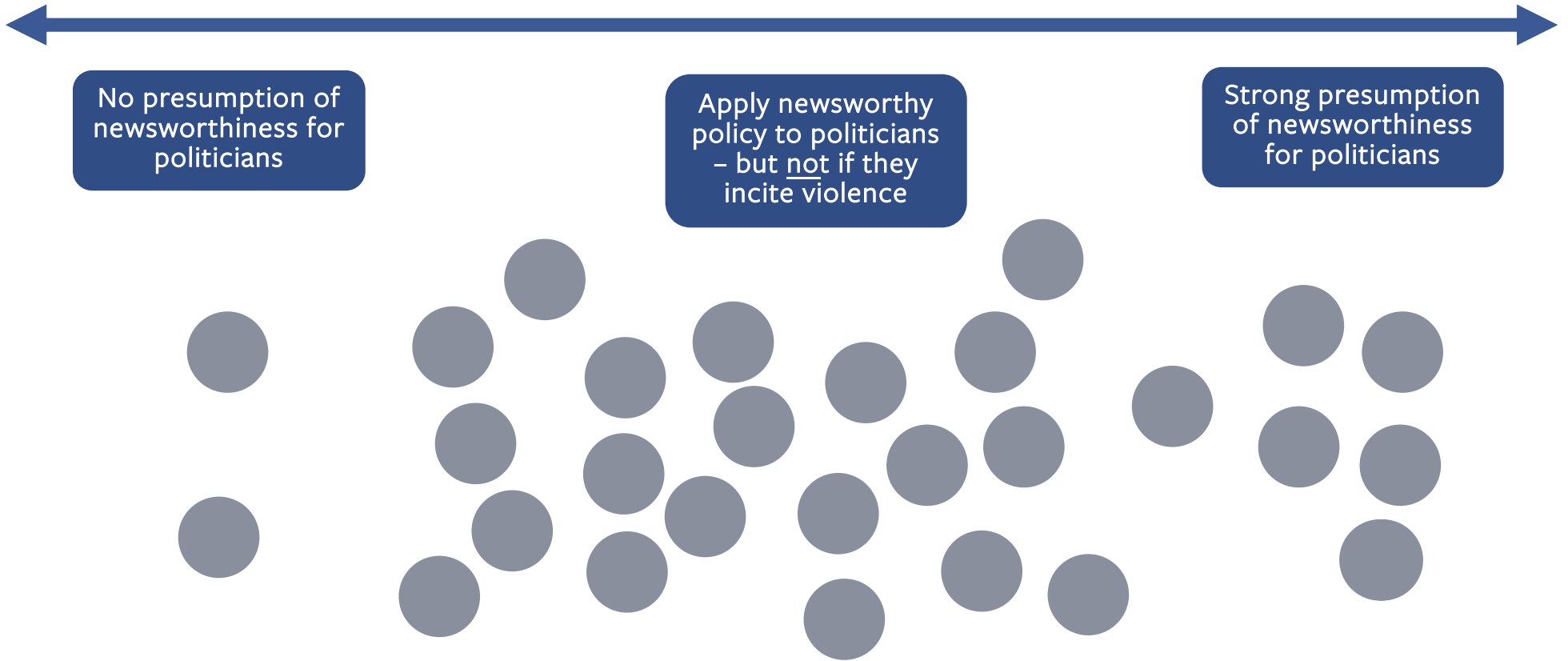
Newsworthy Speech by Politicians

Key themes from external outreach

1. There's a strong case for applying a newsworthy exemption to speech by politicians. However, Facebook should remove speech by politicians that incites violence, even if newsworthy.
2. Facebook should contextualize newsworthy content from politicians – to educate and signal disapproval.
3. The rationale for newsworthy policy is strongest when applied to speech of politicians who are (a) high-level, (b) elected, and (c) acting in representative capacity.
4. Transparency of process and decision-making is key to a successful policy.

News-worthy Speech by Politicians

External Outreach



Newsworthy Speech by Politicians

Research Findings

1. Politician speech has influence and reach due to relationship to government, high following, and/or focus on key societal issues.
2. Influence and reach are good when spreading awareness, bad when inciting violence or spreading misinformation.
3. “Politician” is defined by the political structure of a region or locale (e.g. a politician in a democratic context is a person who holds or runs for a government/institutional position, non-democratic politicians may enter roles through appointments or force).

Sources: Internal research; Palvia & Sharma, 2015; Hong & Kim, 2016; Bessi et al, 2015; Bratton & van de Walle, 1994; Crisis Group, 2019;

Newsworthy Speech by Politicians

Status Quo: Case-by-Case weighing of public interest

Make case-by-case newsworthiness determinations by balancing the public interest of content against the likelihood of harm (with input from local Public Policy and Comms).

- Public interest factors include, but are not limited to: raises awareness of serious threat to public health/safety; relates to government misconduct; voices perspective in political debate
- Harm factors include, but are not limited to: imminent risk of physical harm, direct threat to public safety and civic harms like voter interference

To date in 2019, our status quo approach to newsworthiness has resulted in 5 newsworthy allowances for politicians around the world.

Pros

- Ensures that voice and safety are accounted for
- Allows for regional differences

Cons

- Potential for inconsistent outcomes

Newsworthy Speech by Politicians

Allow all politician speech

Option 2

Permit politician speech regardless of Community Standards violation.

Pros

- Maximizes visibility of politician speech (helping to hold politicians to account for what they say / do)
- Consistent for all politicians

Cons

- Consistency for all politicians may not make sense given different offices/statures/power structures
- Some politician speech may create safety risks
- May be seen as giving privilege to the powerful rather than allowing the powerful to be held to account

Newsworthy Speech by Politicians

Define criteria for how we treat politician speech

(presume newsworthy unless risk of harm)

As a general rule, treat organic content posted by politicians as newsworthy, unless the risk of harm outweighs the public interest value.

In making a determination as to the public interest value, we consider a number of factors, including:

- Country-specific circumstances like whether there is an election underway or the country is at war
- The subject matter of the speech, including whether it relates to governance or politics and who the target is
- The political structure of the country

In determining the risk of harm, we have established a more robust framework that looks at factors, including:

- Potential to incite violence
- Efforts to silence or intimidate others
- Civic harms, including voter interference
- Impact from bullying or harassment

Pros

- Ensures that voice and safety are accounted for
- Allows graduated consideration for what is newsworthy

Cons

- May be seen as giving privilege to the powerful rather than allowing the powerful to be held to account

Recommendation: Dietary Products and Supplements

Content Policy

Issue

We are seeing a rise in organic content promoting dietary supplements and cosmetic procedures that are potentially harmful and not prohibited by our policies. We want to determine if we should age-gate or remove content that promotes these types of products or procedures; however, enforcing against this content requires us to determine what products, supplements, and procedures are potentially harmful and risks removal of health-related speech.

Diet Products and Supplements

Overview



Recommendation: Age-Gate the sale or promotion of weight loss products and cosmetic procedures; remove when accompanied by a claim of a “miracle weight loss” and a “commercial offer”

External Outreach: 21 external engagements

Working Groups: 6 XFN working groups

Diet Products and Supplements

Status quo

Community Standards

- We do not remove organic content that encourages the use of diet products, supplements, or cosmetic procedures.
- We have recently seen a rise in this type of organic content promoting, especially by influencers on Instagram.

Ads

- Ads marketed at or for weight loss must be targeted to people 18 years or older.
- We don't allow "unsubstantiated claims" in ads, which protects against posts about diet supplements that include claims like:
 - "3 shocking tips to lose belly fat within 24 hours"

Newsfeed

- Reduce visibility if a post about health exaggerates or misleads — for example, making a sensational claim about a miracle cure.
- Reduce visibility if a post promotes a product or service based on a health-related claim — for example, promoting a medication or pill claiming to help you lose weight.

Diet Products and Supplements

External Outreach



We spoke to 21 stakeholders, representing the following areas: (1) safety, (2) regulatory, (3) legal, and (4) supplement trade associations.

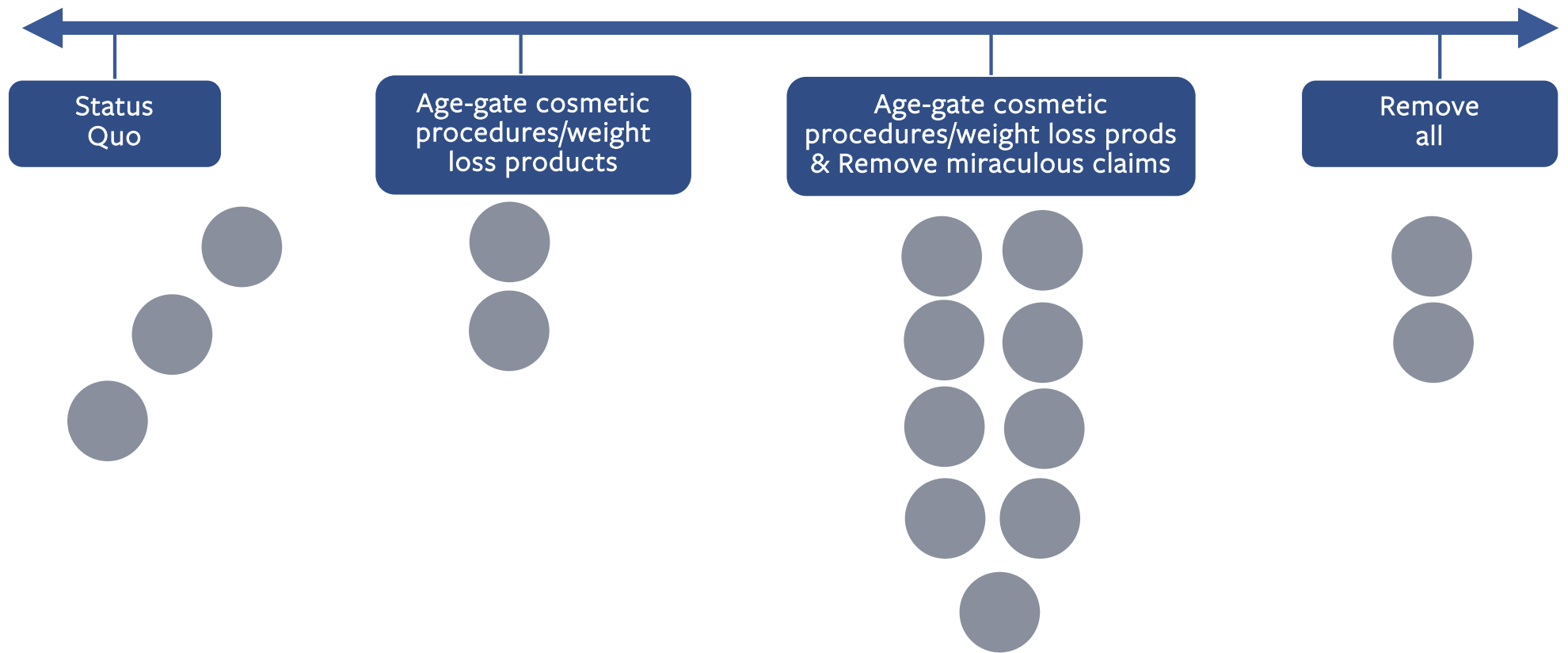
Diet Products and Supplements

Key themes from external outreach

1. All stakeholders agreed that posts promoting dietary supplements with outrageous/miracle cure claims could be harmful to the public, especially given risk of individuals promoting/selling counterfeit products.
2. Safety stakeholders were highly concerned about how this content could affect youth given their impressionable state.
3. Industry stakeholders expressed a genuine concern for the integrity and reputation of their products while wanting to maintain the autonomy to promote and represent their products as needed.

Diet Products and Supplements

External Outreach



Diet Products and Supplements

Research Findings

- Global definitions and regulations of dietary supplements vary.
- There is no conclusive research around which dietary supplements are safe and which are not; but certain types or misuse can cause serious damage and fatalities.
- Adolescents (13-18) , older adults (65+), and underweight women (BMI<20) are more likely to use dietary supplements.
- The dietary supplement market uses influencers to promote their products; 92% of customers are more likely to trust and respond to influencer-generated content over traditional ads, and Instagram is the social media outlet of choice.
- This policy may intersect with misinformation related to health fraud, misrepresentation of health claims.

Policy Relevance: Global definitions of what constitutes a dietary supplement will be necessary in enforcing a policy change. In addition, the policy adopted should consider how to hold influencers accountable for disseminating misinformation linked to public safety and health.

Sources: Dwyer, Coates, & Smith, 2018; Kim, Han & Keen, 2001; Drewnowski & Evans, 2001; Kirk et al, 1998; Mackey & Liang, 2013; Grafström, Jakobsson & Philip, 2018; Business Insider, 2019; USFDA, 2019

Diet Products and Supplements

Option 1

Age-Gate the sale or promotion of weight loss products and cosmetic procedures

Prevent individuals under the age of 18 from seeing content that attempts to sell or promote the use of weight loss products and supplements or cosmetic procedures. For individuals over the age of 18, content will continue to have reduced visibility.

Pros

- Prevents minors from seeing dangerous content

Cons

- Self-reported age may not capture all minors on platform
- Might also age-gate safe products and procedures

Diet Products and Supplements

Option 2 (Rec)

Option 1 + Remove the sale or promotion of weight loss products with a claim of a “miracle weight loss” and a “commercial offer” (Recommendation)

This will age-gate content that falls under Option 1 and remove the most misleading/spammy weight loss content (e.g., “Secret to lose 10 pounds in 2 weeks. Get 50% off today!”)

Pros

- Prevents everyone from seeing weight-loss content that is misleading and most likely to be fraudulent

Cons

- Operational challenges in defining “miracle weight loss” and determining misleading content for removal
- May censor speech discussing the use of diet products

Diet Products and Supplements

Option 3

Option 1 + Remove the sale or promotion of weight loss products with a claim of a “miracle weight loss” and a “commercial offer” on Instagram

This will age-gate content similar to option 1 and remove the miracle cure content with a commercial offer only on Instagram, while content will have reduced visibility on Facebook per the status quo

Pros

- Reflects strong focus on safety on Instagram and removes some of the most misleading content related to diet products

Cons

- Differentiates policy decisions between Instagram and Facebook
- Operational challenges in defining “Miracle Weight Loss” and determining misleading content for removal
- May censor genuine speech discussing the use of diet products, especially on Instagram

Diet Products and Supplements

Option 4

Delete all sale or promotion of diet supplements and cosmetic procedures

This will remove all types of content that attempt to sell or promote the use of weight loss products and supplements or cosmetic procedures

Pros

- Prevents all people from seeing content that may have a negative impact on body image and from purchasing products that may be harmful if consumed

Cons

- Will also lead to the removal of diet products that may not be harmful
- Prevents individuals from sharing weight loss products that have been helpful for them
- General concern of over-enforcement

Diet Products and Supplements

Summary of Options

- Option 1: Age-Gate the sale or promotion of weight loss products and cosmetic procedures
- Option 2: Option 1 + Remove the sale or promotion of weight loss products with a claim of a “miracle weight loss” and a “commercial offer”
- Option 3: Option 1 + Remove the sale or promotion of weight loss products with a claim of a “Miracle Weight Loss” and a “commercial offer” on Instagram
- Option 4: Delete all sale or promotion of diet supplements and cosmetic procedures

facebook