

Trending Review Guidelines

Welcome to Trending. Trending connects people to the global conversations happening on Facebook. The Trending team is governed by a set of guidelines meant to ensure a high-quality product, consistent with Facebook's deep commitment to being a platform for people of all viewpoints. This guide includes step-by-step information on how to review Trending topics.

1. Overview

Trending topics are detected algorithmically based on spikes in engagement on articles shared on Facebook. Recent articles and public posts that contain relevant keywords are surfaced algorithmically in the topic's feed. The **review team** is responsible for accepting all algorithmically detected topics that reflect real-world events. We also review associated metadata and provide quality assurance.

2. Tools and Resources

- **Review tool (primary):** https://our.intern.facebook.com/intern/pubcontent/trending/review_tool

2.1. REVIEW TOOL AT A GLANCE:

The screenshot displays the Trending Review Tool V3 interface. At the top, there is a navigation bar with 'f Trending Review Tool V3 Manual Trend Curator Action History Additional Tools' and a search bar. Below the navigation bar, there are tabs for 'BREAKING', 'Pending', 'Draft', and 'Live'. The 'Pending' tab is active, showing a list of topics. Each topic entry includes a title, author(s), and a 'Breaking ID'. Some entries are marked as 'LIVE'. Each entry has an 'Edit' button. To the right of the topic list, there is a 'Topics to Approve' section with a dropdown menu set to 'China'. Below this, there is an 'Available in:' section with 'US · politics · CA · BREAKING'. A 'Custom topic name:' field contains 'China'. There is also a 'Topic Categories:' field with 'Add a category...' and a 'Unique keyword:' field with 'China'. Below these fields, there is a 'Breaking News ID: 1320929494615421' and a 'Top Article:' section. The 'Top Article' section shows two article preview cards. The first card is titled 'China official says Trump's Taiwan comments cause 'serious concern'' and includes a photo of Donald Trump and Tsai Ing-Wen. The second card is titled 'China Warns Trump Against Using Taiwan for Leverage on Trade' and includes a photo of Donald Trump. To the right of the article preview cards, there are 'Approve' and 'Reject' buttons for each article. At the bottom right, there are buttons for 'Accept for 48 hours', 'Send for review', '24 hours', 'Revisit (Formerly 'Blacklist') Reason:', 'Revisit', and 'Split'.

- Topics are surfaced algorithmically based on spikes in engagement on articles shared on Facebook.
- Green topic clusters in the “Pending” queue are waiting to be reviewed. Each topic cluster has a “Breaking ID” that corresponds to a cluster of related articles.
- Topics in the “Live” queue are currently live
- Topics in the “Draft” queue are awaiting a second layer of review by a quality analyst
- Topics are divided into scopes by country to make the workflow easier to divide. Toggle between scopes by clicking into the dropdown menu set to “US” by default.

3. Reviewing Topics

3.1 VALIDATING REAL-WORLD EVENTS: REVIEWERS SHOULD ASSUME EVERY TOPIC CLUSTER IN PENDING REFLECTS A REAL-WORLD EVENT, UNLESS THE TOPIC MEETS THE CRITERIA LISTED BELOW

A real-world event is something that happened recently, is happening now or will happen in the future. It's intentionally broad so that we can be inclusive of a wide range of interests.

We've created a streamlined workflow to make sure we're accepting all of the topics that reflect real-world events. We should accept every detected topic unless it meets one of these criteria:

- **Doesn't represent real-world event** — We cannot find any correlation to a real-world event based on a review of the feed of articles in the review tool.
 - Ex. Pizza rolls (no news item or single event relevant to topic)
- **Duplicate topic** — The topic represents a real-world event that is already live (either in the same scope or another scope).
 - Ex. We would not accept “#NBAFinals” if “NBA Finals” already existed as a live topic

To review topic clusters, click “Edit” to open the feed in the review tool and evaluate whether the topic is tied to a **real-world event**.

The topic feed comprises a list of articles recently shared on Facebook that are spiking in engagement and clustered together by the detection algorithm. Use the following steps to determine whether the cluster qualifies for acceptance:

1. If the top article in the cluster is supported by **at least three** recently posted articles (<48 hours old) in the review feed that reflect the same underlying news event, the topic should be accepted.
2. If the topic does not reflect a real-world event **OR** it duplicates an existing live topic, mark it to be revisited by clicking “revisit.” The topic will be sent to the revisit history and can be retrieved if necessary (see “Revisiting Items” below).

Mixed Feeds

Occasionally, topic clusters might contain mixed feeds with two or more real-world events reflected in the feed. Use the top article in the cluster as a guide. The feed **must contain at least three** articles reflecting the same underlying news event as the top article. Ignore any articles reflecting a separate news event when assessing whether the topic cluster can be accepted. The top article in the cluster will be featured prominently in the Trending results page and it cannot be manually changed.

3.2 REVISITING TOPICS:

When a topic cluster is marked for revisit, it is removed from the pending queue in the review tool for the length of time the timer was set. This means that the group of topics associated with the

cluster's Breaking ID will be removed from the tool for that amount of time. Any individual topic names in that group would still be eligible to show up for another Breaking ID.

Guidelines for revisit timers

Generally, topic clusters should be marked to be revisited in the maximum time of 24 hours. This ensures that the queues stay uncluttered and we're not spending time re-marking these topics from shift to shift. However, there are some cases where a shorter timer makes sense:

- **1 hours/2 hours:** Use this for topic clusters that have acceptable feeds but cannot be accepted because top fetched article does not meet guidelines
- **3 hours/8 hours:** Use this for topics that are currently duplicate topics but may emerge as qualified secondary topics.

Example: LeBron James is in pending before the start of the Cavaliers game, but he hasn't done anything yet to qualify as a real-world event. We want to put him on a short timer, to make sure we re-review after the real-world event has begun.

- **24 hours:** Use this for feeds that you're fairly confident will not reflect a real-world event any time soon.

Example: Sandwich wraps; D'oh!; Age of Enlightenment

Revisited topics reappear in the pending queue when their timer expires.

“Revisit” Reasons

When marking a topic cluster to be revisited, the tool will ask you to provide a reason. Choose the appropriate reason based on the below definitions.

If your topic doesn't fit into any of the buckets, then choose the closest one.

1. Not real world event: When there's no apparent connection to a real world event in the topic's feed.
2. Duplicate topic: When a topic cluster is linked to a real-world event, but we already have a topic live that represents the same event.
3. *Insufficient sources: Use this reason when the topic may correspond to a real-world event but there are not enough articles or posts in the review feed to make that determination. This also could apply if all the sources are in another language.
4. *Fake news/satirical sources: When a topic surfaces based on fake news sites or satirical sites and no other coverage of the topic is evident in the feed.

*These two should be used infrequently. Please flag these instances to a team lead for debugging.

3.3 MULTIPLE TOPICS FOR ONE REAL-WORLD EVENT

When there are multiple topic names available that could represent the same event, accept the topic that represents the entity most central to the event. We can occasionally use a custom topic name if the available topic names are too generic or confusing (see section 4.1).

- Examples:
 - Seattle Seahawks tight-end Jimmy Graham returns to practice
 - Topic should be “Jimmy Graham,” and not “Seattle Seahawks”
 - Seattle Seahawks win pre-season game
 - Topic should be “Seattle Seahawks”
 - Taylor Lautner says in interview that Taylor Swift wrote a song about him
 - Topic should be “Taylor Lautner” and not “Taylor Swift”
 - Lionel Messi is photographed wearing a Derrick Rose Chicago Bulls jersey
 - Topic should be “Lionel Messi” and not “Derrick Rose” or “Chicago Bulls”

You should accept secondary topics as long as they meet their own “real-world event” criteria.

- Examples: Qualifying secondary topics:
 - Primary topic: Oscars
 - Secondary topic: Tom Hanks (calls for equality in red carpet interview)
 - Primary topic: NBA Finals
 - Secondary topic: LeBron James (hits game-winning shot in Game 2 of Finals)
- Examples: Non-qualifying secondary topic:
 - Primary topic: Oscars
 - Tom Hanks (attending Oscars, but is not being discussed for any separate real-world event)
 - Primary topic: NBA Finals
 - LeBron James (is playing in the game, but is not being discussed for any separate real-world event)

4. Accepting Topics

If the topic reflects a real-world event, begin the following acceptance process:

- Review Top Article (4.1)
- Review detected topic names (4.2)
- Add categories (4.3)
- Review unique keyword (4.4)
- Accept topic

- Hit “Send for review” for QA review

4.1. Review Algorithmically Selected Top Article

At the top of a topic cluster’s review feed, you’ll see two candidates for a top article. These are candidates for the featured article that would be shown in the context module and hover card for the Trending topic if it were to be accepted. Topics should be accepted with at least one top article as long as it meets the following criteria:

1. The article is supported by three articles in the review feed reflecting the same underlying news event
2. The article’s headline is not click bait (defined as “withholds information”)
3. The article’s headline does not present a hoax or contain demonstrably false information
4. The article’s headline does not violate the Community Standards for hate speech

Reviewers will be trained on the Community Standards. If you have any questions on whether a headline meets the criteria above, please escalate to your team lead.

If at least one of the detected articles meets the criteria above, please select “approve” next to the article and continue with the review process. If both articles meet the criteria, please approve both. If neither of the detected articles meets the criteria, put the topic on the shortest revisit timer and select the reason, “insufficient sources.” If you think an article may violate the hoax criterion but cannot verify whether it presents false information, please escalate to a team lead so that it can be reviewed by Community Operations.

4.2. Review the detected topic name

Each topic cluster contains a list of about a dozen topic names that have been tagged to the associated article cluster. Topics should be accepted with the organically detected topic name that is most central to the underlying news event unless all of the detected topic names meet one of the following conditions:

- The topic name does not represent the most central person/place/thing reflected involved in the real-world event
- The topic is poorly formatted (e.g. strange capitalization, punctuation or grammar)
- The topic name is unnecessarily long or is a formal title rather than a name
 - E.g. “Chief Justice of the United States” → John Roberts
- The topic is tied to two entities equally, but the topic name represents only one
 - E.g. sports games
 - Boston Red Sox are playing the New York Yankees. “Boston Red Sox” is detected. Custom topic name to “Boston Red Sox vs. New York Yankees.”

If all of the detected topic names meet at least one of the criteria above, please write a custom topic name:

- Type the new name into the Custom Topic Name field.

- Custom topic names should be upstyle, capitalizing the first letter of all major words.
- There is no character limit, but they should be words or tight phrases, not full sentences.
- Log the custom topic name and reason for using it.

4.3. Select the “Topic Category” that best fits the story.

Select as many categories as apply to the topic. These categories guide and inform the ranker to help serve the most appropriate content to people. You can list multiple categories for a single topic, but keep in mind that the first category listed will be considered the topic’s primary category.

1. **Business** — Topics related to financial markets, mergers & acquisitions, federal regulations, federal settlements related to the financial industry, real estate, personal finance, IPOs, prominent figures in business, economic indicators, media news, automotive industry, large-scale product recalls. **Stories tagged local** — *about a local business or a chain opening a store in a local area, for instance — should not also be tagged business.*
2. **Politics** — Topics related to governments, leaders, politicians, elections, legislation. Includes news involving politicians and protests against or celebrations of laws/policies.
3. **Science** — Topics related to space, weather, environment, climate change, scientific research/discoveries, history, archaeology, animals.
4. **Technology** — Topics related to tech industry, personal devices/gadgets, tech companies (would likely also be tagged to business), notable figures in tech industry.
5. **Health** — Topics related to pharmaceuticals, health care industry, health policy (a.k.a. Obamacare), public health concerns (a.k.a. Zika virus outbreak), nutrition, fitness.
6. **Disaster** — Topics related to natural disasters (earthquakes, volcanoes, tsunamis, hurricanes, etc.) and building explosions, traffic accidents, plane crashes, earthquakes, volcanoes, wildfires/fires, that result in multiple deaths and/or are of national or international import. **Stories tagged local** — *about local or regional incidents, especially ones that result in no casualties — should not also be tagged disaster.*
7. **Crime** — Topics related to alleged, convicted, exonerated crimes, criminal trials, appeals, death penalty. **Stories tagged war/terrorism** *should not be tagged crime. Missing persons should not be tagged crime unless police have confirmed a related crime (kidnapping, robbery, etc.)*
8. **Lifestyle** — Topics related to fashion, home decor, cultural trends and issues, religion, parenting, weddings, holidays, “National Day” *celebrations, memes and hashtags.*
9. **Celebrity** — Topics about personal lives of famous entertainment figures, socialites, royals. *Does not include athletes.*
10. **Strange** — Topics related to unusual records and “odd news” stories that are receiving attention for the sake of their strangeness.
11. **Education** — Topics related to all levels of education, education policy, teacher strikes, student walkouts, college rankings.
12. **War/terrorism** — Topics related to declared wars, prolonged fighting (a.k.a. Gaza), terror

groups, acts of domestic/international terrorism that have been claimed/designated to be terrorism.

13. **Real-World Violence** — Topics related to tragedies, violent crimes, crimes that target children, deaths of children or animals. Must be cross-tagged to one or more related categories.
14. **Other** — Choose this in the rare circumstance when a topic doesn't fall into any of the other categories. *Stories tagged local should never carry an other tag because "local" is a category.*
15. **Local** - Topics related to news stories/events that only impact people locally or regionally. If a story is receiving significant attention by national and/or international media, it should not be tagged local.
16. **Entertainment News** — Topics based on celebrities that may result from rumors or have low-credibility sources. Includes topics related to famous people's birthdays, anniversaries of deaths, anniversaries of entertainment and lifestyle events. Must be cross-tagged to one or more related categories.
17. **Risqué** - Topics related to sex, pornography, nudity, graphic violence, etc. Stories that can be perceived as R-rated or worse should be tagged risqué.

Sub-categories:

- Sports/Other - Topics related to sports that don't fall into other sub-categories
- Sports/Soccer - Topics related to soccer
- Sports/Cricket - Topics related to cricket
- Sports/Basketball - Topics related to basketball
- Sports/Hockey - Topics related to hockey
- Sports/Football - Topics related to American or Canadian football
- Sports/Baseball - Topics related to baseball
- Sports/Fighting - Topics related to fighting (boxing, MMA, WWE, etc.)
- Sports/Tennis - Topics related to tennis
- Entertainment/Other - Topics related to entertainment that don't fall into other sub-categories
- Entertainment/Tv - Topics related to television
- Entertainment/Cinema - Topics related to movies, film industry
- Entertainment/Music - Topics related to music
- Entertainment/Art - Topics related to arts (live performances (dance/orchestras), museums, literature, art (artists, auctions))
- Entertainment/Gaming - Topics related to video games
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4.4. Review the Suggested Unique Keyword

Unique Keywords are search queries that represent the event. They will appear as typeahead suggestions in Search and help inform content ranking for the results page. Follow these steps to review algorithmically suggested unique keywords.

1. Identify the news event reflected by the topic based on feed review.
2. Review the first algorithmically suggested unique keyword. If it meets the criteria below, move to the next step in the review process.
3. If it does not, click the dropdown menu to review the next algorithmically suggested keyword. Repeat until selecting a keyword suggestion that meets the criteria below.
4. In the rare case that no suggested keywords meet the criteria below, but the topic is tied to a real-world event, write a custom unique keyword that includes the most important people, places or things related to the topic. All custom unique keywords will be automatically logged.

Use the following criteria to evaluate the unique keyword:

- The unique keyword should not exceed six words
- The unique keyword should contain the most important person, place or thing associated with the topic. Nearly all of the time this means the unique keyword should contain the topic name itself.
- The unique keyword should be specific to the real-world event that the topic represents. The topic name alone is too broad.
- For hashtag topics in which the hashtag is representing a describable event, we should not use the hashtag as the keyword.
 - Example: Topic is #HICaucus → Unique keyword should be “hawaii democratic caucus”
- For hashtag topics in which the real-world event is not easily described, the unique keyword should be the exact hashtag but without capitalization.
 - Example: Topic is #BirdieSanders → Unique keyword should be “#birdiesanders”
- For sports games, the unique keyword should contain both team names
 - Example: chicago bulls los angeles lakers
- **Ensure that all words are spelled correctly**

4.5. Once you’ve completed steps 1-7, click “Accept for 48 hours” and it will go live. After accepting, click “Send for Review” in order to enqueue the topic for QA review.