



How YouTube supports elections




Over the last few years, we've increased our efforts to make YouTube a more reliable source for authoritative news and information, as well as an open platform for healthy political discourse. Here is an overview of how this work helps us to better support elections.








1. Remove election-related content that violates our policies

YouTube has Community Guidelines that provide clear guidance on content that is not allowed on our platform, and we remove content that violates these policies. We have policies that apply to elections, as well policies that were created specifically for elections – all of our policies are applicable at all times, regardless of election cycles.

Global policies

-  Impersonation
-  Hate & harassment
-  Spam, deceptive practices & scams

Civics & election-specific policies

-  Voter suppression
-  Suppression of census participation
-  False candidate eligibility claims
-  Incitement to interfere with democratic processes
-  Distribution of hacked materials

Early detection efforts help us quickly remove content that violates our policies

Intelligence Desk

Intelligence Desk is an internal team that monitors and detects new trends surrounding inappropriate content and problematic behaviors, helping teams to address them early.

Google's Threat Analysis Group (TAG)

TAG is a part of our broader efforts to combat foreign and domestic coordinated influence operations looking to interfere in electoral processes. Through TAG, we share threat information with law enforcement and share intelligence and best practices with other technology companies.

2. Reduce the spread of misinformation

Content that comes close to violating our Community Guidelines is a fraction of 1% of what's watched on YouTube in the US. In January 2019, we updated our recommendations systems to further limit the spread of borderline content.

< 1%

Borderline content makes up less than 1% of views on YouTube

70%

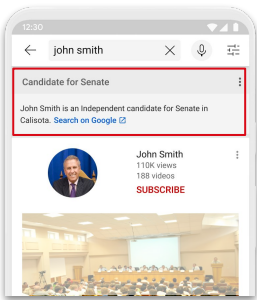
Average drop in borderline content watchtime after updated recommendations systems (of the <1% of borderline content) from non-subscribed recommendations

3. Raise up authoritative voices

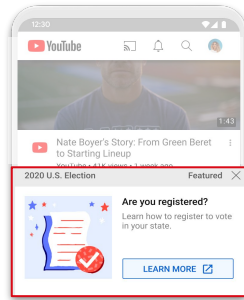
We raise up authoritative voices, including news sources, for news and information in search results and "watch next" panels. Millions of search queries and recommendations are getting this treatment today, and we're continuing to improve and expand our systems.

Civics & election-specific efforts

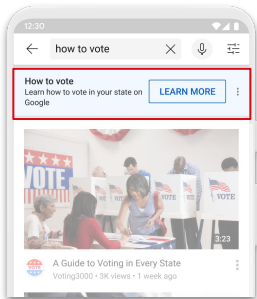
During key civics and elections moments, we take steps to further connect users with timely, authoritative election information, including live streams of major events, candidate details and voting information.



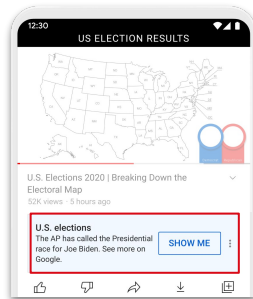
Candidate information panel



Voter reminders on homepage



Voting information panel



Election results information panel



Voter education

For key moments from National Voter Registration Day to Election Day, we provided timely reminders across YouTube and our social handles on how to register, how to vote, and where to vote. When viewers searched for queries related to voter registration and voting, we showed information panels that direct them to timely, authoritative voting information in English and Spanish.

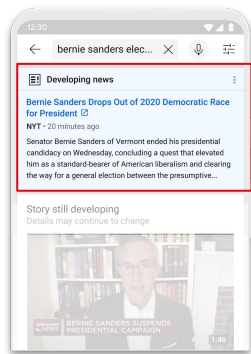


Launched a new **YouTube Originals** to bring users helpful election-related information in a uniquely YouTube way

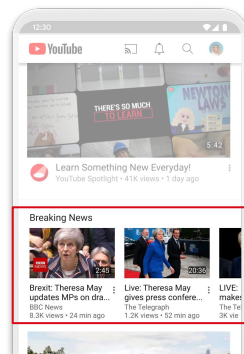
[YouChoose 2020](#) is an interactive voting special that takes viewers through the key steps in the voting process. The special uses YouTube's most popular memes to provide information on how to vote — from a cooking tutorial that shows viewers that voting is as easy as following a recipe, to an auto repair video that breaks down the 'nuts and bolts' of voting.

Always-on efforts

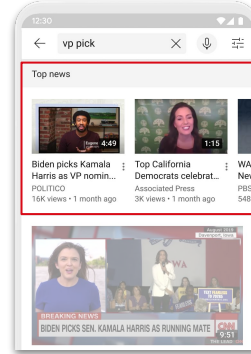
In addition to our civics and election-specific efforts, our existing News features help raise election-related news from authoritative sources. See all of our News product features [here](#).



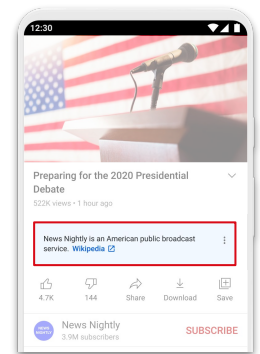
Developing news information panel



Breaking news on the homepage



Top news in Search



Publisher funding information panel

4. Recognize and reward campaigns, candidates, and political creators

Politicians, commentators and news publishers can access a suite of YouTube features and resources, including support from our partnerships team. These specialists work with news organizations, political creators and candidates on both sides of the aisle to optimize their presence on YouTube, helping them more effectively reach viewers, engage their community and [keep their accounts secure](#).

Dedicated Partnerships Team

Works with both sides of the aisle to optimize presence on YouTube, reach viewers, and engage with their community

Additional YouTube Features

Features help candidates deeply engage with constituents and amplify their message

Revenue Opportunities

Alternative monetization features help candidates sustain their platform