

ITU Case Study: Addressing Things You Don't Want to See on Facebook

Facebook knows that the strongest communities are the ones where people feel safe and supported. And as with anywhere in life, people may encounter situations on Facebook where they need help. That's why Facebook offers people the ability to address things they don't want to see in their community, above and beyond basic tools like hiding content or blocking people they don't want to hear from.

Reporting Things to Facebook and Staying Updated

Facebook encourages its community of more than 1.2 billion people to report things that violate its Community Standards. Reporting links are found next to virtually everything on the site, and members of Facebook's Community Operations team respond to reports around the world, around the clock and in two dozen languages. If a person reports something to Facebook, she or he can track the report's progress using the Support Dashboard.

Social Resolution: Helping People Resolve Problems in the Community

Sometimes, people see things on Facebook that might annoy, embarrass or concern them, but don't necessarily break the Community Standards people agree to when joining the service. That's where Facebook's social resolution tools come in.

Every week, more than 3.9 million people use social resolution tools to smooth the occasional frictions in their relationships, whether it's a friend who posts a photo you find embarrassing, a family member who misunderstands your sense of humor or someone who disagrees with your political or religious beliefs. Facebook simply asks the person reporting the problem a few questions, and provides a solution tailored to their experience. Bothered by an old photo shared by your great aunt? Facebook will suggest a message you can send to her asking her politely to take it down (and in 85 percent of cases, the photo is either removed or a conversation is started). Feeling harassed by a classmate? Facebook will suggest a message you can send to a trusted friend or adult for help, and also give you the option to report it to the Community Operations team.

Promoting a Smarter, Safer Community

Facebook works with safety advocates, scientists, mental health professionals and other experts to provide tools and educational resources tailored to people's unique needs. The Family Safety Centre (www.facebook.com/safety) includes tips and resources for parents, teens, educators, law enforcement officials and others to help start the conversation about staying safe online. Facebook recently revamped its Bullying Prevention Hub (www.facebook.com/safety/bullying) in partnership with the Yale University Center for Emotional Intelligence to provide specific advice to the people affected by bullying and its consequences. The Hub, which is being unveiled in Europe throughout 2014, includes conversation starters for parents whose children have been bullied or accused of bullying, as well as teens who witness bullying on Facebook or elsewhere.