



Protecting and Promoting the US Census

At Facebook, we want to do our part to help ensure an accurate and complete census. Every ten years, the US Census Bureau carries out its constitutional duty to count every person in the country. This year, for the first time ever, all US households are able to complete the census online. The count serves as the foundation for critical government decisions, including the way we apportion congressional seats and distribute federal funding to states and local communities.

Needless to say, it's important that everyone - regardless of zip code, education or background - be counted. That's why last year, we created a team focused exclusively on the 2020 US Census. They've been working vigilantly to promote participation in the census and protect against census interference. We've included more details on their efforts here and will keep this document updated as our work continues.

“Too often in our past, some communities and groups have been undercounted. That is completely unacceptable and we need to do everything in our power to make sure everyone has the opportunity and ability to take part. The ability to complete the census online for the first time gives the technology sector a unique opportunity and responsibility to help make sure every person is counted.”

~Sheryl Sandberg

Please visit www.2020census.gov to complete the census today.

Promoting Census Participation

- Ahead of Census Day on April 1, we launched notifications at the top of people's Facebook and Instagram feeds that remind people to complete the census. More than 11 million people on Facebook and Instagram clicked through the notifications to the Census Bureau's website where they can fill out the census online.
- We're working with and supporting state and local governments to provide [training on the use of digital tools](#). The Census Bureau also helped us identify civil rights organizations, nonprofit groups and others who are experts in reaching under-represented communities to receive these trainings.

Fighting Census Misinformation and Interference

- In December 2019, we [introduced new policies](#) that ban census interference, both of which are included in full here.
 - Under our Community Standards, which apply to organic content and advertisements, [we prohibit census interference](#), which we define as:
 - Misrepresentation of the dates, locations, times and methods for census participation;



- Misrepresentation of who can participate in the census and what information and/or materials must be provided in order to participate;
- Content stating that census participation may or will result in law enforcement consequences;
- Misrepresentation of government involvement in the census, including that an individual's census information will be shared with another government agency; and
- Calls for coordinated interference that would affect an individual's ability to participate in the census, enforcement of which often requires additional information and context.
- In addition, [our Advertising Policies](#), prohibit:
 - Ads that portray census participation as useless or meaningless or advise people not to participate in the census
- It's important to note, however, that we maintain a number of policies that may be implicated in the context of the census, including:
 - Our [violence and incitement policies](#), which prohibits threats of and incitement to violence.
 - Our [cybersecurity policies](#) that protect against attempts to gather sensitive personal information by deceptive or invasive methods.
 - Our policies against [coordinated inauthentic behavior](#).
 - Our ban on [manipulated media that meet certain criteria](#).
 - We also have policies to protect against [privacy violations](#) if we were to learn about the posting or sharing of hacked census data or phishing attempts to gain access to personally identifiable information.
 - And our [bullying and harassment policies](#), which aim to protect against potential harassment or intimidation.
- Content that does not violate these policies, but may still be inaccurate, will be eligible for fact-checking by [our third-party partners](#) and, if rated false, will have [more prominent labels](#) and will be ranked lower in News Feed.
- We're using our elections operations center for real-time monitoring so we can quickly address any potential abuse related to the census.

Increased Transparency

- Any advertiser who wants to run an ad about the census will have to complete our [strengthened authorization process](#) for ads about social issues, elections or politics and include a disclaimer on such ads so people know who paid for them. These ads will be saved in our Ad Library for at least seven years.

Partnering with Government and Experts

- We are working with local officials and Census Bureau partners by giving them access to [CrowdTangle](#) displays, a Facebook tool used to track how content spreads online.
- We're offering to further secure the accounts of Census Bureau officials through enrollment in [Facebook Protect](#), a program we launched in October 2019.
- And we're grateful for the partnership from the Census Bureau and other experts and advocacy groups, including civil rights groups, that have made us more capable in promoting an accurate and fair census.



Frequently Asked Questions

Promoting Census Participation

Q: Who will see the top-of-feed notifications?

A: We're showing this notification to anyone we know to be a US resident - based on things like the city in their profile or device location.

Q: Who helped design the Census Day top-of-feed notifications?

A: The notifications are the result of a months-long internal design process. The Census Bureau also reviewed the notifications for accuracy.

Fighting Census Misinformation and Interference

Q: Where does your census interference policy live within your Community Standards?

A: Our census interference policy falls under the Coordinating Harm section of our Community Standards. You can read more about the policy [here](#).

Q: How does newsworthiness apply to your census interference policy? If a politician posts content that violates the census policy, will it be taken down?

A: Content that violates our census interference policy will not be allowed to remain on our platforms as newsworthy even if posted by a politician.

Q: What if someone tries to run an ad that goes against your census interference policy?

A: It will be removed and not be allowed to run. Ads must comply with our Community Standards and Advertising Policies, both of which protect against census interference.

Q: Who makes decisions about what does and doesn't violate your census interference policy?

A: Content that may violate our census interference policy is assessed by the team of experts who staff our elections operations center. We're using our elections operations center for real-time monitoring so we can quickly address any potential abuse related to the census.

Partnering with Government and Experts

Q: How are you choosing which groups will get GOTC training from Facebook? Who are the groups?

A: The Census is helping us identify the Get Out The Count groups that will receive training. The training will include: Setting up and optimizing a Page; Securing accounts; Providing information about how to use products like Live; Sharing engagement best practices like posting regularly, posting informative content, and pinning a post to the top of a Page; and Describing how to get authorized to run political/issue advertising, should that be something a group is interested in doing. The materials we produce and use to train these organizations will be publicly available to anyone on [facebook.com/gpa](https://www.facebook.com/gpa).