



## LANDMARK SOCIAL MEDIA ADDICTION LAWSUIT MESSAGING GUIDANCE

### TOPLINE ARGUMENT

**Big Tech designs addictive products targeting our kids, trapping them online more than any other generation and exposing them to danger, predatory exploitation, and self-harm.** What began as a tool for connection has been weaponized by Big Tech. These companies depend on keeping children hooked, and the harms are widespread.

- **Big Tech designs platforms that addict kids, even if it costs children their lives.** By designing products built for constant engagement, these companies trap children, expose them to sexual predators, and amplify depression by flooding their pages with dark, corrosive, isolating, and even suicide-promoting content. And yet, kids today can't imagine life without social media—and that's the point.
- **Now the ground is shifting; this is the critical fight that matters to protect our children.** For too long, Big Tech has misled the public and shifted blame—telling parents to “do better” while using every tool available to undermine them, and attacking whistleblowers who exposed how these platforms target children. That strategy is finally failing. Now, for the first time, executives will be forced to answer to the evidence that social media platforms knowingly harm kids—even as lives are lost.
- **This isn't controversial. We all see the problem, and now it's time for Big Tech to be held accountable for the harm they cause.** The solution is simple. Expose the truth, hold companies accountable, force them to fix their product, and don't accept empty apologies.

### SUPPORTING MESSAGES

#### The Reality for Kids Today

**This is about protecting kids from addictive social media that harm their mental health and expose them to danger.** Children are more online than ever—and the impacts are obvious: the harm it causes to how they think, how they see themselves, and who has access to them. None of this was by accident—these products are designed to addict in the relentless pursuit of profit at any cost.

- **Kids Largely Unprotected Since 1998:** Policymakers pass new laws every day, but when it comes to social media, they're not just stalled—they're in a chokehold. We're still relying on online safety rules nearly 30 years old, written before social media or smartphones even existed, and long before AI reshaped technology. That's not by accident. Big Tech has spent billions to keep our laws frozen for

greed alone. And while Congress caves, kids are facing new and extreme dangers every day—and some are dying from them.

- **Trapped in a Digital World:** Kids aren't growing up in the real world anymore—they're growing up online, exposed to strangers instead of neighbors. Today's generation spends more time online than any other. Social media platforms are deliberately designed to addict kids, trapping them in spaces far more dangerous than anything we would ever allow in our communities.
- **Parents Left Powerless:** Social media platforms are designed so parents cannot protect their kids. Parents can try to do everything right—limit screen time, set controls, take phones away at night, follow every expert guideline—and remain powerless against social media platforms. That's because these platforms are designed to exploit children's developing brains, push into homes and classrooms, and subvert parental authority. This isn't a parenting failure; it's the result of deliberate choices from Big Tech.

## Big Tech is the Problem

**Big Tech has designed platforms that put kids at risk—creating addictive products is critical to their business model, even if it costs children their lives.** By designing platforms built for constant engagement with no regard for well-being, these companies trap children in unsafe environments. Kids today can't imagine life without social media—and that's the point. We've seen this before with Big Tobacco: addict them young to create lifelong consumers from those who survive.

- **Addiction by Design:** Social media has become a machine designed to keep kids hooked, tracked, and exploited. These companies deliberately design their platforms to push the most captivating content, even if it's highly dangerous. Kids are regularly exposed to sexual predators, pro-suicide content, drugs, and abuse. The development of AI is now accelerating these dangers at speeds that could soon be out of our control. It's time to protect kids online while we still have a chance.
- **Children are the Prime Target:** It's not new adult users these companies depend on—it's children, sometimes as young as five. Big Tech takes advantage of kids' growing minds, pushing and even demanding excessive use, so they become lifelong compulsive users. And these impacts show up every single day, fueling anxiety, depression, eating disorders, and suicidal ideation. The horrific loss and harm that comes from this isn't collateral—it's intentional.
- **Lying About the Harm, Blaming Parents:** Big Tech outright lies about the harm they cause parents—attacking them, shifting blame, and resisting accountability from families whose children have died because of their products. They blame parents, even when their own research confirms the damage is by design. Instead of owning up, these companies—the most profitable in history—continue to dominate markets, use parents as scapegoats, and put more children at risk.

## The Ground is Shifting—This is the Moment to Protect Our Kids

**This is the one fight that matters to protect our children.** Big Tech has lied for too long, but now they will face a jury of everyday Americans after thousands of survivors, families, schools, and state and local leaders have taken them to task. This is a cause that unites parents and families across every divide. It's not about politics—it's about Big Tech stealing our children's lives, and all of us saying enough is enough.

- **It's About the Product, Not Content Moderation:** This isn't about the content—it's about the product itself being programmed for addiction. Big Tech designed their platforms to addict kids, keeping them online at all times: at home, in class, even in bed. They misled the public about safety, because promoting kids' wellbeing was not good for business. The goal was to keep them hooked on screens. Now, a wave of lawsuits is exposing reckless practices with the goal of forcing the industry to change and make its products safer for kids.
- **Big Tech's Moment of Reckoning:** This isn't just about suing Big Tech; it's about uncovering the truth and building momentum to deliver real solutions that protect our kids. It has long felt like these Big Tech companies are untouchable. But this is a moment of reckoning, the ground is shifting, and now it's on us to turn this opportunity into lasting change.
- **Every Parent Has a Stake in this Fight:** Big Tech must be held accountable for designing their products to addict kids; manufacturing harm that affects every child—from anxiety and failing grades to sexual exploitation and physical injury. No child is safe from their reach. These products create problems where none existed, and because of that, the companies behind them must be held responsible for the consequences. If more parents speak out, they can be heroes for all kids.

## Protecting America's Future

**Our children's safety and America's ability to lead go hand in hand.** Our nation is strongest when kids are safe to think, learn, and grow into engaged, capable adults. This is a national priority. Without clear guardrails, Big Tech is putting the very future of America, from innovation to competition, at risk.

- **American Competitiveness:** While decision-makers argue about innovation, kids are growing up inside systems designed to capture their attention at any cost. When social media pulls children toward dangerous behavior, that's not progress. Right now, American teens are losing their chance to grow into their best selves. A future built on that foundation isn't competitive, it's fragile.

## A Clear Path to Responsible Reform

**We all see the problem, and now it's time for Big Tech to own the damage and fix it for good.** The executives who uncovered the risk in their own research and the families who've lived through the harm both point to the truth: our kids are being hurt. That clarity makes the solution simple. Hold companies accountable, force them to fix their harmful products, and don't accept empty apologies.

- **Good Policy Supersedes Politics.** It's not about party lines. It's about protecting kids from harmful products and the exploitation they face every day. Lawmakers and our legal system have the power to set clear rules, enforce real consequences, and make sure Big Tech prioritizes children's safety over profits.

## ADDITIONAL GUIDANCE ON REACHING LEFT OF CENTER AUDIENCES

- **Profit & Greed:** Big Tech designed products that put profit over kids' safety. These platforms are built to keep children hooked, feeding a business model that was never intended to protect their wellbeing. Every feature, every notification is a choice—one that targets kids and is driven by greed at the cost of our kids' lives. Big Tech chose money over our children, and it's time they take responsibility.

- **Mental Health Impacts:** Social media platforms have been designed to maximize engagement at the expense of kids' wellbeing. Every day, children are exposed to content that fuels depression and anxiety, disrupts sleep, drives harmful social comparison, and heightens stress—all while their brains are still developing. Our kids deserve to be happy, healthy, and able to grow into their best selves. Big Tech chose profit over responsibility—it's time to hold them accountable.

## ADDITIONAL GUIDANCE ON REACHING RIGHT OF CENTER AUDIENCES

- **Moral Responsibility & Faith Message:** Our faith teaches us that protecting kids is a moral duty, not a political choice. We share a common belief in safety, guidance, and responsibility. Defending children from Big Tech means defending the moral foundation of our families, our communities, and the values that we pass on to the next generation.
- **Focusing on Sexual Harms:** In the real world, sexually exploiting children is a crime. On social media, Big Tech is putting kids in harm's way every day. These platforms put children at risk of sexual predators, expose them to exploitation, and leave them vulnerable to abuse and trafficking. It's not just the content—these are design choices, features built to push these harms onto kids, no matter the consequences.

## ADDITIONAL GUIDANCE FOR YOUTH AUDIENCES

- **Youth Message:** Social media is marketed for connection but designed for addiction. That's why youth are demanding safer social media products. We want platforms that actually do what they promise: help us connect, not harm us. If Big Tech refuses to stop this assault on us, Congress must step in and protect our right to life and liberty, free from violence.