



Mark Zuckerberg, Founder, Chairman, and Chief Executive Officer
Sheryl Sandberg, Chief Operating Officer
Facebook
1601 Willow Road
Menlo Park, California 94025

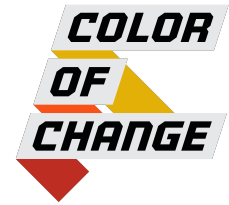
Dear Mr. Zuckerberg and Ms. Sandberg,

I would like an opportunity to meet in person to discuss last week's *New York Times* article and revelations that Facebook hired a right-wing communications firm to attack Color Of Change's credibility with an anti-Semitic smear campaign. No matter how innocuously you may choose to represent it publicly, pushing the Jewish "puppet masters" trope was intentional. It is ripped from a playbook centuries in the making and directly linked to attempts to undermine the civil rights movement in the 1960s. It also has very real and deadly consequences, something that should have been made all too clear to you with the tragic shooting at a Pittsburgh synagogue by an anti-Soros conspiracy theorist. I write this letter in hopes that we can identify meaningful solutions not only for the sake of Color Of Change, but also for all the people that rely on your platform every day. We all deserve better.

I want you to know that your public relations campaign — built on dangerous narratives and steadily pushed to right-wing and mainstream media outlets — has threatened the safety of my team and countless others affiliated with the organization. Over the last year, we have seen a dramatic uptick in attacks to our platform and death threats, against which we have had to fortify ourselves. It is hard to fully explain the terror that comes from walking down the street by myself at night and being approached by a white man wearing camouflage, spouting details about me and our organization while yelling racist rhetoric. That is concerning enough, but what keeps me up at night are the untold risks to the people who do this work alongside me.

While we all know there are real dangers that come with challenging power, it is disturbing to know you intentionally turned the pressure cooker up even higher, merely to save face. For years, we have worked to ensure the safety of Black users by demanding protections for Black leaders doxxed by white supremacists on Facebook. We have worked to ensure Facebook has transparent and fair moderation policies and demanded that Facebook put an end to racially targeted digital voter suppression and predatory marketing. When Facebook did step up to the plate, we publicly applauded those changes and continued to push you to go even further. It is unacceptable that while my team was working with yours to fix problems occurring on your platform, your team was more concerned with hiding the problems than solving them.

I won't mince words. Facebook has violated its most fundamental mission of building human connection, as well as the trust placed in it by billions of people. The tactics Facebook has



employed descend to the most damaging depths of politics. You employed hatred and fear for power and profit. A just path forward will require more than crisis response; Facebook has to deliver on its promise to earn back the trust of users.

I wholeheartedly believe change is possible when we come together in good faith, with the intention to find common ground and systemic solutions. That is why we keep doing this work even in the darkest of times. I want to find a path forward, and I hope that a chance to sit down face to face will help get us to a needed reset. This isn't just about winning the public relations wars; we hope that you will be transparent and earnest in what will hopefully be a shared pursuit of a solution.

Sincerely,

Rashad Robinson
President
Color Of Change

CC:

Joel Kaplan, Vice President, Global Public Policy, Facebook

Kevin Martin, Interim Head, US Public Policy, Facebook

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