

Meta Community Standards

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Official Meta policy text collected from the Transparency Center pages for Facebook, Instagram, Messenger and Threads.

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01. Community Standards

The Community Standards outline what is and isn't allowed on Facebook, Instagram, Messenger and Threads.

Introduction

These standards are based on feedback from people and the advice of experts in fields such as technology, public safety and human rights. To ensure that everyone's voice is valued, we take great care to create standards that include different views and beliefs, especially from people and communities that might otherwise be overlooked or marginalised.

Every day, people use Facebook, Instagram, Messenger and Threads to share their experiences, connect with friends and family, and build communities. Our services enable billions of people to freely express themselves across countries and cultures and in dozens of languages.

Meta recognises how important it is for Facebook, Instagram, Messenger and Threads to be places where people feel empowered to communicate, and we take our role seriously in keeping abuse off the service.

That's why we developed standards for what is and isn't allowed on these services.

Please note that the US English version of the Community Standards reflects the most up-to-date set of the policies and should be used as the primary document.

Home Policies

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02. Coordinating harm and promoting crime

Policy details

Policy rationale

In an effort to prevent and disrupt offline harm and copycat behaviour, we prohibit people from facilitating, organising,

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.

We remove:

Harm against people

Outing: exposing the identity or locations affiliated with anyone who is alleged to:

Be a member of an outing-risk group; and/or

Share familial and/or romantic relationships with a member(s) of an outing-risk group; and/or

Have performed professional activities in support of an outing-risk group (except for political figures)

Outing the undercover status of law enforcement, military or security personnel if the content contains the agent's name, their face or badge and any of the following:

The agent's law enforcement organisation

The agent's law enforcement operation

Explicit mentions of their undercover status

Coordinating, threatening, supporting or admitting to swatting, except in the context of awareness raising or condemnation, fictional or staged settings or redemption.

Depicting, promoting, advocating for or encouraging participation in a high-risk viral challenge, except in the context of awareness raising or condemnation. Where imagery is depicted in these contexts, we include a label so that people are aware that the content may be sensitive.

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03. Dangerous individuals and organisations

Dangerous organisations and individuals

Policy details

Policy rationale

In an effort to prevent and disrupt real-world harm, we do not allow organisations or individuals that proclaim a violent

mission or are engaged in violence to have a presence on our platforms. We assess these entities based on their behaviour both online and offline – most significantly, their ties to violence. Under this policy, we designate individuals,

organisations and networks of people. These designations are divided into two tiers that indicate the level of content enforcement, with Tier 1 resulting in the most extensive enforcement because we believe that these entities have the

most direct ties to offline harm.

Tier 1 focuses on entities that engage in serious offline harm – including organising or advocating for violence against

civilians, repeatedly dehumanising or advocating for harm against people based on protected characteristics, or engaging in systematic criminal operations. Tier 1 includes hate organisations, criminal organisations, including those

designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs), and terrorist organisations, including entities and individuals designated by the United States government as foreign terrorist organisations (FTOs) or specially designated global terrorists (SDGTs). We remove Glorification, Support and

Representation of Tier 1 entities, their leaders, founders or prominent members, as well as unclear references to them.

In addition, we do not allow content that glorifies, supports or represents events that Meta designates as violating violent events – including terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence,

serial murders or hate crimes. Nor do we allow (1) Glorification, Support or Representation of the perpetrator(s) of such

attacks; (2) perpetrator-generated content relating to such attacks; or (3) third-party imagery depicting the moment of

such attacks on visible victims. We also remove content that Glorifies, Supports or Represents ideologies that promote

hate, such as nazism and white supremacy. We remove unclear references to these designated events or ideologies.

Tier 2 includes Violent Non-State Actors that engage in violence against state or military actors in an armed conflict but

do not intentionally target civilians. It also includes Violence-Inducing Entities that are engaged in preparing or advocating for future violence but have not necessarily engaged in violence to date. These are also entities that may repeatedly engage in violations of our Hateful Conduct or Dangerous Organisations and Individuals policies on or off the platform. We remove glorification, material support and representation of these entities or of their leaders, founders

or prominent members.

We recognise that users may share content that includes references to designated dangerous organisations and

individuals in the context of social and political discourse. This includes content reporting on, neutrally discussing or
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04. Fraud, Scams, and Deceptive Practices

Fraud, scams and deceptive practices

Policy details

Policy rationale

We aim to protect users and businesses from being deceived out of their money, property or personal information.

We

achieve this by removing content and combatting behaviour that purposefully employs deceptive means – such as wilful misrepresentation, stolen information and exaggerated claims – to either scam or defraud users and businesses,

or to drive engagement. This includes content that seeks to coordinate or promote those activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities.

We do not allow:

Content that attempts to scam or defraud users and/or businesses by means of:

Loan fraud and scams

Content that:

Offers loans requiring the user to pay an advance fee to obtain a loan.

Offers loans with guarantee or near-guarantee of approval, either explicitly stated or implicitly understood based on context (such as claims to approve loan without asking for financial information).

Note: We also look for other signals to determine if an entity is posting legitimate, non-fraudulent content, such as when it is a verified entity and a bank or financial institution.

Gambling fraud and scams

Content that:

Offers real money gambling services ("Real money" is real-world currency that can be used to buy goods or services

in the real world, including national currencies such as US Dollars and virtual currencies such as Bitcoin):

with a guarantee of winning.

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05. Restricted Goods and Services

Policy Details User experiences Data

Policy details

Policy Rationale

To encourage safety and deter potentially harmful activities, we prohibit attempts by individuals, manufacturers and retailers to purchase, sell, raffle, gift, transfer or trade certain goods and services on our platform. We do not tolerate the exchange or sale of any drugs that may result in substance abuse covered under our policies below. Brick-and-mortar and online retailers may promote firearms, alcohol and tobacco items available for sale off our services. However, we restrict visibility of this content for minors. We allow discussions about the sale of these goods in stores or

by online retailers, advocating for changes to regulations of goods and services covered in this policy, and advocating

for or concerning the use of pharmaceutical drugs in the context of medical treatment, including discussion of physical

or mental side effects.

Restricted Goods and Services consist of the following categories:

Drugs and Pharmaceuticals

Weapons, Ammunitions or Explosives

Tobacco and Related Products

Alcohol

Health and Wellness

Online Gambling and Games

Endangered and protected species (wildlife and plants)

Historic Artefacts

Hazardous Goods and Materials

Body parts and fluids

Each category is detailed below.

DrugsandPharmaceuticals

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06. Violence and incitement

Policy details

Policy rationale

We aim to prevent potential offline violence that may be related to content on our platforms. While we understand that

people commonly express disdain or disagreement by threatening or calling for violence in non-serious and casual ways,

we remove language that incites or facilitates violence and credible threats to public or personal safety. This includes

violent speech targeting a person or group of people on the basis of their protected characteristic(s) or immigration status. We remove content, disable accounts and work with law enforcement when we believe that 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 or awareness-raising 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 such as a person's public visibility and the risks to their physical safety.

In some cases, we see aspirational or conditional threats of violence, including expressions of hope that violence will be

committed, directed at terrorists and other violent actors (e.g. "Terrorists deserve to be killed", "I hope they kill the terrorists"). We deem those non-credible, absent specific evidence to the contrary.

We remove:

We remove threats of violence against various targets. Threats of violence are statements or visuals representing an

intention, aspiration or call for violence against a target, and threats can be expressed in various types of statements,

such as statements of intent, calls for action, advocacy, expressions of hope, aspirational statements and conditional

statements.

We do not prohibit threats when shared in awareness-raising or condemning context, when less severe threats are made in the context of contact sports, or certain threats against violent actors, such as terrorist groups.

Universal protections for everyone

Everyone is protected from the following threats:

Threats of violence that could lead to death (or other forms of high-severity violence)

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07. Adult sexual exploitation

Policy details

Policy rationale

We recognise the importance of our services as a place to discuss and draw attention to sexual violence and exploitation. We believe that this is an important part of building common understanding and community. In an effort to

create space for this conversation and promote a safe environment, we allow survivors to share their experiences, but

we remove content that depicts, threatens or promotes sexual violence, sexual assault or sexual exploitation. We also

remove content that displays, advocates for or coordinates sexual acts with non-consenting parties to avoid facilitating

non-consensual sexual acts. Further, if we become aware of any content that threatens or advocates rape, we may disable the posting account and work with law enforcement, in addition to removing the content.

To protect survivors, we remove images that depict incidents of sexual violence and intimate images shared without the

consent of the person(s) pictured. As noted in the introduction, we also work with external safety experts to discuss and improve our policies and enforcement around online safety issues, and we may remove content when we receive

information that content is linked to harmful activity. We have written about the technology that we use to protect against non-consensual intimate images and the research that has informed our work. We've also put together resources for reporting threats and intimate images shared without permission to Meta to proactively prevent people's

intimate image from spreading online.

We do not allow:

Content depicting, advocating for or mocking non-consensual sexual touching, including:

Imagery depicting non-consensual sexual touching (except in real-world art depicting non-real people, with a condemning or neutral caption)

Statements attempting or threatening to share, offering or asking for imagery depicting non-consensual sexual touching

Descriptions of non-consensual sexual touching, unless shared by or in support of the survivor

Advocacy (including aspirational and conditional statements) for, threats to commit or admission of participation in non-consensual sexual touching

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08. Bullying and harassment

Policy details

Policy rationale

Bullying and harassment happen in many places and come in many different forms, from making threats and releasing

personally identifiable information to sending threatening messages and making unwanted malicious contact. We do not tolerate this kind of behaviour because it prevents people from feeling safe and respected on Facebook, Instagram and Threads.

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. We define public figures as state- and national-level government officials, political candidates for those offices, people with over one million fans or followers on social media and people who receive substantial news coverage.

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 recognise that bullying and harassment can have more of an emotional impact on minors, which is why our policies provide heightened protection for anyone under the age of 18, regardless of user status.

Context and intent matter, and we allow people to post and share 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 behaviour and content,

we encourage people to use tools available on our platforms to help protect against it.

We also have a Bullying Prevention Hub, which is a resource for teenagers, 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. Learn more about what we are doing to protect people from bullying and harassment [here](#).

Note: This policy does not apply to individuals who are part of designated organisations under the Dangerous Organisations and Individuals Policy or individuals who died prior to 1900.

Tier1:Universalprotectionsforeveryone:

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09. Child sexual exploitation, abuse and nudity

Child sexual exploitation, abuse and nudity

Policy details

Policy rationale

We do not allow content or activity that sexually exploits or endangers children. When we become aware of apparent

child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with

applicable law. We know that sometimes people share nude images of their own children with good intentions.

However, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

We also work with external experts, including the Meta Safety Advisory Board, to discuss and improve our policies and

enforcement around online safety issues, especially with regard to children. Learn more about the technology that we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content, activity or interactions that threaten, depict, praise, support, provide instructions for, make statements of intent, admit participation in or share links of the sexual exploitation of children (including real minors, toddlers or babies, or non-real depictions with a human likeness, such as in art, AI-generated content, fictional characters, dolls etc.). This includes, but is not limited to,

Sexual intercourse

Explicit sexual intercourse or oral sex, defined as mouth or genitals entering or in contact with another person's genitals or anus, when at least one person's genitals or anus is visible.

Implied sexual intercourse or oral sex, including when contact is imminent or not directly visible.

Stimulation of genitals or anus, including when activity is imminent or not directly visible.

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10. Human exploitation

Policy details

Policy rationale

In an effort to disrupt and prevent harm, we remove content that facilitates or coordinates the exploitation of humans,

including human trafficking. We define human trafficking as the business of depriving someone of liberty for profit. It is

the exploitation of humans in order to force them to engage in commercial sex, labour or other activities against their will. It relies on deception, force and coercion, and degrades humans by depriving them of their freedom while economically or materially benefiting others.

Human trafficking is multi-faceted and global; it can affect anyone regardless of age, socioeconomic background, ethnicity, gender or location. It takes many forms, and any given trafficking situation can involve various stages of development. Due to the coercive nature of this abuse, victims cannot consent.

While we need to be careful not to conflate human trafficking and smuggling, they can be related and exhibit overlap.

The United Nations defines human smuggling as the procurement or facilitation of illegal entry into a state across international borders. Without necessity for coercion or force, it may still result in the exploitation of vulnerable individuals who are trying to leave their country of origin, often in pursuit of a better life. Human smuggling is a crime against a state, relying on movement, and human trafficking is a crime against a person, relying on exploitation. In addition to content condemning, raising awareness about, or news reporting on human trafficking or human smuggling issues, we allow content asking for or sharing information about personal safety and border crossing, seeking asylum or how to leave a country.

Do not post:

Content, activity or interactions that recruits people for, facilitates or exploits people through any of the following forms

of human trafficking:

Sex trafficking (any commercial sexual activity with a minor or any commercial sexual activity with an adult involving force, fraud or coercion)

Sales of children or illegal adoption

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11. Suicide, self-injury and eating disorders

Policy Details User experiences Data

Policy details

Policy rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide, self-injury

and eating disorders to help inform our policies and enforcement, and we work with organisations around the world to

provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide, self-injury or eating disorders, we do allow people to discuss these topics because we want our services to be a space where people can

share their experiences, raise awareness about these issues and seek support from one another. We may also limit the

ability to view this content to adults aged 18 and older.

We remove any content that encourages suicide, self-injury or eating disorders, including fictional content such as memes or illustrations and any self-injury content which is graphic, regardless of context. We remove content that contains instructions for extreme weight loss behaviour. We also remove content that mocks victims or survivors of suicide, self-injury or eating disorders, as well as real-time depictions of suicide or self-injury. Content about recovery

from suicide, self-injury or eating disorders that is allowed, but may contain imagery that could be upsetting (such as a

healed scar) is placed behind a sensitivity screen and we will also limit the ability to view the content to adults aged 18

and older.

When people post or search for suicide-, self-injury- or eating disorder-related content, we will direct them to local organisations that can provide support, and if our Community Operations team is concerned about immediate harm, we will contact local emergency services to get them help. For more information, visit the Meta Safety Centre.

With respect to live content, experts have told us that if someone is saying that they intend to attempt suicide on a live-

stream, we should leave the content up for as long as possible because the longer that someone is talking to a camera,

the more opportunity there is for a friend or family member to call emergency services. However, to minimise the risk of

others being negatively affected by viewing this content, we will stop the live-stream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact the emergency services if we identify that someone is at immediate risk of harming themselves.

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12. Adult nudity and sexual activity

Policy Details User experiences Data

Policy details

Policy rationale

We restrict the display of nudity or sexual activity because some people in our community may be sensitive to this type

of content, particularly due to cultural background or age.

We understand that nudity can be shared for a variety of reasons, including as a form of protest, to raise awareness about a cause or for educational or medical reasons. Where appropriate and such intent is clear, we make allowances for

the content. For example, while we restrict some images of female breasts that include the nipple, we allow other images, including those depicting acts of protest, women actively engaged in breast-feeding and photos of post-mastectomy scarring (sometimes labelled with a sensitive warning screen and age-based restrictions). We also allow

real-world art that depicts nudity such as photographs of paintings, sculptures etc. (sometimes labelled with a sensitive

warning screen and age-based restrictions). We default to removing sexual imagery to prevent the sharing of non-consensual or underage content.

Under this policy, we remove real photographs and videos of nudity and sexual activity, AI- or computer-generated images of nudity and sexual activity, and digital imagery, regardless of whether it looks "photorealistic" (as in, it looks

like a real person). As noted above, we also make careful allowances for real world art and certain medical, educational

and awareness-raising content, and these are detailed in the policy.

Content relating to child nudity is addressed in our Community Standard on child sexual exploitation, abuse and nudity.

We do not allow the following content for all users:

Adult nudity

Photorealistic/digital imagery of adult nudity, if it depicts:

Visible genitalia (including when obscured by pubic hair or digital overlays)

Visible anuses and/or close-ups of visible buttocks

Visible female nipples, except in a breastfeeding or act of protest context

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13. Adult Sexual Solicitation and Sexually Explicit Language

Adult Sexual Solicitation and Sexually Explicit Language

Policy Details User Experiences

Policy details

Policy Rationale

As noted in the Adult Sexual Exploitation policy, people use our services to discuss and draw attention to sexual violence and exploitation. We recognise the importance of and allow for this discussion. We also allow for the discussion

of sex worker rights advocacy and sex work regulation. We draw the line, however, when content facilitates sexual encounters or commercial sexual services between adults or when content asks for or offers pornographic or sexual content. We do this to avoid facilitating transactions that may involve trafficking, coercion and non-consensual sexual acts.

We also restrict sexually explicit language that may lead to sexual 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.

We do not allow:

Content that offers, asks or provides methods of contact for prostitution, which is defined as asking for or offering oneself for sexual encounters in exchange for money or anything of value by:

Offering or asking for sexual encounters (for example, escort services, sexual/erotic massages, sex chats/conversations, fetish/domination services)

Using slang terms for prostitution combined with an ask or offer of availability, price or any signal of a transaction for money or something of value, location or contact information

Engaging in sexual solicitation combined with a price or any signal of a transaction for money or something of value

Depicting or mentioning sexual encounters or partners with a price or any signals of monetary or in-kind transactions.

Recruiting or offering other people for third-party commercial sex work is covered by the Human Exploitation

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14. Hateful conduct

Policy details

Policy rationale

We believe that people use their voice and connect more freely when they don't feel attacked on the basis of who they

are. That is why we don't allow hateful conduct on Facebook, Instagram or Threads.

We define hateful conduct as direct attacks against people – rather than concepts or institutions – on the basis of what

we call protected characteristics (PCs): race, ethnicity, national origin, disability, religious affiliation, caste, sexual orientation, sex, gender identity and serious disease. Additionally, we consider age a protected characteristic when referenced along with another protected characteristic. We also protect refugees, migrants, immigrants and asylum seekers from the most severe attacks (Tier 1 below), though we do allow commentary on and criticism of immigration

policies. Similarly, we provide some protections for non-protected characteristics, such as occupation, when they are

referenced along with a protected characteristic. Sometimes, based on local nuance, we consider certain words or phrases as frequently used proxies for protected characteristics.

We remove dehumanising speech, allegations of serious immorality or criminality, and slurs. We also remove harmful

stereotypes, which we define as dehumanising comparisons that have historically been used to attack, intimidate or exclude specific groups, and that are often linked with offline violence. Finally, we remove serious insults, expressions of

contempt or disgust, swearing and calls for exclusion or segregation when targeting people based on protected characteristics. We separate this speech into two tiers of severity, described below.

We recognise that people sometimes share content that includes slurs or someone else's speech in order to condemn

the speech or report on it. In other cases, speech, including slurs, that might otherwise violate our standards is used self-referentially or in an empowering way. We allow this type of speech where the speaker's intention is clear.

Where

intention is unclear, we may remove content.

People sometimes use sex- or gender-exclusive language when discussing access to spaces often limited by sex or gender, such as access to bathrooms, specific schools, specific military, law enforcement or teaching roles, and health

or support groups. Other times, they call for exclusion or use insulting language in the context of discussing political or

religious topics, such as when discussing transgender rights, immigration or homosexuality. Finally, sometimes people

curse at a gender in the context of a romantic break-up. Our policies are designed to allow room for these types of speech.

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15. Privacy violations

Policy details

Policy rationale

Our services aim to protect the privacy and personal information of our users. We work hard to safeguard your personal

identity and information and we do not allow people to post certain types of personal or confidential information about

themselves or of others. We also provide people ways to report imagery that people believe to be in violation of their privacy rights.

We remove content that shares, offers, or solicits personally identifiable information or other private information that could lead to physical or financial harm, including financial, residential and medical information, as well as private information obtained from illegal sources. We recognise that private information may become publicly available through

news coverage, court filings, press releases or other sources. When that happens, we may allow the information to be posted.

We have additional restrictions for paid content. Although we allow ads that provide a positive user experience by focusing on the product's or service's details, we remove ads that exploit users' personal hardships, appear to make negative or inaccurate characterisations about them, or imply knowledge of sensitive personal information. For more information on our privacy rules for paid content, see our Advertising Standard on Privacy Violations and Personal Attributes.

We do not allow:

Content that shares or asks for private information, either on our services or through external links, as follows:

Personally identifiable information (PII)

Content sharing personally identifiable information (information that uniquely identifies an individual) of the poster or others. This includes:

National identification numbers such as social security numbers (SSN), passport numbers or individual taxpayer identification numbers (ITIN).

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16. Violent and graphic content

Policy Details User experiences Data

Policy details

Policy rationale

We understand that people have different sensitivities with regard to graphic and violent imagery. To protect users from

such content, we remove the most graphic content and add warning labels to other types of content so that people are

aware that it may be sensitive before they click through. We restrict the ability for younger users to see content that may not be suitable or age-appropriate for them. By doing so, we aim to provide an appropriate user experience, while

continuing to provide space for our users to express themselves.

We recognise that users may share content in order to shed light on or condemn acts, such as human rights abuses or

armed conflict. Our policies consider when content shared in this context and allow room for discussion and awareness

raising accordingly.

For paid advertising, we provide additional protections. For example, content that has been deemed as sensitive is not

eligible to run in ads. We also prohibit ads from including images and videos that are shocking, gruesome or otherwise

sensational. For more information, please consult our Advertising Standards.

Do not post:

Imagery of people

Videos of people, living or deceased, in non-medical contexts, depicting:

Dismemberment.

Visible innards, such as exposed organs, bones or muscle tissue on living or deceased persons;

Burning or charred persons; or

Throat-slitting.

Live-streams of capital punishments.

Sadistic remarks

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17. Account Integrity

Policy Details User experiences Data

Policy details

Policy rationale

In order to maintain a safe environment and empower free expression, we restrict or remove accounts that are harmful

to the community. We have built a combination of automated and manual systems to restrict and remove accounts that

are used to egregiously or persistently violate our policies across any of our products.

Because account removal is a serious action, whenever possible, we aim to give our community opportunities to learn

our rules and follow our Community Standards. For example, a notification is issued each time we remove content, and

in most cases we also provide people with information about the nature of the violation and any restrictions that are applied. Our enforcement actions are designed to be proportional to the severity of the violation, the history of violations on the account and the risk or harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks, will lead to an account being disabled.

Learn more about how Meta enforces its policies and restricts accounts in the Transparency Centre.

We may restrict or disable accounts, other entities (Pages, groups, events) or business assets (Business Managers, ad accounts) that:

Violate our Community Standards involving egregious harms, including those that we refer to law enforcement due to the risk of imminent harm to individual or public safety

Violate our Community Standards involving any harms that warrant referral to law enforcement due to the risk of imminent harm to individual or public safety

Violate our Advertising Standards involving deceptive or dangerous business harms

Persistently violate our Community Standards by posting violating content and/or managing violating entities or business assets

Persistently violate our Advertising Standards

Demonstrate activity or behaviour indicative of a clear violating purpose

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18. Authentic Identity Representation

Policy details

Policy rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people

are accountable to each other, and to Meta, in meaningful ways. We want to allow for the many ways that identity is expressed across our global community, while preventing impersonation and identity misrepresentation. To maintain a

safe and open environment where people can trust one another and build community, we do not allow for the creation

of accounts or profiles that are created or used to deceive others.

On Facebook, we require people to create one account using the name they go by in everyday life that represents their

authentic identity. We created additional profiles to help people express different parts of their identity, such as their interests or businesses.

We do not allow the use of our services and will restrict or disable Facebook, Instagram and Threads accounts or other Facebook entities (such as Pages or groups) that:

Belong to underage children

Impersonate another person or entity by:

Using their image(s), name or likeness with the aim of deceiving others

Speaking in the voice of another person or entity for whom the user is not authorised to do so (e.g. by creating a Page or profile)

Engage in identity misrepresentation to mislead or deceive others, evade enforcement or violate our Community Standards. We consider a number of factors when assessing misleading identity misrepresentation, such as:

Repeated or significant changes to identity details, such as name or age

Misleading profile information, such as bio details and profile location

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19. Cybersecurity

Policy details

Policy Rationale

We recognise that the safety of our users includes the security of their personal information, accounts, profiles and other Meta entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive

personal information or engage in unauthorised access by deceptive or invasive methods are harmful to the authentic,

open and safe atmosphere that we want to foster.

We do not allow:

Attempts to compromise or access accounts via unauthorised means, including:

Accessing accounts, profiles or other Meta entities other than one's own through deceptive means or without explicit permission from the account, profile or entity owner.

Obtaining, acquiring or requesting another user's login information, personal information or other sensitive user information for the purpose of unauthorised access, including through the following tactics:

Phishing, defined as the practice of creating communications or websites that are designed to look like more trusted or reputable communications or websites for the purpose of fraudulently acquiring sensitive user information.

Social engineering, such as repeated or consistent attempts to harvest or acquire the answers to common account or password recovery questions.

Malware, Greyware, Spyware or other malicious code, as described below.

Attempts to share, develop, host or distribute malicious or harmful code, including:

Encouraging or deceiving users to download or run files, apps or programs that will compromise a user's online or

data security, including, but not limited to:

Malware, defined as code or software designed to harm or gain unauthorised access to systems. This includes programs designed to harm computer systems, as well as software designed to extract money from victims,

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20. Inauthentic behaviour

Policy Details User Experiences

Policy details

Policy rationale

Inauthentic Behaviour refers to a variety of complex forms of deception, performed by a network of inauthentic assets

controlled by the same individual or individuals, with the goal of deceiving Meta or our community or to evade enforcement under the Community Standards.

Where adversarial threat actors use false identities to engage in sophisticated forms of Inauthentic Behaviour, they engage in what we've defined as Coordinated Inauthentic Behaviour (CIB).

These enforcement actions and standards apply agnostic of content or ideology and are designed to create a space, where people can trust the people and communities that they interact with.

When we identify these networks, we remove the fake accounts, Pages, Groups or other Meta assets directly involved

in the operation. In cases where these people also create, manage, co-opt, target or control Pages, Groups or communities that represent authentic entities not involved in the violating behaviour, we may take steps to remove the

violating individuals, but allow the uninvolved people and communities to remain on our services.

Whenever possible, we share our findings about networks of CIB in our Adversarial Threat Reports, found here. These

reports are not meant to cover the entire universe of enforcements under the inauthentic behaviour policy, but help inform our community's understanding of the evolving nature of threats that we face in this space.

We do not allow:

The creation, use or claimed use of Inauthentic Meta Assets (Accounts, Pages, Groups etc.) in order to:

Deceive Meta or our users about the identity, or origin of an audience or the entity that they represent

To evade enforcement under the Community Standards.

Misuse Meta reporting systems to harass, intimidate or silence others.

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21. Memorialization

Memorialisation

Policy details

Policy rationale

When someone passes away, friends and family can request that we memorialise their accounts. Once memorialised,

the word "Remembering" appears above the name on the person's profile so that the account is now a memorial site.

Memorialising accounts helps create a space for remembering loved ones and protects against attempted logins and

fraudulent activity. To respect the choices that someone made while alive, we aim to preserve their account without changes after they've passed away.

On Facebook, we have made it possible for people to identify a legacy contact to look after their account after they pass away. To support the bereaved, in some instances, we may remove or change certain content when the legacy contact or family members request it.

Requests to memorialise Facebook or Instagram accounts that belong to deceased users can be made with the requisite information by:

Facebook friends

Instagram followers

Family members with the correct documentation

For victims of murder and suicide, we will remove the following content on Facebook and Instagram if it appears on the deceased's profile photo, cover photo or among recent timeline posts when requested by a family member of the deceased. We may also remove this content on Facebook when requested by the Facebook legacy contact:

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22. Misinformation

Policy details

Policy rationale

Misinformation is different from other types of speech addressed in our Community Standards because there is no way

to articulate a comprehensive list of what is prohibited. With graphic violence or hateful conduct, for instance, our policies specify the content that we prohibit and even persons who disagree with those policies can follow them. With

misinformation, however, we cannot provide such a line. The world is changing constantly, and what is true one minute

may not be true the next minute. People also have different levels of information about the world around them, and may

believe something is true when it is not. A policy that simply prohibits "misinformation" would not provide useful notice

to the people who use our services and would be unenforceable, as we don't have perfect access to information.

Instead, our policies articulate different categories of misinformation and try to provide clear guidance about how we treat that speech when we see it. For each category, our approach reflects our attempt to balance our values of expression, safety, dignity, authenticity and privacy.

We remove misinformation where it is likely to directly contribute to the risk of imminent physical harm. We also remove

content that is likely to directly contribute to interference with the functioning of political processes. In determining what constitutes misinformation in these categories, we partner with independent experts who possess knowledge and expertise to assess the truth of the content and whether it is likely to directly contribute to the risk of imminent harm. This includes, for instance, partnering with human rights organisations with a presence on the ground in a country

to determine the truth of a rumour about civil conflict.

For all other misinformation, we focus on reducing its prevalence or creating an environment that fosters a productive

dialogue. We know that people often use misinformation in harmless ways, such as to exaggerate a point ("This team

has the worst record in the history of the sport!") or in humour or satire ("My husband just won Husband of the Year.")

They also may share their experience through stories that contain inaccuracies. In some cases, people share deeply held

personal opinions that others consider false or share information that they believe to be true, but others consider incomplete or misleading.

Recognising how common such speech is, we focus on providing users with helpful information when there is potentially misleading or confusing content. As part of that effort, outside of the United States we partner with third-party fact-checking organisations in many parts of the world to review and rate the accuracy of the most viral content on our platforms (see [here](#) and [here](#) for our approach in the United States). Beginning in the United States, the Community Notes programme lets people add more context to Facebook, Instagram and Threads posts that are

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23. Spam

Policy details

Policy rationale

We do not allow content that is designed to deceive, mislead or overwhelm users in order to artificially increase viewership. This content detracts from people's ability to engage authentically on our platforms and can threaten the security, stability and usability of our services. We also seek to prevent abusive tactics, such as spreading deceptive links to draw unsuspecting users in through misleading functionality or code, or impersonating a trusted domain. Online spam is a lucrative industry. Our policies and detection must constantly evolve to keep up with emerging spam

trends and tactics. In taking action to combat spam, we seek to balance raising the costs for its producers and distributors on our platforms, with protecting the vibrant, authentic activity of our community.

We do not allow:

Posting, sharing, engaging with content or creating accounts, groups, Pages, events or other assets, either manually or automatically, at very high frequencies.

We may place restrictions on accounts that are acting at lower frequencies when other indicators of spam (e.g. posting repetitive content) or signals of inauthenticity are present.

Attempting to or successfully selling, buying or exchanging platform assets, such as accounts, groups and Pages.

Attempting to or successfully selling, buying or exchanging site privileges, such as admin or moderator roles, or permission to post in specific spaces.

Attempting to or successfully selling, buying, or exchanging content for something of monetary value, except clearly identified Branded Content, as defined by our Branded Content Policy.

Attempting to or successfully selling, buying or exchanging for engagement, such as likes, shares, views, follows, clicks and use of specific hashtags. This includes:

Offering giveaways (i.e. offering others a chance to win) of cash or cash equivalents in exchange for engagement (e.g. "Anyone that likes my Page will be entered to win USD 500").

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24. Third-party intellectual property infringement

Third-party intellectual propertyinfringement

Policy Details User Experiences

Policy details

Policy Rationale

Meta takes intellectual property rights seriously and is committed to protecting these rights while promoting expression, creativity and innovation in a space built on community trust.

For this reason, we enforce a policy against posting content that violates someone else's intellectual property rights, including copyright, trademark or other legal rights. We publish information about the intellectual property reports we receive in our Intellectual Property Transparency Report.

To report content that you feel may infringe upon your intellectual property rights, please visit our Intellectual Property

Help Centre, visit our Business Protection page or consider applying for access to Brand Rights Protection.

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.

The sale or promotion of counterfeit goods

False affiliation with brand(s)

Any other infringement or violation of intellectual property rights or other proprietary rights

We also remove content that:

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25. Meta Intellectual Property

Using Meta intellectual property and licences

Policy Details User Experiences

Policy details

Policy rationale

Meta dedicates substantial resources to the development, protection and proper usage of its intellectual property. This

policy helps to ensure that Meta's intellectual property is not used unlawfully, without our prior written permission, or in

a manner that is inconsistent with our Brand Resource Centre.

Do not post content that:

Brand usage:

Uses Meta's copyrights or trademarks without Meta's prior written permission or in a manner that is prohibited by the Meta Brand Resource Centre.

Represents any of Meta's brands in a way that makes it the most distinctive or prominent feature of the creative.

Modifies Meta's brand assets in any way, such as by changing the design or colour, or using them in special effects or animation.

Brand endorsement:

Implies, without Meta's prior written permission, an endorsement or partnership of any kind with any of Meta's brands.

Implies, without Meta's prior written permission, an endorsement or support by any of Meta's brands (such as Facebook, Instagram or WhatsApp), technology or programme.

Depicts the user interface of any products in a manner that:

Is an inaccurate depiction of the current appearance, features or functionality of the products.

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26. Additional Protection Minors

Additional protection of minors

Policy Details User Experiences

Policy details

We comply with:

Requests for removal of an underage account.

Government requests for removal of non-sexual child abuse imagery.

Legal guardian requests for removal of attacks on unintentionally famous minors.

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

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested by a user, government, law enforcement or external child safety experts.

See some examples of what enforcement looks like for people on Facebook, such as: what it looks like to report something that you don't think should be on Facebook, to be told that you've violated our Community Standards and to see a warning screen over certain content.

Note: We're always improving, so what you see here may be slightly outdated compared to what we currently

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27. Locally illegal content, products or services

Locally illegal content, products or services

Policy Details User Experiences

Policy details

Policy rationale

When regulators or government entities believe content on our services goes against local law, they may ask us to restrict the content. Non-government entities and members of the public may also send reports alleging that content is

unlawful. We may also receive court orders.

When we receive a report or an order, we first review it against the Community Standards. If we determine that the content goes against our policies, we remove it. If content does not go against our policies, in line with our commitments as a member of the Global Network Initiative and our Corporate Human Rights Policy, we conduct a careful legal review as well as human rights due diligence to determine whether the report is valid.

In cases where we believe that reports are not legally valid, are overly broad or are inconsistent with international human rights standards, we may request clarification or take no action.

Where we do act against user content on the basis of local law rather than our Community Standards, we endeavour to

restrict access to the content only in the jurisdiction where it is alleged to be unlawful and do not impose any other penalties or feature restrictions. We also notify the affected user.

We also publish reports detailing how we assess reports of content violating local law and instances where we restricted access to content in such cases, available [here](#).

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28. User Requests

Policy Details User Experiences

Policy details

Policy rationale

Meta responds to requests for account removal in accordance with applicable law and our Terms of Service. Each and

every request that we receive is carefully reviewed and we may reject or require additional clarification for certain requests.

We comply with requests for removal of:

Accounts when requested by the account owner

Accounts belonging to an incapacitated individual when requested by an authorised representative with proof of authority and medical documentation confirming incapacitation

See some examples of what enforcement looks like for people on Facebook, such as: what it looks like to report something that you don't think should be on Facebook, to be told that you've violated our Community Standards and to see a warning screen over certain content.

Note: We're always improving, so what you see here may be slightly outdated compared to what we currently use.

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