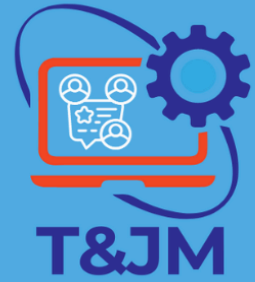


Tech and Journalism Crisis and Emergency Mechanism (T&JM)



Final Case Digest

Tech & Journalism Crisis and Emergency Mechanism

1. Introduction

Welcome to the final edition of our Tech and Journalism Mechanism (T&JM) Case Digest. This report, typically shared with T&JM partners on a monthly basis¹, is now presented as a comprehensive compilation of the findings from the T&JM initiative. As such, this Case Digest not only provides an overview of the cases received but also offers insights into the broader initiative, its challenges, and key lessons learned.

For ease of navigation, direct links to the various sections of the digest can be found in the box below.

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Background

The Tech and Journalism Crisis and Emergency Mechanism (T&JM) is designed to address the **unique digital challenges faced by journalism and media organisations in Ukraine**. The project's overarching goal is to **improve content and account moderation systems on major tech platforms to protect media freedom online**. The mechanism specifically targeted small and medium-sized media outlets, investigative journalism organisations, and community-based media, helping them overcome barriers such as account suspensions, content deamplification, and delays in platform responses.

Whereas other initiatives targeted general users or presented a focus on specific measures to counter disinformation online, the T&JM mechanism's approach focused on the **protection of**

¹ The Case Digest has been shared on a monthly basis until the last two editions, for which it was every two months.

the accounts of organisations providing public interest information online (via major tech platforms such as Facebook, Instagram or Tiktok) **during an ongoing conflict.**

The data for this Digest has been collected via the “[Submit your case](#)” form. In line with this initiative, the Case Digest aims to provide a transparent and informative overview of the cases handled through the [Tech and Journalism Mechanism](#), highlighting the importance of supporting regional and local media. This initiative focuses on the challenges faced by media and journalistic organisations operating in Ukraine's digital sphere.

Implementation of the T&JM

This section provides a summary of the procedures, escalation, and collection protocol, as well as the incident definitions that T&JM aimed to address. For a comprehensive understanding of the procedures and definitions used throughout the mechanism and digest, you can consult the [T&JM Terms of Reference](#) (ToR).



Step 1 - Case Submission: Cases are submitted via a form available in [Ukrainian](#) and [English](#) on [GFMD's website](#). After reception, the team filled in the information related to the case in the shared database together with the [case escalation document](#).

Step 2 - Verification: Following the agreed-upon methodology, the team **collaborates with its partner organisation in Ukraine (Lviv Media Forum) to confirm the identity of the user who submitted the request.**

Step 3 - Acknowledgement: The team acknowledges reception of the case, if more information is needed for assessing the criteria, the team requests it from the user who submitted the case.

Step 4 - Eligibility Check: The team verified the eligibility of each case for escalation based on the agreed criteria and the information received. If eligible, LMF and GFMD will determine whether the outlet is recognised, verified, or vetted by one of the whitelisted mechanisms, whether the organisation meets the criteria, and whether the case submitted matches the incidents addressed by the mechanism (see definitions below). In case of uncertainty, LMF and GFMD seek input from the T&JM partners. Some of the most relevant incidents addressed by the T&JM initiative are described below.

Account Removal

- **Definition:** Permanently deleting or deactivating a user's or media outlet's account from a platform.
- **Impact:** All associated data, such as personal information, posts, comments, and audiences, are eliminated.

Account Suspension or Blocking (Restriction/Denial of Service)

- **Definition:** Temporarily restricting access to a user's or media outlet's account on a platform due to violations of platform rules.
- **Impact:** Prevents the user from interacting with or viewing content on the platform for a period of time.

Deamplification/Reduced Distribution

- **Definition:** Reduced visibility or reach of content through features like algorithmic down-ranking, removal of recommendations, or restricting monetisation.
- **Impact:** Affects engagement and monetisation but does not remove content from the platform.

Promotion/Monetization Restrictions

- **Definition:** Restrictions on content promotion or monetisation, which can limit an account's visibility or the ability to generate revenue.
- **Impact:** Decreased engagement and revenue generation potential.

Step 5 - Escalation: If the case meets the criteria to be escalated, the information will be sent to the indicated tech platform or via the alternative escalation channel. If the case does not meet the criteria, the team lets the user know why, and if there is no alternative channel to address the issue, it rejects the case. A link to relevant resources is shared with the user, or, when relevant, the user is redirected to another escalation mechanism, such as Access Now's Digital Security Helpline.

Step 6 - Follow-up: The team collects any updates both from the platform and the users, and offers additional support when necessary.

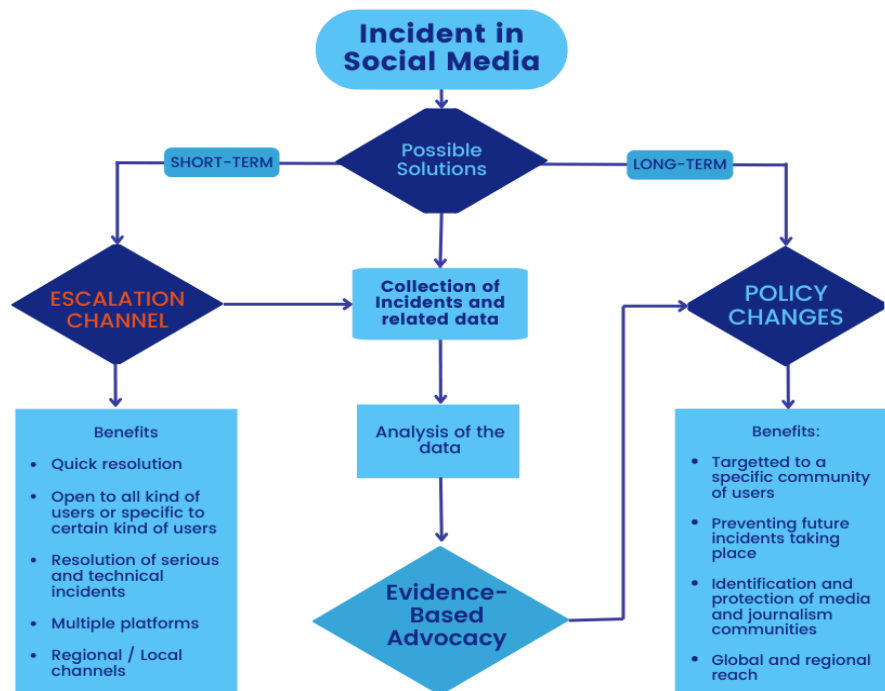
Step 7 - Data curation and reporting: The team collects and curates the data gathered from the different submissions, sharing periodic updates on the status of the cases, types of incidents received, and others via its “T&JM Case Digest.”

Lessons Learned

The Tech and Journalism initiative has provided a **learning experience on how to connect data collection and experiences of media organisations in the digital space with potential policy solutions to address such challenges.**

Whereas our efforts to implement and provide solutions to media organisations that submitted a case through the T&JM platform have been limited, we have also learnt from other escalation channels that, particularly during crisis or emergencies, fewer organisations are keeping track of their incidents online, which, added to the limited solutions provided, also impacts the number of incidents submitted. This directly affects the data collection, making it challenging to identify trends related to the incidents and how media are impacted by a platform’s internal moderation policies.

These limitations, however, have not prevented **GFMD and the T&JM initiative from creating a thorough methodology to curate and organise the data collected via each submission, a methodology that has been praised by our partners and that provides a good template to analyse data in the future.**



In summary, despite the challenges, the T&JM has proved successful in establishing a core group of organisations and experts to collaborate on the processes and criteria to improve content and account moderation systems that recognise quality journalism and other trustworthy newsworthy content online. The T&JM Terms of Reference, as well as the methodology to collect data, are a useful blueprint for any organisation that wants to address these challenges.

2. Overview of the Data Collected

For this final edition, the declining trend in the reception of cases has persisted. Whereas a reflection on this matter has been included in the [Lessons Learned](#) section above, other insights have also been collected in the summary from the [Policy Meeting](#) (section below).

Despite this challenge, we continued gathering insights and kept monitoring any updates from the cases received, as well as the data collected. A summary of the status of the cases, the types of incidents, and an observation of the trends is presented in the following sections.

Cases Received

This digest encompasses the period from the initiation of the T&JM through until December 31, 2024. The following graphs provide an up-to-date representation of cases received per month, their statuses and user-experienced issues categorised by the type of incident.

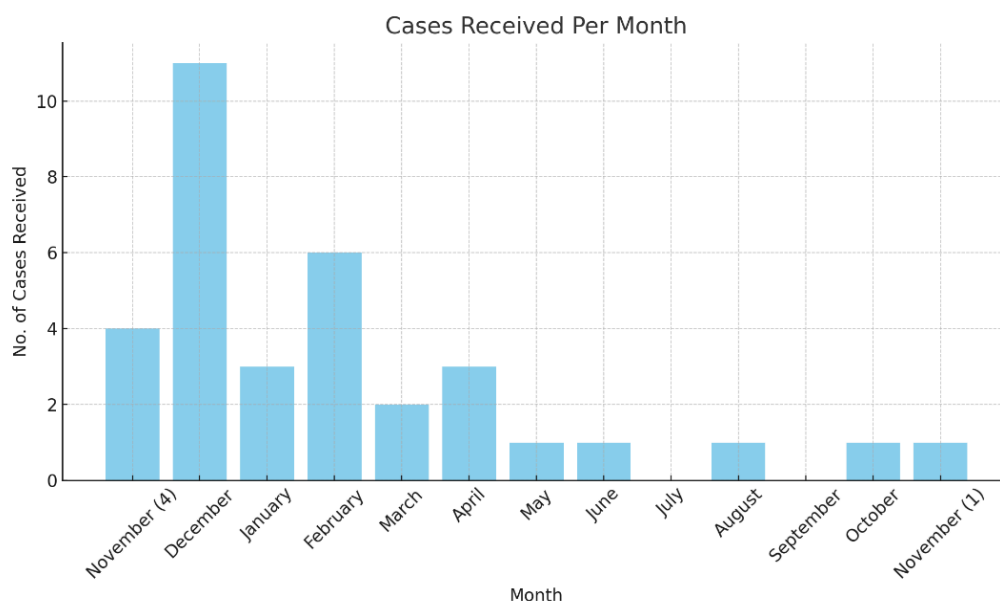


Figure 1 – Cases Received Per Month

Current status of the cases received

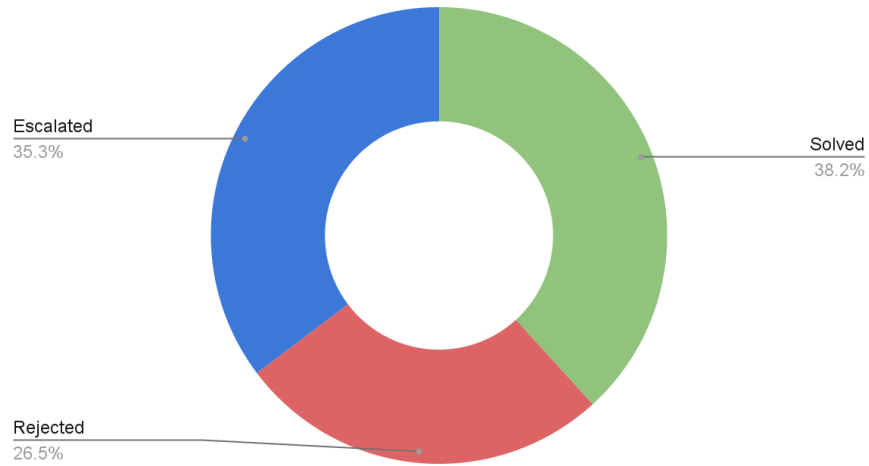


Figure 2 - Current Status of all the Cases Received

Figure 2 highlights the status of all the cases received from the end of November 2023 through the beginning of November 2024 which is a total number of thirty-four cases, irrespective if it meets the T&JM criteria. It illustrates that 38.2% of the total cases received have been 'solved' and 26.5% which represents a total number of nine cases have been 'rejected' because they did not meet the necessary characteristics and mainly because they originated from outside Ukraine.

Current status of the cases that meet T&JM criteria

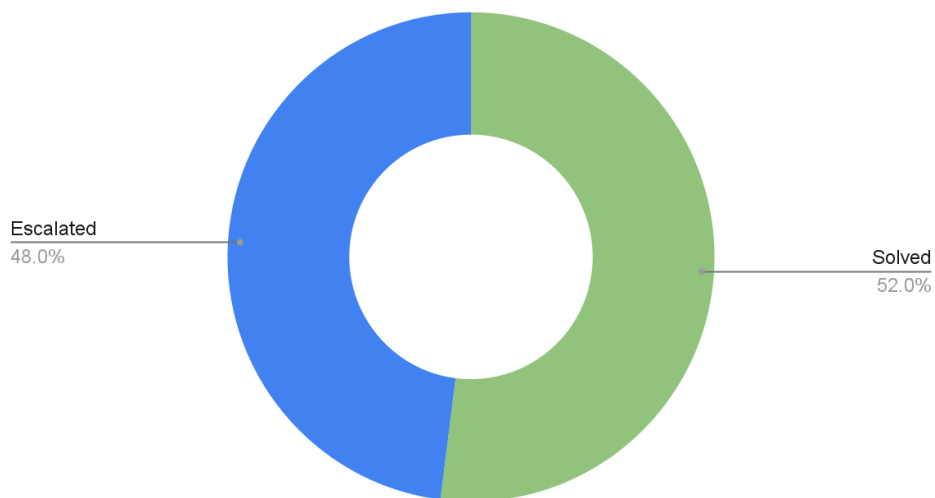
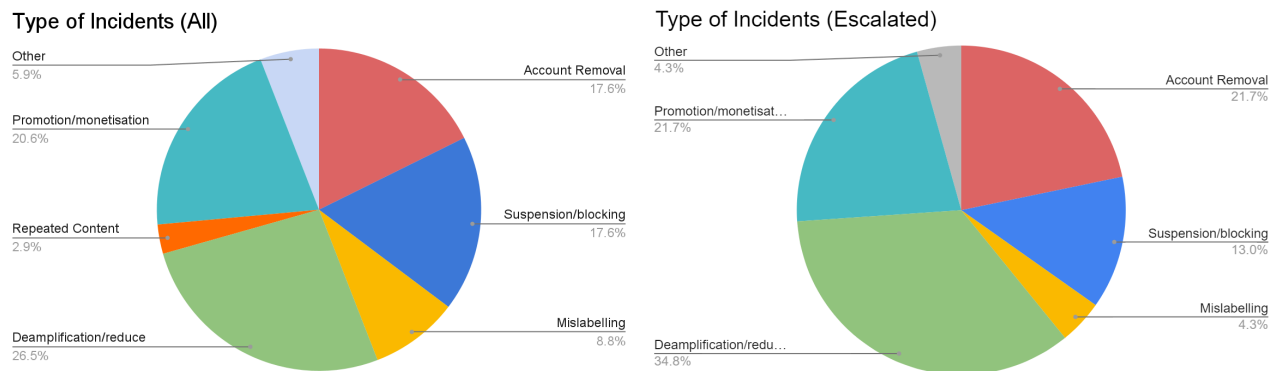


Figure 3 – Current Status of Cases Received that meet the criteria

Figure 3 illustrates the current status of cases that meet the criteria for escalation,² highlighting the percentage of cases that have been solved (**solved**), and the ones that have been escalated but haven't been solved yet (**escalated**).

As highlighted, 52% of the cases have been '**solved**' including the three cases which have been resolved in the past two months via Internews, a Trusted Partner of Meta. It also includes two cases which were resolved after being redirected to alternative escalation channels such as the [Access Now Digital Security Helpline](#). The remaining 48% of the cases have been **escalated** but remain unresolved.

Type of Incidents



Figures 4 and 5 – Type of Incidents (All and Escalated)

The graphs above (Figure 4 and Figure 5) categorise incidents based on their nature, including promotion/monetisation restrictions, account removal, deamplification/reduced distribution, and mislabelling.³ Among **all cases** received, **deamplification / reduced distribution** is the most prevalent issue at 26.5%, followed by **promotion / monetisation restrictions** at 20.6% and **account removal** at 17.6%. **Suspension / blocking incidents** account for 17.6% of the total cases. In **escalated cases**, **account removal** (21.7%) and **deamplification / reduced distribution** (34.8%), both became even more significant. **Promotion and monetization restrictions** account for **21.7% of escalated cases**, highlighting ongoing challenges. Meanwhile, **suspension / blocking issues** compose **13% of escalated incidents**. These trends illustrate that deamplification and account removal are particularly challenging to resolve, as they are prominently featured in escalated cases. Promotion and monetisation restrictions also represent a substantial issue, emphasising their financial impact on users' stability and reach.

² As outlined in the [T&JM Terms of Reference](#), section 3 "Working methods and processes" (p. 5).

³ Definitions for each category of incidents can be found in Annex II of the [T&JM Terms of Reference](#) (p.15).

Observed Trends

I. Resolution of Escalated Incidents

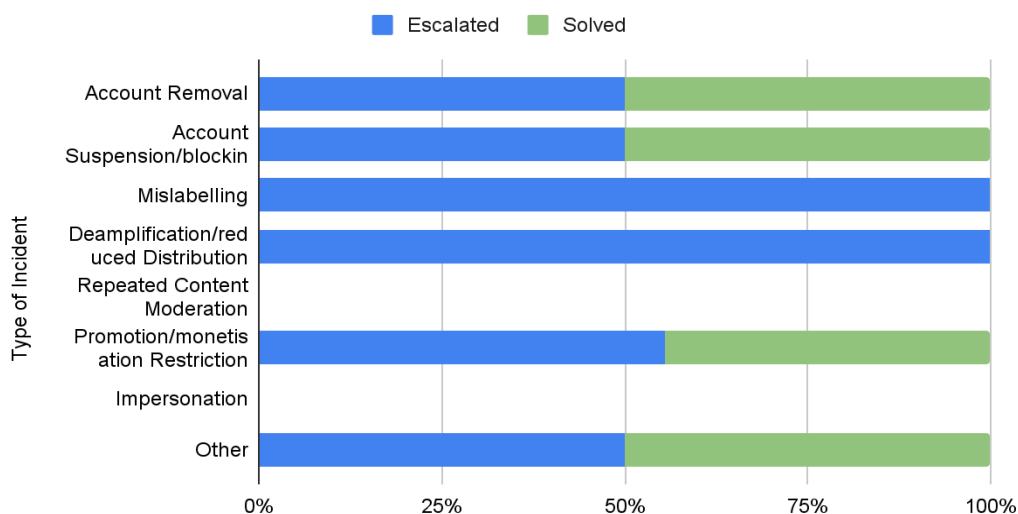


Figure 6 – Resolution of Escalated Incidents

Figure 6 presents the current status of resolution of the different types of escalated incidents. As observed in the previous digests, the issues of ‘Mislabelling’ and ‘Deamplification’ remain unresolved, with no progress in lifting temporary bans or addressing these cases effectively. The resolution rate for ‘Account Removal’ continues to be stable at around 50%.

II. Trends in Terms of Service (ToS)

Overall, we have identified seventeen cases involving various community guidelines violations.⁴ Analysis reveals that the top three cited ToS violations are ‘[Community Standards on Hate Speech](#),’ ‘[Community Guidelines for Fraud and Deception](#),’ and ‘[Community Standards on Dangerous Organisations and Individuals](#).’

The most severe actions, such as **account removal or account suspension**, typically results from violations of the Community Guidelines for Fraud and Deception (three cases), ‘[Community Standards on Privacy Policy](#)’ (one case) and Intellectual Property Protection Policies (one case). In comparison, breaches of the Community Standards on Dangerous Individuals and Organisations (three cases) often lead to reduced distribution of content, impacting users’ visibility and outreach.

⁴ A full list of the guidelines is available on Facebook’s Community Standards [homepage](#).

Specified Terms of Service Violation	Action Taken by the Platform
Unoriginal Content	Deamplification / Reduced Distribution (1)
Advertising Standards	Promotion / Monetisation Restrictions (2)
Community Standards on Hate Speech	Deamplification / Reduced Distribution (5) Promotion / Monetisation Restrictions (1)
Community Standards on Suicide and Self-Injury	Deamplification / Reduced Distribution (1) Promotion / Monetisation Restrictions (1)
Community Standards on Child Abuse	Deamplification / Reduced Distribution (1)
Community Guidelines for Fraud and Deception	Account Removal (2) Account Suspension / Blocking (1)
Community Standards on Dangerous Individuals and Organisations	Deamplification / Reduced Distribution (2) Promotion / Monetisation Restrictions (1)
Intellectual Property Protection Policies	Account Removal (1)
Violation of Community Standard on Privacy Policy	Account Suspension / Blocking (1)
Labelling AI-Generated Content	Mislabelling (1)

Table 1 – Type of ToS Violation

Interestingly, violations of the Community Standards on Hate Speech (six cases) and the ‘Community Standards on Suicide and Self-Injury’ (two cases) have resulted in both deamplification measures and monetisation restrictions, underscoring how these measures affect the outreach and visibility of users’ content rather than blocking access to accounts. Yet, more data can substantiate the likelihood of either monetisation or deamplification issues, revealing tech platforms’ tendencies better.

Issues related to privacy policies, trademark violations, or non-compliance with advertising standards have resulted in deamplification, monetisation restrictions, and account removal or suspensions. However, identifying noticeable trends in these cases is challenging due to insufficient data and the relatively infrequent occurrence of these violations.

3. Conclusion

During GFMD’s Policy Meeting “[Connecting the dots: How to use existing mechanisms to protect media freedom?](#)” several core themes emerged that relate to the findings in this digest,

such as the need for more robust mechanisms or the need for platforms' transparency and accountability. To achieve all that, it is important to have **standardised data collection and robust methodologies to generate evidence-based advocacy that can inform policies and encourage changes in the way tech platforms operate.**

By integrating these insights into our final conclusions, we see the T&JM initiative as an important step in protecting media freedom online. The in-depth data collected, the categorisation of the different incidents, alongside continued collaboration with partners and local actors, can serve as a blueprint for future mechanisms but also to review and strengthen existing ones. However, we remark on the importance of joining efforts, exchanging data between mechanisms, and collaborating with advocacy and research organisations to build strong cases that demand greater accountability and transparency from tech platforms. Going forward, the T&JM is open to exploring the possibility of expanding or adapting to other regions and contexts. We hope that the methodologies, lessons, and data presented in this final Case Digest will both inform and inspire collective efforts to safeguard press freedom online everywhere.

4. Acknowledgements

We would like to extend our deepest gratitude to [Lviv Media Forum](#), whose unwavering commitment and local expertise have been vital to this initiative—especially during a time of immense hardship and conflict in their country. Despite the ongoing war, they tirelessly assisted us with T&JM case verifications and follow-ups, exemplifying extraordinary resilience and solidarity. We are equally grateful to all our [partners in Ukraine](#) who contributed invaluable knowledge and resources, as well as to [our international partners](#), whose diverse perspectives and continuous support enriched the T&JM initiative.

We also wish to acknowledge the colleagues from various tech platforms who demonstrated genuine willingness to collaborate—providing tools, resources, and information even when they could not fully resolve certain cases. Many of these colleagues faced significant challenges, including layoffs in human rights compliance teams during budget cuts—an unfortunate development that weakens our capacity to protect press freedom and other fundamental rights. Still, we remain encouraged by the dedication of those who persevere within these large platforms. Even in dire circumstances, we take heart in knowing that committed allies remain, and we stand ready to support them in our shared mission to uphold media freedom and safeguard human rights online.