

Meta is replacing fact checking

It's not as bad as you think

POV BY GELLENA LUKATS, DIRECTOR, PAID SOCIAL 

1 WHAT'S HAPPENING?

Meta will replace its fact-checking operation (starting in the U.S.) with a community-based program that empowers users to moderate content. Previously restricted topics like immigration and gender will now be allowed on Facebook and Instagram. Content related to drugs, terrorism, child exploitation, frauds, and scams will still be moderated.

2 WHAT'S IT MEAN?

“We’re going to catch less bad stuff,” Meta CEO Mark Zuckerberg admitted, “but we’ll also reduce the number of innocent people’s posts and accounts that we accidentally take down.” That’s about 1% of users (still millions of people). So is this about free speech... or bending the knee to Trump? A little of both, but mainly it’s about Meta’s bottom line. Only 10% of users trust what they see on Facebook while 90% [verify](#) content. So why not keep users happy, cut costs, and bring some revenue back?

3 HOW WILL THIS AFFECT ADVERTISERS?

Where Meta goes, others follow. Social content is about to get louder and looser.

Brand Safety Concerns: Placement and inventory filters will be more critical than ever. Make sure you’re not appearing next to inappropriate or misleading content and use all appropriate filters. Check comments frequently.

Lower Engagement: More controversial content will generate more feedback but could also turn users off, reducing the effectiveness of ads. This could lead to more effective bots, resulting in a positive effect on machine learning/modeled data.

Algorithm Impact: The algorithm may start to prioritize more popular (though less accurate) content. There’s a silver lining as looser restrictions mean that fewer ads are likely to get flagged.

Targeting Risks for Sensitive Verticals: Topics like healthcare or social issues face being targeted by misinformation (e.g., vaccine myths). Be hyper-vigilant about your ad’s credibility and effectiveness.

4 WHAT'S THE BIGGER PICTURE?

This likely represents a larger shift by Meta in Trump’s direction. Zuckerberg is moving Meta headquarters from California to Texas and the platform has been working with the incoming administration to discredit censorship worldwide.

5 WHAT'S OUR READ?

This is big news, but not as earth-shattering as you’re hearing. Even safe-space platforms like Bluesky recognize that 100% moderated content is an impossible dream.

Sources:

[Pew Research Center](#)

[NBC News](#)

[Security.org](#)

We advise a varied media diet. The days of placing all your bets on Facebook and Instagram are over: new members will sign up while others move on to platforms that reflect their priorities. This creates an opportunity for advertisers to own a closer connection to niche audiences and build their own trusted relationships.



**THE ACRONYM
CRYSTAL BALL**

On a scale from 1 (just wait) to 10 (too late), how fast should you move on this?