



Meta's approach to the 2026 U.S. elections



Meta invests a huge amount of effort and resources to help protect elections online — not just during election periods but at all times. While each election is unique, Meta has developed a comprehensive approach to elections on our platforms: one that allows free expression, helps support participation in the civic process, and combats voter interference and foreign influence.

Meta has an always-on approach to the 2026 U.S. elections that includes connecting people with information about voting, our advanced security operations, and industry-leading transparency around political and social issue ads.



We continue to run our Election Operations Center, which brings together subject matter experts from across the company – including from our threat intelligence, data science, engineering, research, operations and legal teams – for real-time monitoring so that we can address potential abuse flowing across our network.



\$30B+

spent on safety and security

Meta has spent over \$30 billion in the areas of safety and security over the last decade, including to protect elections.



200

CIB networks removed

We're [disrupting](#) foreign influence operations, including those targeting elections, and have removed 200 networks of [Coordinated Inauthentic Behavior](#) since 2017.



1B+

Voting Alerts notifications sent

In the U.S., we work with state and local elections officials, who have sent more than 1 billion notifications via Voting Alerts on Facebook.



18M+

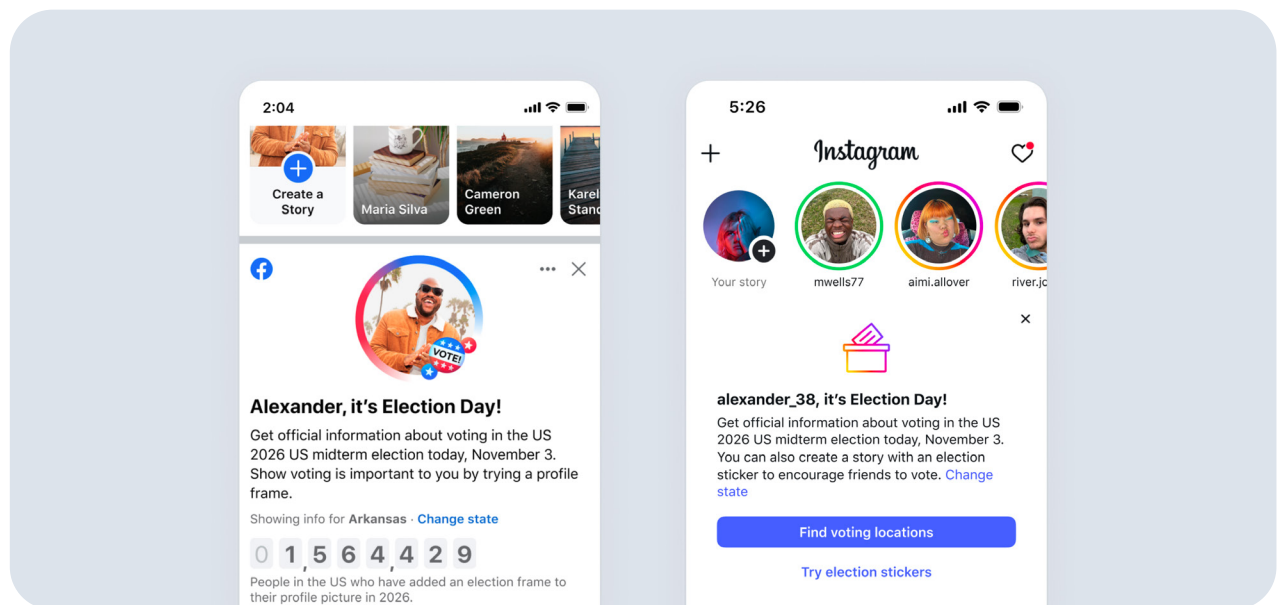
U.S. entries in our Ad Library

We provide industry-leading transparency around political and social issue ads, with more than 18 million U.S. entries currently in our Ad Library.

Connecting people with information about voting

On Facebook and Instagram, through top of feed notifications, we're continuing to connect people with information about voter registration and elections from their state and local elections officials, including during the primaries.

- On Facebook, we will show these notifications in the user's selected app language plus an additional language if we detect that the user often engages with content in another language, thus making the information easier to understand.
- If a user has moved or we incorrectly detect their location, they have the ability to 'Change State' to be directed to the correct state information.



On Facebook, we continue to work with state and local election officials as they use Voting Alerts to send timely information about registering and voting to people in their communities. On Instagram, we continue to elevate stickers directing people to official voting information ahead of registration deadlines and Election Day.

We are helping people find official information about voting when they search for election-related terms on Facebook.

- When someone searches for a term related to voting in the upcoming elections, we surface links to off-platform state government websites for more information.
- People have the ability to 'Change State' if the information about their location is incorrect.

Transparency and accountability for political ads

Since 2018, we have provided industry-leading transparency for ads about social issues, elections or politics, and we continue to expand those efforts. We have long believed in the role that transparency plays in bringing more accountability to Meta and our advertisers. This is especially important for ads that can influence the way people think, act and vote.

[Advertisers](#) are required to disclose when they use AI to create or alter ads about social issues, elections, or politics in certain cases. When an advertiser discloses this to us, Meta will add information on the ad and in the publicly available [Ad Library](#).

Our approach to labeling ads created or edited using AI continues to evolve to make it easier for people to better understand when they see an ad that may have been edited or generated from AI. We will continue rolling out additional transparency measures in order to help people better understand the type of content they're seeing, and make it clearer when AI is involved in creating or editing content.



We let people decide if they want to see fewer ads about social issues, elections or politics. This means ads that have the “Paid for by” disclaimer on both Facebook and Instagram through their controls in Ad Preferences can be turned off. On Instagram, people can turn these ads off directly from an ad and through the Ad Topic Preferences.

Advertisers who run ads about social issues, elections or politics are required to complete an authorization process and include a “Paid for by” disclaimer on [these ads](#).

We label state-controlled media on Facebook, Instagram and Threads so that users know when content is from a publication that may be under the editorial control of a government. We also block ads from state-controlled media outlets targeting people in the United States.

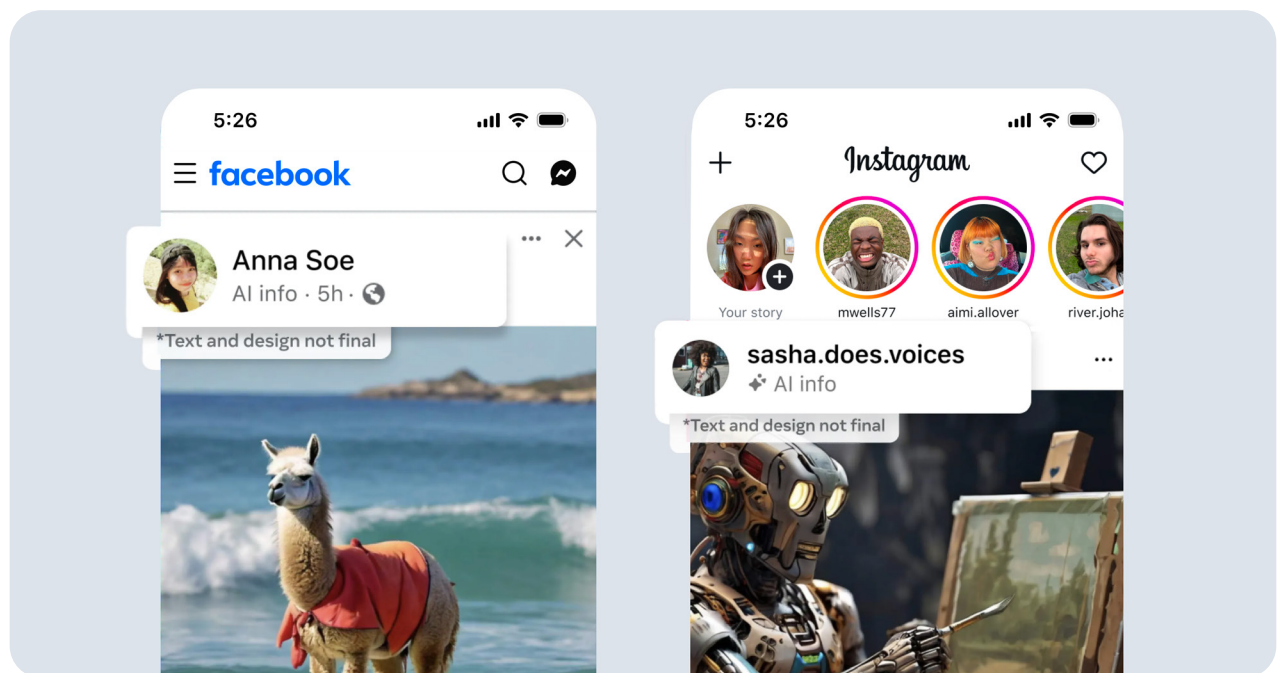
In the U.S., we prohibit new political, electoral and social issue ads during the final week of the election campaign.

- Our rationale for this remains the same as it has always been: in the final days of an election there may not be enough time to contest new claims.
- Ads that have previously run before this restriction period will be allowed to continue to run during this time.

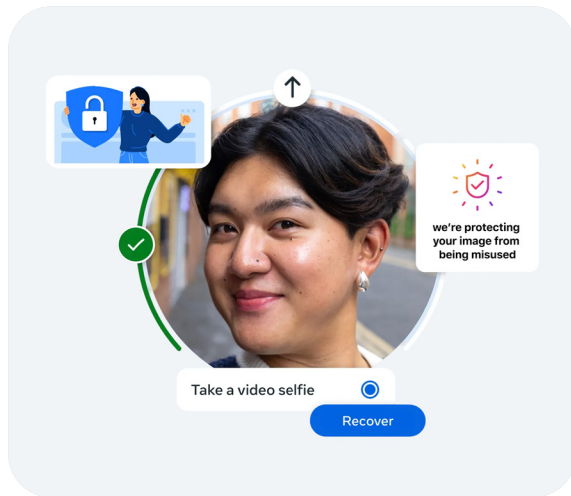
Identifying AI-generated organic content

We use a combination of industry standards and technology (such as C2PA) to help identify AI generated or edited content and label it to promote transparency among people on our platforms.

- We display an “AI info” label for content we detect was generated by an AI tool and share whether the content is labeled because of industry-shared signals or because someone self-disclosed.
- We require people to use this disclosure and label tool when they post organic content with a photorealistic video or realistic-sounding audio that was digitally created or altered, and we may apply penalties if they fail to do so.



Combatting scams

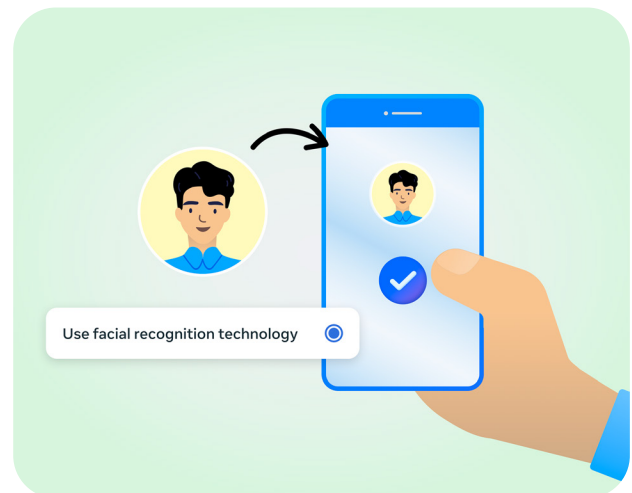


Scammers are opportunistic and can use elections to lure people into engaging with content under the pretense of political campaigns. It's against our policies to run ads that [use the images of public figures](#), including politicians, to scam or defraud users.

We continue to put substantial resources towards tackling these kinds of deceptive ads and are constantly improving our enforcement, including suspending and deleting accounts, Pages, and ads that violate our policies.

To help educate people on how to spot and avoid scams we have developed resources in the [Scam Prevention Hub](#) to expand our efforts to educate users and businesses.

This hub includes information about the latest trends in scams, educational material, and quick links for reporting scams, account access issues, and IP, Brand Rights Protection and impersonation.



We are using facial recognition technology to detect and prevent celeb-bait ads on our platforms. More information can be found [here](#).

We remove impostor accounts reported by users for impersonating them or for impersonating someone else. User reports play a key role in our ability to identify and remove impostor accounts.

Our ongoing policies

On Facebook, Instagram and Threads, we enforce our policies against [voter interference](#), [electoral violence](#) and inaccurate [information](#) about when, where, and how to vote in an election. As always, we remove content that violates our policies. Per our policies, we will [remove content](#) in specific instances when it risks leading to imminent physical harm or interference with elections or civic process.

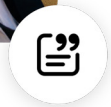
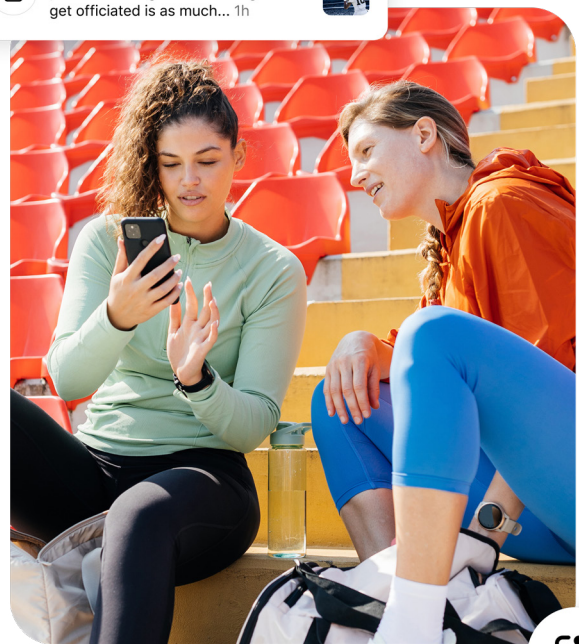
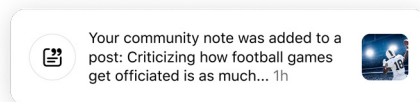
We prohibit ads that discourage people from voting, call into question the legitimacy of the upcoming U.S. election, or contain premature claims of victory.

We're continuing to fight foreign interference and coordinated inauthentic operations; we have and will continue to expose and disrupt networks that attempt to target U.S. elections.

On [Facebook](#) and [Instagram](#), Advanced Protection offers additional security tools to help people in the public eye protect their accounts, including candidates and their campaigns as well as local officials.

Last year we launched [Community Notes](#), a way to empower our community to decide when to add more context to posts that are potentially misleading or confusing. Notes can be submitted on most public content across Facebook, Instagram, and Threads, including posts by Meta, our executives, public figures, and – unlike the third-party fact-checking program – politicians.

- Community Notes are written and rated by Community Notes contributors — not by Meta or a small group of fact checkers.
- Contributors choose what content they feel may benefit from additional context, and then write and submit a note. That note will only publish if it reaches “consensus,” meaning there is agreement that a note is helpful amongst contributors who usually disagree with each other. This helps reduce bias and improve the overall quality of notes that end up being published.
- Anyone in the U.S. can [sign up](#) to be a contributor as long as they're over 18, have an account that's more than 6 months old and in good standing, and either have a verified phone number or are enrolled in two-factor authentication.



[↗](#) Click here for more information