

ThriveTrio: EmN Consulting Group

| <u>Team Member Name</u> | <u>Year</u> | <u>Major</u> |
|-------------------------|-------------|---------------------------|
| Nouran Salman | 2026 | Human Resource Management |
| Eman Alabkal | 2026 | Marketing |
| Mona Alasfour | 2026 | Marketing |

Advisor: Cenk Lacin Arikan

Topic Title: Beyond the like button: Is Meta crossing the line?

Audience: The Board of Directors of Meta

Sustainable Development Goal

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

Executive Summary

Meta envisions a world where people and communities are given the power to bring everything closer together and create a new and fully integrated interactive world. Such an ambitious goal requires strong values whereby the company moves incredibly fast to build a fully digital network of ideas, people, and communities. During this relentless endeavor, the practices of the company seem to show significant discrepancies between what is preached and what is executed. Currently, Meta is encountering significant ethical issues related to violation of user privacy, misinformation practices, and data security breaches, all of which lead to major financial, legal, and reputational risks and losses. These ethical issues cause harm to users, violate the company's core principles, and institute clear moral conflicts. The company is currently facing certain challenges which will likely result in even bigger future problems. If these issues are not properly addressed, Meta will suffer seriously in terms of their company image and this will potentially ruin their customer base, customer loyalty, and customer health.

As a solution and remedy, we reckon Meta must improve the dignity of all stakeholders, prove that they care for the common good, and promote corporate values and virtues by strengthening data protection protocols, guaranteeing strict content filtering, and promoting fair recruiting processes in order to address these growing problems. As part of our solution, we recommend Meta build sustainable trust with all its stakeholders. This accountability in data and misinformation management will improve the company's reputation and put an end to its significant losses, both financially and legally. Rebuilding trust and securing Meta's position as a responsible industry leader will require proactive engagement with regulatory bodies and open communication with users. These recommended solutions will benefit Meta not only in legal and financial aspects but also help create sustainable success in the long term.