Protecting and Promoting the US Census

We have a responsibility to help protect the 2020 census from interference and make sure everyone is counted. Here’s how we’re doing it:

**PROMOTING PARTICIPATION**
We’re launching top-of-feed notifications on Facebook and Instagram with links to the Census Bureau’s website so it’s simple to fill out the census online.

**SECURING OUR PLATFORMS**
In addition to the people and technology who are working day in and day out to enforce our policies and identify emerging threats, we’re using our election operations center for real-time monitoring so we can quickly address any potential misinformation or abuse related to the census.

**INCREASING TRANSPARENCY**
We’re requiring all ads about the census go through our industry-leading transparency process, which means they’re available including storing them in our searchable Ad Library for seven years and advertisers have to complete our strengthened authorization process.

**COMPREHENSIVE POLICIES**
- We updated our Community Standards to ban misleading information about when and how to participate in the census and the consequences of participating.
- We also updated our ads policy to prohibit ads that portray census participation as useless or meaningless or advise people not to participate in the census.

**COORDINATING WITH GOVERNMENT AND EXPERTS**
We’re working closely with the Census Bureau to promote the census and disrupt interference, and in conjunction with them, we’re offering training sessions to non-profits and civil society groups.