

POLICY FORUM

∞ Meta

August 15, 2023

Recommendation: Re-examining Our Enforcement Circumvention Policy

Actor & Behavioral Policy

Enforcement Circumvention

Issue Statement

Under our enforcement circumvention policy, we do not allow users to evade enforcement by recreating entities disabled for violating the Community Standards. Our current definition only prohibits near-exact replicas of disabled entities, which ensures we only remove the clearest examples of enforcement circumvention. However, this narrow approach also risks allowing entities to evade enforcement by reemerging under a different name but with the same people and purpose behind it. This policy development therefore aims to reexamine and clarify the underlying scope of our enforcement circumvention policy.

Enforcement Circumvention

Background

**This Policy ≠
Deplatforming**

Do not “create an account, Page, Group or Event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, Group or Event.”

Title,
name, face
matches

Shared
admins

Title says
“2.0,” V2

Admins admit
circumvention
intent

Enforcement Circumvention

Status Quo Tension: SAFE Org

“Jane Cook” - Original Page

- Removed for Hate Speech violations
- Same Day: Cook’s known business partner renames another Page to “SAFE Org”
- SAFE Org = name of Cook’s organization

Remove - Hate Speech violations



SAFE Org - Potential enforcement circumvention

- Page inactive for years prior
- Shared phone number
- New content exclusively featured Cook

Allow - Does not violate Policy



Enforcement Circumvention

Policy Development Process

29

Stakeholders
engaged from
across academia
and civil society

12

Working groups

23,400

Survey
respondents
from 13 countries
in original survey
research

Enforcement Circumvention

Research and External Engagement

Research

- Across the 13 countries surveyed, **we find greater public tolerance of new or repurposed entities when a newly-created entity is not an exact replica of a disabled entity.**
 - Nearly half of people said a small business should be allowed on our platforms even if the business owner's personal account had been disabled.
 - However, most said that deactivated individuals should not be allowed to create new individual accounts.
 - People expressed strong support for penalizing a new account more harshly if its owner breaks the rules again.

External Engagement

- Broad support for the concept of “functional equivalence” as it allows for more nuanced analysis, but there was no consensus on what exactly this should entail.
- Some agreement that the amount of time passed between the removal of an entity and its suspected recreation should factor into our analysis.

Enforcement Circumvention

Options

Option 1 - Status Quo

Remove only near-exact replicas. Use status quo signals like admin + title matches to establish that an entity is directly representing itself as a previously removed entity.

[Recommended] Option 2 - Status Quo + “functionally equivalent” with additional context

Remove near-exact replicas. When additional context is available, remove entities that purport to be distinct but are “functionally equivalent” to the removed entity. Functional equivalency is established by analyzing affiliation, purpose, and content for evidence of intent to evade enforcement.

Option 3 - Status Quo + “functionally equivalent” with additional context, only if there’s a new violation

Same as Option 2, but we will only remove if the new entity has at least one violation of the same policy area that led to the prior entity’s removal. The presence of an additional violation may corroborate intent to circumvent enforcement of our policies.

Enforcement Circumvention

Outcome under recommended option: SAFE Org

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Remove - Linked admins, reactivated same day, representative content



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