Twitter Report: Staying safe and informed on Twitter during COVID-19

As the global community faces the COVID-19 pandemic together, Twitter is helping people find reliable information, connect with others, and follow what's happening in real time.

Throughout these unprecedented times, Twitter has continued to adapt and update our policies and enforcement, as well as increase transparency and share more data to ensure experts and the public can better analyse how discussion around COVID-19 continues to evolve. We have kept an updated blog with all relevant information on Twitter's efforts covid19.twitter.com and to date, over 160 million people have visited the COVID-19 curated page, over two billion times.

Below is an overview of the measures we have taken to protect the health of the public conversation while ensuring we are a collaborative and open partner in endeavours to address the challenging and changing online and offline issues society is facing.

This report contains information on policies, products, philanthropy activities and actions undertaken from 1 to 30 November 2020. Via the following links you can consult the reports submitted in July, August, September and October.

Table Of Contents:

- Helping people find reliable information
  - Initiatives to promote authoritative content and empower citizens
  - Addressing the wider impact of COVID-19
    - Fighting gender-based violence
    - Fighting eating disorders
    - Fighting child sexual abuse
    - Empowering young people
    - Empowering people with disabilities
    - Empowering nonprofit organisations
    - Ads for Good grants to support Member States and nonprofits
- Improving awareness
  - Initiatives and tools to improve awareness
    - Data Access
    - Free COVID-19 API Endpoint
  - Our approach to the US elections

Manipulative Behaviour
COVID-19 Guidance Enforcement
Advertising on COVID-19
Violations of COVID-19 advertising policy
Vaccines
Fighting misinformation and disinformation around vaccines
Elevating authoritative information on vaccines

Helping people find reliable information

Initiatives to promote authoritative content and empower citizens

As countries all over Europe are facing a new surge of COVID-19 cases, we continue our efforts to protect the public conversation in the context of the pandemic.

Throughout the COVID-19 crisis, we have sought to elevate sources of reliable information, ensuring that we are helping people find accurate, authoritative, information when they come to the platform for it. We have done this by building partnerships with governments and non-profit organisations.

In addition to ensuring that we are getting the right message from the right source at the right time, we have also facilitated the raising of relief funds, contributing pro-bono advertising products to both governments and non-profit organisations so that they can elevate their messaging on Twitter.

In January, before the official designation of the virus, we launched a dedicated search prompt feature so that when somebody searches for COVID-19 they are met with credible, authoritative content at the very top of their search experience. This has been expanded to over 80 countries worldwide and is available in 29 languages. We constantly monitor the conversation on the service to ensure that any keywords, including common misspellings, will generate the quality search results. Where we have launched the COVID-19 prompt, we have partnered with either the national public health agency in that country or with the WHO.

In the EU, the prompt is active in: Austria, Belgium, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Netherlands, Poland, Portugal, Spain, Sweden. It is also available in the United Kingdom. In Belgium and Finland, a bilingual prompt was created. All countries in the EU were contacted and offered the opportunity to launch the prompt. This opportunity still stands.

In over 30 countries, we launched 'Twitter Events Pages' that bring together the latest Tweets from a number of authoritative and trustworthy government, media and civil society sources in local languages.

We continued to elevate the conversation addressing safety and effectiveness of mask wearing with a series of Twitter Moments in English, Spanish and Portuguese and marketing campaigns and a

customised emoji that can be activated with the hashtag #WearAMask, which was translated into 20 languages.

Addressing the wider impact of COVID-19

In addition to the numerous measures taken to promote reliable sources of information summarised above and detailed in the previous reports, we continue to engage in addressing new and emerging challenges that COVID-19 has exacerbated.

Fighting gender-based violence

As people across the globe turn to social media services like Twitter to discuss women's rights and other important social issues, access to a free and open Internet is essential. In fact, women's rights have dominated conversations on Twitter **this year with 40 million Tweets so far and counting.**

Since the beginning of the COVID-19 lockdown, there have been on average one million Tweets per month about domestic violence and related issues. In 2020, we are seeing a 40% increase in conversations about domestic violence on Twitter. Services like Twitter that rely on the open Internet are not only a medium for discussing the issues, but for many, can be a lifeline and a means to seek help.

To mark International Day for the Elimination of Violence against Women on 25 October, Twitter introduced a dedicated search prompt to help women who experience domestic violence and abuse in four new EU countries, Belgium, France, Germany and Italy. In addition, it is available in Denmark, Ireland, Spain, Sweden and the UK. The prompt directs users who search for advice about gender-based violence to the hotlines and support centres local partners organisations, where they can seek help and find the support they need, as can be seen from the Belgian example below.

The gender-based violence prompt is already active in 24 countries worldwide and in 17 languages.

Examples of how these initiatives and partnerships come together at local level are shown through examples such as our collaboration in France with the nonprofit Fondation des Femmes, which was highlighted in an interview in ELLE magazine.

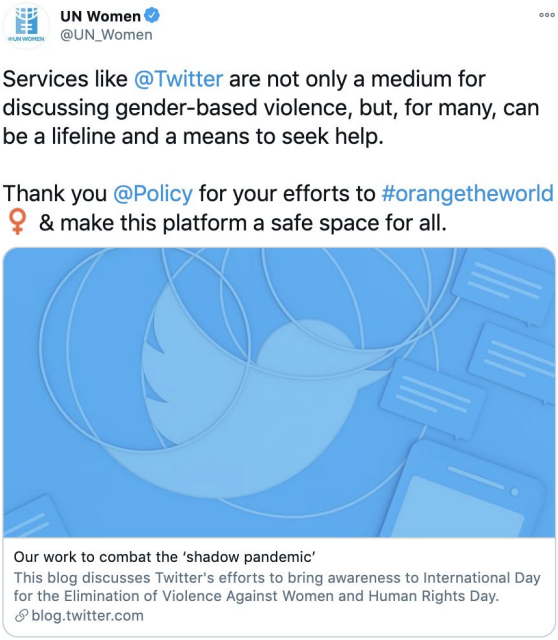
In Belgium, the initiative was broadly featured in Flemish newspapers (De Morgen, Knack, VRT, De Standaard).

We will continue to work to introduce this feature in more EU countries so as to reach as many women as possible and help them find the support they need.

In addition, in partnership with UN Women and the UN Human Rights Office, we launched custom emojis ♀ and 🙌 to spread awareness on International Day for the Elimination of Violence Against Women on November 25 and Human Rights Day on December 10 as well as to encourage people and organisations to make their voices heard. The emojis appear when people Tweet with the hashtags #GenerationEquality, #OrangeTheWorld, #16Days, #HumanRightsDay, and other localised hashtags, as can be seen in this Tweet.

We are supporting local nonprofits across the world by providing Ads for Good grants to several partners to ensure that they can use the power of Twitter's advertising platform to reach more people. Throughout the #16Days of activism we also amplified various regional campaigns and messages about the importance of gender equality and combatting violence against women to increase engagement and awareness.

Our efforts in fighting gender-based violence and raising awareness around this crucial issue were commended by UN Women.



The open Internet has played a foundational role in the efforts of social media platforms like Twitter to connect people to helpful resources, healthy conversation, and community. We look forward to continued work to ensure that Twitter remains a safe place for people to shine light on critical and timely issues.

Fighting eating disorders

The COVID-19 pandemic, leading to shelter-in place restrictions, job loss and the threat of getting infected, has caused an increase in mental health issues in the general community, with particularly strong and wide-ranging effects on people with anorexia and bulimia nervosa, as reported in a study in the International Journal for Eating Disorders.

Twitter introduced a new prompt in Ireland and the UK, in partnership with the nonprofits Bodywhys and Beat Eating Disorders respectively, which aims to ensure that those affected by eating disorders are provided access to authoritative information and with details on where to find support when they need it.

Help is available

If you're controlling your food, or it's controlling you, you're not alone. Our partner Bodywhys can help - call 01 2107906 or email alex@bodywhys.ie.

Bodywhys.ie

@Bodywhys

Fighting child sexual abuse

In our previous report, we illustrated Twitter's approach to fighting child sexual exploitation (CSE), including our policy, our heavy investment in technology and tools to enforce it and the progressive expansion to Europe of the #ThereIsHelp search prompt for CSE, now available in 6 countries and 7 languages.

On 27 November 2020, in the framework of the Safer Internet Forum, Twitter participated in a panel to discuss the fight against online child abuse together with representatives from the European Commission, InHope, Europol and law enforcement. Twitter stressed the need for multistakeholder cooperation and bringing to the table a broader set of players (including civil society) that can contribute innovative solutions to these issues so as to address CSE and related challenges more effectively.

We partner with multiple organisations whose work is dedicated to fighting child sexual exploitation around the world. Find our more about Twitter's policies here and see the full list of our child protection partners.

Empowering critical thinking

On 18 November 2020, Twitter Spain organised a Masterclass with Maldita.es fact-checking organisation and Online Safety experts PantallasAmigas to empower young people and journalism students to become critical citizens and learn how to verify/ identify disinformation**.**

Maldita.es discussed identifying and fighting disinformation on the Internet especially around crises that generate huge amounts of information, such as COVID-19. PantallasAmigas discussed the need for online citizenship to address critical thinking, as well as the correlation between human rights and right to free speech with accessing information as opposed to accessing disinformation.

The session welcomed over 700 attendees, including students from several schools of journalism, journalist associations, school teachers and students aged 15-18, and had over 58k viewers. Users were able to share their questions in advance with the hashtag #VerificaConMaldita.

Empowering young people

As illustrated in previous reports, throughout the pandemic we engaged in a wide range of activities to empower young people, including helping them build resilience and foster media literacy skills. We did so through campaigns in partnership with UNESCO and the UN Youth Envoy, trainings, and media literacy workshops.

In November, in the context of our work on the Better Internet for Kids Youth Pledge and within the European Commission-led Alliance to better protect minors online, we engaged in a series of meetings with a group of Better Internet for Kids Ambassadors and discussed a number of relevant topics such as filter bubbles, misinformation and mental health.

The work we are doing together was also presented at the Safer Internet Forum on 24 November.

Empowering people with disabilities

Serving the public conversation means continuously taking steps to make Twitter more accessible – from what we build to the internal programmes and policies we implement globally – and this must include people with disabilities.

Earlier this year, we elaborated on Twitter's approach to Making Twitter more Accessible, including everything from accessibility in our office spaces to our marketing and communications strategies, to legal and policy standards, and more. Drawing from previous learnings, we have made a commitment to make Twitter more inclusive for the disabled community – creating a dedicated team to focus on greater accessibility, tooling, and advocacy across all of our products. We have introduced two new teams as we are building to focus on this work: the Accessibility Center of Excellence and the Experience Accessibility Team, which will focus specifically on the features and products on Twitter.

In November, in the context of our accessibility work, we continued to support our Trust and Safety partner PantallasAmigas on the platform to disseminate Accessibility Options at Twitter.

Empowering non-profit organisations

On Twitter, grassroots campaigns can become global movements. Nonprofits and organisations can use Twitter as a platform to put forward policy positions, to advocate, engage with others, join conversations, and to be part of a global community

In order to help nonprofits enhance their advocacy and awareness raising campaigns, Twitter provides training sessions on how to effectively campaign on Twitter throughout the year in various languages. In November, we went a step further by making publicly available invaluable resources for nonprofits, including best practices, tips on effectively campaigning and advice from the social media professionals responsible for some of the platform's standout Tweets and viral moments.

On 24 October, we held an EU-wide workshop for EU NGOs that focus on countering hate speech and discrimination. The workshop focused on Twitter's policies, reporting, campaigns, and the impact of disinformation in the fight against hate speech and discrumination.

Ads for Good grants to support Member States and non-profits

We continued to support non-profit organisations on the platform to disseminate key public health and safety information around COVID-19, to promote media literacy, as well as to tackle issues that were exacerbated during the pandemic, such as mental health-related and discrimination issues.

So far, we have supported over 140 organisations with Ads for Good grants across 55 countries.

Examples of organisations and campaigns promoted in November through Ads for Good include:

Fight misinformation

correctiv.org @correctiv_faktis running a campaign to generate donations for fact-checks. The aim is to strengthen diversity of opinion by providing context to rumours and false claims. We present sources and research methods

Empowering NGOs

PHINEO @PHINEOgAG is a non-profit for effective social engagement. They help non-profit organisations, companies and philanthropists to better achieve their goals. To this end, they advise funders - i.e. foundations, companies, the public sector or wealthy private individuals - on how they can engage in a meaningful and targeted way. They have developed a special tool for this purpose around COVID-19 and other occasions.

Fight violence against women

Danner @DannerDk is a Danish organization that assists in building the capacity of professionals working with survivors of gender-based violence. We awarded them an Ads For Good grant so that they can promote their shelter services to women in need during the COVID-19 lockdown.

Online safety for young people

We provided Digitale Helden @digitale_helden with Ads For Good to support their webinar series around online safety for young people. They cover topics from how to stay safe online to debunking conspiracy theories.

In the light of Anti-Bullying week and month we supported Juuport's @juuuport campaigns against cyber mobbing. Through Juuuport-Scouts they are supporting young people who are experiencing cyber mobbing and bullying online.

Improving awareness

Initiatives and tools to improve awareness

As the global community faces the COVID-19 pandemic together, Twitter is helping people find reliable information, connect with others, and follow what's happening in real time. In serving the public conversation, our goal is to make it easy to find credible information on Twitter and to limit the spread of potentially harmful and misleading content. We are open about the challenges we are facing and the measures we're putting in place to serve the public conversation at this critical time.

Data Access

Since 2006, Twitter's APIs have given researchers and developers the opportunity to tap into what's happening in the world. Twitter firmly believes in open data access to study, analyse, and contribute to the public conversation; which is why we continue to maintain a broad public API. Researchers use Twitter data to provide valuable feedback on how the online conversations and interactions evolve on and off Twitter. We continue to provide more accessible ways to make data and information publicly available to researchers.

Twitter's APIs are a unique data source for academics and are used around the world in a wide range of fields, from disaster management to political science, every day. Every major social science conference likely features multiple papers based wholly or largely on Twitter data. Our service is the largest source of real-time social media data, and we make this data available to the public for free through our public API. No other major service does this.

All of our API data is public - no private data is included. So it's Tweets, bios, who you follow, Tweets you've liked, etc, whilst no email addresses, IP data etc., are included.

We make all public Twitter content available via our APIs. You can learn more about them **here**.

We continue to see interesting examples of how researchers all around the world use Twitter data.

Free COVID-19 API Endpoint

To further support our ongoing efforts to protect the public conversation, and help people find authoritative health information around COVID-19, Twitter released a specific COVID-19 API endpoint into Twitter Developer Labs to enable approved developers and researchers to study the public conversation about COVID-19 in real-time.

This is a unique dataset that covers many tens of millions of Tweets daily and offers insight into the evolving global public conversation surrounding an unprecedented crisis. Making this access available for free is one of the most unique and valuable things Twitter can do as the world comes together to protect our communities and seek answers to pressing challenges.

Most common issues researchers focus on: how misinformation spreads, public perceptions of policies or official statements, or long-term impacts of the virus on mental health, vulnerable communities, and social behavior.

We are gathering further feedback from researchers who have completed projects throughout the year using the free COVID-19 API access and will update with details in early 2021.

Misinformation Nudges

Misinformation Nudges for Likes have been introduced. When a Tweet has been labeled, a nudge shall automatically be applied when a consumer clicks the Like button. The nudge gives consumers the opportunity to either "find out more" before making a decision to like, or to immediately proceed with their desired action to like without finding out more through our linked page (such as our curated Moments and or Twitter Rules pages for example). These nudges will be used for the present misleading information policies around Civic Integrity, COVID-19, and Synthetic and Manipulated Media.

Our approach to the US elections

The public conversation occurring on Twitter is never more important than during elections. Twitter plays a critical role around the globe by empowering democratic conversation, driving civic participation, facilitating meaningful political debate, and enabling people to hold those in power accountable.

In the run up to, during and in the aftermath of the 2020 US presidential election, we focused on helping people find accurate information on Twitter, register to vote, better understand the voting process, and feel informed about the choices on their ballot to help empower every eligible person to vote. This information has never been more crucial as more people sought ways to safely cast their vote amid the COVID-19 pandemic.

In the months leading up to Election Day, we announced a set of policy, enforcement and product changes to add context, encourage thoughtful consideration, and reduce the potential for misleading information to spread on Twitter.

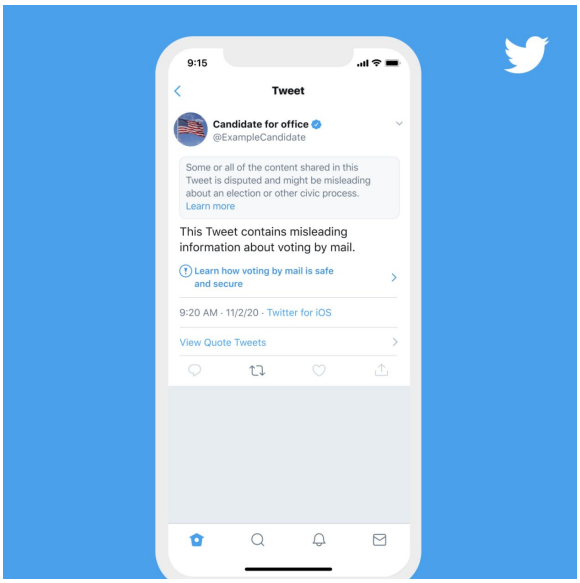
Our civic integrity policy, which does not allow the use of Twitter's services for the purpose of manipulating or interfering in elections or other civic processes, was expanded to cover the handling of misleading information surrounding these events.

In addition to labelling Tweets that violate our policies against misleading information about civic integrity, COVID-19, and synthetic and manipulated media, when people attempt to Retweet one of these Tweets with a misleading information label, they see a prompt pointing them to credible information about the topic before they are able to amplify it.

Tweets with labels are already de-amplified through our own recommendation systems and these new prompts give individuals more context on labeled Tweets so they can make more informed decisions on whether or not they want to amplify them to their followers.

In addition to these prompts, we added additional warnings and restrictions on Tweets with a misleading information label from US political figures (including candidates and campaign accounts), US-based accounts with more than 100,000 followers, or that obtain significant engagement. People must tap through a warning to see these Tweets, and then are only able to Quote Tweet. Likes, Retweets and replies are turned off, and these Tweets are not algorithmically recommended by Twitter. This was done

with the goal to further reduce the visibility of misleading information, and will encourage people to reconsider if they want to amplify these Tweets.



Below are some key statistics about the labels, warnings, and additional restrictions we applied to Tweets that included potentially misleading information about the US Election from October 27 to November 11:

- Approximately 300,000 Tweets have been labeled under our Civic Integrity Policy for content that was disputed and potentially misleading. These represent 0.2% of all US election-related Tweets sent during this time period.
- 456 of those Tweets were also covered by a warning message and had engagement features limited (Tweets could be Quote Tweeted but not Retweeted, replied to or liked).
- Approximately 74% of the people who viewed those Tweets saw them after we applied a label or warning message.
- We saw an estimated 29% decrease in Quote Tweets of these labeled Tweets due in part to a prompt that warned people prior to sharing.

We also got ahead of potentially misleading information by showing everyone on Twitter in the US a series of pre-bunk prompts. These prompts, which were seen 389 million times, appeared in people's home timelines and in Search, and reminded people that election results were likely to be delayed, and that voting by mail is safe and legitimate.

These enforcement actions remain part of our continued strategy to add context and limit the spread of misleading information about election processes around the world on Twitter.

In the weeks leading up to and during election week, we implemented significant product changes intended to increase context and encourage more thoughtful consideration before Tweets are amplified. Starting today, we are reverting some of these changes and providing more detail on the impact they had.

We encouraged people to add their own commentary when amplifying content by prompting Quote Tweets instead of Retweets. This change gave people an extra moment to consider why and what they were adding to the conversation. Since making this change, we observed a 23% decrease in Retweets and a 26% increase in Quote Tweets, but on a net basis the overall number of Retweets and Quote Tweets combined decreased by 20%. In short, this change slowed the spread of misleading information by virtue of an overall reduction in the amount of sharing on the service. We are taking more time to study and fully understand the impact of this change and are leaving it in-place for now.

We only showed Trends in “For You” that had added context, meaning our team added a description, representative Tweet, or article to help people more quickly gain an informed understanding of high volume public conversation.

While we saw a significant reduction in reports (on Trends, and Tweets within Trends result pages) as a result of this change, we also recognized that it placed a significant limitation on the number and breadth of Trends that we could show people, making “For You” less relevant for many people’s interests. Moving forward, we’ll continue to prioritize reviewing and adding context to as many Trends as possible, but won’t make this a requirement before a Trend can appear in “For You.” Our goal is to help people see what’s happening, while ensuring that potentially misleading trends are presented with context.

As we have done for many elections around the world, we will produce a longer-form retrospective of all of our work around the 2020 US Election in early 2021. We will continue to research, question, and change features that may incentivize or encourage behaviors on Twitter that negatively affect the health of the public conversation. Further information can be found in this blog post.

On 4 November 2020, in the context of US Elections, in Spain Twitter participated in a special program organised by Maldita.es to discuss Twitter's work to protect the health of the public conversation, especifically to fight disinformation, and the expansion of our policy work in the context of COVID-19 and electoral processes. Information around our approach to the US elections is provided in the relative section below.

Manipulative Behaviour

It is prohibited to use Twitter's services in a manner intended to artificially amplify or suppress information or engage in behaviour that manipulates or disrupts people's experience on Twitter.

We want Twitter to be a place where people can make human connections, find reliable information, and express themselves freely and safely. To make that possible, we do not allow spam or other types of platform manipulation. We define platform manipulation as using Twitter to engage in bulk, aggressive, or deceptive activity that misleads others and/or disrupts their experience.

Platform manipulation can take many forms and our rules are intended to address a wide range of prohibited behaviour, including:

- commercially-motivated spam, that typically aims to drive traffic or attention from a conversation on Twitter to accounts, websites, products, services, or initiatives;
- inauthentic engagements, that attempt to make accounts or content appear more popular or active than they are;
- coordinated activity, that attempts to artificially influence conversations through the use of

multiple accounts, fake accounts, automation and/or scripting; and
- coordinated harmful activity that encourages or promotes behaviour which violates the Twitter Rules.

COVID-19 Guidance Enforcement

We are finalising our Twitter Transparency report, which will include updated figures and details on our enforcement efforts. We will update publicly on Twitter and share further details in the coming weeks.

Advertising on COVID-19

Twitter has restricted advertising containing implicit or explicit reference to COVID-19. More specifically, advertising containing implicit or explicit reference to COVID-19 is allowed when refers to adjustments to business practices and/or models in response to COVID-19 and support for customers and employees related to COVID-19, with the following restrictions:

- distasteful references to COVID-19 (or variations) are prohibited
- content may not be sensational or likely to incite panic
- prices of products related to COVID-19 may not be inflated
- the promotion of certain products related to COVID-19 may be prohibited
    - We currently prohibit the advertising of medical face masks and alcohol hand sanitisers (with or without reference to COVID). Other products may be added to this list and enforcement can be retroactive.
- the mention of vaccines, treatments and test kits is permitted, only in the form of information, from news publishers which have been exempted under the Political Ads Content policy.

Public Service Announcements related to COVID-19 from governments and supranational entities (for example, World Health Organisation), as well as trusted partners approved by the Public Policy team are permitted. Also allowed are news related to COVID-19 from media publishers who have been exempted under the Political Ads Content policy.

For complete information about Twitter's Ads Policies, visit Twitter.com/adspolicy and Twitter Ads Policy update log.

Twitter released some guidelines on brand communication in times of crisis in order to help brands communicate with their customers, employees, and the broader ecosystem during the pandemic. The focus was on reflecting on what was appropriate in the tone and content of the communication.

Violations of COVID-19 advertising policy

Our advertising policy on COVID-19 is very strict so violations of that policy do not in any way imply misinformation or disinformation.

From 1 November 2020 to 30 November 2020 there were 1,169 Promoted Tweets that violated our COVID-19 policy.

- We reviewed a random sample of 100 ads from that cohort and did not find any which contained

misinformation.
- We estimate that about 93% of the violating content during that time was detected by our automated systems, and approximately 7% was brought into human review and rejected for policy violations.

Vaccines

Fighting misinformation and disinformation around vaccines

On July 14, we updated our policy enforcement guidance around misleading information and when we would take action against Tweets. Our primary goal with addressing misleading information about COVID-19 has not changed. We will continue to remove demonstrably false or potentially misleading content that has the highest risk of causing harm. We may label or place a warning on Tweets to provide additional context in situations where the risks of harm associated with a Tweet are less severe but where people may still be confused or misled. This will make it easier to find facts and make informed decisions about what people see on Twitter. In line with our existing enforcement approach, Tweets that are labeled under this expanded guidance will have reduced visibility across the service.

We furthermore introduced policies around synthetic and manipulated media and updated our civil integrity policy to include misleading information around elections and civic processes. In the future, we will try to expand or update these policies to include misleading information around different thematic areas. However, this does not mean we will be addressing and challenging all misleading information on our service. To discern, debate and challenge opinion, especially when they come from political discussions, remain an indispensable aspect of the public conversation. Instead, we intend to prioritise based on the highest potential for harm and reach as well as the highest probability of exacerbated confusion and virality while focusing on manipulated media, civic integrity, and COVID-19. Likelihood, severity and type of potential harm — along with reach and scale — factor into this.

We further aim to provide more context by allocating labels or warnings to information that is either disputed or misleading and falls under the criteria mentioned above. Depending on the level of severity, we will either use labels redirecting users to a Twitter-curated page or to external, credible sources to provide more context for the information provided in the Tweet in question, or proceed with a warning or even deletion of the Tweet. You can find an example of such an applied label here. A similar approach could be an option for misleading or disputed information around COVID-19 vaccines that meet the aforementioned criteria.

As we prepare for a COVID-19 vaccine to be developed and deployed globally, we will continue our work in partnership with governments, experts and civil society organisations to support and strengthen vaccine literacy. Once the COVID-19 misinformation policy update for vaccines is released, we will provide guidance to external partners.

Elevating authoritative information on vaccines

Twitter supports authoritative and credible information around the topic of vaccines - no matter whether authoritative and reliable sources will ultimately advocate for or against a vaccine. Our role is to ensure people have the credible information necessary to make informed decisions.

Today it is indeed more important than ever for people to be able to make informed decisions about their health and the health of their family. We understand the importance of vaccines in preventing illness and disease, and recognise the role that Twitter plays in surfacing credible public health information. As part of our efforts to protect the health of the public conversation, we are partnering with health organisations in Europe and worldwide to ensure that people seeking information about vaccinations on Twitter can easily access reliable and accurate information in their language.

A vaccine prompt, in partnership with national or federal public health agencies or (when not possible) the WHO, is currently available in 37 countries and 15 different languages, including Belgium, France Germany, Ireland, Norway, Spain, and the UK. The prompts direct people who search for keywords associated with vaccines to the webpage of the health organisation in charge, where authoritative and trustworthy information is provided. We are liaising with governments to roll out the prompt in additional EU countries.

To ensure we are surfacing credible public health information on the COVID-19 vaccine, countries that choose to can update the COVID-19 #ThereIsHelp prompt to include a link specific for the vaccine. This will be determined market by market in partnership with national or federal public health agencies or equivalent organisations, and was released first in Denmark, as can be seen below.