



## **Live Action Documentation of Social Media Suppression**

### **1. Twitter**

In 2015, Live Action and Lila Rose's ad accounts on the platform were suspended. Live Action spent nearly two years of back and forth with Twitter bots and then human staff members trying to find out how to reinstate our accounts. Live Action was told over a phone call with Twitter in 2017 that it would have to delete all references to abortion, criticism of Planned Parenthood, undercover investigations and ultrasound images from its Twitter feeds AND website in order to continue advertising. Twitter admits in an e-mail exchange the content it deems in violation of its hate and sensitive policy is simply pro-life speech. (See emails attached)

According to Twitter, the following content is problematic/banned from promotion:

- Content related to defunding Planned Parenthood
- Images and videos of medically animated abortion procedures
- Live Action's undercover investigations
- Investigations by the Center for Medical
- Ultrasound and images of preborn children
- Live Action's petition to defund Planned Parenthood

Twitter directed Live Action to delete its current accounts, eliminate the above content from its website, and start a new Twitter account in order to be reconsidered for advertising on the platform.

To date, our accounts remain suspended from running any ads. Meanwhile, Planned Parenthood spent hundreds of thousands of dollars this year alone running pro-choice ads on Twitter, and groups like ReproAction (a pro-abortion activist group) also run ads freely - including an ad calling for pro-life groups to be banned from Twitter. Their petition is live [here](#).

Although Twitter claims to be a forum of ideas, it's suppressing viewpoints it does not like - especially the pro-life view. By blocking Live Action from advertising, twitter violates its own mission statement to give "everyone the power" to share ideas "without barriers." Twitter has a responsibility to tell the truth to their users instead of using algorithms and ads to favor one political viewpoint.

**Emails from Twitter:**

**EMAIL CHAIN #1 (read from bottom up)**

From: TWITTER  
Date: Monday, June 5, 2017 at 3:12 PM  
To: Live Action  
Subject: Re: Twitter advertising policy

OK, I'm finally back. Sorry again for the delayed response! Regarding Verification, have you submitted the handles via [verification.twitter.com](https://verification.twitter.com) yet? Let me know if so or once you do that.

Regarding the content, all that you have listed looks correct. Please keep in mind that if you choose to go with the deleting content option we'll likely go through a few rounds of review with our Policy team - but eventually we'll get there! Just don't want to set the expectation that you'll automatically be eligible for advertising if you make changes outlined.

Thanks, Live Action. Around all week if you have additional questions.

TWITTER  
Twitter, Inc.  
Political & Advocacy Sales

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On Thu, Jun 1, 2017 at 7:51 PM, Live Action wrote:  
Hi, TWITTER

Thank you for your e-mail. Hope you had a great Memorial Day weekend, as well!

I reviewed the links you provided in the previous e-mail, and I wanted to run a few more items by you, for the benefit of our social media team, for clarification. As you mentioned, for us to continue our commercial relationship by continuing to advertise on Twitter, we must either:

1) Remove current and past sensitive content from our Twitter feeds. Based on the links you provided, this would include content related to:

- our undercover investigations
- investigations by the Center for Medical Progress
- images and videos of abortion procedures
- content related to defunding Planned Parenthood
- images and videos of late-term abortions

- ultrasound and images of preborn children
- our petition to defund Planned Parenthood
- links directing to sections of our website that contain videos with the content listed above

2) Create a new Twitter account

- solely for marketing and policy efforts
- account must direct to a new website that does not include content that violates Twitter's policy (as listed above)

We'd like to understand from a content perspective how we can best proceed. Appreciate your clarification here, as it is very helpful.

Thank you,  
Live Action

The e-mails were sent following a phone call between Live Action and Twitter, during which Twitter representatives said Live Action is tweeting sensitive material and is not permitted to advertise on the platform. To rectify the issue, Twitter asked Live Action to delete all paid ads and organic tweets it deems “inflammatory,” “abusive,” or “offensive,” and to go through several rounds of edits with Twitter’s policy team

until Live Action's accounts are considered approved for advertising. In addition, Twitter said Live Action's tweets could not even contain links to its website with "sensitive" content, requiring Live Action to scrub and delete content from its web properties.

From: TWITTER  
Sent: Wednesday, May 31, 2017 2:09:38 PM  
To: Live Action  
Subject: Re: Twitter advertising policy

Hi Live Action

Hope you had a nice MDW. We're happy to discuss advertising but we will not be able to discuss making an exception to the ads policy. Have you discussed with your team if one of the options listed below would work best for your organization should you decide to move forward with advertising? Happy to help with either option.

You have two options to consider that will allow you to become eligible for advertising:

- Remove current and past sensitive content from your website and Twitter feed.
- Create a new Twitter handle for marketing/advertising efforts that drives to a new website that does not include content that violates our policy.

TWITTER  
Twitter, Inc.  
Political & Advocacy Sales

From: TWITTER  
Sent: Wednesday, May 24, 2017 4:34 PM  
To: Live Action  
Subject: Re: Twitter advertising policy

Hi Live Action

As mentioned on the phone, our Policy team is not client-facing. They do not meet with clients directly. Unfortunately an in-person meeting with this team will not be possible. If you have questions on our Ads Policy I again refer you to [this](#) information.

I'd be happy to help you and your team find a way to work within the boundaries of the existing policy to become eligible for Twitter advertising - but this policy is not negotiable and is applied universally to all Twitter advertisers.

TWITTER  
Twitter, Inc.  
Political & Advocacy Sales

From: TWITTER  
Date: Thursday, May 18, 2017 at 7:20 AM  
To: Live Action

Subject: Re: Our Twitter accounts

Hello Live Action

Thank you again for your time yesterday. It was great to finally connect via phone. Per our discussion, below please find a few points of follow-up:

- **The following is prohibited under our sensitive advertising content policy regarding language and imagery:**
  - Threatening, violent, gruesome, abusive, shocking or disturbing content.
  - Offensive, vulgar or obscene content.
  - Inflammatory or provocative content which is likely to evoke a strong negative reaction.
- **Examples of the @LiveAction content that is in violation of our sensitive advertising content policy includes (but not limited to):**
  - [064521600604024463](#)
  - [634891968191971328](#)
  - [639009100147265539](#)
  - [328813365554176000](#)
  
  - [328813651539192192](#)
  - [328864891709728000](#)
- **You have two options to consider that will allow you to become eligible for advertising moving forward:**
  - Remove current and past sensitive content from your website and Twitter feed.
  - Create a new Twitter handle for marketing/advertising efforts that drives to a new website that does not include content that violates our policy.
- **Please provide the following information on behalf of @LilaGraceRose to be re-considered for Twitter Verification:**
  - link to BIO of choice.
  - link to TWO articles mentioning Lila and her position within the organization.
  - link to TWO TV appearances where Lila is representing the organization.

Happy to discuss any of these items further. We're here to help and hope we can find a solution to get you back to Twitter Ads eligibility soon! Please don't hesitate to reach out if you need anything.

TWITTER  
Twitter, Inc.  
Political & Advocacy Sales

Here are a few examples of tweets considered in violation, compared with similar tweets Planned Parenthood is permitted to advertise and run.



Tweets Twitter has deemed acceptable	Examples of Live Action tweets Twitter flagged as "inflammatory or provocative"
<p data-bbox="107 247 456 323"><b>Planned Parenthood can talk about defunding and call those who want to defund it "extremists"...</b> ✓</p> 	<p data-bbox="586 247 1008 323"><b>... but Live Action can't talk about defunding and point out facts about Planned Parenthood's lack of health services</b> ✗</p> 

<p data-bbox="107 989 505 1041"><b>Planned Parenthood can say why it thinks women need Planned Parenthood...</b> ✓</p> 	<p data-bbox="586 989 976 1041"><b>...but Live Action can't say why women don't need Planned Parenthood</b> ✗</p> 
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Planned Parenthood can declare women have the right to abortion...



...but Live Action can't declare a child has the right to life



A Planned Parenthood political statement that uses inflammatory language but is acceptable to Twitter:



A Live Action "political" statement that Twitter considers "inflammatory or provocative":



## 2. Facebook

This year, one of our ads featuring a simple picture of a 24-week-old premature baby on life support with text saying “Will We Protect Life?” (see screenshots #1 and #2 below) was disapproved. They disapproved the ad, and for three weeks, Live Action asked Facebook what we needed to do to get the ad approved. It wasn’t until Election Day at 11:52 am ET, the last day of the ad campaign, that Facebook cleared the ad for promotion.

Facebook is also blocking ads that link to a [webpage](#) with a video designed in consultation with OB/GYNs featuring medically accurate animations of 1st and 2nd trimester abortion procedures. Facebook has said the ads have been blocked due to them either being “shocking, disrespectful, or sensational content” or for showing “surgery or a medical procedure,” or the webpage the ads link to provides an “unexpected experience” for the user. However, Facebook currently allows other for-profit and nonprofit groups to promote medical procedures -- see [here](#), [here](#), [here](#), and [here](#).

We hope that in the interest of fostering an environment of free and open debate on such a relevant issue, Facebook would honor its public statements regarding open sharing of information and its stated policies and community standards.



We find the timing of these decisions suspect. Back in October, these ads were conveniently delayed until Election Day (with mere hours before polls closed), and now that abortion is back in the national spotlight with New York, Virginia, et. al, we are suddenly having the same issues again. We are concerned this is becoming a pattern where pro-life advertisements are being suppressed during critical national debates.

**Screenshot #1 & #2: Images of two variations of the ad below. Both were blocked until Election Day.**

**LIVE ACTION** Live Action •  
Written by Super Hero Squad 10 • October 13 at 11:14 AM • @

Our nation is at a pivotal crossroads. Over 2,000 unborn children lose their lives every day and Planned Parenthood still receives over \$500 million in taxpayer funding every year. Will we stand for these children - will you join the fight to protect life?

Sign your pledge to "Stand for Life" today: [pledge.liveaction.org](http://pledge.liveaction.org)



**WILL WE PROTECT LIFE?**

Planned Parenthood News  
[Sign Your Pledge Now >](#) [Sign Up](#)

#2

**LIVE ACTION** Live Action •  
Written by Super Hero Squad 10 • October 13 at 11:14 AM • @

300,000 times a year  
Over 2,000 times a day  
Every 90 seconds - A child is killed by abortion  
And every year, the new "born" and never born, 250 million people  
Landing with some major consequences and starting to feed over 200,000  
poor children

Our nation is at a pivotal crossroads. Only YOU can put an end to this violence - will you defend those innocent children?

Sign your pledge to "Stand for Life" today: [pledge.liveaction.org](http://pledge.liveaction.org)





Every 24 seconds, a child is born in the U.S.

And, every year, Planned Parenthood receives over \$500 million in taxpayer funding while demurbing, poisoning, and killing the children of 24,000 problem children.

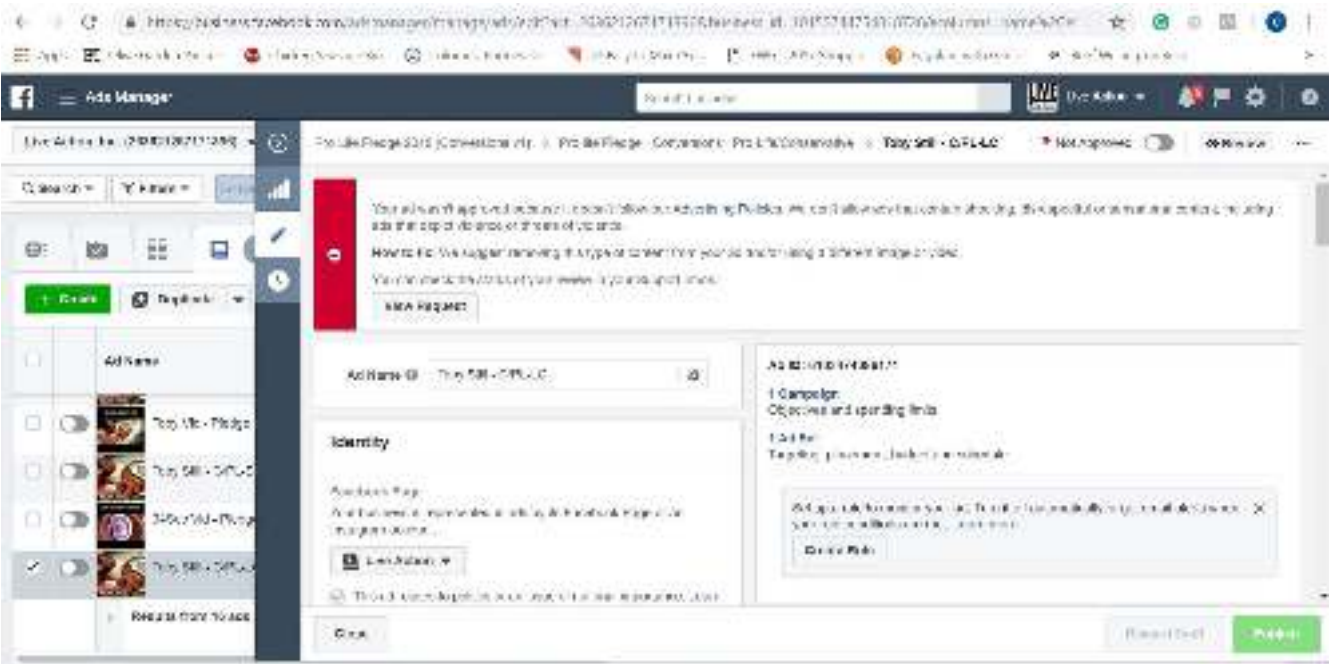
Our nation is at a pivotal moment. Only YOU can put an end to this violence - will you defend these innocent children?

Sign your pledge to 'Stand for Life' today: [pledge.livestandard.org](http://pledge.livestandard.org)



PLEDGE.LIVESTANDARD.ORG

Screenshot #3: Response from Facebook. Disapproval of each ad above



The screenshot shows the Facebook Ads Manager interface. A red banner at the top of the ad details pane contains a disapproval message:

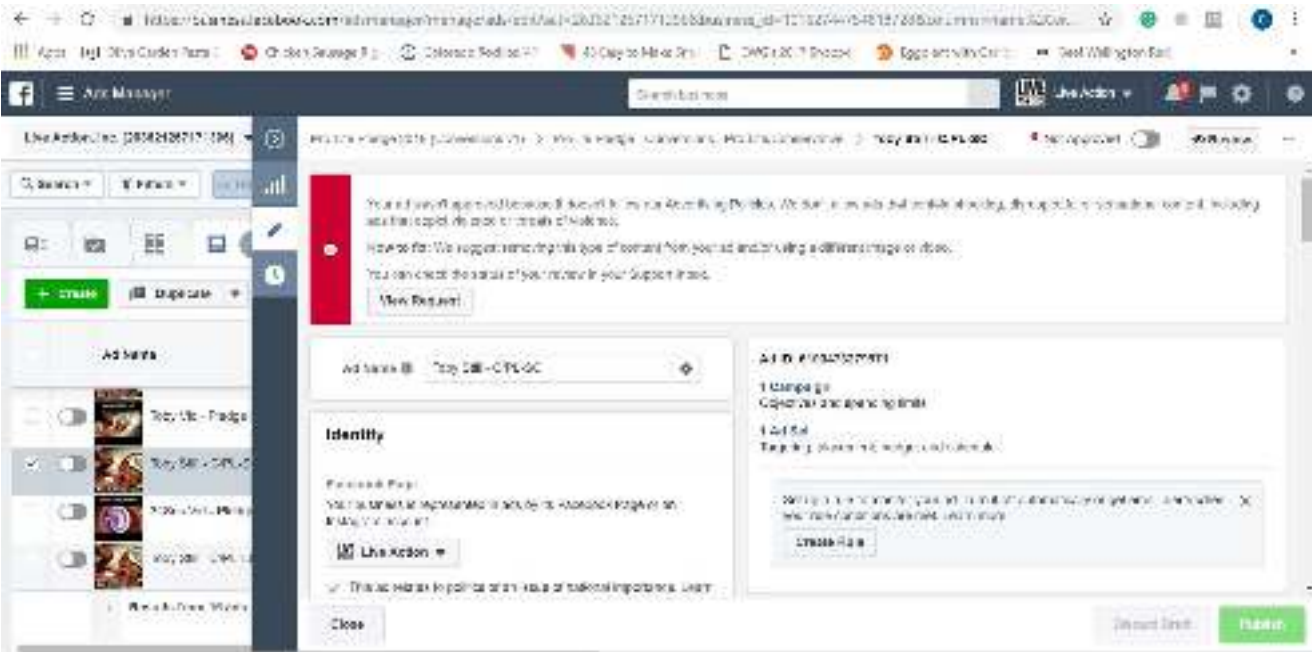
Your ad is not approved because it doesn't follow our advertising policies. We can't allow ads that contain shocking, disrespectful or otherwise sensitive imagery, ads that depict violence or threats of violence.

How to fix: We suggest removing this type of content from your ad and using a different image instead.

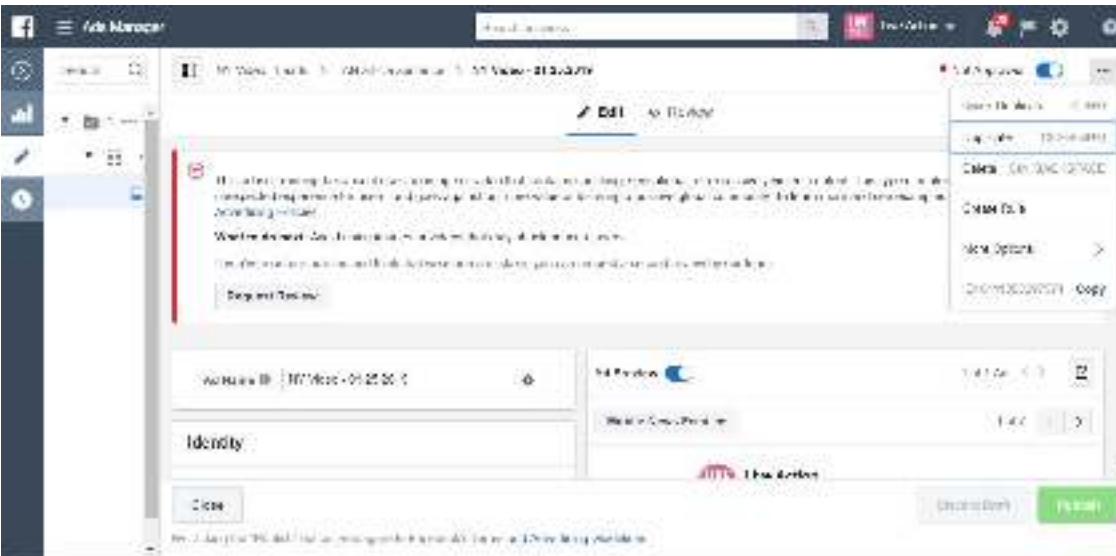
Your ad may be eligible for review if you update your ad.

[VIEW REQUEST](#)

Below the message, the ad details for 'Top 500 - CPFLUC' are visible, including the ad name, identity, and campaign information.



## 2019 NY PREMIE VIDEO DISAPPROVAL:



**In New York, it is legal  
to abort babies at this age**



Other issues:

- Ads with high performance (10-15% CTR depending on audience) saw steep declines that did not make sense, with some of these campaigns going from a 15% CTR to 3-5% overnight.
- Audiences based on our web traffic (millions of people each month) would deliver ads at a crawl, as if they were an audience that was only a few thousand people
- Warnings from FB that our ads would be shown to fewer people because of an "unexpected experience on the landing page," accusing us of click bait, when the ad content exactly match the content of the landing page
- The political disclaimer box continues to be a huge issue, especially as we are NOT a political organization, but an educational non-profit
- Audiences that were once highly successful for us and based on our own data, saw their performance steeply decline almost overnight (an example would be lookalikes based on our donor data)

### 3. YouTube

In December 2018, Youtube suppressed Live Action's best performing video series showing accurate medical animations of the most common abortion procedures after a writer from Slate pointed out their [relevancy and prominence](#) after searching "abortion" on the platform. With over 140 million views and translations into multiple languages, Live Action's "Abortion Procedures" video series has become the most widely viewed pro-life video series. It is now far past 150th in results on the platform behind pro-abortion content that was previously not given prominence in search results.

As recently as June 2019, we have experienced massive issues with running ads on the platform. We have had multiple ads approved to run and not delivered. Usually, ads are reviewed and start spending within 24 hours. Our campaigns are going 2+ weeks without spending, even after approval. It is also suspicious that we have upped our bids (YouTube ads are an auction-based platform) to incredibly high amounts to see if that was the reason that nothing was delivered.

Most videos can run ads between \$0.01 - \$0.03 CPV (Cost per view). Usually between a \$7 - \$9 CPM we see results between \$0.03 - \$0.05 CPV. However, after bidding \$10, \$12, and even \$18 CPM, our approved ads were still not delivered. After multiple support calls with Google Support, customer service reps have not been able to answer why the ads have not run, or they have given us non-sequitur responses - for instance, on one of our videos, "The Pro-Life Reply to 'A Fetus is not a Person,' We were approved and started spending money immediately. Then our ad was suddenly disapproved due to an "unavailable video." After another round of calls to Google support, we were told that our video was not posted to the channel or it was removed. That was false - the video was never removed from our channel or altered in any way.



Screenshots below: You can see the start date and end dates of 4 campaigns, the target CPM, and the current date (top right corner) where the campaigns still have not run.

**Campaign #1 - 9 ads, only 1 disapproved. No spend.**

**Start Date: Jun 27th**

**Target CPM: \$10**

Ad ID	Ad Name	Ad Type	Ad Status	Impressions	Clicks	Conversions	Target CPM	Actual CPM	Ad Description
4202314214	MILITARY LIBERTY	Responsive Display	Approved	0	0	0	\$10	\$0	MILITARY LIBERTY: THE MILITARY LIBERTY FOUNDATION'S MISSION IS TO...
4202314214	MILITARY LIBERTY	Responsive Display	Approved	0	0	0	\$10	\$0	MILITARY LIBERTY: THE MILITARY LIBERTY FOUNDATION'S MISSION IS TO...
4202314214	MILITARY LIBERTY	Responsive Display	Approved	0	0	0	\$10	\$0	MILITARY LIBERTY: THE MILITARY LIBERTY FOUNDATION'S MISSION IS TO...
4202314214	MILITARY LIBERTY	Responsive Display	Approved	0	0	0	\$10	\$0	MILITARY LIBERTY: THE MILITARY LIBERTY FOUNDATION'S MISSION IS TO...
Total Advertisements				0	0	0	\$10	\$0	

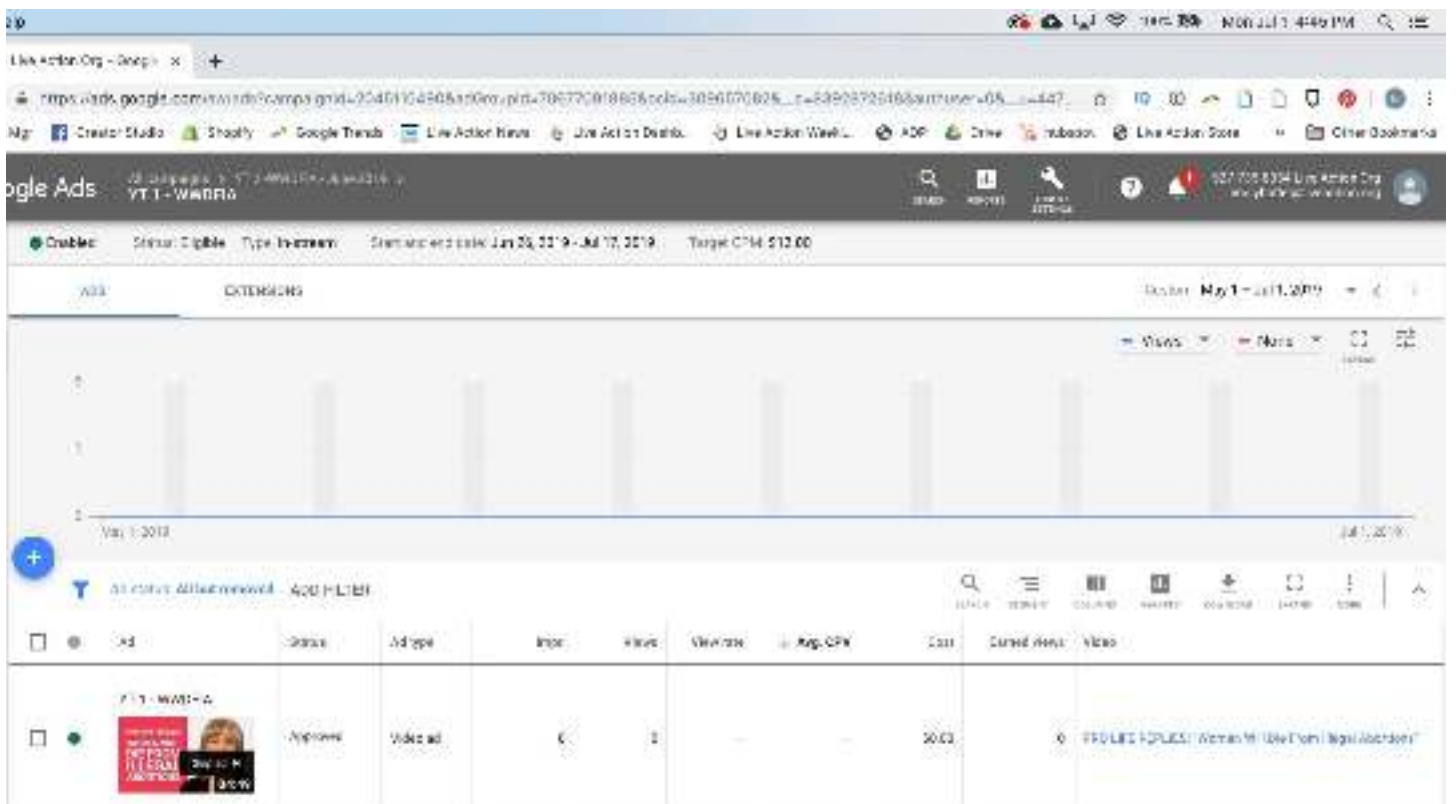
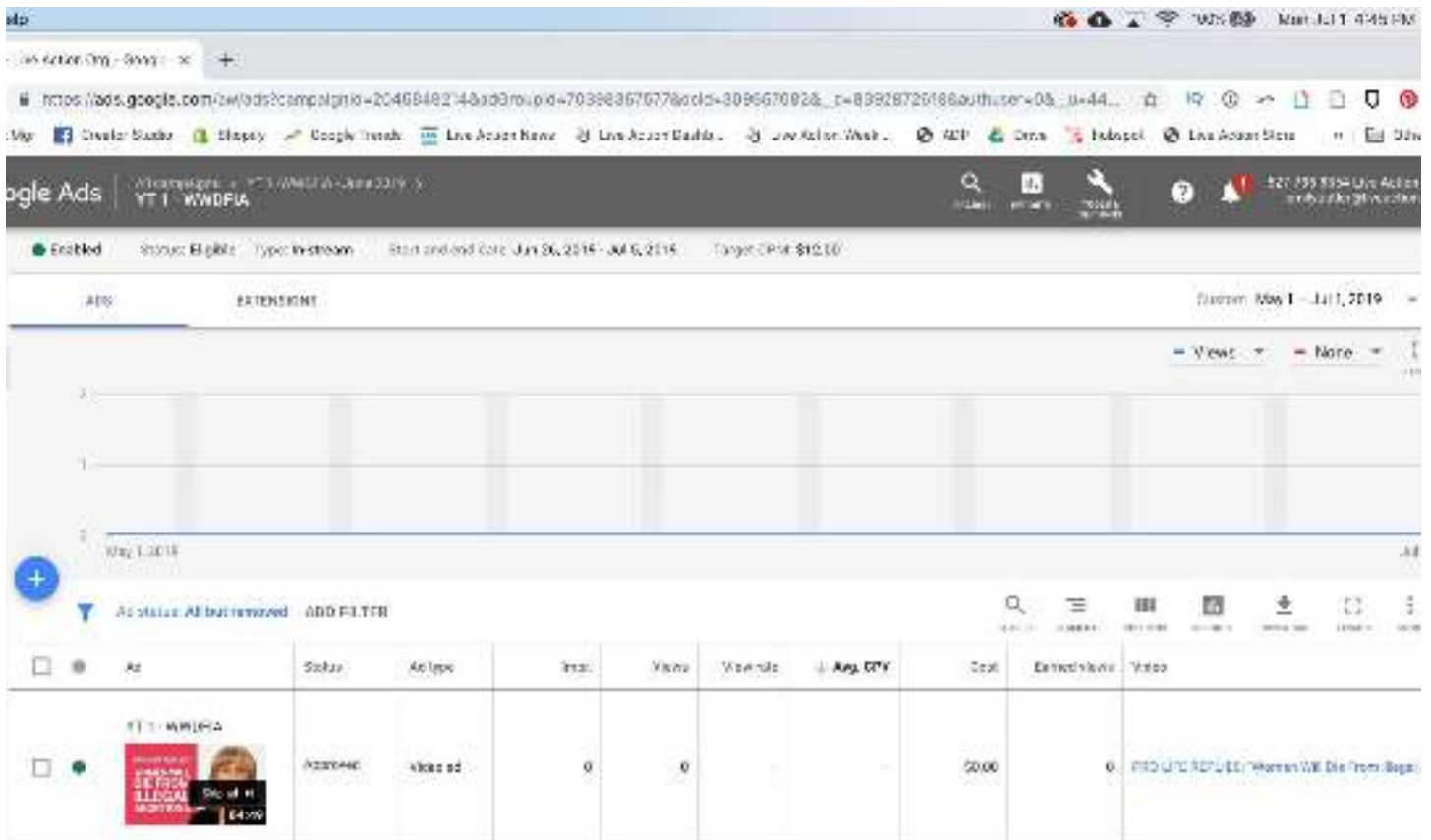
Ad	Ad name	Status	Ad type	Age	Sex	Location	Language	Device	Platform	Video
	Ads 1_June 2019	Eligible	Video	3	3	-	-	100%	1	Is it recommended to not follow the rules?
	Ads 2_June 2019	Eligible	Video	3	3	-	-	100%	2	IS THERE A GOOD WAY TO USE YOUR OWN DATA TO...
	Ads 3_June 2019	Eligible	Video	3	3	-	-	100%	2	COMPARING THE BEST AND WORST OF THE...
	Ads 4_June 2019	Eligible	Video	3	3	-	-	100%	3	Changes by the Agency: the term of the...
	Ads 5_June 2019	Eligible	Video	3	3	-	-	100%	3	Is it possible to use the term 'the best' in the title of the report...

<input type="checkbox"/>		Ad group	Status ↑	Target CPM	Ad group type
<input type="checkbox"/>		Ads 1_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 6_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 8_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 4_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 7_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 9_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 2_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 3_June 2019	Eligible	\$10.00	In-stream
<input type="checkbox"/>		Ads 5_June 2019	Eligible	\$10.00	In-stream

Campaign 2-3: 1 ad each; both approved. No spend.

Start Date: June 26

Target CPM: \$12.00



**Campaign 4: 5 ads; all approved. No spend.**

**Start Date: June 26**

**Target CPM: \$18.00**

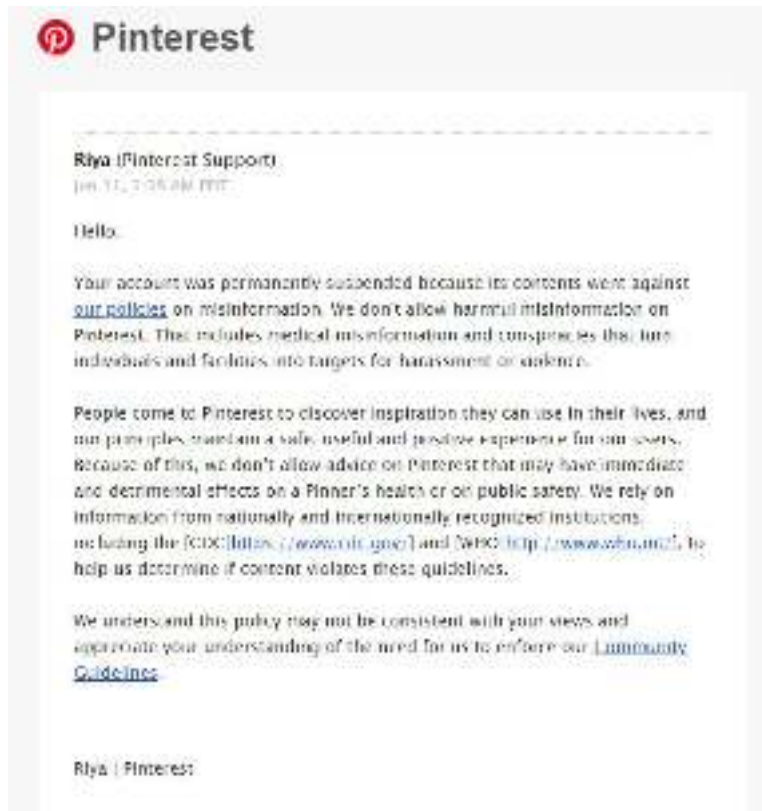
Ad	Ad group	Status	Reach	Imp	Clicks	CPA	Target CPM	Cost	Ad name
	YT 2 - AWSO - (Prolife Audiences)	Approved	Reached	0	0	-	\$18.00	0.00	Prolife Audiences - (Prolife Audiences)
	YT 2 - AWSO - (Remarketing)	Approved	Reached	0	0	-	\$18.00	0.00	Prolife Audiences - (Remarketing)
	YT 2 - AWSO - (Boomers, 55+)	Approved	Reached	0	0	-	\$18.00	0.00	Prolife Audiences - (Boomers, 55+)
	YT 2 - AWSO - (Mushy Middle)	Approved	Reached	0	0	-	\$18.00	0.00	Prolife Audiences - (Mushy Middle)
	YT 2 - AWSO - (Prolife Audiences) #2	Paused	Reached	0	0	-	\$18.00	0.00	Prolife Audiences - (Prolife Audiences) #2

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status <sup>↑</sup>	Target CPM	Ad group type
<input type="checkbox"/>	<input checked="" type="radio"/>	YT 2 - AWSO - (Prolife Audiences)	Eligible	\$18.00	In-stream
<input type="checkbox"/>	<input checked="" type="radio"/>	YT 2 - AWSO - (Remarketing)	Eligible	\$18.00	In-stream
<input type="checkbox"/>	<input checked="" type="radio"/>	YT 2 - AWSO - (Boomers, 55+)	Eligible	\$18.00	In-stream
<input type="checkbox"/>	<input checked="" type="radio"/>	YT 2 - AWSO - (Mushy Middle)	Eligible	\$18.00	In-stream
<input type="checkbox"/>	<input checked="" type="radio"/>	YT 2 - AWSO - (Prolife Audiences) #2	Paused	\$18.00	In-stream
Total: All but re... <sup>?</sup>					
Total: Campaign <sup>?</sup>					



## 4. Pinterest

In June 2018, an insider at Pinterest revealed employees had purposefully added Live Action to a "porn block list" to prevent our content from being shared on the platform. After making this public, Live Action's account was [permanently suspended](#), and Pinterest accused us of spreading "conspiracy theories," "medical misinformation," and helping spread "anti-vaccination" ideas. Live Action develops its content in conjunction with medical experts and OB-GYNs, and in no way opposes vaccines. Pinterest provided no evidence for their wild accusations, and media groups like Vox and NowThis reported them as if they were facts.



### Thread

# content-policy-help



**Genet Girmay** 🌱 May 29th at 4:53 PM

Hi, so I got a zendesk ticket (<https://pinterest.zendesk.com/agent/tickets/4696044>) where they are appealing the website <https://www.liveaction.org/> to be removed from the porn domain blacklist. I don't think it should be removed, but think this warrants a further discussion because we are currently not removing pro-life/pro-choice content, but this was added to a domain blacklist.



*END OF DOCUMENT*

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