



Facebook Introduces a New Center for Crisis Response on Facebook

MENLO PARK, Calif., Sept. 14, 2017 /PRNewswire/ -- Facebook today announced that their crisis response tools, including Safety Check, Community Help, and Fundraisers, will be accessible in a new center on Facebook called Crisis Response. Beginning today, people will also be able to see more crisis-related content, such as links to articles, photos and videos posted by the Facebook community, from crises around the world where Safety Check has been activated.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8160152-new-center-for-crisis-response-on-facebook/>

Since the first Safety Check tool in 2011, Facebook has continued to develop a number of crisis response tools to better serve its community. When there is a crisis, people use Facebook to let their friends and family know they're safe, learn and share more about what's happening, and help communities recover. People will be able to access Crisis Response on Facebook in the upcoming weeks from the homepage on desktop or from the menu button on their phone. They will see the following tools when they're on a crisis page:

- Safety Check: an easy way to let your friends and family know you're safe. It will continue to work the same way it does today and will be featured at the top of each crisis page if you are in the affected area.
- Links to Articles, Photos and Videos: crisis-related content from public posts can help people learn more about a crisis.
- Community Help: people can ask for and give help to communities affected by the crisis.
- Fundraisers: let people create fundraisers and donate to support those affected by the crisis and nonprofit organizations helping with relief efforts.

As part of the single resource hub, Facebook will also include links to articles, photos, and videos from public posts so people have access to more information about a crisis in one place. Safety Check activations and related information may also appear in News Feed to help provide additional details about a crisis.

Facebook strives to continuously provide people with helpful information to keep them safe and help communities to rebuild and recover.

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