

Director of Public Policy, UK
Meta
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11 March 2025

Full Fact's Hoax Post Investigation

Dear Rebecca,

I wanted to draw your attention to an upcoming investigation Full Fact is about to publish on Hoax posts. We [wrote to Meta in April 2023](#) about this issue and nearly two years on, the problem of hoax posts swamping local Facebook groups has not gone away.

Last month, we wrote nine fact checks about posts shared in community groups across the UK, which appeared to be genuine appeals for help from, or warnings to, the public, but were actually bogus. The various fact checks included claims about a [serial killer](#), a [man who'd supposedly murdered two police officers](#) and an alleged [knife attacker](#), and claims that a woman had been found [stabbed by a local canal](#).

These posts have spread widely across the UK. We found at least 47 communities across the UK had been the victim of the nine different hoaxes we fact checked in February.

When we wrote to your colleagues in 2023, we warned that "it is clear that reactive removal of posts identified by third parties is not enough to mitigate the damage that is being done", and stressed that "the risks posed by these posts are pernicious and frequent enough to merit stronger action from Meta in terms of proactively identifying and tackling this growing trend".

Given our most recent investigation, which makes it clear that this problem has not gone away, we once again ask that you take action to ensure people are protected from misleading posts on your platforms. I'm sure you agree that protecting people from false information is a priority to creating a good information environment.

We have shared these posts with local MPs and contacts within government, and look forward to hearing from you on how you plan to tackle this issue.

Yours Sincerely,



Mark Frankel, Head of Public Affairs