



Understanding Facebook's Content Policy

Our Content Policy establishes Community Standards for content published to Facebook and Instagram, defines a process for moderating content that has been reported by users, and provides a path for understanding policy violations and how to resolve them. Pages, profiles and Instagram accounts are subject to the same policies so we recommend that admins take time to understand how our Content Policy works and is enforced.

Community Standards

Our [Community Standards](#) aim to find the right balance between expression and promoting a welcoming and safe environment for everyone on Facebook. We encourage Page admins to review the document in its entirety, but here are important concepts to consider.



Keeping You Safe

We have zero tolerance for behavior that puts people in danger, whether physically or emotionally.

- **Dangerous organizations**

We don't allow any organizations that are engaged in terrorist activity or organized criminal activity. Supporting or praising leaders of those same organizations, or condoning their violent activities, is not allowed.

- **Bullying or Harassment**

We don't tolerate bullying or harassment. We allow people 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.



Encouraging Respectful Behavior

We have guidelines for handling potentially offensive content that is intended for educational or artistic purposes.

- **Nudity**

We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content. We do allow images containing nudity when shared for awareness campaigns, artistic projects, breastfeeding, and others.

- **Violent and graphic content**

We remove graphic images when they are shared for sadistic pleasure or to celebrate violence. We do allow this content when shared for the purpose of raising awareness or condemning acts of violence.

- **Hate speech**

We remove hate speech, which 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.



Embracing Diversity

We try to balance the needs and safety of 1.3 billion people worldwide.

- **Different perspectives**

Our standards aim to be as objective and free from judgement as possible, while being sensitive to people of different ages and cultural backgrounds.

- **Evolving policies**

Expectations and tolerances evolve over time, so to ensure our policies serve the needs of our diverse community, we are constantly reevaluating our policies with input from online safety and Internet experts around the world.



Empowering People

We empower people on Facebook and Instagram with tools to control what they see in the News Feed.

- **Self-reporting tools**

If people believe Pages, profiles or individual pieces of content violate our Community Standards, they can report it to us by clicking the “Report” link at the top, right-hand corner. People can also unfollow, block or hide content and people they don’t want to see, or reach out to people who post things that they don’t like or disagree with.

Content Moderation

To enforce our Community Standards, our Content Moderation team (yes, a team of real people) reviews content reported to us by people on Facebook and Instagram.

Our teams review millions of reports a week and while their goal is to consider each report fairly, they must often make decisions at scale with limited context. If you publish content that adheres to our Community Standards but reasonably falls into a gray area and has been reported, it may be removed.



Best Practices

Facebook and Instagram are places where you can share your experiences and raise awareness about important issues and we encourage people to challenge ideas, institutions, and practices. If you plan to post content that includes nudity, hate speech, violent and graphic content, or dangerous organizations, consider the following tips to minimize policy violations:

- **Be explicit in your intent**

Context is very important when sharing content that may be considered a violation of Community Standards. If your purpose is to raise awareness or counter-speech, clearly indicate your purpose in the caption or photo attached to the post. If you are attaching a graphic video or linking offsite to violating content, add a warning for graphic content to the caption.

- **Review rich media before posting**

If you do plan to attach an image where nudity is absolutely visible in the frame, but the intent of the post falls within our Community Standards, consider cropping the image or digitally obscuring the nudity. If you plan to attach a video or an article link with absolutely visible nudity, review the thumbnail before posting and consider replacing it with one that does not show nudity.

- **Enforce your content strategy**

Develop a corporate social content strategy with our Content Policy in mind and ensure all of your page admins are educated on it. Actively talking about it with everyone who has access to your page can go a long way to avoiding policy violations and actions against your account.