

FB coronavirus narrative

Facebook is taking a three pronged approach to the global response for the coronavirus:

Limit misinformation and other harmful content on our platforms. Our third-party fact-checkers have been rating information on this topic as false, including the [AP](#), [PolitiFact](#), [AFP Hong Kong](#), [Rappler IQ in the Philippines](#). As a result, we show people who come across that false content accurate information from our fact-checking partners and strong warning labels. We also send notifications to people who already shared this content alerting them that it's been fact checked.

Provide accurate and helpful information on our platforms from partners. Partners are already using our platforms to share accurate information about the situation, including on Pages. We have also provided ad credits to the World Health Organization and the Philippines' Department of Health to enable them to run coronavirus education campaigns on Facebook in-region, which we will continue to do. We're continuing to explore additional steps we can take, including dedicated information modules on relevant search queries and improved search ranking.

Empower partners with data tools. We're sharing aggregated mobility data and high resolution population density maps with various partners (e.g., National Tsinghua University (Taiwan); Harvard School of Public Health) to help inform forecasting models for the spread of the virus as part of our broader [Data for Good](#) program. We're exploring doing this with a broader set of partners (e.g., WHO, US CDC) and also helping partners understand how people are talking about the issue online through tools like Crowdtangle to inform their efforts.

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:12 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

From: Payton Itheme <payton@fb.com>

Sent: Monday, February 3, 2020 5:12 PM

To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>