

Inauthentic Behavior

Policy details

Change log 

Policy Rationale

In line with our commitment to authenticity, we do not allow people to misrepresent themselves on Facebook, use fake accounts, artificially boost the popularity of content or engage in behaviors designed to enable other violations under our Community Standards. This policy is intended to protect the security of user accounts and our services, and create a space where people can trust the people and communities they interact with.



Do not:

- Use multiple Facebook accounts or share accounts between multiple people
- Misuse Facebook or Instagram reporting systems to harass others
- Conceal a Page's purpose by misleading users about the ownership or control of that Page
- Engage in or claim to engage in inauthentic behavior, which is defined as the use of Facebook or Instagram assets (accounts, Pages, Communities, or Events), to mislead people or Facebook:
 - About the identity, purpose, or origin of the entity that they represent.
 - About the popularity of Facebook or Instagram content or assets.
 - About the purpose of an audience or community.
 - About the source or origin of content.
 - To evade enforcement under our Community Standards.

For the following Community Standards, we require additional information and/or context to enforce:

- We do not allow entities to engage in, or claim to engage in Coordinated Inauthentic Behavior, defined as the use of multiple Facebook or Instagram assets, working in concert to engage in Inauthentic Behavior (as defined above), where the use of fake accounts is central to the operation
 - We do not allow entities to engage in, or claim to engage in foreign or government interference, which is Coordinated Inauthentic Behavior conducted on behalf of a foreign or government actor.
 - We do not allow governments that have instituted sustained blocks of social media to use their official departments, agencies, and embassies to deny the use of force or violent events in the context of an attack against the territorial integrity of another state in violation of Article 2(4) of the UN charter.
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