



Dear TikTok, YouTube, and Snapchat,

Through the actions of state attorneys general nationwide, select platforms have been held accountable in implementing safeguards for children on their apps. As parents, child advocates, faith-based groups, and family policy organizations, we urge you to join Meta in creating an industry-wide standard for protecting our youth online. For years, we've spoken out about the dangers children face online and the precautions that could have shielded them from harm. It's time to set a national standard for all such platforms.

Last month, a coalition of 52 state attorneys general secured an [18 billion dollar settlement](#) to protect children from unhealthy, compulsive use of Meta's platforms, along with enforceable commitments from Meta. We are encouraged that our kids will have a safer experience on Meta's apps, but we also know their digital lives don't stop at Instagram and Facebook.

That's why we stand with state attorneys general across the country in calling on you to adopt the same changes to which Meta has now agreed. The AGs settlement has created a new and higher standard for the industry. It should not be treated as a one-off, but as a whole new rulebook applicable across the entire social media industry. It is what our children deserve.

Meta's settlement includes strict daily time limits, restricted access at night and during school hours, stronger parental controls over algorithmic feeds and autoplay, hidden likes by default, and age verification for Facebook and Instagram. These are real changes that uphold parental rights and measurably shape how minors interact with these platforms. But because these protections are limited to just two apps, we worry that this settlement leaves the job of protecting kids very much incomplete.

You know as well as we do that Instagram and Facebook together represent just a fraction of the time teenagers spend on social media. According to the [Institute for Family Studies](#), YouTube and TikTok account for most of teens' time use on social media and are most frequently linked to mental health decline.

In this fragmented digital environment, a patchwork of rules will only endanger kids' online safety further. Under the current settlement terms, there is nothing to stop a teen who already spends an average of [six hours a day](#) on YouTube from doubling down on compulsive use when Instagram goes dark during school. That could mean falling down a pornography rabbit hole, making contact with strangers, being targeted by exploitative advertising, or being algorithmically guided toward fringe violence and profanity.

Instagram and Facebook are not the only platforms where kids face real risks. YouTube's [recommendation algorithm](#) has long funneled young viewers from age-appropriate videos toward graphic violence, dangerous stunts, and sexual content. YouTube shorts are particularly

harmful and have been found to recommend extremist and hateful content at [nearly twice](#) the rate of other social media platforms. Additionally, TikTok's own internal teams identified the platform as [deeply harmful](#) to teenage girls' mental health. Snapchat, meanwhile, has become a primary vector for [drug dealers](#) and [predators](#) to reach minors.

A standard has been set, and the challenge issued. The stakes could not be higher. Tolerating weaker protections on YouTube, TikTok, and Snapchat on exploitative advertising, graphic violence, contact with predators, and addictive design—is not a position consistent with our shared goals of protecting kids. An industry-wide standard will do far more for our children than adjustments to a handful of apps.

That progress is already underway. State attorneys general have already landed meaningful protections for kids online through landmark settlements, but settlements alone cannot reach every app. That's why states like Utah, Texas, Louisiana, and Alabama have gone a step further and passed the App Store Accountability Act, which puts age verification and parental consent at the app store level. Other states have implemented age verification at a website level to protect kids on browsers as well. Parents in these states now have a real say in which sites their kids visit, which apps their children download, and how they use them before harm can occur.

These advancements in online child protections have made these states the safest places in America for kids to be online. But those protections stop at state lines, and until commonsense age verification bills like the App Store Accountability Act and SCREEN Act can be passed and adopted at the federal level, we are counting on YouTube, TikTok, and Snapchat to, at the very least, adopt the same design protections that 52 bipartisan state AG's have set as the new standard for youth safety on social media. Families across the country deserve consistent, enforceable safe-design standards on every platform their children use. We ask you to put the health and safety of children first.

Respectfully,

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