CONNECTING WITH PEOPLE ON FACEBOOK

2020 US Elections

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1. Account Security
2. Elections Integrity Overview
3. Transparency Overview
4. 2020 Election Products
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
• 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
RemovingIncorrectVotingInformation

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 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
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
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
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

Public event by Election Information on Facebook
Find Your Polling Place
New Hampshire Election Authority
About Discussion

MON, FEB 3 AT 7:00 PM
Election Information: The Iowa Presidential Caucuses

8.5K going including Rachel, Eva and 2 others
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].

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

Register to Vote

Share You Registered