

Our Story (cont):

In July 2019, Instagram algorithms rejected Salty's ads because they claimed we were promoting "escort services." The ads were simply portraits of our Salty community - women, trans and non binary people - some were disabled, some were plus sized, most were women of color.

Unable to rectify the problem via automated channels, we called this 'false flag' to the attention of our community, and as the press started to pay attention, Facebook reached out to rectify. After admitting these were falsely flagged, they reinstating the ads. Facebook publicly agreed to meet with Salty to discuss ways to make the policies more inclusive. We figured it was the beginning of a powerful conversation.

In preparation for our meeting with Facebook Policy team, we collected data from our community to better tell the story of the way these algorithms affect us, and formulate recommendations to make FB/Instagram a safer place for women, trans and non binary people. We released a survey on our website and encouraged our readers to submit their experiences of the ways in which Instagram/Facebook rejects ads, closes down accounts, or deletes posts.

Unfortunately, over the past two months, Facebook has ceased communication with Salty, and has made no indication that they plan (or ever planned) on actually meeting with us to discuss policy development.

We believe the information included in this report is newsworthy and of public importance, and with the consent of the participants, we've decided to make it available publicly.

