

## Social Media platforms measures against disinformation: An Example of Monthly Report (January 2019)

### Code of Practice against disinformation

Google, Facebook, Twitter, Mozilla and the trade associations representing the advertising sector signed in October 2018 the EU Code of Practice against disinformation.

In particular, the assessment reports show that:

- **Facebook** has taken or is taking measures towards the implementation of all of the commitments.
- **Google** has taken steps to implement all its commitments, in particular those designed to improve the scrutiny of ad placements, transparency of political advertisement and providing users with information, tools and support to empower them in their online experience. However, some tools are only available in a small number of MS.
- **Twitter** has prioritised actions against malicious actors, closing fake or suspicious accounts and automated systems/bots.
- **Mozilla** is about to launch an upgraded version of its browser to block cross-site tracking by default but the online browser should be more concrete on how this will limit the information revealed about users' browsing activities, which could potentially be used for disinformation campaigns.

### Facebook measures in January 2019

Facebook's priority has been in two areas: the development of its political ads authorization process, ad labelling, and the ad archive service; and the expansion of its elections integrity programme.

The latest Facebook measures against disinformation includes the following:

**1. Work on Development of political and issue advertising transparency tools.**

**2. Elections integrity programme.** Key elements of the programme currently under way include: User Research; The establishment of elections operation centres; Safety & security training; Journalists training; Working with government authorities and experts; Integrity & Security Initiative.

**3. Coordinated inauthentic behavior.** Takedowns include removed 783 Pages, groups

and accounts in Iran, 207 Facebook Pages, 800 Facebook accounts, 546 Facebook Groups, 208 Instagram accounts in Indonesia and 364 Facebook Pages in Russia for engaging in coordinated inauthentic behavior.

**4. Media Literacy & Fact Checking.**

### Google measures in January 2019

Google: 48,642 EU-based Google Ads accounts were detected in violation of the misrepresentation policies in January 2019.

Google measures include:

**Political advertising:** New policies mandating identity verification for advertisers who would like to run Election Ads.

**Integrity of services:** It prohibits impersonation, misrepresentation, abusive account creation, engagement abuse and influence operations.

**Election activity:** New trainings and initiatives to protect the integrity of European elections including trainings for journalists, in-person trainings and media literacy programs.

### Twitter measures in January 2019

**1. Transparency on lessons learnt.**

**2. Investigating potential foreign information operations on Twitter:** the platform added five new account sets to the archive of potential foreign information operations on Twitter, which were found based on continued contextual and semantic analysis.

**3. Empowering further research into potential information operations:** The archive of accounts and content was made publically available and has been accessed by thousands of researchers, governments, and people interested in learning more about foreign information operations.

**4. New research partners to improve Machine Learning:** Twitter partnered with researchers to establish a new initiative focused on studying and improving the performance of machine learning in social systems.

More detailed intermediate results of the EU Code of Practice against disinformation available at the link:  
<https://ec.europa.eu/digital-single-market/en/news/first-monthly-intermediate-results-eu-code-practice-against-disinformation>