

Dear Facebook,

As an advertiser across the Facebook suite, we, _____, have been closely monitoring the Stop Hate for Profit initiative and firmly stand with those fighting for stricter policies to combat the hateful and misleading content shared across Facebook's platforms.

We believe there is no place for racism. No place for hatred. No place for harassment. Our support is with those demanding Facebook take action to make its platforms better, safer places for all.

Social justice and inclusivity are core to our company values. We believe there are many ways to impact meaningful change in the fight against injustice and hatred. And, because of the influential role Facebook has in culture and communication, we believe it is critical for Facebook to be held accountable for eliminating hate speech and racism.

As such, we have chosen to participate in the #StopHateForProfit boycott and will be halting all advertising through _____.

While Facebook announced updates and policy changes last week, we believe there is still more work to be done.

To continue pushing for change, we ask the following actions of Facebook to support the efforts of Stop Hate for Profit:

1. Dedicate time and space in every communication with advertising partners to share all progress being made toward improved policies, including concrete roadmaps and specific timelines.
2. Provide the public with frequent updates related to policy and product enhancements.
3. Use revenue from advertising spend in July to invest in product and policy developments as outlined by the Stop Hate for Profit organizers.
4. Update algorithms to place priority on higher quality content. Additionally, Facebook should amplify the organic content of social justice organizations knowing these organizations historically do not have large advertising budgets.
5. Hire a C-Suite level executive with civil rights expertise to evaluate products and policies for discrimination, bias, and hatred.
6. Invest in live Facebook employee support for users who experience harassment and hate.

Facebook's mission is to give people the power to build community and bring the world closer together. This means Facebook has a responsibility to all people to create safe environments that combat racism and hatred.

We request Facebook's diligence in making necessary improvements as outlined above. We will continue to monitor Facebook's efforts and response and evolve our position as needed.

(signed)