

# How Facebook is Helping to Protect the 2020 US 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 are working 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.

## Fighting Interference

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 threat investigation team of over 200 people globally, many with intelligence and national security experience.

**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 the primary and general election.

**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.

## Combating Misinformation

02

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

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

**COMBATING SUPPRESSION** From March through mid-October, we removed more than 135,000 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 10 fact-checkers in the US. From March through mid-October 2020, we displayed warnings on over 165 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.

## Improving Transparency and Privacy

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 September 2020, we rejected ad submissions before they could be run about 2.2 million times for targeting the US without completing the authorizations process.

**MORE TRANSPARENCY THAN TV, RADIO OR MAIL** Political and 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.

## Empowering Voters

04

**HELPED MILLIONS REGISTER TO VOTE** We estimate we've helped a record 4.4 million people register to vote so far 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.

**CONNECTING WITH RELIABLE ELECTION INFORMATION** More than 39 million people visited the Voting Information Center for the latest information about the election. 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 this year.

**POLL WORKER RECRUITMENT DRIVES** In September, 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 that weekend. We also offered ad credits to election officials so they can recruit poll workers through ads.

**VOTING ALERTS FROM ELECTION AUTHORITIES** State and local election authorities are running Voting Alerts through Facebook to send the latest voting updates to their communities.