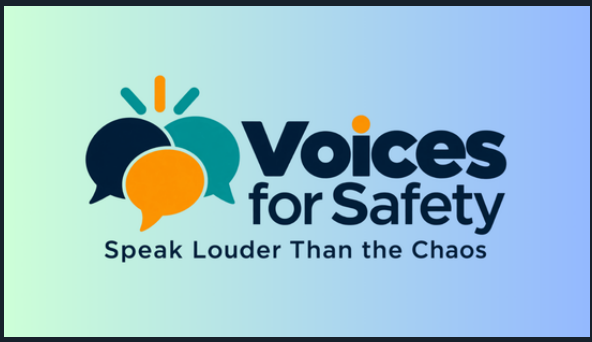
The Feed Should Not Be a Surprise Test

A plain-English guide to how explicit and sexualized posts reach Facebook users, what Meta promises, and how consumers can push back.

> A platform's policy is only as protective as the experience it delivers.



Understand
Separateprohibited nudity from allowed-but-sensitive content.

Control
Resetthe feed without rewarding the post with engagement.

Document
Build acredible record of reports and outcomes.

Prepared from a consumer protection perspective | Version 1.2 | 12 November 2026

SUMMARY

The written rule is strict. The lived experience is not.

The rule sounds simple: adult nudity and sexualactivity arenot allowed onFacebook. The reality is messier. Violating posts can slip past detection, while sexualized material that stops just short of the removal line may still land in recommendations. By the time a consumer is asked to sort out “prohibited” from merely “sensitive,” the image is already on the screen. That is the problem.

What this guide treats as the core failure

When explicit contentappears withoutbeing requested, that is a product and enforcement failure. Telling consumers the policy exists does not help when the policy arrived after the picture - or not at all. And blaming the viewer solves absolutely nothing.

What the evidence supports

Meta's own numbers acknowledge the gap: some violating posts are missed or caught too late. For Q2 2026, the company estimated Facebook adult-nudity and sexual-activity prevalence at 0.07% to 0.08% of views.[5]

Start here

1 | DO NOT ENGAGE
Do not comment, react, share, or open the creator's profile. The ranking system may count outrage as interest - it is not famous for reading the room.

2 | CLASSIFY
Visible genitalia, anus, close-up buttocks, or female nipples outside narrow exceptions belong under the nudity policy.[1]

3 | REPORT + HIDE
Report a violating post, then use Not interested, Hide, Hide all, Snooze, or Block as available.[3]

4 | REDUCE SENSITIVE CONTENT
Set Sensitive content to Show less. This reduces allowed sensitive material; it is not a guarantee against prohibited content.[2]

5 | TRACK THE OUTCOME
Use Support Inbox to see the decision and request another review when Facebook offers that option.[11]

6 | KEEP A RECORD
Log the URL, date, account, reason shown, action taken, and decision. Do not publicly repost explicit imagery.

Important: A post appearing in someone's feed does not prove that person searched for it, wanted it, or secretly invited it in. Facebook says suggested content can be influenced by prior activity, related topics, other users' interactions, and location.[3]

Quick map

Pages 3-6explain the policy, feed mechanics, enforcement gap, and money. Pages 7-9 give the control, reporting, and documentation workflow. Pages 10-11 turn the record into advocacy and address household/minor safety. Page 12 is a one-page checklist and source index.

THE POLICY LINE

“Allowed,” “recommended,” and “monetizable” are not the same thing.

Here iswhere things get needlessly complicated. Facebookuses several rulebooks at once. A post may stay up but be labeled sensitive, kept out of recommendations, or blocked from advertiser-friendly monetization. Full adult nudity is supposed to be removed under the Community Standards. Revealing or sexually suggestive material can land in a different bucket - and consumers are somehow expected to know which bucket they are looking at.

BUCKET	WHAT IT CAN INCLUDE	EXPECTED PLATFORM ACTION	CONSUMER ACTION
PROHIBITED **Adult nudity or sexual activity**	Visible genitalia or anus; close-ups of visible buttocks; visible female nipples outside specified contexts; sexual activity. Meta says this applies to real, digital, and AI imagery.[1]	Removal when detected or confirmed after review.	Report under nudity/sexual activity; hide; log; follow in Support Inbox.
ALLOWED BUT SENSITIVE **Sexually suggestive material**	Examples may include see-through clothing or body-focused material that does not cross the adult-nudity removal line.[2]	May remain visible; visibility or recommendation can be limited depending on context and settings.	Choose Show less; Not interested; hide source; report only when a rule appears violated.
BORDERLINE **Close to the rule**	Meta gives sexually suggestive posing as an example of content that may be reduced through personalized ranking even when it does not violate policy.[7]	Distribution may be demoted, not removed.	Use “Why am I seeing this post?” and negative feedback tools; document repeats.
CONTEXT EXCEPTION **Narrow allowed uses**	Breastfeeding, protest, some medical or health material, post-mastectomy scarring, and real-world art can receive exceptions or restrictions.[1]	May stay up, sometimes with warning screens or age limits.	Do not mislabel a clear exception; hide it if unwanted.

The practical test: Start with two plain questions: “What is actually visible?” and “Is there a clear exception context?” A provocative caption or a fishing-for-comments prompt can matter, but the image and its context determine which policy should apply.

What deserves a report

- A clear prohibited body area is visible.
- The post depicts sexual activity.
- The account repeatedly reposts substantially similar violating material.
- The post appears to solicit sexual services or pornographic content.

What should not be overstated

- Revealing clothing is not automatically nudity.
- A large comment count does not prove paid promotion.
- A creator link does not, by itself, prove Facebook paid the creator for that post.
- A feed appearance does not prove user intent.

HOW IT GETS INTO THE FEED

Suggested posts can arrive from accounts the user never followed.

Facebook openly says Feed caninclude suggestedphotos,videos,andarticles fromPages and groups a person never followed. These suggestions are personalized, but “personalized” does not mean accurate. The system can make a bad guess, stretch one interest into another, or copy patterns from people it considers similar. The algorithm is not a mind reader. On a bad day, it is not much of a guesser either.[3]

Signals enter

PastFacebook activity, related topics, connections, location, and the behavior of people with similar interaction patterns.

→

Ranking predicts

Thesystem estimateswhat might be relevant or engaging; popular formats and reactions can affect placement.[4]

→

A post surfaces

The user canseecontent from an unfamiliar Page before making any deliberate choice about it.

What consumers should know about “Why am I seeing this?”

Openthe three-dot menuon apostandchoose **Whyam I seeingthispost?** when available. Facebook says this can identify factors that influence the order of posts.[4] Treat the explanation as a clue, not a complete confession from the recommendation system.

Do this

- Capture the explanation if it is relevant.
- Use Not interested immediately.
- Hide all from the Page or block repeated sources.
- Follow trusted people and Pages intentionally.
- Use Favorites to strengthen wanted signals.

Avoid this

- Do not rage-comment; the system may hear only applause.
- Do not open the profile to investigate casually.
- Do not share the post to warn friends.
- Do not repeatedly replay a video.
- Do not accuse the account viewer based only on appearance in Feed.

> The consumer-protection question is not, “What did the user do to deserve this?” It is, “Why did the platform expose the user before getting any meaningful preference?”

Household rule: Tackle the feed together. Start with the controls you can see and a neutral incident log. Blame does not improve the algorithm; it only makes honest troubleshooting harder and can turn a platform failure into a household conflict.

Meta's own numbers confirm the gap: violating posts still reach people.

Meta calls the measure “prevalence”: the estimated share of views that contained violating content. In everyday language, these are exposures the platform did not prevent because the content was missed or caught too late.[6]

0.07-0.08%

Meta's estimated Q2 2026 Facebook prevalence foradultnudityandsexual activity.[5]

7-8

Meta'spublished percentage. This is an average **Violating views per 10,000 views**, translating estimate, not a promise to any individual user.

Why “small” does not mean harmless

- **Impact is uneven.** An average across all views can hide clusters in a particular person's Feed, format, region, or recommendation loop.
- **The unit is a view.** Prevalence does not reveal how many accounts posted, how long posts remained, or how many repeats one person saw.
- **The figure is Meta's estimate.** It is useful accountability evidence, but it is not an independent audit of a specific consumer's experience.
- **Removal accuracy and recommendation quality are separate.** A post can stay up because it is classified as sensitive rather than violating, yet still be unwanted and arguably unsuitable for recommendation.

Inconsistent outcomes should be compared carefully

If Facebook removed a consumer's harmless or far less severe post while apparently explicit material stayed up, the double standard deserves scrutiny. That comparison does not automatically tell us whether the culprit was automation, reviewer error, context, timing, or a different policy label. It does tell us the consumer is entitled to a clear explanation.

For the removed post

- Save the original content and notice.
- Record the policy category and date.
- Check Profile Status.
- Request review if offered.[12]

For the explicit post

- Save the post URL and a privacy-safe screenshot.
- Record what is visible and any exception context.
- Report under the closest category.
- Save the Support Inbox decision.

Best advocacy comparison: Put the two decisions side by side using dates, policy labels, screenshots with identities redacted, and review outcomes. Ask Meta to explain the rule difference or correct the error.

New in October 2026: Meta's own AI got a pass

In October 2026,WIRED reported that Meta's own adults-only AI app, restricted to people 18 and over, will hold explicit sexual conversations with users who ask, and Meta confirmed that is by design, not a malfunction. A Meta spokesperson told WIRED the app does not block legal adult behavior. Adult creators then made the obvious comparison in the same reporting: their Instagram and Facebook accounts are restricted, hidden, or removed for far less. Meta's answer drew a line. A private, one-to-one conversation in an adults-only app, the company said, is very different from the marketing and promotion of services on a social platform.

Precision matters here. That app is a separate product, it produces text rather than images or video, and none of it changes the feed rules in this guide. What it does change is the shape of the argument. When Meta wants explicit sexual content kept inside a fence, it builds one: an age gate, a private space, a clear rule. The feed your family scrolls has no fence that sturdy, and building one is exactly what the five demands in this guide ask for.

MONEY AND REACH

“Making money on Facebook” can mean more than one thing.

Notevery dollar follows thesame route.Acreatormay earn directlyfrom Meta, use Facebook reach to sell something elsewhere, or simply look commercial without any verified revenue. Consumer advocates should separate those possibilities before making a public claim - precision makes the case harder to dismiss.

ROUTE A

Direct Meta monetization

Meta's creator guidance says adult content is not eligible for monetization. Advertiser-friendly guidance also blocks nudity and highly provocative sexual material from ad suitability.[89]

ROUTE B

Indirect conversion

A creator may use an allowed or borderline post to attract followers, then direct them to subscriptions, shops, paid messages, or another site. The Facebook post can have commercial value even if that post earns no Meta ad revenue.

ROUTE C

Unverified appearance

A“follow,” “subscribe,”gift, or external-link prompt can suggest a business model. It does not establish that Meta paid for the specific post or that money changed hands.

Evidence ladder for a monetization claim

EVIDENCE OBSERVED	CLAIM YOU CAN SAFELY MAKE	CLAIM TO AVOID WITHOUT MORE PROOF
Public subscription or gift button	The account offers a platform monetization feature.	The explicit post itself generated revenue.
Link to a paid external service	The account appears to funnel traffic to a paid service.	Facebook endorsed or shared in that revenue.
Sponsored label or visible ad	The item was presented as paid placement; record the advertiser and destination.	The ad complied merely because it ran.
Large engagement count	The post attracted visible interaction.	The engagement was authentic or profitable.

Investigative standard: Say exactly what the evidence proves. “This account used sexualized imagery to promote a paid subscription” is a stronger, more defensible statement than “Facebook pays women to post nudity” unless direct evidence supports the broader claim. Accuracy is not timidity; it is armor.

What to ask Meta

- Was this post eligible for recommendation?
- Was the post or account eligible for any monetization product at the time?
- Did automated or human review occur before or after the consumer report?
- If the post remained, which exact policy or exception applied?

IMMEDIATE PROTECTION

Ten focused minutes can tell the feed, clearly, “No more of this.”

Use the controls in this order. The goal is to send one unmistakable negative signal while preserving enough evidence to challenge an apparent violation. Facebook's labels can vary by phone, app version, and account, because apparently even the menus enjoy keeping us on our toes.

1. **Capture only what you need**

   Note the post URL, account/Page, date and time, whether it says Suggested for you or Sponsored, and the “Why am I seeing this post?” explanation if available. Keep evidence private.

2. **Report a clear violation**

   Open the three-dot menu, choose Report post or Find support or report post, and select the closest nudity/sexual-activity reason. Submit the report.[10]

3. **Tell ranking “no”**

   Choose Not interested or Hide post. For repeat sources, use Hide all from this Page, Snooze, Unfollow, or Block as available.[3]

4. **Turn sensitive content down**

   In the Facebook app: Menu → Settings & privacy → Settings → Content preferences → Sensitive content → Show less.[2]

5. **Rebuild positive signals**

   Add trusted people and Pages to Favorites. Intentionally follow the sources you want. Use Interested only on content you genuinely want more of.

6. **Check results for seven days**

   Log each recurrence, source, action, and outcome. Repeated appearances after consistent negative feedback are more useful evidence than a single screenshot.

Sensitive Content Control is not a filter guarantee

Meta says Show less can reduce sensitive content, including sexually suggestive images, but prohibited adult nudity is supposed to be removed rather than managed by preference.[2]

Do not accidentally coach the feed while investigating

Avoid prolonged viewing, profile browsing, reactions, comments, or shares. If evidence is needed, collect it efficiently and leave the post.

If the account is shared: Each person should use their own profile. Shared profiles blend activity signals and make both feed control and accountability harder.

REPORT AND ESCALATE

A report is a paper trail, not a magic button.

A useful report connects four things: the post, the policy category selected, Facebook's decision, and any review request. One tap may start the process, but it does not finish it. Meta says volume alone does not decide whether content comes down; reports are judged against the Community Standards.[13]

1 | Report
Select the closest reason. Avoid vague "I don't like it" language when a defined policy appears to apply.

→

2 | Track
Open Menu → Help & support → Support Inbox. Save the decision and policy explanation.[11]

→

3 | Review
IfRequest Review appears, use it. Not every report type offers another review.

Choose the branch that matches the result

Facebook removes the post

- Savethe outcome date.
- Record time from first sight to action.
- Check whether the same account continues posting similar material.
- Do not republish the explicit image to celebrate the removal.

Facebook says it does not violate

- Compare thevisiblecontenttothewritten policy.
- Request review if offered.
- Record the exact explanation.
- Use hide/block tools regardless of the policy result.

No decision is visible

- Check Support Inbox.
- Confirm the report was submitted.
- Keep the URL and timestamp.
- Do not repeatedly submit duplicate reports unless the content changes or a channel instructs you to.

Your own post was removed

- Open ProfileStatus.
- Read the policy label.
- Use Request Review when offered.
- After review, an eligible case may be appealable to the Oversight Board, though selection is limited.[12]

Report wording template: "This post appears to show [specific prohibited element] outside a medical, breastfeeding, protest, or art context. It appeared as [Suggested for you / followed content / sponsored content] on [date and time]. Please review it under the Adult Nudity and Sexual Activity policy and explain the outcome."

Privacy note: A report should contain only the information necessary to locate and classify the content. Do not include unrelated details about the viewer, household, or creator.

EVIDENCE WORKSHEET

Document the incident - without giving it a second audience.

Use one sheet for each post and keep it private. If evidence must be shared publicly, redact names, profile photos, usernames, URLs, faces, and explicit areas unless a lawyer or regulator advises otherwise. Screenshots are evidence, not confetti.

Date and local time	_____
Where it appeared	☐ Feed ☐ Reels ☐ Group ☐ Page ☐ Other: _____
Label shown	☐ Suggested for you ☐ Sponsored ☐ Followed source ☐ None visible
Post URL	_____
Account/Page	_____
What was visible?	☐ Genitalia ☐ Anus ☐ Close-up buttocks ☐ Female nipples ☐ Sexual activity ☐ Suggestive/other
Exception context?	☐ None apparent ☐ Breastfeeding ☐ Protest ☐ Medical/health ☐ Art ☐ Unsure
Commercial signal Why	☐ Subscribe ☐ Gift/Stars ☐ Paid link ☐ Shop ☐ Sponsored ☐ None ☐ Other: _____
shown? Action taken	_____
Report category	☐ Reported ☐ Not interested ☐ Hidden ☐ Source hidden ☐ Blocked
Facebook decision	_____
Review requested?	☐ Removed ☐ No violation ☐ Restricted ☐ Pending/unknown Date: _____
Repeat pattern	☐ Yes ☐ No ☐ Not offered Outcome: _____
Same Source/topic seen before	–

Preserve safely

- Capture enough interface to show the label, date, and source.
- Copy the direct post URL; Meta's help explains how to copy links to content.[14]
- Keep originals private and access-limited.
- Use a redacted derivative for public advocacy.

Do not amplify

- Do not repost explicit imagery.
- Do not tag the creator to provoke a dispute.
- Do not invite followers to mass-report without first documenting the policy basis.
- Do not expose the viewer's account history or household details.

Minimum viable evidence: URL + timestamp + feed label + privacy-safe screenshot + report category + Support Inbox outcome. A sequence of logged incidents is more persuasive than an unstructured image dump.

ADVOCACY

A credible exposé stays human, specific, and impossible to wave away.

This is not about shaming women or policing bodies. It is about holding a powerful recommendation and enforcement system accountable when it exposes people to content they did not request, applies its own rules unevenly, and buries the useful controls in a maze of menus.

The four-part proof structure

1. **Observation:**Whatappeared,where, and how often.
2. **Rule:** The exact Meta policy that appears relevant.
3. **Decision:** What Facebook did after the report or review.
4. **Gap:** The mismatch between promised protection and delivered experience.

Language that strengthens the case

- “Appeared unpromptedas a suggestion”
- “No exception context was apparent”
- “Meta left the post up after review”
- “The direct monetization status is unknown”
- “The account used a paid external link”

Five measurable demands

1. **Opt-out by default:** Give adults a persistent setting to exclude sexualized recommendations, not merely “show less.”
2. **Explain the recommendation:** Provide a specific, auditable reason for each suggested sexualized post.
3. **Close the feedback loop:** Tell reporters which policy was applied and whether reach, monetization, or account-level action changed.
4. **Publish recommendation metrics:** Report how often adult-nudity violations were recommended before removal, not only overall view prevalence.
5. **Audit unequal enforcement:** Test whether similar images receive materially different outcomes across account types, creator status, and monetization status.

> **Sample public statement:** “Facebook's published policy prohibits adult nudity, yet consumers continue to encounter explicit and sexualized posts they did not request. We are documenting the content, recommendation label, report reason, and outcome. We call on Meta to provide a true opt-out, transparent review explanations, and public data on recommendation failures.”

Before publishing

- Redactprivate people, usernames, URLs, faces, and explicit areas.
- Give Meta a fair opportunity to answer specific, numbered questions.
- Distinguish a user report from a verified platform finding.
- Update the article if an appeal changes the outcome.
- Have counsel review accusations of illegal conduct, knowing facilitation, or specific revenue arrangements.

This guide provides consumer-protection information, not legal advice.

HOUSEHOLD AND YOUTH SAFETY

Protect people first. Investigate without blame - and never redistribute the harm.

For adult household accounts

- **Use separate profiles.**Do notcombine activity signals on a shared account.
- **Set Show less together.** Confirm the setting on each phone or tablet.
- **Agree on a response.** No comments, reactions, shares, or creator-profile browsing.
- **Review repeats weekly.** Look for the same Page, format, or recommendation reason.
- **Keep the conversation factual.** Feed appearance alone is not evidence of intent, infidelity, or a secret purchase.

For teen accounts

Use age-appropriate supervision and the strongest available sensitive-content setting. Explain that “suggested” does not mean safe, approved, or requested. Encourage teens to close the post, tell a trusted adult, and avoid interacting.

One more fact worth having: Facebook's Help Center says teen accounts (ages 13 to 17) are automatically placed in an 'Ages 13+' content setting, and a teen needs a parent's or guardian's permission to change it to 'More content.' The teen path is not the same menu as the adult 'Show less' setting, so check the actual account in front of you.

Interface and teen-protection features vary by age, region, and account. Check current Facebook settings on the specific account.

If a child may be depicted

Do not download, save, share, forward, comment on, or circulate suspected child sexual abuse material. Report it to Facebook immediately. If a child may be in immediate danger, contact local emergency services or law enforcement. In the United States, the National Center for Missing & Exploited Children (NCMEC) CyberTipline accepts reports of suspected online child sexual exploitation.[15][16]

If the content becomes harassment, extortion, or non-consensual imagery

- Stopengagement and preserveonly what is necessarytodocumentthethreat.
- Report the account and the specific post or message through the platform's dedicated flow.
- Block the person after preserving the information needed for a report.
- Contact law enforcement if there is a credible threat, extortion demand, or immediate safety risk.

> **Principle:** Evidence collection must never cause a second harm. Keep adult-content records private and redacted; for suspected child exploitation, use official reporting channels without making a copy.

ACTION CHECKLIST AND SOURCES

Use the controls. Keep the receipts. Demand a real explanation.

Today

- ☐ Set Sensitive content to Show less.
- ☐ Use separate household profiles.
- ☐ Report clear violations.
- ☐ Choose Not interested or Hide.
- ☐ Block repeat sources.
- ☐ Open Support Inbox.

This week

- ☐ Log everyrepeat incident.
- ☐ Save report outcomes.
- ☐ Compare any inconsistent removals.
- ☐ Redact public evidence.
- ☐ Send Meta numbered questions.
- ☐ Publish only verified claims.

Official sources

1. **MetaTransparency Center:** Adult Nudity and Sexual Activity
2. **Facebook Help:** Sensitive Content Control
3. **Facebook Help:** Manage suggested content in Feed
4. **Facebook Help:** What influences Feed order
5. **Meta Transparency:** Community Standards Enforcement Report, H1 2026
6. **Meta Transparency Center:** Prevalence methodology
7. **Meta Transparency Center:** Types of content Facebook demotes
8. **Meta for Creators:** Keeping content safe and authentic
9. **Meta Business Help:** Advertiser-friendly content
10. **Facebook Help:** Report a post
11. **Facebook Help:** Check a report in Support Inbox
12. **Facebook Help:** Request review of removed content
13. **Facebook Help:** Reports and removal decisions
14. **Facebook Help:** Get a link to content
15. **Facebook Help:** Child exploitation reporting
16. **U.S. Department of Homeland Security:** Know2Protect / NCMEC reporting referral
17. **WIRED (October 2026):** reporting on Meta's adults-only AI app and the creator response.

Update note: Platform rules, labels, and menu paths change. Sources were rechecked on 12 November 2026. Recheck the official sources before publishing a new edition or relying on a setting path in a complaint.

Scope: This guide addresses adult nudity, sexualized recommendations, feed control, and consumer documentation. It does not reproduce explicit posts, identify individual creators, or determine whether any specific account received payment.