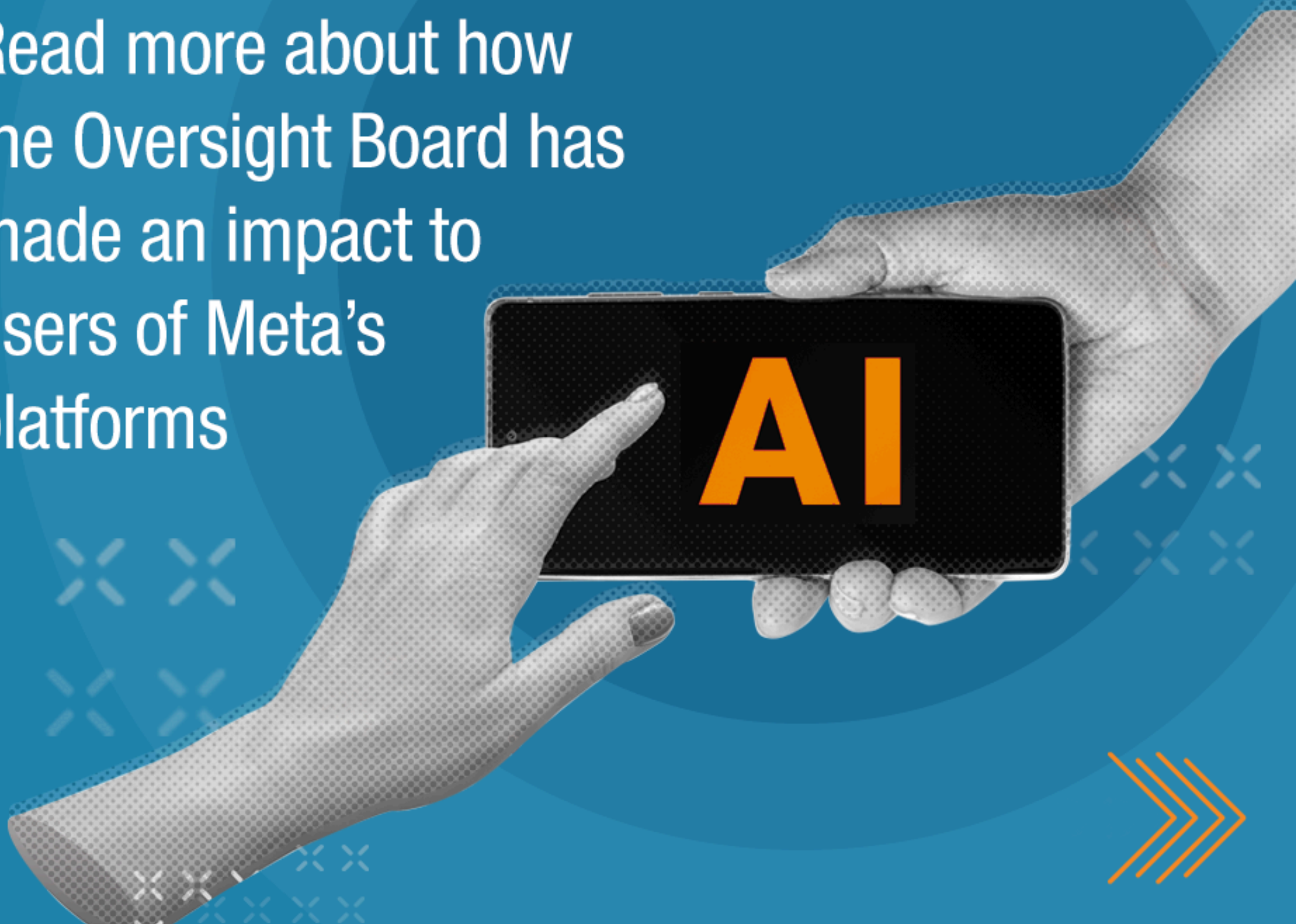




IMPACT 2:

On empowering users with information about how content is created

Read more about how the Oversight Board has made an impact to users of Meta's platforms

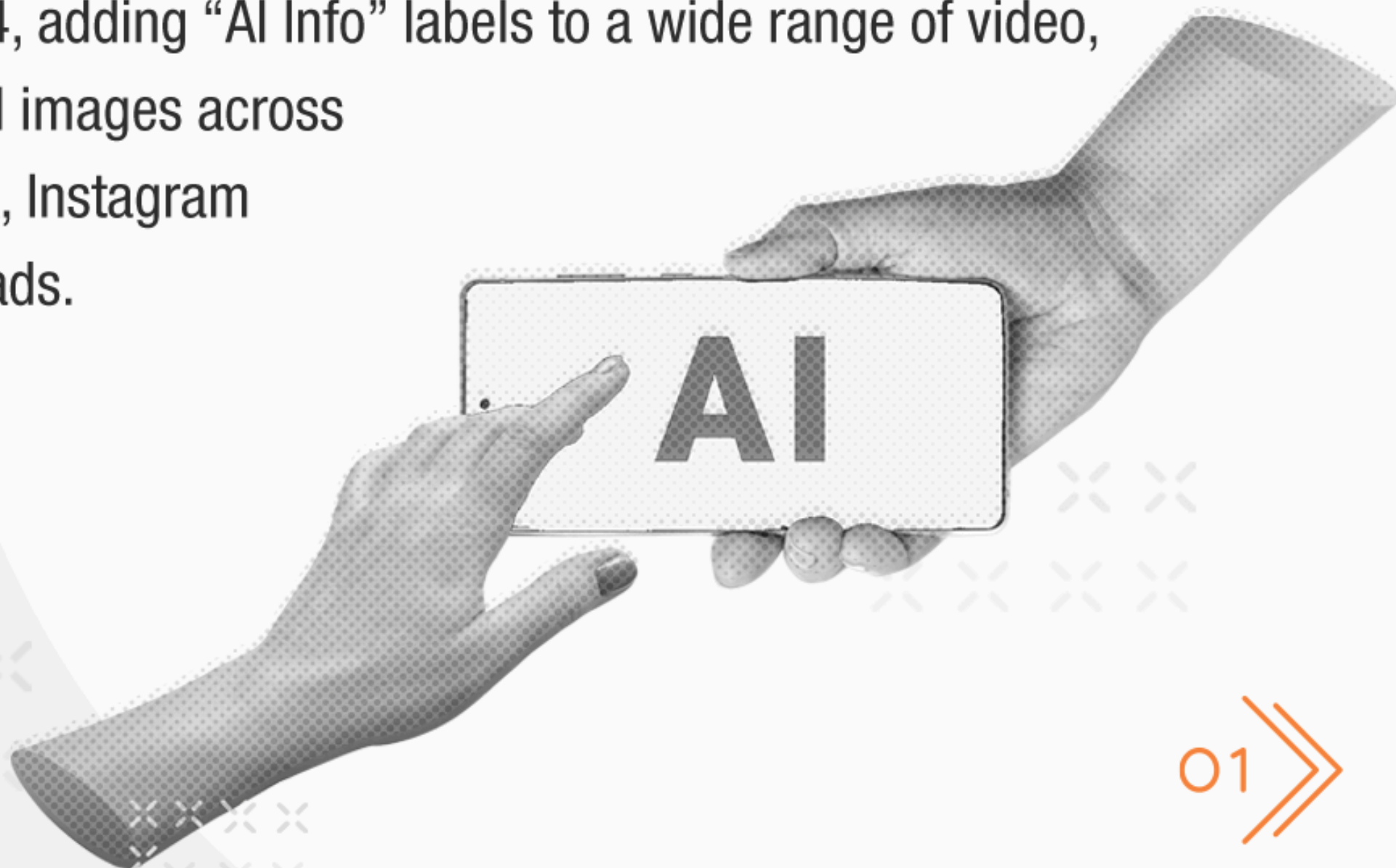




IMPACT 2: **On empowering users with information about how content is created**

The story

Last year, the Board’s recommendation in a decision about an altered video of Joe Biden encouraged Meta to start labelling AI-created or altered content. Meta began this process in May 2024, adding “AI Info” labels to a wide range of video, audio and images across Facebook, Instagram and Threads.





IMPACT 2:

On empowering users with information about how content is created

Impact of our work

Over 29 days in October 2024, more than **360 million** pieces of content with AI labels were viewed on Facebook and **330 million** on Instagram. Of these, users on Facebook clicked on 6 million posts with these labels and 13 million pieces on Instagram, to learn more.*

Why it matters

Providing users with information on how content has been created empowers them with context about the authenticity of content. Not all AI-manipulated content is harmful and labelling provides a better alternative to content removal because it does not unduly restrict expression.

*Measured during a historical period from 2023 – 2024, based on restorations of content by Meta in response to the Board's recommendations.

