



August 18, 2023

Lisa Hayes  
Head of Safety Public Policy & Senior Counsel, Americas  
TikTok

Dear Lisa:

We represent parents, educators, students and mental health professionals. For years, we have witnessed how screens are stealing our children from us; how our youngest generations' most formative years have been permanently altered by products that we, as users, have so little ability to control. We felt powerless to demand changes for something we did not understand. But now, we are increasingly aware of how social media platforms are having a severe impact on our children's well-being, and that there are things we can do, things you can do, to fix this problem.

Over the last two years, the role of social media in our nation's youth mental health crisis has gotten a great deal of attention. The president and the U.S. surgeon general both have sounded the alarm, along with the American Psychological Association's first-ever [health advisory](#), detailing the harms your platforms cause and calling on you to fix your dangerous products. And yet, students are still being exposed to addictive features and harmful content that is not being regulated or addressed when reported.

So far, less attention has been paid to how social media is disrupting our educators' ability to do their jobs, but this lack of attention in no way means the problems don't exist. Our recent report, "[Likes vs. Learning: The Real Cost of Social Media for Schools](#)," seeks to address these problems. This report draws upon the experiences that educators, parents, students and mental health professionals have shared with us, as well as the lawsuits being filed by school districts across the country. In addition to concrete examples of social media's impact on schools, the report identifies specific principles your company can follow to create a safer product for our children.

The principles set forth in this report identify clear actions you can take right now. We have viewed your commercials where you talk about the need for regulation. Our report's recommendations align closely to the requirements in the Kids Online Safety Act, the Children and Teens' Online Privacy Protection Act and the Age-Appropriate Design Code.

We are writing to request a meeting with your senior leadership to discuss what actions you can take to prove to us that you are as committed to the well-being of our nation's youth as you are to the profits your designs were created to generate.

We can no longer afford to wait. Our students and children are paying the price. It's time to act. We urge you to meet with us to discuss commonsense changes to your products, as outlined in our report,

which could dramatically improve the day-to-day experiences of millions of students—both online and in schools.

We look forward to the opportunity to discuss our concerns.



Randi Weingarten  
AFT president



Emma Lebmke  
Co-Chair  
Design It For Us



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Design It For Us



Josh Golin  
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