Facebook’s Policies for Elections and Voting: What You Need to Know

Elections have changed since 2016, and so has Facebook. We have more people and better technology to protect our platforms, and we’ve improved our community policies and enforcement. Our Community Standards provide a foundation for the policies we apply to both organic content and advertisements, and cover topics that may be implicated in the context of election solicitation, such as voter interference, voter fraud, electoral violence and incitement and hate speech.

Our Advertising Policy is more restrictive than our Community Standards and apply to all advertisers, including politicians and political campaigns. We prohibit election-related disengagement advertising, promulgating false voting or election results, stopping voter interference and fraud, combating hate speech, violence and incitement, and adopting stronger rules and greater transparency for political ads.

The following is an overview of how we’ve improved our Community Standards and Advertising Policies to protect election integrity and prevent abuse. This is how we’re promoting reliable election results; stopping voter interference and fraud; combating hate speech, violence and incitement; and adopting stronger rules and greater transparency for political ads.

1. Promoting Reliable Election Results

We have a responsibility to help people understand the data they see on our platforms. To protect our users, we’ve removed all election-related content that violates our policies or risks damage to our users' trust. See full details on our election policies.

Before Election Nights:

• We're connecting people with facts from independent fact-checkers that examine claims regarding who won an election, and we have added a “learn more” button that sends users to authoritative information.
• We'll include labels on relevant posts about voting directing people to these facts and more information in the VIC.

After polls close and a winner is declared:

• We'll show this at the top of the Facebook and Instagram apps and in the VIC.
• If the declared outcome is contested by another candidate or party, we'll also label posts from presidential candidates to note that counting the votes is ongoing.
• We'll show the status of results from presidential, US Senate, US House and governor races in the VIC.
• If presidential results aren’t known for days or weeks, we'll help people understand the ongoing process with notifications at the top of Facebook and Instagram, facts about voting from the Bipartisan Policy Center and links to News Feed in the US.

2. Stopping Voter Interference and Fraud

Attempts to influence or suppress voting go against our policies, and we work to protect people’s ability to participate in an election and prevent abuse of the system. See full details on our election policies.

We invest significant resources to keep hate and incitement to violence out of our community. Our policies help address this threat.

• We block ads in the US from state-controlled media outlets.
• We don’t allow ads targeting the US from state-controlled media outlets and we label ads from state-controlled media outlets on Facebook and Instagram.
• We have an unprecedented global fact-checking network with 10 partners in more than 20 countries in both English and Spanish and display a fact checker next to a post, as we educate about false and misleading content.

3. Combating Hate Speech, Violence, and Incitement

We set a restricted period for ads on social issues, elections and politics:

• We prohibit: Calls for coordinated interference that would affect an individual’s ability to vote; Calls for violence; Calls for coordinated interference that would affect the physical safety, health, or survival of an individual; Threats against election officials; Promotions or delegitimation of elections administration locations; Calls for violence in the VIC.

4. Stronger Rules and Greater Transparency for Political Advertising

We’ve adopted some of the most stringent rules about who can use our political ads and have best-in-class industry leading transparency standards.

• We’re improving our tools and features for election advertising for transparency, and we’ve made information about political ads more easily accessible.
• We’re expanding our focus on political statements on our News Feed in the US.
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