

# Facebook update



**Julie de Baillencourt**

**Head of Safety Policy EMEA**

# Safety @ Facebook



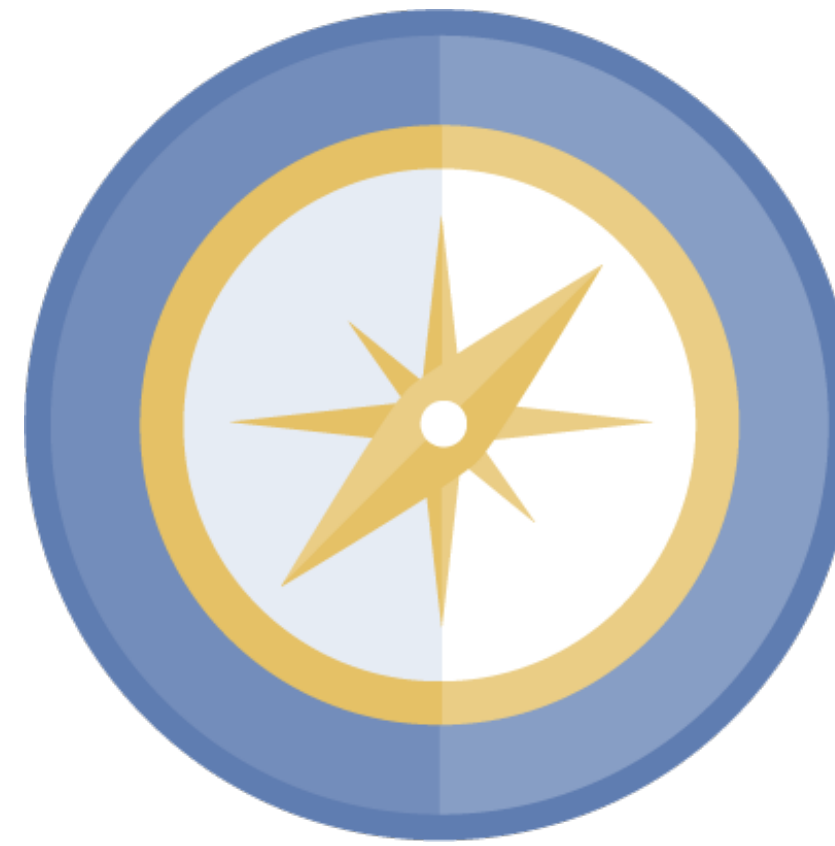
## **Policies**

For the Facebook  
community



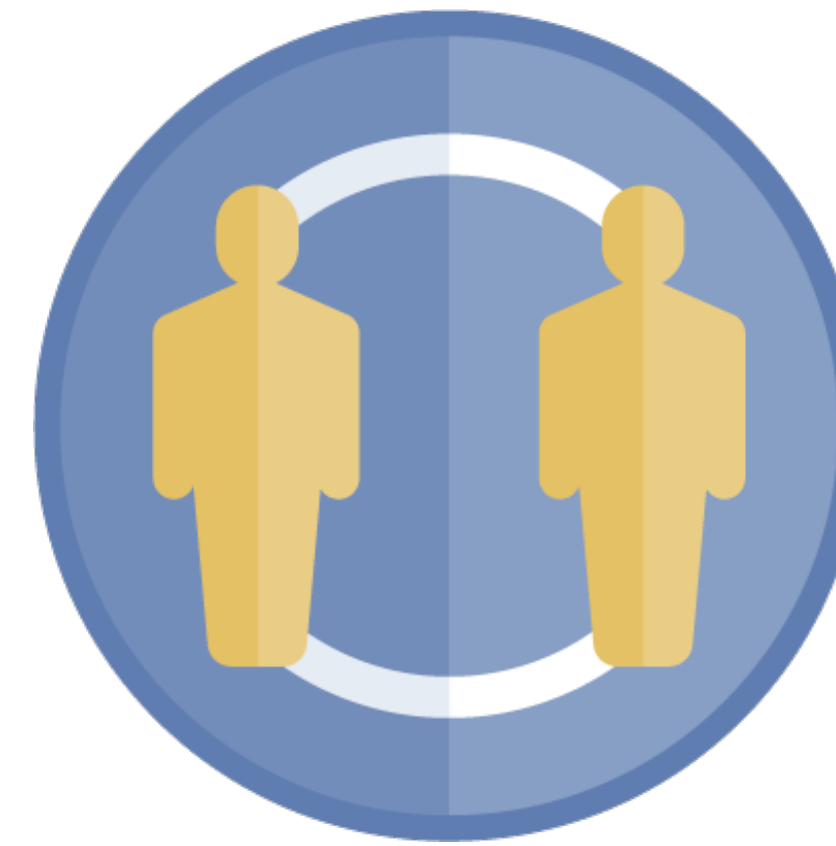
## **Tools**

To help people  
resolve problems



## **Help**

At every point  
in the service



## **Partnerships**

To complement  
our expertise



## **Feedback**

To keep on  
improving

New tools

# Non consensual intimate images tool

Launched April 2017





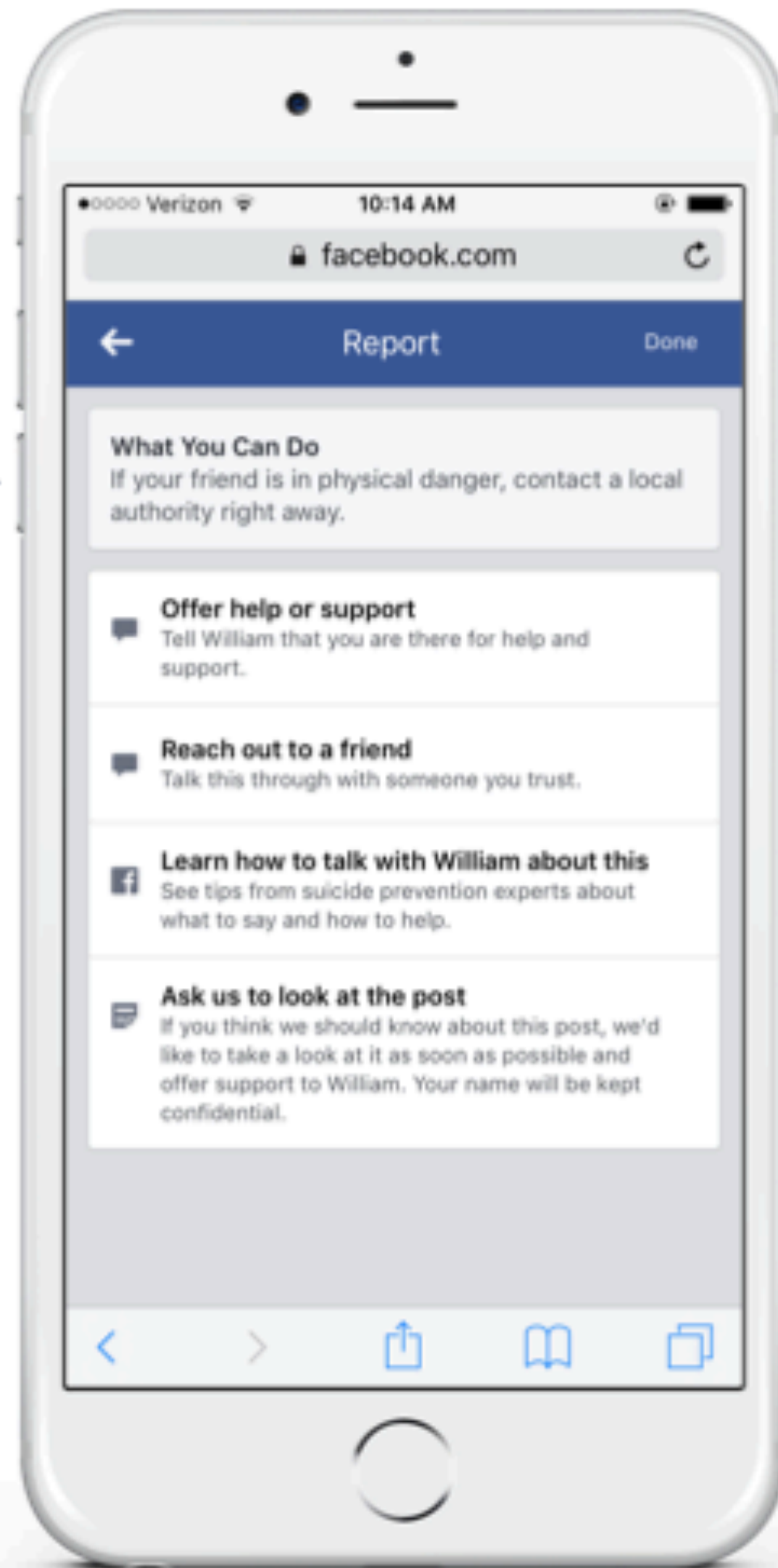
# Self injury support

Update June 2016 + February 2017

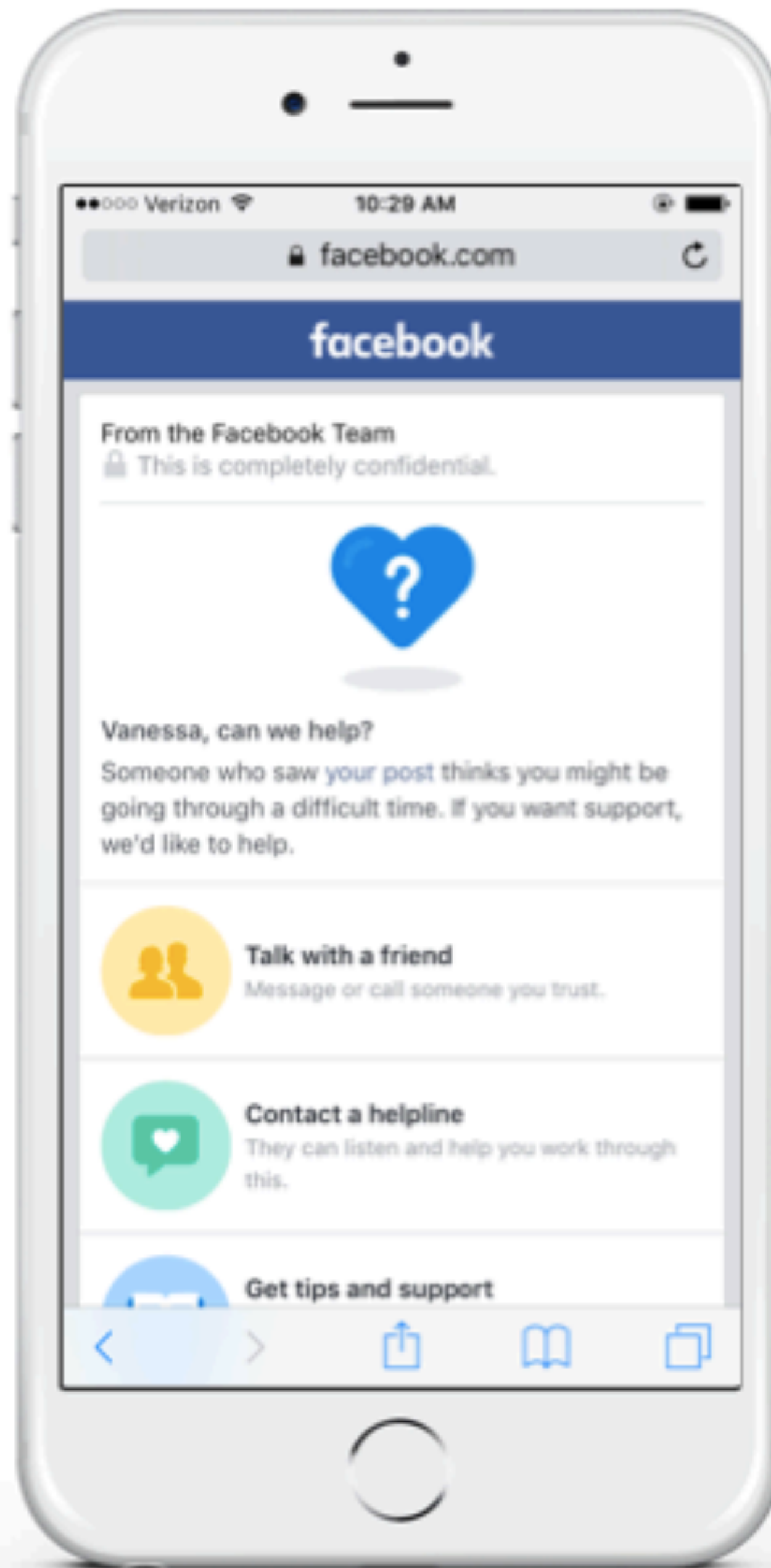
- 10 years iterative effort
- Collaborate with experts to expand the support we provide
- Work closely with people with lived in experience

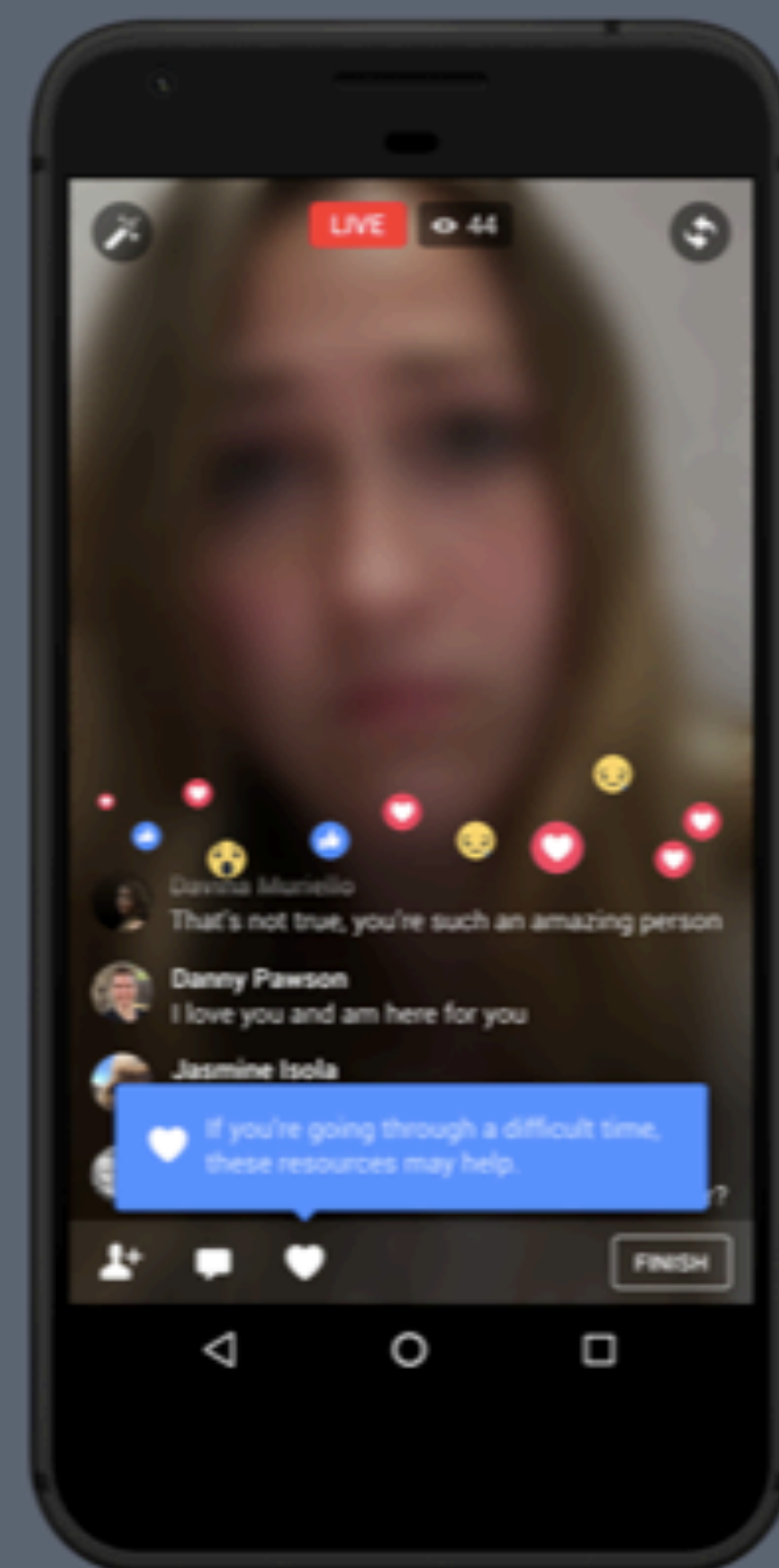
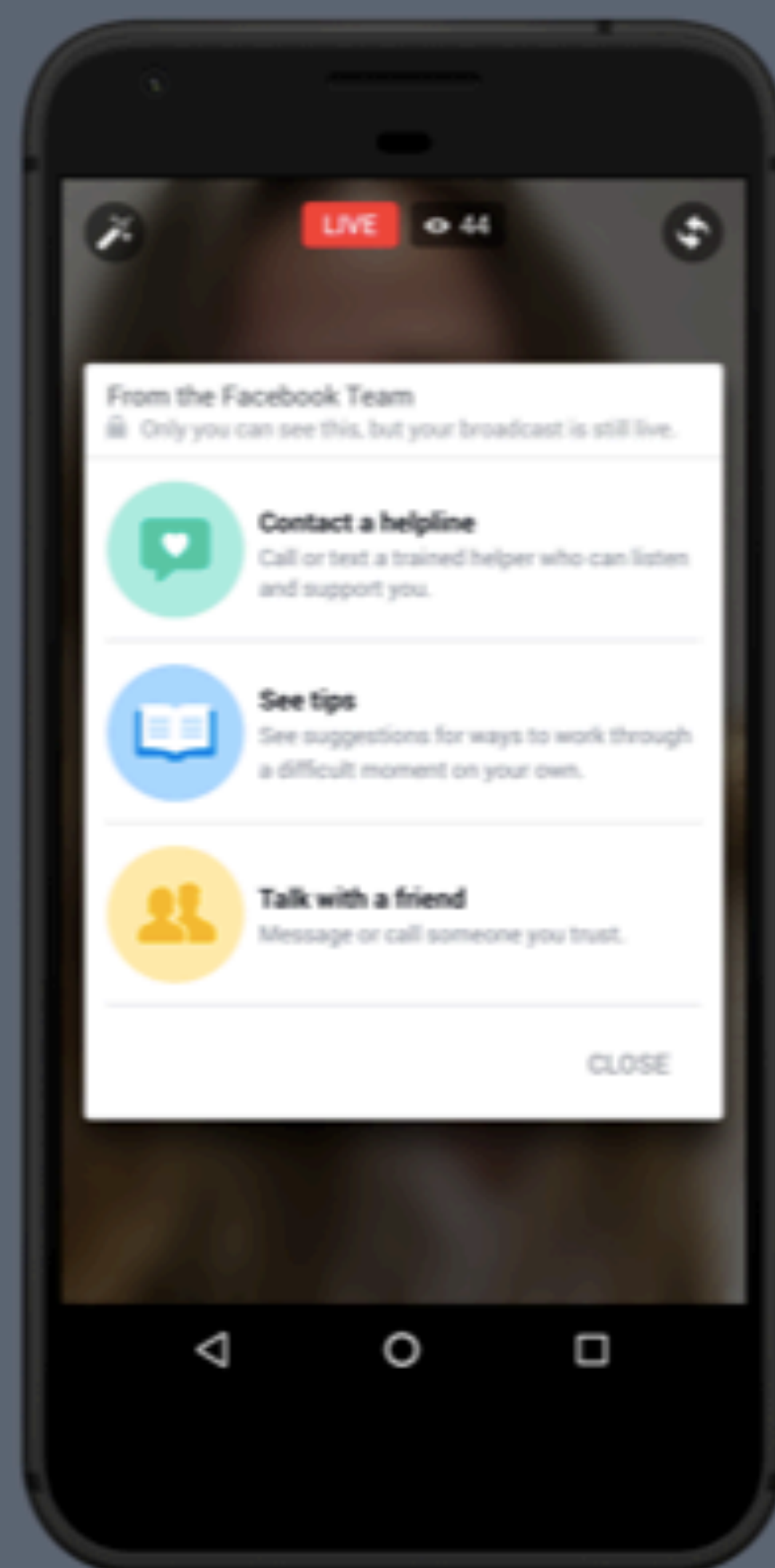
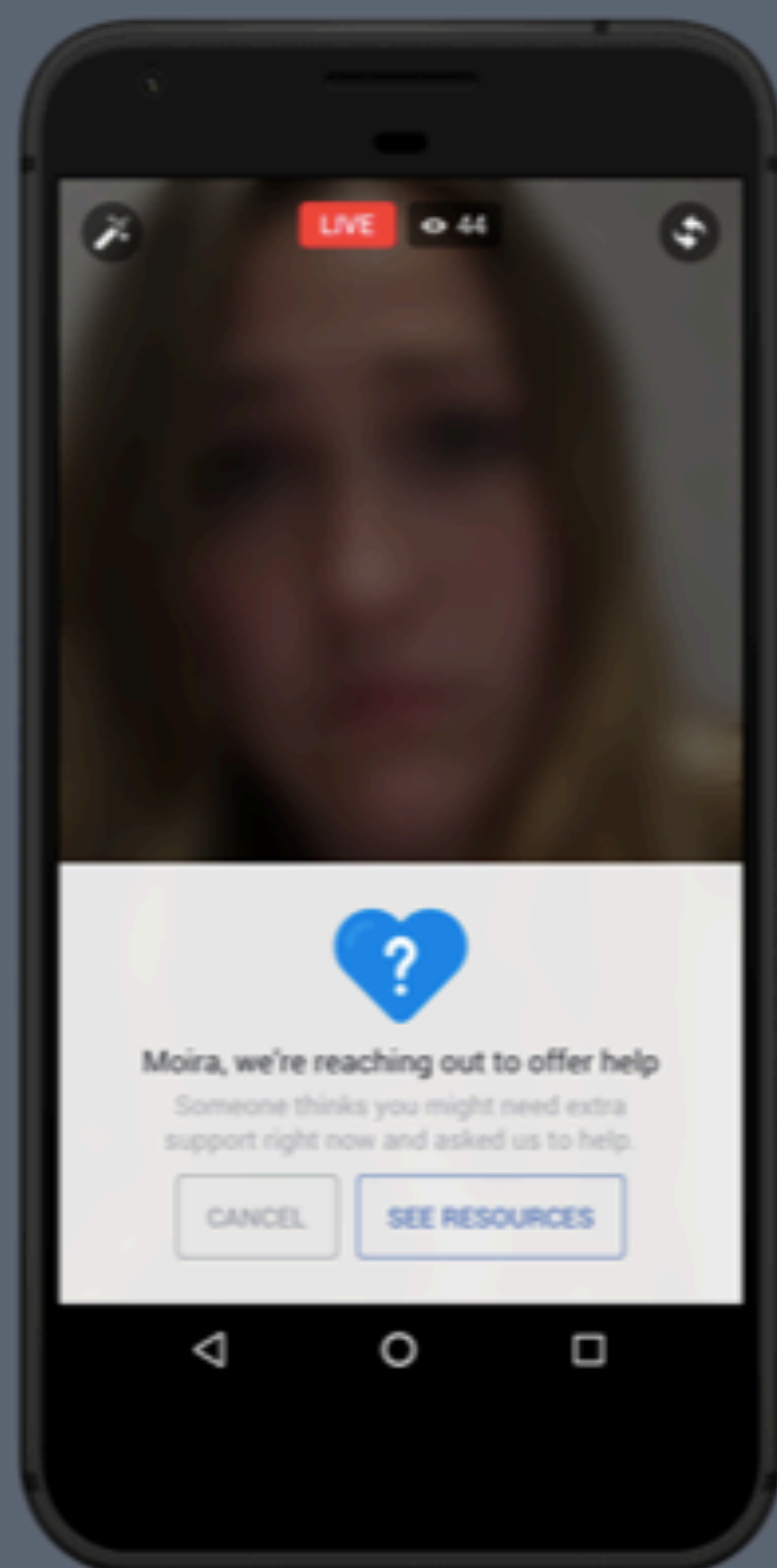


Support for someone  
reporting a  
concerning post



Support for the  
person who posted

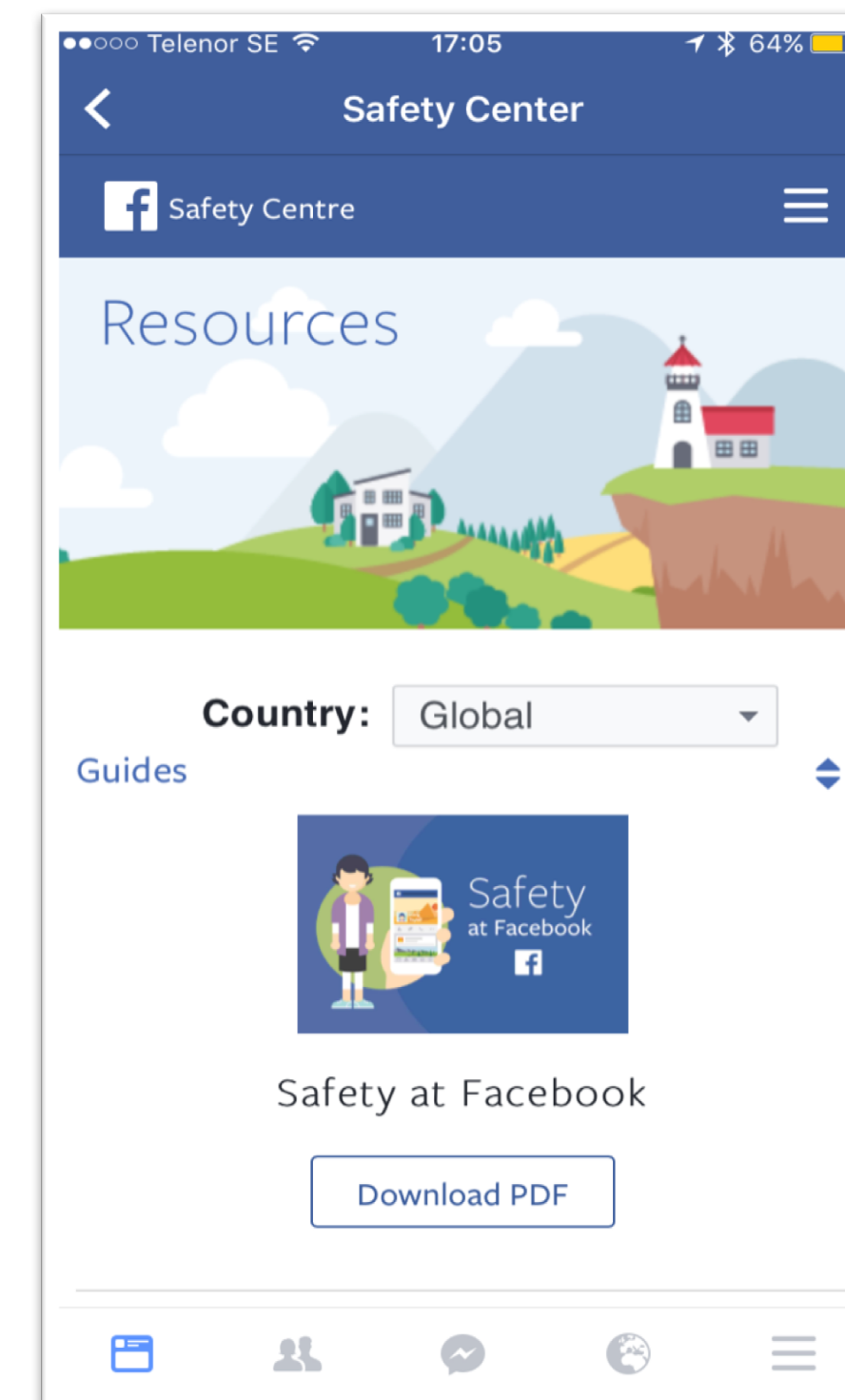
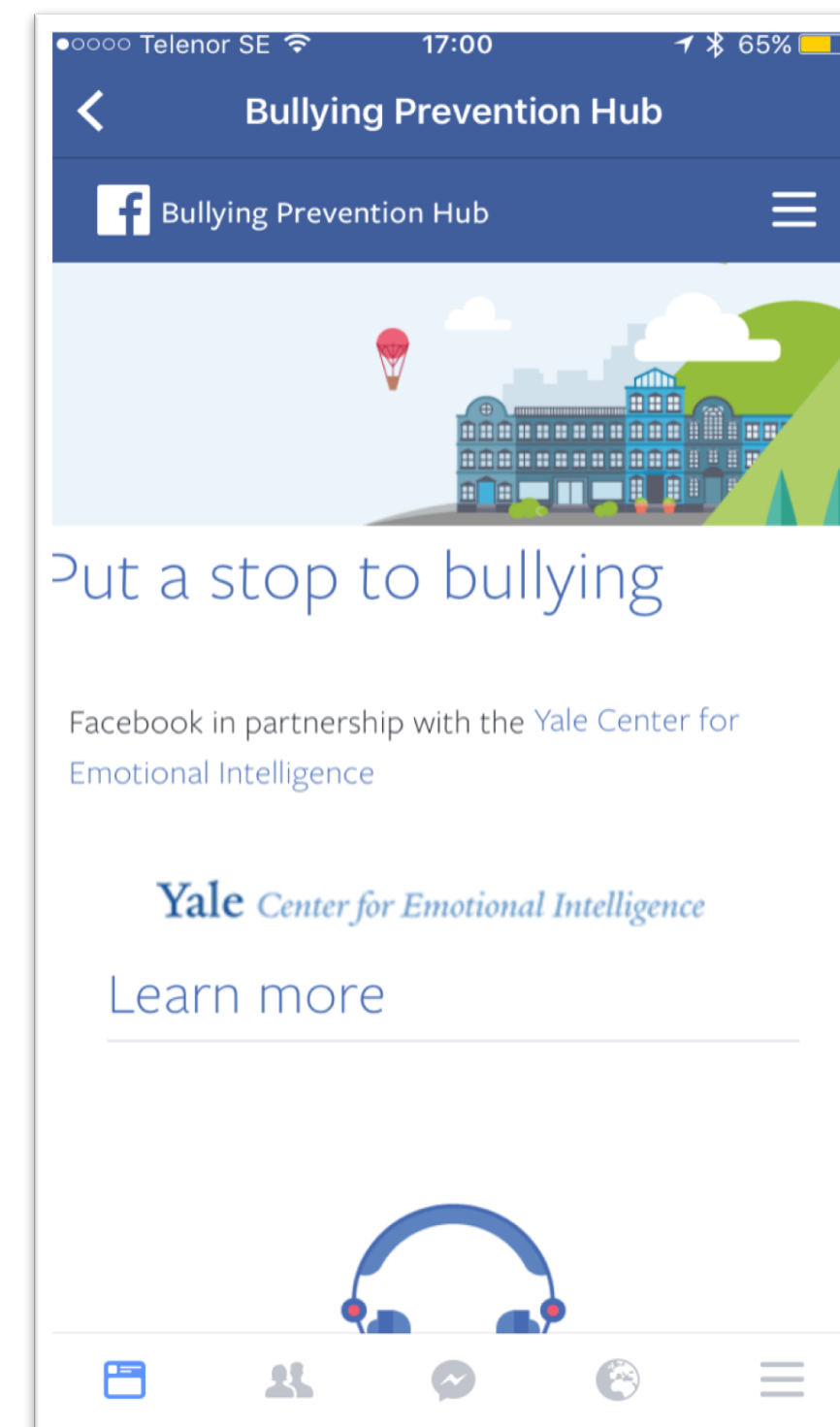
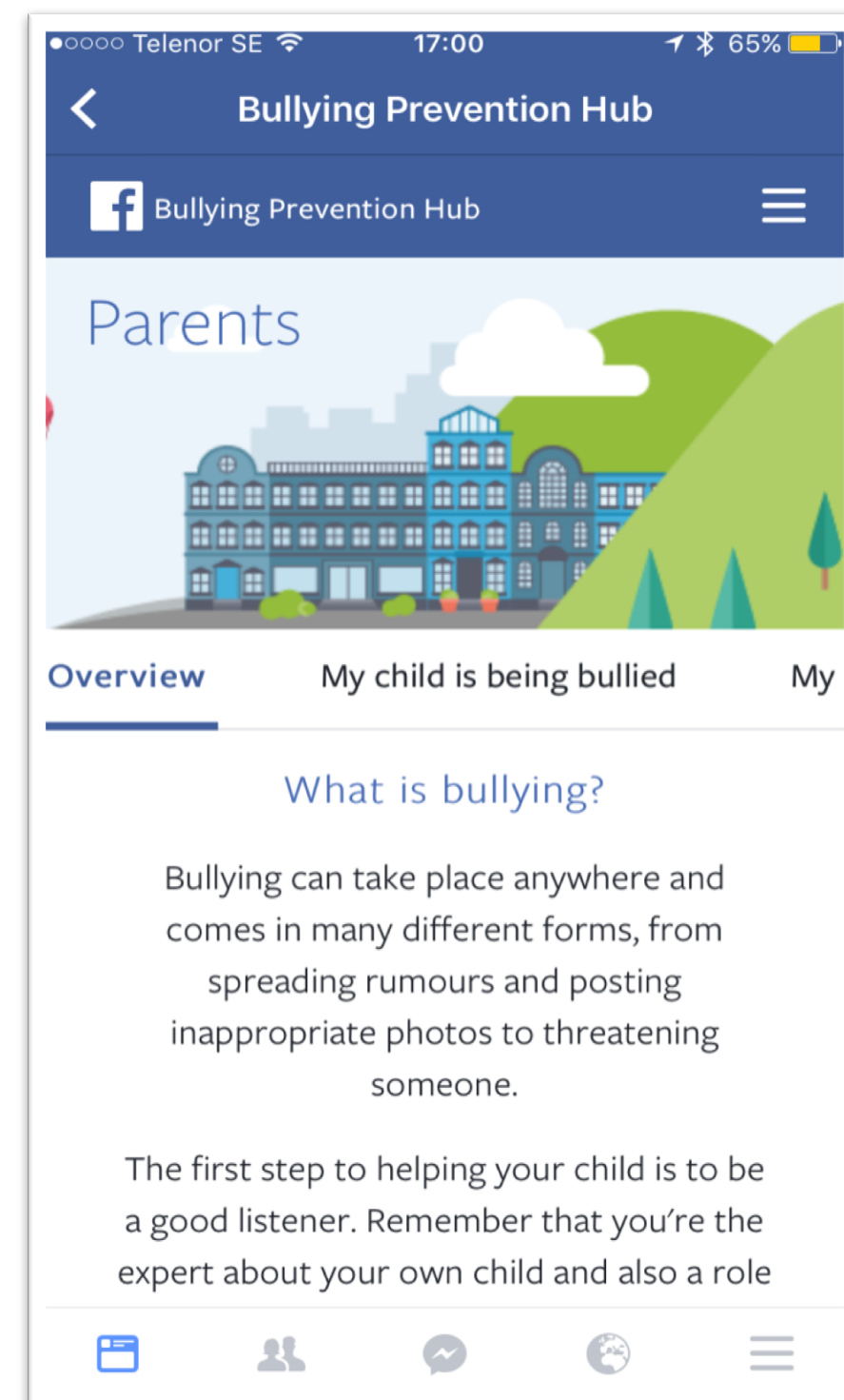
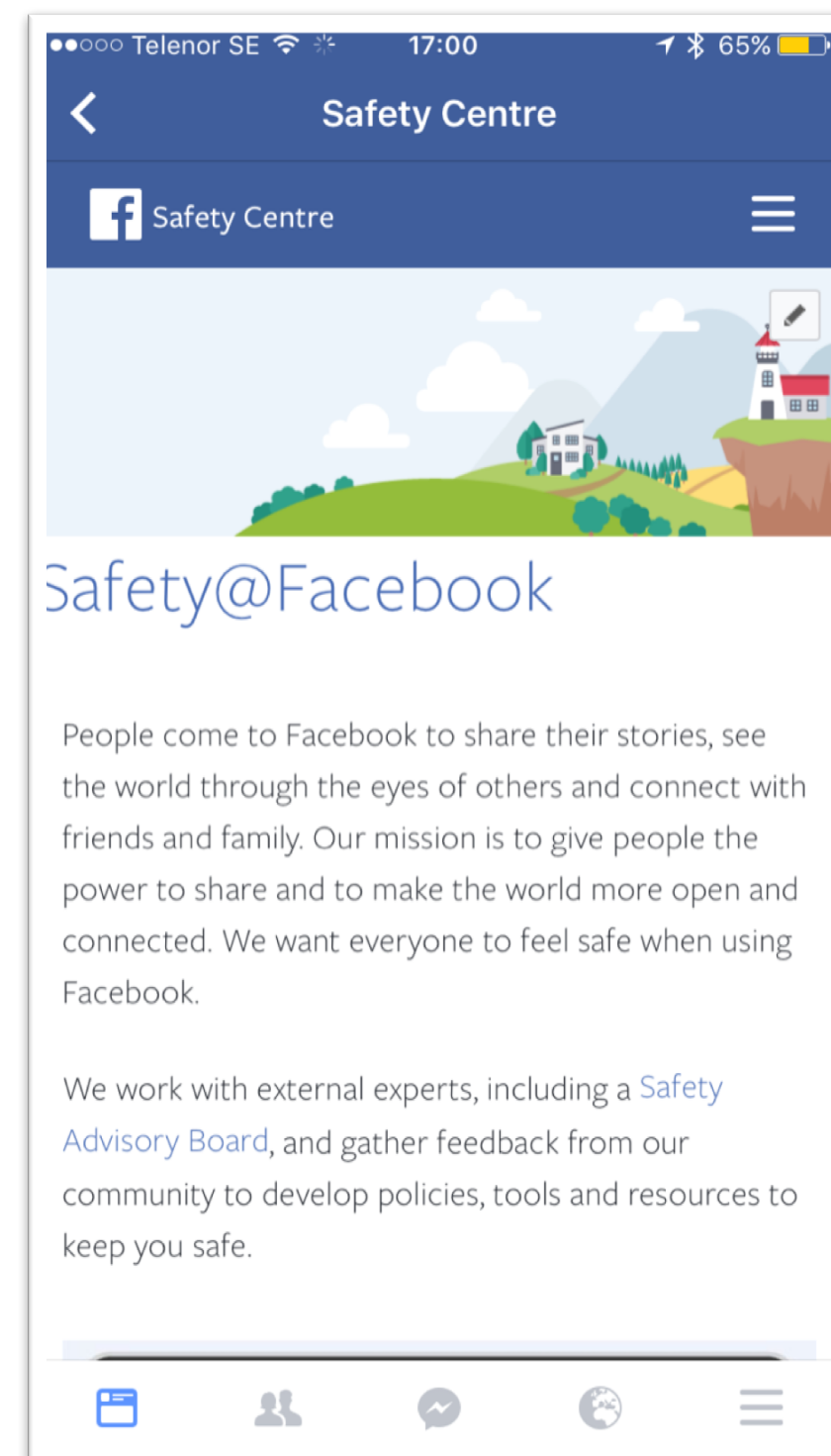




New resources



# Safety Centre & Bullying Prevention Hub



Facebook.com/safety

# New Parents Portal

**Parents Portal**

Being a parent can be a difficult job. We know that parents can have a lot of questions about Facebook. Whether you have a personal account or your teen has one, we've come up with some handy links, tips and tricks to help you get the most out of your experience and help your child navigate their experience. We hope that you find the following resources useful.

**Parents Portal**

Get to know Facebook  
Parenting tips  
Expert advice

**Help Centre**

Security Check-up  
Privacy Check-up  
Suicide hotlines

**Parenting tips**

Technology has changed the ways in which people connect, but for families, the basics of talking to children about safety remain the same. Here are a few tips you might find useful as you work out how to talk to your child about their online safety.

**Let your child know that the rules that apply online are the same as the ones that apply offline.**

If it's not something you want others to do to you, don't do it to others. Just as you might tell your child to look both ways before crossing the road or to wear a helmet while riding their bike, teach them to think before they share online.

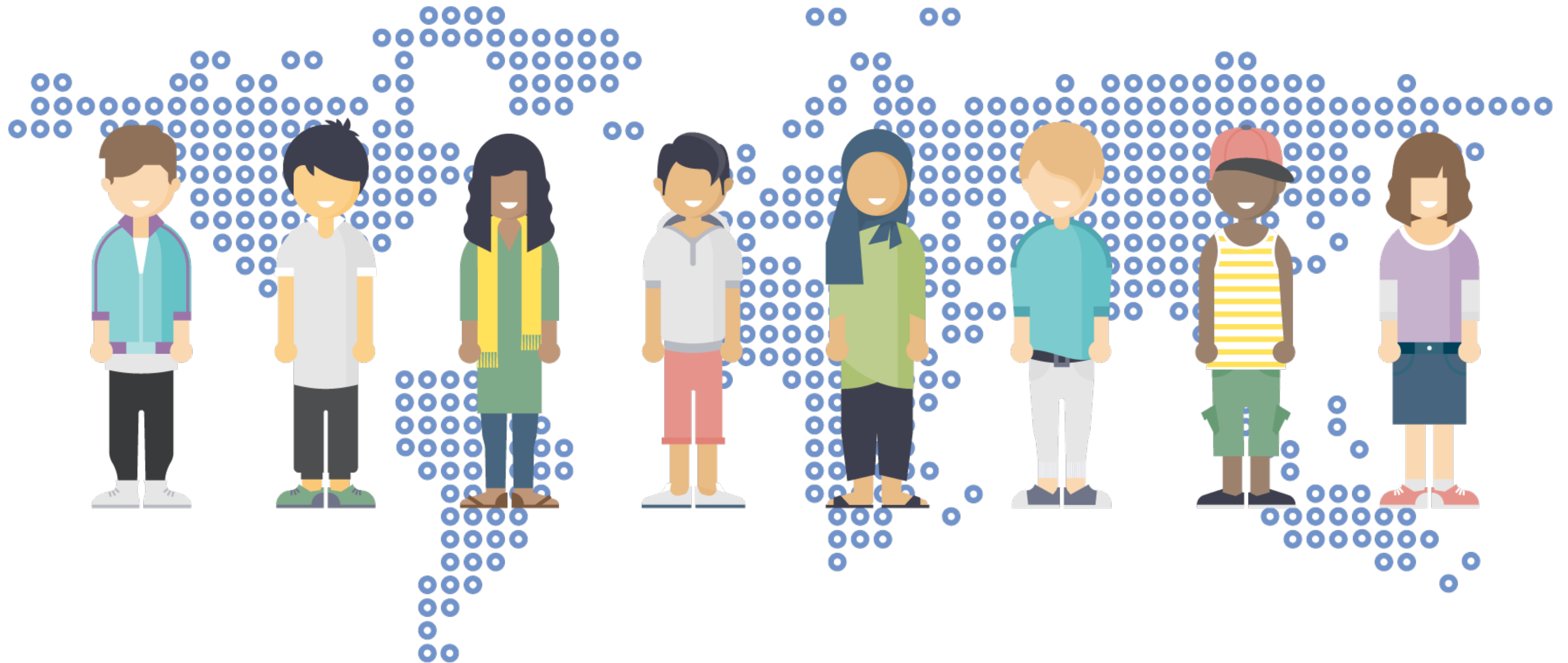
**Try to be a good role model.**

[Facebook.com/safety/parents](https://www.facebook.com/safety/parents)

Increased support & partnerships



# Thousands of people in our teams





# Self regulatory initiatives

- In February 2017, we joined the Alliance to Better Protect Minors Online.
- Cooperative voluntary initiative with NGOS and industry players.
- Commitments shared with the Commission on May 8<sup>th</sup>:  
User empowerment, Enhanced collaboration, Awareness raising.



# Industry collaboration

- International Advisory Board of WeProtect.
- Providing tech support to safety NGOs & industry players who want to use DNA.
- Thorn Digital Defenders of Children
- Working with UNICEF and IWF globally to increase capacity around the world to deal with child sexual abuse images.
- April 2017: 2<sup>nd</sup> EMEA Child Safety Summit with Google



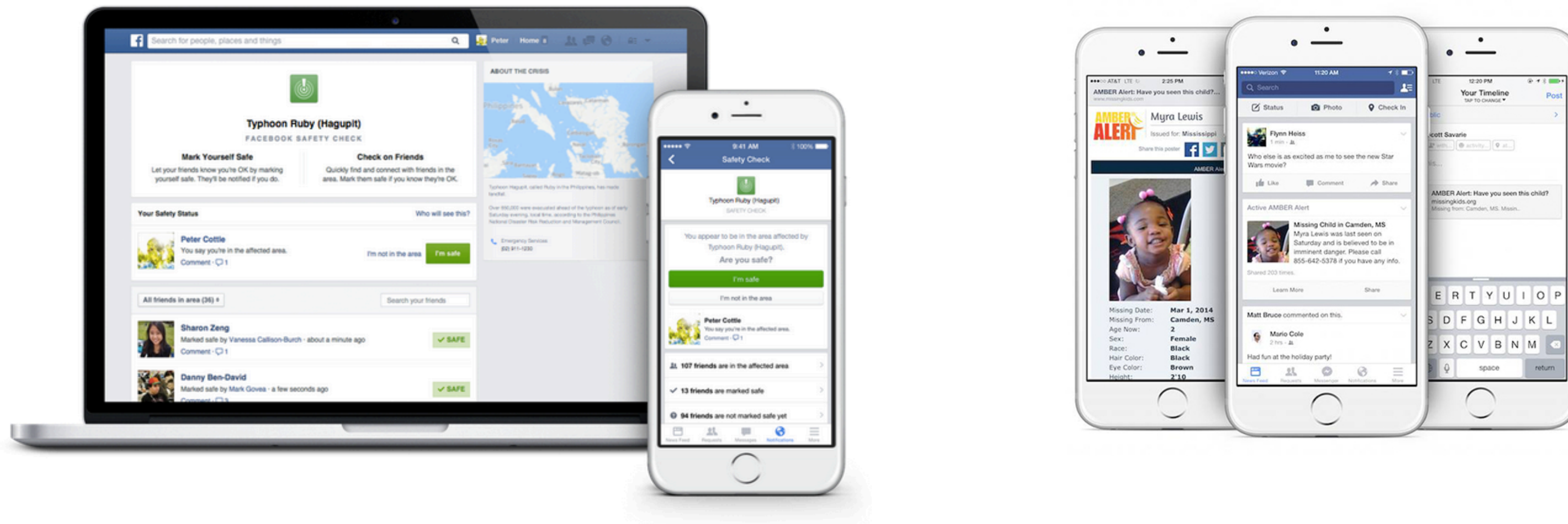


# Child safety hackathon

- May 2016: Child safety hackathon in our MPK office
- May 2017: hackathon co-hosted with Google and the Tech Coalition.
- The intellectual property of what is developed is donated to NCMEC, ICMC, Thorn and the Tech Coalition.
- Over 100 engineers over a 2 day event.



# People keeping each others safe



- Safety Check – connecting people with their friends and loved ones during a disaster.
- AMBER Alerts – child rescue alerts.
- Huge ecosystem of support groups.
- Local communities looking after each other online.

Thank you