

List of Facebook commitments under the Australian voluntary industry code on disinformation and misinformation (May 2021)

Outcome 1:

Combatting misinformation / disinformation

1. Facebook removes networks of accounts, Pages and Groups that violate our inauthentic behaviour policy, including disinformation that violates our policy on Coordinated Inauthentic Behaviour.
2. Facebook partners with experts and organisations who assist in providing tips or further investigation about possible inauthentic behaviour on our services.
3. Facebook removes misinformation that violates our Misinformation & Harm policy.
4. Facebook removes manipulated media, also known as “deepfakes”, that violates our Manipulated Media policy.
5. Facebook removes material that violates our Violence-Inducing Conspiracy Theory policy.
6. Facebook removes election-related misinformation that may constitute voter suppression.
7. Facebook removes fake accounts.
8. Facebook allows for appeals in instances where users may disagree with our enforcement, including to the independent and external Oversight Board.
9. Facebook partners with third-party fact-checking organisations, globally and in Australia, to assess the accuracy of content on our services.
10. Facebook will add additional fact-checking capability in Australia in 2021.
11. Facebook applies a warning label to content found to be false by third-party fact-checking organisations.
12. Facebook reduces the distribution of content found to be false by third-party fact-checking organisations.
13. Facebook proactively searches for content that makes claims debunked by our fact-checking partners, to apply the same treatments.
14. Facebook limits the ability to forward material via private messaging.
15. Facebook takes action on Pages, Groups, accounts or websites found to repeatedly share misinformation.

	<p>16. Facebook removes Groups from recommendations if they violate our recommendation guidelines, including around misinformation.</p> <p>17. Facebook makes available a detailed list of claims that we consider to violate our COVID-19 Misinformation & Harm policy.</p> <p>18. Facebook makes information available via a dedicated website that outlines our efforts to combat misinformation.</p> <p>19. Facebook makes on-platform reporting channels available to users for false information.</p> <p>20. Facebook makes global transparent reports available regularly.</p> <p>21. Facebook will supplement these reports with additional Australia-specific statistics, provided as part of this Annual Report process.</p> <p>22. Facebook makes the service CrowdTangle freely available to journalists, third-party fact-checking partners, and some academics.</p>
<p>Outcome 2: Disrupt monetisation and advertising incentives</p>	<p>23. Facebook sets a higher threshold for users to be able to advertise on our services, and takes action against users who spread misinformation.</p>
<p>Outcome 3: Combat inauthentic user behaviour</p>	<p>See items listed under Outcome 1.</p>
<p>Outcome 4: Empower consumers to be informed</p>	<p>24. Facebook provides contextual information around posts that users see from public Pages.</p> <p>25. Facebook provides a COVID-19 Information Centre with verified, authoritative information about COVID-19.</p> <p>26. Facebook will undertake an initiative to support the provision of authoritative climate science information in Australia before the next report.</p> <p>27. Facebook uses in-product prompts to direct Australians to authoritative information on key topics.</p>

	<p>28. Facebook gives substantial ad credits to authoritative organisations, including the Australian Government and state and territory governments, to promote authoritative information.</p> <p>29. Facebook directs users to authoritative information when they search for high-priority topics on Facebook.</p> <p>30. Facebook directs users to authoritative information once they have seen or shared COVID-19 related misinformation.</p> <p>31. Facebook will look for opportunities to continue to work with the Government on other ways to promote authoritative information.</p> <p>32. Facebook promotes public service announcements to our users to encourage them to be wary of potential misinformation.</p>
<p>Outcome 5: Political advertising</p>	<p>33. Facebook requires all advertisers of political ads to complete an ad authorisation, which includes verifying the advertiser’s identity.</p> <p>34. Facebook requires political ads to include a disclaimer disclosing who is paying for the ad.</p> <p>35. Facebook provides the Ad Library, a searchable archive of all political ads on our services in Australia, and will continue to add functionality to encourage scrutiny of political advertising.</p> <p>36. Facebook enables an Ad Library report that provides aggregated spend information about Pages undertaking political ads.</p> <p>37. Facebook will extend the policies and enforcement for political ads to social issue ads in 2021.</p>
<p>Outcome 6: Research</p>	<p>38. Facebook will continue to support research and events in relation to misinformation and media literacy.</p> <p>39. Facebook will continue to support research and events in relation to disinformation.</p> <p>40. Facebook provides a free CrowdTangle live display on COVID-19 publicly available to allow anybody to track public content on our platforms.</p> <p>41. Facebook collaborates with researchers to undertake surveys of our users to assess their views on topics such as vaccines and climate change.</p>

	42. Facebook provides data to researchers in a privacy-protective way via the Facebook Open Research and Transparency initiative.
Outcome 7: Annual reports	43. Facebook will continue to publish annual reports in Australia, such as these, to be transparent about the steps we are taking to combat disinformation and misinformation.