



facebook
Journalism
Project

Elections Guide for Facebook



Protecting Election Integrity on Facebook

Over the past two years, we have made massive investments to help protect the integrity of elections — not only addressing threats we have seen on our platform in the past, but also anticipating new challenges and responding to new risks.

Protecting the integrity of elections while making sure people can have a voice is a top priority for Facebook. Our approach to this problem — like the problem itself — is multifaceted.

Removing fake accounts

The key to fighting bad content is to take down the fake accounts that spread it. Using machine learning and artificial intelligence, we can detect inauthentic coordinated behavior that is abusive and counter to our Community Standards. Millions of fake accounts are blocked every day with the vast majority removed within minutes of being created and before they can do any harm.

Reducing the distribution of false news

We remove content that violates our Community Standards to help protect the safety and security of the platform. For content that does not directly violate our Community Standards, but undermines the authenticity of the platform — like clickbait or sensational material — we reduce its distribution by demoting it in News Feed.

Informing our community

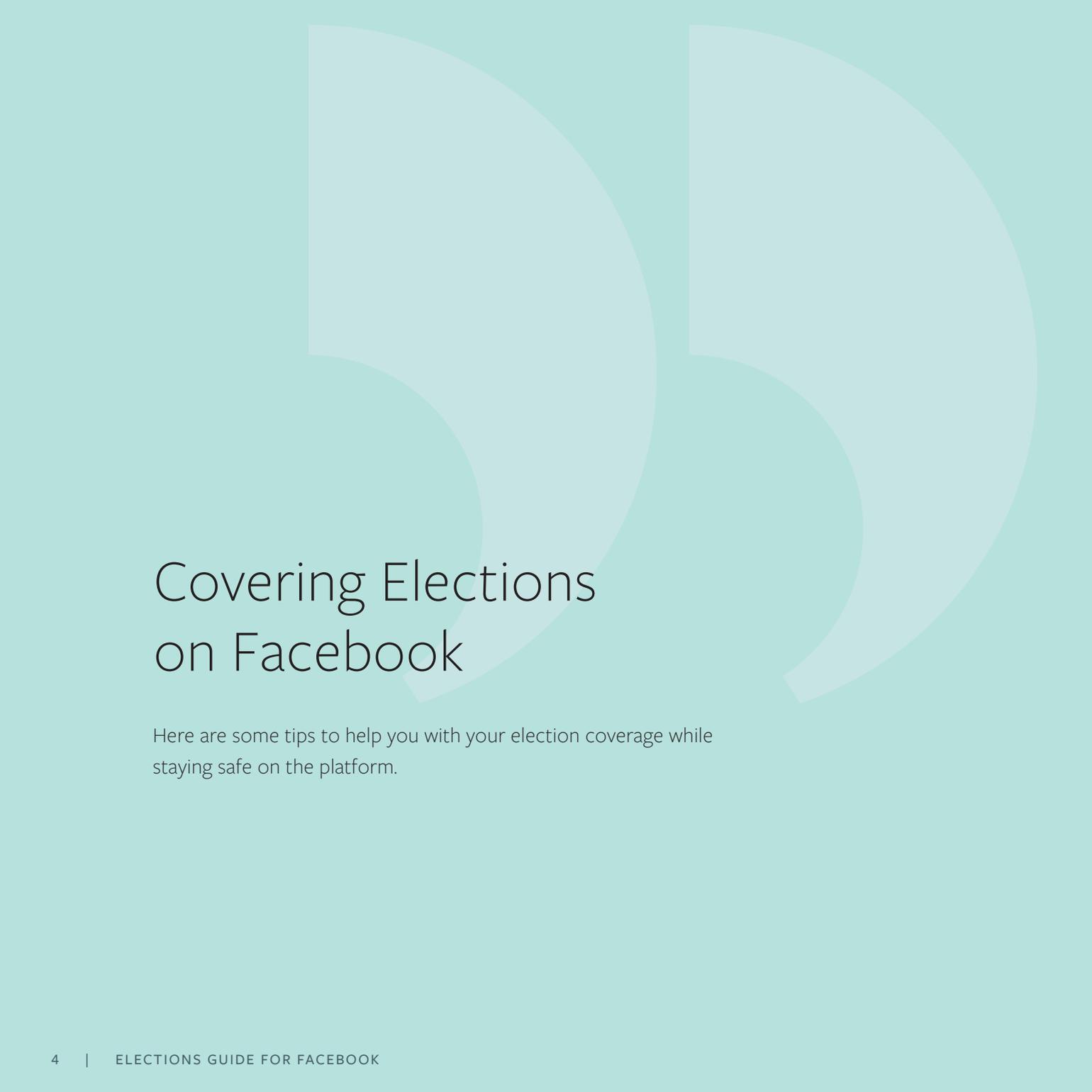
We know that sometimes people unknowingly spread misinformation. We have developed tools to inform people by giving them more context on the information they see in News Feed. For example, when someone comes across a story, they can tap on “About this article” to see more details on the article and the publisher.

Increasing political ad transparency

We are rolling out tools to prevent foreign interference and make political and issue advertising on Facebook more transparent. Advertisers will need to be authorized to purchase political ads; we will give people more information about ads related to politics and issues; and we have created a publicly-searchable library of these ads for up to seven years.

Addressing misinformation with third-party fact-checkers

We continue to expand our third-party fact-checking program. Today, this program covers content in 23 languages, and we have rolled out the ability for fact-checkers to review photos and videos in addition to article links, because we know multimedia-based misinformation is making up a greater share of false news.



Covering Elections on Facebook

Here are some tips to help you with your election coverage while staying safe on the platform.

TIPS FOR NEWSGATHERING

1

Monitor what candidates and parties are posting

- a. Whether it is opinions and posts by constituents or announcements from candidates, Facebook and CrowdTangle can help you surface what is top of people's minds.
- b. On Facebook, you can very simply find or follow Pages and accounts for candidates, community influencers and local constituents to follow conversations.
- c. If you have access to CrowdTangle, you can set up dashboards to track certain Pages or accounts or keywords to help you monitor what candidates and parties are saying. You can also set up overnight digests of sources to get the top trending content in time for your morning meeting.

2

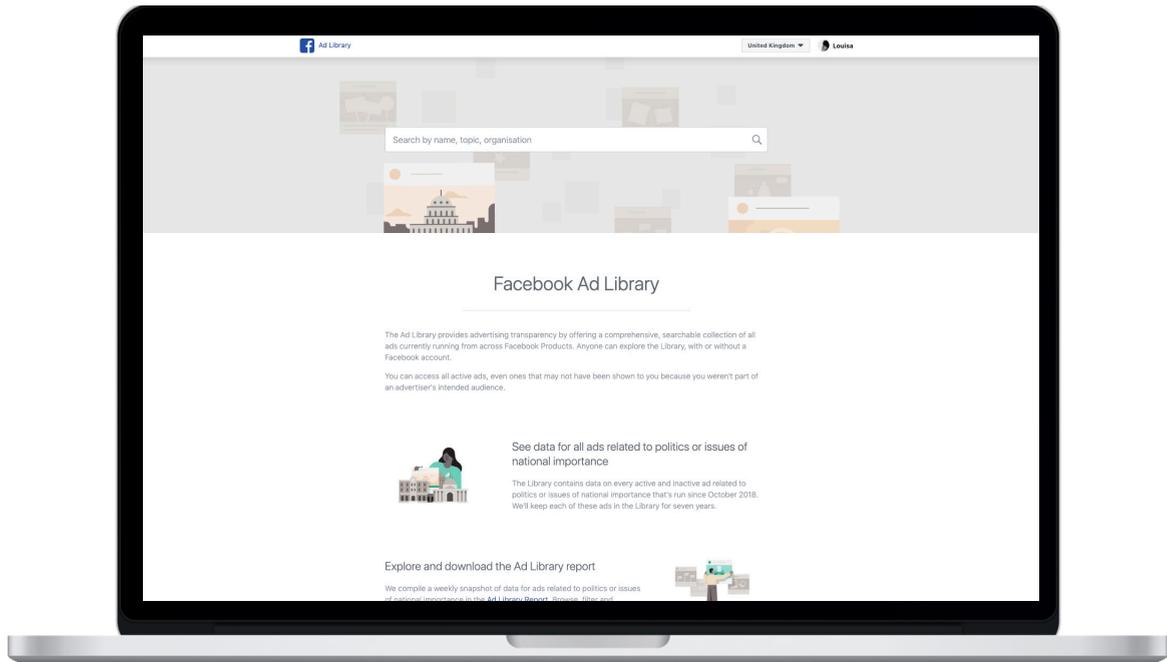
Use search to discover and verify

- a. On Facebook, you can search for keywords around any particular events, topics or issues relevant to your elections coverage.
- b. You can use search to determine when a piece of content was created and verify its source, use it to identify participants of a story or see what trends are emerging.
- c. If you have access to CrowdTangle you can also stay on top of trending stories by setting up notifications that alert you whenever a post with a certain keyword takes off.

3

See what political and issue content is being promoted

- a. All ads with political and issue content is catalogued in a publicly-available and searchable online archive for up to seven years. Search by any keyword to find information about what political and issue content is being promoted and by whom.
- b. Visit facebook.com/adlibrary to explore.



4

Involve your audience for their points of view

- a. Facebook allows you to have a dialogue with your followers which can sometimes help you surface leads to stories. Whether through comments or in a Facebook Live, there are many ways to involve your audience.
- b. If you use Facebook to find sources, ensure you also get proper permission. Always attempt to reach out to people when you want to use their photos, videos or other social media content in your reporting. This helps build a good relationship between you and your audience, helps build context for your stories, and most importantly, gives you a chance to verify the information you intend to use.

5

Use Groups to surface stories and develop content from your communities around the things they are interested in

- a. Often Facebook Groups are where you find the most loyal and engaged audiences around a shared interest.
- b. Whether you have a Page or Profile, you can create your own Group to build a community and debate around a particular topic.



TIPS FOR ELECTION COVERAGE

1

Post informative and timely video

- a. Facebook Live is a great way to inform and engage on the ground. You can gauge responses in real time with live reactions and live comments and even bring another person into your Live by creating a two-person broadcast.
- b. Facebook Stories can be photos or videos of up to 15 seconds that disappear after 24 hours. Stories can be a great way for you to share frequent, authentic and casual content on a daily basis. Like with other Facebook content formats, your viewers can react, reply and share your stories with their followers too. If you already create Stories on Instagram you can connect your accounts to crosspost them to Facebook.

2

Develop a theme for your reporting

- a. Having a theme, subject or concept can help your audience know why to come to your Page. For video, intent and repeat viewing are taken into account in News Feed ranking and serialising your reporting can help keep your audience coming back. You can track week-over-week viewership under Loyalty Insights within Creator Studio.
- b. To further grow intent, you can create a video-first experience on your Page by implementing the Video Page Template. By enabling this in your Page Settings, you can organise your videos into playlists, feature a header video and highlight videos you want people to see first in a spotlight panel.

3

Encourage community conversation and participation around key election moments

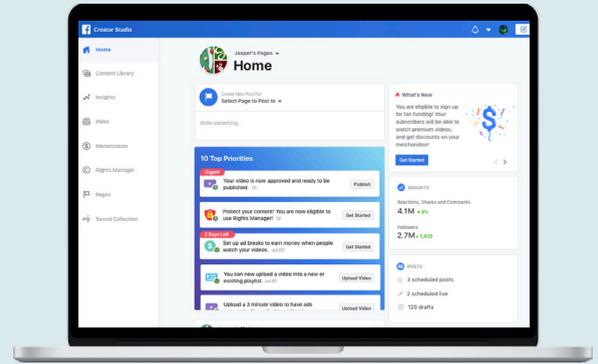
- a. Meaningful interactions between people matter and are key to what Facebook was built on. Building a deeper relationship with your audience is also a path to developing your audience, building loyalty and growing your Page. News Feed ranking also actively prioritizes posts that encourage engagements like comments, reshares and conversations.
- b. Besides interacting with your audience and creating content that promotes meaningful interactions, there are a number of tools you can use, like Facebook Live, Polls and Facebook Groups to promote interactions.
- c. Be mindful of creating engagement bait that could impact your content's distribution. Foster an authentic community around your content and be careful with your descriptions. Avoid asking your audience to respond in specific ways, and provide conversation starters - not instructions.



4

Manage everything easily in Creator Studio

- a. Creator Studio is your one-stop shop to manage your content, publish posts and view insights across all your Facebook Pages. Within Creator Studio you can also protect your videos with Rights Manager and get alerts to new features and monetization opportunities.



- b. Use your insights to inform your reporting by seeing what is resonating with your viewers. If you take a 'test and learn' approach to your content, you can start to understand which types of posts are engaging.

5

Enable 2FAC

- a. Two-factor authentication is an important extra layer of security for your account. This can be found in the Security and Login section under Settings. When you turn on two-factor authentication, you will enter a special security code each time you try to access your Facebook account from a new computer, phone or browser.

Additional Resources

facebookjournalismproject.com

media.fb.com

For more information on CrowdTangle or
to request access: www.crowdtangle.com

FB Help Center: facebook.com/help

IG Help Center: help.instagram.com



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