

How Facebook is Helping to Protect the 2020 US Election

During the 2020 election, we are launching the largest voting information campaign in American history. We're committed to securing our platforms from interference, fighting misinformation and voter suppression, and increasing transparency and adding more controls for political advertising.

Fighting Interference

01

MORE SECURITY Tripled the size of our teams working on safety and security since 2016 to include more than 35,000 people.

INCREASED COORDINATION Work with law enforcement agencies like the FBI and the Department of Homeland Security, and with state officials, civil society groups, and other technology companies.

RAPID RESPONSE CAPABILITY Our Election Operations Center allows us to quickly respond to late-breaking election threats during every caucus, primary, and the general election.

Combating Misinformation

02

REMOVING ABUSE Removed more than 6.5 billion fake accounts in 2019. 99.5% were proactively identified before anyone flagged them.

AUTHORITATIVE INFORMATION To fight misinformation and encourage people to vote, we're launching a new Voting Information Center in the US to connect people with accurate, authoritative information about when and how to vote where they live.

REDUCING BAD ENGAGEMENT [Multiple independent studies](#) show we've cut the engagement with "fake news" by more than half.

COMBATING SUPPRESSION From March to May 2020, we removed more than 100,000 pieces of Facebook and Instagram content in the US for violating our voter interference policies.

LABELING FALSE CONTENT Warnings cover content rated false or partially false by one of 9 fact-checkers in the US. From March to May 2020, we displayed warnings on more than 50 million pieces of content on Facebook. Nearly 95% of the time people saw these warning labels, they did not click through to view the original post.

Increasing Transparency

03

STRONGER VERIFICATION Political advertisers must be authorized and prove they are actually located within the country where they want to run ads. From March to May 2020, we rejected ad submissions before they could be run about 750,000 times for targeting the US without completing the authorizations process.

EVEN GREATER TRANSPARENCY Political and issue ads now include who paid for them, where they ran, information on who the ads reach. We also show more information about the people who are running Facebook Pages. You can now track ad spending for Presidential, US House and US Senate races in the Ad Library. There's also a custom tracker for any political advertiser's spending.

A FULLY ACCESSIBLE ARCHIVE Every political and issue ad that runs on Facebook and Instagram is available in a searchable Ad Library for 7 years. Over 2 million people visit the Ad Library every month.

MORE CONTROL We added a feature to allow people to see fewer political ads on Facebook and Instagram. This is accessible directly from any political ad, or through your personal Ad Preferences tool on Facebook or through Instagram's Ad Topic Preferences control.