

POLICY FORUM

∞ Meta

January 25, 2022

Crisis Policy Protocol

Crisis Policy Protocol

Overview

Issue Statement:

In crises, Meta assesses on and off-platform risks of imminent harm, responding with targeted policy and product actions. To strengthen and complement existing work, the Crisis Policy Protocol will codify our policy-specific responses to ensure we are more timely, systematic and proportionate in a crisis. We seek to balance a consistent global response with the flexibility to adapt to quickly changing conditions.

Working Groups: 6

External Engagements: 54

Examples of Relevant 2021 Crises



2021 Tensions in Bosnia and Herzegovina



2021 Haitian Presidential Assassination



2021 Myanmar Coup

Crisis Policy Protocol

Research and External Engagement

Research

- The academic and advocacy literature provides no consistent definition of what constitutes a crisis, nor agreement on the best way to describe their severity.
 - However, general signals are identified in existing frameworks. These may include, for example: the number of people affected by a crisis; the geographic scope of a crisis; or level of media attention, among others.
- On-platform signals may not be the only reliable indicators that a crisis is occurring.

External Engagement

- Stakeholders expressed concerns in two main areas:
 - Over/under enforcement
 - Balancing consistency and flexibility that takes context into account.
- Examples of entry and exit criteria suggested by stakeholders include:
 - Entry: Political events, violent language, false news reports, etc.
 - Exit: Decrease in violence, return of civil infrastructure, political settlement, etc.
- Stakeholders urged Meta to employ a holistic and widely applicable criteria when designating a crisis.

Crisis Policy Protocol

Core Objectives

Principled

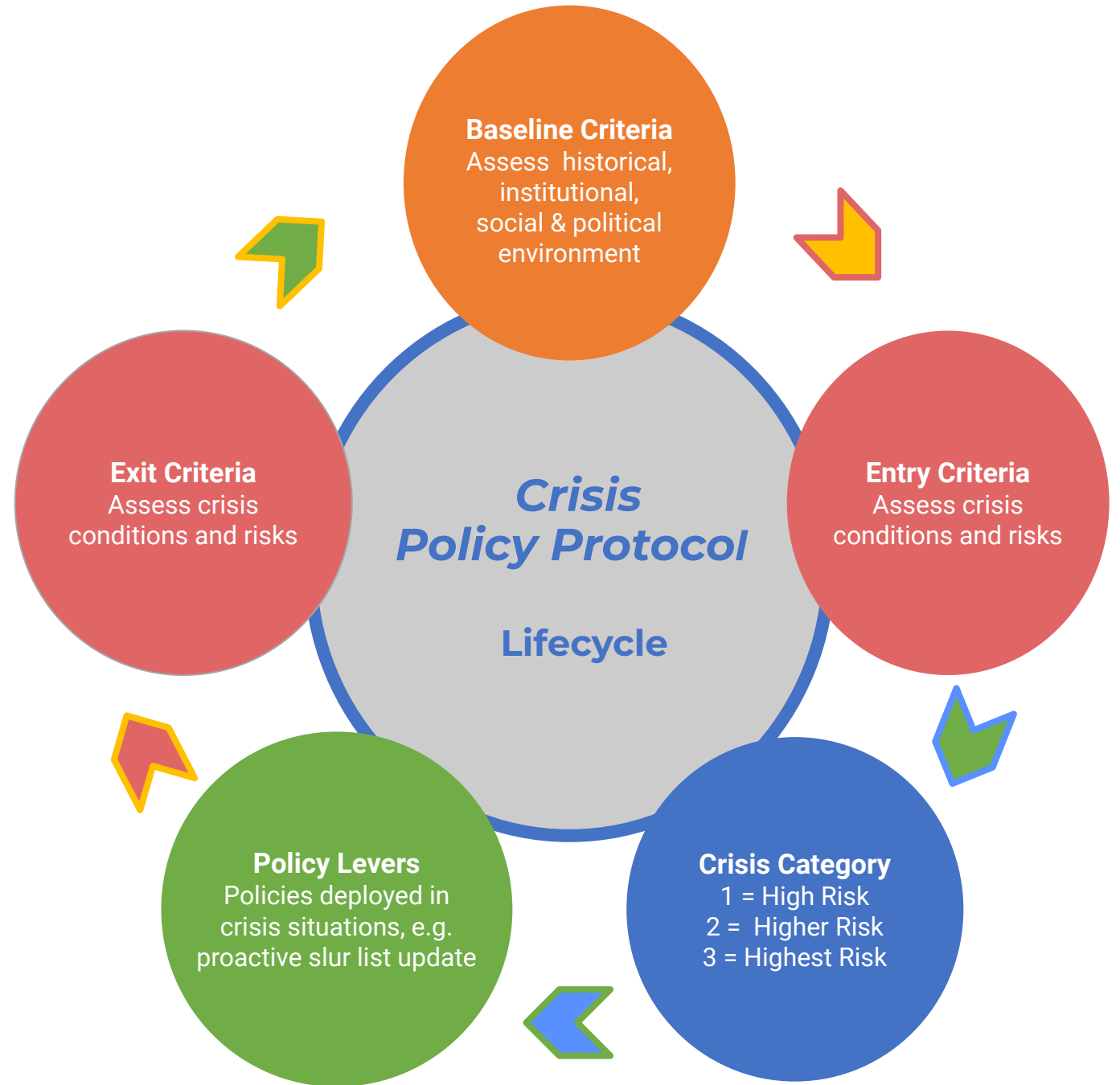
Codify a policy response that is global, consistent, and adaptable.

Calibrated

Ensure the policy response is context-specific, timely, anticipates risks, and is informed by past crises.

Sustainable

Policy response is fully aligned with cross-company crisis frameworks & resources.



Baseline Factor Examples	Entry Criteria Examples	Policy Lever Examples	Exit Criteria Examples
<ul style="list-style-type: none"> Freedom of media ecosystem Rates of digital literacy History of conflict and/or atrocity violence Country at higher risk of violence or conflict 	Category 1: <ul style="list-style-type: none"> Increased law enforcement or military activity Planned, high-risk election or flashpoint event 	Category 1: <ul style="list-style-type: none"> <u>Violence and Incitement (V&I)</u>: coded statements that encourage weapons at high-risk protests or community centers (e.g. house of worship, polling place, school) <u>Hate Speech</u>: Attacks on concepts or institutions associated with protected groups of people (e.g. religious or ethnic groups) 	Category 1: <ul style="list-style-type: none"> Reduction in police or military presence back to (or near) pre-crisis levels Peaceful resolution to high-risk election or flashpoint event
	Category 2: <ul style="list-style-type: none"> Protests/demonstrations with associated violence or looting State imposed restrictions or attacks (verbal/physical) on media 	Category 2: <ul style="list-style-type: none"> <u>Dangerous Organizations and Individuals (DOI)</u>: Expedited designations of dangerous organizations (e.g. terrorist org) <u>Hate Speech</u>: Expedited designation of slurs or hashtags 	Category 2: <ul style="list-style-type: none"> Reduction of protest/demonstration scale or frequency, and/or cessation of associated violence Reduction of inflammatory speech by national leaders
	Category 3: <ul style="list-style-type: none"> A military intervention, major internal conflict, coup, or disputed control of government Disruptions to internet/social media access 	Category 3: <ul style="list-style-type: none"> <u>V&I</u>: Scaled removal of specific, well-documented coded statements of violence <u>DOI</u>: Allow praise of specific designated org (e.g., a guerrilla group signing a peace treaty) 	Category 3: <ul style="list-style-type: none"> Full or phased withdrawal or suspension of military or humanitarian intervention Internet or platform access returns, if shut off or restricted

Next Steps

Developments



Update Content Policy's crisis responder processes to reflect Crisis Policy Protocol; build-out systematic tracking of crisis categories and policy levers.

Comms



Partner with Communications Team & cross-functional partners to ensure alignment across the range of company crisis work

Launch



Publish high-level overview of the Crisis Policy Protocol in a 2022 Quarterly Update on the Oversight Board.