

File No.6(2)/2026-Cyberlaws  
Government of India  
Ministry of Electronics and Information Technology (MeitY)  
Cyber Laws Division  
Electronics Niketan, 6, CCO, Complex, New Delhi-I 10003  
Website: www.meity. gov.in

Date:10. 10.2026

Advisory

To: Meta Inc.

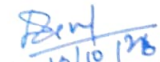
**Subject: Advisory to Meta Platforms regarding recommended content on social media platforms having potential to affect public order – reg.**

1. It has come to the notice of the Ministry of Electronics and Information Technology (MeitY) that certain content relating to ongoing public events and developments is being prominently displayed and recommended to users through the feeds/recommendation systems of platforms operated by Meta. Such content includes videos, images, statements and static graphics relating to public-order and law-and-order situations, which, when presented without adequate context or disproportionately amplified through recommendation mechanisms, may contribute to public confusion, apprehension and disturbance of public order and social tranquillity.
2. Meta Platforms, being an intermediary as defined under the Information Technology Act, 2000, are required to observe due diligence and other obligations prescribed under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (IT Rules, 2021). The Rules, inter alia, require intermediaries to inform users regarding information which is prohibited under the Rules, including information which is likely to cause public disorder or incite the commission of a cognizable offence relating to public order.
3. In view of the above, Meta is advised to exercise enhanced diligence in relation to content being surfaced, recommended or amplified through its feed and recommendation systems, particularly during periods of heightened public-order sensitivity. Particular attention may be accorded to content which:
  - a. presents old, unrelated or selectively edited visuals as depicting current events;
  - b. contains unverified or misleading claims regarding the imposition of emergency, restrictions, police action or other official measures;
  - c. presents audio-visual material relating to law-and-order situations without adequate contextual information;
  - d. contains content which is likely to incite violence or other unlawful activity; or
  - e. is being disproportionately amplified through recommendation mechanisms despite being potentially misleading or lacking adequate context.
4. Meta is accordingly advised to:
  - a. undertake appropriate measures to identify and address, in accordance with applicable law, content falling within the categories prescribed under the IT Rules, 2021, including content having the potential to cause public disorder or incite violence or other unlawful activity;

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- b. review its recommendation and content-ranking mechanisms to ensure that potentially misleading, manipulated or out-of-context content is not disproportionately amplified or repeatedly recommended to users;
  - c. undertake appropriate measures to provide adequate context in relation to photographs, videos, graphics or other content depicting ongoing public events, particularly where the authenticity, date, location or circumstances of such content may not be readily apparent to users;
  - d. ensure that recommendation systems, do not result in disproportionate exposure of users to a single or limited set of narratives, and endeavour to provide appropriate diversity of relevant and credible information;
  - e. strengthen mechanisms for rapid identification, review and escalation of content which is gaining significant reach through recommendation systems and has the potential to cause widespread public confusion, apprehension, violence or disturbance of public order; and
  - f. ensure timely cooperation with law-enforcement and other authorised Government agencies, including furnishing information or assistance in accordance with applicable law and within the timelines prescribed under the IT Rules, 2021.
5. Meta is further advised to review and strengthen its existing policies, recommendation systems and escalation mechanisms so as to ensure that lawful civic and public discourse is not unnecessarily restricted, while content that is false, misleading, manipulated or otherwise unlawful and has the potential to adversely affect public order is appropriately addressed.
  6. The Ministry reiterates that the above advisory is intended to facilitate responsible dissemination and recommendation of information while respecting lawful expression and legitimate public discourse. Meta is advised to ensure that any action taken pursuant to this advisory is consistent with the Information Technology Act, 2000, the IT Rules, 2021 and other applicable laws.
  7. Meta is advised to take appropriate and necessary measures in this regard with immediate effect and apprise the Ministry of the measures undertaken in compliance with the above advisory.
  8. This advisory is issued with the approval of the competent authority in MeitY.

Yours sincerely,

  
10/10/21  
Deepak Goel

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MeitY

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