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Pills, Clicks and Bans

Auditing Platformed Censorship of Access to Abortion and Reproductive Rights

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In Collaboration with Women on Web

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Introduction

Access to Reproductive Health Services

The World Health Organization (WHO) outlines abortion as a safe and common intervention that is vital to the health and well-being of women, pregnant people, and girls.[1] When abortion care is inaccessible, it not only risks the life, health, and well-being of the care seeker, but it violates a host of human rights, including the right to the highest attainable standard of physical and mental health and the right to freely and responsibly choose when to give birth.[2] Despite being recognized internationally as an essential part of regular health care, reproductive health and abortion care are often faced with limitations and/or restrictions, intersectional and logistical barriers, and stigma.

Over the years, sweeping changes to global access to abortion and reproductive care have been realized, from decriminalization in South Korea[3] and legalization in countries like Ireland[4] and Argentina, to further restrictions such as in Poland,[5] or a reversal of access, such as in the United States.[6] This has meant that organizations that provide access to sexual and reproductive health services have had to adapt to shifting landscapes to accommodate care seekers. In recent years, this shift has seen more online abortion services, such as the non-profit, Women on Web, providing much needed access to information and provision. Women on Web, however, has observed nuanced instances of digital suppression and censorship within numerous online spaces, including social media platforms, such as Facebook and Instagram. This report is a look at Women on Web's experiences of suppression on social media platforms and what they say about online access to sexual and reproductive health and rights (SRHR).

The more widespread and common use of the internet and social media over the last decade has also changed how care seekers find and access information and reproductive health resources. More online options have become available, allowing abortion seekers to order prescriptions online or abortion pills by mail, creating new channels of online access and, in many

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[1] "Abortion," The World Health Organization, accessed September 30, 2025, https://www.who.int/health-topics/abortion#tab=tab_1

[2] "Abortion: Key Facts," The World Health Organization, effective May 17, 2024, https://www.who.int/news-room/fact-sheets/detail/abortion

[3] Susanné Seong-eun Bergsten, "South Korea Still Blocking Abortion," *Human Rights Watch*, June 11, 2024, https://www.hrw.org/news/2024/06/11/south-korea-still-blocking-abortion

[4] "Abortion law in Ireland," *Abortion Rights Campaign*, accessed October 15, 2025: https://www.abortionrightscampaign.ie/abortion-law-in-ireland/

[5] "Poland's Constitutional Tribunal Rolls Back Reproductive Rights," *Amnesty International*, effective October 22, 2020, https://www.amnesty.org/en/latest/press-release/2020/10/polands-constitutional-tribunal-rolls-back-reproductive-rights/

[6] Nina Totenberg & Sarah McCammon, "Supreme Court overturns Roe v. Wade, ending right to abortion upheld for decades", *National Public Radio (NPR)*, June 24, 2022, https://www.npr.org/2022/06/24/1102305878/supreme-court-abortion-roe-v-wade-decision-overturn

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cases, providing the sole source of abortion care. The democratized façade of the internet has meant discourse around abortion and abortion access online have been both empowered and hindered: one the one hand, online visibility has enabled organizations such as Women on Web to provide essential abortion information, facilitate provisional access, and re-frame stigmatizing narratives surrounding abortion. On the other hand, anti-abortion rhetoric has also flourished in the same spaces, bringing new, more amplified exposure to stigma and reinforcing abortion access barriers. Since social media platforms and Big Tech in general are heavily reliant on advertising practices and widespread moderation, censorship and suppression of abortion access is common.[7][8]

Women on Web

Women on Web (WoW) is a Canada-based non-profit organization that facilitates online access to abortion pills in restrictive contexts worldwide. The organization is operated by an international team of activists, coordinators, researchers, and health workers who support care seekers in 16 languages and 188 countries. Women on Web was first founded in 2005 and has supported access to safe abortion with pills for over 166,000 people since then and has responded to 1,700,000 emails from care seekers around the globe.

Over the years, WoW's position as an online abortion care provider has evolved into, as the organization calls it, "operating at the intersection of digital technology and abortion access."[9] Their advocacy role in recent years has shifted from solely abortion provision and access to encompassing digital rights activism as well. The organization functions entirely online, operating a website that provides users with information and resources on abortion, and a link to fill out a consultation to obtain mail-order abortion pills if they want. If the user qualifies (i.e., is within the appropriate pregnancy length, has no restrictive contraindications or health concerns, located in a region serviced by the organization, etc.), they are then asked to donate to the organization and provided with instructions on how to use abortion pills. Once confirmed, the pills are shipped to the requester, who is provided with tracking information and support throughout the process.

The structure of the organization fills a much-needed gap in abortion provision and not only provides access where otherwise there would be none, but, in some contexts, Women on Web acts as a supplementary resource to mainstream healthcare providers. As more people seek reproductive health care online, and as abortion access becomes more restricted in many areas, the safeguarding of services such as Women on Web becomes more vital and active. On-going assessments of Big Tech's impact on these services is paramount.

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[7] Tarletan Gillespie, *Custodians of the Internet : platforms, content moderation, and the hidden decisions that shape social media*, (Yale University Press, 2018)

[8] Riedl, Martin J., Zelly C. Martin, and Samuel C. Woolley. "'I Get Suppressed:' Pro- and Anti-Abortion Activists' Folk Theories of Platform Governance and Shadowbanning." *Information, Communication & Society* 27, no. 11 (2024): 2153–70.

[9] "About Women on Web," Women on Web International, accessed October 15, 2025: https://www.womenonweb.org/en/women-on-web/

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Impacts

Background on digital suppression

Several months into the COVID-19 pandemic, WoW noticed some of their social media accounts were experiencing instances of suppression. From September 2020 and February 2021, WoW had six separate social media pages and their Facebook Business account disabled for various periods of time over three different platforms (Facebook, Instagram, and Twitter); some were never restored. The timeline of these takedowns was as follows, summarized in Figure 1:

- The first takedown instance involved their Polish Instagram page, which went down from September 8-21, 2020, then again on September 29 for another 3-4 months.
- The second was their Korean Twitter page on September 11, 2020, which was permanently disabled.
- Third was a Polish Facebook page that was taken down September 28, 2020, and never restored (a new one is now active).
- The fourth was their main English Instagram page, which was disabled in December 2020 (reinstated).
- The fifth and sixth were their Malaysian and Indonesian Facebook pages in January 2021, which were never reinstated.
- Finally, their Facebook Business account – the account needed to run ad campaigns for the organization – received a permanently restricted status in February 2021.

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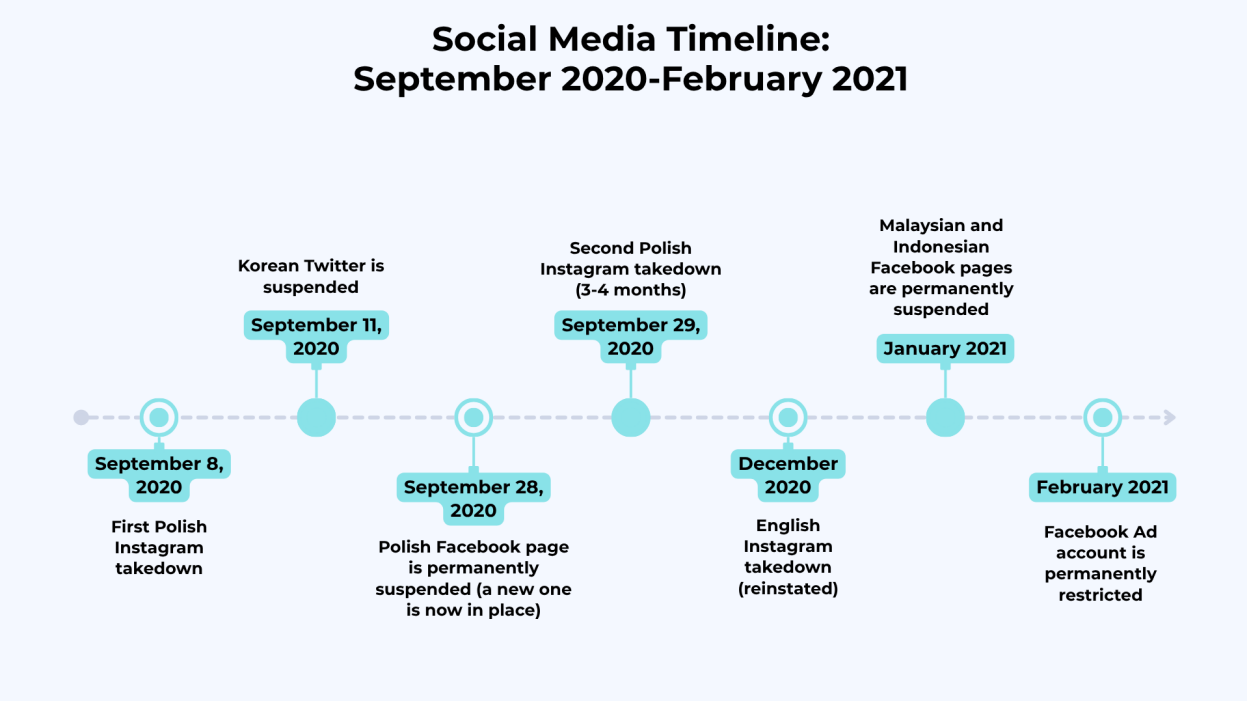


Figure 1. Timeline of takedown incidents experienced by WoW in short succession.

Since this slew of takedowns, WoW has experienced at least a dozen other incidents on their social media accounts, many of which were appealed multiple times with varying degrees of success. Several explanations provided by platforms about WoW's purported content policy violations lacked clarity as to how they related directly to the organization's content and how this content was being evaluated.

Effects of suppression on organizations

The incidents described above are a small part of a larger problem, as the cumulation of several incidents across WoW's social media platforms has resulted in numerous effects on the organization. A major impact is that incidents such as these as well as their contestation exhaust resources that organizations like WoW's typically do not have. Staff and contract workers are needed to appeal takedowns when they happen. Appealing content removal or suppression frequently results in multiple subsequent appeals and waiting periods before any change or response is heard from the platforms. Resources are also needed to strategize what content can be used, which language is appropriate, and how to track and appeal takedowns when they happen. Since the analytics provided by the platforms are limited and offer little in providing clear and concise information about policy violations incurred by content that has been taken down or disabled, it is up to organizations to document those instances and attempt to shine light into the black box operations of platforms' algorithms.

The biggest impact, however, is the direct hit taken by those in need of abortion care. By removing content that provides accurate medical care and SRHR resources, Big Tech and social media

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platforms infringe upon access to medical care for abortion seekers in multiple ways. They reduce the visibility of resources needed to access vital and timely care, reinforcing stigma by deeming abortion information "inappropriate" and silencing care providers, putting the lives of women, girls, and pregnant people at risk. The impacts on care seekers coupled with the resources now needed for navigating digital suppression present a failure of social media platforms to ensure their practices do not cause or contribute to human rights harms. Businesses in general have a responsibility to ensure their own practices are transparent and their clients' human rights are respected. The moderation experienced by WoW and, in turn, abortion seekers searching for access, situates platforms' practices as neglecting this responsibility. These risks are not unique to abortion and SRHR: discriminatory, biased, or negligent moderation similar to that experienced by online sexual and reproductive health providers has also been experienced by others accused of producing "sensitive" content. This includes individuals and community expression related to nudity, sex work, and 2SLGBTQIA+ identity, which has been the target of similar instances of censorship and suppression.[10] Policing content in ways that reinforce stigma and discrimination puts users at a greater risk of harm and further limits their access to needed care.

[10] Are, Carolina. "The Shadowban Cycle: An Autoethnography of Pole Dancing, Nudity and Censorship on Instagram." *Feminist Media Studies* 22, no. 8 (2022): 2002–19; Are, Carolina, Catherine Talbot, and Pam Briggs. "Social Media Affordances of LGBTQIA+ Expression and Community Formation." *Convergence* 31, no. 4 (2025): 1401–22.

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Case Studies

Overview and Classification

WoW's expansive reach means they currently have 10 active Facebook pages and nine Instagram pages (in multiple languages), one Bluesky page, one LinkedIn page, and one Twitter (X) page that is scheduled to be terminated; they also have one inactive TikTok page. Of these pages, only four of the Facebook pages and three of the Instagram pages are continuing a post schedule – the rest are on pause but are still visible. While the timeline discussed previously reflects consistent takedowns over a shorter period, this analysis of takedowns over a longer time and according to region show the far-reaching nature of digital suppression.

Between September 2020 to November 2024, WoW logged 23 separate incidents of censorship on their various social media accounts. This includes the removal of posts, hiding or demoting posts and/or stories, and the disabling of entire pages. The incidents all occurred on Meta platforms, save for one incident on Twitter. As depicted in Figure 2, these incidents included:

- 9 on Instagram [6 in English, 1 in Korean, 1 in Spanish (Latin America, represented as LATAM), 1 in Polish].
- 13 on Facebook (5 in Korean, 3 in Arabic, 1 in Malay, 1 in Indonesian, 2 English, 1 in Polish).

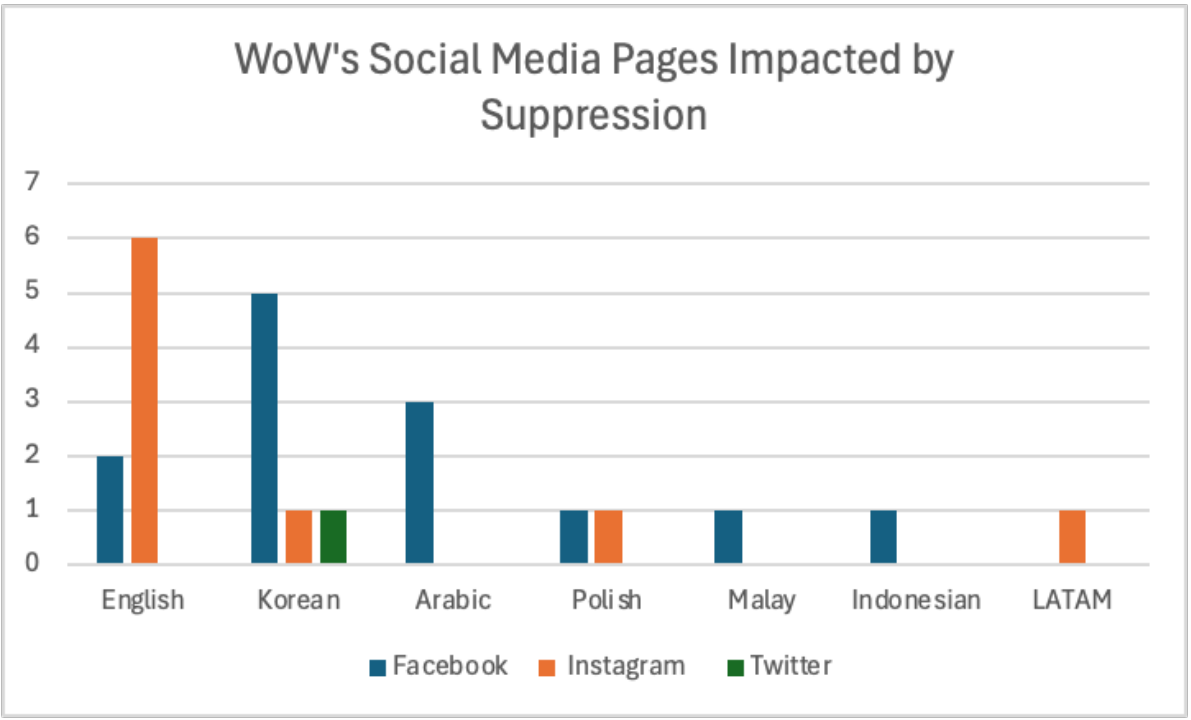


Figure 2. Distribution of WoW's social media suppression.

These are only the incidents that WoW recorded over those years and is therefore not necessarily exhaustive in terms of how many incidents have occurred. Of the 23 incidents, 11 were removals

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of single posts while nine resulted in the temporary or permanent suspension of the account's entire page. One suspension resulted in the permanent restriction of the organization's Facebook Business account, severely minimizing their ability to run ad campaigns and increase visibility to those potentially in need of services. All but two incidents involved full removal or suspension of the flagged content, while the other two were demoted but still visible to users. Five pages were permanently impacted, including the Korean Twitter page, the Polish, Indonesian, and Malaysian Facebook pages, none of which were restored.

The dynamic nature of WoW's social media censorship and suppression has meant merely selecting single incidents was not enough to encapsulate the organization's nuanced experience in navigating these incidents. To better interpret this data, we have classified these case studies into three separate categories through which to understand them: policy and guideline violations, ads, and moderation surrounding political events emerged from this inventory as having the greatest impediment – and thus, the greatest impact – on how WoW is able to work and share information within social media spaces. WoW often engaged in multiple appeals to challenge the decisions, meaning content or whole pages would often be removed or disabled for long periods of time, if they were restored at all. The following case studies explore the resources needed to infer and thus strategize based on flagged content, revealing an unpredictable, inconsistent, and dynamic record of Meta's content moderation practices.

Guideline and Community Standards Violations

Of the 23 instances that were experienced on WoW's Meta social media pages, Meta provided an official Community Standards violation response to 13 indicating why the content or the page was being removed or disabled. The other 10 either had no response when contacted or appealed by the organization, or the response was not recorded.

The recorded responses gave varying reasons for removal, including:

- Several citing "insensitive and offensive" content
- One violation of Age Restriction guidelines
- Seven that cited a violation of Meta's Community Guidelines on Regulated Goods and Drugs
- Three citing a violation of Community Guidelines without specification
- One technical glitch response

No responses clearly outlined what aspect of the content violated Meta's policies. For instance, the content removed for violating Age Restriction guidelines was for a job posting put up by the organization on their main Instagram page (notably, four days after the overturning of *Roe v. Wade,* which stripped away federal abortion protections in the United States and initiated a wave of abortion suppression experienced by organizations on Meta platforms[11]*)*. One of the "Regulated Goods" violations was for a post titled, "Abortion Dictionary," providing accurate

[11] "United States: Social media companies' removal of abortion related content may hinder access to accurate health information," Amnesty International, effective June 11, 2022, https://www.amnesty.org/en/latest/news/2024/06/united-states-social-media-companies-removal-of-abortion-related-content-may-hinder-access-to-accurate-health-information/

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descriptions and definitions of terms surrounding abortion care. Another set of Regulated Goods and Drugs violations was for content discussing advance provision, a service that allows care seekers to obtain abortion pills without being pregnant in the event they have an unwanted pregnancy later (four posts in total).

Meta's Community Guidelines and Standards policies were reviewed, as well as their Ad Policies and Guidelines, and the abortion-related cases reviewed by Meta's Oversight Board, an external review board that users can appeal to if they disagree with content moderation decisions made by Meta platforms like Facebook and Instagram. Each incident was then cross referenced with the Guidelines available at the time of the violation, as changes and amendments have been made over the years. This analysis provided further understanding of how such guidelines may relate to WoW's services and its social media content.

The following is an excerpt from Meta's Community Standards pertaining to the pharmaceutical and regulated goods violations WoW received for a restricted post:

> *For the following content, we restrict visibility to adults 18 years of age and older:*
>
> *Prescription drugs:*
>
> - *Content that attempts to buy, sell or trade prescription drugs in any context, including when posted by legitimate healthcare e-commerce businesses.*
> - *Content that attempts to buy, sell, trade, donate, gift or ask for over-the-counter medicine.*
> - *Content that includes admission or consumption of prescription drugs.*

As what could plausibly be described by Meta in this case as a legitimate e-commerce business, for lack of a more accurate and encompassing term, WoW's content seemingly falls under the purview of the first bullet point, meaning its visibility to users under 18 is cause for its removal. The reason, however, was not made clear to the organization and thus they could only infer this was in fact how they had violated Meta's Standards on Drugs and Regulated Goods.

Another example is captured in Figure 3, featuring a notification that WoW's Instagram had been suspended for violating Meta's Community Guidelines. The notification was received after sharing WoW's resources to access abortion pills, insinuating Meta had deemed the content "dangerous" and a violation of their standards on Dangerous Individuals and Organizations, though no detailed reason was given to the organization.

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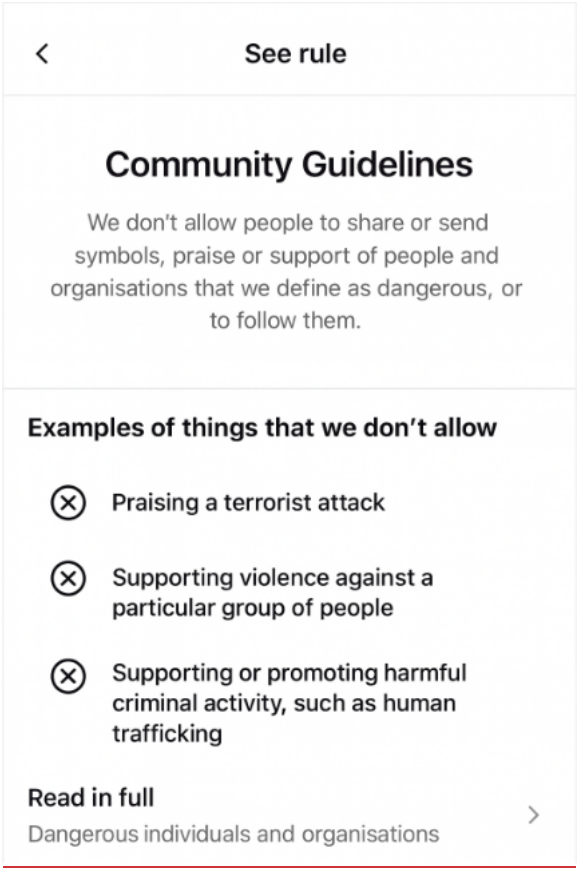


Figure 3. A screenshot of Meta's censorship of one of WoW's Instagram posts.

Ads and WoW's Facebook Business Account

As WoW's social media presence became more active and strategic throughout the COVID-19 pandemic, they set up a Facebook Business account to be able to run paid campaigns on the platform. These ad campaigns were created in different languages based on target audiences and regions to promote the service in areas where abortion was restricted.

By February 2021, WoW's Facebook Business account was permanently restricted. The reason cited was for "continued inappropriate content". Since 2021, WoW has attempted to run over 200 ads through Meta, 130 of which were rejected at first submission; after the rejections were appealed, roughly half of those 130 were allowed to run. Facebook would not allow ads to run even if the organization only used words such as "pregnancy" in the text, with no mention of abortion. This was the case not only within a post itself but also within the final landing page or URL. One response that WoW received from Facebook upon appealing rejections was as follows:

> *"These Ads were disapproved because they violate our Advertising policies. Facebook does not approve of* ***language in the Ad copy that is likely to offend users*** *and suggests using language that is central and factual about the product or service and removing the user from the focus, as per policy [...] The following excerpts are examples:*
>
> - *"Do you have an unwanted pregnancy?"*

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- *"Calculate how far along you are in your pregnancy"*

Figure 4 shows an example of an ad Meta would not allow to run because the link included in the ad led to WoW's consultation page for abortion pills: https://www.womenonweb.org/en/i-need-an-abortion.

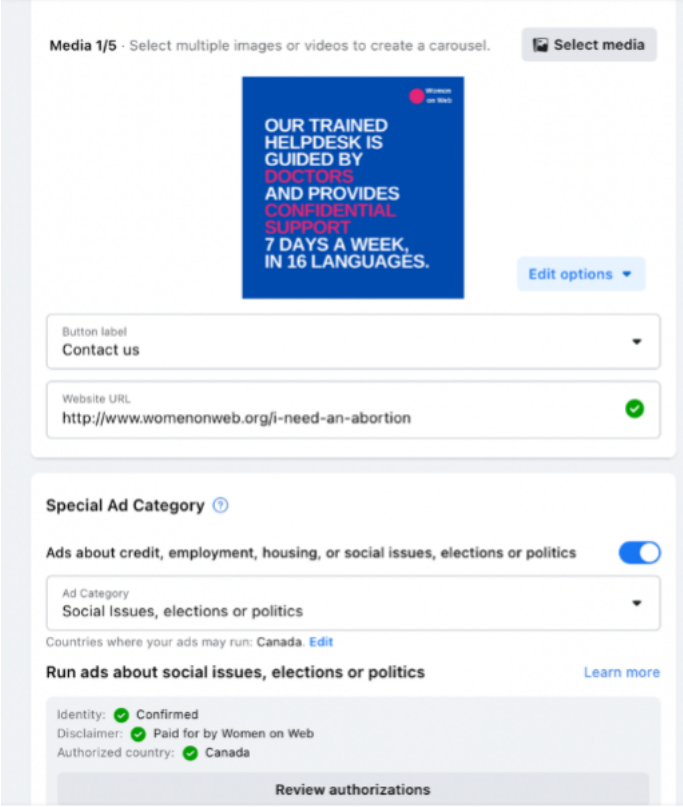


Figure 4. A screenshot of one of WoW's proposed advertisements. The text of the ad says, "Our trained helpdesk is guided by doctors and provides confidential support 7 days a week, in 16 languages."

At face value, Facebook's response insinuates the text on WoW's ads are inherently misleading, calling into question which parts the platform is deeming false and what it understands to be relevant and factual in this instance. Another more pressing issue is the lack of transparency and accountability on the part of Facebook to clarify what is factual information; how are these opaque systems differentiating between verified public health information and harmful mis- or dis-information? Finally, categorizing the mention of words like "pregnancy" as inappropriate reinforces the notion that women's bodies and the bodies of a large spectrum of people who can become pregnant are themselves, offensive. Facebook, and by extension Meta, have developed policies and practices that reinforce the deeply stigmatizing view that reproductive health is unacceptable and must be hidden from view. This kind of censorship keeps women and pregnant people in the dark about necessary resources and stigmatizes their bodies and healthcare. The classification of WoW's account as "permanently restricted" ultimately becomes an instance of structural or systemic censorship, even if unintentional, as Facebook categorically submits ads

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proposed by WoW to heightened levels of scrutiny, regardless of the content, based on its restricted status.

Moderation Surrounding Political Events

In September 2020, both WoW's Polish Facebook and Instagram pages were disabled: the Instagram page from September 8-21, then again on September 29 for several months; the Facebook page was permanently suspended just one day prior on September 28 and was not restored. Since entire pages were taken down, no information could be seen or shared, and no discussion could be had on either page. This was significant for WoW as these simultaneous instances came less than two months before the country's Constitutional Tribunal repealed abortion access for fetal malformations, issuing a near total ban on abortion and causing massive protests leading up to the decision.[12] This marked a huge policy shift in Poland that had dire impacts for many abortion seekers while public discourse at this time was essential for the country to share perspectives and vital information on supplemental healthcare access. By moderating posts at such a politically sensitive moment, Meta stifled and silenced public information relevant to Polish citizens.

Likewise, in November 2024, shortly after the US election and following the overturning of Roe v. Wade, WoW had three Instagram pages go down at once: the US, Korean, and Spanish pages became unavailable. WoW received an alert from Meta that a post that outlined variations in "Abortion access in all 50 States" was also demoted around this time, limiting its reach. Once again, these take downs and reduction in visibility all occurred when public discourse surrounding changing political landscapes deeply required access to accurate information. After appealing the instances and obtaining a manual review, Meta reported to WoW that these takedowns were merely an error resulting from "a technical glitch".

These instances have raised serious concerns regarding the moderation of abortion content around the time of major political events that are relevant to the abortion rights movement. The incidents WoW experienced all occurred around landmark political shifts on abortion access and resulted in silencing statements and information about such legal decisions, which are fundamental to informing people's responses to these changes, illustrating how social media suppression can stifle discourse and access to information when it is most needed. This again raises questions around the transparency and accountability of Meta platforms, whose gatekeeping moderation around civil topics and debates leaves users in the dark about how policies are applied. Even after multiple appeals and years of calling for Meta's attention to this

[12] Bucholc, Marta. "Abortion Law and Human Rights in Poland: The Closing of the Jurisprudential Horizon." *Hague Journal on the Rule of Law* 14, no. 1 (2022): 73–99.

Tayler, Letta. "Two Years On, Poland's Abortion Crackdowns and the Rule of Law." *Human Rights Watch,* October 22, 2022, https://www.hrw.org/news/2022/10/22/two-years-polands-abortion-crackdowns-and-rule-law

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issue – as well as the public acknowledgement of Meta's awareness[13] – there have still been no meaningful policy changes or practices that safeguard the availability of abortion information on Meta platforms. Meta also continues to fail to educate users on how to avoid removals or suspensions. Whether intentional or not, it appears that Meta platforms are arbitrating national political debates without accountability or liability. This has recurrent effects: civil society voices are silenced during public policy debates at times when they are arguably needed most, particularly when access to healthcare, such as abortion, is being restricted.

[13] Glenza, Jessica. "Meta accused of 'bowing' to Trump by making abortion content harder to find." *The Guardian*, February 3, 2025, https://www.theguardian.com/us-news/2025/feb/03/meta-abortion-content

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Outcomes

Limits of what platforms/Meta provides

Upon reviewing Women on Web's social media data over the last 5+ years, it became glaringly clear how limited civil society organizations are in accessing data, transparent explanations, and support from platforms such as Meta. The process of reviewing vague reasoning and then appealing a takedown or demotion is time consuming, inconsistent, and ultimately unpredictable as to whether it will be effective in preventing the same outcomes from happening again.

Meta's top-down operation and opaque gate keeping mean more resources must be allocated to assembling a patchwork of information – indicated in past takedown notices and inferred through experience – into one concise strategy that may or may not result in preventing suppression or censorship in the future.

Many of the outcomes of the case studies above had varied and ultimately inconclusive results with respect to future prevention. Of the instances discussed, six pages/posts were reinstated: three after multiple appeals, one after a manual review, and two without details. Eight more page/post removals were appealed but remained permanently hidden or suspended, many without any response or reason provided. The frequent lack of response by Meta indicates insufficient resources allocated to providing thorough and detailed reasoning to accounts impacted by their moderation decisions, meaning they are not living up to their public commitment to their users' right to health as stated in their own human rights reports.[14]

Record keeping as an access barrier

In addition to the few channels available to organizations for managing moderation issues when they arise, they must also negotiate Meta's unwillingness to provide users with records of actions taken against their accounts over time. WoW was severely limited in deriving a full picture of the actions taken against their accounts. Their own staff that had to keep records of content removals and account suspensions over the years. Meta only allows reviews of page analytics dating back several months, after which the data is lost. These analytics also do not provide a full detailed review of past moderation decisions, such as removed posts. All the recording of errors or issues had to come from WoW's analysis of suppression in real time, relying on their own resources in the face of Meta's lacking support.

Organizational memory and resources

Over time, Women on Web has organized and maintained a detailed report of aggregate data for the organization. For an organization with limited means, maintaining a detailed assessment of complex digital systems has meant allocating funds and resources from an already lean budget to develop a more rigorous digital strategy to promote and maintain the organization's

[14] "Meta: 2024 Human Rights Report." Meta, accessed October 15, 2025: https://humanrights.fb.com/annual-human-rights-report/

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visibility online. In 2021, WoW's digital marketing and strategy expenses increased by 242% from 2020; that amount increased again by 42% in 2022 and again by 10% in 2023.

From January 2021 to the end of 2024, WoW allocated nearly $430,000 CAD to digital strategy development to protect and increase their visibility online. WoW has search engine optimization (SEO) specialists and digital strategists who they rely on and without these resources, similar organizations may struggle to develop a clear assessment of online suppression. WoW has had to develop and organize meticulous record keeping strategies to be able to build a case for themselves in the face of Big Tech platforms, such as Meta. Increasingly, the organization has dedicated more care to logging when a post is removed or hidden, and what the outcomes are upon appeal. These incidents feed into content strategies that inform WoW's posting practices into the future.

Lessons learned

Upon reviewing Women on Web's social media data, the organization has ultimately come to understand that in order to ensure abortion seekers receive accurate, timely, and empowering information and resources online, WoW must rely on their own record keeping and advocacy work. The moderation systems that "mistakenly" take down information, coupled with moderators who actively remove content, mean that Big Tech platforms often fail to foster access to accurate sexual and reproductive health rights information. The rise of mis-and dis-information about abortion care on social media platforms also adds to an ecosystem in which accurate reproductive health information is increasingly difficult to find.[15] The case studies outlined in this report have indicated that social media platforms, such as Facebook and Instagram, apply moderation policies in ways that directly or indirectly reduce the visibility of content and access to resources pertaining to sexual and reproductive healthcare.

The evidence accumulated by WoW indicates that Meta's moderation operates fairly opaquely, making it difficult to understand how they are evaluating content. As a business platform and, more importantly, a purveyor of public discourse, Meta has a responsibility to avoid causing or contributing to harms experienced by their users and suppressing vital abortion information, especially in contexts when legislative, political, or social conditions that further restrict access. Meta purports to adhere to the United Nations' Guiding Principles on Business and Human Rights[16] but their conduct regarding WoW's content is arguably a violation of these principles. Platforms moderating such massive amounts of information need to be accountable for how their practices shape public discourse and impact the lives of their users.[17]

What WoW gained from years of reviewing their social media data is the development of a more cohesive, easily accessible tracking system that details instances of censorship and suppression when they happen. This is a system that all their staff can access and review, so that knowledge surrounding these events is not solely in the hands of one or two people. WoW has increased awareness and advocacy for digital rights and safety and developed tools for more digital literacy and circumnavigation of platform suppression. From the evidence amassed, it is apparent that, regardless of whether the suppression experienced by WoW on social media stems from intentional bias or the unintentional effects of broader policies, the result is still the same for people needing to access healthcare information and not finding it. These outcomes leave civil society organizations and care seekers negotiating inconsistent and unpredictable platform conditions that shape the public information landscape.

[15] Pagoto, Sherry L, Lindsay Palmer, and Nate Horwitz-Willis. "The next Infodemic: Abortion Misinformation." *Journal of Medical Internet Research* 25 (2023): e42582.

[16] See Footnote 15.

[17] See Footnote 7.

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Recommendations

Upon reviewing the data for this report, key recommendations can be made both for those who are seeing or struggling with patterns of suppression on their social media platforms, and for the platforms themselves.

Documenting takedowns is crucial for civil society organizations.

As noted in the lessons learned above, meticulous organizing and documenting of instances as they happen is essential. To enhance organizational memory, enlisting multiple staff in documentation and ensuring it is accessible to multiple key players helps to enhance organizational memory. Since Meta and other platforms do not provide adequate record keeping nor are their channels of communication sufficient for reporting errors when they occur, logging those analytics and keeping a comprehensive record of anomalies and trends is vital.

Platform policies must safeguard access to information and services that uphold fundamental human rights.

Policy changes on the part of Big Tech companies, such as Meta, are needed to ensure essential healthcare information is accessible to all who need it. In the short term, Meta needs to review its moderation guidelines to ensure the content and terms it flags as potentially harmful, or offensive do not prevent people from receiving essential healthcare information. When a private corporation oversees public dialogue for billions of people around the world, far more care needs to be taken to not silence or suppress vital information at times of political or legislative decision-making, especially when individuals' lives and healthcare are impacted. Transparency and accountability are severely lacking when errors occur, and communication channels are insufficient for time sensitive restoration of information. In the long term, platform companies should coordinate more closely with governing bodies, such as the United Nations, civil society organizations, and each other to ensure access to fundamental information and services is safeguarded across the internet.

It has become essential to reach abortion care seekers through multiple and persistent routes of communication.

Women on Web has been persistent in its efforts to circulate information about its services on social media, and in the fight to keep this information on platforms. They have dedicated time and resources to following appeals processes, creating new pages, and strategizing their content creation. Nonetheless, the evidence shows that platforms cannot be relied on to deliver this information to care seekers, even when appeals should indicate to platform developers that something about their moderation practices requires attention. WoW also gets the word out about its services through its website, listings in other web directories or service provider pages, media publicity, and other efforts. Other organizations can learn from this approach and lessen their dependency on platforms by widening their reach through multiple outlets.

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