



IMPACT 4:

On freedom of expression and ceremonial/religious use of Ayahuasca

Read more about how the Oversight Board has made an impact to users of Meta's platforms





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The story

In 2021, one of our decisions asked Meta to change a rule on Regulated Goods so people could talk about traditional or religious uses of non-medical drugs, like the plant-based Ayahuasca, when there is historical evidence of the drug being used in that way.





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Impact of our work

Using the Meta Content Library, the Board's own data team recorded a **10.8%** increase in posts mentioning Ayahuasca on Facebook between 2021 and 2023, with approximately 5% of these expressing positivity about an experience.

Why it matters

It is important for Meta to respect diverse traditional and religious practices around the world. The Ayahuasca brew, for example, has well documented ceremonial and religious uses among Indigenous peoples in South America.