

DAMIAN "MESTOSŁAW" SOBCZYK

Lisbon Addictions 2022

**HARM REDUCTION AND ADDICTION IN
SOCIAL MEDIA. HOW TO DO IT RIGHT?**



MESTOSŁAW



Lisbon
Addictions 2022



What will you hear about?

My story
YouTube
Facebook
Instagram
TikTok

I certify that there is no conflict of interest in my presentation.



My story

- 2017 - my beginning of activity in social media
- 2017-2021 - the years my profiles were deleted
- 2021 - Creator of the Year Award in Lifestyle category
- 2022 - my book was published on November 14 and has already been bought by nearly 5,000 people



Deleted 5 times. Now: 150 000 subscribers on "Mestosław" and 146 000 subscribers on "Wiem co ćpiem"



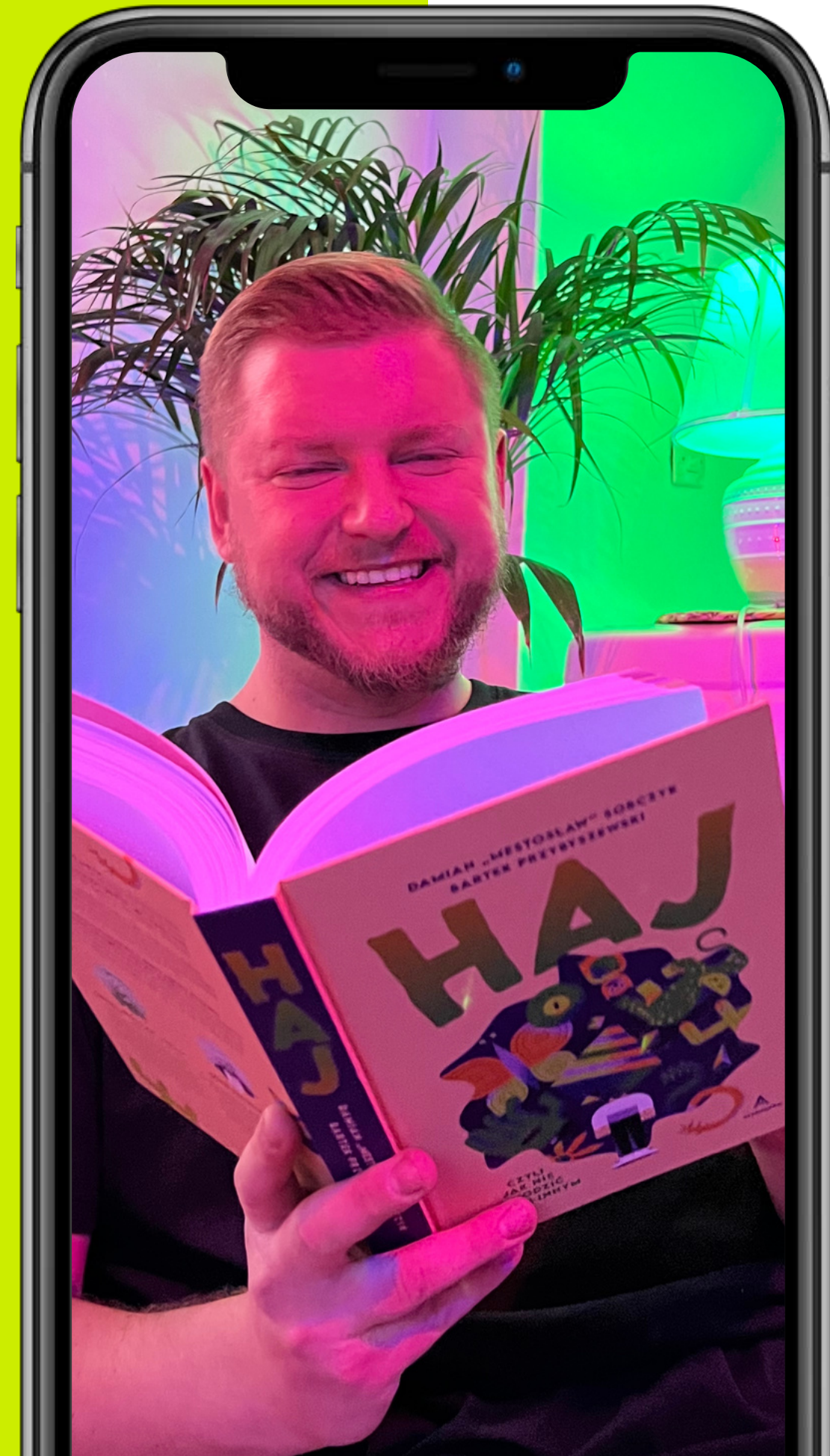
Deleted once. Now: 23 000 followers



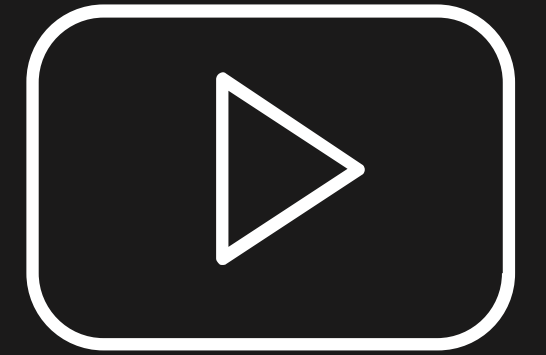
Deleted 4 times. Now: 28 000 followers



Never delated. Now: 3 000 followers



YouTube Community Guidelines



Content that promotes or features the sale, use, or abuse of illegal drugs, regulated legal drugs or substances, or other dangerous products is not suitable for YouTube.

Displays of hard
drug uses

Non-educational content that shows the injection of intravenous drugs like heroin or huffing/sniffing glue.

Making hard
drugs

Non-educational content that explains how to make drugs.

Minors using
alcohol or drugs

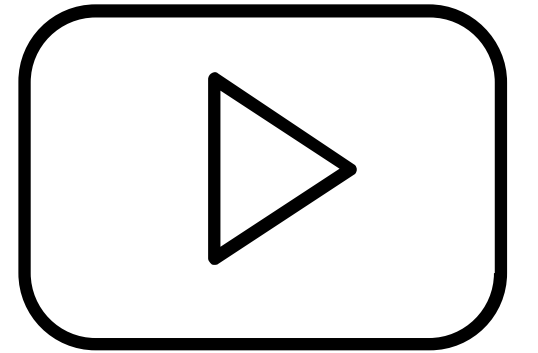
Showing minors drinking alcohol, using vaporizers, e-cigarettes, tobacco or marijuana.

Selling hard or
soft drugs

Featuring drugs with the goal of selling them. If you're using links in your description to sell hard drugs, your channel will be terminated.



What we can do?



Educational, humorous, or music-related references about recreational drugs or drug paraphernalia, where the intent is not to promote or glorify illegal drug usage.

01

Educational content

Such as the scientific effects of drug use or the history of drug trafficking.

03

Reports

Reports on the purchase, fabrication, or distribution of drugs, such a story about a drug bust.

02

Drug addiction recovery

Personal experiences of recovery from drug addiction.


04

Conversation with an expert

A film with an addiction therapist, psychologist, doctor, researcher etc.



Netherlands



Drugslab

@Drugslab

1,15 mln subskrybentów

Subskrybujesz

SOCIAL BLADE STATS

GLÓWNA

WIDEO

NA ŻYWO

PLAYLISTY

SPOŁECZNOŚĆ


KANAŁY

INFORMACJE

>

Ostatnio przesłane

Popularne




"SNEEUW IN MIJN NEUS"

10:35

Nellie celebrates a white Christmas with cocaine | Drugslab

3,7 mln wyświetleń • 5 lat temu




"OMG, ZO INTENS!"

11:08

Rens tries Ecstasy (XTC / MDMA) | Drugslab

3,2 mln wyświetleń • 6 lat temu




"IK ZAG HET LICHT!"

17:47

Nellie has a breakthrough on DMT | Drugslab

3 mln wyświetleń • 5 lat temu




"IK BEN AAN HET SPACEN!"

11:04

Rens is off his rocks after taking MDA | Drugslab

2,7 mln wyświetleń • 5 lat temu




"HET BRANDT!"

10:18

Bastiaan sniffs ketamine (special K) | Drugslab

2,3 mln wyświetleń • 6 lat temu




"WAT EEN MINDFUCK!"

16:11

Nellie is panicking because of Salvia | Drugslab

2,3 mln wyświetleń • 5 lat temu




"HET BROODJE BEWEEGT"

10:05

Bastiaan trips balls on LSD (Acid) | Drugslab

2,1 mln wyświetleń • 6 lat temu




"IK WIL DANSEN"

10:43

Nellie dances on MDMA crystals | Drugslab

2,1 mln wyświetleń • 6 lat temu




"MIJN LIJF ZEGT NEE"

10:41

FUCK ALLES!

9:20




"HUIL JE NOU?"

10:20

WAT GEBEURT ER?"

11:14

Poland



Mestosl w

@Mestosl w

150 tys. subskrybent w

Wesprzyj

Dostosuj kana 

Zar dzaj filmami

SOCIAL BLADE STATS

G WNA

WIDEO

SHORTS

NA  YWO

PLAYLISTY

SPOLECZNO 


WSPIERANIE

KANA Y

INFORMACJE

Ostatnio przes ane

Popularne




ZMONARU

CZ WIEK BEZ DUSZY

26:46

Mefedron codziennie przez 4 miesi ce, feta do pracy, maczany wieczorami | Pawe ...

854 tys. wy wietle  • 1 rok temu




ALE PRZYPAD  XD

Z APALI. I CO DALEJ?

26:02

CO ZROBI  JAK POLICJA Z APIE Z MARIHUANA? | Stelios Alewras...

602 tys. wy wietle  • 3 lata temu




KALI POKAZUJE SWOJE TOWARY

6:44

LEGALIZACJA JU  SI  ZACZ A | KALI

447 tys. wy wietle  • 2 lata temu




ZMONARU

STIMY ZNISZCZY  MI  YCIE

27:45

Kredyty na koks, p roczy ny ci g na mefedronie, stany l kowe. Czu am si  jak...

447 tys. wy wietle  • 1 rok temu



MEFEDRON


Kocham

Nienawidz 

21:53

KR  L MEFEDRON PIERWSZY

443 tys. wy wietle  • 2 lata temu




ZMONARU

AMF  W WAKACJE

32:48

Nauczycielka: amfetamina i zio o codziennie przez wakacje. Straci am wszystko | Anetk...

402 tys. wy wietle  • 1 rok temu




BEDZIE LEGAL?

21:36

BY EM W SEJMIE W SPRAWIE LEGALIZACJI MARIHUANY

360 tys. wy wietle  • 2 lata temu




UJAWNIAM NAGRANIA Z SEJMIKU

25:48


MARIHUANA: LEGALNE POSIADANIE DO 5 GRAM W, A DO 10 GRAM W MANDAT!...

333 tys. wy wietle  • 1 rok temu



BRA EM AMF  CODZIENNIE

22:12




KRYSZTA  ZNISZCZY  MI  YCIE

19:17

NAJMOCNIEJSZA FAZA

24:25



SYNTEZY

Tania

Faza

17:27



Facebook Community Standards



Content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.

Attempts

Attempts to buy, sell, trade, co-ordinate the trade of, donate, gift or asks for non-medical drugs.

Admits

Admits to buying, trading or co-ordinating the trade of non-medical drugs by the poster of the content by themselves or through others.

Personal use of drugs

Admits to personal use without acknowledgment of or reference to recovery, treatment, or other assistance to combat usage.

Coordinates or promotes

Speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.



What we can do?



01

Advocacy

They allow advocating for changes to regulations of goods and services covered in Facebook Community Standards.

02

Drug addiction recovery

Personal experiences of recovery from drug addiction.

03

Avoid triggering words

it is safer not to write the names of the substances. You can replace them with emoticons or specially changed words



Private censorship?

SIN vs FACEBOOK

The 'Civil Society Drug Policy Initiative' ('Społeczna Inicjatywa Narkopolityki', or 'SIN') is a Polish NGO which has for many years conducted educational activities concerning the harmful consequences of drug use as well as provided assistance to people who abuse such substances, including harm reduction activities.

In 2018, without any warning or clear explanation, Facebook removed fan pages and groups run by SIN. The platform had characterized them as 'in violation of *Community Standards*'.

In January 2019, one of the SIN's accounts on Instagram, a subsidiary of Facebook, was also removed in similar circumstances.

On 7 May 2019 SIN, supported by the Panoptykon Foundation, filed a lawsuit against Facebook, demanding restoration of access to the removed pages and accounts as well as a public apology.

Background of the case

FAQ

Actors and allies

What's new

Part 1. More about SIN vs Facebook

- What do you want to achieve by suing Facebook?
- Why do you believe that suing Facebook is the best way forward?
- What are your arguments against Facebook?
- Where will the court proceedings take place?
- Who is SIN and what exactly does it do?
- Social networks block users every day, why have you chosen SIN?
- What is the role of Panoptykon in SIN vs Facebook?



 TechCrunch

Facebook is being sued by a Polish drug prevention group over free speech violation

SIN says that Facebook deleted several of its pages on Facebook and Instagram for violating its community standards in 2018 and 2019 (here,...

7 maj 2019



 EURACTIV.com

Facebook hit by landmark censorship lawsuit in Poland

SIN's approach to drug abuse prevention has been backed by a number of global institutions, including the United Nations, the EU and the Red...

6 maj 2019



Deleted

CONTENT ACTIONED

How much regulated goods content did we take action on?

Period ↓	Drugs
Jul - Sep 2022	4.1M
Apr - Jun 2022	3.9M
Jan - Mar 2022	3.3M
Oct - Dec 2021	4M
Jul - Sep 2021	2.7M

Restored

RESTORED CONTENT

How much actioned content for regulated goods was later restored?

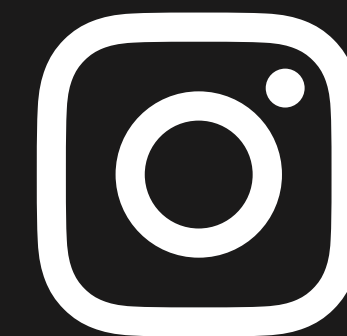
Drugs ▾



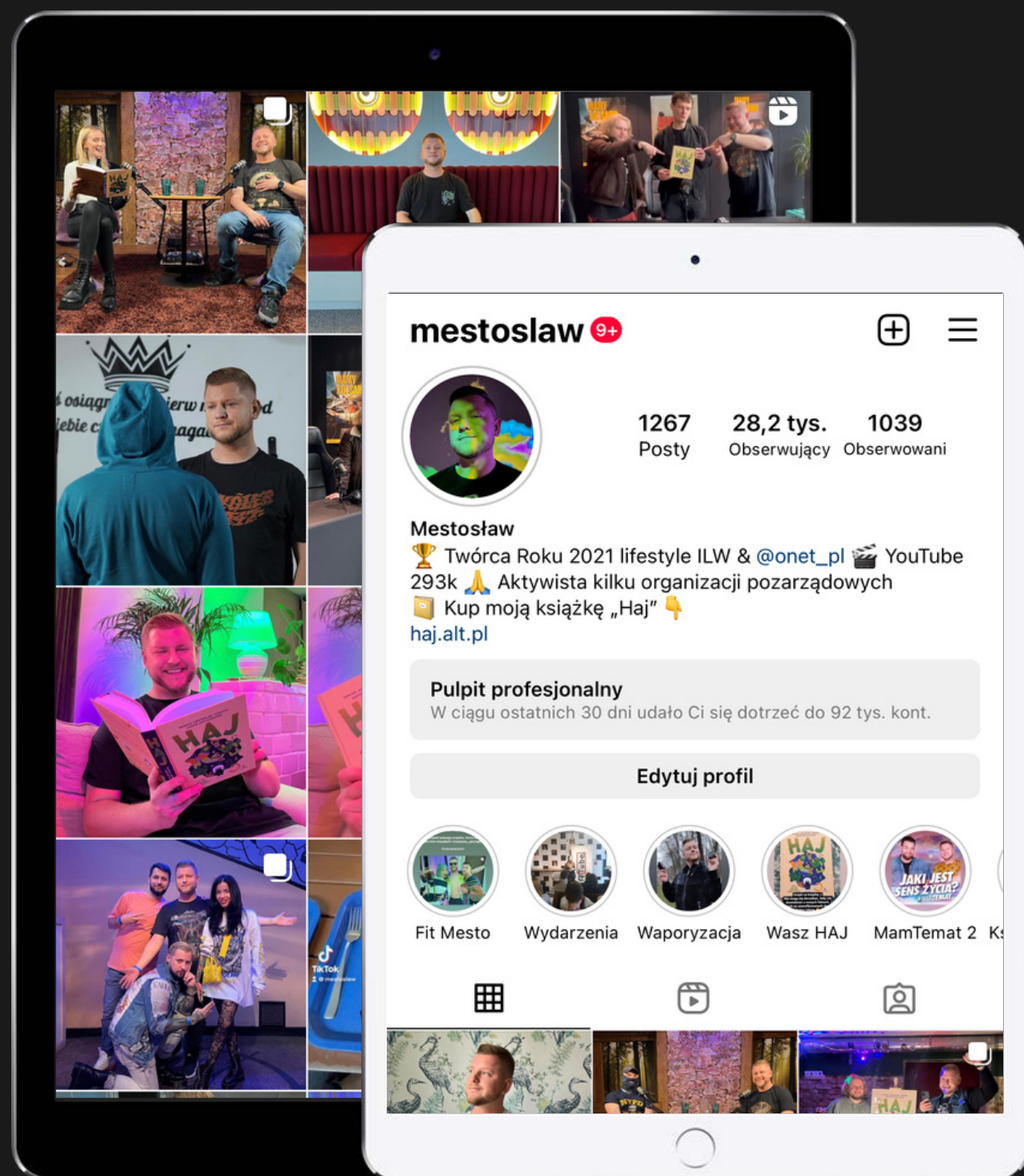
Period ↓	Restored without appeal	Restored after appeal	Total
Jul - Sep 2022	18.8k	39.2k	58k
Apr - Jun 2022	51.9k	44.1k	96k
Jan - Mar 2022	111k	37.6k	149k
Oct - Dec 2021	120k	27.7k	148k
Jul - Sep 2021	83.5k	9.3k	92.8k



Instagram Community Guidelines



Buying or selling non-medical or pharmaceutical drugs are not allowed. They also remove content that attempts to trade, co-ordinate the trade of, donate, gift or ask for non-medical drugs, as well as content that either admits to personal use (unless in the recovery context) or coordinates or promotes the use of non-medical drugs.



TikTok Community Guidelines

They do not allow the depiction, promotion, or trade of drugs or other controlled substances.



Showing and promotion

Content that depicts or promotes drugs, drug consumption, or encourages others to make, use, or trade drugs or other controlled substances

Selling and trading

Content that offers the purchase, sale, trade, or solicitation of drugs or other controlled substances, alcohol or tobacco products.

How to buy

Content that provides information on how to buy illegal or controlled substances

Becoming intoxicated

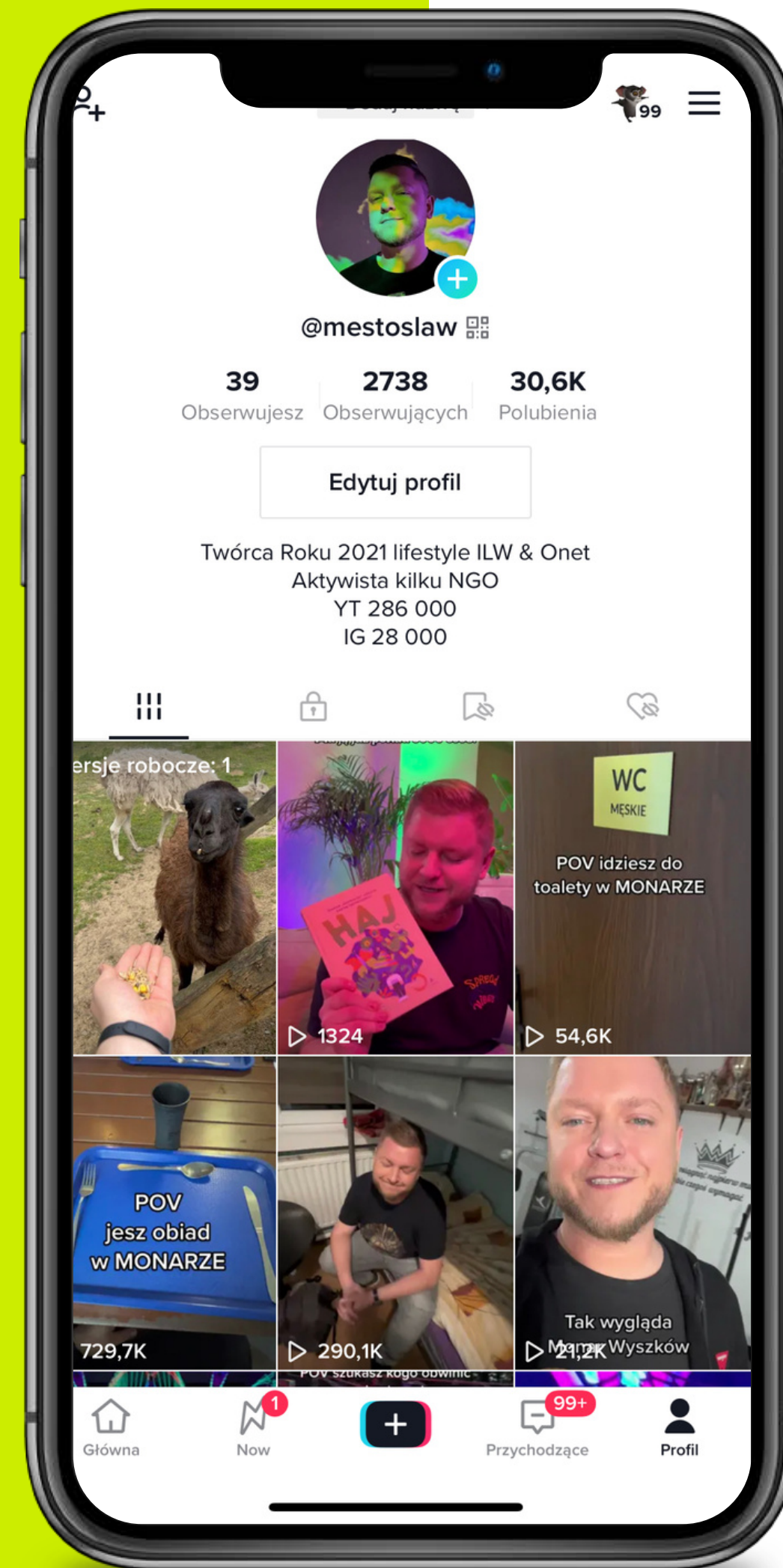
Content that depicts or promotes the misuse of legal substances, or instruction on how to make homemade substances, in an effort to become intoxicated



Should we use TikTok?

Yes! Sim! Sí! Tak!
but wisely and carefully.

**You have to find a new way
and a completely different
idea than in other social
media.**



Thank You! Obrigada!



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