

Trending Review Guidelines

[INTERNAL FACEBOOK USE ONLY]

Welcome to Trending, where Facebook connects people to the most discussed, liked, commented on, and shared topics of the moment. This guide includes step-by-step information on how to review Trending topics.

Overview

- The **editorial team** is responsible for accepting all topics that reflect real-world events. We provide context to help people understand the trend and metadata to inform the algorithms that target trends.
- The **topic detection team** is responsible for surfacing pending topics and ranking them after they're accepted.
- The **content ranking team** is responsible for delivering high-quality, relevant topic feeds once the topic is accepted.

I. ASSUME EVERY TOPIC IN PENDING IS A REAL-WORLD EVENT, UNTIL PROVEN OTHERWISE.

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.

Over time, we've streamlined our workflow to ensure we're accepting all of the topics that meet our real-world event criteria. We bias toward accepting a topic unless it meets one of these criteria for blacklisting:

- **Doesn't represent real-world event (a.k.a. junk topic)** — We cannot find any correlation to a real-world event.
 - 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 accepted "NBA Finals" and we blacklisted "#NBAFinals" and "NBA Championships."

When there are multiple topics that represent an event, choose the most logical topic to be the primary topic. Use a custom topic name if the existing topic name is too generic or confusing.

It's OK to accept secondary topics, as long as they meet their own "real-world event" criteria.

- Examples: Qualifying secondary topics:
 - Tom Hanks - Actor Calls for Equality in Oscars Red Carpet Interview

- LeBron James - Cavaliers Forward Scores 40 Points in Game 2 of NBA Finals
- Examples: Non-qualifying secondary topic:
 - Tom Hanks - Actor Attends the Oscars
 - LeBron James - Cavaliers Forward Plays in Game 2 of NBA Finals

II. ASSUME THE TOPIC FEED'S QUALITY WILL IMPROVE AFTER THE TOPIC IS ACCEPTED.

- If you're concerned about the quality of the feed, accept the topic and alert your copy editor to set a reminder to check back on the feed in 30 minutes.
 - If it hasn't improved after 30 minutes, report the issue via the bug nub icon.

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Review Process

1. In the review tool, start by checking all Live topics in the scope to which you've been assigned by the copy editor leading the shift (these were accepted at some point by a past reviewer).

- *Get a good understanding of what's trending, including any live events that may need an immediate update (sports, awards shows, TV shows, etc.)*
- *Events that are likely to need an update will also be listed on the Update Watch section of our Quip log, but this section is not always exhaustive because it's hard to predict all the topics that will need to be updated*

2. Check the Trending Demo tool to see if there are any newsworthy topics that aren't showing up in the review tool (either because they were previously blacklisted or because of a bug).

3. Go through all scopes in Pending, accepting and blacklisting topics.

- *Work from the top down. Pending organic topics are prioritized automatically with the highest scored topics at the top of the queue in green.*
 - *Organic topics are detected by Facebook's Trending algorithm when the topic has been mentioned on Facebook significantly more than its normal level of buzz.*
 - *Topics marked "(External)" are detected by crawling RSS feeds of headlines from top news sites. External topics are always listed at the bottom of the pending queues in each scope.*
 - *Topics marked "(Social)" are detected through response (likes, comments and shares) to Facebook posts about or by the topic. Social topics will be listed among organic topics.*

- *Open the topic feed in the review tool and evaluate whether the topic is tied to a **real-world event**. Cross-reference Google News and other news sources when necessary. **The pending topic feed does not have to reflect the real-world event before acceptance.***
 - *If the topic does not reflect a real-world event, blacklist it by hovering over the topic name and clicking “remove.” The topic will be sent to the blacklist history and can be retrieved if necessary (see “Blacklisting Items” below).*

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

Overview of Process

- Consider custom topic name
- Write description
- Write summary
- Choose unique keyword
- Choose featured URL
- Choose Getty image and Facebook native video or native image (if available)
- Fill in relevant metadata fields, all of which are detailed below
- Submit to copy editor for approval and make any necessary or suggested edits
- Accept topic

Step-by-Step Process

1. Consider whether the topic would be easier to understand with a custom topic name.

We will write a custom topic name for acceptable topics when doing so will:

- Make it easier for users to understand what the topic is about;
- Better describe the topic;
- Improve the aesthetic of the topic;
- Balance two sides of a topic (i.e. sports games).

If a custom topic name is warranted:

- 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.

**See the addendum at the end of this document for more on custom topics

2. Write a custom description, between 80-90 characters, that adheres to the following guidelines:

- Write the description up style, capitalizing the first letter of all major words, per [Facebook Content Standards](#).
 - Always capitalize the first and last words of a description.
 - Capitalize all words of four letters or longer (With, Into, From).
 - Don't capitalize prepositions (to, on, by) shorter than four letters long.
 - Don't capitalize articles (a, an, the, of) or coordinating conjunctions (and, or, to) unless these are the first or last words.
 - Always capitalize all forms of "to Be," even if they're fewer than 4 letters (Is, Are, Was, Were, Am).
 - Capitalize: No, Nor, Not, Off, Out, So, Up, Is, Be, Per
 - Capitalize both parts of hyphenates (Cease-Fire, Sit-In)
 - Capitalize "little" prepositions that turn into adverbs: Mayor Drops In, Meeting Drones On
 - Don't capitalize: a, as, and, at, but, by, for, if, in, of, on, or, the, to, vs, via, en (en Route),v. (legal context)
- Aim to write in the active voice and present tense whenever possible.
- Follow our [style guidelines](#).
- Write for a general, PG-13 audience. Don't assume familiarity with subject matter.
- Distinguish between actual events and reports/rumors. Attribute as needed.
- Do not copy another outlet's headline. For legal reasons, all of our descriptions need to be original.
- To the best of our ability, fact check to make sure that our descriptions are accurate and not speculative. Avoid defamatory allegations.
- Avoid puns, innuendo and cliches.
- Spoilers: Avoid all spoilers in descriptions for scripted series (and similar shows). Avoid spoilers in descriptions for live shows until they've finished airing in all markets, US and overseas.
 - Pro Wrestling is considered entertainment and as such follows spoiler rules and not sports guidelines
 - For reality TV competitions, eliminations and winners can be added to summaries (but not descriptions) after the show has finished airing.

3. Write a custom summary, between 170 and 200 characters, that complements the description and adheres to the following guidelines:

- Write a summary in sentence style that clearly and succinctly explains why a topic is trending.
- Don't repeat information included in the description. Try to avoid repeating the topic name, too.
- Follow our style guidelines (with Facebook, then AP style as a backup), but don't use description-exceptions for punctuation, abbreviations, etc.
 - Ex. "US" in descriptions; "U.S." in summaries
- Follow [AP guidance on numerals](#). Some highlights:
 - Spell out numbers and ordinals under 10.
 - Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Spell out when they start a sentence.
 - Spell out in indefinite and casual uses (ex. Thanks a million. He walked a quarter of a mile.)
- **ATTRIBUTION:** These summaries should reflect what is known to be fact whenever possible. The information you write needs to be corroborated by reporting from at least three Media 1K outlets. Whenever possible, avoid information that's on the periphery of a story. Stick to the core gist.

Follow these attribution guidelines:

- Do not include attribution if the information is being reported independently by more than 3 Media1K outlets (not reblogging off of one report) and/or is widely known/accepted information.
 - Ex. "Frozen 2" - A 'Frozen' sequel was announced during Disney's annual shareholders meeting.
- Attribute to an original source when a trend is related to exclusive or original reporting. In summaries, use "reported" for news events without ongoing coverage. Use "reports" for coverage of events that are still unfolding.
 - Ex. "1 Police Plaza" - The NYPD network was used to edit Wikipedia entries on Eric Garner and others, Capital New York reported Tuesday.
 - Ex. "Chris Culliver" - The Washington Redskins will sign the cornerback to a 4-year contract, NFL Media reports.

4. Select a Unique Keyword or Write a Custom Unique Keyword

UNIQUE KEYWORD

Follow these steps to select a suggested Unique Keyword or write a custom Unique Keyword if none of the suggestions are adequate.

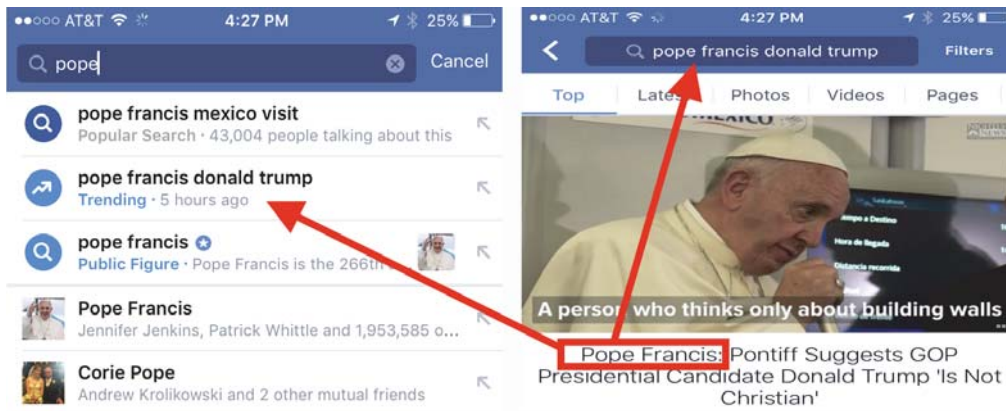
1. Identify the correct angle for the Trending topic based on feed review and general news search guidelines.

2. After identifying the correct angle for a topic, click into the dropdown menu underneath the Unique Keyword field and select the Unique Keyword that best fits the topic (see guidelines below).
3. If no unique keyword adequately fits the angle or our guidelines, select other and write a custom Unique Keyword.
4. **Important:** The suggested unique keyword feature should take priority over the suggested featured URL field i.e. we should pick the best unique keyword before selecting the best URL. If the best suggested unique keyword does not trigger a usable suggested URL, we should stick with the unique keyword and input a URL.

Use the following criteria to evaluate the unique keyword:

- The unique keyword should not exceed six words
- All letters in all words of unique keyword should be lowercase
- We should not include punctuation in unique keywords. The only exception is accent marks. We should include accent marks when appropriate.
- 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 not contain active verbs. If an algorithmic suggestion contains an active verb but is otherwise good, you can use it if there isn't an option without an active verb.
 - Example: cristiano ronaldo gets injured → cristiano ronaldo injury
- The unique keyword should be specific to the situation. If the algorithmically suggested unique keyword isn't in line with the topic's Trending angle, then choose another suggestion that's more specific.
 - Example: "cristiano ronaldo" is suggested → pick a suggestion like "cristiano ronaldo hamstring" or "cristiano ronaldo injury" or "cristiano ronaldo hamstring injury." Rewrite if necessary.
- For hashtag topics for which the hashtag itself is the topic, the unique keyword should be the exact hashtag but without capitalization.
 - Example: Topic is #BirdieSanders → Unique keyword should be "#birdiesanders"
- For hashtag topics for which the hashtag is representing an event, we should not use the hashtag as the keyword.
 - Example: Topic is #HICaucus → Unique keyword should be "hawaii democratic caucus"
- For sports games, the unique keyword should contain both team names
 - Example: chicago bulls los angeles lakers
- The word order doesn't necessarily matter, but keep in mind that the keyword will be visible in typeahead and the search box. If you're choosing between two that both fetch good results, pick the one that looks more like a natural search phrase.

- **Ensure that all words are spelled correctly**



5. Select a featured URL:

1. After writing a unique keyword for a topic, click “Get URL Suggestions” to populate links in the featured URL field.
2. Click “Preview” to generate a preview of the headline for the first link.
 - a. If the article source meets the criteria outlined below, continue with curation as normal.
 - b. If the article source does not meet the criteria for curation, preview the next suggested URL.

Continue this process until you find a suitable URL. If no suggested URLs meet the curation guidelines, manually enter the best URL.

Use the following criteria to evaluate the URL:

- Exclusive source of the original report (if applicable)
- Headline clearly and accurately explains the story; and
- Is not vague, intentionally misleading or clickbait
- Does not contain profanity or offensive language
- Does not contain spelling, grammar or other issues
- Is not biased or sensational [headline]
- Formats well (no strange characters or spacing)

If you do not select the top suggested URL, the tool will ask you to provide a reason based on the following options:

- **Top suggestion is irrelevant:** Select this option if the suggested URL is not relevant to the Trending topic.
- **Not the original source:** Select this option if the Trending topic originated from an exclusive report that was not the top suggestion.

- **Mentions an older event:** Select this option if the top suggestion is relevant to the topic but outdated.
- **Poor quality or not an authoritative source:** Select this option if the top suggestion is not an appropriate source for the topic. For example, if the top URL is from a gossip site for a hard news story or if the top URL is from anything other than a news website such as links to a campaign page or press release.
- **Clickbait or objectionable content:** Select this option if the top suggestion deliberately withholds crucial information or employs other tactics geared at forcing users to click through to the article.
- **Irrelevant language:** Select this option if the headline for the top URL suggestion is written in a language that isn't appropriate to the scope in which you're working.

6. Add native video, if available.

We should curate native video in context modules for every topic unless no usable video is available. To include native video, enter the video's ID number into the "Video" field in the review tool and hit the preview button to make sure it formats properly. Curators should take the following steps to identify qualified videos:

1. Scan the feed in the review tool: Native video will sometimes be embedded in posts surfaced in the topic feed within the tool.
2. Search accounts involved in the story: When possible, we should use primary source video. Quickly search the accounts involved in the story for related video.
3. Search for related video via post search: Quickly search related keywords for native video from other accounts.
4. Use Trending Video Demo: This tool [REDACTED] surfaces the most talked about videos on Facebook. Search keywords related to the topic for usable video.

Our preference is to showcase Live video whenever possible. The order of inclusion, assuming all video is relevant:

1. Currently live video
2. Recently live video
3. Native video

Curated live video should adhere to these additional guidelines for risky content [REDACTED]

Guidelines for video inclusion:

- Our preference is to prioritize primary-source video over secondary-source video.
- If no primary source video is available, it is acceptable to use native video from a news organization or another account as long as the video does not contain copyrighted material.

- When curating video from news organizations, our preference is to use video of the news event itself, rather than coverage or commentary of the news event.
- When no video of the news event exists, it is acceptable to use video coverage from news outlets. Use the following guidelines to select the most vital video:
 - Video must be unbiased, objective coverage
 - Video must be free of editorializing
 - Video must be from a credible outlet
 - When the topic is local, use video from local/regional outlets
 - Whenever possible, use video from outlets who offer exclusive/original reporting rather than aggregation
- If multiple videos qualify based on the above guidelines, use the video with the highest view count as a tiebreaker.
- Curate a native photo or video from a personal profile when:
 - A topic is trending because of the video the person posted on Facebook;
 - A topic is trending because a video was shared on Facebook AND another platform (e.g. YouTube, Vimeo);
 - The topic that is trending references a video AND the primary source shares the video natively on their Facebook profile.
- *In addition to using the native video in the context module, also curate the video post for Involved in the Story to ensure it is visible and highly ranked on the SERP.*
- Native Facebook videos in the context module are limited to posts from pages and public profiles (e.g. profiles with “Follow” turned on). For public profiles, we need to confirm the individual native video post has been shared publicly.

7. Choose the topic’s importance level:

Normal: This is the default importance for almost every topic.

National Story: You should mark a topic as “National Story” importance if it is among the 1-3 top stories of the day. We measure this by checking if it is leading at least 5 of the following 10 news websites: [BBC News](#), [CNN](#), [Fox News](#), [The Guardian](#), [NBC News](#), [The New York Times](#), [USA TODAY](#), [The Wall Street Journal](#), [Washington Post](#), [BuzzFeed News](#). Some days, we may not have any “Top Story”-level topics.

Major Story: You should mark a topic as “Major Story” importance if it is THE top story of the day. We measure this by checking if it is leading all 10 of the above news websites. These stories appear approximately 5-7 times each week.

Examples: Gunmen kill 12 at Paris satirical newspaper; Ferguson police officer not charged by grand jury.

Nuclear Topics:

Reserved for the truly “Holy S**t” stories that happen maybe 1-3 times a year. Leading all 10 websites AND requires Facebook editor’s approval before marking as “nuclear.” Extreme examples are 9/11; major country’s president is shot; Russia declares war with Ukraine, etc. A team lead must approve before a topic can be marked Nuclear.

Though **only** Facebook product leads can authorize a NUCLEAR boost, we will follow these guidelines to determine when we should escalate topics to Facebook leads for NUCLEAR consideration.

BASIC CRITERIA

1. Topics must be **MAJOR**: mentioned prominently on all 10 news-leading sites.
2. Topics must be the **most prominent** story on at least 8 of those sites. A redesigned front page, breakout boxes with multiple related stories or a top-listed story with constant updating are all good markers. Ideally this should be the top story on all 10 sites, but we’ll account for stragglers, especially overnight.
3. Topics **must not** be of a previously scheduled event. In the rare situation that a scheduled event would ever be marked NUCLEAR, that will be worked out well in advance and communicated to the team.
4. Story focus must be **clear hard news** across the 10 sites. If sites are already breaking into speculation and analysis of what happened and replacing hard news, it’s likely too late to be NUCLEAR.
5. Events for which Facebook’s Safety Check is activated can be, but are not always, potential candidates for a NUCLEAR boost. If Safety Check is ever activated, at least contact a team lead for discussion.
6. Curators and CEs should feel empowered to start the escalation discussion if an event seems truly massive.

ESCALATION WORKFLOW

1. Curators should discuss with the copy editor on duty. Work together briefly through the criteria and decide together whether to move to Step 2.
2. Contact both team leads. If after hours, call them at home if necessary. The leads may not both stay for the ongoing coverage but they should meet and discuss the need for NUCLEAR ranking.
3. The team lead(s) can contact or call the Facebook editor for further guidance if they decide NUCLEAR is justified.
 - a. If the Facebook editor cannot be reached, [REDACTED] is the designated alternate.
 - b. If neither can be reached, do not mark NUCLEAR until one of them can give clearance.

4. These steps should aim for a completion time of 10 minutes or less.

Notes on Importance Level Duration:

A topic remains in National Story/Major Story/Nuclear state until the topic drops from trending, is blacklisted, or is manually downgraded to 'Normal' state by a curator or copy editor.

Copy Editors usually take responsibility for adding and removing importance levels for topics during their shifts, but any trending curator can/should do when applicable.

8. Add the Topic Place (when applicable)

When a topic name, description or summary includes a location, add that information to the Topic Places field.

We want to be as specific as the topic name/description/summary. When you start typing, the location should come up automatically in the dropdown for you to select. If the specific place isn't available, go up a level.

- Example: Elmont, NY (specific place) → Nassau County, NY (county)→ New York (state)

If there are multiple locations included in a topic name/description/summary, include them all.

Exceptions: Don't include a location for topics, like sports teams, that include a location in their name, unless a more granular location is also included in the description or summary. Don't include a location for topics when the location is tangential to the story or included for background purposes.

- Example of "Yes, include Topic Place"
 - New York Yankees: Team's Bronx, NY, Stadium Closed for 3 Days Due to Rodents Infestation
- Example of "No, don't include Topic Place"
 - New York Yankees: Team Loses Season Opener to Toronto Blue Jays, 6-1
- Example of "No, don't include Topic Place"
 - Happy Father's Day: (Summary) Many countries around the world celebrate the day on the third Sunday in June. The first known observance of the day was July 5, 1908, in Fairmont, W.Va.

9. Select Related Trends (when applicable)

Our goal is to make explicit connections between topics that are related for ranking purposes. Scroll in the drop-down menu of the main review tool and select all of the related topics that are currently live.

The screenshot shows a trending topics interface. On the left, there is a list of trending topics, each with an 'Edit' button. The selected topic is 'Magazine Interviews 35 Women Who Accuse Bill Cosby of Sexual Assault'. To the right, a 'Related Trends' dropdown menu is open, showing suggestions such as 'Abbey Clancy', 'Joe Jackson', 'Joe Namath', 'Coco Austin', 'Kenya', 'Gurdaspur', 'Aleutian Islands', 'Marty Walsh', 'Lakeland, Florida', and 'Boulder County, Colorado'. Below the dropdown, there is a 'Unique keyword' field containing 'bill cosby ny mag' and a 'Context Description' box with 11 characters left, containing the text: 'The 35 women appear on the cover of the magazine. Last week, The New York Times published a deposition from a 2005 sexual assault lawsuit, in which Cosby admitted to giving women quaaludes.'

We only want to connect topics that are directly related. We can connect them all regardless of parent-child relationship. Here are some examples:

- “E3,” “Star Wars Battlefront” and “Star Ocean” are all trending. They should all be marked as related topics for each other because they’re all part of the same event (E3).
- “Donald Trump” and “The Apprentice” should be marked as related topics because they’re all connected to his presidential candidacy announcement.
- “Golden State Warriors,” “Cleveland Cavaliers” and “Andre Iguodala” should all be marked as related topics.
- “Golden State Warriors” should NOT be marked as a related topic to “New York Knicks,” which is about their coach being fired.

9. Write a unique keyword and related keywords

Every topic should include a unique keyword—a 3-6 word keyword summary of what the trend is about—in addition to 1-3 related keywords.

Unique and related keywords should be lowercase and should avoid active verbs, articles, prepositions and punctuation. They do not require copy editor approval, though feel free to workshop if you’re feeling stuck.

Unique Keyword

Follow these steps to select a suggested Unique Keyword or write a custom Unique Keyword if none of the suggestions are adequate.

1. Identify the correct angle for the Trending topic based on feed review and general news

search guidelines.

2. After identifying the correct angle for a topic, click into the dropdown menu underneath the Unique Keyword field and select the Unique Keyword that best fits the topic (see guidelines below).
3. If no unique keyword adequately fits the angle or our guidelines, select other and write a custom Unique Keyword.

Use the following criteria to evaluate the unique keyword:

- The unique keyword should not exceed six words
- All letters in all words of unique keyword should be lowercase
- We should not include punctuation in unique keywords. The only exception is accent marks. We should include accent marks when appropriate.
- 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 not contain active verbs. If an algorithmic suggestion contains an active verb but is otherwise good, you can use it if there isn't an option without an active verb.
 - Example: cristiano ronaldo gets injured → cristiano ronaldo injury
- The unique keyword should be specific to the situation. If the algorithmically suggested unique keyword isn't in line with the reason the topic's Trending angle, then rewrite it to make it more specific.
 - Example: "cristiano ronaldo" is suggested → rewrite to "cristiano ronaldo hamstring" or "cristiano ronaldo injury" or "cristiano ronaldo hamstring injury"
- For hashtag topics for which the hashtag itself is the topic, the unique keyword should be the exact hashtag but without capitalization.
 - Example: Topic is #BirdieSanders → Unique keyword should be "#birdiesanders"
- For hashtag topics for which the hashtag is representing an event, we should not use the hashtag as the keyword.
 - Example: Topic is #HICaucus → Unique keyword should be "hawaii democratic caucus"
- For sports games, the unique keyword should contain both team names
 - Example: chicago bulls los angeles lakers
- The word order doesn't necessarily matter, but keep in mind that the keyword will be visible in typeahead and the search box. If you're choosing between two that both fetch good results, pick the one that looks more like a natural search phrase.

Related Keywords

- Related keywords are search phrases you would expect to bring up this news story now, but they are not unique for this specific trend.

- Aim for 1-3 related keywords per topic and do stay on topic. You do not need to repeat the topic name and there's no need to add parent keywords.
 - For this year's Academy Awards, they would be "oscars" and "academy awards." We wouldn't use "entertainment" or "movies."

Here are some examples to hopefully clarify the difference between the unique keyword and the related keywords:

- Topic name: [#NBAFinals](#)
 - Unique keyword display: warriors cavaliers nba finals
 - Related keywords: "steph curry" "lebron james"
- Topic name: Iran
 - Unique keyword display: iran nuclear deal
 - Related keywords: "nuclear weapons" "john kerry" "barack obama"
- Topic name: NASA
 - Unique keyword display: pluto flyby
 - Related keywords: "new horizons"

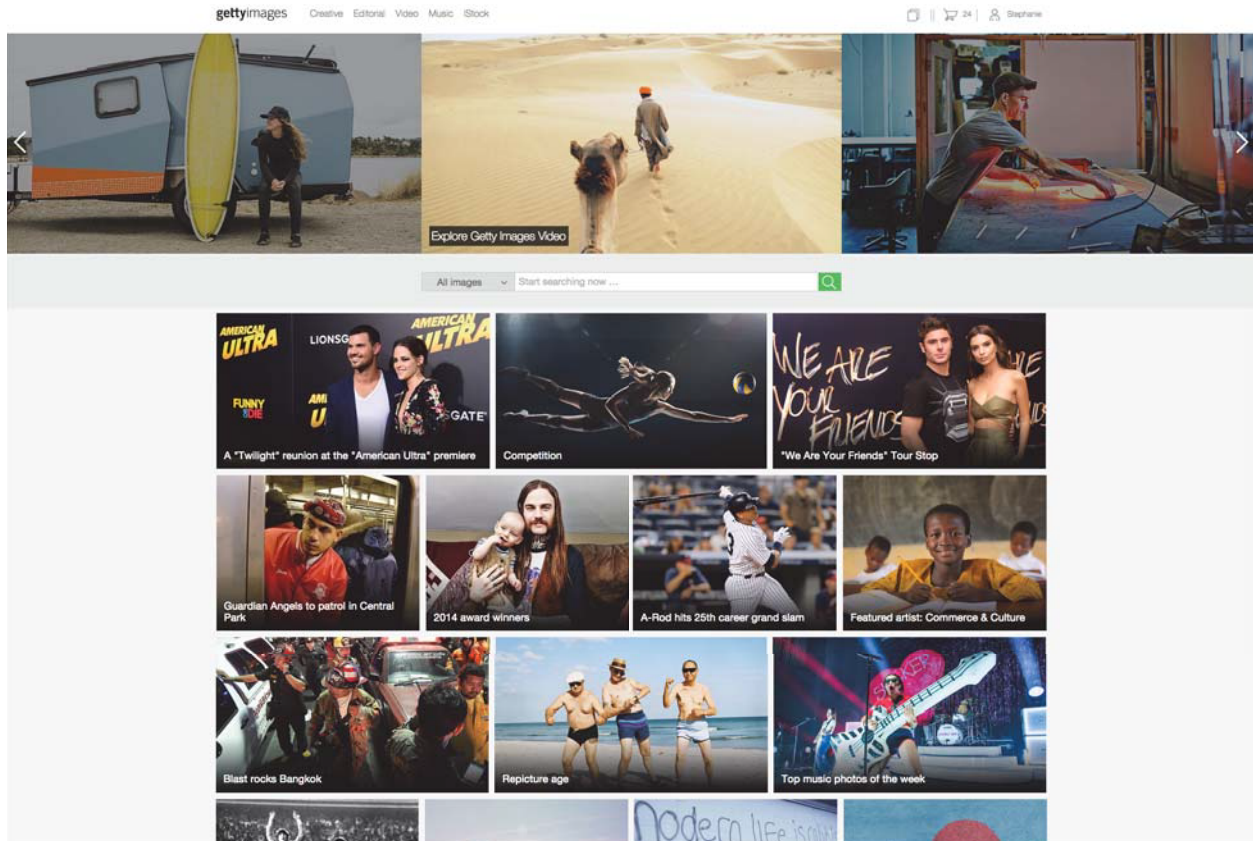
10. Search for a related photo.

The Editorial team will select a photo from Getty Images to illustrate the trending topic. Photos can be from the current news event or a related file/stock image. There will not be photo captions.

Photos will render horizontally in context modules, but will also display as a square in the Search Null State. Ideally, both crops will be great, but when necessary we should **OPTIMIZE FOR THE SQUARE CROP IN THE NULL STATE DISPLAY**. This locations is where we will primarily use visual cues to push users to search for news.

We must select a photo for EVERY Trending topic. If you can't find a usable image, please escalate to a copy editor.

Photos need to be appropriate for a PG-13 audience. Avoid blood, dead bodies, nudity and grotesque imagery. If you're unsure whether a photo is appropriate, get a second opinion from a copy editor.

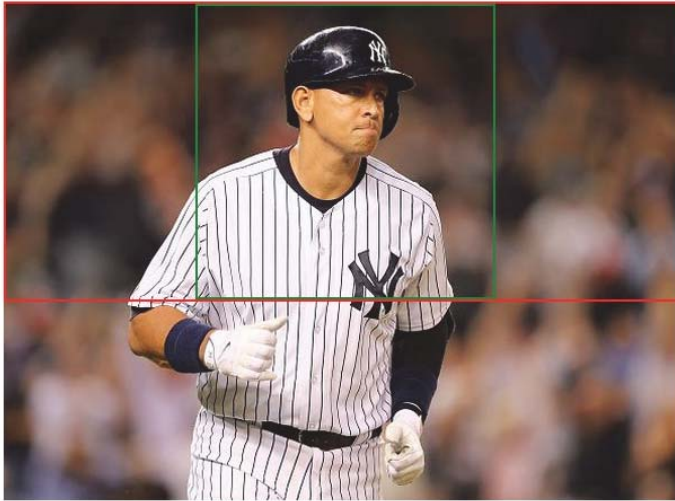


1. Log in to Getty Images (<http://www.gettyimages.com/>). Search related key words to see if there's a photo.
2. Choose a photo that best illustrates the trend. If there are choices, choose the photo with the simplest composition.
 - a. Use horizontal images when possible. They will be easier to crop.
 - b. It's acceptable to use a file/stock photo, as long as it doesn't misrepresent the current trend.
 - i. Example of misrepresenting the current trend: Barack Obama is trending because of comments he made about protests in Ferguson. We attach a file photo (without a caption to explain the context) that shows him attending a protest in Oakland two years ago.
3. Copy the "Editorial #" of the photo and paste it into the "Getty Photo search by ID" field in the review tool and click the "Search" button. A preview of the image should automatically render and the photo credit field should autofill.
4. Drag the red box up and down to crop/center the image. Preview the Context Module to make sure the crop looks good, but prioritize the composition in the center box. This will be the image displayed in the mobile Null State.

Image URL : (WARNING: Please make sure the cropping rectangle is fully inside the image.)

<http://cache4.asset-cache.net/gc/484430200-alex-rodriquez-of-the-new-york-yan>

Preview



Show debug

Guidelines

1. Curate a native photo post in lieu of a Getty Images photo when:
 - When a topic is trending because of the photo the person/organization posted on Facebook;
 - When a topic is trending because a photo was shared on Facebook AND another platform (e.g. Instagram, Twitter);
 - When the topic is trending that references an image AND the primary source shares the image natively on their Facebook page/public profile.
1. In addition to using the native photo in the context module, also curate the native photo post for Involved in the Story to ensure it is visible and highly ranked on the SERP.
2. Native Facebook photos in the context module are limited to posts from pages and public profiles (e.g. profiles with “Follow” turned on). For public profiles, we need to confirm the individual native photo post has been shared publicly.
3. Attribution should always be formatted in this style: [Facebook.com/username](https://www.facebook.com/username)

Workflow

1. Open the native photo so the image is large (usually “theater view”). Right-click on the im-

age and copy the image URL.

2. Paste the image URL into the review tool in the “Image URL” field and click preview. Adjust the crop and preview the context module.
 - NOTE: We want to favor using the native photo, even if it doesn’t fully fill out the dimensions of the context module. Please flag any examples of this to your team lead so we can escalate with eng as needed.
1. Write the attribution in the “Photo credit” field:[Facebook.com/username](https://www.facebook.com/username). Follow the capitalization of the username in the URL field.
 - [Facebook.com/zuck](https://www.facebook.com/zuck) (<http://facebook.com/zuck>)
 - [Facebook.com/channingtatum](https://www.facebook.com/channingtatum)(<http://facebook.com/channingtatum>)
 - [Facebook.com/NYDailyNews](https://www.facebook.com/NYDailyNews) (<http://facebook.com/NYDailyNews>)
1. Curate the native photo post for Involved in the Story. Post in ITS Editorial / SRA XFN group to alert the SRAs that the native photo post needs to stay in ITS until the topic falls out.

11. Choose the “Topic Category” that best fits the story.

Choose as many categories as apply to the topic and description. Treat the topic and description as a literal guide to the category tagging. Keep in mind that 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 (a.k.a. DUIs, domestic cases, farming accidents). Includes protests against 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, volca-

noes, 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 (a.k.a. feminism, LGBT rights), religion, parenting, weddings, holidays, “National Day” celebrations (a.k.a. National Coffee Day).
9. **Celebrity** — Topics about 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. **Sad/disturbing** - Topics related to tragedies, violent crimes, crimes that target children, deaths of children or animals.
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. **Gossip** - Tabloid-ish topics that may also have low-credibility sources. Includes topics related to famous people’s birthdays, 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 (a.k.a. Chris Hemsworth’s daughter discussing his penis).

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

12. Add relevant interests in the Manual Interest field:

This is a way to further target topics to the people who would find them most interesting. Interest tags tend to be much more granular than categories. The [list of interests](#) is definitely not exhaustive, but it has many options that will help improve ranking of topics. The entry field is a typeahead, which means when you start to type a word, the field will present you with options.

Example: The topic #DemDebate has relevant interests such as Hillary Clinton, Bernie Sanders, Liberal Politics, Climate Change and others.

13. Do an immediate In the Story pass for the following types of topics:

- Topics with clear subjects
 - Example* - Shirley Manson: Garbage lead singer criticizes Kanye West's comments on Beck, Grammys (Check to see if Manson posted any of this criticism on Facebook)
- Topics marked National, Major or Nuclear importance
- Topics that reference Facebook posts in the description or summary
 - Example* - America's Next Top Model: Tyra Banks' Reality Series to End With Series Finale on Dec. 4, CW Confirms

SUMMARY: "Thinking #ANTM #cycle22 should be our last cycle. Yeah, I truly believe it's time," Banks wrote in a Facebook post announcing the series end. The show debuted in 2006.

For topics that meet our criteria:

- Spend 1-3 minutes searching for obvious In the Story candidates. Manually add them in the main Trending review tool. Make sure to save with "Accept all actions."
- Calibrate time spent against the [ITS curation guidelines](#).

14. Once you've completed steps 1-12, click "Accept for 48 hours" and it will go live.

Blacklisting Items

We blacklist topics from the review tool for two reasons:

1. **Doesn't represent a real-world event (a.k.a. junk topic)** — We cannot find any correlation to a real-world event.
2. **Duplicate topic** — The topic represents a real-world event that is already live (either in the same scope or another scope).
 - a. Ex. We accepted “NBA Finals” and we blacklisted “#NBAFinals” and “NBA Championships.”

When a topic is blacklisted, it is banned from appearing in the review tool for the length of time the timer was set.

Guidelines for blacklist timers

Our bias is to blacklist topics for the maximum of 24 hours in almost all cases. This ensures that the queues stay uncluttered and we're not wasting time re-blacklisting topics from shift to shift. However, there are some cases where a shorter timer makes sense:

- **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 junk topics that we're fairly confident will not be related to a trend.

Example: Sandwich wraps; D'oh!; Reversible inhibition of sperm under guidance; Age of Enlightenment

Blacklisted topics reappear in the pending queue when their timer expires. These topics will appear with a strikethrough.

Blacklist Reasons

When blacklisting a topic, 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 feed and/or through other search tactics.
2. Duplicate topic: When a topic is linked to a real-world event, but we already have a better topic to represent that event.
3. Low quality hashtag: This is for hashtags that are tangentially connected to real-world events

but the hashtags aren't articulable real-world events. For instance, if it's Halloween and we get a flood of hashtags such as [#candy](#), [#pumpkins](#), [#trickortreat](#), [#costumeswag](#), [#etc](#)

4. Stale external topic: It's in our guidelines to not re-approve an external topic unless there has been a development since its original approval. If an external topic resurfaces (or can only be connected to an event that's >2 days old), use this reason for blacklisting.
5. *Insufficient sources: Use this when we think a topic is connected to a real-world event but the available information is not sufficient to characterize the topic with confidence. This also could apply if all the sources are in another language.
6. *Hoax sources: When a topic surfaces based on unreliable websites or satire sites.

*These two should be used very infrequently. Feel free to comment here or escalate to a copy editor if you're considering reason 5 or 6 to ensure that you're properly handling the topic. Ideally, if a hoax is big enough to reach Trending, some legitimate sources will have covered it and we can use those for our characterization.

How To Find Topic IDs

When you click on the topic, the string of numbers at the end of the URL is the Topic ID.

<https://www.intern.facebook.com/topic/Ukraine/112077062136994>

To find the ID for a hashtag (for manual injection), follow a different process than grabbing the ID for a non-hashtag topic.

1. Copy the hashtag.
2. Go into bunnylol's ID search by typing "id" in your browser bar
3. Type the hashtag into the search field (Example: #NYTimes)
4. You'll land on a page that reflects the entity id (ex. EntHashtag: 5320592387234) that string of numbers is your hashtag ID.

Injecting Topics

1. The editorial team CAN inject a topic to replace another topic(s) already appearing in the review tool (in the same scope) to consolidate a story/clean-up appearances.
Ex.: We inject #Odile to replace "Baja Peninsula" and "Cabo San Lucas." We inject "ISIS" to replace "Flames of War."

2. The editorial team CAN inject a newsworthy topic that is not appearing in the review tool but is appearing in the demo tool (in the corresponding scope).

3. The editorial team CANNOT inject a newsworthy topic if it is not appearing in the demo or review tools. We will track these instances so the engineers can fix for the future.

How to Inject a Topic:

1. Get the topic's object ID, which is the long number at the end of the topic's feed URL. Either open the feed from the review tool (if it is showing in a different scope, perhaps), or, if it isn't in the review tool, you can go to the Demo tool and search for it as a "co-related topic."
2. Make sure to check the blacklist before injecting in case the topic was removed earlier
3. Once you have the ID, you use the Manual Trend Curation tool > [Trend Injector](#).
4. In the first box, paste the ID number.
5. In the second box, select the appropriate scope(s).
6. Select the injection time (always select 12 hours, which is the default) and the priority (always select normal).
7. Hit the inject button. The topic should show up within 5 minutes.

Handover Email Workflow

Shifts ending at 8 a.m., 4 p.m. and 12 a.m. need to send a single handover email to the Trending editorial team [REDACTED]:

Your handover should follow [this template](#). The goal of this note is to convey any relevant information to the people on the next shift to make sure they're able to seamlessly continue any work that you may have started but were not able to see through to the end.

On-Call Procedures

See the [Escalating Problems with Trending, In the Story](#) file in the [Trending Editorial Team](#) group.

Tools We Use

- **Review tool (primary):** [REDACTED]
- **Demo tool (secondary):** [REDACTED]
- **Trending Ranker (secondary):** [REDACTED]
- **Topic Tagger (Locate ID numbers for topics):** [REDACTED]
- **Single Review Tool (In the Story curation):** [REDACTED]

Review Tool At a Glance:

US

Pending Live

Denver Broncos
 @Broncos
 Indianapolis Colts [Edit]

Jane
 People's Democratic Party [Edit]

Avengers: Age of Ultron [Edit]

Star Wars Rebels [Edit]

Ado Ekiti [Edit]

Kelly Clarkson [Edit]

Sigma Phi Epsilon [Edit]

Shirley Carter [Edit]

Dronal [Edit]

Nikubul Kani [Edit]

Donald Trump [Edit]

Fah [Edit]

Rob Zombie [Edit]

Last.fm [Edit]

First Barbary War [Edit]

Interstate 990 [Edit]

Gheryl Amisson [Edit]

Media Take-Out [Edit]

Jeanine Pirep [Edit]

British Airways [Edit]

Garbon [Edit]

Topics to Approve: Denver Broncos
 #Broncos
 Indianapolis Colts

Topic importance: NORMAL

Available in: US - GB - CA

Headline: (1 characters left)
 Team defeats Broncos, 24-13, to advance to AFC championship game against Patriots

Featured URL:
<http://profootballtalk.nbcsports.com/2015/01/11/colts-upset-broncos-advance-to-a> [Preview]

Colts upset Broncos, advance to AFC title game
 The Colts are headed to the AFC title game. With their defense turning in a sparkling performance, and with quarterback Andrew Luck outplaying first ballot Hall of Famer Peyton Manning, the Colts pulled away to a 24-13 divisional-playoff victory in Denver on PROFOOTBALLTALK.NBCSPORTS.COM

Topic Categories:
 Other
 Business
 Sports
 Entertainment
 Politics
 Science
 Technology
 Health
 Disaster
 Crime
 Lifestyle
 Celebrity
 Strange
 Education
 War/Terrorism
 Sad/Disturbing

Send to Key Voices curation. (Topic has already been sent to Key Voices curation. But please recheck this when there is a major headline change.)

Denver Broncos
 15 hrs · 48

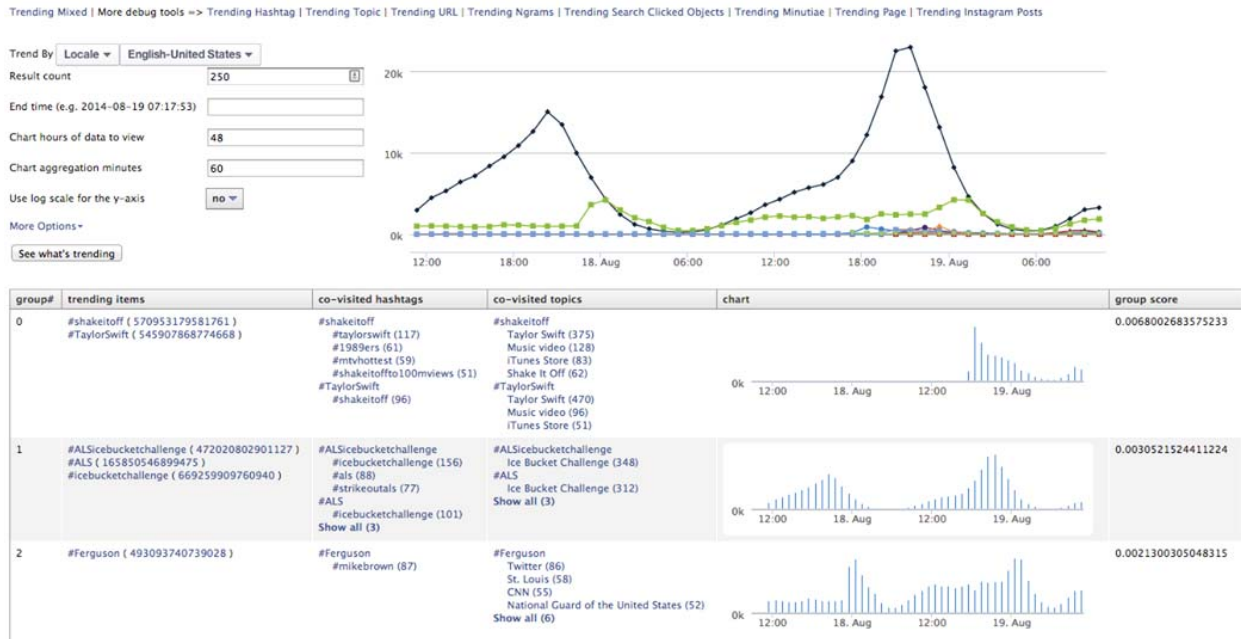
FINAL: Indianapolis Colts 24, #Broncos 13
 Denver finishes the season 12-5. Indianapolis moves on to play the New England Patriots in next weekend's NFL AFC Championship.
 RECAP: [dbron.co/5ya]... See More

Approve for 24 hours
 24 hours
 Blacklist
 Split

https://your-intern.facebook.com/intern/pubcontent/trending/review_tool/

- Green means something new has happened that we need to check - either a new topic or possibly a new description is needed.
- Blue means that the topic has recently been reviewed and/or no new description suggestions have surged.
- Scopes: US (country), IN (country), GB (country), CA (country), AU (country)

Demo Tool At a Glance:



- This tool reflects all topics that are trending based on chatter on Facebook.
- Blacklisted topics are reflected here as well as topics in Pending and Live.
- To check all scopes:
- Toggle between scopes by adjusting the drop down menu that says “Trend by Locale”
- If you see a topic that isn’t in the trending review tool but should be (based on policy), investigate:
- Review the feed – possibly blacklisted based on a poor quality feed that could have since improved
- If you see a high quality topic and feed that is compliant with policy:
- Paste the topic ID in the “un-blacklister” tab under “Manual Trend Curator” and hit “Unblacklist topic IDs.”

Ranker Tool At a Glance:

| # | Tag | Cluster Sorted By Trending Score | Score | ReadState-Adjusted Score |
|-----|-----------------------------------|----------------------------------|------------|--------------------------|
| 1. | Ukraine(boosted) | Ukraine | 0.64618104 | 0.64618104 |
| 2. | Ebola Haemorrhagic Fever(boosted) | Ebola Haemorrhagic Fever | 0.60483627 | 0.60483627 |
| 3. | Love & Hip Hop | Love & Hip Hop | 0.17151296 | 0.17081680 |
| 4. | Jaycee Chan | Jaycee Chan | 0.15776622 | 0.15776622 |
| 5. | Tiger Woods | Tiger Woods | 0.13054530 | 0.13054530 |
| 6. | Taylor Swift | Taylor Swift | 0.11651426 | 0.11651426 |
| 7. | J. K. Rowling | J. K. Rowling | 0.10765025 | 0.10765025 |
| 8. | Ice Bucket Challenge | Ice Bucket Challenge | 0.10637413 | 0.10637413 |
| 9. | Gaza(boosted) | Gaza | 0.09876110 | 0.09876110 |
| 10. | Don Pardo | Don Pardo | 0.07723896 | 0.07723896 |
| 11. | Keanu Reeves | Keanu Reeves | 0.07570505 | 0.07570505 |
| 12. | #Ferguson | #Ferguson | 0.05617199 | 0.05617199 |
| 13. | Aphex Twin | Aphex Twin | 0.04858172 | 0.04858172 |

Personalized for each user – provides a customized overview of the data Facebook has consolidated about your likes/dislikes in order to display the 10 trending topics that it perceives as most appealing to you. [REDACTED]

Guidelines

These are the detailed guidelines the Facebook news team uses to achieve its goal.

We need to maintain a certain number of trends in each scope for the product to perform optimally. With fewer topics, the personalized ranking of Trending topics doesn't work, and everyone sees the same set of topics. Having more trends has proven to increase the CTR (click through rate) and participation rate.

Here are the baselines (we CANNOT have fewer than these numbers):

- US: ≥ 60 accepted trends (target: 80)
- GB: ≥ 36 accepted trends (target: at least 50)
- IN: ≥ 20 accepted trends (target: at least 25)
- AU: ≥ 24 accepted trends (target: at least 30)
- CA: ≥ 36 accepted trends (target: at least 50)

Addendum: Custom Topics (con't)

HASHTAGS

Do not use the custom topic feature to replace hashtag topics. Do use the custom topic feature to make hashtags upstyle (Example: [#teacherappreciationweek](#) becomes #TeacherAppreciationWeek but not Teacher Appreciation Week).

- Hashtags are verbatim phrases that trend. Altering them would be changing the organic composition of the trend. Hashtags are different than topics, which are inherently more subjective because they've been generated by the topic tagger (which has its own limitations).

When faced with the choice between a hashtag and a normal topic that are both appearing organically (Example: Star Wars Day vs. [#MayThe4thBeWithYou](#)), choose the one that will give the best user experience and enable the clearest understanding of what the topic is about.

Exception: If a #TeamName topic is the only available topic for a sports game, we should still follow our guidance (detailed below, too): Pick the organic topic with the best feed and re-write the topic name to include both teams. Our preferred style is **Team vs. Team**.

TYPES OF TOPICS TO RE-WRITE

These are some types of trends that we'll write custom topic names for:

- **Wrong/Confusing Topic:** Re-write topic names that are legitimately trending, but with off-topic names.
 - Example: Original topic name/description: Nick Clegg - Deputy Prime Minister Featured With Other UK Party Leaders in New Spoof Video
 - Re-written topic name/description: Green Party — UK Group Releases Spoof Video Portraying Other Party Leaders as Boy Band
- **Long Topic Name:** Re-write topic names that are long or awkwardly formal.
 - Example: Coachella Valley Music and Arts Festival → Coachella
- **Locations:** Re-write a location topic when the location is not the main focus of the trend.
 - Example:
 - Original topic name/description:
Ashton, Illinois: 1 Person Killed and Wide Damage Reported After Tornado Hits Northern Illinois
 - Re-written topic name/description:
Illinois Tornado: 1 Person Killed and Wide Damage Reported in Northern Part of State
- **Sports Games:** Re-write the topic name to include both teams. Our preferred style is **Team vs Team**.
- We should only re-write sports game topics if there are no Gametime or “vs” hashtag topics.
 - Example:
 - Original topic name/description: Philadelphia Phillies: Team to Face Boston Red Sox in Season Opener at Citizens Bank Park
 - Re-written topic name/description: Boston Red Sox vs Philadelphia Phillies: Teams Open Season at Citizens Bank Park
 - U.S. Sports

- Aim to include the teams' locations and nicknames in the topic name. Use just the teams' nicknames if you require space to include important information in the description.
- For US sports, put the home team's name second
 - Boston Red Sox vs. Philadelphia Phillies: Teams Open Season at Citizens Bank Park
 - Yankees vs. Red Sox: Teams Begin Series at Fenway Park With 1st Place in AL East at Stake
- After the game, change the topic name to the winning team if it makes sense to do so.
 - If the original topic is the losing team, check demo to make sure the winning team isn't trending organically
 - Pregame: New York Yankees changed to New York Yankees vs. Boston Red Sox.
 - If the Red Sox win, check demo to see if Red Sox is there. If so, and their ranking is comparable in demo (meaning the winning team is ranked higher or close to as high as the losing team), switch to the winning team.
 - If not, keep both teams as the topic or switch back to the losing team if the loss was consequential.
 - New York Yankees vs Boston Red Sox: Boston Takes Over 1st Place in AL East With 3-2 Win
 - New York Yankees: Team Eliminated From Playoff Contention With 3-2 Loss to Boston Red Sox
- For domestic soccer clubs (MLS), leave FC (description) and F.C. (summaries) in the name of the club.
 - Ex. New York City FC, Toronto FC, FC Dallas etc.
- International Sports
 - Aim to refer to teams in topic names as they're referred to in news stories on first reference rather than the sometimes long and cumbersome official full team names that are rarely used. Similarly, take cues for second reference from news stories about the game. Here's a running list of common examples:
 - Premier League clubs (Don't use FC or F.C., and don't use United except for Manchester United):
 - Tottenham Hotspur F.C. = Tottenham
 - West Ham United F.C. = West Ham
 - Queens Park Rangers FC = Queens Park Rangers (Can be QPR on second reference or if absolutely necessary in the topic name)
 - Newcastle United = Newcastle
 - West Bromwich Albion = West Brom

- Manchester City = Manchester City (Can be Man City on second reference if absolutely necessary, but try to avoid)
- Stoke City = Stoke City (Can be Stoke on second reference)
- Swansea City = Swansea City (Can be Swansea on second reference)
- Hull City = Hull City (Can be Hull on second reference)
- Leicester City = Leicester City (Can be Leicester on second reference)
- Example: Organic topic = Chelsea FC. Changed to Chelsea vs Stoke City (for before and during match)
- Chelsea vs Stoke City: Clubs Meet for Premier League Match at Stamford Bridge
- SUMMARY: Chelsea enter Saturday's Premier League schedule six points ahead of Manchester City for the top spot. The Blues will be looking to add to that lead with a win over visiting Stoke.
- Other international soccer clubs (Don't use FC or F.C., and don't use years in team names. Example: FC Schalke 04 = Schalke)
- Paris Saint-Germain = Paris Saint-Germain (Can be PSG on second reference)
- Bayern Munich = Bayern Munich (Can be Bayern on second reference)
- Bayer 04 Leverkusen = Bayer Leverkusen (Both Bayer and Leverkusen can possibly work on second reference. Check what other news outlets are doing)
- **Ongoing News Events:** Write a custom topic name for breaking or planned news events that are expected to persist for several days.
 - Examples:
 - North Charleston, South Carolina → South Carolina Police Shooting
 - Germanwings → Germanwings Plane Crash
- **Topics that aren't upstyle:** For consistency's sake, all topics should follow our upstyle guidelines.

If a custom topic name is warranted:

1. **Type the new name into the Custom Topic Name field.**
 - a. Custom topic names should follow our upstyle guidance.
 - b. There is no character limit, but they should not exceed the first line of the RHC display.
2. **Consult with a Copy Editor for guidance on re-writing sensitive or controversial topics.**
 - a. Examples: Disasters/terrorist attacks, police shootings, political/social issues