

# [***Meta s Threads Is Rolling Out Independent Fact-Checking, Instagram Chief Adam Mosseri Says***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6C1V-4NJ1-JBCM-F023-00000-00&context=1516831)

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**Length:** 440 words

**Byline:** Siladitya Ray, Forbes Staff

**Highlight:** Threads previously relied on Facebook and Instagram s fact-checking programs to take down near-identical false content on Threads.

**Body**

**Topline**

Meta s Threads has started rolling out a feature to allow independent fact-checkers to review and rate content on the platform, Instagram chief Adam MosserisaidTuesday, the latest addition implemented by the X rival as Meta prepares for the presidential election in November.

<figure>

<figcaption>

Threads has rolled out its own third-party fact checking program.

NurPhoto via Getty Images

</figcaption></figure>

**Key Facts**

In aThreads post, Mosseri wrote the company had recently rolled out the ability for our third-party fact-checking partners to review and rate false content on Threads.

Previously, Threads relied on existing fact-checking tools on Facebook and Instagram to takedown near-identical false content, according to Mosseri.

The new feature will allow fact-checkers to review content on Threads directly, but Mosseri didn t specify when the program went live and which countries are covered.

Forbes has contacted Meta for comment.

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**What To Watch For**

The new feature is being rolled out just as campaigning for November s presidential election is set to kick into high gear, although Mosseri didn t specify if the fact-checking effort was a direct result of it.

**What We Don t Know**

Whether the ongoing national elections in India Facebook and Instagram slargest marketin terms of users are covered by Threads fact-checking program. Threads is an offshoot of Instagram, whichremoveda video posted by Prime Minister Narendra Modi s Bharatiya Janata Party (BJP) for hate speech.

**Key Background**

Ever since Threads launched in July last year, Mosseri has spoken about deprioritizing hard news and political content on the platform. The Instagram bossarguedthat, from the platform s perspective, any incremental engagement or revenue that political or news content may drive is not at all worth the scrutiny, negativity (let s be honest), or integrity risks that come along with them. Since then, the company has doubled down on this stance, announcing in February that Threads and Instagram will no longerproactively recommendcontent about ***politics***. Threads approach is a sharp departure from its primary rival, Elon Musk s X, which has repeatedlycourtedpolitical content creators,clashedwith foreign officials andreinstatedbanned accounts of far-right figures.

**Further Reading**

Creators Say Meta Shouldn t Curb Political Content In Policy Change Backlash(Forbes)

Threads Won t Promote Political Or Hard News Content A Contrast From Twitter(Forbes)

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