

## STATE OF FLORIDA

ASHLEY MOODY  
ATTORNEY GENERAL

July 10, 2023

Mark Zuckerberg  
Chief Executive Officer  
Meta Platforms, Inc. (f/n/a Facebook, Inc.)  
1601 Willow Road  
Menlo Park, California 94025

Dear Mr. Zuckerberg:

I serve as Chair of Florida's Statewide Council on Human Trafficking ("Council"). The Florida Legislature recently required the Council to "[a]ssess the frequency and extent to which social media platforms are used to assist, facilitate or support human trafficking" within Florida. § 16.617(4)(b), Florida Statutes.

To meet this statutory objective, we surveyed Florida law enforcement agencies and requested documented instances since 2019 in which social media may have been used to facilitate human trafficking, including recruitment, trafficking operations or control over the victim. We also asked those agencies to identify which social media platforms were used.

The results were extraordinary.

According to the survey, 146 of the 271 reported instances of social media platform use in human trafficking were attributable to Meta platforms (Instagram, Facebook, WhatsApp and Facebook Messenger), more than 53% of the reported instances involved. To put this number in perspective, after Meta platforms, the next-highest social media platform used in human trafficking was Snapchat, and it was utilized 19 times, seven times less than Meta platforms.

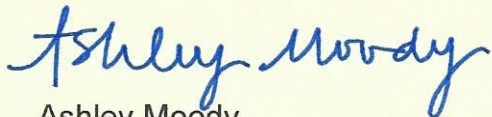
According to the 2022 Federal Human Trafficking Report, Facebook was the top platform used in recruitment of human trafficking victims from 2019-2022. Facebook and Instagram combined to make up 60% of the top ten platforms included in the study.

Additionally, major social media sites self-reported increases in suspected child sexual abuse materials, including child sex trafficking incidences. According to the National Center for Missing and Exploited Children's 2022 CyberTipline Reports by Electronic Service Providers, more than 27 million, or 85%, of the incidents reported were from Meta platforms.

As Chair of the Council, and as Florida's Attorney General, I invite you to appear before the Council to discuss this very important issue and address the Council as to what Meta is doing to prevent its platforms from being used to assist, facilitate or support human trafficking.

The Council's next meeting is October 2, 2023, and I would appreciate a response to this invitation no later than September 5, 2023. Please send your response to Director of the Statewide Council on Human Trafficking Lynn Guyton at [Lynn.Guyton@myfloridalegal.com](mailto:Lynn.Guyton@myfloridalegal.com). If you have any additional questions, please contact Lynn with the Florida Office of the Attorney General at (813) 287-7148.

Sincerely,



Ashley Moody

Florida Attorney General and Chair of the Statewide Council on Human Trafficking