

## **1. Violence and Incitement**

### **I. Violence and Criminal Behavior**

#### **Policy Rationale**

We aim to prevent potential offline harm that may be related to content on Facebook. While we understand that people commonly express disdain or disagreement by threatening or calling for violence in non-serious ways, we remove language that incites or facilitates serious violence. We remove content, disable accounts, and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. We also try to consider the language and context in order to distinguish casual statements from content that constitutes a credible threat to public or personal safety. In determining whether a threat is credible, we may also consider additional information like a person's public visibility and vulnerability.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) of any target(s) where threat is defined as any of the following:

- Statements of intent to commit high-severity violence; or
- Calls for high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy)
- Including content where no target is specified but a symbol represents the target and/or includes a visual of an armament to represent violence; or
- Statements advocating for high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy); or
- Aspirational or conditional statements to commit high-severity violence (unless the target is an organization or individual covered in the Dangerous Individuals and Organizations policy)

Threats that lead to serious injury (mid-severity violence) towards private individuals, minor public figures, vulnerable persons, or vulnerable groups where threat is defined as any of the following:

- Statements of intent to commit violence; or
- Statements advocating violence (unless the target is an adult public figure convicted or accused of certain crimes or is a member of a dangerous organization); or
- Calls for mid-severity violence (unless the target is a member of a dangerous organization) including content where no target is specified but a symbol represents the target; or
- Aspirational or conditional statements to commit violence (unless the target is an adult public figure convicted or accused of certain crimes or is a member of a dangerous organization); or

Other target(s) apart from private individuals, minor public figures, vulnerable persons, or vulnerable groups and any credible:

Statements of intent to commit violence; or

Calls for action of violence; or

Statements advocating for violence; or

Aspirational or conditional statements to commit violence (unless the target is convicted of certain crimes or is a member of a dangerous organization)

Threats that lead to physical harm (or other forms of lower-severity violence) towards private individuals (self-reporting required) or minor public figures where threat is defined as any of the following:

Private individuals (name and/or face match are required) or minor public figures that includes:

Statements of intent, calls for action, advocating, aspirational or conditional statements to commit low-severity violence

Imagery of private individuals or minor public figures that has been manipulated to include threats of violence either in text or pictorial (adding bulls eye, dart, gun to head, etc.)

Any content created for the express purpose of outing an individual as a member of a designated and recognizable at-risk group

Instructions on how to make or use weapons if there's evidence of a goal to seriously injure or kill people, through:

Language explicitly stating that goal, or

Photos or videos that show or simulates the end result (serious injury or death) as part of the instruction

Unless the aforementioned content is shared as part of recreational self defense, for military training purposes, commercial video games, or news coverage (posted by Page or with news logo)

Providing instructions on how to make or use explosives:

Unless there is clear context that the content is for a non-violent purpose (for example part of commercial video games, clear scientific/educational purpose, fireworks, or specifically for fishing)

## **2. Dangerous Individuals and Organizations**

### **I. Violence and Criminal Behavior**

## Policy Rationale

In an effort to prevent and disrupt real-world harm, we do not allow any organizations or individuals that proclaim a violent mission or are engaged in violence, from having a presence on Facebook. This includes organizations or individuals involved in the following:

- Terrorist activity
- Organized hate
- Mass or serial murder
- Human trafficking
- Organized violence or criminal activity

We also remove content that expresses support or praise for groups, leaders, or individuals involved in these activities.

### **3. Promoting and Publicizing Crime**

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### **4. Coordinating Harm<sup>1 2</sup>**

## **I. Violence and Criminal Behavior**

## Policy Rationale

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<sup>1</sup> Note added by the Platform Governance Archives: From April 2018 to 30 November 2019, sections 3 (“Promoting and Publicizing Crime”) and 4 (“Coordinating Harm”) appeared to exist separately. However, on 30 November 2019, Facebook merged them (see Facebook original note below). Facebook’s records left no trace of what exactly these two sections contained between April 2018 and 30 November 2019. The Platform Governance Archives decided to use the November 2019 text retro-actively, that is, as if it was the text from April 2018 to 30 November 2019. This is because we understand that having some record of these sections was better than having none, even if inaccurate. Readers should remember that this is only an approximation of these sections original text between April 2018 and 30 November 2019 and, as such, should not be understood as the actual policy that was in place in that time period.

<sup>2</sup> Note from Facebook’s records, 30 November 2019: “Previously, our Community Standards included separate sections for Coordinating Harm and Promoting and Publicizing Crime. The sections overlapped, which created confusion for our content reviewers. As a result, we decided to merge the two sections and more clearly delineate the type of harm that we aim to prevent and disrupt - harm against people, animals, and property, as well as voter and census interference”.

In an effort to prevent and disrupt offline harm and copycat behavior, we prohibit people from facilitating, organizing, promoting, or admitting to certain criminal or harmful activities targeted at people, businesses, property or animals. We allow people to debate and advocate for the legality of criminal and harmful activities, as well as draw attention to harmful or criminal activity that they may witness or experience as long as they do not advocate for or coordinate harm.

Do not post content that falls into the following categories:

#### Harm against people

Statements of intent, calls to action, or advocating for harm against people that depicts, admits to, or promotes the following acts committed by you or your associates:

- Acts of physical harm against humans, including acts of domestic violence, except when shared in a context of redemption or defense of self or another person
- Swatting
- Encouraging participation in a high risk viral challenge

#### Harm against animals

Statements of intent, calls to action, or advocating for harm against animals that depicts, admits to, or promotes:

- Acts of physical harm against animals committed by you or your associates except in cases of hunting, fishing, religious sacrifice, food preparation or processing, pest or vermin, self-defense or redemption
- Staged animal vs. animal fights, including acts committed by a third party

#### Harm against property

Statements of intent, calls to action, or advocating for harm against property that depicts, admits to, or promotes the following acts committed by you or your associates:

- Vandalism
- Hacking when the intent is to hijack a domain, corrupt or disrupt cyber systems, seek ransoms, or gain unauthorized access to data systems
- Theft when committed by you or your associates, as well as positive statements about theft when committed by a third party

#### Voter Suppression

Voter suppression, defined as:

Misrepresentation of the dates, locations, and times, and methods for voting or voter registration

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.

Other misrepresentations related to voting in an official election may be subject to false news standards, as referenced in [section 18](#)

**For the following content, we include a label so that people are aware the content may be sensitive:**

Imagery depicting a high risk viral challenge if shared with a caption that condemns or raise awareness of the associated risks

## **5. Regulated Goods**

### **I. Violence and Criminal Behavior**

Do not post:

Content about non-medical drugs (other than alcohol or tobacco) that

- Coordinates or encourages others to sell non-medical drugs

- Depicts, admits to, attempts purchase, or promotes sales of non-medical drugs by the poster of the content or their associates

- Promotes, encourages, coordinates, or provides instructions for use **or** make of non-medical drugs

- Admits, either in writing or verbally, to personal use of non-medical drugs unless posted in a recovery context

Content that depicts the sale or attempt to purchase marijuana and pharmaceutical drugs. This includes content that

- Mentions or depicts marijuana or pharmaceutical drugs

- Makes an attempt to sell or trade, by which we mean any of the following:

  - Explicitly mentioning the product is for sale or trade or delivery

  - Asking the audience to buy

  - Listing the price

  - Encouraging contact about the product either by explicitly asking to be contacted or including any type of contact information

  - Attempting to solicit the product, defined as:

    - Stating interest in buying the product, or

    - Asking if anyone has the product for sale/trade

This applies to both individual pieces of content and Pages and Groups primarily dedicated to the sale of marijuana or pharmaceutical drugs

Content that attempts to sell, gift, exchange, or transfer firearms, firearm parts, ammunition, or explosives between private individuals. This includes content that

- Mentions or depicts firearms, firearm parts, ammunition, or explosives and a product unrelated to firearms, and

- Makes an attempt to sell or transfer including any of the following, unless posted by an entity representing a brick-and-mortar store, legitimate website, or brand:

  - Explicitly mentioning the product is for sale or trade or delivery

  - Asking the audience to buy

  - Listing the price or noting that the product is free

  - Encouraging contact about the product either by

    - Explicitly asking to be contacted

    - Including any type of contact information

  - Making an attempt to solicit the item for sale, defined as

    - Stating that they are interested in buying the good, or

    - Asking if anyone else has the good for sale/trade

Content that attempts to sell, gift, exchange, transfer, promote or otherwise provide access to instructions for 3D printing or computer-aided manufacturing of firearms or firearm parts.

Content that depicts the trade (buying or selling) of human organs and/or blood where trade is defined as:

- Mentioning or depicting the human organs and/or blood, and

- Indicating that human organs and/or blood are available for selling or buying, or

- Listing a price or expressing willingness to discuss price

Content that encourages contact to facilitate the trade of human organs and/or blood

Content that attempts to sell live animals between private individuals.

Content that coordinates or supports the poaching or selling of endangered species and their parts

For the following content, we restrict visibility to adults twenty-one years of age and older:

Content posted by or promoting a brick-and-mortar store, legitimate website, or brand, which coordinates or promotes the sale or transfer of firearms, firearm parts, ammunition, or explosives. This includes content that

Explicitly mentions the product is for sale or transfer and

Asks the audience to buy the product, or

Lists the price or notes that the product is free, or

Encourages contact about the product either by explicitly asking to be contacted or including any type of contact information

## **6. Suicide and Self-Injury**

### **II. Safety**

#### **Policy Rationale**

In an effort to promote a safe environment on Facebook, we remove content that encourages suicide or self-injury, including certain graphic imagery and real-time depictions that experts tell us might lead others to engage in similar behavior. Self-injury is defined as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We want Facebook to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another, which is why we allow people to discuss suicide and self-injury.

We work with organizations around the world to provide assistance to people in distress. We also talk to experts in suicide and self-injury to help inform our policies and enforcement. For example, we have been advised by experts that we should not remove live videos of self-injury while there is an opportunity for loved ones and authorities to provide help or resources.

In contrast, we remove any content that identifies and negatively targets victims or survivors of self-injury or suicide seriously, humorously, or rhetorically.

[Learn more about our suicide and self-injury policies and the resources that we provide.](#)

Do not post:

Content that promotes, encourages, coordinates, or provides instructions for

Suicide

Self-injury

Eating disorders

Content that depicts graphic self-injury imagery

Except in limited situations of newsworthiness, it is against our policies to post content depicting a person who engaged in a suicide attempt or death by suicide

For the following content, we restrict content to adults over the age of 18, and include a sensitivity screen so that people are aware the content may be upsetting:

- Photos or videos depicting a person's death by suicide that are determined to be newsworthy
- Photos or videos depicting a person who engaged in euthanasia/assisted suicide in a medical setting

For the following content, we include a sensitivity screen so that people are aware the content may be upsetting to some:

- Content that depicts older instances of self-harm such as healed cuts or other non-graphic self-injury imagery in a context of recovery

We provide resources to people who post written or verbal admissions of engagement in self injury, including:

- Suicide
- Euthanasia/assisted suicide
- Self-harm
- Eating disorders

## **7. Child Nudity and Sexual Exploitation of Children**

### **II. Safety**

Do not post:

Content that depicts participation in or advocates for the sexual exploitation of children, defined as:

- Engaging in any sexual activity involving minors
- Adults soliciting minors
- Minors soliciting minors
- Minors soliciting adults
- Using our products and site functionality with the intention of sexualizing minors (e.g., creating a Group or a Page with a sexualized title)

Content that constitutes or facilitates inappropriate interactions with children, such as:

- Initiating unsolicited contact with minors (for example, private messages between stranger adults and minors)
- Soliciting, displaying, sharing, or viewing imagery of nude, sexualized, or sexual activity with minors
- Arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors



Content (including photos, videos, real-world art, digital content, and text) that depicts

- Any sexual activity involving minors

- Minors in a sexual fetish context

- Minors with sexual elements, including (but not limited to):

  - Restraints

  - Focus on genitals

  - Presence of aroused adult

  - Presence of sex toys

  - Sexualized costume

  - Stripping

  - Staged environment (for example, on a bed) or professionally shot (quality/focus/angles)

  - Open-mouth kissing with minor or adult

Content (including photos, videos, real-world art, digital content, and verbal depictions) that shows minors in a sexualized context

Content that depicts child nudity where nudity is defined as

- Visible genitalia (even when covered or obscured by transparent clothing)

- Visible anus and/or fully nude close-up of buttocks

- Uncovered female nipples for children older than toddler-age

- No clothes present from neck to knee for children older than toddler-age

- Digitally-created depictions of nude minors, unless the image is for health or educational purposes

## **8. Sexual Exploitation of Adults**

### **II. Safety**

Do not post:

In instances where content consists of any form of non-consensual sexual touching, crushing, necrophilia or bestiality, including

- Depictions (including real photos/videos), or

- Advocacy (including aspirational and conditional statements), or

- Statements of intent, or

- Calls for action, or

- Participation by yourself or others to engage in any form of the above mentioned sexual acts

Content that attempts to exploit people by any of the following:

Coercing money, favors, or images from people by threats of exposure of their naked or semi-naked photos/videos

Sharing imagery that fulfills all three of the following conditions:

Image is non-commercial or produced in a private setting

Person in the image is (near) nude, engaged in sexual activity, or in a sexual pose

Lack of consent to share the image is indicated by

Vengeful context (for example, caption, comments, or page title)

Independent sources (for example, media coverage or law enforcement record)

A visible match between the person depicted in the image and the person who has reported the content to us

The person who reported the content to us shares the same name as the person depicted in the image

Sharing imagery of people or a person focusing on sexualized areas of the body such as the breasts, groin, (also known as creepshots or upskirts) or focusing on people engaged in sexual activity. The following elements need to be present:

the focal point is on a sexualized area of the body or sexual activity, and  
the person in the image is clearly

Threatening or stating an intent to share private sexual conversations

Attempts to coordinate adult sexual services or prostitution activities, such as requesting or offering or asking for rates for escort services and paid sexual fetish or domination services

## **9.Bullying and Harassment**

### **II. Safety**

#### **Policy Rationale**

Bullying and harassment happen in many places and come in many different forms, from making threats to releasing personally identifiable information, to sending threatening messages, and making unwanted malicious contact. We do not tolerate this kind of behavior because it prevents people from feeling safe and respected on Facebook.

We distinguish between public figures and private individuals because we want to allow discussion, which often includes critical commentary of people who are featured in the news or who have a large public audience. For public figures, we remove attacks that are severe as well as certain attacks where the public figure is directly tagged in the post or comment. For private individuals, our protection goes further: we remove content that's meant to degrade or shame, including, for example, claims about someone's sexual activity. We recognize that bullying and harassment can have more of an emotional impact on minors, which is why our policies provide heightened protection for users between the ages of 13 and 18.

Context and intent matter, and we allow people to share and re-share posts if it is clear that something was shared in order to condemn or draw attention to bullying and harassment. In certain instances, we require self-reporting because it helps us understand that the person targeted feels bullied or harassed. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it.

We also have a Bullying Prevention Hub, which is a resource for teens, parents, and educators seeking support for issues related to bullying and other conflicts. It offers step-by-step guidance, including information on how to start important conversations about bullying.

Do not:

Repeatedly contact a single person despite that person's clear desire and action to prevent that contact

Repeatedly contact large numbers of people with no prior solicitation

Target anyone maliciously by:

- Attacking them based on their status as a victim of sexual assault, sexual exploitation, or domestic abuse

- Calling for self-injury or suicide of a specific person, or group of people

- Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)

- Posting content about a violent tragedy, or victims of violent tragedies that include claims that a violent tragedy did not occur

- Posting content about victims or survivors of violent tragedies by name or by image, with claims that they are

  - Acting/pretending to be a victim of an event

  - Otherwise paid or employed to mislead people about their role in the event

- Creating or posting content to Pages or Groups that are dedicated to attacking individual(s) by, for example

  - Calling for death or serious disease or disability

- Making statements of intent of advocating to engage in sexual activity
- Claims about sexually transmitted diseases
- Sending messages to any individual that contain
  - Targeted cursing aimed at an individual or group of individuals in the thread
  - Calls for death, serious disease or disability, or physical harm aimed at an individual or group of individuals in the thread

Target another private individual, or public figure who is a minor, with:

- Calls for death or serious disease or disability
- Claims about sexual activity or sexually transmitted diseases
- Pages or Groups created to attack through:

- Targeted cursing
- High-severity physical descriptions
- Claims about religious identity or blasphemy
- Expressions of contempt or disgust

Target public figures by purposefully exposing them to:

For adults

- Calls for death or serious disease or disability
- Statements of intent to engage in a sexual activity or advocating to engage in a sexual activity
- Claims about sexually transmitted disease

For minors

- Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")
- Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)

Target private individuals with:

- Comparisons to animals or insects that are culturally perceived as intellectually or physically inferior or to an inanimate object ("cow," "monkey" "potato")
- Content manipulated to highlight, circle, or otherwise negatively draw attention to specific physical characteristics (nose, ear, etc.)
- Attacks through high-severity physical descriptions
- Content that ranks individuals on physical appearance or personality

Content that depicts others in the process of, or right after menstruating, urinating, vomiting, or defecating where context further degrades the individual or contains an expression of disgust

Physical bullying where the context further degrades the individual

In addition to the above, attacks through Pages or Groups:

- Negative character or ability claims

- Self-referential bullying; Only if the Object targets more than 1 private individual

Target private adults (who must self-report) or any private minors with:

- Targeted cursing

- Claims about romantic involvement, sexual orientation or gender identity

- Content questioning hygiene

- Coordination, advocacy, or promotion of exclusion

- Negative character or ability claims, except in the context of criminal allegations against adults

- Expressions of contempt or disgust, except in the context of criminal allegations against adults

Target private individuals who are minors with:

- Allegations about criminal or illegal behavior

- Videos of physical bullying or violence against minors in a fight context shared in a non-condemning context

Target private individuals (who must self-report) with:

- Self-referential bullying

- Unwanted manipulated imagery

- Comparison to other public, fictional or private individuals on the basis of physical appearance

- Claims about religious identity or blasphemy, except in at-risk countries where the Violence and Incitement policy should be applied

- Comparisons to animals or insects that are not culturally perceived as intellectually or physically inferior ("tiger," "lion")

- Low-severity physical descriptions

- Non-negative character or ability claims

- Any bullying or harassment violation, when shared in an endearing context

- Attacks through derogatory terms related to a lack of sexual activity

For the following content, we include a warning screen so that people are aware the content may be disturbing:

Videos of physical bullying or violence against minors in a fight context shared with a condemning caption

## **11. Privacy Violations and Image Privacy Rights**

### **II. Safety**

Do not post:

Content that facilitates identity theft by posting or soliciting personally identifiable information, including (but not limited to)

- National identification numbers, Social Security numbers, passport numbers, or exam numbers
- Government IDs
- School and education IDs featuring two of the following: (1) name, (2) photo, or (3) ID number
- Digital identities, including passwords

Content that contains medical/psychological, biometric, or genetic records or official documentation of others

Content that facilitates identity theft by sharing personally identifiable information via an external link

Content that facilitates identity theft by sharing private financial information of an organization or business

Content that facilitates identity theft by disclosing the following personal financial information (of either the self or others)

- Bank account and/or card information
- Financial records paired with account information

Content that facilitates identity theft by sharing the private contact information of others defined as

- Private phone numbers or addresses
- Email, Messenger, and chat identities
- The above information may be shared to promote charitable causes, non-violating services, or to facilitate finding missing people or animals

Except in limited cases of newsworthiness, content claimed or confirmed to come from a hacked source, regardless of whether the affected person is a public figure or a private individual.

Content that identifies individuals by name and depicts their personal information, including:

Driver's licenses, Government IDs other than driver's licenses, Green Cards, or immigration papers  
Marriage, birth, and name change certificates  
Digital identities, including passwords  
License plates

Content that includes photographs that display the external view of private residences if the following conditions apply:

The residence is a single-family home, or the resident's unit number is identified in the image/caption  
The city or neighborhood is identified  
A resident is mentioned or depicted  
That same resident objects to the exposure of their private residence

Content that exposes the undercover status of law enforcement personnel if

The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status, or  
The content contains images identifying the faces of the law enforcement personnel and explicitly mentions their undercover status

Content that exposes information about safe houses by sharing any of the below, unless the safe house is actively promoting its location, contact information, or the type of service and protection it offers through comments, posts, Pages or Groups:

Actual address of the safe house (post box only is allowed),  
Images of the safe house,  
Identifiable city/neighborhood of the safe house, or  
Information outing residents of the safe house

The following content also may be removed

A reported photo or video of people where the person depicted in the image is:

A minor under thirteen years old, and the content was reported by the minor or a parent or legal guardian,

A minor between thirteen and eighteen years old, and the content was reported by the minor,

An adult, where the content was reported by the adult from outside the United States and applicable law may provide rights to removal

Any person who is incapacitated and unable to report the content on their own

## 12. Hate Speech

### III. Objectionable Content

#### Policy Rationale

We do not allow hate speech on Facebook because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence.

We define hate speech as a direct attack on people based on what we call protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We also provide some protections for immigration status. We define attack as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation. We separate attacks into three tiers of severity, as described below.

Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others. In some cases, words or terms that might otherwise violate our standards are used self-referentially or in an empowering way. People sometimes express contempt in the context of a romantic break-up. Other times, they use gender-exclusive language to control membership in a health or positive support group, such as a breastfeeding group for women only. In all of these cases, we allow the content but expect people to clearly indicate their intent, which helps us better understand why they shared it. Where the intention is unclear, we may remove the content.

We allow humor and social commentary related to these topics. In addition, we believe that people are more responsible when they share this kind of commentary using their authentic identity.

[Click here to read our Hard Questions Blog](#) and learn more about our approach to hate speech.

Do not post:

**Tier 1** attacks, which target a person or group of people who share one of the above-listed characteristics or immigration status (including all subsets except those described as having carried out violent crimes or sexual offenses), where attack is defined as

Any violent speech or support in written or visual form

Dehumanizing speech such as reference or comparison to:

Insects

Animals that are culturally perceived as intellectually or physically inferior



Filth, bacteria, disease and feces  
Sexual predator  
Subhumanity  
Violent and sexual criminals  
Other criminals (including but not limited to “thieves,” “bank robbers,” or saying “all [protected characteristic or quasi-protected characteristic] are ‘criminals’”)

Mocking the concept, events or victims of hate crimes even if no real person is depicted in an image  
Designated dehumanizing comparisons in both written and visual form

**Tier 2** attacks, which target a person or group of people who share any of the above-listed characteristics, where attack is defined as

Statements of inferiority or an image implying a person's or a group's physical, mental, or moral deficiency

Physical (including but not limited to “deformed,” “undeveloped,” “hideous,” “ugly”)

Mental (including but not limited to “retarded,” “cretin,” “low IQ,” “stupid,” “idiot”)

Moral (including but not limited to “slutty,” “fraud,” “cheap,” “free riders”)  
Expressions of contempt or their visual equivalent, including (but not limited to)

"I hate"

"I don't like"

"X are the worst"

Expressions of disgust or their visual equivalent, including (but not limited to)

"Gross"

"Vile"

"Disgusting"

Cursing at a person or group of people who share protected characteristics

**Tier 3** attacks, which are calls to exclude or segregate a person or group of people based on the above-listed characteristics. We do allow criticism of immigration policies and arguments for restricting those policies.

**Content that describes or negatively targets people with slurs**, where slurs are defined as words commonly used as insulting labels for the above-listed characteristics.

## 13. Violent and Graphic Content

### III. Objectionable Content

#### Policy Rationale

We remove content that glorifies violence or celebrates the suffering or humiliation of others because it may create an environment that discourages participation. We allow graphic content (with some limitations) to help people raise awareness about issues. We know that people value the ability to discuss important issues like human rights abuses or acts of terrorism. We also know that people have different sensitivities with regard to graphic and violent content. For that reason, we add a warning label to especially graphic or violent content so that it is not available to people under the age of eighteen and so that people are aware of the graphic or violent nature before they click to see it.

#### Do not post:

Imagery of violence committed against real people or animals with comments or captions by the poster that contain

- Enjoyment of suffering
- Enjoyment of humiliation
- Erotic response to suffering
- Remarks that speak positively of the violence; or
- Remarks indicating the poster is sharing footage for sensational viewing pleasure

Videos of dying, wounded, or dead people if they contain

- Dismemberment unless in a medical setting
- Visible internal organs
- Charred or burning people unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism

Videos or photos that depict non-sexual child abuse, defined as

- Repeated kicking, beating, slapping, or stepping on by an adult or animal
- Strangling or suffocating by an adult or animal
- Drowning by an adult or animal
- Biting through skin by an adult or animal
- Poisoning by an adult
- Forcible restraint by an adult
- Inflicting of burn or cut wounds by an adult
- Forcible smoking
- Tossing, rotating, or shaking of an infant (too young to stand) by their wrists/ankles, arms/legs, or neck

Videos and photos showing violent death of persons can be removed if requested by a family member.

For the following content, we include a warning screen so that people are aware the content may be disturbing. We also limit the ability to view the content to adults, ages eighteen and older:

Imagery featuring mutilated people if it contains the following in a medical setting

- Dismemberment
- Visible internal organs
- Charred or burning people, including cremation or self-immolation when that action is a form of political speech or newsworthy
- Victims of cannibalism
- Throat-slitting

Photos of wounded or dead people if they show

- Dismemberment
- Visible internal organs
- Charred or burning people
- Victims of cannibalism
- Throat-slitting

Imagery featuring animals that shows

- Dismemberment
- Visible internal organs
- Charred or burning animals

Videos of animal abuse, defined as

- Repeated kicking or beating of an animal by a person
- Acts of torture by a person committed against animals
- Biting of an animal for abusive purposes
- Imagery of animal fights when visible innards or dismemberment is visible, unless in the wild
- Animals being killed or showing animal mutilation in a hunting, manufacturing, or food preparation/processing context

Videos that show the violent death of a person or people by accident or murder

Still images depicting the violent death of a person or people

Videos that show acts of torture committed against a person or people

Videos of physical bullying or violence against minors in a fight context shared with a condemning caption

Photos and videos of non-medical foreign objects (such as metal objects, knives, nails) involuntarily inserted or stuck inside people or animals causing grievous injury

For the following content, we include a label so that people are aware the content may be sensitive:

Imagery of fetuses that show:

- Dismemberment
- An abortion or abandonment context
- Imagery of newborn babies in an abandonment context

Photos and videos of animals in a ritual slaughter context showing dismemberment, or visible innards, or charring and burning

Imagery of visible innards in a birthing context

Imagery of non-medical foreign objects voluntarily inserted or stuck inside human through skin in religious or cultural context

## **14. Adult Nudity and Sexual Activity**

### **III. Objectionable Content**

Do not post:

Images of

- Real nude adults, where nudity is defined as
  - Visible genitalia except in the context of birth giving and after-birth moments or health-related situations (for example, gender confirmation surgery, genitalia self-examination for cancer or disease prevention/assessment)
  - Visible anus and/or fully nude close-ups of buttocks unless photoshopped on a public figure
  - Uncovered female nipples except in the context of breastfeeding, birth giving and after-birth moments, health-related situations (for example, post-mastectomy, breast cancer awareness or gender confirmation surgery) or an act of protest
- Sexual activity, including
  - Sexual intercourse
    - Explicit sexual intercourse, defined as mouth or genitals entering or in contact with another

- person's genitals or anus, where at least one person's genitals are nude
  - Implied sexual intercourse, defined as mouth or genitals entering or in contact with another person's genitals or anus, even when the contact is not directly visible, except in cases of a sexual health context, advertisements, and recognized fictional images or with indicators of fiction
  - Implied stimulation of genitalia/anus, defined as stimulating genitalia/anus or inserting objects into genitalia/anus, even when the activity is not directly visible, except in cases of sexual health context, advertisements, and recognized fictional images or with indicators of fiction
- Other sexual activities including (but not limited to)
  - Erections
  - Presence of by-products of sexual activity
  - Stimulating genitals or anus, even if above or under clothing
  - Use of sex toys, even if above or under clothing
  - Stimulation of naked human nipples
  - Squeezing naked female breast except in breastfeeding context
- Fetish content that involves
  - Acts that are likely to lead to the death of a person or animal
  - Dismemberment
  - Cannibalism
  - Feces, urine, spit, snot, menstruation, or vomit

Digital content that meets our definition of sexual activity unless any of the following conditions exist

- Content where the sexual activity (intercourse or other sexual activities) is not directly visible
- Content was posted in a satirical or humorous context
- Content was posted in an educational or scientific context
- Imagery is not sufficiently detailed and only body shapes or contours are visible

## **15. Sexual Solicitation**

### **III. Objectionable Content**

## Policy Rationale

As noted in Section 8 of our Community Standards ([Sexual Exploitation of Adults](#)), people use Facebook to discuss and draw attention to sexual violence and exploitation. We recognize the importance of and want to allow for this discussion. We draw the line, however, when content facilitates, encourages or coordinates sexual encounters between adults. We also restrict sexually explicit language that may lead to solicitation because some audiences within our global community may be sensitive to this type of content and it may impede the ability for people to connect with their friends and the broader community.

Do not post:

Attempted coordination of or recruitment for adult sexual activities including but not limited to:

- Filmed sexual activities

- Pornographic activities, strip club shows, live sex performances, erotic dances

- Sexual, erotic, or tantric massages

Explicit sexual solicitation which we define as offering or requesting things, including but not limited to the following:

- Sex or sexual partners

- Sex chat or conversations

- Nude images

Implicit sexual solicitation, which we define as an offer or request to engage paired with at least one of the following elements, none of which violate our Community Standards on their own:

- Vague suggestive statements, such as “looking for a good time tonight”

- Sexualized slang

- Using sexual hints such as mentioning sexual roles, sex positions, fetish scenarios, sexual preference/sexual partner preference, state of arousal, act of sexual intercourse or activity (sexual penetration or self-pleasuring), commonly sexualized areas of the body such as the breasts, groin, or buttocks, state of hygiene of genitalia or buttocks

An offer or ask for other adult activities such as:

- Commercial pornography

- Partners who share fetish or sexual interests

Sexually explicit language that adds details and goes beyond mere naming or mentioning of:

- A state of sexual arousal (wetness or erection)

- An act of sexual intercourse

## 16. Cruel and Insensitive

### III. Objectionable Content

Do not post:

Content that depicts real people and [makes fun of]<sup>3</sup> of their implied or premature death, serious or fatal disease or disability, non-consensual sexual touching, or serious physical injury

## 17. Spam

### IV. Integrity and Authenticity

Policy Rationale

We work hard to limit the spread of commercial spam to prevent false advertising, fraud, and security breaches, all of which detract from people's ability to share and connect. We do not allow people to use misleading or inaccurate information to collect likes, followers, or shares.

Do not:

- Artificially increase distribution for financial gain

- Create or use fake accounts or compromise other people's accounts to

  - Impersonate or pretend to be a business, organization, public figure, or private individual

  - Attempt to create connections, create content, or message people

- Restrict access to content by requiring people to like, share, or recommend before viewing

- Encourage likes, shares, or clicks under false pretenses

- Maliciously use login credentials or personally identifiable information by:

  - Attempting to gather or share login credentials or personally identifiable information

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<sup>3</sup> Note added by the Platform Governance Archives: Per Facebook's records, the first change to this section happens occurred in July 2019. However, merely subtracting the new content added in July 2019 leaves this excerpt truncated. Therefore, the expression "makes fun of" was added by us as attempt to reconstruct what was the likely meaning of the text before July 2019.

Using another person's login credentials or personally identifiable information

Promise non-existent Facebook features

## **18. Misrepresentation**

### **IV. Integrity and Authenticity**

Do not:

Misrepresent your identity by

Using a name that does not abide by our name policies  
Providing a false date of birth

Misuse our profiles product by

Creating a profile for someone under thirteen years old  
Maintaining multiple accounts  
Creating inauthentic profiles  
Sharing an account with any other person  
Creating another account after being banned from the site  
Evading the registration requirements outlined in our Terms of Service

Impersonate others by

Using their images with the explicit aim to deceive people  
Creating a profile assuming the persona of or speaking for another person or entity  
Creating a Page assuming to be or speak for another person or entity for whom the user is not authorized to do so.  
Posting imagery that is likely to deceive the public as to the content's origin, if:

The entity or an authorized representative objects to the content, and  
Can establish a risk of harm to members of the public.

Engage in inauthentic behavior, which includes creating, managing, or otherwise perpetuating

Accounts that are fake  
Accounts that have fake names  
Accounts that participate, , or claim to engage in in coordinated inauthentic behavior, meaning that multiple accounts are working together to do any of the following:



Mislead people about the origin of content  
Mislead people about the destination of links off our services (for example, providing a display URL that does not match the destination URL)  
Mislead people in an attempt to encourage shares, likes, or clicks  
Mislead people to conceal or enable the violation of other policies under the Community Standards.

## 19. False news

### IV. Integrity and Authenticity

#### Policy rationale

Reducing the spread of false news on Facebook is a responsibility that we take seriously. We also recognise that this is a challenging and sensitive issue. We want to help people stay informed without stifling productive public discourse. There is also a fine line between false news and satire or opinion. For these reasons, we don't remove false news from Facebook, but instead significantly reduce its distribution by showing it lower in the News Feed. Learn more about our work to reduce the spread of false news [here](#).

We are working to build a more informed community and reduce the spread of false news in a number of different ways, namely by

- Disrupting economic incentives for people, Pages and domains that propagate misinformation
- Using various signals, including feedback from our community, to inform a machine learning model that predicts which stories may be false
- Reducing the distribution of content rated as false by independent third-party fact-checkers
- Empowering people to decide for themselves what to read, trust and share by informing them with more context and promoting news literacy
- Collaborating with academics and other organisations to help solve this challenging issue

## 20. Memorialization

### IV. Integrity and Authenticity

#### Policy Rationale

,When someone passes away, friends and family can request that we memorialize the account by adding "Remembering" above the name on the person's profile. This makes it clear that the account is now a memorial site and protects against attempted logins and fraudulent activity. We do not remove, update, or change anything about the profile or the account because we want to respect the choices someone made while still alive. We have also made it possible for people to

identify a legacy contact to look after their account after they pass away. People can let us know in advance if they want their account permanently deleted when they die. We may delete profiles when the next of kin tells us that the person who passed would have preferred that we delete the account rather than memorialize it. Visit Hard Questions for more information about our memorialization policy and process.

## **21. Intellectual Property**

### **V: Respecting Intellectual Property**

#### Policy rationale

Facebook takes intellectual property rights seriously and believes that they are important to promoting expression, creativity and innovation in our community. You own all of the content and information that you post on Facebook, and you control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please make sure that you have the right to do so. We ask that you respect other people's copyrights, trademarks and other legal rights. We are committed to helping people and organisations promote and protect their intellectual property rights. Facebook's Terms of Service do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark. We publish information about the intellectual property reports that we receive in our bi-annual Transparency Report, which can be accessed at <https://transparency.facebook.com/>

Upon receipt of a report from a rights holder or an authorised representative, we will remove or restrict content that engages in:

- Copyright infringement
- Trademark infringement

## **22. User requests**

### **VI. Content-Related Requests and Decisions**

We comply with:

- User requests for removal of their own account
- Requests for removal of a deceased user's account from a verified immediate family member or executor
- Requests for removal of an incapacitated user's account from an authorised representative

## **23. Additional Protection of Minors**

## **VI. Content-Related Requests and Decisions**

We comply with:

Requests for removal of an underage account

Government requests for removal of child abuse imagery depicting, for example, beating by an adult or strangling or suffocating by an adult

Legal guardian requests for removal of attacks on unintentionally famous minors