Continued investments in our enforcement systems have enabled us to detect and remove more violating content, resulting in proactive rates above 90%.

**DATA ON DRUG & FIREARM SALES CONTENT**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DRUGS</strong></td>
<td>79%</td>
<td>84%</td>
<td>98%</td>
<td>96%</td>
</tr>
<tr>
<td><strong>FIREARMS</strong></td>
<td>65%</td>
<td>70%</td>
<td>94%</td>
<td>96%</td>
</tr>
</tbody>
</table>

**DATA ON INSTAGRAM**
We've added data related to 4 policies on Instagram: child nudity and sexual exploitation, regulated goods, suicide & self-injury, and terrorist propaganda.

**DATA ON TERRORIST PROPAGANDA**
To better reflect our efforts against terrorism worldwide, our data now covers enforcement against all terrorist organizations, and not just Al Qaeda, ISIS and their affiliates.

In 8 of the 10 policy areas, we proactively detected over 90% of the content we took action on before someone reported it.

**PREVALENCE**
Prevalence measures how often violating content is seen on Facebook. We have a better understanding of it in 7 of the 10 policy areas (up from 5 policy areas in the previous report).

**PROACTIVE ENFORCEMENT**
In 8 of the 10 policy areas, we proactively detected over 90% of the content we took action on before someone reported it.

**DRUG & FIREARM SALES CONTENT**
Continued investments in our enforcement systems have enabled us to detect and remove more violating content, resulting in proactive rates above 90%.
**METRICS**

**PREVALENCE** = estimate of how often content that violates our policies is seen

**CONTENT ACTIONED** = number of pieces of content (such as posts, photos, videos or comments) or accounts we take action on for going against our policies

**PROACTIVE RATE** = percentage of all content or accounts acted on that we found and flagged before users reported them to us

**APPEALED CONTENT** = number of pieces of content that people appeal after we take action on them for going against our policies

**RESTORED CONTENT** = number of pieces of content we restored after we originally took action on them

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**SUICIDE & SELF-INJURY**

Policy changes and improvements to our technology allowed us to remove more violating content.

### Facebook app

<table>
<thead>
<tr>
<th>Period</th>
<th>Pieces of Content Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR-JUN 2019</td>
<td>2.0M</td>
</tr>
<tr>
<td>JUL-SEP 2019</td>
<td>2.5M</td>
</tr>
</tbody>
</table>

### Instagram

<table>
<thead>
<tr>
<th>Period</th>
<th>Pieces of Content Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR-JUN 2019</td>
<td>835K</td>
</tr>
<tr>
<td>JUL-SEP 2019</td>
<td>845K</td>
</tr>
</tbody>
</table>

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**DATA TRANSPARENCY ADVISORY GROUP (DTAG)**

We continue to work through the recommendations from DTAG, a group of international academic experts, to make the report more transparent.

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**What we’re working on**

**HATE SPEECH**

As AI systems have evolved and improved, we’ve started automatically removing hate speech in some cases where we have high confidence. As we try to be more proactive in combating hate speech, we continue to refine the accuracy of our systems and partner with our content review team to enforce our policy.

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**INSTAGRAM APPEALS AND RESTORES**

In July, we started introducing the ability for people to appeal content decisions on Instagram. We will keep expanding these efforts. Appeals and restore metrics for Instagram will be included in future reports.

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**Continued efforts**

We continually strive to improve our processes, refine our tools and technology, and find the right ways to measure enforcement. Transparency in our work will keep people informed and let the public hold us accountable for improving over time.

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Learn more about the report at: [TRANSPARENCY.FACEBOOK.COM](https://transparency.facebook.com)