

# Meta's approach to the US 2024 elections

Meta invests a huge amount of effort and resources to help protect elections online — not just during election periods but at all times. While each election is unique, in recent years, Meta has developed a comprehensive approach for helping ensure the integrity of elections on our platforms: one that gives people a voice, helps support participation in the civic process, and combats voter interference and foreign influence.

Meta has an always-on approach to the 2024 US elections that is largely consistent with the policies and safeguards we had in place during the [2022](#) and 2020 elections. Additionally, we're continually adapting for a responsible approach to technologies like AI. This includes our advanced security operations, our industry-leading global fact-checking network, transparency around political and social issue ads, and safety enhancements like [Facebook Protect](#).

We have around [40,000 people working on safety](#) and security for global elections, with more than

## \$20 billion

invested in teams and technology in this area since 2016.

We've built the largest independent fact-checking network of any platform with

## 11 independent

partners in the US, including seven who cover content in Spanish. Every partner reviews and rates viral misinformation.

We've designated more than

## 700 hate groups

including more than 400 white supremacist organizations

around the world, and we continue to identify and assess new hate groups, particularly when they are tied to offline violence.

In the US, we work with state and local elections officials, who have sent more than

## 540 million

notifications via Voting Alerts on Facebook since 2020.

We're [disrupting](#) foreign and domestic covert influence operations, and have removed more than

## 200 networks

of [Coordinated Inauthentic Behavior](#) since 2017.

We provide industry-leading transparency around political and social issue ads, with more than

## 15 million

US entries in our Ad Library.

# Connecting people with reliable information

- On Facebook and Instagram, through in-app notifications, we're continuing to connect people with details about voter registration and elections from their state and local elections officials, including during the primaries.
  - State and local elections officials use Voting Alerts to send the latest information about registering and voting to people in their communities.
  - On Instagram, we continue to elevate stickers directing people to official voting information ahead of registration deadlines and Election Day.
  - Our [Voting Information Center](#) continues to be live on Facebook.
- In the US, when people search for terms related to the 2024 elections on Facebook and Instagram they will see links to official information about how, when and where to vote.
- On Facebook, we will continue showing election-related in-Feed notifications in a second language other than English if we think the second language may be better understood. In 2024 we are expanding this to Instagram for the first time.
  - For example, if a person has their language set to English but is interacting with a majority of content in Spanish, then we may show the voting notifications in both English and Spanish.
- We have nearly 100 fact-checking partners around the world that address viral misinformation. When they rate content as false, we move it lower in Feed by default and show additional information so people can decide what to read, trust, and share. We apply additional penalties when false content is repeatedly shared.

# Enforcing our policies

- On Facebook, Instagram and Threads, we enforce our policies against voter interference, electoral violence and misinformation about when, where, and how to vote in an election.
- We will continue to run our Election Operation Center which brings together subject matter experts from across the company – including from our threat intelligence, data science, engineering, research, operations and legal teams – for real-time monitoring so that we can address potential abuse flowing across our network.
- As always, we remove content that violates our policies. Our independent fact-checking partners review and rate viral misinformation, including whether it was created or edited by digital tools such as AI, and we do not allow an ad to run if it's rated as False, Altered, Partly False, or Missing Context.
  - In the new year, our fact-checking partners will have the ability to review and rate misinformation on Threads. Currently we match ratings from Facebook or Instagram to near-identical content on Threads, but fact-checkers cannot rate Threads content on its own.
  - Consistent with our approach on Facebook and Instagram, we will include controls on Threads to give people in the US the ability to choose whether they want to turn up, turn off, or keep the default level of demotions on content rated by one of our third-party fact-checking partners in their Feed. We will still attach labels to content that was fact-checked, making it clear that it was rated by one of our third-party fact-checkers. As we have since 2020, we will prohibit ads that discourage people from voting, call into question the legitimacy of the upcoming US election, or contain premature claims of victory.
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- Facebook Protect continues to offer security tools and additional protections for candidates and their campaigns as well as local officials.
- We're continuing to fight both foreign interference and domestic influence operations; we have and will continue to expose and disrupt networks that attempt to target the US elections.
- We also continue to carry out targeted searches on-platform to identify any banned organizations attempting to cause offline harm.
  - In the US, we have banned more than 1,000 militarized social movements; taken down tens of thousands of QAnon pages, Groups, and accounts; and banned hundreds of white supremacist organizations from our apps.
- As always, we remove content that violates our policies whether it was created by AI or a person.

# A Responsible Approach to AI

- People are often coming across AI-generated content for the first time and our users have told us they appreciate transparency around this new technology. So it's important that we help people know when photorealistic content they're seeing has been created using AI.
    - When photorealistic images are created using our Meta AI feature, we do several things to make sure people know AI is involved, including putting visible markers that you can see on the images, and both invisible watermarks and metadata embedded within image files.
  - Since AI-generated content appears across the internet, we've been working with other companies in our industry to develop common standards for identifying it through forums like the Partnership on AI (PAI).
  - We're building industry-leading tools that can identify invisible markers at scale – specifically, the “AI generated” information in the C2PA and IPTC technical standards – so we can label images from Google, OpenAI, Microsoft, Adobe, Midjourney, and Shutterstock, as they implement their plans for adding metadata to images created by their tools.
  - While the industry works towards including signals in their AI tools that generate audio and video, we're adding a feature for people to disclose when they share AI-generated video or audio so we can add a label to it.
  - We'll require people to use this disclosure and label tool when they post organic content with a photorealistic video or realistic-sounding audio that was digitally created or altered, and we may apply penalties if they fail to do so.
- If we determine that digitally created or altered image, video or audio content creates a particularly high risk of materially deceiving the public on a matter of importance, we may add a more prominent label if appropriate, so people have more information and context.
  - We're taking this approach through the next year, during which a number of important elections are taking place around the world. During this time, we expect to learn much more about how people are creating and sharing AI content, what sort of transparency people find most valuable, and how these technologies evolve. These learnings will inform industry best practices and our own approach going forward.

# Transparency and accountability

- Since 2018, we have provided industry-leading transparency for ads about social issues, elections or politics, and we continue to expand those efforts. We have long believed in the role that transparency plays in bringing more accountability to Meta and our advertisers. This is especially important for ads that can influence the way people think, act and vote.
- Since 2020, people have been able to decide if they want to see fewer ads about social issues, elections or politics. This means ads that have the "Paid for by" disclaimer on both Facebook and Instagram through their controls in Ad Preferences can be turned off.
  - On Instagram, people can turn these ads off directly from an ad and through the Ad Topic Preferences.
- Advertisers who run ads about social issues, elections or politics are required to complete an authorization process and include a "Paid for by" disclaimer on [these ads](#).
- We provide information about advertiser targeting choices, and ads delivery, in the publicly available [Ad Library](#). All social issue, electoral and political ads information is stored in the Ad Library for seven years, and our Custom Spend Tracker is available in the US as part of our [Ad Library Report](#).
- We label state-controlled media on Facebook, Instagram and Threads so that users know when content is from a publication that may be under the editorial control of a government. As we have since 2020, we also block ads from state-controlled media outlets targeting people in the US.
- Starting in the new year, [advertisers](#) will be required to disclose when they use AI or other digital methods to create or alter ads about social issues, elections, or politics in certain cases.
- In the US, as we have since 2020, we will prohibit new political, electoral and social issue ads during the final week of the election campaign.
  - Our rationale for this remains the same: in the final days of an election there may not be enough time to contest new claims.
  - Ads that have previously run before this restriction period will be allowed to continue to run during this time.
- People have told us they want to see less political content, so we have spent the last few years [refining](#) our approach to reduce the amount of political content seen in Feed and other surfaces.
- We continue to clarify related policies as needed; our [policy](#) on when we restrict the accounts of public figures during times of civil unrest is one example. Any clarifications will be [published](#) in our Transparency Center as they are made.