

Adam Mosseri  
Head of Instagram  
Meta  
One Hacker Way  
Menlo Park, CA 94025

To the Head of Instagram Adam Mosseri:

We write to you today as individual creators who utilize Instagram as a vital tool for expression, communication, education, and advocacy. We are deeply concerned, disappointed, and frustrated by Meta's recent decision to limit the reach of "political content" on Instagram, Threads, and Facebook with little to no notification – and as a default rather than voluntary opt-in – for users. [1]

On February 9, 2024, Meta published a [blog post](#) saying the company was extending its existing approach to limit suggested political content on Facebook to Instagram and Threads, specifically no longer recommending political content on the Explore, Reels, In-Feed Recommendations, and Suggested Users on Instagram. [2]

As some of the largest communication platforms in the world, Meta's platforms have a responsibility to be an open and safe space for dialogue, conversation, and discussion. A recent Pew Research Center study found that 16% of American adults regularly get their news from Instagram, which made up a larger share of users' news media consumption than TikTok or Twitter/X. [3] As individuals who use Instagram to share news and other political content, we want our content to reach not only our audience, but also other users across the platform in the same way algorithmically afforded to other individuals in non-political spaces.

**Instagram is undermining the reach of our content online by limiting suggested political content on the platform through a new default setting for accounts.** With many of us providing authoritative and factual content on Instagram that helps people understand current events, civic engagement, and electoral participation, Instagram is thereby limiting our ability to reach people online to help foster more inclusive and participatory democracy and society during a critical inflection point for our country.

Rather than unilaterally changing the default settings of accounts to limit political content without transparency to users across platforms, Meta should instead empower users to opt-out of seeing suggested political content. As users of Meta's platforms, we did not choose to automatically opt-out of receiving suggested political content on civic activism and news updates. Removing political recommendations as a default setting, and consequently stopping people from seeing suggested political content poses a serious threat to political engagement, education, and activism.

Furthermore, Meta’s vague definition of political content as “likely to mention governments, elections, or social topics that affect a group of people and/or society at large” endangers the reach of individuals and organizations whose identities and/or advocacy have been rendered a ‘social topic’ in this country. [4] This undermines the reach of marginalized folks speaking to their own lived experience on Meta’s platforms and undermines the reach of advocacy work in important areas that have become ‘social topics’ including climate change, gun violence prevention, racial justice, transgender rights, and reproductive freedom to name just a few.

**We urge Meta to give users the autonomy to adjust their algorithm by making the setting to limit political content an opt-in user choice, rather than on-by-default.** By doing so, Meta can foster an environment that values diversity of opinion, encourages civic engagement, and upholds the principles of free expression and open democratic discourse. Such free expression and open democratic discourse, however, does not exempt Meta from the company’s responsibility to prevent harmful content on social media that promotes disinformation, discrimination, hate, or violence.

As individuals who are deeply invested in the future of Instagram and the future of our democracy, we look forward to your response. Thank you for your attention to this important matter.

Signed,

@_garrettmichaud_	@beanomcdoogle
@_tylerbehnke_	@belledejong
@6degreesofactivism	@belliott99_
@abigailrc.art	@Bemyvalenteen
@aebrennen	@bordspawn
@aidankohnmurphy	@brianderrick_
@alan_vinarsky	@bswift_13
@allegory_of_the_corey	@cakeandfate
@alokvmenon	@carle100
@amyvictoriakarp	@Carlos_Eduardo_Espina
@annie_wu_22	@carolina.forward
@anthonycherek	@chamberofmothers
@ariellaelm	@chinesexcx
@arsallan.mulla	@chup4c4bras
@Ashlee_raign1730	@cliffordthebigredscare
@ava._ava._ava	@Commandercactus
@avery__ward	@corathewanderer
@averym.jpg	@cosmia_girl
@Awakening_Through_Parenthood	@cristinalaurenn
@ayaybabes	@Cynthiaclevelandphotography
@babs.214	@daratuckerb
@baggygrl	@dear_white_staffers

@Destroytyler  
@DetroitDisabilityPower  
@devon8er  
@dragonheart103  
@dvinevoid  
@edenbloom2023  
@edizzz38  
@elizardbeth.clayton  
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@EmilyInYourPhone  
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@JamesNathan451  
@jaylando22  
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@synrgibricks  
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@Xedwardscissorhandsx  
@zaakrahman  
@zacharykopet  
@zachpraiss  
@Zeeshan.m\_  
@zoeyeharig

CC: Mark Zuckerberg  
Chief Executive Officer  
Meta  
One Hacker Way  
Menlo Park, CA 94025

[1]: Meta Blog Post: <https://transparency.fb.com/features/approach-to-political-content>

[2]: Instagram Blog Post:

<https://about.instagram.com/blog/announcements/continuing-our-approach-to-political-content-on-instagram-and-threads/>

[3]: Pew Research Center:

<https://www.pewresearch.org/journalism/fact-sheet/social-media-and-news-fact-sheet/>

[4] Instagram Blog Post:

<https://about.instagram.com/blog/announcements/continuing-our-approach-to-political-content-on-instagram-and-threads/>