

October 4, 2017

QUICK NEWS

[Why Big Tech is Clashing with Internet Freedom Advocates](#)

[The Rise of AI is Forcing Google and Microsoft to Become Chipmakers](#)

[Intel's New Chip Design Takes Pointers from your Brain](#)

[Real Time Advertising: Instantaneous Replay Ads Can Double Your Revenue](#)

[Founder Insight: What It Takes to Inspire Passion](#)

[How We Could Better Leverage Social Media During Disasters Like Harvey](#)

WHAT'S TRENDING NOW?

[#NationalTacoDay](#)
49.9 k tweets

[#DiaMundialdelosAnimales](#)
65.4 k tweets

UPCOMING EVENTS:

[The Folio Show – The Largest Event In Magazine Media](#)

Oct 9 – Oct 11, New York

[AdAge Next](#)

Nov 15 – Nov 16, New York

FUN FACTS!

4 Social Media trends you must know for next year:

1. Chatbots have arrived. You need to master them.
2. Social media needs to be mobile-focused.
3. Don't eliminate platforms because of feature similarities.

FACEBOOK'S STRUGGLE TO REGULATE ADS



“As soon as we determine that content has breached our community standards, we remove it. With a community as large as Facebook, however, zero tolerance cannot mean zero occurrence.” -Carolyn Everson, Senior Vice President for Global Marketing Solutions

Two billion people use Facebook every month. In the U.S., one out of every five minutes people on mobile is on Facebook. 44% of U.S. adults get news on Facebook.

Rewinding six years to 2011, Facebook sent in a request to the Federal Election Commission to be exempted from any rules that required political advertisers to disclose who's paying for an ad shown on Facebook. Political ads on both TV and radio are required to tell their audience who the advertisement is coming from. We are used to the infamous “This was brought to you by ____” at the end of the spot. In Facebook's argument, they believed *small items* (like bumper stickers) should not be regulated. However, are Facebook ads really equivalent to bumper stickers? As of today, there are no laws requiring political advertisers to disclose the pages they paid for on Facebook. For the past six

4. Video needs to be part of your content strategy
Read the full article [here](#)

SOURCES:

<https://www.campaignsandelections.com/campaign-insider/digital-ad-spending-tops-estimates>

<https://www.wired.com/story/facebook-election-ad-reform/>

<https://www.wired.com/story/why-facebook-will-struggle-to-regulate-political-ads/>

http://www.huffingtonpost.com/entry/facebook-clamps-down-ads-cash-in_us_59b95c63e4b086432b039454?section=us_technology

<https://www.cnn.com/2017/09/28/twitter-russian-linked-ad-buys-totaled-270000.html>

https://blog.twitter.com/official/en_us/topics/company/2017/Update-Russian-Interference-in-2016--Election-Bots-and-Misinformation.html

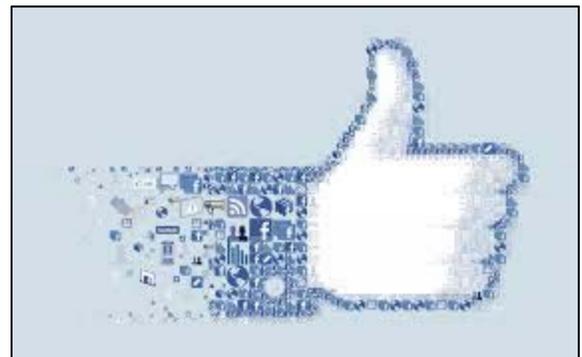
years, the Federal Election Commission has been wrestling with the issue, which is now completely blowing up on Facebook, causing extensive damage to the platform's reliability.

Political Advertising & Facebook

Digital advertising spending increased by 789% in the 2016 election in comparison to the 2012 election, according to Borrell Associates. The acceleration towards digital ads was anticipated for this past election cycle, but the intensity in which campaigns dove into the new sphere was completely unexpected. Of every \$5 spent on digital ads, \$2 went to social media sites— Facebook being the largest beneficiary. Borrell said, “Political advertising is no longer just bought. It must be sold. In this new era, smart media outlets present campaigns with a thorough knowledge of the audience they provide, and the reason this audience is important.”

Currently, a bill is circulating Congress that would require digital platforms with over a million users to publicly log any *electioneering communications* purchased at over \$10,000. However, if ads are bought at \$9,999, they would completely fly under the radar of both Facebook and Congress.

Earlier this month, Facebook admitted to selling \$150,000 worth of political ads to Russian troll accounts during the election. Being under such scrutiny, Facebook shared records regarding the ads



to Congress and special counsel Robert Mueller III. There are a few individuals in Congress that would like Facebook executives to testify about the purchases. On September 27th, Twitter is scheduled to meet with Congress for an open hearing in reference to Russian interference to the 2016 election. Facebook, on the other hand, has not yet agreed to meet with Congress.

Facebook has repeatedly stated the platform does not want to be in a position of policing speech. The more involved Facebook becomes in what individuals can and cannot say, the more argument they will receive from communities that

are being censored, which could ultimately affect their bottom line. “We don't check what people say before they say it, and frankly, I don't think our society should want us to,” Zuckerberg said. “Freedom means you don't have to ask permission first, and that by default you can say what you want. If you break our community standards or the law, then you're going to face consequences afterwards.”

Twitter's Fight Against Malicious Ads

Of the 450 found advertising accounts on Facebook that were responsible for implementing the Russian-based political ads during the election, 22 also had corresponding accounts on Twitter. All the identified accounts have been suspended for violating many of Twitter's rules, like Twitter's prohibitions against spam rules. Twitter also found 179 related or linked accounts that have been removed from the platform due to similar violations. In Twitter's statement to the public on September 28, the company stated, “Based on our findings thus far, Russia Today (RT) spent \$274,100 in U.S. ads in 2016. In that year, the @RT_com, @RT_America, and @ActualidadRT accounts promoted 1,823 Tweets that definitely or potentially targeted the U.S market.”

During the election, Twitter made great efforts to remove Tweets that were attempting to suppress or interfere with the freedom to vote, including the right to have a vote count. When Twitter became aware of Hillary Clinton's *text-to-vote* examples, Twitter proactively tweeted out across the platform that voting via text is impossible. Then, the company searched for the accounts linked to these posts and took action against thousands of tweets and accounts. Twitter claims that their internal automated systems catch over 3.2 million suspicious accounts across the globe every week.

Twitter has expressed deep disappointment in themselves for failing to stop Russian bots from showing their advertisements to Twitter's consumer base. Unlike Facebook, Twitter has been working very openly and transparently with Congress to track down and remove all Russian bot accounts and tweets on the platform.



adding 3,000 content reviewers to monitor hate speech throughout their platform. The regulation team will disallow content with “family entertainment characters engaged in violent, sexualized, or otherwise inappropriate behavior...depictions of death, causalities, and physical injuries in tragedies such as natural disasters; and content that is incendiary, inflammatory, demeaning or disparaging towards people or groups.”

*By Anna Romeka
Media Intern*

QUESTIONS, COMMENTS & THE FUTURE?

- What measures does the Federal Election Commission need to take to close the loop holes and confusion in their regulatory system? How can political ads be censored effectively and efficiently?
- Will Facebook create new features in the system to impose these new rules on political advertisers? Should these rules extend further than politics to all areas of digital advertising?
- Should Facebook turn to Twitter for help on how to manage political advertisements, fake news, and fake accounts on their platform?
- Is YouTube facing similar issues? What is YouTube doing to combat these problems on their site?