

December 21, 2020

Facebook
Attn: Mark Zuckerberg, CEO
1 Hacker Way
Menlo Park, CA 94025

TikTok
Attn: Vanessa Pappas, Interim Head of TikTok
5800 Bristol Parkway
Culver City, CA 90230

Google
Attn: Sundar Pichai, CEO
1600 Amphitheatre Parkway
Mountain View, CA 94043

Twitter
Attn: Jack Dorsey, CEO
1355 Market Street
San Francisco, CA 94103

Instagram
Attn: Adam Mosseri, Head of Instagram
1 Hacker Way
Menlo Park, CA 94025

YouTube
Attn: Susan Wojcicki, CEO
901 Cherry Avenue
San Bruno, CA 94066

Dear CEOs of Leading Technology Companies:

As the United States begins a historic and unprecedented campaign to administer COVID-19 vaccines to hundreds of millions of people across the country, I urge you on behalf of the physician and medical student members of the American Medical Association (AMA), to guard against disinformation that could derail this herculean effort. As we work tirelessly to stop the spread of COVID-19, please remain vigilant against the proliferation of unintentional misinformation and purposeful disinformation on your platforms.

It is especially important that social media platforms share timely, transparent and accurate information about COVID-19 vaccines from public health institutions like the U.S. Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) that are rooted in science and evidence. This task becomes even more significant in the face of multiple, sophisticated disinformation campaigns targeting the American people by foreign governments through proxy news sites, social media personas and other means, [as documented by the U.S. State Department](#). Your vigilance will provide significant lift to efforts by leading health care organizations to overcome vaccine hesitancy and promote widespread vaccine acceptance at a moment when vaccinations are critical.

Increasing COVID-19 vaccine acceptance is particularly important within marginalized and minoritized communities who have a historically well-founded mistrust of medical institutions, as these same patient populations have been disproportionately impacted by COVID-19. The immunization campaign now underway will save lives and preserve the well-being of all, including those individuals who cannot receive the vaccine due to underlying health concerns.

Our AMA appreciates the actions many of you have taken to identify, label and, in some cases, remove misinformation regarding vaccines in general and COVID-19 vaccines in particular, but we know more can be done in this regard. We encourage you to continue evaluating your existing policies that are designed to combat misinformation to ensure they are as effective and comprehensive as possible. Lives--and the success of this historic effort--are on the line.

Technology Company CEOs

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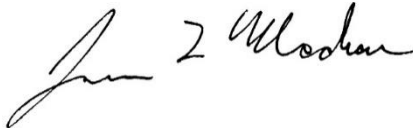
Page 2

The AMA is encouraged that some [organizations](#) have stepped up to help shoulder the burden of identifying and eliminating misinformation online before it is widely disseminated. Policing misinformation online is far too great a challenge for any one entity to take on alone. We must work collaboratively to close the vaccine data deficit and convey evidence-based information about vaccines from credible sources to create a common understanding of facts. That is the only way to empower people to make informed decisions about their health.

The COVID-19 vaccination campaign is critically important to ending the most severe public health crisis we have faced in generations. Widespread access to accurate, evidence-based information that is grounded in science is key to our success.

Thank you for your cooperation, and we look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Jim L Madara". The signature is written in a cursive, flowing style.

James L. Madara, MD