

The project of a Social Media Council

OSCE - Central Asia Media Conference
Astana - 7-8 Nov. 2018

Content is King?

ARTICLE 19



Distribution
is King Kong!

How to design 'regulation' of social media platforms in a manner that ensures protection of freedom of expression?

Internal / solo regulation



Terms and Conditions
Community Guidelines
Automated decision-making processes
(algorithms)

Opacity + no due process + no protection of FoE

Improve transparency and procedures
Integrate international standards on FoE

Legislation



- Germany: law on social media (July 2017)
- 7 days (or 24 hours) to block or remove (clearly) illegal content (very broad definitions + criminal law to be applied by private companies?!) => fines of up to 5 million € = incentive to remove content
- Referral to “regulated self-regulatory” agencies

**self-regulation should be:
independent,
effective,
open to meaningful participation from all stakeholders
accountable and transparent**

The Social Media Council



In his April 2018 report, the UN Special Rapporteur on freedom of expression supported ARTICLE 19's model and recommended that

'all segments of the ICT sector that moderate content or act as gatekeepers should make **the development of industry-wide accountability mechanisms (such as a social media council) a top priority.**'

Users of social media platform

ARTICLE 19

content moderation

(content deleted, account suspended, 'offensive' content still online, use of AI and algorithms)

content distribution

(exposure to diversity, visibility of reliable information, coverage of elections)

Code of Ethics

for online moderation and distribution
(based on international standards)

- no transparency
- no due process
- no international standards

Social Media Platforms

Users of social media platform

ARTICLE 19

content moderation

content distribution

Code of Ethics
for online moderation
and distribution

**Ombudsman
of SMPs**

**Negotiate
satisfying solution**

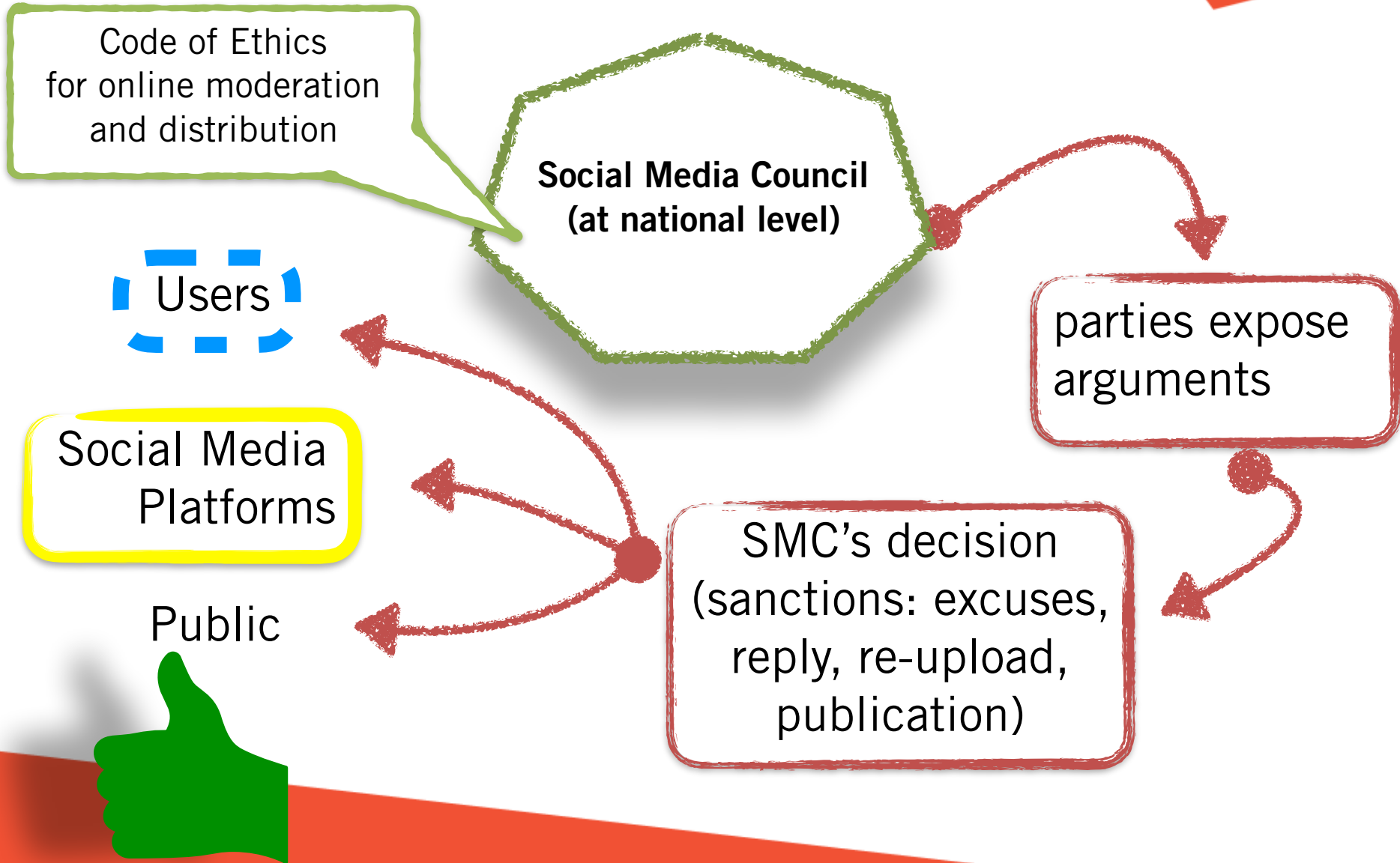
Referral to SMC



To be continued...

The SMC decides to consider the case

ARTICLE 19



Social Media Platforms

Media

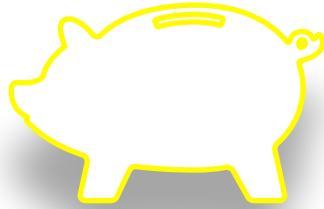
Journalists

Media regulators

FoE experts

CSOs: minorities,
vulnerable groups ...

**The whole diversity of society
(at national level)**



Social Media Council

Code of Ethics
for online moderation
and distribution

Decisions in
complex
individual cases

Recommandations /
guidelines

ARTICLE 19

not quite

ARTICLE 19

The End

questions / feedback?