

Social Media Toolkit for Partners and Supporters

Release of C4D research findings

Last Updated: Dec. 8, 2021

This tool kit is geared towards spreading awareness about the newly released research findings from Cybersecurity for Democracy, seeking widespread interest and support of universal digital advertising transparency. Please feel free to copy and use content as appropriate for your organization.

Key links:

- Summary of An Audit of Facebook's Political Ad Policy Enforcement on C4D website, with links to paper PDF and sample ads:

<https://cybersecurityfordemocracy.org/audit-facebook-political-ad-policy-enforcement> or <https://bit.ly/3lANbXI>

- A Standard for Universal Digital Ad Transparency on Knight Columbia website:

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

- Press release for n Audit of Facebook's Political Ad Policy Enforcement :

<https://medium.com/cybersecurity-for-democracy/researchers-audit-reveals-flaws-in-facebook-s-identification-of-political-ads-81e2015a451a>

- Link to "A Standard for Universal Digital Ad Transparency"

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Tweets for: *An Audit of Facebook's Political Ad Policy Enforcement*

New study from @cyber4democracy examines Facebook's policy enforcement for political advertising - a key benchmark in its work to hold platforms to account. The audit is a partnership with @KU_Leuven's @VictorLePochat and team. <https://bit.ly/3lANbXI>

When advertisers don't flag their ads as political, Facebook steps in to review. But @cyber4democracy and @distrinet's study found Facebook's ID system got it wrong more often than right. More here: <https://bit.ly/3lANbXI>

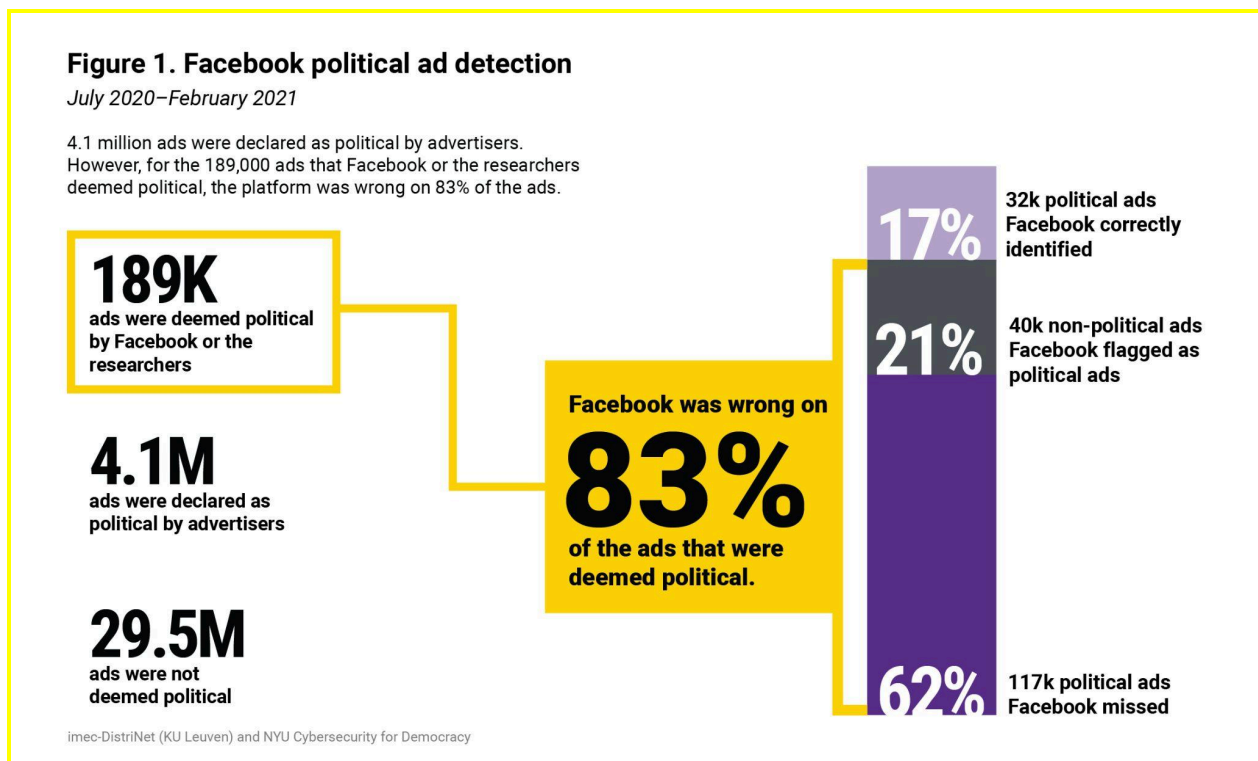
We know who "paid for this message" on TV, but we often DON'T know when we see the message online. @cyber4democracy & partners studied Facebook's system for flagging political ads and found major flaws: @lauraedelson2 <https://bit.ly/3lANbXI>

Why do we need greater transparency in political advertising on Facebook? Because, per our new study, the platform does a poor job enforcing its own policies, leaving users vulnerable to influence and disinformation. #researcherscanhelp <https://bit.ly/3lANbXI>

Globally, Facebook's political ad policy enforcement lags far behind the U.S., as shown in @cyber4democracy's Audit of Facebook's Political Ad Policy Enforcement. In Malaysia, FB missed as much as 45% of ads from obviously political advertisers. Read more: <https://bit.ly/3IANbXI>

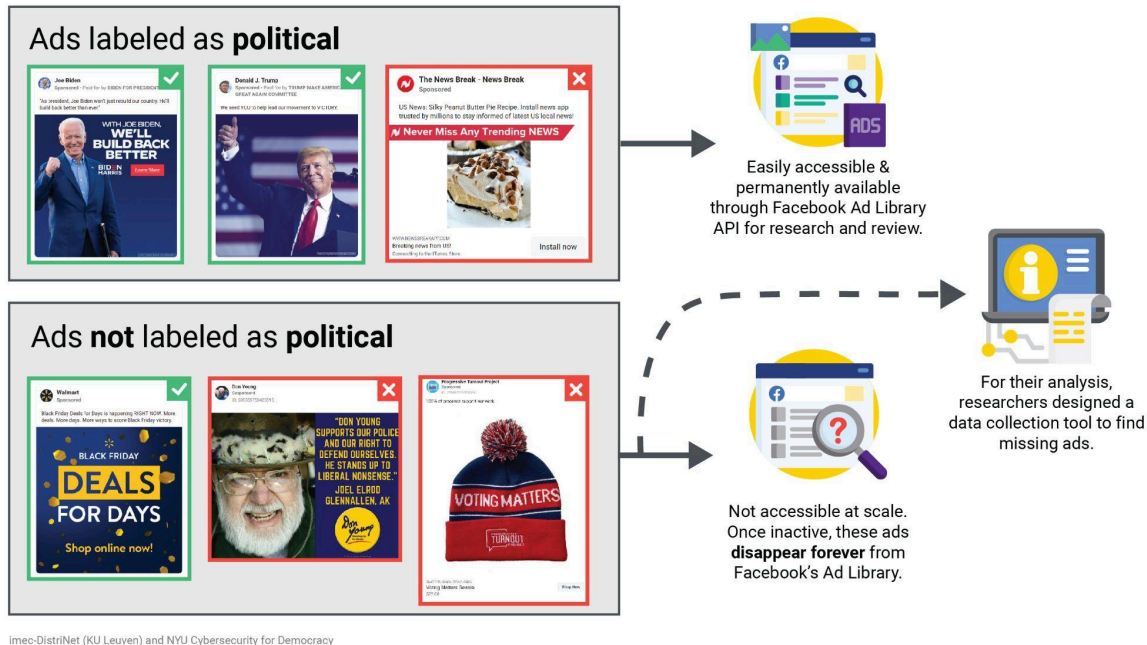
Tweets with graphics:

Facebook made the wrong decision for 83% of ads that had not been declared by advertisers and that Facebook or researchers deemed political. We need more #transparency for audits like these, with @VictorLePochat and @lauraedelson2: <https://bit.ly/3IANbXI>



A sample of ads that Facebook identified correctly ✓ and incorrectly ✗ - and whether they're accessible or not, afterward. From our Audit of Facebook's Political Ad Policy Enforcement with @VictorLePochat and @lauraedelson2 <https://bit.ly/3IANbXI>

Figure 2. Gaps in Facebook's ad transparency



Key players to tag/follow:

- [@lauraedelson2](#) - Laura Edelson
- [@cyber4democracy](#) - NYU Cybersecurity for Democracy
- [@VictorLePochat](#) - Victor Le Pochat, imec-DistriNet, KU Leuven
- [@tomvangoethem](#) -- Tom Van Goethem, imec-DistriNet, KU Leuven
- Wouter Joosen, imec-DistriNet, KU Leuven (no Twitter)
- Damon McCoy, New York University (no Twitter)
- Tobias Lauinger, New York University (no Twitter)
- [@DistriNet](#)
- [@KU_Leuven](#)
- [@NYUTandon](#)

Tweets for: A Standard for Universal Digital Ad Transparency

Digital ad data needs to be publicly available so researchers, journalists & civil society can fulfill their watchdog roles. Our Standard for Universal Digital Ad #Transparency by [@lauraedelson2](#) et al describes how it can work [@knightcolumbia](#)
<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

We know who “paid for this message” on TV, but we often DON’T know when we see the message online. [@cyber4democracy](#) & partners are proposing a Universal Digital Ad

Transparency standard to change that – read more here:

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Calls for platform accountability, especially around elections, are widespread. Let's expand upon the current ad libraries and call for Universal Digital Ad Transparency. @cyber4democracy and partners make the case and provide details on how it will work:

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

After Congressional hearings about Russian meddling in the 2016 election, Facebook, Google & Twitter each launched ad libraries. But there are major gaps in the data. Enter @cyber4democracy's Universal Digital Ad Transparency standard:

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

You know those "I paid for this message" disclaimers you see on TV? There's no FCC-mandated equivalent for the ads you see online. That's why @cyber4democracy & partners are proposing a Universal Digital Ad Transparency standard – read more here:

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Since they run in real time, digital ads can easily dodge @FTC's truth in advertising rules. @cyber4democracy's Universal Digital Ad Transparency standard will allow researchers & journalists to uncover deceptive ads, clickbait & more.

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Our Universal Ad Transparency standard aligns with proposals in Congress, like today's draft transparency bill from @ChrisCoons, @amyklobuchar, & @senrobportman, & the Algorithmic Justice and Online Transparency Act from @SenMarkey & Rep @DorisMatsui

<https://knightcolumbia.org/content/a-standard-for-universal-digital-ad-transparency>

Relevant hashtags:

- #transparency
- #disinformation

Key players to tag/follow:

- [@knightcolumbia](#) - Knight First Amendment Institute at Columbia University (*Please tag as publisher, not authors, drive to Knight site where paper is published.*)
- [@lauraedelson2](#) - Laura Edelson
- [@cyber4democracy](#) - NYU Cybersecurity for Democracy
- [@hci_ai](#) - Jason Chuang, Research Scientist, Mozilla
- [@Mozilla](#) - Mozilla
- [@efranklinfowler](#) - Erika Franklin Fowler, co-director, Wesleyan Media Project
- [@tnridout1](#) - Travis Ridout, Washington State University & co-director, Wesleyan Media Project
- [@WesMediaProject](#) - Wesleyan Media Project

- [@mmfranz](#) - Michael M. Franz, Professor of Government & Legal Studies, BowdoinCollege
- [@BowdoinCollege](#) - Bowdoin College

General graphics available for use:

