

# Facebook 101

## Cyberbullying

### Background

Facebook believes in addressing safety issues proactively. Building a trusted environment is fundamental to our mission and to ensuring a positive experience for people who use our site.

Nothing is more important to Facebook than keeping people safe. We believe online safety is a shared responsibility and that's why we partner with organizations globally to create the most robust and effective safety environment possible.

Facebook has a real name culture where people associate their actions with their true names and identities in front of their friends and family. This leads to greater accountability and it's a violation of our policies to use a fake name or operate under a false identity. We encourage people to report anyone they think is doing this.

We provide a structured and consistent environment with clear rules and prominent, convenient reporting buttons. We also leverage the 500 million people on Facebook to keep an eye out for offensive or potentially dangerous content. We encourage them to report that content to Facebook as well as discuss it with parents, teachers, and others in the community who can help.

We recognize the harm that can result if people are bullied online, so we take steps to reduce the likelihood of it happening and to diminish its impact. We're concerned about any abusive behavior and strive to promote an environment where everyone on Facebook can connect and share comfortably.

### Raising Awareness, Offering Resources

- Our global Safety Advisory Board is made up of five independent safety organizations who provide insight into online trends, including cyberbullying, as well as advice on ways to prevent and address cyberbullying. Members include Childnet International, ConnectSafely, the Family Online Safety Institute, the National Network to End Domestic Violence, and WiredSafety.
- We have a dedicated Safety Center ([facebook.com/safety](https://facebook.com/safety)) that includes FAQs that address how to respond to cyberbullying. Messaging is tailored to different audiences such as teens, parents, and educators.

- We've created a Safety Page ([facebook.com/fbsafety](https://facebook.com/fbsafety)) that people on Facebook can "like" to get regular safety tips and updates, as well as links to our SAB partners' sites and useful content elsewhere on the Internet.
- We participate in educational campaigns with others in strong positions to educate teens, including government agencies, BBC, MTV's "A Thin Line" campaign, the National PTA, and PACER's National Center for Bullying Prevention.
- We have relationships with leading lesbian, gay, bisexual and transgender advocacy groups to address issues unique to LGBT bullying. We have also partnered with the National Suicide Prevention Lifeline to respond to threats of self-harm.

### Fighting Cyberbullying

- It's easy to flag inappropriate behavior with "report" links on virtually every Facebook page and users can block people who post hurtful content. Users can also report content to someone in their support system who may be able to address the issue directly.
- When we get reports of harassment, we respond quickly and we optimize report flows to make sure high-priority reports are addressed first.
- Our operations team consists of trained professional investigators who work around the clock to ensure prompt review of urgent reports, usually within 24 hours, and escalate them to law enforcement as needed.
- People on Facebook have pride of ownership in their experience. They speak up when they see an injustice and in most cases, we get reports immediately after inappropriate behavior has occurred.

### About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company headquartered in Palo Alto, Calif.