



CONNECTING WITH PEOPLE ON FACEBOOK

2020 US Elections

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U.S. Politics & Government Outreach

Account Security

ENSURE PAGE SECURITY

Page admins must have verified, secure accounts

**Set strong
passwords**

fb.me/securitycheckup



**Two-factor
authentication**

fb.me/2fa

Facebook Protect

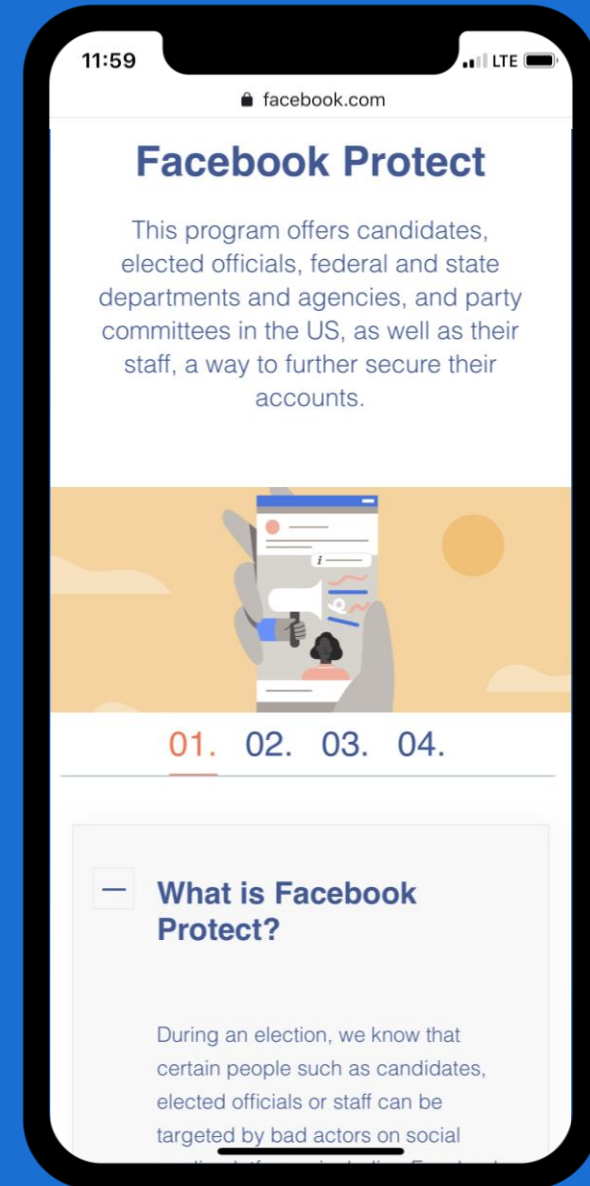
Proactive Security Sweeping for Government & Political Accounts

By enrolling, we'll help your accounts:

- Adopt stronger account security protections, like two-factor authentication and inclusion in Page Publishing Authorization
- Monitor for potential hacking threats

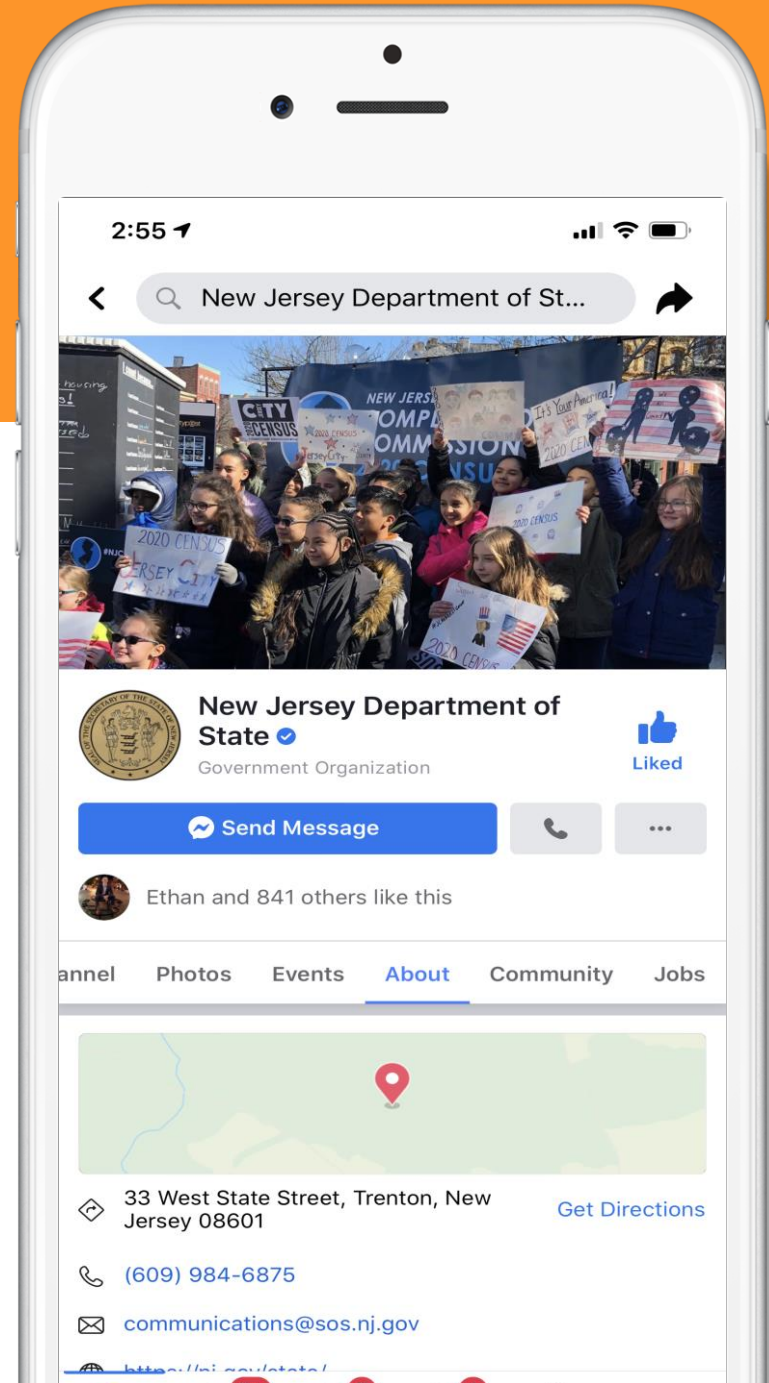
NOTE: YOUR PAGE MUST BE BLUE-BADGE VERIFIED TO PARTICIPATE

facebook.com/gpa/facebook-protect



Verification

- Helps with search
- Shows your authenticity
- Requirements: Content posted, profile and cover photo, 2-factor authentication if you are law enforcement.
- Page type should be Government Official or Government Organization



Elections Integrity Overview



35,000+ people

around the world working on safety and security – three times as many as 2017.

40 teams

across the company involved in this work

Drawing on lessons

from recent key elections in the US midterms, Canada, EU, India, Indonesia and elsewhere.

Key Objectives

One

Prevent Interference

Two

Remove Harmful Content
and Reduce Misinformation

Three

Increase Transparency



Voter Suppression & Intimidation Policy

Prohibited Content

- Misrepresentation of the dates, locations, times and methods for voting or voter registration (e.g. “Vote by text!”);
- Misrepresentation of who can vote, qualifications for voting, whether a vote will be counted and what information and/or materials must be provided in order to vote (e.g. “If you voted in the primary, your vote in the general election won’t count.”); and
- Threats of violence relating to voting, voter registration or the outcome of an election.
- Hate speech excluding people from political participation on the basis of things like race, ethnicity or religion

Removing Incorrect Voting Information

During the lead-up to the 2018 midterm elections, we found and removed

45K

instances of incorrect voting information

>90%

detected proactively

Detect

Posts that mislead people on when and how to vote are flagged for review

Take Action

If the content violates our Community Standards, we remove it from Facebook

Adapt

We fan out to find the same piece of content in other places and remove it as well. We are also continually adjusting our search terms to catch more and new types of voter suppression

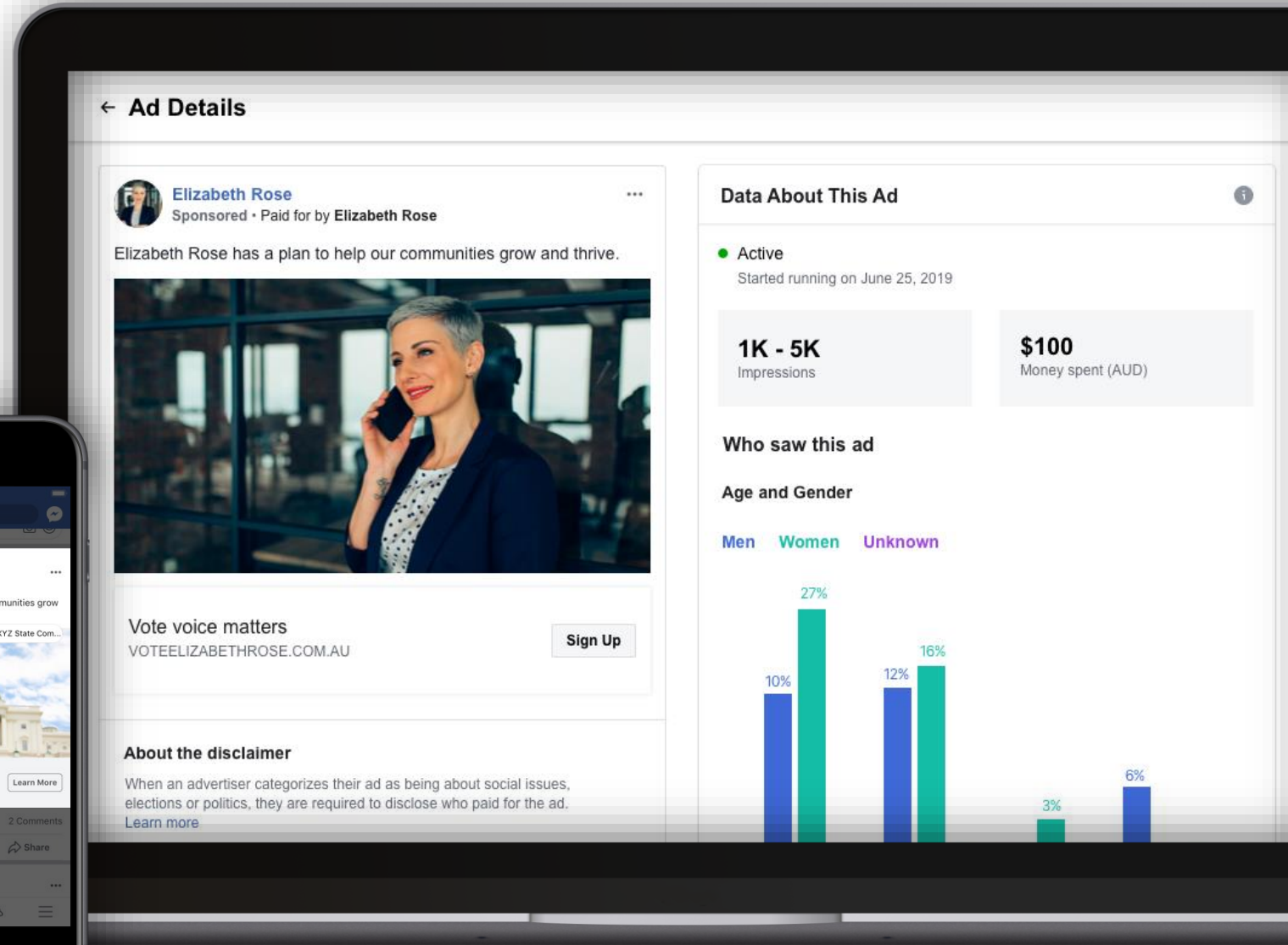
Transparency

Increase Transparency

Political & Issue Ad Transparency

Authorization required to run political and issue ads

Unprecedented level of transparency



← Ad Details



Elizabeth Rose

Sponsored · Paid for by Elizabeth Rose

Elizabeth Rose has a plan to help our communities grow and thrive.



Vote voice matters

VOTEELIZABETHROSE.COM.AU

Sign Up

About the disclaimer

When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

Data About This Ad

● Active

Started running on June 25, 2019

1K - 5K

Impressions

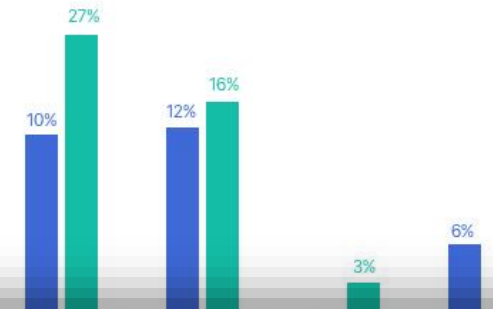
\$100

Money spent (AUD)

Who saw this ad

Age and Gender

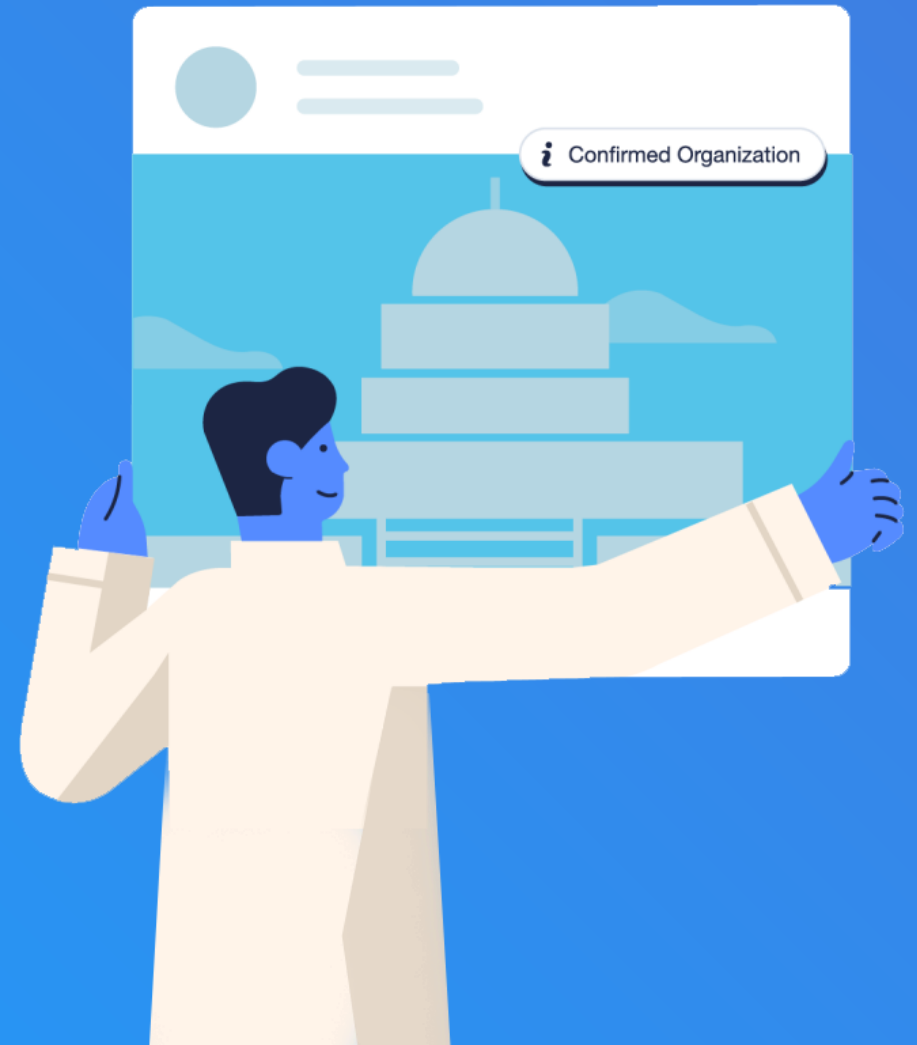
Men Women Unknown



AD UPDATES

Creating a new standard of authenticity and transparency for ads about social issues, elections or politics in the US on Facebook and Instagram

***NEW DISCLAIMER REQUIREMENTS
WENT INTO EFFECT NOVEMBER 7***



US Ads Authorization Process



STEP 1

Confirm identity and location in US

Set up two-factor authentication

Submit US ID for verification

Receive letter in the mail and enter code to verify your location in the US



STEP 2

Create disclaimers and link ad accounts

Set up "Paid for by" disclaimer

All US advertisers will need to supply more information about their organization to create disclaimers. If they do not provide this by mid-October, their ads will be paused.

Link disclaimers to ad account



STEP 3

Buying and labeling ads

Ads marked as about social issues, elections or politics are entered into the Ad Library for seven years

Facebook proactively detects and reactively reviews if ads are about such topics. If ads are missing disclaimers, they will be made public in the Ad Library.

The Ad Library

A Searchable Database

facebook.com/adlibrary

- Active ads for all advertisers
- Page transparency information for all Pages
- Active and inactive ads for politics or issue ads
- Filter by country, page name and status (active/inactive) for politics or issue ads

The screenshot shows the Facebook Ad Library interface for a search of 'Elizabeth Rose'. At the top, the search results for the page are displayed, including a profile picture, name, and page information. To the right, there are two panels: 'Page transparency' showing details like 'Page created June 20, 2011' and 'Page name changed 4 times', and 'Total spent by Page on ads related to politics or issues of importance' showing a total of €20,000 for the period Mar 2019 - Mar 16, 2019. Below this, there are filters for 'View: All Ads' and 'Political or Issue Ads', and a 'Filter By' section set to 'Italy' and 'Active and Inactive'. The main results section is titled 'Launched March 2019' and shows three active ads. Each ad card includes a status indicator (Active), start date (March 15, 2019), a category (Related to politics or issues of importance), the advertiser name (Elizabeth Rose), and a brief description of the ad content. The first ad is titled 'Vote voice matters' with a 'Sign Up' button. The second ad is titled 'See Ad Details' with a 'See Ad Details' button. The third ad is titled 'Come to our Friday fundraiser' with a 'Sign Up' button.

Pages Transparency

We've added more transparency to help people understand more about Pages they follow, including:

- The primary countries they are managed from
- When the Page was created
- If it has changed its name

The screenshot displays the Facebook Ad Library interface for a search of "Elizabeth Rose". The page header includes the Facebook logo, "Ad Library", and a user profile icon labeled "Art". The search results for "Elizabeth Rose" are shown, including a profile picture, name, handle "@ElizabethRose", and "Politician • 773,245 likes".

Two informational cards are visible:

- Page transparency** (See More):
 - Page created June 20, 2011
 - Page name changed 4 times
 - Primary country location for people who manage this Page includes: **United States (2)**
- Total spent by Page on ads about social issues, elections or politics** (See spend details):
 - May 2018 - Jul 14, 2019
 - United States
 - \$8,838,663**
- Recently spent by Page on ads about social issues, elections or politics** (See spend details):
 - 7 days • Jul 8 - Jul 14, 2019
 - United States
 - \$10,343**

Below the cards, the search results section shows "~9,200 results" and a note: "Search results include ads with text that matched your search term, as well as ads from Pages whose names matched your search. [Learn more](#)". The "View:" options are "All Ads" and "Issue, Electoral or Political".

Filter By: **United States** (dropdown) **Active and Inactive** (dropdown)

Launched June 2019

Confirmed Page Owner

Pages who run ads about social issues, elections, or politics will be required to designate a Page Owner and reconfirm their identity.

- You may designate your Paid for By disclaimer as your Page Owner
- If you have not set up a Page Owner by Feb. 8, your ads will be paused

Assign Page Owner

A Page Owner is an organization that has gone through Facebook's verification process and confirmed ownership of a Page. Follow these steps to assign a Page owner.



Assign a Confirmed Page Owner

Designate one of your verified Business Manager accounts or a disclaimer to be listed as the owner of your Page.

Assign

Information that will be displayed to the public on the transparency card

Organization Name

City, State, ZIP, Country

Organization Phone

[Preview transparency card](#)

Show names of Confirmed Page Partners



Business Managers that are also partners on this Page will appear here if they have completed business verification

Page Publishing Authorization

Accountability for High Reach Pages

WHO IS IT FOR?

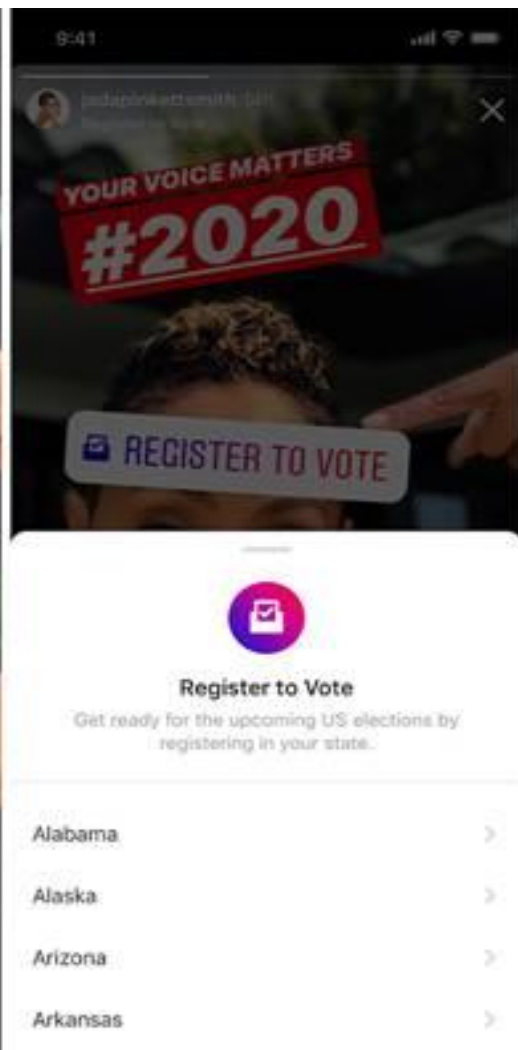
- Admins of Pages with a potential high-reach to continue posting as their Page

TO GET AUTHORIZED

- Enable two-factor authentication on your Profile
- Confirm your location or turn on Location Services on your mobile device

You can revisit your authorization status at any point by going to Identity Confirmation in General Account Settings.

2020 Election Products





TUE, FEB 11 AT 12:00 AM - 11:59 PM

Election Information: New Hampshire Presidential Primary

★ Interested
✓ Going
➦ Share
⋮ More

Your response is visible to the hosts and 🔒 Only me

Public event by Election Information on Facebook

📍 Find Your Polling Place

📄 New Hampshire Election Authority

About Discussion

Details



MON, FEB 3 AT 7:00 PM

Election Information: The Iowa Presidential Caucuses

★ Interested
✓ Going
➦ Share
⋮ More

Your response is visible to the hosts and 🔒 Only me

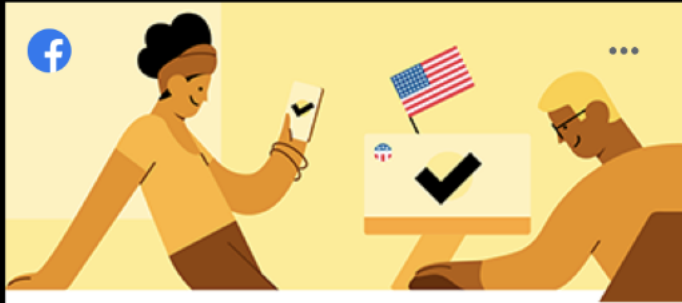
👤 8.5K going including Rachel, Eva and 2 others



Public event by Election Information on Facebook

📍 Find Your Caucus Location

📄 Iowa Election Authority



[First Name], the [Election Name] Is Coming Up

Register to vote or help your friends register by sharing a voter registration link. The deadline to register online to vote in [Election Name] is [Date].

00,004,420

People around the world who've shared that they're registered to vote.

Register to Vote

Share You Registered

