



Rt Hon Yvette Cooper, Home Secretary
Home Office, 2 Marsham Street, London SW1P 4DF

Rt Hon Peter Kyle MP, Secretary of State
Department for Science, Innovation and Technology
100 Parliament St, London SW1A 2BQ

4 February 2025

Dear Home Secretary and Secretary of State,

Thank you for your letter on the 24th January.

Before going any further, I want to say again like many across the UK and around the world, we were shocked by the horrific attack in Southport and the outbreak of rioting and violence which followed it over the summer. Recognising the seriousness of the situation we quickly added to our ongoing approach to safety by establishing an additional internal working group on the stabbing incident, following well-established protocols for responding to events of mass violence. This includes members of our Content Policy, Operations, and Law Enforcement Outreach team who are in touch with the police on both the stabbing inquiry and the riots. We designated the riots under our [Crisis Policy Protocol](#) which we use to help us assess situations which may present a heightened risk and ensure a consistent response. We provided more detailed information on our response in updates to the Home Office, DSIT and Ofcom.

Turning to the points raised in your letter.

As you know since Facebook was founded 20 years ago we have a publicly available global set of [Community Standards](#). These are the rules which govern what is and is not allowed on our platforms and which give us the basis for taking proactive or reactive action and removing content where we need to. The policies are enforced either via automated detection and removal or by our global content moderation teams. These policies include strict rules on terrorist content.

- We do not allow organisations or individuals that proclaim a violent mission, or are engaging in violence, to have a presence on Facebook and Instagram.
- In addition, we do not allow content that glorifies, supports, or represents events that Meta designates as violating violent events - including terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders, or hate crimes. Nor do we allow (1) Glorification, Support, or Representation of the

perpetrator(s) of such attacks; (2) perpetrator-generated content relating to such attacks; or (3) third-party imagery depicting the moment of such attacks on visible victims. We also remove content that glorifies, supports or represents ideologies that promote hate, such as nazism and white supremacy. We remove unclear references to these designated events or ideologies.

In Q3 2024, we [removed](#) over 19m pieces of terrorism content across Facebook and Instagram. In the same timeframe, of the violating content we actioned for dangerous organisations, 99.6% was removed proactively before people reported it to us on Facebook and over 99% was removed proactively on Instagram.

In regards to the specific examples you have referenced:

1. We immediately designated the attack at the Christ The Good Shepherd Church under the above policy issuing guidance to scaled reviewers to remove the 3rd party footage depicting the moment of attack. We also took measures to further prevent the sharing of the video through automated removal (banking), which also prevents users from uploading the video. You can find further information on our approach to this attack in this [blog post](#) by our Australia Policy team.
2. Thank you for making us aware of the “Military Studies in the Jihad against the Tyrants: The Al-Qaeda Training Manual”. We have previously taken measures to remove elements of the original Al Qaeda Manual, in particular those related to the manufacture of explosives or poisons, for violating our Dangerous Organisations and Individuals Policy and we are unaware of the complete manual being shared across our Family of Apps. When reviewing your request our subject matter experts identified the title as being associated with academic studies hosted on US military and anti-extremism NGO websites. While our policies allow for academic discussion of designated Dangerous Organisations, we assess these on a case-by-case basis to determine whether the manner in which they have been shared is consistent with our policies. To the extent you are aware of specific pieces of content that you consider to be illegal content, you can inform us of them via an existing channel established for the purpose of flagging locally illegal content. We will review them accordingly.

Please do not hesitate to contact me if you have any additional questions on the information above, or wish to set up a further discussion.

Yours sincerely,

Signature

Rebecca Stimson
UK Director of Public Policy, Meta