

Meta Loosens Its Content Moderation Policies

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What Happened?

Mark Zuckerberg posted a [video](#) on Instagram Reels on January 7th announcing major updates to Meta's community guidelines.

Meta is overhauling its U.S. content moderation policies, ending partnerships with third-party fact checkers and introducing a system similar to X's Community Notes over the coming months. The changes aim to shift toward a community-driven approach to content verification, with additional policy updates planned to balance free expression and information management across Facebook, Instagram, and Threads.

Policy Updates

There was **a lot** to unpack in Zuckerberg's video, but he outlined six key policy updates that Meta will focus on in 2025 and what they mean for users (and brands):

Policy update #1: Removing Third-Party Fact-Checking

Meta will discontinue its partnership with third-party fact-checkers and stop demoting fact-checked content. This system will be replaced by Community Notes, a community-driven fact-checking approach similar to what X uses.

Policy update #2: Simplifying Content Policies

Restrictions on sensitive topics like immigration and gender will be lifted, allowing users to share their beliefs and personal experiences more freely on the platform.

Policy update #3: Adjusting Policy Violation Enforcement

Automated systems will now focus on detecting and addressing illegal or "high-severity" violations, such as terrorism, child sexual exploitation, drugs, fraud, and scams. Reports of "low-severity" violations will need to be reported by users before Meta evaluates them.

Policy update #4: Reintroducing Civic Content

After deprioritizing political content in recent years, Meta is responding to user feedback by prioritizing political posts for some users and reintroducing them as suggested content on Facebook, Instagram, and Threads.

Policy update #5: Relocating Trust and Safety Teams

To address concerns about bias, Meta's U.S.-based content review teams will move from California, a predominantly Democratic state, to Texas.

Policy update #6: Protecting Free Expression Globally

Meta will collaborate with the Trump administration to resist censorship efforts from governments worldwide. Zuckerberg cited examples from Europe, Latin America, and China, where restrictive policies have hindered innovation or blocked Meta's platforms altogether.

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Code3's POV

Meta's shift from professional fact-checking to community-driven moderation presents both challenges, and potential opportunities for advertisers. The change raises concerns about increased misinformation and brand safety across Meta's suite of platforms, which may require advertisers to invest more in brand safety and suitability tools to mitigate exposure. On the other side of this, the emphasis on free expression and user-driven content could foster broader engagement and bring more users onto the platform. Additionally, we will likely see quicker ad approvals and lower risk of rejections or delays in the ad review process.

We recommend implementing Meta's brand suitability tools across **all campaigns**. This includes opting out of placements (such as Audience Network and Ads on Reels), setting an inventory filter, applying topic exclusions (e.g., news, politics, religion, and spirituality), and enabling content type exclusions (such as live videos). For brands seeking additional safeguards, partnering with third-party providers like Zefr can offer further brand suitability measures.

Meta's Statement

Today, we shared that we're making several changes in order to ensure our platforms are always places where people can express themselves and make their voices heard. As well intentioned as many of our efforts have been, we've been making too many content enforcement mistakes, so we're making changes to fix that and return to our fundamental commitment to free expression.

For the details of this announcement, please see this [Newsroom post](#) from Joel Kaplan, Meta's Chief Global Affairs Officer.

X's Statement in Response

Earlier today, [Meta announced they will adopt a Community Notes-style fact-checking model](#), inspired by X, to prioritize greater freedom of expression in 2025. They also committed to simplifying policies and adopting a new enforcement approach, [aligning closely with the groundbreaking work X has already established](#). This announcement follows [YouTube's late-2024 commitment to adopt a Community Notes model](#), underscoring the impact X has had on redefining industry standards.

Today is a historic moment. X is not just meeting industry benchmarks for user and brand safety—we are leading the way.

With almost 1 Million contributors across 197 countries, representing every language spoken on X, Community Notes is transforming global conversations. In the first half of 2024 alone, notes were viewed over 9 billion times worldwide, making X safer and more transparent than ever before. More recently, we launched [Lightning Notes](#), powered by our advanced scoring architecture, enabling the entire process to be completed in under 20 minutes.

X is now safer than ever, and as this becomes widely recognized across the industry, we invite you, our valued brands and partners, to join us in embracing this progress. The world is here. Your peers here. *Your customers* are here.