



IMPACT 1:

On freedom of expression and the Arabic term “shaheed”

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





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The story

In March 2024, the Board published a detailed opinion looking into Meta’s approach to the Arabic term “shaheed” (loosely translated as “martyr”) and how it was impacting the free expression of millions of users. The company admitted at the time that “shaheed” when used to refer to dangerous individuals was the reason for more content takedowns under the Community Standards than any other single phrase or word. The recommendations we made set out to change this approach and ensure Meta’s policy better reflected the various ways in which the word could be used across languages, while keeping Meta’s platforms safe.



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Impact of our work

Using the Meta Content Library, the Board’s own data team identified an increase of 10% in content with the word “shaheed” on Meta’s platforms.*

Why it matters

People should be able to use the word “shaheed” when their content does not contain signals of violence and when it doesn’t praise dangerous individuals or organizations, like terrorists.

*Measured during a historical period from 2023 – 2024, based on Meta’s new policy of allowing more content to remain on-platform in response to the Board’s recommendations.