

Congress of the United States
Washington, DC 20515

Mr. Mark Zuckerberg, CEO
Facebook
1 Hacker Way
Menlo Park, CA 94025

Mr. Jack Dorsey
Twitter
1355 Market St #900
San Francisco, CA 94103

October 6, 2017

To Whom It May Concern,

Last week, we contacted you to share our concerns on how advertisements and profiles featured on your social media sites have been maliciously used for the purpose of disinformation, propagating hate and undermining democracy. It is our intent to constructively engage you in an impactful dialogue about social media security, accountability, and incitement in the digital age.

As you have acknowledged, Russia-linked social-media ads not only targeted our democratic elections in 2016, but also sought to undermine our national security by stirring up divisive racial conflicts related to topics such as immigration and the Black Lives Matter movement. As Members of the House of Representatives, we owe it to the communities we represent to ensure that social media platforms are not manipulated to incite violence, sow discord, or undermine our democratic institutions. Members of Color, in particular, are additionally impacted by this issue, as the communities we represent are disproportionately strong consumers of social media, and additionally vulnerable to these attacks and misinformation.

We recognize that you have taken some preliminary steps to provide more transparency in your advertising policies to prevent incidents like the one that befell us in 2016. However, the nature of cyber threats is ever-evolving, and the next foreign-sponsored effort to disrupt U.S. elections and our national security using your platforms, will not resemble the last. Neither social media companies nor government can adequately address these threats without cooperation.

You have expressed a willingness to be more transparent, and continue the conversation with us. Ahead of your testimony before the House and Senate and Intelligence Committees, and as we move forward to strengthen social media security for the American communities we serve, we offer the following suggestions on steps you can take to promote a more secure and responsible social media environment.

Kelly-Cleaver-Watson Coleman Social Media Principles

1. **Act Now on Diversity to Ensure Top Down Cultural Competence at Your Company**
 - By January of 2018, appoint at least 1 person of color to your board,
 - Provide thorough annual reporting on the status of your workforce and the status of diversity initiatives to ensure accountability
 - Initiate and implement programs to increase opportunities for underrepresented minorities to take on careers in tech.

2. **Commit to Being More Transparent with Respect to Cyber Attacks and Foreign Threats**
 - Provide comprehensive briefing to Members of Congress by December 1, 2017 on scope of malicious Russia advertising and social media activity
 - By December 1, 2017 commit to sharing classified Russian ads to Members of Congress for examination
 - Be transparent in communicating to government actionable cyber threats in real time

3. **Commitment to Stop Malicious Advertising and Proliferation of “Fake News”**
 - Implement Advertising Audits to ensure that incendiary fake news does not proliferate and that your companies do not profit off of this proliferation
 - Monitor online ads more heavily to bring their standards in line with those of broadcast and print ads

4. **Commitment to End Incendiary Racial Advertising on Your Platform**
 - Monitor, report, and take down advertisements aimed at inciting racial discontent
 - Integrate culturally competent standards into micro-targeting efforts and advertising features

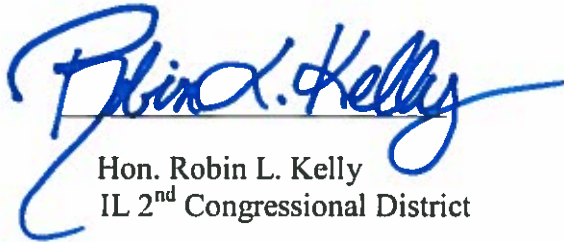
5. **Commitment to End Election Tampering and Voter Suppression on Your Platform**
 - Share with Congress a social media accountability plan in advance of the 2018 elections outlining you efforts to suppress election tampering on your platform
 - Monitor, report, and take down advertisements aimed at voter suppression

6. Commitment to Implementing a Public Awareness Campaign To Inform Users That Racially Violent and Insightful Material Will Be Taken Down

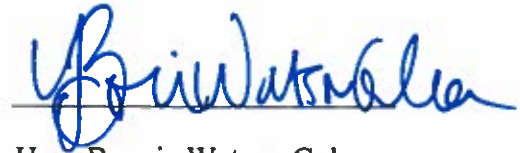
- Any violent threats and material that presents an imminent danger to the public will be shared with law enforcement personnel.

We look forward to your prompt feedback on the feasibility of these recommendations.

Sincerely,



Hon. Robin L. Kelly
IL 2nd Congressional District



Hon. Bonnie Watson Coleman
NJ 12th Congressional District



Hon. Emanuel Cleaver
MO 5th Congressional District