



Equality at a Higher Frequency

Re: Misogyny, disinformation, and extremism on your platforms

Dear Mark Zuckerberg, CEO, Facebook;
Sheryl Sandberg, COO, Facebook;
Sundar Pichai, CEO, Google;
Shou Zi Chew, CEO, TikTok;
Jack Dorsey, CEO, Twitter;
Steve Huffman, CEO, Reddit;
Susan Wojcicki, CEO, YouTube;

Black, Indigenous, and women of color and LGBTQ people are being harmed on the internet by an onslaught of racist and misogynist attacks. The actions of your companies--Alphabet, Facebook, Twitter, ByteDance, TikTok, and Reddit--have demonstrated that you care more about your profit margins than keeping people safe.

In response to this continued harm and the urgent need to course-correct, we, the undersigned, have developed a set of model platform policies to address misogyny and its impacts across social media platforms. We demand that your companies immediately adopt and enforce the attached model policies, which can also be found at <https://weareuv.us/feministnetreport>, to mitigate the direct harms that your platforms are causing to our communities--and to democracy.

These policies aim to:

1. Broaden the definition of hate speech to include misogyny, bias, and attacks against BIPOC and transgender people, and gendered and racialized disinformation.
2. Create a clear, enforceable, and escalating process for reporting and removing hate speech, disinformation, and promotion of white supremacy and misogyny, including banning frequent and severely abusive violators.
3. Support and protect victims of harassment, hate, disinformation, and abuse, and center the experiences of marginalized people and groups.
4. Create internal corporate policies, training, and culture that address and acknowledge misogyny and the ways in which it intersects with other harms to marginalized identities; ensure that staff and contractors are provided access to mental health resources.



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Women and non-binary people experience online harassment based on their gender, and that has serious, real-life consequences. A [Pew Research](#) study found that three quarters of Black and Latinx people and [two thirds of women](#) say that online harassment is a major problem. Cisgender men do not face discrimination, harassment, or real-life consequences in the same way. Platform policies that do not take this reality into account often result in disproportionate enforcement against the very people the policies aim to protect.

Social media algorithms are deeply biased. You [have known](#) about it for years. Your current business models rely on training your algorithms to find, amplify, and incentivize the most outrageous, emotional, and extreme content that will elicit the highest engagement and result in the greatest profits. This leads to polarization, confirmation bias, and, ultimately, dangerous extremism.

Furthermore, the bias in social media does not reflect the needs and interests of your actual user base. [More women than men](#) say that they actively use at least one social media platform. [Women report using Facebook, Instagram, and TikTok more than men](#), with Twitter usage about even between women and men. [Black and Latinx people report being more active on social media](#) than white people. Yet your platforms prioritize and protect the interests of white, cisgender men above all others, upholding white supremacy and patriarchy.

All private companies have the right to create and enforce their own rules. A private business has the right to kick out a person who is yelling racist, misogynist, and bigoted slurs or threatening violence, yet you hide behind the guise of free speech, acting as though your private business is a government entity, [when you know that the First Amendment](#) is not implicated in decisions made by private social media companies.

Your failure to act undermines free speech because it enables bad actors who create hostile environments that chill the free speech of marginalized communities. In an era in which social media is key to social contact, news aggregation, education, employment, and more, marginalized voices are being effectively removed from society. You are creating a digital Jim Crow environment, where BIPOC voices are deterred with discrimination and violence, while white, cisgender men's voices are disproportionately amplified.



Equality at a Higher Frequency

You must also recognize and address the specific and unique dangers that extremist, misogynist groups pose to public safety and the links between misogyny and white supremacy. Online activities have serious, even deadly, real-world impact. Events like the Christchurch massacre, the Toronto van attack, violence in Charlottesville, mass murders in Atlanta and El Paso and at the Emanuel AME church in Charleston, the planned attacks on Michigan Governor Gretchen Whitmer, and the carried-out attack at the U.S. Capitol were all conceived online--on your platforms. Many of the participants in the January 6 insurrection at the U.S. Capitol have a [history of abusing women, including on your platforms](#). Their violent online interactions are not virtual "locker-room talk" but serious threats to public peace and people's lives.

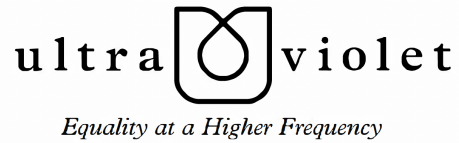
There was once a time when social media represented revolutionary technology that could increase access to information, encourage empathy and diversity, and advance democracy. Now, your platforms must make a choice between pursuing those worthy ideals or continuing to drown the digital and physical worlds in hate, extremism, disinformation, and violence. History--and women everywhere--will be watching you.

Signed,
UltraViolet
#ShePersisted
#VOTEPROCHOICE
A/B Partners + Win Black
Abortion Access Front
Accountable Tech
Asian Americans in Action
Asian Pacific American Labor Alliance, AFL-CIO
Bend the Arc: Jewish Action
BOLD ReThink
Center for Countering Digital Hate
Civic Shout
Color Of Change
Courage California
Decode Democracy
DemCast USA



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Equality Labs
Facebook Users Union
Faithful America
Florida Immigrant Coalition
Free Speech For People
Friends of the Earth
Foxglove Legal
Generation Justice
GLAAD
Global Exchange
Global Witness
Higher Heights For America
Impact Investors, Inc.
Innovation Ohio
Japanese American Citizens League
Jewish Women International (JWI)
Kairos
Lake Oconee Community Church
Media Alliance
Media Matters for America
MediaJustice
Mightybytes
MN350
MoveOn
Muslim Advocates
NARAL Pro-Choice America
NARAL Pro-Choice North Carolina
National Hispanic Media Coalition
NEVER AGAIN' Association
New Georgia Project
New Spring Strategies
OCA - Asian Pacific American Advocates
Ontario Clean Air Alliance
Open MIC (Open Media & Information Companies Initiative)
Path With Heart
Peninsula 360 Press
Planned Parenthood Federation of America



Progress Michigan

ProgressNow New Mexico

Public Citizen

Reframe

Religious Coalition for Reproductive Choice

Reproaction

Reset Australia

Revolving Door Project

ROC United

SisterSong: National Women of Color Reproductive Justice Collective

Stop Online Violence Against Women (SOVAW)

SumOfUs

Supermajority

The Juggernaut Project

The League

The Sparrow Project

The Womxn Project (TWP)

True North Research

Unitarian Universalist Association

United We Dream

VoteAmerica

Win Without War

Women's March