



Meta's Fact-Checking Policy Change: What you need to know.

Meta's announcement on January 7, 2025 that it would be ending its current fact checking program in favor of a "community notes" system has surprised the industry and is widely seen as a reversal of its content moderation policy over the past few years. It runs the risk of creating an environment where disinformation runs rampant and brand safety is severely threatened.

Is it time to flee Meta?

Before we can answer that question, let's look closer at why Meta has made this decision. It claims to have created a system that is overly zealous in content censorship, with moderation algorithms throttling too much content and alienating the views of a significant portion of the community. While data confirming or denying this assessment is scarce, there is anecdotal evidence of users who have "gone to Facebook jail" over a comment or post that seemed innocuous, and felt the appeals process was not speedy, transparent, or fair.

Meta is also fighting a war against a much stricter legislative body in the form of the EU, which has already fined it over 3 billion Euros for various breaches of GDPR, the General Data Protection Regulation. It appears that Zuckerberg viewed the battle around fact checking to be a losing one, and is taking a different approach.

With a bit of context, it's easy to see that Meta is in a tough position. It's possible that relying on the community notes system will not combat content that is unsafe for brands to appear next to. After all, it's the same approach that X has deployed, and it's still NOVUS' recommendation to avoid advertising on X.

However, Meta has done more in this area than X. They have built brand safety tools that integrate with IAS (and DoubleVerify is coming soon) so that brand safety can be measured in the same way as the rest of the web. Additionally, Meta allows ads to mute comments before going live as well as deploy ad placement tools which prevent ads from appearing on profiles that do not align with their brand image.

Our reco: Hang tight.

So should advertisers pull advertising out of Facebook and Instagram? Our reco? Not yet.

NOVUS is monitoring Facebook and Instagram content with an eye towards brand safety. If the new approach from Meta begins to change the platform into a toxic environment, we will redeploy dollars into other channels. For the time being, it's still unclear what effect these policy changes will have. We want to see more data before we recommend a massive shift out of the most popular social platform in America.



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