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### **Professional Letter**

To the Social Media Companies and the President of the United States,

I cannot speak as a mother, but I can speak as an aunt to four beautiful nephews and nieces about the fears of the significant impact social media can have on our children. What once was a tool for learning and growth has now turned into a high-rising issue of child exploitation. I write to you on this crucial matter to change the policies and protest this harsh reality. With every post, like, comment, photo, video, and text message there is a child out there being exploited right under your nose.

In today's modern media, parents can post their children to showcase their love and joyful memories with family members and friends on apps such as Facebook, Instagram, Snapchat, TikTok, and Youtube. But not only can parents, but child predators can look at them too. With each day passing and the more immersed we become in our platforms with ever-changing policies we need to be more careful and aware. Let's look at specifically where this is happening and what's going on.

### **WHAT IS HAPPENING TO SOCIAL MEDIA POLICIES?**

For those who do not know, any material that is a violation of US companies is required by law to report child exploitation material to the National Center for Missing and Exploited Children, (Bischoff). In 2019, almost 70 million images of child abuse were reported to the NCMEC which mostly came from social media platforms, especially Facebook, (alliance to

counter crime online). This statistic is horrifying but needs to come to light how significant this issue is. Facebook is one of the most popular media platforms in the world and has its benefits and downsides but one of the crucial issues with Facebook is its age limit and policies. The required age to make an account is 13 years old. There is no reason for a 13-year-old to have Facebook. Parents need to take charge and understand the major consequences that can evolve from having a media outlet at such a young age. Facebook is a perfect hotspot for predators to target your children. To make matters worse, Facebook has recently changed its policy which will enable them to report fewer child abuse incidents to the NCMEC. According to tech writer Paul Bischoff, Facebook's new policy consists of "images of girls with bare breast will not be reported to NCMEC. Nor will images of young children in sexually suggestive clothing." Antigone Davis who is in charge of safety for Meta is doing nothing for our children. When images are reported and the age is not clear, the safety team automatically assumes the person in that post is an adult. How can Mark Zuckerberg allow his employees to do this when the age limit for an account is 13 years old? This is an outrageous disturbing policy that needs to be changed.

Platform	2018	2019	2020	2021	2022 (to Q2/Q3)	Total
<b>Facebook Content Removals</b>	<b>16.2M</b>	<b>37.4M</b>	<b>25.6M</b>	<b>77.5M</b>	<b>73.3M</b>	<b>230M</b>
<i>Definition: Child Endangerment: Nudity &amp; Physical Abuse/Sexual Exploitation</i>						
Facebook Overall Removals	5.21B	15.68B	9.49B	10.8B	8.9B	50.14B
% of Overall Removals	0.31	0.24	0.27	0.72	0.82	0.46
<b>Instagram Content Removals</b>	<b>N/A</b>	<b>1.97M</b>	<b>2.59M</b>	<b>8.4M</b>	<b>6.1M</b>	<b>19.02M</b>
<i>Definition: Child Nudity and Sexual Exploitation</i>						
Instagram Overall Removals	N/A	20.21M	82.23M	162.3M	133.8M	398.51M
% of Overall Removals	N/A	9.74	3.15	5.2	4.6	4.77
<b>YouTube Content Removals</b>	<b>1.12M</b>	<b>3.35M</b>	<b>11.62M</b>	<b>10.2M</b>	<b>4.4M</b>	<b>30.63M</b>
<i>Definition: Child Safety</i>						
YouTube Overall Removals	11.52M	31.94M	34.71M	25.8M	14M	117.98M
% of Overall Removals	9.68	10.48	33.49	39.4	31.2	25.96
<b>YouTube Comment Removals</b>	<b>N/A</b>	<b>86.32M</b>	<b>862.08M</b>	<b>846.7M</b>	<b>306.1M</b>	<b>2.1B</b>
<i>Definition: Child Safety</i>						
YouTube Overall Removals	N/A	1.06B	4.87B	4.6B	2.4B	12.92B
% of Overall Removals	N/A	8.17	17.69	18.6	12.6	16.26
<b>YouTube Account Removals</b>	<b>100.1K</b>	<b>266.09K</b>	<b>137.09K</b>	<b>167.9K</b>	<b>266.3K</b>	<b>937.5K</b>
<i>Definition: Child Safety</i>						
YouTube Overall Removals	2.99M	12.3M	7.83M	15.1M	14.2M	52.41M
% of Overall Removals	3.35	2.16	1.75	1.1	1.9	1.79

Social media content and account removals for child abuse, safety, and sexual exploitation, (Bischoff).

Platform	2018	2019	2020	2021	2022 (to Q2/Q3)	Total
<b>Twitter Content Removals</b>	<b>2.78K</b>	<b>13.78K</b>	<b>25.61K</b>	<b>12.9K</b>	<b>N/A</b>	<b>55.05K</b>
<i>Definition: Child Sexual Exploitation</i>						
Twitter Overall Removals	1.23M	4.78M	12.31M	11M	N/A	29.33M
% of Overall Removals	0.23	0.29	0.21	0.1	N/A	0.19
<b>Twitter Account Removals</b>	<b>457.23K</b>	<b>511.27K</b>	<b>1.37M</b>	<b>1.1M</b>	<b>N/A</b>	<b>3.39M</b>
<i>Definition: Child Sexual Exploitation</i>						
Twitter Overall Removals	1.31M	3.9M	10.3M	9.1M	N/A	24.59M
% of Overall Removals	34.96	13.13	13.3	11.6	N/A	13.8
<b>TikTok Content Removals</b>	<b>N/A</b>	<b>12.21M</b>	<b>55.4M</b>	<b>141.7M</b>	<b>140M</b>	<b>349.33M</b>
<i>Definition: Minor Safety</i>						
TikTok Overall Removals	N/A	49.25M	193.68M	320.7M	327.1M	890.7M
% of Overall Removals	N/A	24.8	28.6	44.2	42.8	39.22
<b>Reddit Content Removals</b>	<b>10.59K</b>	<b>38.41K</b>	<b>45.6K</b>	<b>117.1K</b>	<b>N/A</b>	<b>211.69K</b>
<i>Definition: Minor Sexualization</i>						
Reddit Overall Removals	79.6K	222.31K	202.75K	471.4K	N/A	976.06K
% of Overall Removals	13.3	17.28	22.49	24.8	N/A	21.69
<b>Snapchat Account Removals</b>	<b>N/A</b>	<b>34.83K</b>	<b>94.69K</b>	<b>317.2K</b>	<b>201.5K</b>	<b>648.29K</b>
<i>Definition: Child Sexual Exploitation and Abuse</i>						
Snapchat Overall Removals	N/A	1.36M	3.79M	5.2M	3.1M	13.42M
% of Overall Removals	N/A	2.57	2.5	6.1	6.6	4.83

Social media content and account removals for child abuse, safety, and sexual exploitation, (Bischoff).

Platform	2018	2019	2020	2021	2022 (to Q2/Q3)	Total
<b>Snapchat Content Removals</b>	N/A	N/A	N/A	N/A	746.1K	746.05K
<i>Definition: Child Sexual Exploitation and Abuse</i>						
Snapchat Overall Removals	N/A	N/A	N/A	N/A	5.7M	5.69M
% of Overall Removals	N/A	N/A	N/A	N/A	13.1	13.11
<b>Discord Content Removals</b>	N/A	N/A	5.15K	50.5K	65.8K	121.49K
<i>Definition: Child Sexual Abuse Material (CSAM)</i>						
Discord Overall Removals	N/A	N/A	355.63K	839.8K	466.6K	1.66M
% of Overall Removals	N/A	N/A	1.45	6	14.1	7.31
<b>Discord Account Removals</b>	N/A	N/A	23.03K	1.3M	1.4M	2.77M
<i>Definition: Child Sexual Abuse Material (CSAM)</i>						
Discord Overall Removals	N/A	N/A	266.08K	2.2M	2M	4.39M
% of Overall Removals	N/A	N/A	8.66	62.3	71.3	63.08
<b>Discord Server Removals</b>	N/A	N/A	669	19.8K	54.3K	74.77K
<i>Definition: Child Sexual Abuse Material (CSAM)</i>						
Discord Overall Removals	N/A	N/A	27.41K	95.2K	98.8K	221.47K
% of Overall Removals	N/A	N/A	2.44	20.8	55	33.76
<b>LinkedIn Content Removals</b>	N/A	189	203	226	1.7K	2.28K
<i>Definition: Child Exploitation</i>						
LinkedIn Overall Removals	N/A	58.72K	370.06K	838.8K	486K	1.75M
% of Overall Removals	N/A	0.32	0.05	0	0.3	0.13

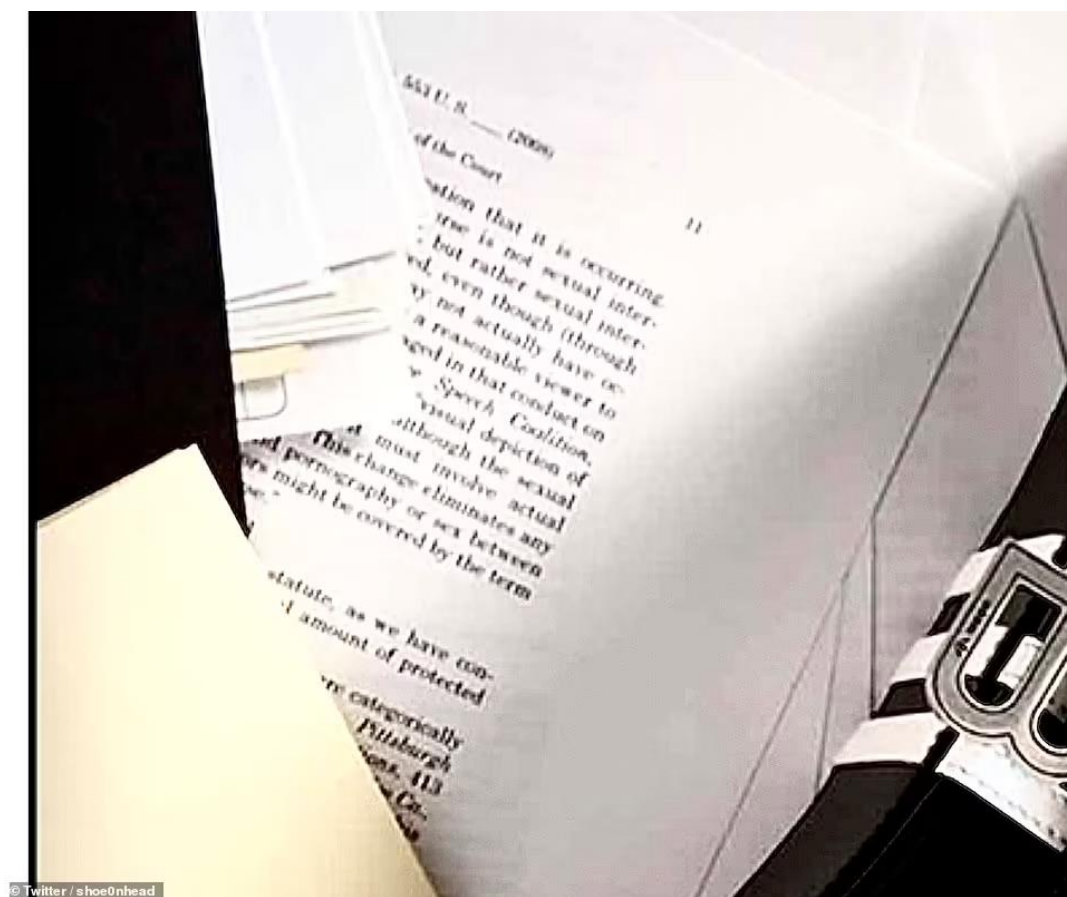
Social media content and account removals for child abuse, safety, and sexual exploitation, (Bischoff).

## OTHERS TARGETING CHILDREN

Not only are social media apps being careless with their policies, but fashion brands are also joining the gruesome bandwagon. But for some reason, this brand has yet to be canceled in the cancel culture we live in. With a net worth of \$400 million, and a parade of celebrity support,



Balenciaga ad campaign fall 2022.



Court documents of child pornography in Balenciaga campaign fall 2022.

Unfortunately, the silence on this matter has been astronomical. Celebrities that have worked with Balenciaga recently and in the past, have been silent. It's outrageous. A despicable act towards Americans. Celebrities such as Bella Hadid, Nicole Kidman, Kim Kardashian, and various more celebrities have been completely silent and continue to support the brand which is extremely disappointing and right out outrageous. This is not an accident. Moral people don't accidentally put children at risk for fashion campaigns and Balenciaga has yet to state who is responsible and sue those who are. Their apology was insignificant and not enough has been done. What is more horrific is there is speculation that Balenciaga has decided to rebrand after such a scandal and partner with one of the most multi-billion dollar companies with a net worth

of \$203 billion dollars: Disney. Balenciaga, a company that publicly displayed child exploitation across America wants to partner up with Disney; a company that has been catering to kids for almost a century. If you think they're not after your children, then you have been fooled. It's time for us to fight back and protect our children. Speak up for what is right.

### **WHAT YOU CAN DO TO HELP**

Although this issue can be quite difficult to resolve entirely, parents and loved ones can help reduce child exploitation rates. When first bringing up the issue with your child, I would recommend reconsidering the age limit before downloading the apps. How would you feel letting your child have Facebook at 13 years old considering the fact of their disturbing new policies? I would also recommend discussing these issues in an age-appropriate way if they do have any of these apps downloaded. Just by setting boundaries of how to handle a situation that may arise if they may seem inappropriate content, how to report a post, and telling them not to share information with others. I would also advise changing the app's settings and looking closely at the privacy settings and filtered content for your child. As important as it is to talk to your children about the risk and dangers of social media, Americans need to stand together and protest these every so changing policies on social media. Sign a petition to help change these to better protect your children and not only social media but our whole culture surrounding children. After the Balenciaga scandal, I couldn't imagine someone ever supporting them or purchasing their clothes again. Educate yourselves on what's going on in our nation and peaceful protest.



## Works Cited

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