

1870 Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Taylor Ball	2025	Baumhart Scholar MBA
Member 2: Kara Gurvey	2025	Baumhart Scholar MBA
Member 3: Moises Mendez	2025	Baumhart Scholar MBA
Member 4: Anna Briggs Pirila	2025	Baumhart Scholar MBA

Advisor: Jennifer J. Griffin, PhD, MBA

Topic Title: Mind Your Manners, Meta: Building Safe Social Media Communities

Audience: Meta Board of Directors

Sustainable Development Goals

SDG #3: Ensure healthy lives and promote well-being for all at all ages

SDG #8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

Executive Summary

In the era of digital connectivity, the rise of social media has been accompanied by a concerning surge in mental health issues, especially among youth. Numerous studies highlight the detrimental impact of prolonged social media use on mental well-being. Simultaneously, numerous legal cases against Meta underscore the urgency to address Meta's ethical responsibility to mitigate the unprecedented mental health crisis facing youth.

Our proposal centers on a core commitment: Meta will prohibit businesses from directing targeted advertisements to minors focusing long-term impact by creating a positive community culture and health. By taking this stance, this will not only create a first mover advantage allowing Meta to shift from the status quo in the industry but evolve Meta as a mental health champion aligning with the values shared from the recent rebrand. Meta will continuously launch innovative mental health tools and apps to counter and eliminate mental health related issues aligning with the United Nations' Sustainable Development Goals, SDG #3 "Ensure healthy lives and promote well-being for all at all ages" and SDG #8 "Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all."

Meta's solution addresses the ethical concerns surrounding social media's impact on mental health through responsible advertising practices. By implementing age-based advertising restrictions, Meta will make an initial financial investment while explicitly mitigating adverse effects of targeted content on young minds while encouraging all other social media platforms to do the same. This proposal recognizes the delicate balance between privacy and security, with Meta emphasizing the importance of responsible social media practices to protect the mental well-being of all users.

Meta's commitment to restricting ads targeting children under 16 aligns with broader global goals of ensuring health, well-being, and fostering inclusive societies. By proactively addressing the ethical dilemmas associated with social media, Meta aims to set a precedent for other businesses in the sector to promote responsible digital engagement. This contributes to a future where the online world enhances, rather than compromises, mental health, and societal well-being.