

October 12, 2020

Dear Berhan and Peter,

I'm following up on our various informal contacts to say: thank you for your open letter of 27 July regarding Facebook's role in Ethiopia, and for your detailed suggestions and feedback.

I'd very much like to reiterate our offer to meet with you and other letter signatories to discuss these hugely important issues.

We share your goal of ensuring that Facebook is not used to incite violence or hate in Ethiopia, and around the world. Our [Community Standards](#) prohibit incitement to violence and hate speech. We'll remove any content that violates these policies when it is reported to us.

As you may have seen from our website or our human rights disclosures, Facebook has also developed a [dedicated team](#) focused on understanding and mitigating the role of Facebook in contexts at risk of conflict. Its work complements that of our Africa Public Policy and Africa Human Rights teams, who work on these and other regional issues daily.

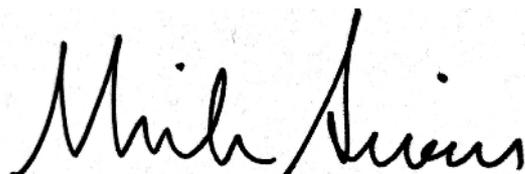
The team includes experts from across our product, engineering, research, policy, human rights, and operations, and is explicitly tasked with addressing the type of issues you raise in your letter. It has formalised an approach for prioritising countries at risk of conflict. Ethiopia is in our highest priority tier, and has been for almost a year.

As a result, we've researched, built, and deployed multiple interventions to reduce the spread of inflammatory content in Ethiopia and improve integrity in other ways. Our efforts have required significant engineering, linguistic, and operational investments, and they're shaped by on-the-ground research, feedback from local and global human rights groups, and the insights of conflict prevention specialists.

Those efforts aren't perfect, but they are real. The context is volatile, with linguistic and geographic complexities that exacerbate risks. As we've noted in our conversations, our teams welcome the opportunity to discuss our efforts in detail, and to have a candid conversation around the important issues you've raised.

When you can let us know your availability, we'll be happy to respond.

Sincerely,



Miranda Sissons
Director, Human Rights Policy & Engagement