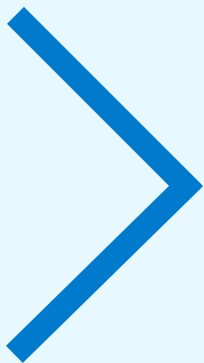


ELECTION INTEGRITY ROADMAP FOR SOCIAL MEDIA PLATFORMS

> OVERVIEW & RESOURCES



BEFORE WE BEGIN...

*IF YOU'RE JUST HERE FOR OUR
ELECTION INTEGRITY ROADMAP,
YOU CAN **DOWNLOAD IT HERE.***

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SAMPLE SOCIAL MEDIA



POST #1

COPY & PASTE THIS:

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Facebook and Twitter can't wait for a crisis this election season before they take action—they must act NOW to proactively prevent it. @AccountableTech's new report outlines exactly what platforms can do to limit dangerous misinformation.

<https://accountabletech.org/election-integrity-roadmap-for-social-media-companies>



POST #2



COPY & PASTE THIS:

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*This election season comes with unprecedented risks, including violence, that social media platforms **MUST** take an active role in preventing. Sign the petition to tell them to stop the spread of misinformation.*

<https://accountabletech.org/campaign/election-integrity-roadmap>



POST #3



COPY & PASTE THIS:

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Facebook and Twitter have told us that they want to prevent the spread of misinformation leading up to the election. Now's their chance to make it happen. Sign the petition to demand they protect the integrity of our elections.

<https://accountabletech.org/campaign/election-integrity-roadmap>



POST #4



COPY & PASTE THIS:

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The November election is less than 60 days away. The first ballots will be cast this month. And right now, misinformation about the election is going viral. Tell social media platforms to stop the spread.


<https://accountabletech.org/campaign/election-integrity-roadmap>



POST #5

COPY & PASTE THIS:

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It's not hard to imagine Trump refusing to leave office and using social media platforms to spread lies about the results of the election. For the sake of our democracy, these platforms must be ready to take action and limit the spread of misinformation.

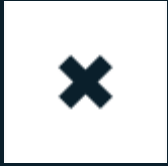
<https://accountabletech.org/election-integrity-roadmap-for-social-media-companies>



FRAMING THE ISSUE

Across Silicon Valley, companies are working with each other and state and local governments to prepare, but significant gaps and vulnerabilities remain.

It's critical that social media companies proactively outline clear, nonpartisan, enforceable policies NOW, rather than reacting haphazardly as crises arise.



TIMELINE OF PROPOSALS



TIMELINE OF PROPOSALS

Combatting disinformation early and heightening protections as Election Season progresses is a cumulative process that should unfold in stages.

NOW



NOV. 3





TIMELINE | NOW

Begin fully and consistently **enforcing existing civic integrity policies.**

Eliminate fact-checking exemptions for politicians on posts about voting, election integrity, or results.

NOW





TIMELINE | SEPT. 14

KEY PROPOSAL — IMPLEMENT AN **ELECTION INTEGRITY STRIKE SYSTEM**

- Deter and penalize the worst vectors of disinformation.

Implement **warning labels** proactively and retroactively for all misinformation posts.

Provide **context**: Append authoritative content to all voting-related posts.

Roll out weekly **transparency reports** on enforcement of civic integrity policies.



SEPT. 14





TIMELINE | OCT. 1

KEY PROPOSAL — IMPLEMENT A **PLATFORM POLL WATCHERS** PROGRAM

- Empower nonpartisan experts as the first line of defense against misinformation.

Elevate **election protection and voter assistance** hotlines.

Educate users with **authoritative information**:

- Inform users on what to expect after ballots are cast.
- Provide free advertising credits to state election officials.
- Send users push alerts about early voting in their location.



OCT. 1





TIMELINE | OCT. 20

Tighten **advertising standards** to prevent foul play.

- Apply the highest standard of existing transparency requirements to all ads.
- Place a freeze on new advertisers until post-election.

Limit **algorithmic amplification** designed to boost outrageous content.

- In the final week of voting, platforms must disincentivize false and divisive posts that often travel the fastest.
- Temporarily halt YouTube autoplay and “up next” engine, Facebook Group recommendations, and Trending Topics on Twitter.



OCT. 20



TIMELINE | NOV. 3

KEY PROPOSAL — IMPLEMENT **VIOLENCE PREVENTION PRE-CLEARANCE**

- Election-related posts from the highest-reach accounts should be precleared for proactive detection and rapid human review, preempting content that would violate incitement of violence and civic integrity policies.

Strictly adhere to **AP or NEP results and standards** for partial reporting.

- Exercising more restraint and providing more context than usual will be key to staving off widespread distrust in the legitimacy of the results.

NOV. 3





KEY PROPOSALS

KEY PROPOSAL: ELECTION INTEGRITY STRIKE SYSTEM





ELECTION INTEGRITY STRIKE SYSTEM

A disproportionate amount of harmful misinformation on social media platforms can be tied back to a relatively small number of accounts, groups, and websites that effectively serve as superspreaders.

Instead of trying to eliminate every problematic piece of content, platforms should impose escalating penalties on the worst offenders.

KEY PROPOSAL: PLATFORM POLL WATCHERS



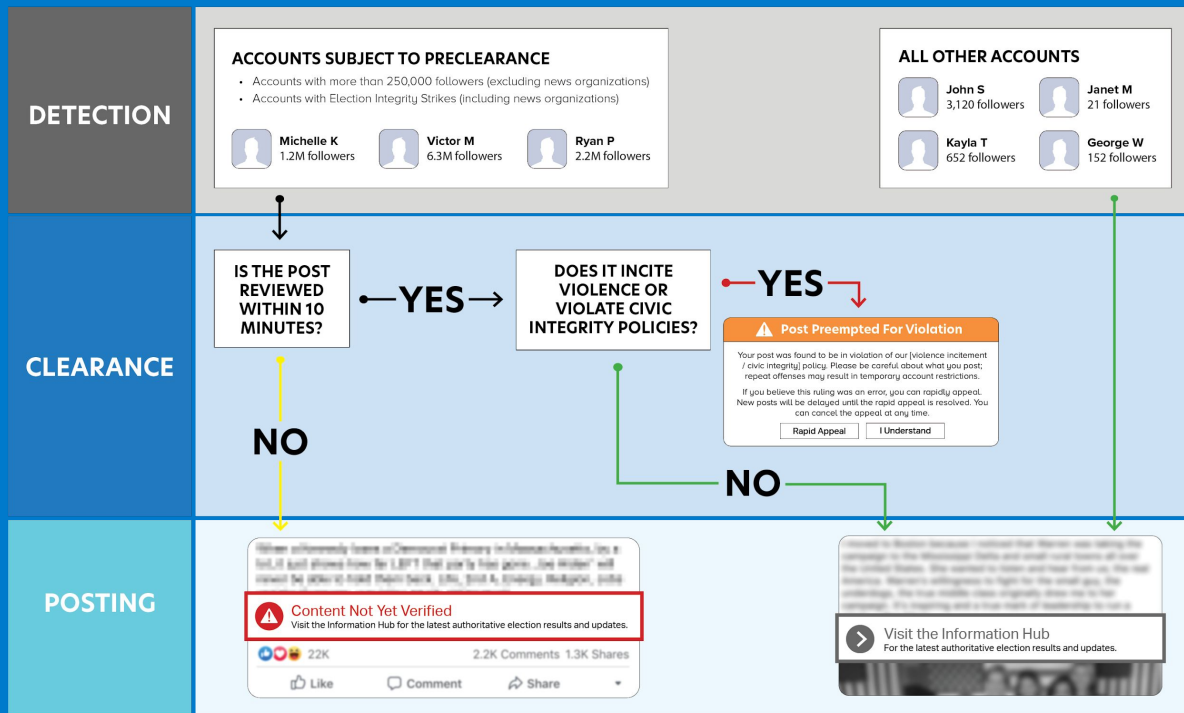


PLATFORM POLL WATCHERS

Just as election observers ensure the legitimacy of democratic processes and report problems, Platform Poll Watchers should help ensure the integrity of the online information sphere.

Platforms should create specialized verification labels for state Election Directors, as well as nonpartisan civil society groups. These trusted accounts would push out proactive updates in real-time and serve as the first line of defense against misinformation.

KEY PROPOSAL: VIOLENCE PREVENTION PRE-CLEARANCE





VIOLENCE PREVENTION PRE-CLEARANCE

Experts are already warning of an “unprecedented post-election crisis” if the validity of the results is in doubt. The spread of misinformation as ballots are being counted has the potential to cause chaos and even real-world violence.

Federal elected officials, candidates for office, and other high-reach accounts should be subject to pre-clearance for election-related posts.



***THANKS FOR HELPING
SPREAD THE WORD!***

*FOR MORE WAYS TO STAY INVOLVED,
FOLLOW **@ACCOUNTABLETECH.***