



# JCCP SOCIAL CONTENT TOOLKIT: PRE-TRIAL

## Overview

Below is social content copy optimized for Instagram/X and LinkedIn/Facebook, organized by four thematic buckets outlined below. The goal of this content is to raise awareness in the days leading up to the JCCP trial opening statements, slated for February 2, in Los Angeles; accordingly, all posts reference the trial start date.

Groups, parents, and allies are encouraged to adapt it to reflect their own experiences and voice.

## Social Media Posting Guidance for Upcoming Los Angeles Trial

To have the greatest impact when talking about the upcoming Los Angeles trial starting January 27, other related lawsuits this year, or the issue more broadly, we recommend the guidelines outlined below. These help keep the focus on Big Tech's responsibility for the harm their products cause kids.

- **Name the lawsuit clearly: Use “Landmark Big Tech Addiction Lawsuit.”** It conveys the historic nature of the trial, who is involved, and that addiction is the central issue.
  - **Use “Big Tech” instead of “social media companies.”** Doing so shows that these are huge, powerful companies, not small apps. When you post, tag the companies: @Meta @YouTube @tiktok\_us @Snap.
  - **Include “design” and “addiction” whenever you can.** These words highlight that the harm to kids was built into the products themselves, not just an accidental side effect.
  - **When talking about social media, always include “social media products” or “social media platforms.”** Using these terms keeps the focus on the tools themselves and product liability, rather than blaming kids or focusing on content.
  - **Monitor post analytics consistently in case of shadow bans.** If your content drops in engagement, test removing company tags to see whether reach increases.
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- **Add a unifying hashtag: Use #BigTechAddictsKids.** This will help ensure all content can be amplified across the movement, creating the biggest impact.

**Here's how to post smoothly and correctly:**

- Copy and paste the text below into the appropriate platform: X, Instagram, Facebook, or LinkedIn.
- Make sure all companies named in the lawsuits are tagged where possible.
- Download the graphics [here](#).
- Attach the graphics to the post along with the copy. Verify the image displays correctly before posting.

## **PRE-TRIAL AWARENESS**

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## Trial Specifics (Executives, Companies, Date, Etc.)

X	INSTAGRAM	FACEBOOK	LINKEDIN
<p>Jan. 27 – Big Tech goes on trial for harming kids.</p> <p>They’ve lied to lawmakers, attacked parents, and dodged accountability.</p> <p>+1,600 lawsuits and countless children harmed. <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok_us</a> <a href="#">@Snapchat</a> will answer for each.</p> <p>Follow <a href="#">@Tech_Oversight</a> updates.</p> <p>#BigTechAddictsKids</p>	<p>January 27 – Big Tech goes on trial for harming kids. Tech executives will answer under oath how they designed platforms to addict kids.</p> <p>They have lied to lawmakers, attacked parents, and done everything to avoid accountability.</p> <p>This isn’t just one lawsuit. It’s +1,600 lawsuits and countless children harmed. And for the first time, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> will answer for every single one.</p> <p>Subscribe to Tech Oversight Project’s newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>On January 27, tech giant executives will stand on trial in Los Angeles for their harm to kids—for the first time ever. Not to read a scripted apology, but to answer under oath, in their own words, how they designed platforms to addict kids.</p> <p>For too long, Big Tech has lied to lawmakers, attacked parents, and exhausted every effort they could to avoid accountability. And they have failed.</p> <p>This trial isn’t about one lawsuit. It’s more than 1,600 children harmed—each one a record of loss.</p> <p>This is the floodgate that <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> have tried to keep closed. It’s the breakthrough parents have fought for. And it’s on all of us to keep up the pressure.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>On January 27, tech giant executives will stand on trial in Los Angeles for their harm to kids—for the first time ever. Not to read a scripted apology, but to answer under oath, in their own words, how they designed platforms to addict kids.</p> <p>For too long, Big Tech has lied to lawmakers, attacked parents, and exhausted every effort they could to avoid accountability. And they have failed.</p> <p>This trial isn’t about one lawsuit. It’s more than 1,600 lawsuits and countless children harmed.</p> <p>This is the floodgate that <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> have tried to keep closed. It’s the breakthrough parents have fought for. And it’s on all of us to keep up the pressure.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p>

			#BigTechAddictsKids
<p>Jan. 27 - Big Tech goes on trial for harming kids. Before a jury and the parents whose children have been harmed, even died.</p> <p>This is about every kid lost and about holding Big Tech accountable for taking kids' lives.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Starting on January 27, Tech executives will stand trial in Los Angeles for harming kids—not just before a jury, but before the parents whose children have been harmed, even died.</p> <p>This trial is about every child lost, and every act of harm these companies chose to do.</p> <p>It's about holding Big Tech accountable for decisions that put your kids' lives at risk—every single day.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Starting on January 27, Tech giants will stand trial in Los Angeles for harming kids—not just before a jury of everyday Americans, but before the thousands of survivors and families whose children have been harmed by their products.</p> <p>This is more than one lawsuit. This is +1,600 lawsuits and countless children harmed by Big Tech. It's about kids' lives being lost so the most profitable companies in history can thrive.</p> <p>We all know enough is enough. Now it's time for Big Tech to take responsibility and fix their harmful products in order to protect kids.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Starting on January 27, Tech giants will stand trial in Los Angeles for harming kids—not just before a jury of everyday Americans, but before the thousands of survivors and families whose children have been harmed by their products.</p> <p>This is more than one lawsuit. This is +1,600 lawsuits and countless children harmed by Big Tech. It's about kids' lives being lost so the most profitable companies in history can thrive.</p> <p>We all know enough is enough. Now it's time for Big Tech to take responsibility and fix their harmful products in order to protect kids.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>

<p>Time's up for Big Tech.</p> <p>Jan. 27 – Big Tech will stand before a jury and face the question we all already know the answer to:</p> <p>Did you knowingly design products to addict and harm kids? The answer is yes—they did.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Finally, time's up for Big Tech.</p> <p>On January 27, for the first time ever, tech giant executives will stand before a jury and face the question we all already know the answer to:</p> <p>Did you knowingly design products to addict and harm kids? The answer is yes—they did</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Finally, time's up for Big Tech.</p> <p>On January 27, for the first time ever, tech giant executives will stand before a jury and face the question we all already know the answer to:</p> <p>Did you knowingly design products to addict and harm kids? The answer is yes—they did.</p> <p>Big Tech designed platforms to keep children hooked, tracked, and exploited—then lied to the public about safety. They never cared about our kids' well-being. They cared about profit, no matter the cost.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Finally, time's up for Big Tech.</p> <p>On January 27, for the first time ever, tech giant executives will stand before a jury and face the question we all already know the answer to:</p> <p>Did you knowingly design products to addict and harm kids? The answer is yes—they did.</p> <p>Big Tech designed platforms to keep children hooked, tracked, and exploited—then lied to the public about safety. They never cared about our kids' well-being. They cared about profit, no matter the cost.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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<p>Jan. 27: <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok_us</a> <a href="#">@Snapchat</a> face their biggest threat:</p> <ul style="list-style-type: none"> <li>• Court of law</li> <li>• Survivor parents</li> <li>• Whistleblowers with evidence</li> </ul> <p>No more lies, PR spin, or lobbyists. This is the moment to save our kids.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>On January 27 – <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> face their biggest threat yet:</p> <ul style="list-style-type: none"> <li>• The court of law</li> <li>• Thousands of survivor parents</li> <li>• Whistleblowers with undeniable evidence</li> </ul> <p>No more lies. No PR spin. No lobbyists. This is the moment to protect our kids.</p> <p>Subscribe to Tech Oversight Project’s newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>On January 27, Big Tech giants—<a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a>—will face the biggest threat to their business model yet:</p> <ul style="list-style-type: none"> <li>• The court of law</li> <li>• Thousands of survivor parents and families</li> <li>• Whistleblowers with undeniable evidence</li> </ul> <p>For years, these tech giants have misled the public about the safety of their products, using every tool available to undermine parents and attack those that have exposed their reckless practices.</p> <p>They have tried everything to keep this out of the courtroom—but it wasn’t enough.</p> <p>Their trial is our first win. Now it’s time to keep the momentum going and turn this moment of accountability into lasting solutions that protect our kids.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>On January 27, Big Tech giants—<a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a>—will face the biggest threat to their business model yet:</p> <ul style="list-style-type: none"> <li>• The court of law</li> <li>• Thousands of survivor parents and families</li> <li>• Whistleblowers with undeniable evidence</li> </ul> <p>For years, these tech giants have misled the public about the safety of their products, using every tool available to undermine parents and attack those that have exposed their reckless practices.</p> <p>They have tried everything to keep this out of the courtroom—but it wasn’t enough.</p> <p>Their trial is our first win. Now it’s time to keep the momentum going and turn this moment of accountability into lasting solutions that protect our kids.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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<p>America's online safety rules are 30 years old. Because Big Tech has policymakers in a chokehold.</p> <p>On Jan. 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok_us</a> <a href="#">@Snapchat</a> stand trial for harming our kids.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>America's online safety rules are 30 years old. That's before social media products existed—and that's not by accident.</p> <p>Policymakers pass new laws every day, but when it comes to social media, Big Tech has them in a chokehold.</p> <p>Not anymore. On January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> take the stand for the first time ever. This is our chance, right now, to protect our kids.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>America's online safety rules are 30 years old. That's before social media products existed—and that's not by accident.</p> <p>Policymakers pass new laws every day, but when it comes to social media, Big Tech has them in a chokehold.</p> <p>That ends on January 27. <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> will take the stand for the first time ever. This is the moment we have fought for.</p> <p>This is Big Tech's moment of reckoning—and they'll answer for every lie, every harm, every child they've put at risk.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>America's online safety rules are 30 years old. That's before social media products existed—and that's not by accident.</p> <p>Policymakers pass new laws every day, but when it comes to social media, Big Tech has them in a chokehold.</p> <p>That ends on January 27. <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> will take the stand for the first time ever. This is the moment we have fought for.</p> <p>This is Big Tech's moment of reckoning—and they'll answer for every lie, every harm, every child they've put at risk.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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## Making the Product Liability Case

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<p>Big Tech thinks they're untouchable—and they act like it.</p> <p>Untouchable by the law, the kids who have lost their lives, parents' stories of loss, basic morality.</p> <p>They knowingly harmed kids. On Jan. 27 that ends.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech thinks they're untouchable—and they act like it.</p> <p>Untouchable by the law. Untouchable by kids who have lost their lives. Untouchable by parents' stories of loss. Untouchable by basic morality.</p> <p>On January 27 that ends. We have the evidence—they knowingly designed their products to harm kids. And the whistleblowers are ready to prove it.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>For too long, Big Tech has felt untouchable—untouchable by the law, untouchable in the face of parents' stories of loss, untouchable even against basic morality that calls for protecting children.</p> <p>On January 27 that changes. For the first time, tech giants will be held accountable for the mountain of evidence showing they knowingly harmed kids—including testimony from whistleblowers who heard these orders firsthand.</p> <p>This product liability lawsuit isn't just a small dent in <a href="#">@Meta @YouTube @TikTok @Snapchat</a> defenses. It's a crack in their armor. On January 27, that crack will grow.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>For too long, Big Tech has felt untouchable—untouchable by the law, untouchable in the face of parents' stories of loss, untouchable even against basic morality that calls for protecting children.</p> <p>On January 27 that changes. For the first time, tech giants will be held accountable for the mountain of evidence showing they knowingly harmed kids—including testimony from whistleblowers who heard these orders firsthand.</p> <p>This product liability lawsuit isn't just a small dent in <a href="#">@Meta @YouTube @TikTok @Snap</a> defenses. It's a crack in their armor. On January 27, that crack will grow.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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<p>This isn't about content.</p> <p>This trial is about deliberate design choices that Big Tech made to addict our kids to their products.</p> <p>On Jan. 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok_us</a> <a href="#">@Snapchat</a> will have to answer for it.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>This isn't about content.</p> <p>This isn't about free speech.</p> <p>This trial—brought by thousands of survivors, families, schools, and state and local leaders—is about deliberate design choices that Big Tech made to addict our kids to their products.</p> <p>On January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> will have to answer for it.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech wants the public to believe this trial is about content moderation on their platforms. It's not.</p> <p>Big Tech wants the public to believe the outcome of this trial will threaten free speech. It won't.</p> <p>This trial is about deliberate design choices—choices that tech giants made to addict our kids to their products.</p> <p>It's also about what happened next: despite knowing the harm their products were causing, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> chose to double down. On January 27, these executives will stand trial to answer for it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech wants the public to believe this trial is about content moderation on their platforms. It's not.</p> <p>Big Tech wants the public to believe the outcome of this trial will threaten free speech. It won't.</p> <p>This trial is about deliberate design choices—choices that tech giants made to addict our kids to their products.</p> <p>It's also about what happened next: despite knowing the harm their products were causing, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> chose to double down. On January 27, these executives will stand trial to answer for it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>Social media platforms are designed to purposely addict kids..</p>	<p>Social media platforms are designed to addict kids on purpose.</p>	<p>Social media platforms are designed to addict kids.</p> <p>Big Tech has deliberately created products that trap kids in spaces far more dangerous than anything we'd</p>	<p>Social media platforms are designed to addict kids.</p> <p>Big Tech has deliberately created products that trap kids in spaces far more dangerous than anything we'd allow in the real world.</p>

<p>Because keeping kids addicted is profitable.</p> <p>On Jan. 27, <a href="#">@Meta @YouTube @tiktok us @Snapchat</a> stand trial to answer for their choice to harm kids.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech could fix this, but they don't. Why? Because keeping kids addicted is profitable.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snapchat</a> will stand trial for the first time to answer for their choices.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>allow in the real world. And the truth is: Big Tech could fix this without touching content—but they choose not to.</p> <p>Why? Because keeping kids addicted is profitable.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snapchat</a> will stand trial for the first time, and be forced to answer for the choices to put children at risk.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>And the truth is: Big Tech could fix this without touching content—but they choose not to.</p> <p>Why? Because keeping kids addicted is profitable.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snap</a> will stand trial for the first time, and be forced to answer for the choices to put children at risk.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>Car seats. Dosage guidelines. Toy safety.</p> <p>We protect kids in the real world. But online kids are fighting for their lives from products designed to addict and harm them.</p> <p>On January 27, the court will hold Big Tech accountable.</p>	<p>We protect kids in the real world by making sure the products they use are safe—from car seats to dosage guidelines.</p> <p>But online? Kids are left to fend for themselves in environments designed to addict and harm them.</p> <p>Big Tech has known about the damage for years. They failed to act.</p> <p>On January 27, the court will hold Big Tech accountable.</p>	<p>We protect kids in the real world by making sure the products they use are safe—from car seats to dosage guidelines.</p> <p>But when it comes to their online lives, kids are left to fend for themselves in digital environments designed to put profit over their well-being.</p> <p>Big Tech doesn't just have a moral responsibility to avoid harming children. They have a legal obligation to act on the</p>	<p>We protect kids in the real world by making sure the products they use are safe—from car seats to dosage guidelines.</p> <p>But when it comes to their online lives, kids are left to fend for themselves in digital environments designed to put profit over their well-being.</p> <p>Big Tech doesn't just have a moral responsibility to avoid harming children. They have a legal obligation to act on the</p>

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## Parent Voices & Children as the Target

X	INSTAGRAM	FACEBOOK	LINKEDIN
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<p>Kids can't escape social media.</p> <p>Because Big Tech designed platforms for addiction. And it's costing kids their lives.</p> <p>On Jan. 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok</a> <a href="#">us</a> <a href="#">@Snapchat</a> will be held accountable for harming kids.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Kids are glued to their phones. That's a fact—but it's not their fault, and it's not by accident.</p> <p>Social media platforms aren't built for connection—they're designed for constant engagement, no matter what.</p> <p>And it's costing kids their lives.</p> <p>On January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> will be held accountable for the children their products have harmed—all for profit.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Kids are more online than ever. We all know the story: children glued to their phones, struggling to focus in class, missing family dinners, and playing less outside with their friends less.</p> <p>That's because social media platforms aren't built for connection anymore—they're designed for constant engagement, no matter what. And it's not just affecting how kids think or see themselves, it's costing them their lives.</p> <p>On January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> will be held accountable for the children their products have harmed—all for profit.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Kids are more online than ever. We all know the story: children glued to their phones, struggling to focus in class, missing family dinners, and playing less outside with their friends less.</p> <p>That's because social media platforms aren't built for connection anymore—they're designed for constant engagement, no matter what. And it's not just affecting how kids think or see themselves, it's costing them their lives.</p> <p>On January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> will be held accountable for the children their products have harmed—all for profit.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>Big Tech doesn't depend on new users—it depends on kids.</p> <p>On Jan. 27 the California Social Media Addiction Lawsuits will prove this.</p>	<p>Spoiler alert: Big Tech doesn't depend on new users—it depends on kids, sometimes as young as five.</p> <p>The landmark trial on January 27 in Los Angeles will prove this. Once and for all.</p>	<p>The reality is: If you're not paying for a product, then you are the product. And it's not new users that Big Tech depends on—its children, sometimes as young as five years old.</p> <p>We know Big Tech targets kids. We know these companies take advantage of kids'</p>	<p>The reality is: If you're not paying for a product, then you are the product. And it's not new users that Big Tech depends on—its children, sometimes as young as five years old.</p> <p>We know Big Tech targets kids. We know these companies take advantage of</p>

<p><a href="#">@Meta @YouTube @tiktok_us @Snapchat</a> – Are you ready to tell the truth?</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p><a href="#">@Meta @YouTube @TikTok @Snapchat</a> – Are you ready to tell the truth?</p> <p>Subscribe to Tech Oversight Project’s newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>growing minds and demand excessive use of their products. To the point of death.</p> <p>On January 27, the landmark trial in Los Angeles will prove what we—as everyday parents and as Americans—have known all along: the horrific harm and loss our families and children have experienced from social media products are not accidental.</p> <p>That’s Big Tech’s business model.</p> <p>Follow along <a href="https://techoversight.org">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>kids’ growing minds and demand excessive use of their products. To the point of death.</p> <p>On January 27, the landmark trial in Los Angeles will prove what we—as everyday parents and as Americans—have known all along: the horrific harm and loss our families and children have experienced from social media products are not accidental.</p> <p>That’s Big Tech’s business model.</p> <p>Follow along <a href="https://techoversight.org">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>Big Tech designed products to harm our kids.</p> <p>They flooded kids’ feeds with sexual exploitation.</p> <p>This isn’t a parenting failure.</p> <p>On Jan. 27, blame lands on <a href="#">@Meta @YouTube @tiktok_us @Snapchat</a>.</p>	<p>Big Tech has designed products to make it impossible to protect our kids.</p> <p>These companies push into our homes and kids’ classrooms, flood their feeds with sexual exploitation. With predators eager to traffic them.</p> <p>This isn’t a parenting failure. This is on <a href="#">@Meta @YouTube @TikTok @Snapchat</a>.</p>	<p>Big Tech has designed products that make it impossible to protect our kids.</p> <p>We can do everything right—set controls, follow the advice—and still lose our children to products that exploit them.</p> <p>These products seep into our homes and kids’ classrooms, flooding their feeds with sexual exploitation and exposing them to predators eager to traffic them.</p>	<p>Big Tech has designed products that make it impossible to protect our kids.</p> <p>We can do everything right—set controls, follow the advice—and still lose our children to products that exploit them.</p> <p>These products seep into our homes and kids’ classrooms, flooding their feeds with sexual exploitation and</p>

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<p>Big Tech blames parents.</p> <p>But they profit by making our kids impossible to protect.</p> <p>The whistleblowers have spoken. The internal messages are out.</p> <p>On Jan. 27, America learns the truth about <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok_us</a> <a href="#">@Snapchat</a>.</p>	<p>Reality check: Big Tech hates parents.</p> <p>The evidence is clear: they profit by making our lives harder, making our kids impossible to protect—then harming them.</p> <p>The whistleblowers have spoken. And the internal messages are out.</p> <p>On January 27, America learns the truth about what <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> do to kids.</p>	<p>Reality check: Big Tech hates parents.</p> <p>While our kids are being harmed by their products—on purpose—Big Tech...:</p> <ul style="list-style-type: none"> <li>• Says “do better” but makes that impossible</li> <li>• Blames us when our kids are harmed</li> <li>• Lies about how “safe” their products are</li> </ul> <p>But the evidence is clear. The whistleblowers have spoken. And the internal messages are out.</p>	<p>While our kids are being harmed by their products—on purpose—Big Tech...:</p> <ul style="list-style-type: none"> <li>• Says “do better” but makes that impossible</li> <li>• Blames us when our kids are harmed</li> <li>• Lies about how “safe” their products are</li> </ul> <p>But the evidence is clear. The whistleblowers have spoken. And the internal messages are out.</p>

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## Exposure to Harms

X	INSTAGRAM	FACEBOOK	LINKEDIN
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<p>We protect kids from smoking. What about social media?</p> <p>Big Tobacco addicted kids for profit. Big Tech is playing the same game.</p> <p>On Jan. 27, <a href="#">@Meta @YouTube @tiktok_us @Snapchat</a> will answer for it.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>We protect kids from smoking. Why aren't we protecting them from social media?</p> <p>Big Tobacco addicted kids for profit, no matter the harm. Now, Big Tech is playing the same game—but the damage isn't something that shows up decades later. The impact of addiction is immediate.</p> <p>And it's costing kids their lives.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snapchat</a> will finally be forced to answer for it.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Kids today can't imagine life without social media—and that's the point.</p> <p>Big Tech didn't invent a new playbook; they followed an old one. We've seen this before with Big Tobacco—an industry that worked hard to hook kids early in order to create lifelong addicts.</p> <p>But there is one critical difference: the harm caused by social media products doesn't show up decades later. It happens in real time.</p> <p>These platforms are designed to push, and even demand, constant engagement from kids: at home, in class, and in the middle of the night when they should be sleeping.</p> <p>The impact of this addiction is immediate. And it's costing kids their lives.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snapchat</a> will finally be forced to answer for it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p>	<p>Kids today can't imagine life without social media—and that's the point.</p> <p>Big Tech didn't invent a new playbook; they followed an old one. We've seen this before with Big Tobacco—an industry that worked hard to hook kids early in order to create lifelong addicts.</p> <p>But there is one critical difference: the harm caused by social media products doesn't show up decades later. It happens in real time.</p> <p>These platforms are designed to push, and even demand, constant engagement from kids: at home, in class, and in the middle of the night when they should be sleeping.</p> <p>The impact of this addiction is immediate. And it's costing kids their lives.</p> <p>On January 27, <a href="#">@Meta @YouTube @TikTok @Snap</a> will finally be forced to answer for it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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		#BigTechAddictsKids	
<p>Big Tech is the only industry in America that can harm kids and walk away.</p> <p>They expose kids to exploitation, predators, depression.</p> <p>On Jan. 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@tiktok</a> <a href="#">us @Snapchat</a> will be held accountable.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech is the only industry in America that can harm kids—even kill them—and walk away.</p> <p>No responsibility. No consequences.</p> <p>Not for sexual exploitation. Not for trafficking. Not for predators.</p> <p>Starting on January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> can't walk away. They'll be held accountable in court.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech is the only industry in America that can knowingly harm kids—even kill them—and walk away.</p> <p>No responsibility. No consequences.</p> <p>This must stop. It's time to end the sexual exploitation, trafficking, and predators that their products push our kids towards. The pro-suicide content. The AI chatbots that sexualize children.</p> <p>Starting on January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> can no longer hide from the harms they've caused in the name of profit. They'll be held accountable in court.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Big Tech is the only industry in America that can knowingly harm kids—even kill them—and walk away.</p> <p>No responsibility. No consequences.</p> <p>This must stop. It's time to end the sexual exploitation, trafficking, and predators that their products push our kids towards. The pro-suicide content. The AI chatbots that sexualize children.</p> <p>Starting on January 27, <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> can no longer hide from the harms they've caused in the name of profit. They'll be held accountable in court.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>We would never allow child sexual abuse in the real world.</p> <p>But online there are no guardrails.</p>	<p>We would never allow child sexual abuse in the real world.</p> <p>But online? There are no guardrails.</p>	<p>In the real world, we would never allow child sexual abuse.</p> <p>Online, we're relying on online safety rules almost 30 years old—rules that don't protect kids from the constant</p>	<p>In the real world, we would never allow child sexual abuse.</p> <p>Online, we're relying on online safety rules almost 30 years old—rules that don't protect kids from the constant sexual exploitation,</p>

<p>On Jan. 27, <a href="#">@Meta @YouTube @tiktok us @Snapchat</a> will stand trial for their harm to kids.</p> <p>Follow <a href="#">@Tech Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>That's how <a href="#">@Meta @YouTube @TikTok @Snapchat</a> want to keep it.</p> <p>Starting January 27, these tech giants will finally stand trial for the sexual exploitation, trafficking, and abuse their products are designed to target kids for.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>sexual exploitation, trafficking, and abuse that social media products are designed to enable.</p> <p>This isn't an accident. Big Tech has spent billions to keep laws frozen, so they can target kids for profit, even if it costs children their lives.</p> <p>It's time to defend the moral foundation of our families and our communities from <a href="#">@Meta @YouTube @TikTok @Snapchat</a>. Our kids' lives depend on it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>trafficking, and abuse that social media products are designed to enable.</p> <p>This isn't an accident. Big Tech has spent billions to keep laws frozen, so they can target kids for profit, even if it costs children their lives.</p> <p>It's time to defend the moral foundation of our families and our communities from <a href="#">@Meta @YouTube @TikTok @Snap</a>. Our kids' lives depend on it.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
<p>Social media is digital fentanyl. Big Tech's products kill kids and block parents from protecting them.</p> <p>On Jan. 27, <a href="#">@Meta @YouTube @tiktok us @Snapchat</a> stand trial for harming</p>	<p>Big Tech is digital fentanyl. Their social media products are killing our kids, stripping parents of the ability to protect them, and putting our country at risk.</p> <p>That's not what America was built on. A future where Big Tech poisons our children doesn't just hurt some of us—it hurts all of us.</p>	<p>We know Big Tech is digital fentanyl. Their social media products are killing our kids, stripping parents of the ability to protect them, and putting our country at risk.</p> <p>That's not what America was built on. When tech giants pull children toward dangerous behavior, that's not progress—it's failure. And a future where Big Tech poisons our children</p>	<p>We know Big Tech is digital fentanyl. Their social media products are killing our kids, stripping parents of the ability to protect them, and putting our country at risk.</p> <p>That's not what America was built on. When tech giants pull children toward dangerous behavior, that's not progress—it's failure. And a future where Big Tech poisons our children doesn't just hurt some of us—it hurts all of us.</p>

<p>kids and American families.</p> <p>Follow <a href="#">@Tech_Oversight</a> for updates.</p> <p>#BigTechAddictsKids</p>	<p>Ending harmful social media products is common sense. On January 27, when <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> stand trial, you're either on the side of kids and American families—or you're not.</p> <p>Subscribe to Tech Oversight Project's newsletter, The Dispatch, for courtroom updates—link in bio.</p> <p>#BigTechAddictsKids</p>	<p>doesn't just hurt some of us—it hurts all of us.</p> <p>Together, we must stop Big Tech from taking our kids' lives. It's common sense.</p> <p>On January 27, when <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snapchat</a> stand trial, you're either on the side of kids and American families—or you're not.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>	<p>Together, we must stop Big Tech from taking our kids' lives. It's common sense.</p> <p>On January 27, when <a href="#">@Meta</a> <a href="#">@YouTube</a> <a href="#">@TikTok</a> <a href="#">@Snap</a> stand trial, you're either on the side of kids and American families—or you're not.</p> <p>Follow along <a href="#">techoversight.org</a> for updates from the courtroom.</p> <p>#BigTechAddictsKids</p>
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