

5.1.2.e

Van: 5.1.2.e @fb.com>
Verzonden: maandag 29 juni 2020 17:04
Aan: 5.1.2.e
Onderwerp: FW: Facebook Media Literacy Campaign launch

Hi 5.1.2.e,

Zie hieronder. Al krijg je het mogelijk ook via 5.1.2.e doorgestuurd!

Groet,

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Jollemanhof 15 | 1019 GW Amsterdam

[Facebook](#) | Mobile 5.1.2.e

From: 5.1.2.e

Date: Monday, June 29, 2020 at 3:24 PM

To: 5.1.2.e @minocw.nl"

Cc: 5.1.2.e

Subject: Facebook Media Literacy Campaign launch

Dear 5.1.2.e,

I hope you had a nice weekend.

I wanted to inform you and your team about a media literacy campaign we will run as part of our ongoing effort to connect people to accurate sources, and reduce misinformation -- especially about COVID-19, in order to give people the tools to make informed decisions about the information they see online and where it comes from.

The campaign will launch tomorrow, 30 June, and is a **literacy campaign that will educate people on how to spot false news online**. The campaign was developed in consultation with fact-checking partners (Full Fact, Correctiv, Maldita and Pagella Politica). Users will be shown prompts that urge them to ask three key questions about content they are seeing: 1) Where's it from; 2) What's Missing?; and 3) How did you feel?. The campaign will also link to a landing page, under the URL: stampoutfalsenews.com. This campaign comes on the heels of last week's [context notification update](#), which lets people know when the news articles they are about to share are older than 90 days. Updates like this ensure that people have the context they need to make informed decisions about what to pass on to others on Facebook.

The campaign will run for 4 weeks in the EU, as well as the following countries: Algeria, Cameroon, Cote d'Ivoire, Egypt, Ethiopia, Iraq, Kenya, Libya, Morocco, Nigeria, Saudi Arabia, South Africa, Turkey, Uganda, United Arab Emirates and United Kingdom. Tomorrow's launch will be in all EU27 countries except for Belgium, Germany, France and Austria where the campaign will not start until 21 July. In conjunction, we will run a Study (in the EU this will be in France, Germany, Ireland, Italy, Netherlands, Poland, Spain and Sweden) to measure how the campaign is perceived by users, providing us with post-campaign performance metrics. This way we can assess how successful these campaigns are in helping people better understand what to trust. This will help us create more of these media literacy initiatives in the future.

Improving the accuracy of information on Facebook is a responsibility we take seriously. As we shared during the event where you spoke a few weeks ago, we follow a three-part framework to improve the quality and authenticity of information: **remove** accounts and content that violate our [Community Standards](#) or [ad policies](#), **reduce** the distribution of false news and inauthentic content like clickbait, and finally **inform** people by giving them more context on the posts they see. Part of "inform" is our work to empower people to decide for themselves what they read, trust and share.

Please do not hesitate to be in touch should you have any questions or thoughts about the campaign. Through this COVID-19 pandemic and beyond, we'll continue working with experts like you to ensure we are effectively tackling misinformation.

Kind regards,

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[Facebook](#) | 35 Bd du Regent, 1000 Brussels

M: 5.1.2.e

E: 5.1.2.e @fb.com