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1 Hacker Way
Menlo Park, CA 94025

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651 Brannan St.
San Francisco, CA 94107

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San Francisco, CA 94107

Linda Yaccarino, CEO, X
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San Francisco, CA 94103

April 9, 2024

Delivered via electronic mail

Dear Tech CEOs:

We, more than 200 civil-society organizations, researchers and journalists, write with an urgent request for your companies to increase platform-integrity efforts to protect democracy in 2024, as at least 60 countries have national elections this year and there is evidence of continued democratic backsliding and rising authoritarianism across the globe.

[Research](#) illustrates that individual users can have an outsized impact on online discourse, which results in real-world harms, such as the rise of extremism and violent attempts to overthrow democratic governments. And yet, many of the largest social-media companies have reduced, not

reinforced, interventions necessary to keep online platforms safe and healthy. This [retreat](#) from content moderation, civil-society oversight tools and trust and safety leave tech companies even less prepared to protect users and democracy in 2024. In 2020, Black people and other people of color, women, and non-English speakers were — and continue to be — disproportionately [targeted](#) with online election lies. We need swift action from your companies.

We request that you, at a minimum:

- 1) Invest in greater platform integrity by reinstating election-integrity policies, inclusive of moderating content around the Big Lie, and staffing up critical platform-integrity teams to ensure more efficient enforcement across languages;
- 2) To the extent your company permits political advertising, swiftly enforce rules against election lies and hate in political advertising, requiring human review of such ads, with enhanced scrutiny and labeling of ads containing generative AI;
- 3) Require disclosure of AI-generated political content, including ads; prohibit the use of deepfakes in political ads; algorithmically promote factual election content; and ensure that any generative AI products have usage policies around election-related content and are supported by adequate trust and safety features, monitoring, and enforcement teams for both first- and third-party usage;
- 4) Place greater friction to reduce the visibility and easy distribution of election-related content that has been flagged and is awaiting review;
- 5) Hold influencer, public figure and political candidate accounts to the same moderation and enforcement standards as everyone else; and
- 6) Improve transparency and enable civil-society oversight of enforcement practices by regularly sharing virality and enforcement reports, disclosing which AI tools and models your platform uses to evaluate and moderate content and the data they are trained on, and ensuring reliable and affordable access to data tools that researchers and journalists use to study your platforms in a timely manner.

Kindly respond in writing with your intentions to adopt or reject these requests and your intended timelines for action by April 22, 2024.

Sincerely,

#jesuislà
#MeRepresenta
#ShePersisted
18 Million Rising
7amleh - The Arab Center for the
Advancement of Social Media

Access Humboldt
Accountable Tech
Africa Sans Haine
The African Middle Eastern Leadership
Project (AMEL)
AfroLeadership

AI Forensics
Al Bawsala
Aliança Nacional Lgbti+
ALQST for Human Rights
Amandla.mobi
America's Voice
Amnesty International, Kenya
ARIJ
Article 19 Eastern Africa
Associação Alternativa Terrazul
Avaaz
Bangladesh NGOs Network for Radio and
Communication
Beam Reports
Beyond the Screen
Bold Endeavor Alliance
The Brennan Center for Justice
Business and Human Rights Resource
Centre
CASA
Casa Hacker
CASA in Action
Center for American Progress
Center for Countering Digital Hate
Center for Information Technology and
Development (CITAD)
Center for Legal Support
Center on Race & Digital Justice
Centre for Media Research - Nepal
Check First
Check My Ads
Co-Creation Hub (CcHUB)
Coalition for Independent Technology
Research
Coalizão Negra por Direitos
Collaboration on International ICT Policy
for East and Southern Africa (CIPESA)
Color Of Change
Common Cause
Common Cause Zambia
Common Good Foundation
Community Focus Foundation Ghana
(CFF-Ghana)
Conectas Direitos Humanos
Conscious Ad Network
Consortium of Ethiopian Human Rights
Organizations (CEHRO)
Council for Responsible Social Media in
Kenya
The Critical Internet Studies Institute
Dangerous Speech Project
Daraj Media
Datalat Foundation
Defend Democracy
Democracia em Xequê
Democracy for the Arab World Now
(DAWN)
Demōs
Design It For Us
Desinformante & Aláfia Lab
Digital Access
Digital Citizenship
Digital Democracy Institute of the Americas
(DDIA)
Digital Humanities Lab (Federal University
of Bahia)
Digital Rights Foundation
Digital Rights Lab - Sudan
Digital Rights Lawyers Initiative
Disarm Foundation
Disinfo Defense League
The Distributed AI Research Institute
(DAIR)
Donor Organizer Hub
Ekō
Electronic Privacy Information Center
Endangered Species Coalition
Ethikai
European Partnership for Democracy
Fair Vote UK

Faithful America	IPANDETEC
FALA	Issue One
FEMALE organization	Jordan Open Source Association (JOSA)
Free Press	Jordan Transparency Center
Friends of Democracy	Judith Foundation
Friends of the Earth	Kairos Fellowship
Fundación Internet Bolivia	Kapor Center
Fundación Multitudes	Koneta Hub
Fundamedios	Latino Victory Project
GLAAD	Law and Public Policy Center
Global Action Plan	Lawyers Hub
Global Digital Citizenship Lab, York University	Legal Grounds Institute
Global Project Against Hate and Extremism	Legal Resources Centre
Global Witness	LOVE-Storm - Together against Online Hate
GreenLatinos	LTX Connect
Greenpeace USA	Majal.org
Gulf Centre for Human Rights (GCHR)	Me Representa
Hindus for Human Rights	Media Alliance of Zimbabwe
Hope and Courage Collective	Media Monitoring Africa
Human Rights Journalists Network Nigeria	MediaJustice
Human Rights Watch	Meedan
HuMENA for Human Rights and Civic Engagement	Misbar
Hungarian Civil Liberties Union	MPower Change
IDDLAC (Contextual)	Muslim Advocates
India American Muslim Council	Myanmar Internet Project
India Civil Watch International	National Democratic Institute
Indivisible Plus Washington	National Hispanic Media Coalition
Indivisible St. Louis	Netlab-UFRJ
Inform Africa	New Georgia Project Action Fund
Innovation for Change Middle East and North Africa	News Literacy Lab
INSM for Digital Rights in Iraq	NOSSAS
Institute for Strategic Dialogue (ISD)	Onyx Impact
Instituto Vero	Open Britain
International Council of Indian Muslims (ICIM)	Open Knowledge Foundation
International Media Support	Panos Institute Southern Africa
International Press Institute	Paradigm Initiative
	Pen to Paper
	People vs. Big Tech
	PFLAG National

Pollicy
ProgressNow New Mexico
Protect Democracy
Public Citizen
Rappler
Real Facebook Oversight Board
REDE NACIONAL DE COMBATE À
DESINFORMAÇÃO
Reproaction
Research Tree
Rinascimento Green
Salamat Dz
Samir Kassir Foundation
Sikh American Legal Defense and
Education Fund
SMEX
Social Movement Technologies
SocialTIC
The Sparrow Project
State Voices
Stitching The London Story
Supermajority
The Tahrir Institute for Middle East Policy
Tech Global Institute

Tech Justice
The Tech Oversight Project
Tech4Peace
TEDIC
There Are No Girls On The Internet
Tierra Común Network
Transparency International EU
Ubunteam
UltraViolet
UnidosUS
Union of Concerned Scientists
United Church of Christ Media Justice
Ministry
United We Dream
Verify-Sy
Voto Latino
Webfala Digital Skills for all Initiative
West Africa ICT Action Network
Win Without War
WITNESS
Women of Uganda Network (WOUGNET)
Xīn Shēng | 心声 Project
Zambian Cyber Security Initiative
Foundation

Individual Signatories:

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Anya Schiffrin, Senior Lecturer, Columbia University School of International and Public Affairs