

News Feed

P U B L I S H E R G U I D E L I N E S

October, 2017



The News Feed Publisher Guidelines are designed to provide an overview of News Feed: how it works, the values it operates by, the policies Facebook enforces, the signals we look for when ranking stories, and the storytelling tools Facebook offers to help your content reach the right audience. We'll go through our content guidelines, quality guidelines, and community standards to aid your efforts to find and engage your audience on News Feed.

We outline actionable strategies and three publisher principles for News Feed with tips, including what to do and not to do to best follow those principles when creating and posting content on Facebook.

For the most updated version of the News Feed Publisher Guidelines, please visit: facebook.com/help/publisher/newsfeedguidelines

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How News Feed Works

If you could look through thousands of stories every day and choose the ones that were most important to you, which would they be? We hope the answer looks like your News Feed. But how do we determine what audiences value on News Feed? We've created a set of News Feed Publisher Principles — three basic, high-level guideposts to keep in mind when sharing content to News Feed.

Our Three Publisher Principles:



PEOPLE ON FACEBOOK VALUE
MEANINGFUL, INFORMATIVE STORIES



PEOPLE ON FACEBOOK VALUE
ACCURATE, AUTHENTIC CONTENT



PEOPLE ON FACEBOOK VALUE
STANDARDS FOR SAFE, RESPECTFUL BEHAVIOR

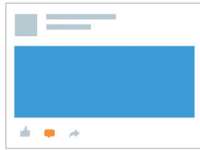
Let's look at how these principles guide News Feed's ranking of the thousands of stories on average that vie for attention each day in a person's feed.



HOW NEWS FEED WORKS

Every time you open Facebook, News Feed goes through a set of four steps to answer the question: Which stories are likely to matter most to your readers?

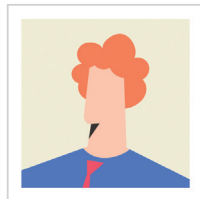
News Feed is an algorithm — meaning, it’s a formula or set of steps for solving a problem. What follows are the four essential steps of the News Feed algorithm:



1. INVENTORY

What stories have been posted by friends and publishers?

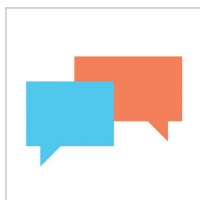
The inventory is a set of stories that are shared by your friends and the Pages you follow. Your News Feed is primarily comprised of the content shared by your connections.



2. SIGNALS

Who posted this story?

For this step, we consider hundreds of thousands of signals, like ‘Who posted this story?’ and ‘When was it posted?’ as well as small details we can discern about the viewing environment, like ‘What time is it?’ ‘How fast is the internet connection?’ etc.



3. PREDICTIONS

How likely are you to comment on this story?

From there, we look at each story and try to evaluate which one we believe is likely to be most meaningful to you as an individual. The algorithm then uses all of those signals to try and predict how likely you are to engage with a post, which is one way we assess whether or not you might find a post to be meaningful. We make predictions like ‘How likely are you to comment on a story?’ ‘How likely are you to spend time reading that story?’ ‘How long do we think you might spend reading that story?’ ‘Would you watch the video through to completion?’ and some qualitative predictions, like, ‘How likely are you to say you find this story informative?’



4. SCORE

Relevancy Score

Then we use all of the consolidated signals to develop a relevancy score — a number that represents how interested we think users will be in that story.

Let's say someone likes a local news publisher's Page, and that Page just posted an article. We look at a number of different signals, like who posted it (one of the Pages you interact with most), other engagement on the story (this one has a lot of reactions), and hundreds of thousands of other things. Then we take all of this information and make some predictions, calculate some probabilities.

EXAMPLES OF WHAT WE PREDICT:



Likelihood to **click**



Likelihood to **spend time** with this story



Likelihood to **like, comment, and share**



Likelihood you'll find this **informative**



Likelihood this is **clickbait**



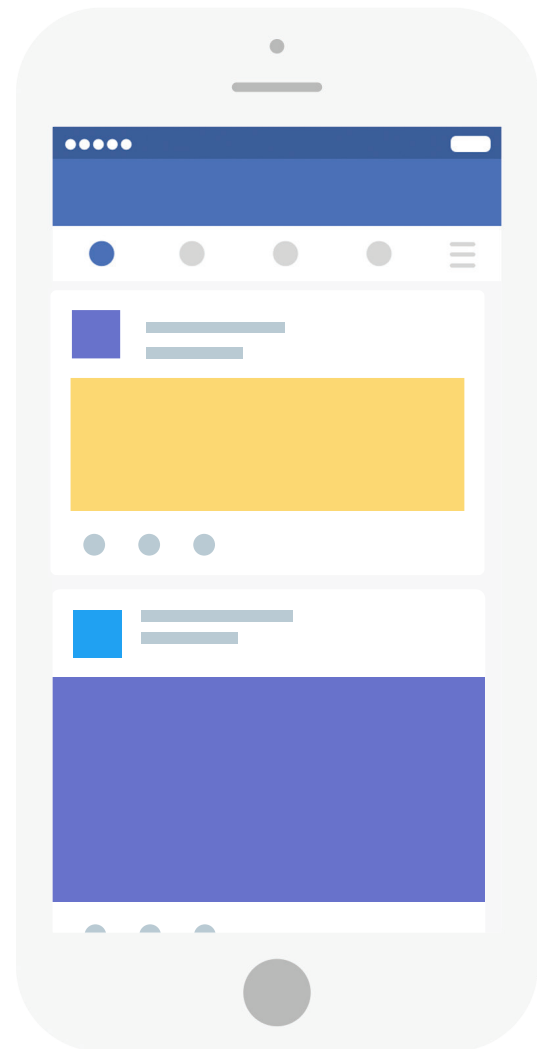
Likelihood this links to a **low-quality web page**

We add these predictions up into a Relevancy Score, which is our best guess at how meaningful you will find this story.

We do this for every story, for all of your connections, every time you open up News Feed. We go through the process over and over again and come up with our best guess for how interested we think you might be in each one. Then, we order these stories by the scores.

And this is fundamentally how News Feed works today.

Now, let's look closer at the Publisher Principles and some of our actionable suggestions for effective News Feed publishing strategies.





Publisher Principle 1

People on Facebook Value Content That's Meaningful and Informative

The goal of News Feed is to connect people to the stories they care about most. For publishers, this means creating content that's meaningful or informative. People expect the stories in their feed to be meaningful to them — and we have learned over time that people tend to value stories that they consider informative. We are not in the business of picking which issues the world should read about, but we are in the business of connecting people with the stories they find most meaningful. Publishers should ideally focus on what they do best; making the important and meaningful stories interesting to their audience.



PUBLISHER PRINCIPLE 1

I. Focus on understanding the audiences you want to reach so you can create content meaningful and informative to them.

When ranking News Feed based on how meaningful each story might be to each person, we look at many personal signals, such as how close someone is to the person or Page posting, stories they'd want to talk about and share among friends and family, and videos they'd spend time watching. We also look at more universal signals like the overall engagement (likes, comments, shares) of the post.

TIPS

To better understand your audience:



Utilize Facebook insights features to see what content is resonating with your fans on the platform.

- **Page Insights.** Check out metrics such as total Page views, post engagements, and Page likes over time. Look at audience data to see who your audience is and where they're from. And drill into post-level data to see which posts resonated with your audience.
- **Video Insights.** Discover how long people are watching your videos, who your top audience is for each video, how many unique viewers you had, and where your audience is from.

Insert the Facebook Pixel to track activity. The Facebook Pixel is a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for insights or Facebook ad campaigns. The pixel Base Code tracks activity on your website, providing a baseline for measuring or creating simple rules-based audiences. Beyond tracking basic website visits, there are likely important actions that your audience may take on your website that could be helpful for tracking or retargeting an audience. Use Pixel to track important activity such as reading an article, watching video content, or purchasing a subscription.

Consider using CrowdTangle to see what content is resonating across Facebook to help inform your social and digital strategy. Follow these best practices for publishers to make the most out of the product:

- **Track who is sharing your content using Search and Link Checker.** Set up saved searches around your domain and use Link Checker (or Chrome Extension) to see who is posting your content on a regular basis.
- **Build lists of your competitors.** Set up viral alerts to get notified about particularly large stories, but also daily and/or weekly digests to see what other people in your space are doing and what's working. As an option, use CrowdTangle's Intelligence feature to see the highs and lows of your Page, and how your Page stacks up against competitors' over any timeframe.
- **Use keywords (and lists) to funnel story ideas to your writers.** Set up some combination of daily emails, rolling digests throughout the day, and/or viral alerts based on both lists and keywords to both (1) keep your writers and editors up-to-date on the biggest social stories and (2) uncover great content coming from small and unknown sources.
- **During large events or major ongoing news stories, use Live Displays to track what's happening in real-time.** Pop in a Leaderboard to see who's winning the day among your industry peers, and use the post streams to help track everything in one place and figure out what the biggest social moments are.
- **Improve the framing you use when you post a story to social.** Before you post a story to Facebook, you can use the keyword search to see how similar stories are doing on social and what headlines, images, angles, etc. are working the best to help you shape the approach you take.

- **Track what celebrities, athletes, business leaders, politicians, and other influencers are doing on social.** Set up your own lists (or optionally use some of CrowdTangle's ready-made lists in Explore) to stay up-to-date with what influencers are posting on social in a particular industry.
- **Set up viral alerts for your own social accounts.** Use these to keep track of when a story is doing really well across your own accounts. That will help you decide if you want to put money behind it, push a credible story on other social accounts, repost at a later date, do a follow-up story, etc.
- **Set up digests of your own accounts that go out to your social editors.** Use either daily or weekly digests to share what stories worked the best among your Pages, who had the most successful Tweets from the last week, who gained the most followers, etc. Use it as a way to share best practices, gamify social across your verticals, etc.
- **Use search filters to keep track of syndication partnerships.** Set up a daily or weekly digest of your partner referrals and use the dashboard to find their best stories to post to your feeds (and vice versa).
- **Download historical data about any Facebook Page.** Exports provide every post by a particular brand going back as far as you want and includes post text, link text, link description, type of post, engagement metrics (ex. likes, comments, shares), shortened URL, and the permalink.



Copy your competitor's strategy. Every audience is different. Use your own insights as your guide to create a posting strategy your fans will respond to.

PUBLISHER PRINCIPLE 1

II. Create content that your audience will find interesting and meaningful.

One of our News Feed values is that your feed should be informative, because people value stories that they consider informative. Something that one person finds informative or interesting may be different from what another person finds informative or interesting — this could be a post about a current event, a story about a celebrity, a piece of local news, or a recipe. We're always working to better understand what is informative to each person, so those stories appear higher in their feed.

TIPS

To create more interesting and meaningful content:



Use diverse storytelling tools to tell your stories. Audiences are on News Feed, so we build our tools to try and give them the best experience on the platform. Tools such as Instant Articles, Facebook Live, video, 360, photos, and more can help you deliver your stories to a Facebook audience. Trying out all of our tools and seeing what your audience responds to will help you figure out what form of content your audience finds the most engaging.

Follow some of our best practices for engaging audiences when publishing Instant Articles:

- **Insert call-to-action (CTA) units to drive e-mail newsletter signups, app installs, and Page likes.** You can add call-to-action units to your Instant Articles to help create deeper direct relationships with your most loyal readers on Facebook. These units appear inline in your Instant Articles and feature the same native speed and responsiveness readers enjoy among all Instant Articles.
- **Use high-resolution media.** Even the most high-definition images and videos load nearly instantaneously in Instant Articles. The impact of rich media on mobile devices is immediate, and there's arguably no downside.
- **Create more than one style template.** If your publication uses different graphic identities for different types of content, you can easily preserve each distinctive look in Instant Articles using an updated style editor. A single Facebook Page may have distinct Instant Article templates for dedicated sections (sports, politics, lifestyle), branded content, subsidiary brands, and more.

Have a plan for what to do before, during, and after going live:

BEFORE YOU GO LIVE

- **Use Scheduled Live to tell fans when you're broadcasting ahead of time.** Build anticipation by letting your audience know when you'll be going live with a written post. Broadcasters can now schedule a live video in advance through the Live API, providing the option for potential viewers to opt in to be notified ("Get Reminder") when the Live broadcast starts. Now you can help make sure that the audience that wants to see your live video doesn't miss a live broadcast.
- **Go live when you have a strong connection.** Check to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you might consider other connectivity options, like data or LTE. If you have a weak signal, the 'Go Live' button will be grayed out.
- **Write a catchy description before going live.** A great description will capture people's attention and help them understand what your broadcast is about.
- **Interact with your audience.** Ask your audience to submit questions via the comments section so you have a pipeline of topics to discuss during your broadcast. If you want to discuss other topics, come up with questions on your own before your broadcast to keep the conversation flowing. This is also a great way to engage with your audience before your interview begins.

DURING YOUR BROADCAST

- **Give people time to join.** Many viewers tune in during the first couple of minutes of a broadcast. While you're waiting for the audience to grow, we recommend using this time to introduce who is on the broadcast, welcome the early viewers, and go over what you plan to do.
- **Invite a friend to go live with you.** You can now invite another person into your Facebook Live broadcast, allowing you to share the screen and engage your audiences in a new way. Amplify your

content and help new people discover you. When you add a guest to your live video, some of their followers may be notified as well.

- **Ask related Pages to share the video.** Shares help connect your video with a broader audience. Ask other Pages (your organization's official Pages, fellow journalist Pages) to share the video once live.
- **Interact with viewers.** The power of Facebook Live is the real-time interaction. You're likely to have a more successful broadcast if you let viewers participate by asking questions. Remind your viewers that they can submit questions as comments, and try mentioning viewers' names when responding to their comments or questions.
- **Manage the conversation with pinned comments.** Similar to how you can pin a post on your Page, you can pin a comment to the bottom of your video, making it even easier to manage engagement while interacting with your community. While there isn't a limit to the number of comments you can pin during a broadcast, keep in mind that you can pin only one comment at a time. When you pin a new comment, it'll automatically replace the existing pinned comment.
- **Broadcast for longer periods of time to reach more people.** The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. We recommend that you go live for at least 10 minutes, although you can stay live for up to four hours at a time.
- **Signal the end of your broadcast.** Don't leave people hanging or end a broadcast abruptly; instead, use a closing line to let people know that you're done. If you know when you will broadcast with Facebook Live next, mention that and encourage people to tune in next time.

AFTER YOUR BROADCAST

- **Save the video.** Once you end your broadcast, you'll have the option to delete the video or publish it to your Page or profile. Once you publish the video, you can delete it at any time, but we recommend keeping the video up so people who weren't able to watch it live can access it later. Viewers can share the broadcast, which can help increase overall viewership.

- **Update the description.** It is helpful to provide a detailed description of your broadcast; you can edit the description after you go live.

Follow some of our best practices for creating and sharing video to News Feed:

- **Make your video's first few seconds count.** While many people are watching videos on our platforms, keep in mind that there are also a lot of videos competing for their attention. This means you need to make the first few seconds of your video engaging enough that people will want to continue watching. So, before you post a video, see whether you need to edit the intro in particular so it draws people in.
- **Crosspost your videos.** Help give your videos the widest exposure by easily reposting them to other pages you own or manage without having to upload the video each time.
- **Tag people, places, events.** Tagging your posts, videos, and photos with the names of people, places, and events may help make your content more easily discoverable.
- **Utilize text, graphics, and clever editing to make visuals pop.** Creating a distinctive visual identity goes a long way. In addition to the video footage itself, clever uses of available text, graphics, and editing options can help set you apart from the crowd.
- **Use closed-captioning.** Most video watch time is with sound on, but for users with the sound off, consider using closed-captioning. If you don't have your own captioning files, Facebook offers auto-generated captions that are localized for different languages, helping you to expand your reach globally. You can turn these captions on in your Page's Publishing Tools.

Know how to engage audiences using 360 degree video:

- **Save 360 for interactive, exploratory video experiences.** We've seen that the most engaging 360 videos are those that lead viewers through a rich, vibrant environment and make liberal use

of angles to tell the full story. If you think the video story you're trying to tell isn't better and more engaging in 360, reconsider whether 360 is the right fit for this particular video.

- **Put content first.** Engage your audience right away by taking them straight into the scene when the video starts.
- **Use narration or an on-camera host.** Successful 360 videos often include audio narration to provide context for a scene. Whether your narration comes from a person who actually appears in the video, is simply a voiceover, or utilizes spatial audio, this form of audio storytelling can help you engage viewers, direct them through the scene, and highlight key moments.
- **Use 360 Audio.** 360 videos that include 360 spatial audio can add ambience to a scene while providing context and a more immersive experience for the viewer.
- **Use Guide to strike a balance between leading the viewer and giving freedom.** We introduced Guide in our 360 Publisher Tools, which allows you to add points of interest within your video to direct audiences to the best parts. Guide helps make sure your audience won't miss a moment, while also allowing them to leave and explore the environment as they wish.
- **Think about the timing of transitions.** Make sure your audience has enough time in each frame to explore freely and immerse themselves within a scene before you moving on to the next. We recommend spending at least 9-10 seconds in each scene.
- **Include elements of discovery and surprise.** Delight your audience by giving them something to discover when exploring your video, or lead them to something that surprises them. Engaging 360 videos reward audiences by letting them actively explore the video.
- **Use text to augment your video.** Add concise, impactful text to 360 videos. Whether geographic labels to help viewers orient themselves or narrative phrases to help them follow along, augmenting with text can help focus your audience's attention on key elements of your story.

III. Optimize your mobile web experience.

It's likely that a significant amount of traffic comes to your site from the mobile web. Because of this, we recommend that publishers consider optimizing the speed of their mobile web sites. We know it's frustrating for viewers to click on a link that leads to a slow-loading webpage. In fact, even more broadly on the Internet, it's generally understood that when people have to wait too long for a site to load they abandon what they were clicking on all together. As many as 40 percent of website visitors abandon a site that takes more than three seconds to load.¹ We added a signal to News Feed to show people more stories that will load quickly on mobile and fewer stories that might take longer to load.

¹ Aberdeen Group, *"The Very Real Cost of Bad Website Performance,"* August 2016

TIPS

To better optimize your web experience:



Evaluate and get suggested improvements for mobile site performance. A few tools that can help:

- **Page Speed:** An open source Firefox/Firebug add-on that evaluates the performance of web pages and gives suggestions for improvement.
- **YSlow:** A free tool from Yahoo! that suggests ways to improve website speed.
- **WebPagetest:** Shows a waterfall view of your pages' load performance plus an optimization checklist.
- **PageSpeed Insights:** A free tool from Google that analyzes the content of a web page, then generates suggestions to make that page faster.
- **Dotcom-monitor:** Offers 23 different locations and seven different browsers in which you can run your website speed test.

Increase the speed of your mobile site. A few tips to follow:

- Minimize landing page redirects, plugins, and link shorteners.
- Compress files to decrease mobile rendering time.
- Improve server response time by utilizing multi-region hosting.
- Remove render-blocking javascript.
- Use a high-quality content delivery network to reach your audience quickly.
- Remove redundant data that does not impact how the page is processed by the browser.
- Optimize images to reduce file size without diminishing visual quality.
- Reduce the size of above the fold content to prioritize visual content.
- Use asynchronous scripts to streamline page render time.
- Dynamically adjust the content for slower connections/devices.

IV. Follow these general News Feed posting tips.

Post frequently.

News Feed tries to show people the stories that will be the most meaningful to them. By posting high-quality content that doesn't violate our guidelines, and posting it frequently, you will increase the chance that our algorithms match your content to an audience that finds it meaningful. News Feed uses a variety of diversity rules to prevent people from seeing too many stories from a given publisher. That means you don't need to worry about spamming your fans or followers provided that the content you post is new and high quality.

Make your posts timely.

Make your mark while the story is topical; unless you're doing an exposé or investigative piece, don't wait too long to post on a trending topic.

Build credibility, relevance, and trust with your audience.

Ask yourself, "Would people share my story with their friends or recommend it to others?"

Don't look for a silver bullet when posting to News Feed.

Publishers succeed in many different ways and with vastly different posting strategies. There's no single right time to post, number of posts, or type of post that will work across all publishers. It's about creating great content you think your audience will find interesting.



Publisher Principle 2

People on Facebook Value Accurate, Authentic Content

People want to see reliable and credible information on Facebook, and so do we. People tell us that authentic stories are the ones that resonate most. We work hard to understand what type of posts people consider genuine so that we can rank them higher in News Feed. And we work to understand what kinds of stories people find misleading, sensational, and spammy, to make sure people see those less. [Publishers should focus on posting accurate, authentic content.](#)



PUBLISHER PRINCIPLE 2

I. Do not post links that are considered clickbait.

Pages should not deliberately try and game News Feed to get more distribution than they honestly would. One of our News Feed values is authentic communication. We've heard from our community that authentic stories are the ones that resonate most — those that people consider genuine and not misleading, sensational, or spammy. “Click-baiting” is when a publisher posts a link with a headline that encourages people to click to see more, without telling them much information about what they will see.

We've added universal signals to determine whether a post might be authentic. To do this, we categorized Pages to identify whether or not they were posting spam or trying to game feed by doing things like asking for likes, comments, or shares. Links posted from or shared from Pages or domains that consistently post clickbait headlines will appear lower in News Feed. News Feed will continue to learn over time — if a Page stops posting clickbait headlines, their posts will stop being impacted by this form of ranking.

TIPS

To help avoid having your posts labeled as clickbait:



Post headlines that set appropriate expectations. “21 Funny Reactions to Last Night’s Presidential Debates” accurately describes the story someone is about to read.

Use text prompts and calls-to-action. Instead of relying on missing information to drive click-through, try using text prompts and calls-to-action in your posts to encourage engagement. Consider how accurate and informative the headline is before sharing the article to your audience so people can decide how they want to spend their time with your post.

Share articles with accurate headlines. Instead of relying on misleading headlines to intrigue the reader, share articles with accurate headlines that don’t exaggerate or sensationalize the topic and add your own voice to help drive genuine conversation around the content.



Withhold information in a headline. For example, the headline “You’ll Never Believe Who Tripped and Fell on the Red Carpet...” withholds information required to understand the article (What happened? Who tripped?).

Exaggerate or sensationalize content in a headline and mislead readers. For example, the headline “Apples Are Actually Bad For You?!” misleads the reader (apples may only be bad for you if you eat too many every day).

PUBLISHER PRINCIPLE 2

II. Do not post links to low-quality web page experiences.

We hear from our community that they're disappointed when they click on a link that leads to a web page containing little substantive content, or instead contains disruptive, shocking, or malicious ads. People expect their experience after clicking on a post to be straightforward. If we determine that a post might link to these types of low-quality web pages, it may show up lower in people's feeds. This way we can help ensure people see fewer misleading posts and more informative posts. This helps to reduce the economic incentives of financially-motivated spammers.

TIPS

To avoid being labeled a low-quality web page:



- Link to landing pages that include substantive, original content that is relevant to your post.
- Minimize text that blocks or prevents people from viewing the original text on your landing page.



- Feature sexually suggestive or shocking content on your landing page.
- Display malicious or deceptive content on your landing page.
- Have a high ratio of ads relative to content on your landing page.
- Use pop-up ads, interstitial ads, or other ad formats that disrupt the user experience on your landing page.
- Use images that are excessively cropped or require people to click to view the full image.

III. Do not post misleading content.

False news is harmful to our community, it makes the world less informed, and it erodes trust. At Facebook, we're working to fight the spread of false news in three key areas: disrupting economic incentives because a lot of false news is financially motivated; building new products to curb the spread of false news; and helping people make more informed decisions when they encounter false news.

When it comes to fighting false news, one of the most effective approaches is removing the economic incentives for traffickers of misinformation. These spammers make money by masquerading as legitimate news publishers and posting hoaxes that get people to visit their sites, which are often mostly ads. So we're working to make it as difficult as possible for those posting false news to buy ads on our platform through strict enforcement of our policies, applying machine learning to assist our response teams in detecting fraud and enforcing our policies against inauthentic spam accounts, and updating our detection of fake accounts on Facebook, which makes spamming at scale much harder.

We've also made it easier to report false news, improved our ranking to better determine false news, and invested in work with outside partners on helping readers make more informed decisions.

TIPS

To avoid being flagged as misleading:



Post authentic stories built on quality sources and verifiable facts. Publishers are rewarded for posting credible content on News Feed. Being able to back up your well-researched, fact-based, and reliably sourced journalism means you have a better chance of reaching your audience on Facebook.

Flag stories that are inaccurate. Click the upper right hand corner of a post to flag a story as disputed. Stories that are flagged as disputed by our community or deemed false by third party fact checkers might then show up lower in your feed. The earlier we can detect it, the earlier we can stop it from spreading.



Post or share unverified information. Know your sources and don't share content that isn't based in fact. Being flagged as an outlet that shares false news can make you ineligible to boost posts and your reach may be limited.

PUBLISHER PRINCIPLE 2

IV. Do not mislead users through deceptive actions such as cloaking, nonexistent functionality, impersonation, or false polls.

Deceiving readers into clicking or reacting to content in any way erodes trust and leads to a poor experience. For that reason, Pages that are found to be engaging in any sort of deception with their content, may appear lower in News Feed. “Cloaking,” for example, is where a publisher may suggest the content will go one place, but when clicked, re-directs to somewhere unrelated. To combat this, we’ve made it so non-publisher Pages will no longer be able to overwrite link metadata (i.e. headline, description, image) in the Graph API or in Page composer. This will help us eliminate a channel that has been abused to post false news.

TIPS

To avoid deceiving users:



Create an image with a fake play button, notification jewel, or checkbox. Anything that deceives a user into clicking may be considered clickbait.

Misrepresent content by modifying link previews. Non-publisher Pages will no longer be able to overwrite link metadata (i.e. headline, description, image) in the Graph API or in Page composer. We've introduced a tab in Page Publishing Tools for publishers to indicate link ownership and continue editing how their own links appear on Facebook. For more information please visit our Help Center. Impacted Pages can still program and preview how their link attachments will appear on Facebook using Open Graph tags and our Sharing Debugger.

Impersonate other Pages or publishers. We remove any profiles that impersonate other Pages or publishers.

Create polls that encourage deceptive liking and reactions. Don't use the Live API to publish only images (ex: don't publish static, animated, or looping images), or to live-stream polls associated with unmoving or ambient broadcasts.

PUBLISHER PRINCIPLE 2

V. Protect your content and don't post content that you don't have rights to share.

Facebook is a place for you to share and post things that matter to your audience. However, before sharing content on Facebook, please be sure you have the right to do so. The Facebook Statement of Rights and Responsibilities does not allow posting content that violates someone else's intellectual property rights, including copyright and trademark.

TIPS

To protect your content and avoid getting your post taken down for intellectual property infringement:



Use **Rights Manger** to protect intellectual property you own. Rights Manager is for publishers that want to protect content they publish on Facebook. With Rights Manager you can:

- Upload and maintain a reference library of video content you wish to monitor and protect, including live video streams.
- Specify permitted uses of each video by approving Pages and Profiles, and setting match rules.
- Automatically act on content matches, including blocking the content from appearing publicly.
- Report potentially infringing content to Facebook for takedown.

Ask yourself the following questions before posting:

- Did I create all of the content myself?
- Do I have permission to use all content I didn't create that's included in my post?
- Does my use of the content I didn't create fall within an exception to copyright infringement?
- Is the content protected by intellectual property rights (for example, is it a short phrase, idea, or public domain work)?



Share content that you don't own or have the rights to share.

You can only post content to Facebook if it doesn't violate the intellectual property rights of another party. The best way to help make sure that the content you post to Facebook doesn't violate copyright law is to only post content that you've created yourself. You might also be able to use someone else's content on Facebook if you've gotten permission (for example, a license) from the owner of that content, or if you know that your use is covered by fair use or some other lawful exception to copyright.





Publisher Principle 3

People on Facebook Value Standards for Safe, Respectful Behavior

Every day people come to Facebook to connect and share. The conversations that happen on Facebook reflect the diversity of our community.

In order to create a safe and respectful environment on Facebook, we've developed a set of global Community Standards that explain what type of content is and isn't allowed on the service. Our Standards cover everything from nudity to bullying to graphic content.

Sometimes we will allow content if it is newsworthy, significant or important to the public interest — even if it might otherwise violate our standards. Because of the diversity of our global community, please also keep in mind that something that may be disagreeable or disturbing to you may not violate our Community Standards.

Publishers should follow our Community Standards. For the most updated version please visit: facebook.com/communitystandards



PUBLISHER PRINCIPLE 3

I. Do not post content that contains inappropriate nudity and/or sexual activity.

People sometimes share content containing nudity for reasons like awareness campaigns or artistic projects. We restrict the display of nudity and sexual activity because some audiences within our global community may be sensitive to this type of content — particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our teams' execution of our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards thoughtfully.

PUBLISHER PRINCIPLE 3

II. Do not post or share content that encourages direct violence or criminality.

We remove content, disable accounts, and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety.

PUBLISHER PRINCIPLE 3

III. Do not post content that encourages bullying or harassment.

We do not tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them. We define private individuals as people who have neither sought, nor gained news attention or the interest of the public by way of their actions or public profession.

PUBLISHER PRINCIPLE 3

IV. Do not post hate speech.

Facebook removes hate speech. We know that many publishers use Facebook to challenge ideas, institutions, and practices. Such discussion can promote debate and greater understanding. Sometimes publishers share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect publishers to clearly indicate their purpose, which helps us better understand why they shared that content. We also allow humor, satire, or social commentary related to these topics.

Hate speech includes content that directly attacks people based on their race, ethnicity, national origin, religious affiliation, sexual orientation, sex, gender, or gender identity, or serious disabilities or diseases.

PUBLISHER PRINCIPLE 3

V. Do not post gratuitous violence and graphic content.

Facebook has long been a place where people share their experiences and raise awareness about important issues. Sometimes, those experiences and issues involve violence and graphic images that are of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, they are condemning it or raising awareness about it. When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content.

PUBLISHER PRINCIPLE 3

VI. Do not encourage self-injury.

We do not allow the promotion of self-injury or suicide. We work with organizations around the world to provide resources and support for people in distress. People can, however, share information about self-injury and suicide that does not promote these subjects.

VII. For journalists, know how to keep your accounts safe.

Journalists are using Facebook in innovative ways to do their jobs, tell stories, and connect directly with people. We want to make sure their information and accounts are secure so that they can stay safe online and protect their sources. Follow some of our tips below:

TIPS

Safety for journalists. Learn how to stay safe and not let others access your account:



Protect your password. Your Facebook password should be unique, safeguarded, and never shared with anyone or anywhere. Key information to avoid when creating passwords includes anything that's personally identifiable, like your name, phone number, birthdate and mailing address. One tip is to use a password manager that will save your passwords securely, as well as generate strong passwords for all of your accounts.

Get alerts about unrecognized devices. Use login alerts to get notifications when someone attempts to get access to your account from a new or unrecognized device. Turn on alerts about unrecognized logins by visiting the Security and Login section, under Settings. When alerts are turned on, you'll receive an email or notification any time someone logs into your account from an unrecognized device or browser.

Turn on two-factor authentication. Two-factor authentication is an extra layer of security for your account. This can be found in the Security and Login section under Settings. When you turn on two-factor authentication, you'll be asked to enter a special security code each time you try to access your Facebook account from a new computer, phone, or browser we don't recognize.

Use Security Checkup to increase your account's security. You can: 1) view which browsers and apps you've used to log into Facebook in the past, but haven't used in over a month. You can quickly remove access from any you don't need anymore. 2) Turn on alerts for when your account is logged into from an unrecognized device or browser. 3) Get tips on how to strengthen your password and how often to change it.

Use Privacy Checkup to make sure only the people you trust can see your information and posts, because sometimes you want to share publicly, and sometimes only with friends. You can review who can see your posts and information from your profile, like your phone number and email address. It also shows you your settings for apps that you've logged into

using Facebook. You can use Privacy Checkup to review and adjust your privacy settings to help make sure that you are sharing your stories with the people you want to see them.

Manage your presence on your profile:

- **Use the Audience Selector tool to manage who can see your posts.** You can choose to share with everyone, just your friends or even a customized audience. When you create a customized audience, you can selectively share with specific people.
- **Control how others engage with what you post by updating Settings in the Timeline and Tagging tab.** You can approve or dismiss tags that friends add to your posts. Once you approve a tag, the person tagged and their friends may see your post. Tag review can be found in Settings under “Timeline and Tagging.”
- **Use Timeline review to decide whether posts you’re tagged in appear on your Timeline.** When people you’re not friends with tag you in a post, they automatically go to Timeline review. If you’d also like to review tags by friends, you can turn on Timeline review for tags from anyone. Timeline review can be found in Settings under “Timeline and Tagging.”
- **Manage how your profile appears to other people by using the “View As” tool.** Simply go to your profile, click the three dots setting drop-down menu, click “View As” and see what your profile looks like to the public or to a specific person.

Manage your presence on your Page:

- **Select and assign the right admin roles to help you manage your Page without compromising passwords.** Each person will log into their own personal account and work on the Page from there. It's important to assign Page roles accordingly because not everyone needs to have complete admin control over a Page; some people only need editorial or advertiser responsibilities.
- **Ensure Page admins use real accounts and have two-factor authentication turned on so they don't lose access to their accounts.** Facebook removes fake and impersonating accounts when we become aware of them.
- **Use Page moderation and filter tools, which are found under Page settings, to proactively moderate comments and posts by visitors.** These tools will also block words and turn on the profanity filter for your Page. Don't forget to filter different variations of banned words. You can add periods or spaces in between and hashtags. For example, to filter out the word "gun," also include "g.u.n.," "#gun," and "g u n." While you can't disable comments on your Page's posts, you can hide or delete individual comments. When you hide a comment, the person who posted it will not know that it was hidden.
- **You can choose to ban people who continually publish spam on your Page.** You can remove the ban at any time. When you ban someone from your Page, they'll still be able

to share content from your Page to other places on Facebook, but they'll no longer be able to publish to your Page, like or comment on your Page's posts, message your Page, or like your Page.

- **If you want someone in a different location to broadcast live from your Facebook Page, consider giving them the “Live Contributor” role.** This will give them the ability to go Live, but will limit access to other features on your Page.
- **Delete any comments you wish.** Facebook also allows you to delete any comments you wish to remove from your profile or Page, whether or not they're against our community standards.

Control your location in posts. Facebook gives you the option to include a location in your posts. Facebook does not share location by default, but it's always a good idea to update or turn off your phone's location services before posting from sensitive areas. You can update your location settings on your Android or iOS device.

Protect your communication with sources:

- **Use messaging services like WhatsApp and Facebook Messenger for private communications with sources.** WhatsApp offers end-to-end encryption by default for every message you send and call you make. When end-to-end encrypted, your messages and calls are secured so only you and the person you're communicating with can access

them, and nobody in between, not even WhatsApp. For added protection, every message you send has its own unique lock and key. All of this happens automatically: there's no need to turn on settings or set up special secret chats to secure your messages. You can also show security notifications to receive notifications when a contact's security code has changed. You can send messages with end-to-end encryption within Messenger using your iOS or Android device. These 'secret conversations' are intended just for you and the other person. In Messenger, start a new conversation and tap either the switch with the padlock on Android or the word 'Secret' on iPhone to start a secret conversation with someone. Remember, you will need to follow these steps for each conversation partner.

- **Use Facebook with the Tor browser to help conceal your IP address so Facebook, advertisers, local phone networks, and ISPs won't see where you're logging in from.** This further protects the security of your location and connection to Facebook. Access Facebook using the Tor browser at facebookcorewwwi.onion. Facebook also provides support for Tor on Android through the Orbot proxy app, which you can download from Google Play.

Block harassment. When you block someone they will no longer be able to do things such as tag you, see things you post on your Timeline, or search for you on Facebook. If you are friends, blocking will also unfriend them. People will not be notified when you block them.

Report abusive content and impersonation. The best way to report abusive content, spam, or impersonation on Facebook is by using the “Report” link that appears near the content itself. We will review the report and take appropriate action. Contact law enforcement if you feel threatened. To report harassment to law enforcement, take screen shots and copy URL links of any unwanted attention **before** blocking the harasser. After blocking someone, their prior engagement with you will no longer be visible.

Know what to do if you're hacked. If you think your account has been hacked or taken over, you'll want to secure it as soon as possible. Having two-factor authentication enabled will help to prevent this. If you can log into your account, we recommend changing your password. Check the contact information stored on your account to make sure it is correct and has not been altered. If you can't get into your account, we can help you secure your account by requiring you to change your password and review recent login activity. Or you can visit facebook.com/hacked.

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