

# Recommendations for Facebook, national & EU authorities



## #1

Create a designated contact/office for each EU member state, which will be responsible for:

- a) communication with state institutions, delivery of comprehensive databases about political advertisements, as well as reported and deleted content;
- b) posting advance notice of planned modifications to community standards on a specific social medium in order to consult with relevant authorities about the proposed modifications prior to their implementation.

## #2

Ensure the enforcement of rules that secure the transparency of targeted ads and thus increase the users' awareness. At the same time, task Facebook with the automatic and regular delivery of information about all paid ads to national institutions supervising the financing of political campaigns.

## #3

Accelerate and increase the effectiveness of the removal of problematic content reported to Facebook by a verified trusted flagger.

## #4

Develop a complaint system for cases when social media fail in removal of content sharing hate speech, extremism or targeted bullying of individuals. The complaints should be promptly taken over by relevant state and EU institutions with competences to issue a financial penalisation of the social media platform for such failures.

## #5

Hire more local experts to oversee the quality of content-moderation and provide data about the competency to resolve individual cases to independent institutions and analysts for auditing purposes.

## #6

Provide reasoning behind any account deletion or post removal to prevent the spread of conspiracies about Facebook censorship.

In addition, we fully endorse the recommendations put forward by the EEAS for the implementation of the Action Plan Against Disinformation, such as the development of a system of indicators determining the trustworthiness of individual websites in cooperation with media to help internet users distinguish between trustful and distrustful content, as well as the employment of independent auditing of the functioning of algorithms.

