

Updated Methodology for Proactive Rate on Facebook and Instagram

		Q3 2022		Q4 2022	
Policy		Old Methodology ¹	→ New Methodology ²	Old Methodology ²	→ New Methodology ¹
Facebook	Adult Nudity and Sexual Activity	96.9%	96.5%	95%	94.1%
	Bullying and Harassment	67.8%	62.6%	69%	61%
	Child Endangerment: Nudity and Physical Abuse	97.5%	97.4%	99%	98.7%
	Child Endangerment: Sexual Exploitation	99.5%	99.3%	99%	99.2%
	Dangerous Organizations: Terrorism	99.1%	98.9%	99%	98.5%
	Dangerous Organizations: Organized Hate	94.3%	94.1%	94%	93.3%
	Fake Accounts	99.6%	99.6%	99%	99.3%
	Hate Speech	90.2%	86.1%	89%	81.9%
	Restricted Goods and Services: Drugs	98.3%	98.1%	99%	99.1%
	Restricted Goods and Services: Firearms	94.8%	87.4%	96%	87.1%
	Spam	98.5%	97.4%	99%	96.7%
	Suicide and Self-Injury	98.6%	98.7%	98%	97.3%
	Violence and Incitement	94.3%	92.3%	91%	87.3%
	Violent and Graphic Content	99.1%	99.1%	98%	98.1%
Instagram	Adult Nudity and Sexual Activity	95.7%	94.8%	96%	95.5%
	Bullying and Harassment	84.3%	85.7%	83%	85.4%
	Child Endangerment: Nudity and Physical Abuse	96.8%	97.1%	97%	97.6%

Child Endangerment: Sexual Exploitation	96.6%	97%	99%	99.6%
Dangerous Organizations: Terrorism	96.7%	96.7%	93%	93.9%
Dangerous Organizations: Organized Hate	86.3%	88.9%	87%	89.7%
Hate Speech	93.7%	92.9%	93%	93.9%
Restricted Goods and Services: Drugs	97.1%	97.4%	98%	98.8%
Restricted Goods and Services: Firearms	94%	92.9%	95%	95%
Suicide and Self-Injury	98.4%	98.6%	98%	98.6%
Violence and Incitement	97.5%	97.4%	97%	97.6%
Violent and Graphic Content	99.1%	99%	99%	98.8%

Note:

1. These metrics are reported in the *Community Standards Enforcement Report*
2. These figures are directional estimates for comparison purposes only