

DATE: 30 June 2026

TO: Mark Zuckerberg, CEO of Meta Platforms, Inc. / Meta Thailand Public Policy Team

SUBJECT: Urgent Call for Enhanced Accountability Regarding the Prevalence of Deepfake Disinformation, Information Operations (IO), and Harmful Speech in Thailand

Dear Meta Leadership Team,

We, Cofact Thailand, a network of civil society partners dedicated to promoting information integrity and social well-being, are writing to express our profound concern over the growing spread of disinformation, including AI-generated deepfakes and coordinated inauthentic behavior (CIB), on Meta's platforms, particularly Facebook and Instagram, within Thailand's digital information ecosystem.

As we move through 2026, disinformation continues to pose a severe risk to trust and information integrity, ranking second after geoeconomic confrontation as the most severe global risk, according to the World Economic Forum's 2026 Global Risks Report. In Thailand, this risk has shifted from a theoretical threat to a daily reality that undermines public health, financial security, and social cohesion. Despite our rigorous and consistent efforts to verify facts and flag harmful content, our data indicate a widening gap between the scale of disinformation circulating on Meta's platforms and the company's ability to effectively enforce its own Community Standards.

The Current Trends in Thailand

Through our 2025–2026 monitoring cycles, we have identified three alarming trends that require your immediate intervention as follows

- **The Rise of Deepfake and "AI-Slops"**

We have documented a rise in sophisticated deepfakes used to lure the public into online scams, spread political disinformation, and provoke hatred against human rights defenders, , fueled by "AI-slops"—low-quality, high-volume AI content designed to distort reality and incite division. For example:

-In February 2025, a deepfake video posted on Facebook impersonated a [Thai PBS news anchor](#) interviewing a business leader who appeared to endorse a suspicious investment platform.

-Ahead of the 8 February 2026 election, a deepfake video of Natthaphong Ruengpanyawut, leader of the People's Party, circulated on Facebook, falsely portraying him as supporting migrant labour representatives for positions on Thailand's Social Security Board. Cofact [verified](#) that the statement was fabricated through AI manipulation of an interview originally published by Thairath.

-Between March and April 2026, a Facebook page called "Deep South Stories" published a series of [deepfake videos](#) targeting prominent female human rights defenders, activists, and a People's Party MP as part of a smear campaign.

- **Persistent Disinformation**

Our recent monitoring shows that even after content is debunked by certified fact-checkers, it remains active on your platform. Alarmingly, only a small fraction of flagged disinformation is removed while the majority continues to climb in engagement.

We have found that a substantial amount of content identified and labelled as false by Cofact's editorial team remains accessible on Meta's platforms, with some posts continuing to attract significant engagement even after being debunked.

Between 1 March 2025 and 31 March 2026, Cofact fact-checked 283 social media posts, the majority of which were published on Facebook. Of these, 217 were determined to contain false information. When we revisited these posts in March 2026, 171 remained live and publicly accessible on the platform.

- **Information Operations (IO) and Hate Speech**

Coordinated networks continue to weaponize your platforms to spread harmful speech and prejudice. These operations exploit local political sensitivities and have become increasingly difficult for the public to distinguish from organic discourse due to AI-enhanced automation.

We recall Meta's commitment to comply with UN human right instruments and standards, including the Guiding Principles on Business and Human Rights (UNGPs), in operating and supervising its platforms. Grounded in its [Corporate Human Rights Policy](#), the company focuses on responsible innovation, protecting [human rights defenders](#), providing access to remedy, and integrating human rights due diligence into product development.

Given the magnitude of problems and challenges cited above, we call upon Meta leadership, and policy and community standard enforcement teams to implement the following concrete measures for the Thai human rights

Zero-Latency Removal for Deepfake Scams

Implement more robust, localized AI detection tools that can identify and take down deepfake impersonations of Thai public figures as quickly as possible.

Ad-Account Transparency and Vetting

Strengthen the vetting process for advertisers in Thailand to prevent the use of your "platform-scale ad targeting" by criminal syndicates using synthetic media.

Mandatory Labeling of AI Content

Enforce strict and visible labeling for all AI-generated or manipulated media including "nudification" and deepfake audio to help Thai users exercise "digital immunity."

Enhanced Support for Local Fact-Checkers

Provide greater technical integration and establish direct communication channels with local fact-checking partners so that debunked content is immediately throttled or removed, preventing the "persistence of misinformation" after debunking.

Accountability for Coordinated Inauthentic Behavior

Increase investment in Thai-language human moderation and context-aware AI to preempt and respond to influence/information operation networks that fuel social polarization and hate speech in a discreet and proportionate manner.

In conclusion, we believe the information ecosystem is a public good. When platforms like Meta allow disinformation, deepfakes and IOs to flourish, the cost is paid by the most vulnerable members of the society—the elderly targeted by scams and the youth exposed to a distorted reality in particular.

We urge Meta to act as a responsible intermediary and collaborate more transparently with civil society to ensure that "collective intelligence" triumphs over artificial deception.

We look forward to working closely with the Meta team for the safety of the Thai digital ecosystem and the global community as a whole.

Sincerely,



Supinya Klangnarong

Co-founder, Cofact Thailand

Annex A: Examples of Facebook posts Identified as disinformation by Cofact that remained accessible as of 25 June 2026

Facebook posts	Cofact's fact-check reports
https://www.facebook.com/reel/1977566149832629	https://blog.cofact.org/th/political-fact-check-sso-10022026/
https://www.facebook.com/reel/2081710562681470	https://blog.cofact.org/th/fact-check-thai-cambodia-24122025/
https://www.facebook.com/share/v/1BbMeDr2vm/	https://blog.cofact.org/th/fact-check-japan-policy-18022026/
https://www.facebook.com/share/p/1CJ7kQ9nGC/	https://blog.cofact.org/th/political-fact-check-24022026/
https://www.facebook.com/reel/4227606860888642	https://blog.cofact.org/th/fact-check-thai-cambodia-27022026/
https://www.facebook.com/share/p/18eB6HoCR1/ https://www.facebook.com/share/p/1Cp1XJYE5k/ https://www.facebook.com/share/p/1H7Fx1vbpJ/?mibextid=wwXIfr	https://blog.cofact.org/th/fact-check-thai-cambodia-02032026/
https://www.facebook.com/share/p/1PN1ZhpLCi/ https://www.facebook.com/share/p/18ri7Sm6zT/	https://blog.cofact.org/th/political-fact-check-17032026/
https://www.facebook.com/share/p/1BrKRUdFku/	https://blog.cofact.org/th/fact-check-king-power-07042026/
https://www.facebook.com/reel/1433377208177747 https://www.facebook.com/share/p/1WHhjQudxy/ https://www.facebook.com/share/p/1LLJtMq78A/ https://www.facebook.com/share/p/1D8YosnXKf/	https://blog.cofact.org/th/fact-check-thai-cambodia-28012026/
https://www.facebook.com/share/p/199yEH4Zks/	https://blog.cofact.org/th/fact-check-bangkok-governor-02062026/