



Mark, Do Better.

Investment now protects your bottom line and your reputation later.

MEJO 490 Scenario 2

The Problem

Meta's current election principals have good foundations, our concern is that elections create situations where speed, reach, and consistency matter more. Meta's current approach leaves gaps in those areas.

We recommend targeted additional safeguards during election periods, like the upcoming midterms.

REVIEW OF EXISTING POLICIES

Things we like #KEEP
Free expression as a core value
Clear rules against incitement and violence
The most severe violations are the highest priority for enforcement
Election information partnerships to direct users to voting information
Community Notes gives users additional context
Appeals / Oversight Board



REVIEW OF EXISTING POLICIES

**What we think needs
reconsideration #CHANGE**

Handling Election Misinformation

VIP / high-profile accounts

Newsworthiness exemption

Cross Platform Consistency



The Tradeoff

Free Expression vs. Preventable Harm

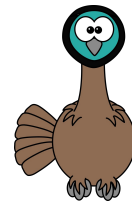
Meta should not decide which political beliefs are acceptable

BUT we do have a responsibility when platform design may allow for...

- False voting information to spread rapidly
- Threats or violent incident to scale
- Powerful users to *both* receive threats/harassment *and* use their reach/influence to create or promote harm

Recommendations for Change

Election Moderation Unit (EMU) (6 months pre - 2 months post)



Staff

Meta trust and safety staff

Policy staff

Election law experts

Political scientists

Election researchers

Responsibilities

Fast review of election content

Escalated review of high reach accounts (more later)

- INTERNAL: Monitor “high risk” groups and “vulnerable” populations

A more human-centric AI/deepfake review

Rapid response to threats and incitement (faster than community notes)

Coordination with reliable information sources

How to treat VIP Users: Higher Protection, Higher Scrutiny

Who Qualifies?

- All Candidates | Elected Officials | Major Political Influencers / High Reach Accounts

Higher Protection

- Inboxes and comment sections would be more closely monitored for credible threats, harassment, or abuse. NOT criticism or disagreement.

Higher Scrutiny

- Since their content reaches more people, on average, it will get expedited review by the EMU

“NEWSWORTHINESS” EXEMPTION :

Current Policy:

- Meta currently uses the newsworthiness exception to allow content that violates their policies to stand. Currently, how this policy is used is extremely vague, Meta must be transparent and strict about the policies use during election times.

During election cycle:

- When content that violates Community Standards is centered around elections, the content itself cannot stay up with the newsworthiness exception, but posts about the content that provide context and explain the dangerousness or falseness of the content are allowed.

This is applied uniformly to both VIP and normal users.

The “newsworthiness” can exist in the removal of the post itself.

CROSS-PLATFORM RECOMMENDATIONS

The way we see it, Whatsapp is not the biggest threat to trust in US elections. While the policy there looks good and has proven effective, it is time to take a stronger stance on Instagram and Facebook.

- Meta platforms replaced third-party fact checking with Community Notes. We suggest bringing back [IFCN fact-checking organizations](#) during election season.
 - Community Notes are good but they are not enough to efficiently fact check and fully contextualize content at the speed needed during election cycles.

Additionally, we propose A META funded benchmark report showing election-integrity for all platforms.

- Linking this to *all* relevant election content.
- The information included will be decided upon by third party experts, namely those involved with EMU.

WHAT WOULD WE DO?

Claims of a disrupted election?

- Defer to the expertise of the EMU, and adhere to established Community Standards regarding unverified information.

Political violence?

- Remain steadfast to Meta's incitement/violent speech Community Standards
- Remove posts that incite violence or evoke threats
- IF something unfortunately happens, we feel that our proposed policies and initiatives will aid in legal and public defense.

Constitutional Crisis?

- Release a statement that Meta is loyal to democracy and the United States Constitution, not a politician or party. In the case of a constitutional crisis, Meta would take down dangerous and misinformed content, with a notice to all users on their screen when they open a Meta app what the situation is, and links to validated information.

Justifications

INVEST NOW OR PAY LATER

An election crises scaled by Meta platforms could create

- Reputational risks, advertiser concern, regulatory pressure, emergency moderation costs, and widespread public distrust and misuse

Investing before the crisis in EMU and implementing stronger policies around VIPs, a “Newsworthiness” exception, and a more cross-platform approach gives META:

- Predetermined, defensible rules and regulations, faster decision making, better research, fewer emergency judgment calls, clearer public explanations, and overall greater consistency.
- Simply : stronger protections and evident investment makes our defense to the government and our users much more viable later on



Meta Platforms Inc

NASDAQ: META ;

MESSAGE TO STAKEHOLDERS

1.85 trillion USD

Market capitalization

Meta does not decide what political opinions users are allowed to hold. Our responsibility is to protect people's ability to participate in elections without threats, intentional deception about voting or coordinated interference.

Meta has flouted spending \$30 billion on safety and security over the last decade. The current value of the company is almost \$2 trillion.

The company can afford to invest more time and money in safety and security, especially in the time around an election.

This investment will pay off in the long run, saving money cleaning up fallout from a constitutional crisis or election disruption, and vitally upholding Meta's reputation.

If our solutions prove to be successful in the 2026 midterms, we recommend continued use in the 2028 election and future elections.

**META CANNOT GUARANTEE THAT AMERICANS TRUST THEIR
ELECTIONS. IT CAN MAKE SURE IT'S PLATFORMS DO NOT MAKE THAT
TASK HARDER.**



Brainstorm (it's a mess but for context if needed):

https://docs.google.com/document/d/1185jwCABlqJKaHqkpG_hzwto-ltBrTxjpmKTPXqA7T0/edit?usp=sharing

Meta & Elections

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