

How Facebook Helped Protect the 2020 U.S. Election

Elections have changed, and so has Facebook. As a company, we took a close look at what we could learn from past elections and made some big changes. We worked hard to secure our platforms from interference, fight misinformation and voter interference, improve transparency and privacy, and empower people to use their voices by voting. Here's how we approached the election and built the foundation for helping to protect future elections:

Fought Interference and Threats of Violence

01

MORE SECURITY Tripled the size of our teams working on safety and security to include more than 35,000 people. We have 40 teams involved in elections work —including a team of over 200 people working to prevent influence operations, many with intelligence and national security experience.

INCREASED COORDINATION Worked 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 allowed us to quickly respond to late-breaking election threats during the primary and general elections.

REMOVED INFLUENCE OPERATIONS Since 2017, we have removed over 100 networks worldwide for engaging in coordinated inauthentic behavior, including ahead of major democratic elections.

ADDRESSING MILITARIZED SOCIAL MOVEMENTS Since we expanded our Dangerous Individuals and Organizations policy in August, we've identified over 600 militarized social movements, removing about 2,400 Pages, 14,200 Groups and about 1,300 Instagram accounts they maintained.

Combated Misinformation

02

REMOVED ABUSE Removed more than 4.5 billion fake accounts in 2020 — identifying almost all of them before anyone flagged them to us.

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

COMBATTED SUPPRESSION From March to Election Day, we removed more than 265,000 pieces of Facebook and Instagram content in the US for violating our voter interference policies.

LABELED FALSE CONTENT Warnings cover content rated false or partially false by one of 10 fact-checkers in the US. On Election Day, our third-party fact-checking partners in the US had a single day record high of new fact-check articles submitted since we launched the program four years ago. From March to Election Day, we displayed warnings on more than 180 million pieces of content on Facebook viewed by people in the US.

Improved Transparency and Privacy

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STRONGER VERIFICATION Political advertisers must be authorized and prove they are actually located within the country where they want to run ads. Between March and Election Day, we rejected ad submissions before they could be run about 3.3 million times for targeting the US without completing the authorizations process.

MORE TRANSPARENCY THAN TV, RADIO OR MAIL Political and social issue ads now include who paid for them, where they ran, information on who the ads reach, and more information about the people who are running Facebook Pages.

A FULLY ACCESSIBLE ARCHIVE Every political and social 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 and social issue ads.

FOCUS ON PRIVACY Since 2018 we have changed the way third-party companies access data on Facebook, including tools like App Review and Data Use Checkup to help hold developers accountable to our policies. We also entered into a new agreement with the FTC that changes how Facebook protects people's privacy, and we paid a \$5 billion fine.

Empowered Voters

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HELPED MILLIONS REGISTER TO VOTE We estimate we helped a record 4.5 million people register to vote this year — double the 2 million we helped register in both 2016 and 2018. This is based on conversion rates we calculated from a few states we partnered with.

CONNECTED WITH RELIABLE ELECTION INFORMATION 140 million people visited the Voting Information Center for the latest information about the election, including more than 33 million people on Election Day. We also ran notifications at the top of the apps nearly every day from September through November to connect everyone of voting age with reliable information about registering and voting.

POLL WORKER RECRUITMENT DRIVES We helped about 100,000 people sign up as poll workers with their election authorities, based on conversion rates we calculated from a few states we've partnered with. South Carolina officials, for example, saw 20% of their total signups when we ran a reminder at the top of Facebook in September. We also offered ad credits to election officials so they could recruit poll workers through ads.

VOTING ALERTS FROM ELECTION AUTHORITIES State and local election authorities used Voting Alerts on Facebook to send the latest voting updates to people in their communities.