

# Progress by Social Media Platforms

## Meta



### Background

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All four companies (Google, Meta, TikTok, and Twitter) engaged in the Tech Policy Design Labs in 2021 are working on product innovations and prototypes related to OGBV and in line with their commitments. The following changes have been made since TPD in 2021. The progress updates listed here are based on public announcements made by Meta.

### Executive Summary

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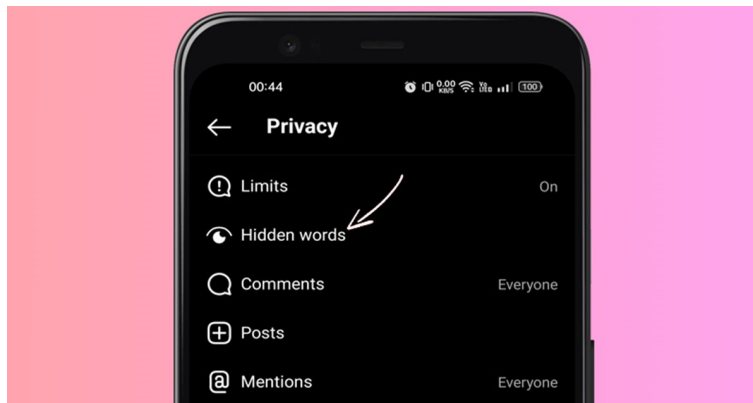
Meta's progress against commitments seem to relate mostly to curation on Instagram, with the launch of Hidden Words and Limits. Civil society also highlighted that user agency to use filters on graphic content has notably improved, particularly through a Sensitive Content Control policy from Instagram. On reporting, Meta communicated on changes to make existing reporting features more prominent on Messenger, but details on this have not been shared publicly. Outside of the commitments but linked to OGBV, Meta has been working closely with the UK Revenge Porn Helpline - alongside 50 other civil society organizations - on [the launch of stopNCII.org](#) to support victims of Non-Consensual Intimate Image (NCII) abuse. Finally, Meta's Oversight Board is seen by civil society stakeholders as a potentially important development for transparency.

### Curation

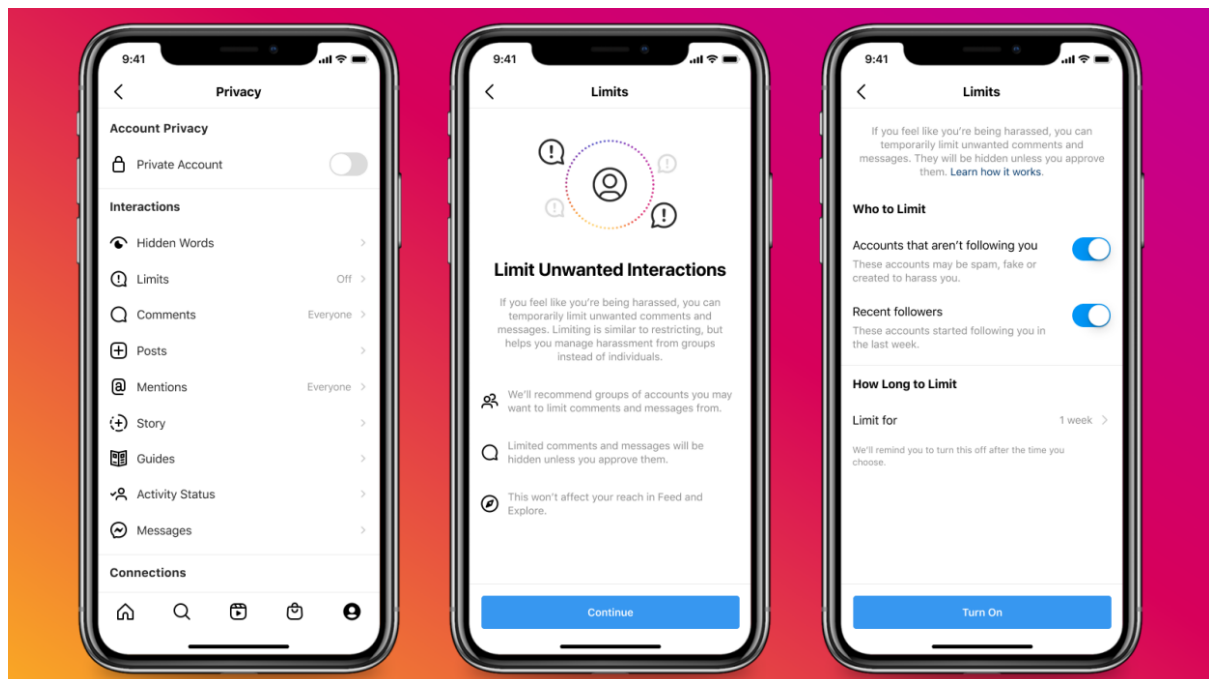
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Based on public announcements, Meta's progress against the commitments since 2021 seem to mostly relate to curation on Instagram, with the following new features available globally:

- **Hidden Words:** automatically filters DM requests which contain offensive words, phrases and emojis.



- **Limits:** designed to help protect people when they experience or anticipate a rush of abusive comments and DMs, this optional feature automatically hides comments and DM requests from people who don't follow the user, or who only recently followed them. This feature was [developed mostly for creators and public figures](#), who expressed experiencing sudden spikes of comments and DM requests from people they don't know. It complements existing tools such as Block and Restrict, which are actions that can be taken by the user after viewing hurtful or triggering content.



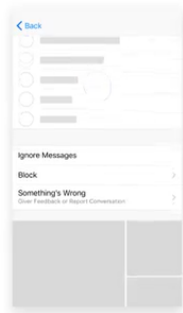
- Increasing user agency to use filters on graphic content has also notably improved, including a **“Sensitive Content Control”** [policy from Instagram](#) which allows the user to decide how much sensitive content shows up on “Explore” pages (driven by the algorithm, although the algorithm itself hasn't changed the amount of graphic content it feeds users).

- Meta's transparency centre's [policy on violent and graphic content](#) shows which content the company is filtering on Facebook due to their 'community standards', an important first step in transparency around this content.

## Reporting

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Meta communicated “more prominent” [reporting features](#) on Messenger.



Scroll down and tap on  
[Something's Wrong](#)

## Other

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Beyond the commitments but linked to OGBV:

- **Meta has been working closely with the UK Revenge Porn Helpline on the launch of [stopNCII.org](#)** to support victims of Non-Consensual Intimate Image (NCII) abuse.

See [our case study on stopNCII](#).

- It is also important to highlight **Meta's Oversight Board as a relevant development around transparency for Meta**. Meta's Oversight Board is an independent group looking to work with civil society organizations internationally, while exploring particular issues around safety and privacy. This Board published its first quarterly update in June 2021. While civil society organizations noted the potential impact of such a Board, its effectiveness, particularly in relation to OGBV, is unclear and yet to be evidenced.

- **Greater protection for teens:** [Meta is introducing updates](#) on Facebook and Instagram to protect teens from messaging suspicious adults they are not connected to and to stop these people cropping up in 'People You May Know' recommendations. An account deemed 'suspicious' is one which belongs to an adult who may have recently been blocked or reported by a young person. Meta are also testing removing the 'message' button on teens' Instagram accounts when viewed by a suspicious adult.

- **Default Privacy:** Since November 2022, everyone under the age of 16 - or 18 in some countries - now has more private settings as a default when they join Facebook.

- **Intimate Image Sharing:** In partnership with the National Center for Missing and Exploited Children (NCMEC), Meta is building a global platform for teens who fear that their intimate images may be shared online without their consent. It will enable Meta to help prevent the non-consensual sharing of intimate images and the platform can be used by other companies across the industry. Meta are also partnering with Thorn and [NoFiltr](#) to create educational materials aimed at reducing the shame and stigma around intimate images, and empowering teens to seek help if they are experiencing sextortion.

- **Don't Hesitate, Do Report, Stay Safe:** Meta, the National Commission for Women, and Men Against Rape and Discrimination (MARD) have come together to launch a reporting

campaign in India called '[Don't Hesitate, Do Report, Stay Safe](#)'. The campaign will focus on increasing awareness and knowledge around tools and resources available to users to report online abuse, harmful content and behaviour. It has been launched in five Indian languages as well as English.

- **Training for women with a public platform:** In Ireland, Meta and Women for Election have collaborated to produce an [online safety and resilience training](#).

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