Online Hate
Prevention Institute

Facebook Reporting Guide

August 2014
(version 1.2)

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Donate $10 or more to OHPI and receive a free expanded version of this guide, including ways to tackle antisemitism in online conversation.

Tips for using this guide

Facebook's reporting interface is not always consistent, so we have included explanations where some things have changed, or when there may be additional complications in the reporting process.

> **If you do not require the additional detailed information, the step by step instructions are highlighted in these blue boxes.**

Foreword by David Southwick MP

While the rise of social media has allowed us to share our greatest moments and communicate with our friends and family from all over the world with a click of button, a new destructive platform for hate and prejudice has emerged through popular websites such as Facebook.

I commend Dr Andre Oboler and the Online Hate Prevention Institute (OHPI) for their tireless dedication to stamping out online attacks and discrimination by enforcing community standards and empowering users at a grassroots level.

Particularly in a multicultural community, it is imperative to equip individuals with the tools to identify and correctly report online hate. This OHPI Facebook Guide is a fantastic and important initiative that will give readers the knowledge and confidence to stand up against online attacks and cyber-bullying.

David Southwick MP
Member for Caulfield
Parliamentary Secretary for Police and Emergency Services

Online antisemitism is a growing threat to the Jewish community. At OHPI we can do something about this growing climate of hate, but we need your support to make our work possible.

CONTRIBUTE NOW ▶

Online antisemitism is a growing threat to the Jewish community in Australia and around the world. This hate does not stay on the internet, it affects society around us. Antisemitism in social media damages the confidence of our children and creates stress and health impacts across the community. It creates a physical environment which is less safe for the Jewish community.

Thanks to the foresight of some of Australia's major Jewish philanthropists (most notably the Pratt Foundation), the Australian Jewish community is better placed than any other Jewish community in the world to respond to this problem. The Online Hate Prevention Institute is a world leader in combating online hate in general and online antisemitism in particular.

The world looks to Australia for a solution. In July the steering Committee of the Global Forum to Combat Antisemitism, an initiative of the Israeli Government, met in Jerusalem. Two Australians serve on the Global Forum's steering group, Jeremy Jones and me. Together with Adv David Matas from Canada, I have co-chaired the Global Forum's working group on Internet Antisemitism for the last five years. The working group includes people from organisations like the ADL, the Simon Wiesenthal Center, the World Jewish Congress, the World Zionist Organisation and many others.

OHPI is currently developing a monitoring solution for online hate, which has been endorsed by the Global Forum. The solution we are building empowers the public and makes technology companies accountable. We've all had far too many clearly legitimate reports rejected. We need your support to enable us to build this solution. Our community is going to make a difference.

We must acknowledge that online hate is a new problem which makes raising the funds to tackle it a unique challenge. As a community we now recognise the threat, particularly in the Jewish community, but as a society we are, in the main, not responding to it. Work needs to be done, and for some of that work funding needs to be found. Other work can be completed by volunteers, and one of the purposes of this guide is to empower more people to become volunteers. When it comes to funding though, we can't all leave it to someone else. We all support Israel, cancer charities, the ANZAC day appeal, and numerous other causes. The fight against online hate is urgent, and it needs to become one of the causes we all support.

Combating online hate needs to become a priority for foundations, both Jewish and non-Jewish. The number of foundations, Jewish and non Jewish, that have said they love OHPI's work, but under their existing criteria can't fund it, is staggering. As a society, and as individuals, we need to change our behaviour to consciously tackle emerging problems. Online hate is most definitely one of those problems.

We have the skills and world leading solutions on the way. With your help, we can make a serious difference. Without your support, the future of the important work we do tackling online hate is far from certain. I hope you find this guide useful, and that we can count on your support to tackle online hate.

Dr Andre Oboler
CEO, Online Hate Prevention Institute

The Online Hate Prevention Institute (OHPI) is an Australian Harm Prevention Charity. We aim to reduce the risk of suicide, self harm, substance abuse, physical abuse and emotional abuse that can result from online hate. Our focus ranges from cyber-racism, online religious vilification and other group-based forms of online hate, through to the cyber-bullying of individuals.

OHPI conducts research, runs campaigns and provides public education, recommends policy changes and law reform, and seeks ways of changing online systems to make them more effective in reducing the risks posed by online hate. We aim to find ways to create systemic changes that reduce the risk of harm both now and into the future.

How to support OHPI

You can join OHPI on Facebook at www.facebook.com/onlinehate, follow us on Twitter at @onlinehate and subscribe to us on YouTube at www.youtube.com/onlinehate. We use these channels to share material that helps to combat online hate, and you can support us by passing the material on to others.

As a charity, our operating costs are paid for out of donations from the public. Australian donations over $2 are tax deductible. Donations to OHPI can be made at http://ohpi.org.au/donate/

Online Reporting and Online Monitoring

At OHPI we believe grassroots activists have an important role to play in setting and enforcing community standards in social media. We believe that users of social media are the first line of defence against online hate. We believe that in an idea world, users would report content, the platform provider would check the report, and if the content was hate speech, it would immediately be taken down. Unfortunately we don't live in an idea world.

This booklet, and our online guides which are kept updated as reporting processes change, aim to make it easier for social media users to report online content. The helps to remove one of the barriers which can prevent an effective response to online hate – the processes to report hate can be difficult to navigate and are often inconsistent, even within the same social media platform!

The other significant problem we see is that most legitimate reports made by users are then wrongly rejected by platform providers. OHPI has built a new software platform, independent of the major platform providers, where users can register and track their reports relating to online hate. The reported data can then be accessed by human rights organisations, government agencies and researchers to help monitor social media companies and keep them accountable.

The software is currently being tested, but if you follow us on Facebook or Twitter you'll know as soon as it is open for registrations.

How to report offensive images on Facebook

Depending on whether you access an image directly, or view it in the popup interface on Facebook's timeline, the reporting button may or may not be initially visible.

Step 1A

In the direct view, click Report Photo underneath the image.

Depending on whether you access an image directly, or view it in the popup interface on Facebook's timeline, the reporting button may or may not be initially visible.

In the direct view the Report Photo link appears below the image, in the list of actions to the right of the comments. This is relatively intuitive to access and will always be immediately visible underneath the image.

In the popup view however (below), all of the actions are hidden in order to conserve space, and are loaded with the view controls so may not be available until the comments have been displayed. If you hover the mouse cursor over the image once it has finished loading, then the actions appear in a bar along the bottom.

Step 1B

In the popup view, hover the mouse cursor over the image to show the bottom menu. Click Options at the bottom of the image, then click Report Photo in the menu popup.
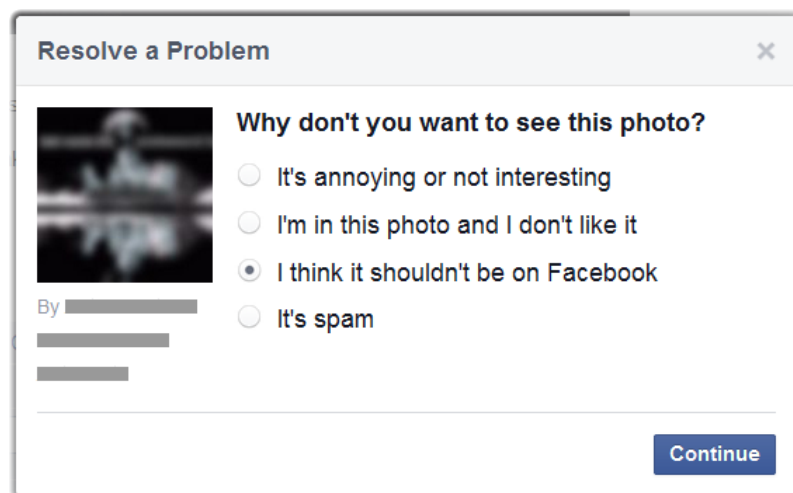
After clicking <u>Report Photo</u> Facebook will pop up a standard reporting box, regardless of which view you arrived from.

This presents the primary available reporting reasons ranging from general annoyance through to reporting advertising spam. Select <u>I think it shouldn't be on Facebook</u> to access the secondary dialogue, which requires a more specific complaint to be registered.

Step 2

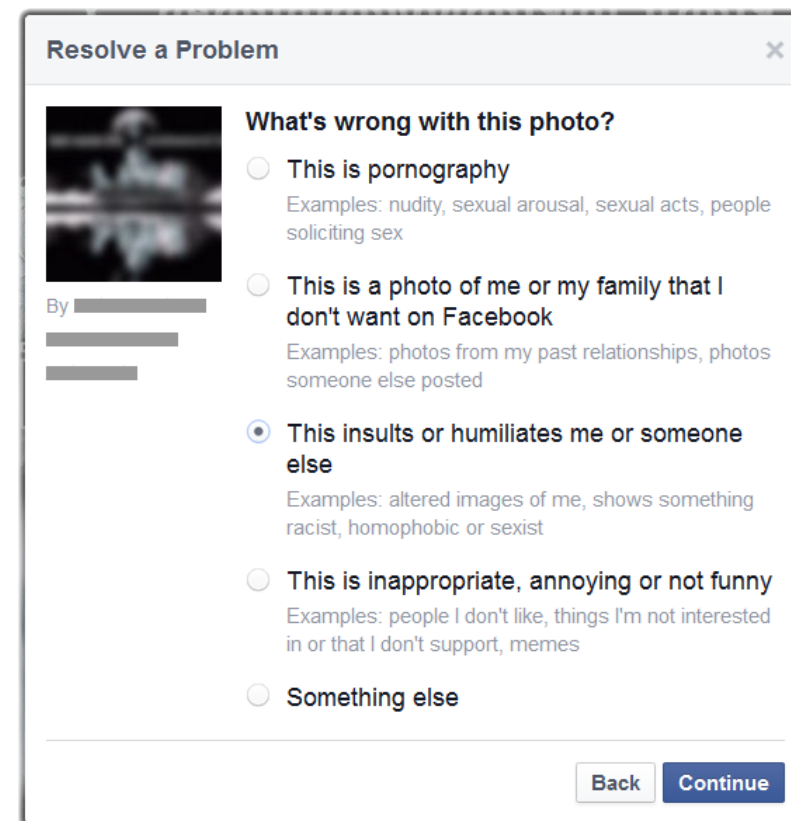**Select <u>I think it shouldn't be on Facebook</u>, then click <u>Continue</u>.**

The secondary reporting box includes more specific information about the available complaints which can be directed against the offensive image.

Previous versions of the Facebook reporting interface included a specific entry labeled **Hate speech or symbol**, but this has since been rolled into the broader category of <u>This insults or humiliates me or someone else</u> which covers racism, homophobia and sexism.

Step 3

Select <u>This insults or humiliates me or someone else,</u> then click <u>Continue</u>.

Curiously, the current reporting dialogue no longer holds separate entries covering drug use and excessive violence, presumably now included under the broader heading of <u>This is inappropriate, annoying or not funny</u>.

After clicking <u>Continue</u> there is still one more step in registering your complaint with Facebook.

Before Facebook accepts a report, it presents an additional dialogue encouraging other options.

**Do not attempt to message the person
who uploaded the content!**

If the content was posted with the intention to offend (as is often the case when dealing with internet 'trolls'), and the offending party is engaged in direct communication, then complaining to them can result in being targeted for more personal harassment!

Step 4

Click <u>Submit to Facebook for Review</u>, then click <u>Done</u>.

Don't be discouraged if you receive an initial response that Facebook believes the content did not breach their community standards. They usually get it wrong, even on the most obvious cases, as it is only after a review (which may automatically occur a few days later) that many items are closed.

Once the report has been submitted to Facebook it may take some time to receive a response, though priority could well be given to reports of potentially litigious content such as impersonating public figures or organisations, direct targeting of companies or individuals, or reports made by high profile entities themselves.

The current status of the report, as well as a record of your previous reports, is available to view under your **Support Dashboard**, which can be accessed via the menu on your profile settings page.
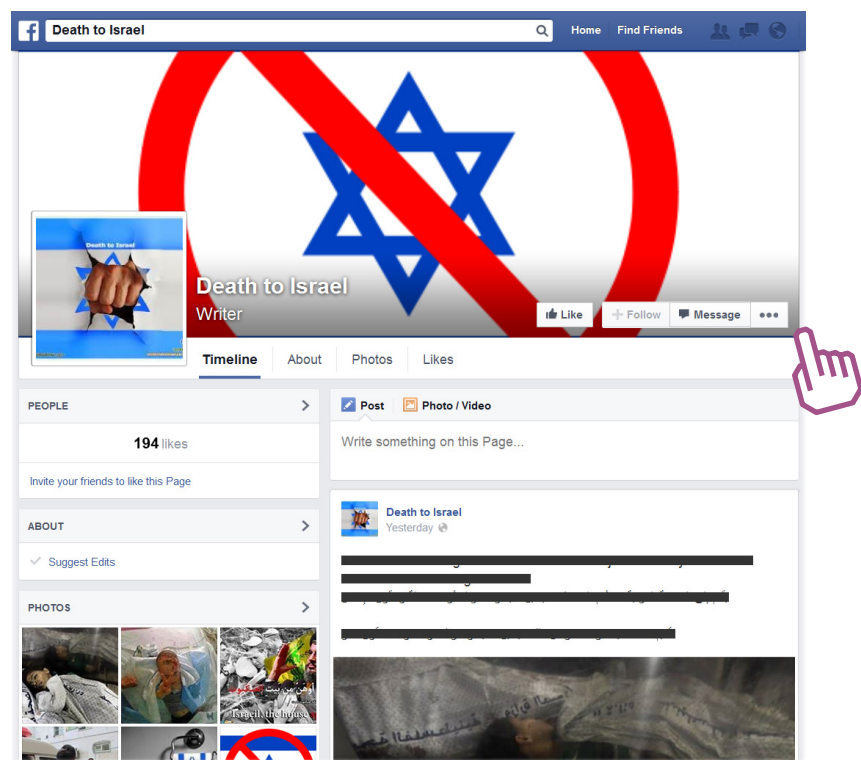
How to report offensive Facebook pages

Facebook pages are currently one of the few entities on the social media site which have a relatively intuitive and straightforward reporting interface.

Step 1

Click the ellipsis to the right of the Message button to drop down the page interaction menu, then click Report Page.
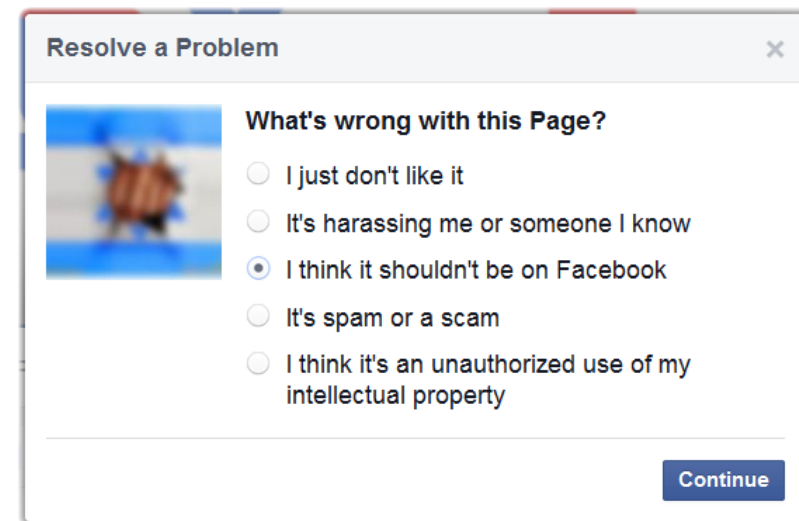
Reporting a page on Facebook will immediately pop up a reporting dialogue box from which to select the type of inappropriate content it includes or intends to propagate.

Step 2

Select I think it shouldn't be on Facebook, then click Continue.

The following page illustrates further options presented based on if the issue is hateful or incites other negative social action in breach of Facebook's **Community Standards** guidelines.

There are of course different sets of responses available if the report involves infringement of intellectual property or trademarks, such as misappropriation of artwork or falsely impersonating a person or representative of an organisation. This may be the case where content is unlawfully adapted for personal gain, or if an attempt is made to damage the public integrity of another person or company.

Step 3

Select It's hate speech, then click Continue.

Resolve a Problem ✕

Why shouldn't this be on Facebook?

○ It's threatening, violent or suicidal

◉ It's hate speech

○ It's sexually explicit

○ It describes buying or selling drugs, guns or adult products

Back | Continue

There will be additional options presented in order to specify who or what the offending content includes or targets. This will vary according to the specified complaint.

Step 4

Select the relevant hate type, then click Continue.

Resolve a Problem ✕

This is hateful towards

◉ A race or ethnicity

○ A religious group

○ A gender or orientation

○ People with disability or disease

Back | Continue

Step 5

Click Submit to Facebook for Review, then click Done.

Resolve a Problem ✕

We're sorry you had this experience. Here are some things you can try to resolve this.

📄 **Submit to Facebook for Review**
Report this post if it violates our Community Standards.

Back | Done

Resolve a Problem ✕

We're sorry you had this experience. Here are some things you can try to resolve this.

✓ **Submitted to Facebook for Review**
You have submitted a report.

Back | Done

Although it doesn't mention it in the closing report dialogue, a record of your submitted reports of Facebook pages can be viewed in the **Support Dashboard**, accessible under your **Account Settings**.

How to report offensive Facebook posts

Facebook's post reporting depends on the content of the post in question. If the post comes directly from a person, is shared from another source, or includes a photo, the reporting options may vary.

Step 1

**Click the wedge at the top right corner of the post.**

Clicking the wedge at the top right of the post will always present an option such as I don't want to see this or I don't like this post..., regardless of what type of post it is. This will then direct you to different response options as illustrated on the following pages.

Step 2

Click I don't want to see this or I don't like this post.
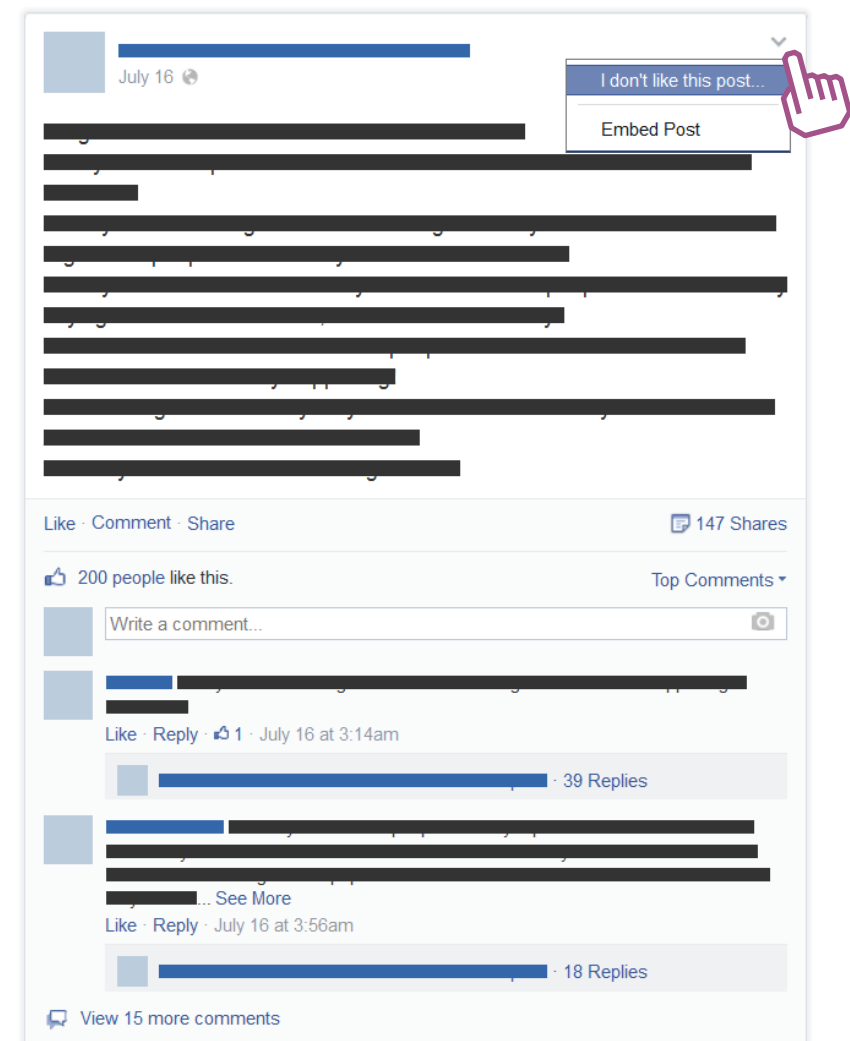
If the post includes an image, then the reporting dialogue may report the post as its image rather than the captioning text.

Step 2.5

If reporting a post from your News Feed, the post will first be hidden, then you can click <u>Why don't you want to see this?</u>, otherwise you can skip this and proceed to the next step.

This post is now hidden from your News Feed. **Undo**   ✕

<u>Why don't you want to see this?</u>

Step 3A

Select <u>I think it shouldn't be on Facebook</u>, then click <u>Continue</u>.

Resolve a Problem   ✕

Why don't you want to see this?

○ It's annoying or not interesting
◉ I think it shouldn't be on Facebook
○ It's spam

[Continue]

This reporting dialogue will then present a selection of complaints based on the type or content of the post. As illustrated, these may not all necessarily offer the same options, or may offer similar options offered under different wording.

Step 4A

Select <u>It's harassment or hate speech</u>, then click <u>Continue</u>.

Resolve a Problem   ✕

What's wrong with this?

○ It's rude, vulgar or uses bad language
○ It's sexually explicit
◉ It's harassment or hate speech
○ It's threatening, violent or suicidal
○ Something else

[Back] [Continue]

Step 5

Select the relevant hate type, then click <u>Continue</u>.

Resolve a Problem   ✕

This is hateful towards

◉ A race or ethnicity
○ A religious group
○ A gender or orientation
○ People with disability or disease
○ An individual

[Back] [Continue]

Some post types cannot be properly reported through the standard Facebook reporting process!

Certain posts, such as those sharing external content, may not actually present you with valid reporting options. Instead you will be presented with options based on personal views rather than community standards (eg. 'It goes against my views' instead of 'It's harassment or hate speech') and it may prompt you to message the offender without allowing you to submit a proper report.

Step 3B

Certain post types present different sets of options when attempting to report them. Not all can be reported properly.

Resolve a Problem   ✕

What's wrong with this post?

○ It's annoying or distasteful
   Examples: pointless stories, memes or viral images, about someone or something that bothers me

○ It's pornography
   Examples: nudity, sexual arousal, sexual acts

◉ It goes against my views
   Examples: makes fun of my personal values, religion or politics

○ It advocates violence or harm to a person or animal
   Examples: graphic injury, self-inflicted harm, body parts, animal abuse or torture

○ Something else

Back   Continue

Do not send messages to posters of offensive content!

Direct contact may open you up to more personal harassment, as many can be internet 'trolls' seeking intentional conflict.

Step 4B

Certain post types, such as those sharing external content, can not be reported through Facebook. You will be prompted to message the offender, but in these cases you should cancel the report instead if it does not offer an alternative solution.

New Message

Asking ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇ to remove this post and explaining how it makes you feel can help resolve this situation.

To: ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇

Message: Hey ▇▇▇▇▇▇▇▇▇▇▇,
something about this post bothers me and I'd rather not see it on Facebook. Would you please take it down?

via ▇▇▇▇▇▇▇▇▇▇▇▇ (Remove)

◄ ► 1 of 1   Choose a Thumbnail

☐ No Thumbnail

Send   Cancel

Step 6

For post types which do allow proper reporting through Facebook, you can click Submit to Facebook for Review to submit the report, then click Done to finish.

Depending on the post content you may or may not have access to a record of the report in your **Support Dashboard**.

How to report offensive comments on Facebook

Whilst comments normally only display options to Like or Reply, hovering the mouse cursor over a comment will display a cross and tooltip which allows you to hide it and then report it.

Comments must be hidden before they can be reported!

Step 1

Hover the mouse cursor over the comment to show a cross in the top right corner. Click the cross to hide the comment.

Step 2

Once the comment has been hidden, click Report.

Is this comment about you or a friend?

Yes, this comment is about me or a friend:
- ○ I don't like this comment
- ○ It's harassing me
- ○ It's harassing a friend

No, this comment is about something else:
- ○ Spam or scam
- ○ Hate speech
- ○ Sexually explicit content
- ○ Violence or harmful behavior

[Continue] [Cancel]

Step 3

Select Hate speech, choose a type, then click Continue.

Is this comment about you or a friend?

Yes, this comment is about me or a friend:
- ○ I don't like this comment
- ○ It's harassing me
- ○ It's harassing a friend

No, this comment is about something else:
- ○ Spam or scam
- ● Hate speech

Choose a type ▼
- Choose a type
- Targets a race or ethnicity
- Targets a religious group
- Targets based on gender or orientation
- Targets people with a disability or disease

[Continue] [Cancel]

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If a report is made in relation to non-personal offense such as hate speech or other unacceptable content, then additional drop down menus appear to allow more specific selection.

Once a selection is made and you continue, you will be shown options to message or block the offender before reporting.

Do not message posters of offensive content!

Directly engaging with an offender may open you up to further harassment if they are an intentional 'troll' or otherwise abusive!

Step 4

Check Report to Facebook, without selecting any other options, then click Continue to submit the report.

What You Can Do

Learn about the Facebook Community Standards.
- ○ **Message ▬▬▬▬ to remove**
  Let ▬▬▬ know that you found this comment objectionable
- ○ **Block ▬▬▬▬**
  You and ▬▬▬ will no longer be able to see each other or connect on Facebook

☑ **Report to Facebook**   [Continue] [Cancel]

Thank You

We have received your report.
View the status of your report in the Support Dashboard.

[Okay]

A record of your report can then be viewed on your **Support Dashboard**, accessible via your Account Settings menu.

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Founded in early 2012, the Online Hate Prevention Institute grew out of a project of the Zionist Federation of Australia, led by Dr Andre Oboler (now OHPI's CEO) which combated Internet-based Antisemitism. This in turn grew out of Dr Andre Oboler's leading work into "Antisemitism 2.0", a social media issue he first exposed in 2008, and his earlier work since 2005 into internet hate sites.

The creation of OHPI recognised that that other forms of hate were growing online, and that much could be learned and shared between the fight against online antisemitism and the efforts to combat these other forms of hate. Since its founding OHPI has worked to combat antisemitism and Holocaust denial, but also tackled Aboriginal Memes, anti-Muslim hate, misogyny, hate against people with disabilities, attacks on military veterans, serious trolling, cyberbullying and other manifestations of online hate.

While our work is focused in Australia, we also collaborate with international partners. Dr Andre Oboler serves as a member of the Steering Committee of the Global Forum to Combat Antisemitism and as Co-Chair of its working group focused on online antisemitism. He also speaks internationally on the topic of online hate as a Distinguished Visitor for the IEEE Computer Society.

Reporting Guide: Facebook Images

Step 1A
In the direct view, click Report Photo underneath the image.

Step 1B
In the popup view, hover the mouse cursor over the image to show the bottom menu. Click Options at the bottom of the image, then click Report Photo in the menu popup.

Step 2
Select I think it shouldn't be on Facebook, then click Continue.

Step 3
Select This insults or humiliates me or someone else, then click Continue.

Step 4
Click Submit to Facebook for Review, then click Done.

Reporting Guide: Facebook Pages

Step 1
Click the ellipsis to the right of the Message button to drop down the page interaction menu, then click Report Page.

Step 2
Select I think it shouldn't be on Facebook, then click Continue.

Step 3
Select It's hate speech, then click Continue.

Step 4
Select the relevant hate type, then click Continue.

Step 5
Click Submit to Facebook for Review, then click Done.

Reporting Guide: Facebook Posts

Step 1
Click the wedge at the top right corner of the post.

↓

Step 2
Click <u>I don't want to see this</u> or <u>I don't like this post</u>.

↓

Step 2.5
If reporting a post from your News Feed,
the post will first be hidden, then you can click
<u>Why don't you want to see this?</u>, otherwise
you can skip this and proceed to the next step.

Step 3A
↓
Select <u>I think it shouldn't
be on Facebook</u>, then click
<u>Continue</u>.

Step 4A
↓
Select <u>It's harassment or hate
speech</u>, then click <u>Continue</u>.

Step 5
↓
Select the relevant hate type,
then click <u>Continue</u>.

Step 6
↓
Click <u>Submit to Facebook for
Review</u> to submit the report,
then click <u>Done</u> to finish.

Step 3B
↓
Certain post types present
different sets of options when
reporting them. Not all can be
reported properly.

Step 4B
↓
Certain post types, such
as those sharing external
content, can not be reported
through Facebook. You will
be prompted to message the
offender, but in these cases
you should cancel the report
instead if it does not offer an
alternative solution.

Reporting Guide: Facebook Comments

Step 1
Hover the mouse cursor over the comment to show a cross in the
top right corner. Click the cross to hide the comment.

↓

Step 2
Once the comment has been hidden, click <u>Report</u>.

↓

Step 3
Select <u>Hate speech</u>, choose a type, then click <u>Continue</u>.

↓

Step 4
Check <u>Report to Facebook</u>, without selecting any other options,
then click <u>Continue</u> to submit the report.