FACEBOOK

EMBARGO LIFTS ON AUGUST 5, 2022, 2AM (Manila time)

2022 Philippines Election by the Numbers

We've made significant investments in technology and teams to proactively remove harmful content and disrupt election interference across our platforms. We started preparing for the 2022 Philippine elections a year in advance, which allowed us to identify emerging threats, and put systems in place to disrupt abuse of our services. Below is a summary of our efforts ahead of and during Election Day in the Philippines.

Over

15,000

accounts actioned for violating our Inauthentic Behavior policies using automated detection on accounts in the Philippines.

Ahead of the Philippines election, our investigative teams took down about 10,000 accounts for violating Inauthentic Behavior (IB) policy. They used IB tactics to inflate the distribution of content that included election-related posts, including some that used politics as a spam lure at the time when people were interested in following these topics. Based on these and earlier insights, we were able to automate the detection of these IB patterns to complement manual investigations. As a result, we identified hundreds of IB clusters in the Philippines and took action against over 15,000 thousand accounts after expert review to ensure we don't over-enforce. On average, these spammy clusters were less than six months old when we disabled them.

Over

5 million

pieces of content actioned for violating our Violence and Incitement policies on Facebook and Instagram in the Philippines.

* In the 4 months leading up to election day plus the week following (January 9 - May 16, 2022)

We use artificial intelligence technology that we've trained in Filipino to help us proactively detect and remove hate speech, bullying and harassment, and content that violates our violence and incitement policies. In addition, we reduce the distribution of content that our technology identifies as likely to be violating those policies, to prevent it from spreading quickly.

Over

670,000

pieces of content actioned for violating our Hate Speech policies on Facebook and Instagram in the Philippines.

* In the 4 months leading up to election day plus the week following (January 9 - May 16, 2022)

Over

550,000

pieces of content actioned for violating our Bullying and Harassment policies on Facebook and Instagram in the Philippines.

* In the 4 months leading up to election day plus the week following (January 9 - May 16, 2022)

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Rejected

68,000

ad submissions* targeted to the Philippines before they could be run, for not completing the authorization process or not attaching a paid for by disclaimer.

*From February 8 to May 7, 2022, the official campaign period

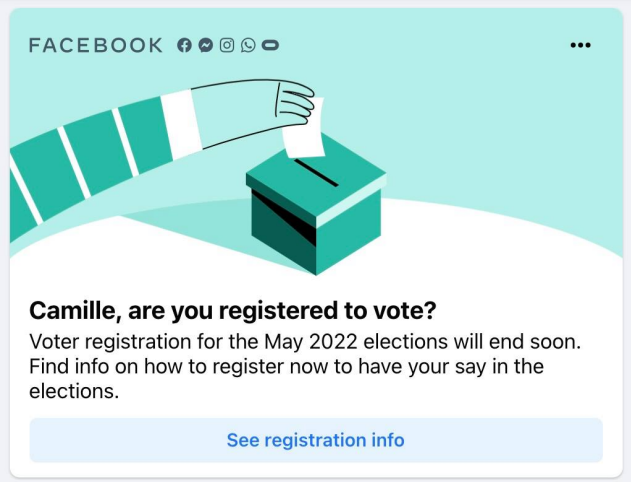
Advertisers in the Philippines are required to complete our ad authorizations process and include “Paid for by” disclaimers on ads about elections, politics, and certain categories of social issues. Ads about social issues, elections or politics that run in the Philippines will also appear in the Ads Library so that everyone can see what ads are running, who saw them and how much was spent.

5.5 million

clicks on Facebook and Instagram Voter Registration and Election Day reminders in the Philippines.

*From May 1 to May 9, 2022

We launched a Voter Registration campaign and Election Day reminders in partnership with COMELEC. These were pop up reminders shown on top of people’s feed on Facebook and Instagram. It led people to more information on how and where to register in COMELEC partners’ websites- Vote Pilipinas and Magparehistro ka!



On Election Day, we launched reminders on top of people’s feeds that led them to reliable information about the voting process on the official voter information portal.



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