

Facebook's Voting Information Center

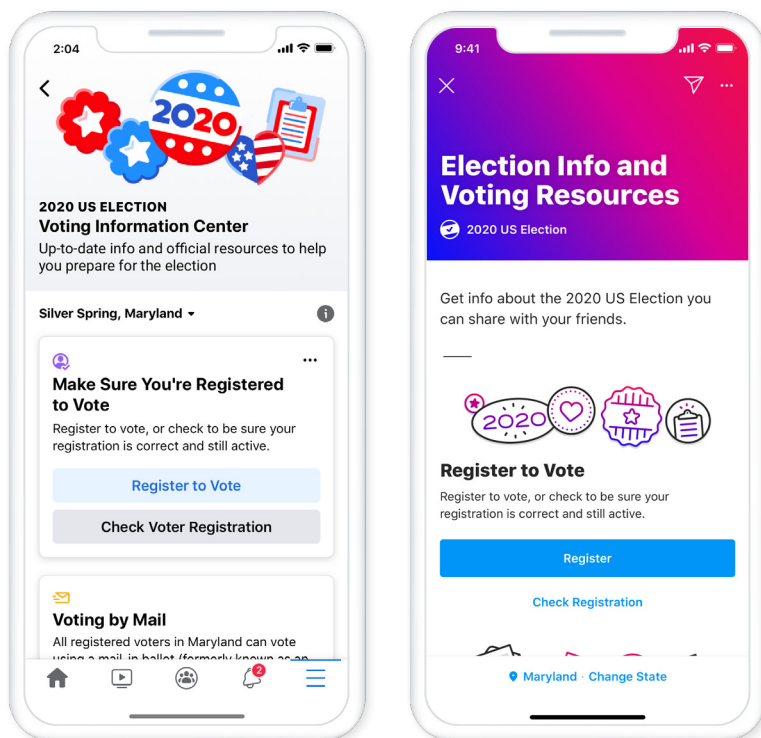
Facebook was built to empower people by giving them a voice—and voting is one of the most powerful ways to make your voice heard. We're building a new Voting Information Center that will give millions of people accurate information about voting, while also giving them the tools they need to register and make their voices heard at the ballot box. **Our goal is to help register four million voters this year using Facebook, Instagram and Messenger, and help them cast their vote.**

The Voting Information Center is a one-stop-shop on Facebook and Instagram where people can get the authoritative information they need to participate in the 2020 elections.

THE VOTING INFORMATION CENTER INCLUDES:

- Information about registering to vote or checking registration status;
- Information about how to vote by mail, including requesting an absentee or mail-in ballot;
- Election alerts from state election authorities about changes to the voting process;
- Facts about voting to help prevent and address confusion about the voting process, and
- Information on how people can sign-up to become poll workers in their state.

The information we highlight in the Voting Information Center will change to reflect the current phase of the election. It will highlight registering to vote ahead of deadlines, how to request a mail or absentee ballot and when to return it, and when to mail it back, the start of early voting, and Election Day.



Interested in learning more, please visit our
Voting Information Center: fb.com/votinginfocenter

FACEBOOK



How Facebook is Helping to Protect the 2020 US Election

As the U.S. presidential campaigns move forward, virtually and online because of the ongoing COVID-19 pandemic, Facebook's elections work remains focused on two important goals: helping more Americans register and vote and fighting misinformation, voter suppression and election interference. As we look toward November, here's what you need to know about Facebook and elections:

Fighting Interference

01

ADDED MORE SECURITY: Tripled the size of our teams working on safety and security since 2016 to include more than 35,000 people.

INCREASED COORDINATION: Work with law enforcement agencies like the FBI and the Department of Homeland Security, and with state officials, civil society groups, and other technology companies.

BOOSTED RAPID RESPONSE CAPABILITY: Our Election Operations Center allows us to quickly respond to late-breaking election threats during every caucus, primary, and the general election.

REMOVING ABUSE: Removed more than 6.5 billion fake accounts in 2019. 99.5% were proactively identified before anyone flagged them.

Combating Misinformation

02

DIRECTING PEOPLE TO VOTING INFORMATION: To fight misinformation and encourage people to vote, we've launched a new Voting Information Center in the US to connect people with information about when to vote and how to vote.

REDUCED BAD ENGAGEMENT: Multiple independent studies show we've cut the engagement with "fake news" by more than half.

COMBATING SUPPRESSION: From March to May 2020, we removed more than 100,000 pieces of Facebook and Instagram content in the US for violating our voter interference policies.

LABELING FALSE CONTENT: Warnings cover content rated false or partially false by one of 9 fact-checkers in the US. From March to May 2020, we displayed warnings on more than 50 million pieces of content on Facebook. Nearly 95% of the time people saw these warning labels, they did not click through to view the original post.

Increasing Transparency

03

REQUIRED STRONGER VERIFICATION: Political advertisers must be authorized and prove they are located within the country where they want to run ads. From March to May 2020, we rejected ad submissions before they could be run about 750,000 times for targeting the US without completing the authorizations process.

PROVIDED EVEN GREATER TRANSPARENCY: Political and issue ads now include who paid for them, where they ran, and information on who the ads reach. We also show more information about the people who are running Facebook Pages. You can now track ad spending for Presidential, US House and US Senate races in the Ad Library. There's also a custom tracker for any political advertiser's spending.

CREATED A FULLY ACCESSIBLE ARCHIVE: Every political and issue ad that runs on Facebook and Instagram is available in a searchable Ad Library for seven years. Over 2 million people visit the Ad Library every month.

PROVIDED USERS MORE CONTROL: We added a feature to allow people to see fewer political ads on Facebook and Instagram. This is accessible directly from any political ad, or through your Ad Preferences tool on Facebook or Instagram's Ad Topic Preferences control.