



Public Comment Appendix for

Case 2023-19-FB-UA, 2023-20-FB-UA

Case number

Case description

These cases concern two content decisions made by Meta, which the Oversight Board will address together. Both cases involve videos posted on the same Facebook page, described as featuring content about life, culture, and food in Thailand. In the videos, a man interviews a woman about her experience observing a fruit juice-only diet and shares her social media page about the diet at the end of each video.

In the first video, posted in 2022, the woman explains why she only drinks fruit juice, eating nothing solid. According to the woman, she used to suffer from skin problems and swollen legs, which she described as huge and heavy. The woman claims that switching to a fruit juice-only diet has brought her multiple health benefits, including increased mental focus, improved skin, happiness and a “feeling of lightness.” After saying that some may comment that this is anorexia, the woman states that dietary changes are often accompanied by sudden weight loss, which explained why she initially lost more than 10 kilograms (22 pounds). The woman states her weight has now “normalized.”

In the second video, posted in 2023, the same man asks the same woman, who appears extremely thin, how she feels after observing the fruit juice-only diet for almost a year. The woman laments that she would soon break her fast and eat solid fruit. When asked about her weight, the woman states she has not lost any more weight, but “four kilos of impurities.” The woman encourages the man to try the diet. The woman shares that she would now be a “fruitarian” and wants to begin “prana.” She describes this as not eating or drinking and instead living “only on energy.”

The first post received about 3,000 reactions, about 1,000 comments, and over 200,000 views. The second post received about 8,000 reactions, about 14,000 comments, and over two million views. The Facebook page where both videos were posted has about 130,000 followers.

Both posts were reported multiple times to Meta for violating Meta’s [Suicide and Self Injury Community Standard](#). A separate user in each case ultimately

appealed to the Board. These users' initial appeals to Meta to remove the content were immediately closed through automation because prior human reviews had found the content non-violating. The users then appealed the decisions further with Meta, and in both cases human reviewers left the videos on Facebook. In their subsequent appeals to the Board, the users stated that the content promotes an unhealthy lifestyle and may encourage others, especially teenagers, to do the same. They described the content as “inaccurate” and presenting anorexia “as a good thing,” which can pose health risks to people exposed to the content.

The Board selected these cases to address how Meta’s content policies and enforcement practices address diet, fitness, and eating disorder-related content on Facebook.

The Board would appreciate public comments that address:

- Information about fruit juice-only, fruitarian, and pranic diets, their health impact, and whether these types of diets should be understood as eating disorders.
- Whether Meta’s policy on [self-injury](#) sufficiently addresses the harms to physical and mental health posed by content that praises or promotes eating disorders.
- How Meta should moderate content relating to eating disorders to protect vulnerable users, including teenagers, while also respecting freedom of expression.
- Information on social media policy and regulatory approaches around the world to address eating disorder, fitness, and diet-related content posted by influential users.
- Insights on the impact of diet and fitness-related content on social media to physical and mental health, particularly of teenagers, globally.

In its decisions, the Board can issue policy recommendations to Meta. While recommendations are not binding, Meta must respond to them within 60 days. As such, the Board welcomes public comments proposing recommendations that are relevant to these cases.



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The Oversight Board is committed to bringing diverse perspectives from third parties into the case review process. To that end, the Oversight Board has established a public comment process.

Public comments respond to case descriptions based on the information provided to the Board by users and Facebook as part of the appeals process. These case descriptions are posted before panels begin deliberation to provide time for public comment. As such, case descriptions reflect neither the Board's assessment of the case, nor the full array of policy issues that a panel might consider to be implicated by each case.

To protect the privacy and security of commenters, comments are only viewed by the Oversight Board and as detailed in the [Operational Privacy Notice](#). All commenters included in this appendix gave consent to the Oversight Board to publish their comments. For commenters who did not consent to attribute their comments publicly, names have been redacted. To withdraw your comment, please email contact@osbadmin.com.

To reflect the wide range of views on cases, the Oversight Board has included all comments received except those clearly irrelevant, abusive or disrespectful of the human and fundamental rights of any person or group of persons and therefore violating the [Terms for Public Comment](#). Inclusion of a comment in this appendix is not an endorsement by the Oversight Board of the views expressed in the comment. The Oversight Board is committed to transparency and this appendix is meant to accurately reflect the input we received.



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Case number

8

Number of Comments

Regional Breakdown

2	0	1	1
Asia Pacific & Oceania	Central & South Asia	Europe	Latin America & Caribbean
0	0	4	
Middle East and North Africa	Sub-Saharan Africa	United States & Canada	

Case 2023-19-FB-
UA, 2023-20-FB-
UA

PC-13001

United States &
Canada

Case number

Public comment number

Region

Withheld

Withheld

English

Commenter's first name

Commenter's last name

Commenter's preferred language

Withheld

No

Organization

Response on behalf of
organization

Full Comment

Whether or not someone agrees or disagrees with the way another chooses to eat, and their decisions to alter their eating habits to address health issues is a far cry from encouraging Kevorkian-style suicide. Again, society, in it's current hyper-sensitivity, has gone off the the deep end. Stay with the original decision.

Link to Attachment

No Attachment

Case 2023-19-FB-
UA, 2023-20-FB-
UA

PC-13004

United States &
Canada

Case number

Public comment number

Region

Daniel

Vandenberg

English

Commenter's first name

Commenter's last name

Commenter's preferred language

DID NOT
PROVIDE

No

Organization

Response on behalf of
organization

Full Comment

The whole oversight board is a joke. You shouldn't be censoring any post or comments. Have you heard of the first amendment?

Link to Attachment

No Attachment

Case 2023-19-FB-
UA, 2023-20-FB-
UA

PC-13005

Europe

Case number

Public comment number

Region

Deanne

Jade

English

Commenter's first name

Commenter's last name

Commenter's preferred language

DID NOT
PROVIDE

No

Organization

Response on behalf of
organization

Full Comment

The full text of the comment is in the document uploaded

Link to Attachment

[PC-13005](#)

Case 2023-19-FB-
UA, 2023-20-FB-
UA

PC-13006

United States &
Canada

Case number

Public comment number

Region

Withheld

Withheld

English

Commenter's first name

Commenter's last name

Commenter's preferred language

Withheld

No

Organization

Response on behalf of
organization

Full Comment

This should not have been taken down. If people don't have enough common sense to know that a fruit juice only diet isn't safe, then they deserve what they get. Teens are at the age where they should have enough common sense on something like that.

Link to Attachment

No Attachment

Case 2023-19-FB-
UA, 2023-20-FB-
UA

Case number

PC-13007

Public comment number

United States &
Canada

Region

Tania

Commenter's first name

Rivera

Commenter's last name

English

Commenter's preferred language

Florida
International
University,
Department of
Dietetics

Organization

Yes

Response on behalf of
organization

Full Comment

DID NOT PROVIDE

Link to Attachment

[PC-13007](#)