

Recommendations for Social Media Companies

Disclosing the data: recommendations for transparent climate change disinformation policies, community standards and reporting

Social media companies should:

1. Establish, disclose, and enforce policies to reduce climate change disinformation.
2. Release in full the company's current labeling, fact-checking, policy review, and algorithmic ranking systems related to the platform's climate change disinformation policies.
3. Disclose weekly reports on the scale and prevalence of climate change disinformation on the platform and mitigation efforts taken internally.
4. Adopt privacy and data protection policies to protect individuals and communities who may be climate disinformation targets.

1. Establish, disclose, and enforce policies to reduce climate change disinformation. This should include:

- a. The platform's definition of climate disinformation, including the language within its public community standards, content policy, or terms of service (collectively, the platform policies);
- b. Clear prohibitions on false statements and the spreading of conspiracies related to climate science or policy;
- c. Application to both organic content and paid advertising or sponsorship;
- d. Enforcement mechanisms that are transparent and robust, including an escalating three-strike approach where individual accounts face increasing warnings and penalties.

2. Release in full the company's current labeling, fact-checking, policy review, and algorithmic ranking systems related to the platform's climate change disinformation policies. This should include:

- a. The scope and process of content flagging and/or fact-checking mechanisms, including both first-party and independent, used to identify potentially violating content or user accounts;
- b. The effects associated with moderation of content or accounts, such as downranking, de-monetization, or removal, including any processes used to inform affected users;

- c. Any internal metrics used to evaluate the effectiveness of ranking or recommendation systems; and
 - d. Any policies or mechanisms that target specific accounts or specific content for heightened review or additional process that could affect the moderation or the ranking and recommendation of climate disinformation, for example the Facebook’s “XCheck” whitelist that triggers manual review; as well as a list of all affected accounts and/or content.
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3. Disclose weekly reports on the scale and prevalence of climate change disinformation on the platform and mitigation efforts taken internally.

These should include:

- a. The number of total instances and unique pieces of content identified by the platform as climate disinformation, indicating whether the content was shared organically or through an advertisement or other form of paid contribution;
 - b. The number of user impressions of climate disinformation and all relevant metrics for user engagement with climate disinformation;
 - c. The number and type of platform moderation actions taken on climate disinformation, including content taken down, de-prioritized, de-recommended, or de-monetized;
 - d. The number of accounts sharing climate disinformation and the portion of climate disinformation shared by different accounts;
 - e. Metrics regarding language distribution, including in particular the volume of English language and Spanish language climate disinformation;
 - f. All metrics measuring overperformance of climate disinformation in specific demographic groups or channels; and
 - g. Metrics regarding climate disinformation content that also violates other platform policies, including those related to racism, gender identity based discrimination or sexual harassment, and health.
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4. Adopt privacy and data protection policies to protect individuals and communities who may be climate disinformation targets, including:

- a. Providing users with full abilities to view and delete their personal data and group memberships, and tools to control the visibility of their data, content, and associations; and
- b. Complying with data minimization and secondary use principles related to the collection and use of personal data.