Appendix: Coded excerpts illustrating social media platform responses to COVID-19 misinformation

Table 1. Coded excerpts of responses to COVID-19 misinformation by leading social media and messaging platforms.

	Prohibits COVID-19 misinformation	COVID-19 misinformation policy
Facebook, Instagram	As people around the world confront this unprecedented public health emergency, we want to make sure that our Community Guidelines protect people from harmful content and new types of abuse related to COVID-19. We're working to remove content that has the potential to contribute to real-world harm, including through our policies prohibiting coordination of harm, sale of medical masks and related goods, hate speech, bullying and harassment and misinformation that contributes to the risk of imminent violence or physical harm. As the situation evolves, we continue to look at content on the platform, assess speech trends, and engage with experts, and will provide additional policy guidance when appropriate to keep the members of our community safe during this crisis.	Facebook COVID-19 and Vaccine Policy Updates & Protections Instagram COVID-19 and Vaccine Policy Updates and Protections
YouTube	YouTube doesn't allow content that spreads medical misinformation that contradicts local health authorities' (LHA) or the World Health Organization's (WHO) medical information about COVID-19.	YouTube COVID-19 medical misinformation policy
Twitter	You may not use Twitter's services to share false or misleading information about COVID-19 which may lead to harm.	Twitter COVID-19 misleading information policy
LinkedIn	We've always prohibited false and misleading content, but we recently updated our Professional Community Policies to be clear that information contradicting guidance from leading global health organizations and public health authorities is also not allowed on the platform.	N/A
Snapchat	Our guidelines prohibit Snapchatters and our partners from sharing content that deceives or deliberately spreads false information that causes harm, and we do not offer an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation.	N/A
Reddit	Our site integrity team is using their existing tools and processes to investigate claims and signs of coordinated attempts to spread COVID-19 misinformation on Reddit.	N/A
TikTok	TikTok's Community Guidelines prohibit content that's false or misleading, including misinformation related to COVID-19 and vaccines and anti-vaccine disinformation more broadly.	N/A

Note: N/A indicates that the platform did not have a COVID-19 misinformation policy.

Table 2. *Coded excerpts of types of COVID-19 content prohibited by leading social media and messaging platforms.*

Nature of the virus	Facebook, Instagram	More specifically, we remove false information about: The existence or severity of COVID-19. Acknowledging the existence and understanding the severity of COVID-19 is foundational to keeping people safe and aware of the dangers of this public health emergency. We remove claims that deny the existence of the disease or undermine the severity of COVID-19. COVID-19 transmission and immunity: Understanding how COVID-19 is transmitted and who can be infected is a critical component of protecting people from getting or spreading the virus. Public health authorities state that COVID-19 can be transmitted in any location and primarily from person to person through small droplets from the nose or mouth, which are expelled when a person with COVID-19 coughs, sneezes or speaks. Public health authorities also agree that all people, regardless of age or other unique characteristics, can be infected with and spread COVID-19. We remove false claims about how and where COVID-19 can be transmitted and who can be infected.
	YouTube	Don't post content on YouTube if it includes any of the following: Diagnostic misinformation: Content that promotes diagnostic methods that contradict local health authorities or WHO. Transmission misinformation: Content that promotes transmission information that contradicts local health authorities or WHO. Content that denies the existence of COVID-19.
	Twitter	We will label or remove false or misleading information about: Transmission of the virus, such as false claims about asymptomatic spread, or false information about how it is transmitted indoors. Susceptibility to the virus, for example claims that specific groups or people are more or less prone to be infected or to develop adverse symptoms on the basis of their nationality or religion. Symptoms commonly associated with the virus, for example, misleading instructions on how to self-diagnose.
	LinkedIn	We've always prohibited false and misleading content, but we recently updated our Professional Community Policies to be clear that information contradicting guidance from leading global health organizations and public health authorities is also not allowed on the platform. This includes making unsupported claims about the virus's origins or posts that downplay the seriousness of the pandemic, as well as baseless treatments or cures.
Efficacy & safety of prevention & treatment measures	Facebook, Instagram	More specifically, we remove false information about: Guaranteed cures or prevention methods for COVID-19: Public health authorities, such as the WHO, say there is currently nothing that can guarantee recovery or guarantee the average person will not get COVID-19. We have also heard from public health authorities that if people thought there was a guaranteed cure or prevention for COVID-19, that could lead them to take incorrect safety measures, ignore appropriate health guidance, or even attempt harmful self-medication. This is why we don't allow false claims about how to cure or prevent COVID-19. This includes: Claims that for the average person, something can guarantee prevention from getting COVID-19 or can guarantee recovery from COVID-19 before such a cure or prevention has been approved, including: Consuming or inhaling specific items. Medical or herbal remedies. External remedies for the outer body or skin. Ex: "Take Vitamin C – it cures COVID-19," "If you take this herbal remedy, you will not get COVID-19," "This topical cream will prevent you from contracting coronavirus."
	YouTube	Don't post content on YouTube if it includes any of the following: Treatment misinformation: Content that encourages the use of home remedies, prayer, or rituals in place of medical treatment such as consulting a doctor or going to the hospital. Content that claims that there's a guaranteed cure for COVID-19. Other content that discourages people from consulting a medical professional or seeking medical advice.

		Prevention misinformation: Content that promotes prevention methods that contradict local health authorities or WHO. Claims that there is a guaranteed prevention method for COVID-19.
	Twitter	We will label or remove false or misleading information about: The safety or efficacy of treatments or preventative measures that are not approved by health authorities, or that are approved by health authorities but not safe to administer from home. Under this guidance, we will require people to remove Tweets that include: Misleading claims that unharmful but ineffective methods are cures or absolute treatments for COVID-19, such as "Coronavirus is vulnerable to UV radiation – walking outside in bright sunlight will prevent COVID-19." Description of harmful treatments or preventative measures which are known to be ineffective or are being shared out of context to mislead people, such as "drinking bleach and ingesting colloidal silver will cure COVID-19."
	LinkedIn	We've always prohibited false and misleading content, but we recently updated our Professional Community Policies to be clear that information contradicting guidance from leading global health organizations and public health authorities is also not allowed on the platform. This includes making unsupported claims about the virus's origins or posts that downplay the seriousness of the pandemic, as well as baseless treatments or cures.
COVID-19 vaccines	Facebook, Instagram	Stringent Regulatory Authorities (SRAs) have issued emergency use authorization for several COVID-19 vaccines, so in addition to false claims about face masks, social distancing and testing, we do not allow false claims about the vaccines or vaccination programs that public health experts have advised us could lead to COVID-19 vaccine rejection. This includes false claims about the safety, efficacy, ingredients, development, existence, or conspiracies related to the vaccine or vaccination program.
	YouTube	Don't post content on YouTube if it includes any of the following: Claims about COVID-19 vaccinations that contradict expert consensus from local health authorities or WHO.
	Twitter	We will label or remove false or misleading information about: Vaccines and vaccination programs which suggest that COVID-19 vaccinations are part of a deliberate or intentional attempt to cause harm or control populations.
	LinkedIn	We're also continuing to keep our members safe and informed when it comes to trusted sources of vaccine news and information, and we are actively working to remove any misinformation about vaccines from our platform.
	TikTok	TikTok's Community Guidelines prohibit content that's false or misleading, including misinformation related to COVID-19 and vaccines and anti-vaccine disinformation more broadly.
Restrictions & health advisories	Facebook, Instagram	More specifically, we remove false information about: Discouraging good health practices: There are a number of good health practices public health authorities advise people take to protect themselves from getting or spreading COVID-19. This includes wearing a face mask, social distancing, getting tested for COVID-19 and, more recently, getting vaccinated against COVID-19. As more information becomes available about COVID-19 vaccines, we will continue to iterate on how we apply this policy. This includes: Claims about wearing a face mask, including: Claims that wearing a face mask does not help prevent the spread of COVID-19. Claims that face masks include or are connected to 5G technology. Claims that wearing a face mask can make the wearer sick. Claims that public health authorities do not recommend that healthy people wear masks. Claims that social/physical distancing does not help prevent the spread of COVID-19.
	YouTube	Don't post content on YouTube if it includes any of the following: Social distancing and self isolation misinformation: Content that disputes the efficacy of local health authorities' or WHO's guidance on physical distancing or self-isolation measures to reduce transmission of COVID-19.
	Twitter	We will label or remove false or misleading information about: Personal protective equipment (PPE) such as claims about the efficacy and safety of face masks to reduce viral spread.

		Preventative measures such as hand-washing, proper hygiene or sanitation methods, or social distancing.
Misrepresenting data	Facebook, Instagram	We remove content that can contribute to physical harm by inaccurately representing the access to or availability of public health infrastructure.
	YouTube	Here are some examples of content that's not allowed on YouTube: Claims that there have not been cases or deaths in countries where cases or deaths have been confirmed by local health authorities or the WHO.
	Twitter	We will label or remove false or misleading information about: The prevalence of the virus or the disease, such as information pertaining to test results, hospitalizations, or mortality rates. The capacity of the public health system to cope with the crisis, for example false information about the availability of PPE, ventilators, or doctors, or about hospital capacity. Research findings (such as misrepresentations of or unsubstantiated conclusions about statistical data) used to advance a specific narrative that diminishes the significance of the disease.

Table 3. *Coded excerpts of criteria used by social media platforms to take action against misleading COVID-19 content.*

Claims debunked by public health authorities	Facebook, Instagram	We also remove false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities as having the potential to cause harm to people who believe them.
	YouTube	YouTube doesn't allow content that spreads medical misinformation that contradicts local health authorities' or the World Health Organization's (WHO) medical information about COVID-19.
	Twitter	Under this policy, we consider claims to be false or misleading if (1) they have been confirmed to be false by subject-matter experts, such as public health authorities.
	LinkedIn	We've always prohibited false and misleading content, but we recently updated our Professional Community Policies to be clear that information contradicting guidance from leading global health organizations and public health authorities is also not allowed on the platform.
Potential of the content to lead to significant ham	Facebook	Under our Community Standards, we remove misinformation when public health authorities conclude that the information is false and likely to contribute to imminent violence or physical harm. Since COVID-19 was declared a Public Health Emergency of International Concern (PHEIC) in January 2020, we have applied this policy to content containing claims related to COVID-19 that, according to public health authorities, are (a) false, and (b) likely to contribute to imminent physical harm (of imminent physical harm examples include: increasing the likelihood of exposure to or transmission of the virus, or having adverse effects on the public health system's ability to cope with the pandemic).
	Instagram	We also remove false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities as having the potential to cause harm to people who believe them. We've connected over 2 billion people from 189 countries to reliable information about the coronavirus through our COVID-19 Information Center and informational messages, and we've removed more than 12 million pieces of content on Facebook and Instagram containing misinformation that could lead to imminent physical harm.
	YouTube	YouTube doesn't allow content about COVID-19 that poses a serious risk of egregious harm.
	Twitter	Content that is demonstrably false or misleading and may lead to significant risk of harm (such as increased exposure to the virus, or adverse effects on public health systems) may not be shared on Twitter.
	Snapchat	Our guidelines prohibit Snapchatters and our partners from sharing content that deceives or deliberately spreads false information that causes harm, and we do not offer an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation.

	Reddit	The situation on the ground is constantly changing and so we are trying to strike a balance of acting quickly on claims that might cause or encourage violence or physical harm (such as advice to drink bleach, or calls to vandalize phone towers).
	TikTok	Our Community Guidelines prohibit misinformation that could cause harm to our community or the larger public, including content that misleads people about elections or other civic processes, content distributed by disinformation campaigns, and health misinformation.
Inauthentic content	Facebook, Instagram	Over the past three years, we've removed over 100 networks of coordinated inauthentic behavior (CIB) from our platform and keep the public informed about our efforts through our monthly CIB reports.
	YouTube	Our guidelines against deceptive practices include tough policies against users who misrepresent themselves or who engage in other deceptive practices. This includes deceptive use of manipulated media (e.g., 'deep fakes') which may pose serious risks of harm.
	Twitter	You can't create fake accounts which misrepresent their affiliation, or share content that falsely represents its affiliation to a medical practitioner, public health official or agency, research institution, or that falsely suggests expertise on COVID-19 issues.
	Snapchat	We regularly review and update our policies as new forms of misinformation become more prevalent: for example, ahead of the 2020 election, we updated our guidelines to make clear that manipulated media intended to mislead -- or deepfakes -- were prohibited.
	Reddit	Our site integrity team is using their existing tools and processes to investigate claims and signs of coordinated attempts to spread COVID-19 misinformation on Reddit.
	TikTok	We're adding a policy which prohibits synthetic or manipulated content that misleads users by distorting the truth of events in a way that could cause harm. Our intent is to protect users from things like shallow or deep fakes, so while this kind of content was broadly covered by our guidelines already, this update makes the policy clearer for our users.
	WhatsApp	We've also set a limit on the number of times messages can be forwarded on WhatsApp to reduce the spread of viral messages, and we use advanced machine learning to identify and ban accounts engaged in mass messaging.
Other	Facebook, Instagram	As people around the world confront this unprecedented public health emergency, we want to make sure that our Community Standards protect people from harmful content and new types of abuse related to COVID-19. We're working to remove content that has the potential to contribute to real-world harm, including through our policies prohibiting the coordination of harm, the sale of medical masks and related goods, hate speech, bullying and harassment, and misinformation that contributes to the risk of imminent violence or physical harm.
	YouTube	Content that comes close to — but doesn't quite cross the line of — violating our Community Guidelines is a fraction of 1% of what's watched on YouTube in the U.S. Our recommendations systems do not recommend such content on YouTube, thereby helping limit the spread of borderline content or videos that could misinform users in harmful ways.
	Twitter	In order for content related to COVID-19 to be labeled or removed under this policy, it must: Advance a claim of fact, expressed in definitive terms. For a Tweet to qualify as a misleading claim, it must be an assertion of fact (not an opinion), expressed definitively, and intended to influence others' behavior. Going forward and specific to COVID-19, unverified claims that have the potential to incite people to action, could lead to the destruction or damage of critical infrastructure, or cause widespread panic/social unrest may be considered a violation of our policies. Examples include, "The National Guard just announced that no more shipments of food will be arriving for two months — run to the grocery store ASAP and buy everything" or "5G causes coronavirus — go destroy the cell towers in your neighborhood!"

__Table 4.__ Coded excerpts of remedies to address COVID-19 misinformation across leading social media and messaging platforms.

Labels, warnings, notifications & links	Facebook	For the duration of the COVID public health emergency, we also remove certain COVID-19 misinformation. In our third-party fact-checking program, fact-checkers rate and review all types of content, and we add a warning label with more information and reduce its distribution.
	Instagram	Our global network of third-party fact-checkers are continuing their work reviewing content and debunking false claims that are spreading related to the coronavirus. When they rate information as false, we limit its spread on Facebook and Instagram and show people accurate information from these partners. We also send notifications to people who already shared or are trying to share this content to alert them that it's been fact-checked.
	Twitter	Starting today, we're introducing new labels and warning messages that will provide additional context and information on some Tweets containing disputed or misleading information related to COVID-19.
	Reddit	A quarantine will remove the community from search results, warn the user that it may contain misinformation, and require an explicit opt-in.
	TikTok	For TikTok users who choose to explore hashtags related to coronavirus, we surface an in-app notice that provides direct access to WHO's website and local public health agencies while also reminding users to report content that violates our Community Guidelines.
	Messenger, WhatsApp	On WhatsApp and Messenger: We've built clear labels that show people when they have received a forwarded message, or chain message, so they know when they are receiving something that was not written by their immediate contacts.
Decreasing visibility & spread	Facebook	Pages, Groups, profiles, and Instagram accounts that repeatedly post misinformation related to COVID-19, vaccines, and health may face restrictions, including (but not limited to) reduced distribution, removal from recommendations, or removal from our site.
	Instagram	As part of our efforts to improve the quality of health and vaccine content that people encounter during the COVID-19 pandemic, and consistent with the advice of independent health experts, we are also taking additional steps to reduce the distribution of certain other content about vaccines that does not otherwise violate our policies listed above, and remove certain Pages, Groups, and Instagram accounts that have shared content that violates our COVID-19 and vaccine policies and are dedicated to spreading vaccine discouraging information on platform. Specifically, we are taking additional steps to limit visibility of this content on our recommendations surfaces.
	YouTube	Over the past few years, we've accelerated our efforts to protect the YouTube community from harmful content. This is also how we are approaching COVID-19-related content on YouTube. We raise authoritative voices, remove misinformation and reduce the spread of borderline content so that our community can connect with timely and helpful information at this critical time.
	Twitter	In addition, we're halting any auto-suggest results that are likely to direct individuals to noncredible content on Twitter.
	Reddit	A quarantine will remove the community from search results, warn the user that it may contain misinformation, and require an explicit opt-in.
	TikTok	We take multiple approaches to make anti-vaccine and COVID-19 misinformation harder to find. In addition to removing content, we redirect searches associated with vaccine or COVID-19 disinformation to our Community Guidelines and do not autocomplete anti-vaccine hashtags in search.
	Messenger	As a part of our ongoing efforts to provide people with a safer, more private messaging experience, today we're introducing a forwarding limit on Messenger, so messages can only be forwarded to five people or groups at a time. Limiting forwarding is an effective way to slow the spread of viral misinformation and harmful content that has the potential to cause real world harm.
	WhatsApp	We've also set a limit on the number of times messages can be forwarded on WhatsApp to reduce the spread of viral messages, and we use advanced machine learning to identify and ban accounts engaged in mass messaging.

Content removal	Facebook, Instagram	We will, however, remove certain COVID-19 misinformation that has been previously debunked by multiple independent fact-checkers.
	YouTube	If your content violates this policy, we'll remove the content and send you an email to let you know.
	Twitter	COVID-19 related content that meet all three of the criteria defined above—i.e. that are claims of fact, demonstrably false or misleading, and likely to cause harm—may not be shared on Twitter and are subject to removal.
	LinkedIn	We're also continuing to keep our members safe and informed when it comes to trusted sources of vaccine news and information, and we are actively working to remove any misinformation about vaccines from our platform.
	Snapchat	Our approach to enforcing against content that includes false information is straightforward -- we don't label it, we completely remove it. When we find content that violates our guidelines, our policy is to simply take it down, which immediately reduces the risk of it being shared more widely.
	Reddit	We've already seen many of you stepping up to set up automod rules to remove the most obvious pieces of misinformation.
	TikTok	We take multiple approaches to make anti-vaccine and COVID-19 misinformation harder to find. In addition to removing content, we redirect searches associated with vaccine or COVID-19 disinformation to our Community Guidelines and do not autocomplete anti-vaccine hashtags in search.
Account suspension/ban	Facebook, Instagram	Pages, Groups, profiles, and Instagram accounts that repeatedly post misinformation related to COVID-19, vaccines, and health may face restrictions, including (but not limited to) reduced distribution, removal from recommendations, or removal from our site
	YouTube	If this is your first time violating our Community Guidelines, you'll get a warning with no penalty to your channel. If it's not, we'll issue a strike against your channel. If you get 3 strikes, your channel will be terminated. You can learn more about our strikes system here.
	Twitter	For severe or repeated violations of this policy, accounts will be permanently suspended.
	Reddit	We are taking several actions: Ban r/NoNewNormal immediately for breaking our rules against brigading.
	TikTok	Our Community Guidelines and Terms of Service apply to everyone who uses TikTok and all content they post. We use a mix of technology and human moderation to enforce these policies, including by removing content, banning accounts, and making it more difficult to find harmful content, like misinformation and conspiracy theories, in recommendations or search.
	WhatsApp	We've also set a limit on the number of times messages can be forwarded on WhatsApp to reduce the spread of viral messages, and we use advanced machine learning to identify and ban accounts engaged in mass messaging.
Ad restrictions	Facebook	Under our Regulated Goods policy, we've taken steps to protect against exploitation of this crisis for financial gain and prohibit the below content when we have additional information and/or context to identify it: Makes mention of medical products and COVID-19 and indicates a sense of urgency or claims that prevention is guaranteed.
	Instagram	To prevent people from exploiting this public health emergency we've already put several new policies into effect. We prohibited misleading ads for products that refer to COVID-19 in ways intended to create urgency, guarantee cures or prevent people from contracting it.
	YouTube	All monetizing content is subject to our Ad Friendly Guidelines and Community Guidelines. If your content violates these policies, it will be removed or receive limited or no ads. For specific examples of COVID-19 related content that isn't eligible for monetization, check out this Help Center article.
	Twitter	The following restrictions apply to these use cases: Distasteful references to COVID-19 (or variations) are prohibited. Content may not be sensational or likely to incite panic. Prices of products related to COVID-19 may not be inflated. The promotion of certain products related to COVID-19 may be prohibited.

	LinkedIn	Microsoft's Sensitive Advertising policy and LinkedIn's Ads Policies prohibit ads that capitalize on the pandemic and company pages that improperly sell medical supplies and solutions. These policies allow Microsoft and LinkedIn to remove or limit advertising and company pages in response to a sensitive tragedy, disaster, death or high-profile news event, and are being applied to block ads related directly to COVID-19. Any advertising that exploits the coronavirus crisis for commercial gain, spreads misinformation or might pose a danger to users' safety is prohibited.
	Snapchat	**We use human review to fact check all political and advocacy ads.** As with all content on Snapchat, we prohibit false information and deceptive practices in our advertising. All political ads, including election-related ads, issue advocacy ads, and issue ads, must include a transparent "paid for" message that discloses the sponsoring organization. We use human review to fact check all political ads, and provide information about all ads that pass our review in our Political Ads library.
	TikTok	We also do not allow paid advertising that advocates against vaccinations, though PSAs or calls to action related to COVID-19 vaccines are accepted on a case-by-case basis if they're in the interest of public health and safety.

Table 5. *Coded excerpts of remedies to promote access to evidence-based COVID-19 information across leading social media platforms.*

Information curation	Facebook	Facebook COVID-19 Information Center
	Instagram	Today, we're bringing the COVID-19 Information Center to Instagram all around the world. This portal, which we launched in the Facebook app last March, helps people discover the latest information about the virus from local health ministries and the World Health Organization.
	YouTube	A COVID-19 news shelf may now show on the YouTube homepage. The shelf includes news videos about COVID-19 from authoritative news publishers and local health authorities on our platform. The content in this shelf is populated algorithmically, using hundreds of signals, including relevance to COVID-19, how up-to-date it is, and region.
	Twitter	We've added a new tab in Explore so it's easier to find the latest information on COVID-19. The tab will include curated pages highlighting the latest news such as public service announcements, Tweets from public health experts and journalists, as well as stories about how people are coping and helping each other.
	LinkedIn	Since early March, we've delivered news and perspectives about the coronavirus from official and trusted sources, all curated by our team of 65+ LinkedIn Editors. We've created a "Special Report: Coronavirus" box on the top right of our homepage and ensured that when members search for terms or hashtags related to the virus they see this coverage first. Through our Daily Rundown feature, which reaches 46 million people in 96 countries, we deliver timely and relevant updates to our members.
	Snapchat	The WHO and CDC publish regular updates for Snapchatters from their Official Accounts and we've worked with the WHO to develop custom content to answer questions from our community.
	TikTok	TikTok works with public health experts to make authoritative information about COVID-19 and vaccines available directly in our app. In our COVID-19 information hub, our community can find answers to common questions about the virus and vaccines from the World Health Organization (WHO) and the CDC as well as tips on staying safe.
	Messenger	Today the World Health Organization (WHO) launched an interactive experience on Messenger to provide accurate and timely information about the coronavirus outbreak. People will now be able to message the WHO with questions about COVID-19 and get quick answers for free.
	WhatsApp	Today we launched the World Health Organization's Health Alert on WhatsApp. The WHO Health Alert is free to use and will answer common questions about COVID-19. It provides timely, reliable information about how to prevent the spread of the coronavirus as well as travel advice, coronavirus myth debunking and more.
Health promotion campaigns	Facebook	With the rise in COVID-19 cases in the US and in many other parts of the world, we are expanding our alerts reminding people to wear face coverings internationally as recommended by health authorities. These alerts have been running at the top of Facebook and Instagram in the US since early July.

	Instagram	We're also launching new stickers to help people share accurate COVID-19 information in Stories. These new features include reminders to wash your hands, distance yourself from others and more. These will be available in the camera in the coming days.
	YouTube	We are working with a wide range of partners who have experience and expertise in public health communication with key at-risk groups, to help create, amplify and promote their campaigns on YouTube, including the Kaiser Family Foundation's Greater Than COVID video campaign, featuring their series for Black America and two upcoming series that seek to reach both the Latinx community and low-income rural communities across America; and the Black Coalition Against COVID-19 and Black Doctor Org video series to help answer top questions from the Black community about COVID and vaccines.
	Twitter	In January, in partnership with Team Halo, UNICEF, NHS, and the Vaccine Confidence Project, we activated an emoji hashtag #vaccinated to show support for vaccination. This builds upon our earlier efforts to encourage people to #StayHome, #WashHands, and #WearAMask.
	Snapchat	Bitmojis: Add Bitmojis to your Snaps to share tips and spread awareness. Try searching 'Wash your hands,' 'Stay home,' 'Don't touch your face,' and 'Social distancing' when selecting a Bitmoji!
	TikTok	TikTok supported the Safe Hands Challenge, a campaign launched by the WHO to promote hand washing. The hashtag has 5.4 billion views with participants like Jimmy Fallon, Gloria Gaynor, and Mariah Carey.
Labels, banners & links	Facebook, Instagram	On Facebook and Instagram: In January, we started showing educational pop-ups connecting people to information from the WHO, the CDC and regional health authorities toward the top of News Feed in countries with reported person-to-person transmissions and in all countries when people search for COVID-19 related information.
	YouTube	As a continuation of our efforts to combat COVID-19 related misinformation, we're updating our COVID-19 information panels to include links to COVID-19 vaccine info. The updated panels may show in search results and on watch pages related to COVID-19 or COVID-19 vaccine info. The updated panels are intended to help users find third-party authoritative COVID-19 vaccine info and are not a judgment on the accuracy of any video.
	Twitter	Since January 2020, we have had a dedicated COVID-19 search prompt feature in place within the product. This means when someone searches for COVID-19, they are met with credible, authoritative content at the very top of their search experience. This has been expanded to over 80 countries worldwide and is currently available in 29 languages. In some countries the prompts now also include an additional button which links to COVID-19 vaccine specific information.
	LinkedIn	We're taking new steps across our services, including Bing, LinkedIn, Microsoft News and Microsoft Advertising, to include curated resources on Microsoft News and LinkedIn that link to official guidance from organizations such as the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC).
	Snapchat	We launched creative tools to help Snapchatters share expert-approved best practices with their friends and family members, including a worldwide Filter with advice to our community on how to stay safe. This information is sourced from the World Health Organization, and links to its website for more info.
	Reddit	We have labels on coronavirus-related videos which point users to trusted information, with resources directly in the app as well as in the dedicated COVID-19 section of our Safety Center.
	TikTok	The informational hub can be accessed from the Discover page, search, and banners on videos related to COVID-19 and vaccines.
Increasing visibility of authoritative content	Facebook	Building on our goal to promote authoritative information about COVID-19 vaccines, we have implemented several temporary measures to further limit the spread of potentially harmful COVID-19 and vaccine information during the pandemic. Some of these measures include: continuing to further elevate information from authoritative sources when people seek information about COVID-19 or vaccines.

	Instagram	To help people get relevant and up to date resources, we will start showing more information from @WHO and local health ministries at the top of Instagram's feed in some countries.
	YouTube	This is also how we are approaching COVID-19-related content on YouTube. We raise authoritative voices, remove misinformation and reduce the spread of borderline content so that our community can connect with timely and helpful information at this critical time.
	Twitter	Since January 2020, we have had a dedicated COVID-19 search prompt feature in place within the product. This means when someone searches for COVID-19, they are met with credible, authoritative content at the very top of their search experience.
	LinkedIn	And when users search for coronavirus-related terms or hashtags, they'll see trusted information modules at the top of the results page.
Q&As with experts	Facebook	Mark Zuckerberg is live with Dr. Anthony Fauci, America's top infectious disease expert, to discuss progress toward a COVID-19 vaccine and how we can slow the spread of the virus this holiday season.
	YouTube	We're building on the success of conversations like the ones between Dr. Fauci and Monica, CDC officer Tia Rogers and Asia Jackson, and Andy Slavitt and Jim Gaffigan, to connect with more audiences, ranging from rural and farming communities to family vloggers.
	Twitter	We continue to host a weekly live Q&A event page for the WHO at #AskWHO.
	LinkedIn	The WHO is updating daily with live streams of their media briefings, tips to stay safe and healthy during the pandemic, and hosting real-time Q&As with experts, which is generating some of the highest views on LinkedIn Live.
	Snapchat	Our own news team is also regularly producing coverage and continuously updating Discover with tips and information about COVID-19, including Q&As with medical experts.
	Reddit	We're also continuing to curate an expert AMA series so we can give you direct access to scientific and medical professionals and relevant public officials.
	TikTok	We also hosted a series of live streams led by the World Health Organization where experts from WHO shared information on protective measures and took live questions from our users.
Ad credits to public health partners	Facebook, Instagram	On Facebook and Instagram: We're also giving the WHO as many free ads as they need and millions in ad credits to other health authorities so they can reach people with timely messages.
	YouTube	We've also donated ad inventory to governments and NGOs to help give their public health messages about COVID-19 more visibility on YouTube.
	Twitter	In addition, we have donated premium advertising products, including Promoted Trend and First View products, to elevate critical public health information such as @FEMA's message about the agency's vaccination efforts and emergency relief locations during winter storms.
	LinkedIn	We are also providing free ads to organizations that will disseminate critical information on Covid-19 vaccines such as the UN Verified Initiative, World Health Organization and The Ad Council.
	TikTok	Around the world, health authorities are working to inform the public as quickly as possible on a range of issues, including the importance of social distancing or proper hygiene. To facilitate that education, we are providing $25M in prominent in-feed ad space for NGOs, trusted health sources, and local authorities, enabling them to share important messages with millions of people and meaningfully engage the TikTok community.