

What would you do with \$70 billion?

We know what Facebook did.

They allowed incitement to violence against protesters fighting for racial justice in America in the wake of George Floyd, Breonna Taylor, Tony McDade, Ahmaud Arbery, Rayshard Brooks and so many others.

They amplified white nationalists by including news sources with known extremist ties in their “fact checking” program.

They turned a blind eye to blatant voter suppression on their platform.

Could they protect and support Black users? Could they call out Holocaust denial as hate? Could they help get out the vote?

They absolutely could. But they are actively choosing not to do so.

99% of Facebook’s \$70 billion is made through advertising.

Who will advertisers stand with?

Today, we are asking all businesses to stand in solidarity with our most deeply held American values of freedom, equality and justice and not advertise on Facebook’s services in July.

Let’s send Facebook a powerful message: Your profits will never be worth promoting hate, bigotry, racism, antisemitism and violence. Please join us.

#stophateforprofit
stophateforprofit.org

