Committee: SOCHUM

Topic: The question of the regulation of Social Media.

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Summary

We as individuals have our own views and perspectives on what types of information, we believe should be kept private and confidential. There has been many discussions and debates on whether different social media platforms have safe and secure. One of the big events that led to serious questions about social media regulations was the violence at the U.S. Capitol and the ensuing actions taken by social media platforms. This all suggest that we may be at a turning point as far as how business leaders and government bodies approach social media regulation. It is very important that social media is regulated because it will ultimately become a much more enjoyable place for all users on any social media site. There are ways in which social media can be enjoyed in a more safe and private way and ensure that all of the users personal information nor any of the platforms are used in any type of malicious way.

Definition of Key Terms

Social Media – These are websites and applications that enable users to create or share any type of content or participate in social media networking

COPPA – Children's Online Privacy Protection Act – this was introduced in the USA in order to protect children online and on social media websites

CDA – Communications Decency Act – this was set up in the United Sates and it was put in place to protect those who are most vulnerable in society from graphic content that have been shared online. This has helped many people in the US.

Background Information

Social Media has been used with relative impunity far too often in this world to spread horrible things like hate, prejudice and also a lot of the time, violence. These things have been targeted especially towards many types of minority groups. An independent UN human rights expert said, calling for an international treaty to address the growing scourge

The government will be enforcing new powers for Ofcom to police all social media platforms. These rules are to ensure that the major social media apps dedicate themselves to protecting users from content such as violence, terrorism, cyber bullying, and child abuse. Their job is to make sure that any type of harmful content must be taken down off the site extremely quickly. Steps are being taken to ensure that harmful content will not even appear in the first place. Companies used to heavily rely on self-governance. YouTube and Facebook have their own set of their own rules about what is deemed to be unacceptable.

Major Countries and Organizations Involved

United States – they have Federal Regulators and state legislators that all help to regulate the social media platforms.

Singapore – they have set up an organisation called The Protection of Online Falsehoods and Manipulation Bill (POFMA) and this came into effect in October 2019

France – The government adopts and enforces a law to protect Child 'influencers' on all of social media.

China – Chinas Central Government has enforced media censorship on most social media platforms.

Federal Regulators – responsible for regulating a release regulation for social media platforms to adhere by.

Timeline of Events

March 2018: It is revealed that Cambridge Analytica harvested troves of user data without their consent and used this data for political purposes. Facebook stock plummets.

April 2018: Mark Zuckerberg testifies before Congress. The world sees how weird becoming one of the world's richest humans can make you.

April 2021: Phrasee announces the impending arrival of Brand Language Optimization for social media with Phrasee Attract

2018 timeline

Jan. 4: Zuckerberg posts his New Year's resolution, stating that his "personal challenge" wouldbe focused on fixing Facebook's issues: abuse and hate, state-based misinformation and election interference, and making sure time on Facebook is "well spent."

Feb. 12: A German court finds that Facebook failed to ask people if it could collect their data for advertising purposes, violating the country's data privacy laws.

Feb. 16: A Belgian court rules that Facebook had broken privacy laws by tracking people on third-party sites.

March 19: The Cambridge Analytica data scandal breaks, a story that kickstarts broader concern about what kind of access to use data Facebook gave to other companies and apps.

March 26: The Federal Trade Commission says its is opening an investigation into Facebook's privacy practices. Facebook stock takes a hit.

April 4: Facebook reveals 87 million people may have had their data "improperly shared" with Cambridge Analytica.

April 10: Zuckerberg testifies before Congress for 4 hours and 54 minutes.

April 30: WhatsApp co-founder Jan Koum leaves after fighting its parent company, Facebook,over data privacy, encryption and the app's business model.

May 22: Zuckerberg is grilled by E.U. lawmakers over data policies. The lawmakers publicly remark that they are unsatisfied with his answers.

June 3-4: E.U. and U.S. politicians press Facebook on the access that hardware manufacturershad to user data. Rep. David Cicilline, D-R.I., says that Zuckerberg may have lied to Congress about user control of data access.

June 7: Facebook says a software bug may have revealed the posts of up to 14 million users. uly 2: Facebook confirms that it's under investigation by the FBI, SEC, FTC and the Department of Justice over the Cambridge Analytica scandal.

July 26: Facebook stock plummets on disappointing second quarter earnings.

Aug. 17: The Housing and Urban Development department files a complaint against Facebookfor allowing housing discrimination through targeted ads.

Sept. 24: Instagram's founders leave after clashes with Zuckerberg.

Sept. 26: In an interview with Forbes, WhatsApp co-founded Brian Acton calls himself a selloutfor selling his company to Facebook.

Sept. 28: Facebook announces a security flaw that allowed an unknown party to take overalmost 50 million accounts.

Oct. 12: Facebook updates that the security flaw allowed hackers to see personal info of 14million people.

Oct. 25: The U.K. Information Commissioner's Office (ICO) fines Facebook £500,000, or about $645,000, the highest punishment it can dish out for a data breach.

Nov. 14: The New York Times publishes an extensive piece about Facebook's efforts to "delay, deny and deflect" inquiries about its handling of foreign election interference, including that Sheryl Sandberg, chief operating officer, was involved in efforts to retaliate against critics.

Nov. 16: Four U.S. senators ask Zuckerberg in a letter whether his company had hired a firm to collect and disseminate information about Facebook critics, including elected officials.

Nov. 27: Lawmakers from nine countries tear into Zuckerberg for failing to attend an international committee hearing on misinformation.

Nov. 27: A former Facebook manager publicly accuses Facebook of having a "black people problem."

Dec. 5: A U.K. lawmaker releases internal Facebook emails that highlight the company's aggressive tactics.

Dec. 14: Facebook apologizes after a security flaw exposes unpublished photos to appdevelopers.

Previous Attempts to solve the Issue

Facebook have announced that they now have a global privacy setting that is GDPR compliant. This means that transparency is already built-in with the social media platform. This will be offering consumers more confident about the way they're sharing data on the platform. LinkedIn, WhatsApp and other platforms will , in the future, similarly have more detailed privacy noticed automatically built in, which means that social managers don't have to worry about any data that they collect via the sites constituting a breach of contract.

However, it is still a good idea for many marketers to ensure total privacy and transparency, especially if they are agencies or otherwise not completely clear on the extent to which their clients have used data in the past. 'they can do this by helping to establish clear and very easy to understand privacy notices when dealing with UK-based clients and partners.

Possible Solutions

- ❖ Social media has a tendency to giving the user a sense of warped safety online. There is a problem that there may be people out there who are wishing harm on you. You do not know a person's true intention when they are sat behind a screen. the possible solution for this issue is that one must keep their personal and confidential information safe and tight and only share this information with close friends and family. People must remember that the need to share ones personal information or what they are up to on a social media site is not a necessity for you too be happy. Protecting yourself is the key to your own personal happiness.

- ❖ To provide excellent customer service all of the time. This is the most powerful way in which we can avert negative experiences from customers. Many social media companies regularly take polls from their users. The reason in which they decide to do this is because it helps the companies to see whether they are lacking in certain areas of their well being for all of their users. To add to this, the companies who genuinely decide to provide the best customer service for their customers, they will realise that not all of their users will be overjoyed with every interaction they have.

- ❖ Try to respond quickly: publicly acknowledge, take Responsibility, they must be helpful to their customers. If there is a customer that has had a very bad experience with any type of social media site, the best thing that the company could do or enforce is that they should always try their upmost best to respond quickly. This is the key to solving an issue and keep the business of the customer at their own company.

- ❖ Take it Offline: research your customer, their history and get the facts. Once a customer has opened up about their issues with the company, the next thing the social media company should do is to investigate what the issues could be. It is up to the company to gather all of the facts which includes the good and the bad of feedback from all of their disgruntled customers.

Bibliography

(Title of source, author, date of publication – you may also wish to list some useful websites)

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