

Meta's approach to the 2022 US midterm elections

Meta invests a huge amount of effort and resources to protect elections online — not just during election periods but at all times. While each election is unique, in recent years Meta has developed a comprehensive approach to how elections play out on our platforms; one that gives people a voice and helps them participate in the civic process while combating hate speech, voter interference and foreign influence. Our approach to the 2022 US midterm elections is largely consistent with the policies and safeguards we had in place during the 2020 US presidential election. This includes our advanced security operations, our industry-leading global fact-checking network and transparency around political ads, and new measures to help keep poll workers safe.

We have hundreds of people focused on the midterms across more than 40 teams, and spent approximately

\$5 billion

globally on safety and security last year alone.

We're fighting foreign and domestic election interference operations,

and have removed over

150 networks

of Coordinated Inauthentic Behavior since 2017.

We have built the largest global independent fact-checking network of any platform with 80+ partners, and invested

\$5 million

in fact-checking and media literacy initiatives ahead of the midterms.

We work with state and local elections officials to send in-Feed Voting Alerts, and there have been more than

80 million

election-related notifications so far this year.

We've removed

2.5 million

pieces of content

tied to organized hate in the first quarter of 2022 alone, nearly 97% of which we found before anyone reported it.

We provide industry-leading transparency around political and social issue ads with over

14 million

entries in our Ads Library,

and now offer advertiser targeting information for all political ads.

Preventing election and voter interference

- We have a dedicated team focused on the midterms and hundreds of people working to help combat election and voter interference while also helping people have a voice and vote.
 - We're working with federal government partners including the Cybersecurity and Infrastructure Security Agency, as well as local and state election officials and industry peers, to make sure we're all preparing for different scenarios.
 - We will prohibit ads encouraging people not to vote or calling into question the legitimacy of the midterm elections.
 - We enforce our policies against voter interference and misrepresentations about when, where, and how to vote in an election.
 - We recently updated Facebook Protect, which offers security tools and additional protections to candidates, their campaigns and elected officials.
- We're fighting both foreign interference and domestic operations, and have exposed and disrupted dozens of networks that have attempted to interfere with US elections. We also continue to carry out proactive sweeps on platform to catch any banned organizations attempting to violate our policies or cause offline harm.
 - We have banned more than a thousand militarized social movements, taken down tens of thousands of QAnon pages, Groups and accounts from our apps, and removed the original #StopTheSteal Group.
 - We've banned over 270 white supremacist organizations.
 - Since 2018, we've shared information with independent researchers about influence operations and began expanding our beta research platform in 2021 to more researchers worldwide.
 - We demote Groups content from members who have broken our voter interference policies and other Community Standards, anywhere on Facebook, to limit the reach of people who break our rules. We also restrict their ability to post, comment, add new members to a Group or create new Groups.

Connecting people with reliable information

- We're continuing to connect people with details about voter registration and the election from their state and local elections officials through in-Feed notifications and our Voting Information Center.
 - State and local elections officials use Voting Alerts on Facebook to send the latest information about registering and voting to people in their communities.
 - Throughout the primary elections, we've shown people reminders directing them to information on when and how to vote and how to register.
 - On Instagram, we launched our "I Voted" and "Register to Vote" stickers in the Stories tray during primary season, and will soon add more stickers for people to share their plans for how to vote.
 - We're also elevating post Comments from elections officials to ensure people have as much reliable information as possible about how, when and where to vote.
 - This year, we're showing election-related in-Feed notifications in a second language other than English if we think the second language may be one you better understand. For example, if a person has their language set to English but is interacting with a majority of content in Spanish, then we will show the voting notifications in both English and Spanish.
- We have 10 fact-checking partners in the US, including five who cover content in Spanish, to address viral misinformation. When they rate content as false, we move it lower in Feed and show additional information so people can decide what to read, trust, and share. We apply additional penalties if you repeatedly share false content.
 - We're also investing an additional \$5 million in fact-checking and media literacy initiatives ahead of the midterms. This includes:
 - Partnering with Univision and Telemundo to launch fact-checking services on WhatsApp;
 - Providing financial support to US fact-checking partners to help them increase their capacity during the elections;
 - Supporting the development of media literacy resources like free courses offered through SMS and WhatsApp in English and Spanish to teach people how to identify misinformation for themselves; and
 - College campus trainings for first-time voters.

Transparency around elections and advertising

- As we did in 2020, we will also prohibit new political, electoral and social issue ads during the final week of the election campaign. Ads that have previously run before this restriction period will be allowed to run during this time.
 - Since 2018, we have provided industry-leading transparency for ads about social issues, elections or politics, and we continue to expand on these efforts. We have long believed in the importance of transparency to bring more accountability for Meta and our advertisers, and this is especially important for ads that can influence the way people think, act and vote.
 - Advertisers who run ads about social issues, elections, or politics are required to complete an authorization process and include a “paid for by” disclaimer on these ads, more information [here](#).
- This spring we [announced](#) that we are bringing more transparency to social issues, electoral and political ads by providing information about advertiser targeting choices, and ads delivery, in the publicly available [Ad Library](#). All social issue, electoral and political ads information is stored in the Ad Library for seven years.
 - Our Custom Spend Tracker is available in the US as part of our [Ad Library Report](#), which helps people understand how much specific advertisers, candidates and political parties are spending to reach voters.