

Facebook Quietly Hid Webpages Bragging of Ability to Influence Elections | The Intercept

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Facebook's "success stories" page is a monument to the company's dominance of online advertising, providing examples from almost every imaginable industry of how use of the social network gave certain players an advantage. "Case studies like these inspire and motivate us," the page crowns. Current examples include CoverGirl ("promoting a beauty brand makeover with video ads on Facebook and Instagram") and Tropicana ("Facebook video ads elevate fruit juice brand awareness"). Not so controversial.

The case studies that Facebook used to list from political campaigns, however, included more interesting claims. Facebook's work with Florida's Republican Gov. Rick Scott "used link ads and video ads to boost Hispanic voter turnout in their candidate's successful bid for a second term, resulting in a 22% increase in Hispanic support and the majority of the Cuban vote." Facebook's work with the Scottish National Party, a political party in the U.K., was described as "triggering a landslide."

The "success stories" drop-down menu that once included an entire section for "Government and Politics" is now gone. Pages for the individual case studies, like the [Scott campaign](#) and [SNP](#), are still accessible through their URLs, but otherwise seem to have been delisted.

<https://theintercept.com/2018/03/14/facebook-election-meddling/>