



October 28, 2021

Dear Climate Disinformation Coalition,

Thanks for admitting there is a problem! Per Facebook leaked documents of surveyed users, "Climate science myths are a problem across all surveyed markets."

Thank you for your letter of October 15 inquiring about Facebook's policies and approach to tackling climate misinformation. Facebook takes its role and responsibility seriously as a platform to connect people to authoritative and accurate information and as a company that is passionate about climate action. We recognize the urgency of climate change and are committed to addressing this global challenge. We are taking action by minimizing our emissions, using renewable energy and reducing our energy and water usage, protecting workers and the environment in our supply chain, and partnering with others around us to develop and share solutions for a more sustainable world. See [here](#) for more details on progress we have made toward our sustainability goals.

We share your concerns about the use of our services in ways that risk distorting the established consensus on climate science, delaying support for climate action, or degrading the important work of climate advocates. This is in part why we continue to work with the top researchers on climate communication and misinformation to invest in globally-scalable solutions to surface authoritative

According to internal polling, 86% of users do not know about Facebook's Climate Information Center.

facts to users, reduce the distribution of false content, and reject false and misleading ads rated by fact-checkers. We also penalize repeat offenders. When Pages, groups, accounts, or websites

Since August, API and other fossil fuel industry groups have spent millions on ads opposing climate action. Can you give proof of rejected ads?

repeatedly share content that's been debunked by fact-checking partners, they will see their overall distribution reduced. Pages, groups, and websites will lose the ability to advertise or monetize within a given time period. Research indicates that this is the better way of tackling the problem than censoring inaccurate content altogether. See [here](#) for additional background on our misinformation

YT/Google has a new policy that prohibits climate deniers from being able to monetize their content on its platforms via ads or creator payments. Will FB commit to the same standard?

approach as well as recent updates [here](#) on how our rules apply to repeat offenders.

Research actually indicates it is more effective to prevent people being exposed to disinformation in the first place, instead of correcting it after the fact. After Trump was deplatformed, disinfo dropped by 73%.

There is no one size fits all approach to misinformation. That's why we've discussed climate misinformation with experts to understand what makes it unique compared to misinformation

Your research shows that a search for climate change on Facebook has pulled up climate deniers as #2 search result. How can you call disinfo a small problem if it's ranking so high?

on other topics, like voting or COVID-19, and we have adjusted our measures accordingly. First, we've done some investigations into this problem, and when we've looked at the data, we see that misinformation makes up a small amount of the overall content about climate change on our apps. Climate change misinformation also makes up a very low percentage of total misinformation.

Despite no evidence that Oregon's wildfires were caused by arson from far-left activists, this disinformation continued to proliferate on Facebook: spike periodically when the conversation about climate change is elevated, such as during extreme

weather events. Also, as acknowledged in the recent Friends of the Earth report, much of the climate misinformation we see is not "wholly fabricated" but may be "distorted from elements of truth." We have crafted our misinformation policies and industry-leading fact-checking program to adapt to

Thanks for citing our report, but you've missed the main point - that 99% of climate disinfo during that time was not flagged for fact-checking.

We agree and appreciate your distinction here. This is why Facebook needs a "repeat offender" policy so we don't just have to play whack-a-mole.

dynamic trends in the information ecosystem, including this shift from outright climate hoaxes to more sophisticated forms of distortion. For example, last year we introduced "Missing Context" as a rating option for fact-checkers to address instances where content may mislead without being outright false and reject ads accordingly. We also clarified that content presented as opinion but based on false information is eligible for fact-checking - there is no loophole.

Will you reveal what percentage of disinformation got this label of "Missing Context"?

In fact, as a result of these policies, our independent fact-checking partners, like Truthy Review, and rate climate

misinformation across multiple languages, from outright denial claims -- such as [human-caused climate change is a hoax](#) and is [part of a natural cycle](#), and that [CO2 can simply be absorbed by plant life](#) and is an [insignificant contributor to greenhouse gases](#) -- to more technical debunkings on the [effects of solar irradiance](#), [Great Barrier sea temperature change](#), [comparisons of recent volcano emissions with Germany's reduction targets](#). Ahead of COP26 and other important moments when climate conversations face the potential risk of misinformation, we activate tools to help fact-checkers more quickly and easily identify climate-related content from the broader pool of potential misinformation they are reviewing.


As the WaPo reports, Spanish language disinfo is rampant on Facebook.

Finally, we acknowledge that our work to provide greater access to reliable climate information and reduce misinformation is far from over, and will require continued investments in the systems and partnerships to address this society-wide challenge. To that end, we [recently announced](#) an expansion of our Climate Science Center and the authoritative facts we surface from climate [change communications experts](#), as well as a new fact-checking grant program to help develop innovative approaches to climate misinformation.

Facebook has repeatedly refused to release any statistics on the Climate Science Center or its broader climate disinformation issues, which would help people understand the scale of the problem and if the this program has had any effect.

Thank you for the opportunity to address these concerns. We look forward to continued dialogue and exchange with your organizations as we continue making progress in this area.

Best regards,



Sir Nick Clegg
Vice President, Global Affairs and Communications
Facebook, Inc.