

BUILT TO

CONNECT

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About Meta

Our mission is to build the future of human connection and the technology that makes it possible.

We build technology that helps people connect and share, find and build communities, and grow businesses. Our products enable people to connect and share with friends and family through mobile devices, personal computers, virtual reality (VR) and mixed reality (MR) headsets, augmented reality (AR), and wearables. We also help people discover and learn about what is going on in the world around them, enable people to share their experiences, ideas, photos, videos, and other content with audiences ranging from their closest family members and friends to the public at large, and stay connected everywhere by accessing our products.



 Meta Quest  Meta Horizon

 |  Meta  Meta AI

Our community keeps growing with more than 3 billion people using at least one of our apps each day. Our vision is to bring personal superintelligence to everyone, so that people can direct it towards what they value in their own lives. As we continue to increase our investments and focus more of our resources on artificial intelligence (AI), we are focused on five major opportunities:

1. Improved advertising
2. More engaging experiences
3. Business messaging
4. Meta AI
5. AI devices

These are each long term investments that are downstream from us building general intelligence and leading AI models and infrastructure.

As of December 31, 2024, Meta had:

-  Offices in more than 90 cities around the world.
-  27 owned data center locations.
-  74,067 global employees.

 **Learn More**

[About Meta ↗](#)

[2024 Annual Report on Form 10-K ↗](#)

[2025 Annual Meeting and Proxy Statement ↗](#)

About This Report

Our 2025 Responsible Business Practices Report serves as an update on our approach to managing our priority topics, and reflects activities from our 2024 fiscal year (January 1, 2024 – December 31, 2024) unless otherwise noted. This year's report was prepared in reference to the Global Reporting Initiative (GRI) standards and the Sustainability Accounting Standards Board (SASB) Internet and Media Services Industry Standards.

Meta prioritizes transparency to keep people safe and accountable. We report annually on policies and performance, and issue timely disclosures on business activities and government data requests.



Meta Headquarters

We strive to build trust by being transparent about data practices and empowering users with control over their information, including:



Sharing our Policies

We provide visibility into our technologies, policy enforcement, data requests, and intellectual property protection.



Reporting Regularly on our Enforcement

We disclose Community Standards enforcement, intellectual property violations, content restrictions, government data requests, and intentional internet disruptions.

Throughout this report, more detailed information on each priority topic is linked for readers to learn more about our approach and view additional reporting, where available.



Read more about topic-specific stakeholder engagements within each section of this report.



Learn More

[Global Reporting Initiative \(GRI\) Index ↗](#)

[Sustainability Accounting Standards Board \(SASB\) Index ↗](#)

[Meta Stakeholders ↗](#)

[How Meta Engages with Stakeholders ↗](#)

[Investor Relations ↗](#)

[Transparency Center ↗](#)

[Transparency Reports ↗](#)

[Law Enforcement Guidelines ↗](#)

Approach to Responsible Business



Informed by our priority topics assessment, our strategic pillars guide our approach to doing business responsibly.



Operate Transparently and Sustainably

Conduct business responsibly, ethically, and transparently to maintain the trust of stakeholders and earn our license to operate around the world.



Build Responsibly

Design, develop, and continuously improve our products and platforms to enable safe and inclusive experiences that improve everyone's lives.



Empower People and Partners

Treat employees, suppliers, and other partners with respect and dignity by implementing high standards of safety and care and ensuring our supply chain partners do the same.



Unlock Potential for Good

Enable people around the world to share ideas, offer support, and make a difference through the use of our technologies, programs, and tools, creating a positive impact at scale.

This year, our Responsible Business Practices Report demonstrates the many ways that Meta is built to connect.

We believe that technology, at its best, helps unlock potential for good. From our investments in sustainable infrastructure, to ushering in the next era of social technology as we evolve our products and programs, to developing advertising solutions that connect businesses with customers around the world — everything Meta does is inspired by the importance of human connection.

As we build connections for the world, we want to build for everyone, with products that are accessible and safe.

At Meta, we are staying true to our roots and giving people a voice to share their experiences while building opportunities to connect in new, more meaningful ways. Because Meta is built to connect, and connection is built for everyone.



Learn More

[Our Approach to Responsible Business ↗](#)

[Responsible Business Resources ↗](#)



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Corporate Governance



Our [Corporate Governance Guidelines](#) reflect the strong commitment of our Board of Directors to encourage effective policy and decision-making at both the Board and management level, with a view to enhancing long-term value for Meta shareholders.

Our Board is responsible for overseeing strategic and business risk management and believes that a thoughtful and strategic approach to risk oversight is critical. The Board exercises oversight directly and through its committees, informed by reports from the management team, including senior personnel and our internal audit department, as well as input from external advisors. Reports are designed to provide timely visibility about the identification and assessment of risks, mitigation strategies, and ongoing developments.

All current directors are independent under the applicable laws and regulations, with the exception of our CEO, as are all current members of our standing committees.

The policy of our Board of Directors is to encourage the selection of directors who will contribute to our success and our mission to build the future of human connection and the technology that makes it possible. With that in mind, we regularly assess the effectiveness of our Board and prioritize Board refreshment. In 2024, five new directors were added to the Board, which now comprises 15 highly qualified directors with a broad range of backgrounds, skills, experiences, and perspectives that enable them to provide valuable guidance on both strategic and operational issues.

Responsible Business Governance

Executive leadership sets the tone for our approach to responsible business and promotes alignment with our business goals.

Kate Kelly, Vice President, Deputy General Counsel & Corporate Secretary, leads our efforts with executive oversight from Jennifer Newstead, Chief Legal Officer, and Joel Kaplan, Chief Global Affairs Officer.

Meta leverages cross-team management to drive responsible business practices, governance, engagement, and reporting. This approach enables teams to actively identify, prioritize, and align initiatives with broader business objectives. Collaborative efforts across Meta play a crucial role in supporting this distributed approach, ensuring that initiatives are comprehensive, integrated, and effectively coordinated throughout the company.

Our Board of Directors is informed on key activities related to responsible business practices on an ongoing basis.



Shareholder Engagement

We believe effective corporate governance includes regular, transparent, and constructive communication with shareholders to understand their perspectives and priorities, and to elaborate on our initiatives. Meta maintains an active dialogue on key topics such as Board oversight, company strategy, executive compensation, and responsible business practices.

In 2024, we engaged with more than 60 shareholders, representing more than 40% of outstanding shares.

These conversations are led by members of our management team, joined in select circumstances by independent directors.

2024 Highlights

Key themes of shareholder engagement discussions in 2024 included:

Board and Governance	- Board composition, refreshment, and oversight of strategy - Director independence and evolving governance practices - Board and committee oversight of key areas, including strategy, risk, youth safety, data privacy, Community Standards, content moderation, human rights, and AI - Executive compensation and stock-based compensation issuance practices
Content Governance, Platform Safety, and AI	- Community Standards and our ongoing work to enforce our policies - Ongoing efforts to strengthen child safety and support youth well-being on our technologies - Our commitment to building AI with the appropriate protections and mitigations in place
Human Capital Management	Talent retention, corporate culture, and employee engagement

Throughout 2024, the Board continued to focus on enhancing transparency on topics discussed with our shareholders, including the following updates which were informed by shareholder engagement:

Governance	Updated our Corporate Governance Guidelines to reflect that, as a part of our practice for setting the agenda for Board meetings, both the Chairman and the Lead Independent Director have the ability to include items on the agenda independent of the other with advance notice
Reporting	Published our Responsible Business Practices, Human Rights, and Sustainability Reports in 2024



Learn More

- [2025 Annual Meeting and Proxy Statement ↗](#)
- [Investor Relations ↗](#)
- [Corporate Governance Guidelines ↗](#)
- [Governance Documents ↗](#)
- [Our Approach to Tax Policy ↗](#)

Compliance and Ethics

Meta builds programs and tools that empower employees to innovate and operate responsibly. Our reach and influence require that we commit and hold ourselves accountable to a high standard. Our Code of Conduct is our foundation, helping every Meta employee understand their responsibilities towards compliance and ethics. The Code of Conduct and company policies address risks and obligations, including conflicts of interest, sanctions, competition, privacy, and anti-corruption. We are committed to compliance with the letter and spirit of applicable laws. Violations of our policies may result in disciplinary action, up to and including termination of employment or assignment and financial consequences.

2024 Highlights

Regional Compliance and Ethics

In addition to our global programs, the Corporate Compliance & Ethics (CC&E) team has personnel present in all major regions in which we operate. This allows us to meet our globally dispersed business teams where they are and drive compliance in real time. CC&E personnel based outside of the US have regional expertise on various compliance topics specific to their regions, such as anti-corruption, sanctions, export controls, political activities, competition, and hardware compliance.

In addition, CC&E includes teams of regional ethics and compliance managers, located in 11 global offices, across nine time zones, and speaking 17 languages, that serve as a central point of contact for ethics and compliance matters in APAC, EMEA, and LATAM. They also maintain a global network of compliance champions — business representatives who help us amplify our compliance and ethics efforts around the world.

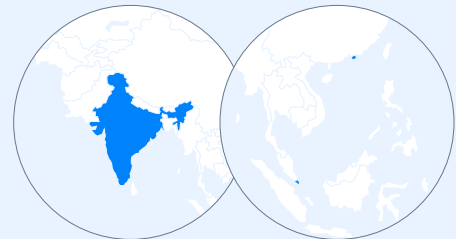
Our annual Ethics Week initiative enables and empowers employees to make decisions that reflect our mission, values, and principles. CC&E tailors in-person events to regional audiences alongside global virtual events.

In 2024, we held 15 regional Ethics Weeks across:

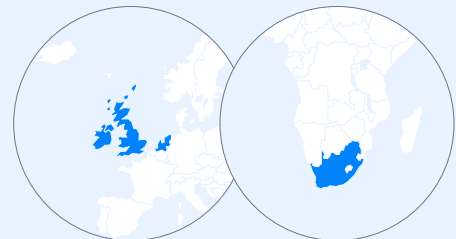
NORAM



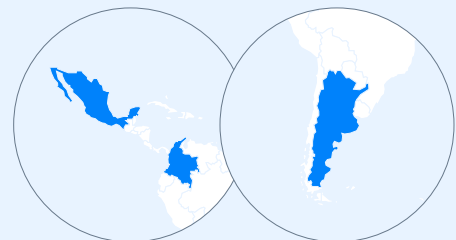
APAC



EMEA



LATAM



 [Learn More](#)

[Investor Relations](#) ↗

[Code of Conduct](#) ↗

[Anti-Corruption Policy](#) ↗

Competitive Behavior



Our business is characterized by innovation, rapid change, and disruptive technologies. We compete with companies providing connection, sharing, discovery, and communication products and services to users online, as well as companies that sell advertising to businesses looking to reach consumers and/or develop tools and systems for managing and optimizing advertising campaigns.

Meta faces significant competition in every aspect of our business, including, but not limited to, companies that facilitate the ability of users to create, share, communicate, and discover content and information online or enable marketers to reach their existing or prospective audiences. We compete to attract, engage, and retain people who use our products, to attract and retain businesses that use our free or paid business and advertising services, and to attract and retain developers who build compelling applications that integrate with our products.

We also compete with companies that develop and deliver consumer hardware and augmented, mixed, and virtual reality products and services. We expect to face additional competition as we introduce or acquire new products, as our existing products evolve, or as other companies introduce new products and services, including as part of efforts to innovate through the development and application of AI and other new technologies, as well as efforts to develop the metaverse.

Competition laws, also known as antitrust laws, ensure that companies don't unreasonably restrict competition or use market power in ways that harm competition. Complying with competition laws helps us avoid investigations, lawsuits, fines, restrictions, and even criminal penalties.

Competing fairly means we:

- Make business decisions independently from our competitors.
- Do not exchange or communicate competitively sensitive information with competitors, except in legally permissible circumstances.
- Never agree, either directly or indirectly, with competitors:
 - To set prices or terms related to the technologies and programs we provide to third parties.
 - To allocate customers, advertisers, territories, or technologies and programs.
 - To refrain from dealing with a particular company.
 - On bid levels or whether to submit a bid on prospective business.
 - To refrain from recruiting or hiring their employees.

Employees are required to comply with antitrust laws. Our approach to competing vigorously and fairly is outlined in the Meta Code of Conduct.



Learn More

[Code of Conduct ↗](#)

[2024 Annual Report on Form 10-K ↗](#)

[Building to Compete ↗](#)

Public Policy Engagement and Advocacy



Public policy decisions can have significant implications for the people that use our services and the future direction of our company. Meta regularly engages with government officials to discuss policy issues important to the company as well as share information about our products and services, to ensure that Meta maintains a voice in public policy discussions that impact our business, our employees, and the people that use our products and services.

We expect all of our personnel to follow our policies, including our Code of Conduct and Political Activities and Lobbying Policy. We also provide training to our personnel and external consultants engaging with government officials to discuss policy issues on the ethical standards required in all such interactions, expect them to always act lawfully, honestly, and ethically, and abide by all lobbying registration and reporting laws in countries in which we operate.

Stakeholder Engagement

Meta belongs to trade groups and organizations representing a wide range of perspectives and communities around the world. Our team also works with independent, third-party organizations on issues relating to technology and internet policy, and we sometimes support their events that highlight internet and social media issues. In 2024, we focused on ensuring advanced AI models are available free of charge around the world, including in developing economies, and spurred that development through awards and grants to developers with innovative applications.

2024 Highlights

Our 2024 policy priorities included:

- **Artificial intelligence:** We worked with policymakers to educate them on new emerging applications and the benefits AI has for society.
- **Data and privacy:** We advocated for privacy regulations that protect consumers, align with their expectations, and allow for them to continue to enjoy our products and services in a consistent manner.
- **Competition:** We advocated for policies that ensure consumers have choices and access to our high-quality products and services.
- **Free expression:** We take action on content that violates our Community Standards, but maintain a commitment to free expression. We continuously work to understand where our systems could be inadvertently limiting people's voices on our platforms.
- **Platform integrity:** We worked with policymakers and other government partners to help ensure our platforms remain safe places for users to share and engage. This includes doing our part to safeguard elections and take action against fraud and scams.
- **Youth:** We know parents want to feel confident their teens can use social media to connect with friends and explore their interests without worrying about unsafe or inappropriate experiences. We reimaged Instagram for teens with new Teen Accounts, and are advocating for policy solutions that make it simpler for parents to oversee their teens' online lives.
- **Economic growth:** We worked with policymakers to protect content creators and small business partners.



Learn More

[Code of Conduct ↗](#)

[Meta Political Engagement ↗](#)

Human Rights

Given the scale of our company's operations and the range of rights it could implicate, anticipating, and managing our [salient human rights risks](#) is important but complex. Our Corporate Human Rights policy helps Meta respect and support human rights for all users, and ensures our commitment is enterprise-wide.

We strive to respect the rights of the billions of people who use our technologies and programs around the world, every day. Our priorities in 2024 reflected the salient risks that were identified in the 2022 [Comprehensive Human Rights Salient Risk Assessment](#).

Our human rights experts guide the implementation of our [Corporate Human Rights Policy](#), which is overseen by the Chief Global Affairs Officer and the Chief Legal Officer.



Stakeholder Engagement

Proactive engagement is central to our approach to human rights at Meta. We engaged with a broad range of stakeholders in 2024 including human rights groups and vulnerable communities, civil society members, academics, think tanks, regulators, and investors. Key topic areas included our approach to AI and election integrity, as well as our designation signals for [Dangerous Organizations and Individuals \(DOI\)](#), criminal organizations, and violent events.

In 2024, we also created voice and expression working groups with local civil society organizations for the Sub-Saharan Africa and Middle East and North Africa regions to understand their concerns with legislative proposals in the Kingdom of Saudi Arabia, Jordan, Nigeria, and Senegal, among other countries. During these sessions, we explored how to safeguard access to our platforms while navigating content restrictions based on local law and our [Global Network Initiative \(GNI\)](#) commitments to uphold freedom of expression and user privacy. We also conducted conflict response workshops in Ethiopia, Palestine, Somalia, Sudan, and Tunisia.

2024 Highlights

Artificial Intelligence

We remain committed to developing and deploying state-of-the-art AI products while considering human rights standards and safeguards against abuse. Our Corporate Human Rights Policy explicitly references the applicability of our human rights commitments to AI and recognizes the importance of the [Organisation for Economic Co-operation and Development \(OECD\) Principles on Artificial Intelligence](#).

With the release of Llama 3 in April 2024, we began emphasizing a [systems-based approach to AI safeguards](#). Rather than baking all protections into the core model as a one-size-fits-all solution, a systems-based approach gives developers additional flexibility to apply the appropriate layers of protections for different use cases and audiences. For example, we provide protections for certain types of potentially offensive, but lawful, speech as optional system-level mitigations. We believe this systems-based approach supports an appropriate balance between freedom of expression and other human rights.

Elections

Protecting the integrity of elections across our technologies and programs is one of our highest priorities. We work hard to protect elections online before, during, and after election periods. 2024 was the largest election year in history.¹ More than 70 countries, home to more than half the world's population, held national elections and roughly 2 billion people were eligible to vote.²

As part of our [preparations for the 2024 elections](#), a dedicated team was responsible for [cross-company elections efforts](#). Our approach included efforts to manage AI risks, enforce our [policies on voter interference](#), disrupt adversarial networks, provide transparency of political advertising and connect voters to reliable information. We also evaluated the appropriate language coverage of classifiers and human reviewers for the countries holding elections to support our efforts to take action on policy-violating content.

Conflict and Crisis

We prepare for and respond to many crises, including conflicts, intra-communal violence, civil unrest, mass protests, and environmental disasters, as well as terrorist attacks and shootings around the world. Our [Crisis Policy Protocol \(CPP\)](#) guides our expedited use of levers to mitigate potential harm in these situations.

The CPP helps us conduct an offline assessment of situations that may result in on-platform risks. Once designated, we conduct an assessment to identify on-platform risks and determine if any additional levers are required.

In 2024, we designated 19 global situations under the CPP, initiating and coordinating crisis responses in Bangladesh, Georgia, Kenya, New Caledonia, Nigeria, South Korea, the United Kingdom, and Venezuela, among others. We also continued our efforts for designated crises in Ukraine, Sudan, and in the Middle East. In addition, we continued implementing the recommendations from the [2022 Human Rights Due Diligence report](#) on Israel and Palestine, and reported [our progress](#) for the period of June 30, 2023, to June 30, 2024.



Learn More

[Human Rights at Meta](#)

[Corporate Human Rights Policy](#)

[Human Rights Commitments and Work](#)

[Our Human Rights Impact](#)

[Human Rights Report](#)

[What We Saw on Our Platforms During 2024's Global Elections](#)

¹ undp.org/super-year-elections

² statista.com/topics/12221/global-elections-in-2024/#topicoverview

Climate

Since 2020, Meta has maintained net zero emissions in our operations³ and matched 100% of our electricity use with clean and renewable energy. We have set a goal to achieve net zero emissions across our value chain in 2030.

We have set a science-aligned emissions reduction target to:

- Reduce our Scope 1 and 2 emissions by 42% in 2031 from a 2021 baseline.
- Enable at least two-thirds of our suppliers, based on their contribution to our emissions, to set science-aligned greenhouse gas (GHG) reduction targets by 2026.
- Not exceed our 2021 baseline Scope 3 emissions by the end of 2031.

We plan to reach these goals by:

- Procuring clean and renewable energy.
- Embedding circularity across our operations.
- Utilizing low carbon fuels and materials in construction and operations.
- Supporting our employees to travel with a lower carbon footprint.
- Decarbonizing the manufacturing and shipping of our consumer hardware.
- Helping our suppliers reduce their emissions.

While our climate strategy prioritizes emissions reduction, any residual emissions we cannot eliminate will require carbon removal projects to reach net zero emissions.

2024 Highlights

In 2024, our net emissions equaled 8.2 million metric tons (M MT) of carbon dioxide equivalent (CO₂e).

Throughout 2024, key progress included:

- Adding more than **15 gigawatt (GW) of clean and renewable energy** to grids globally through Meta supported wind and solar projects.
- Expanding our net zero supplier engagement program to include **183 suppliers** — representing over half of our supplier-contributed emissions — with 48% of our suppliers, based on their contribution to our emissions, having set science-aligned emissions reduction targets by the end of the year.
- Piloting renewable diesel fuel in our Bay Area employee shuttle fleet, already saving an estimated **3,000 MT CO₂e**.
- Continuing to embed circularity across our operations, **utilizing low carbon fuels and materials in construction and operations**, and decarbonizing the manufacturing and shipping of our consumer hardware.



Stakeholder Engagement

For more information on our climate-related stakeholder engagement and partnerships, please see our 2025 Sustainability Report.



Learn More

[Meta Sustainability ↗](#)

[2025 Sustainability Report ↗](#)

[Our Path to Net Zero ↗](#)

³ Scope 1 and Scope 2 emissions

Data Center Efficiency

Building and delivering world-class AI capabilities is critical to our company's near-term product and business success and long-term vision, and our data centers are a critical part of the infrastructure needed to enable these capabilities. We have invested in creating scalable infrastructure to support our needs today and for years to come. In addition to designing for AI, we use AI throughout our data center lifecycle to enable more sustainable designs, operations, and processes.

Our next-generation data centers will support our current products while enabling future generations of AI growth. Our vision blends high-performance and power-efficient computing with a mix of custom solutions specific to our unique needs. This design requires fewer square feet to provide similar compute capacity to previous data center designs, improving delivery time and cost efficiency.

We leverage Digital Twin models of our data center cooling systems to generate accurate estimates of short- and long-term water usage under current and projected operating conditions. The virtual representations of our systems allow us to take a detailed, data-driven approach to our capacity planning, compliance monitoring, and water efficiency project prioritization. We strive to minimize water use and prioritize on-site water efficiency related to the management of air flow and cooling of server halls.

91%

of our owned data center construction waste⁴ was diverted from landfills in 2024.



Stakeholder Engagement

For more information on related stakeholder engagement and partnerships, please see our 2025 Sustainability Report.

2024 Highlights

We take a holistic approach to data center efficiency. Our efforts include creating custom power profiles that only enable higher power configurations for the workloads that require it. We work to reuse existing capacity, safely repurposing idle capacity for workloads that tolerate lower availability requirements. We constantly monitor workloads through observability tools to understand and resolve the root causes of system inefficiencies.

Our comprehensive approach has led to 100% of our operational data center buildings earning, at minimum, LEED Gold certification, dating back to our Prineville data center certification in 2011. In 2024, 11 total data centers earned LEED Gold certification, our largest number of projects certified in one year since before 2019. To date, we have certified 52 LEED Gold data center buildings, totaling nearly 36 million square feet.

We achieved LEED Volume pre-certification of our prototype data center design typology in late 2024. The LEED Volume program provides strategic opportunities and benefits to Meta, including cost savings, expedited review timelines, additional reporting integrity, and contract efficiencies. We have prototyped more than 60% of our typically pursued LEED credits and developed custom product approaches for our complex strategies, including energy modeling and carbon modeling.



Learn More

[Meta Sustainability](#)

[2025 Sustainability Report](#)

[Advancing Low Carbon Concrete in our Data Centers](#)

[Our Approach to Clean and Renewable Energy](#)

[Accelerating the Next Wave of Nuclear to Power AI Innovation](#)

⁴ Construction waste is defined as waste materials generated during the construction, renovation, and demolition of buildings and roads.

Natural Capital

In 2021, we announced our goal to be water positive in 2030. This means that Meta will return more water than we consume in our operations through water restoration initiatives that address shared water challenges and support water stewardship in the watersheds where we operate. At the watershed level, we aim to restore 200% of consumption in high water stress regions and 100% of consumption in medium water stress regions.



Clonlee Data Center

Because our data centers are responsible for the bulk of our water use, reducing our data center water consumption and being more efficient in our data center operations will be key to reaching our water positive goal. To balance our operational water use, we need to strategically support water restoration projects in some of the more water-stressed watersheds where we operate data centers.

We also support biodiversity at our data centers. By 2024, our focus on preservation and restoration practices was programmatically connected to each step of data center development: diligence, planning, design, construction, and operation. We design our projects to largely avoid sensitive ecosystems, instead focusing on restoration and enhancement that complements the natural surroundings and regional character.

2024 Highlights



Water Restoration

Since 2017, we have funded more than 40 water restoration projects in nine watersheds. In 2024 alone, these operational restoration projects returned over 1.59 billion gallons of water to high and medium water stress regions. Once all projects are fully implemented, they are expected to restore 2.9 to 3.4 billion gallons of water annually.



Biodiversity

As of 2024, over 50% of our operational data center campus footprint — more than 4,000 acres — was planned, installed, or preserved to support local habitats with native species. Throughout 2024, we continued to increase this footprint, incrementally adding additional acreage of biodiverse landscape to our portfolio with each new site.



Stakeholder Engagement

For more information on stakeholder engagement and partnerships related to water and biodiversity, please see our 2025 Sustainability Report.



Learn More

[Meta Sustainability ↗](#)

[2025 Sustainability Report ↗](#)

[Our Approach to Water Restoration ↗](#)

[Volumetric Water Benefits Report ↗](#)

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Data Privacy

We collect data to enhance people's experiences on our technologies and serve relevant content. It is our duty to be mindful of why we collect data, ensure we use it responsibly, and encourage people who use our technologies and programs to customize their preferences and maintain control of their privacy settings.

We have invested more than [\\$8 billion in a rigorous privacy program](#) designed not only to identify and address privacy risks early, but to embed privacy into our design process from the start.

Our privacy work is underpinned by governance structures that foster accountability for privacy, led by our Chief Executive Officer and Chief Privacy and Compliance Officer, Product, with Board oversight at the full Board and relevant committee level.

To facilitate transparency, we publish reports on our Transparency Center to give our community visibility into how we respond to data requests and protect intellectual property.

As we incorporate new features and functionality in Reality Labs, we apply our [Responsible Innovation Principles](#), which are designed to uphold our responsibility to protect people's privacy at the forefront as we develop immersive technologies like wearables.

2024 Highlights

By embedding privacy into our products and processes, Meta teams can consider privacy earlier in the development lifecycle. In 2024, we updated our Risk Review process to automate elements of the risk decision framework and embed privacy controls into our engineering tools, allowing us to keep up the pace of reviewing over 1,400 launches monthly while maintaining consistent privacy standards. We continue advancing our privacy-aware infrastructure, which embeds privacy rules directly into code, helping ensure requirements are automatically respected.

In addition to our technical privacy investments, Meta prioritized the following privacy-forward products and features:

- [Ray-Ban Meta glasses](#) were built with privacy at their core, and we have incorporated stakeholder feedback like a more noticeable and visible capture LED and a tamper detection feature to prevent users from recording while the capture LED is fully covered.
- [Meta Quest](#) allows people to choose how social to be and how their information is shared through privacy settings, such as the sensor lock feature as well as parent-managed Meta accounts for preteens.
- We have updated the [Privacy Center](#) and other transparency resources so people have information on how we build our AI models, how our features work, and what options and privacy data rights they have in their region.
- One key update to our ["Why am I seeing this?" tool](#) involves summarizing information into topics about how activity both on and off our technologies — such as liking a post on a friend's Facebook page or visiting a sports website — may inform the machine learning models we use to shape and deliver the ads seen. We also introduced new examples and illustrations explaining how our machine learning models connect various topics to show relevant ads.



Stakeholder Engagement

Our Privacy and Data Policy team leads our engagement in the global public discussion around privacy, including new regulatory frameworks.

To ensure that feedback from governments and experts around the world is considered in our product design and data use practices, we leverage a variety of consultation mechanisms.

In 2024, this included:

- Workshops (including Data Dialogues) and other convenings on complex privacy questions.
- Funding experts to do “deep dive” consultations with us on how we can improve aspects of our privacy program.
- Supporting cross-industry initiatives like [Trust, Transparency and Control Labs \(TTC Labs\)](#) and [Open Loop](#) that develop innovative solutions that help us and others build technology responsibly.
- Hosting a [regular conversation](#) series and an annual Global Innovation and Policy Flyout with leading privacy experts from around the world to discuss a range of pressing privacy policy topics.

We support and participate in industry conferences and other events that promote privacy and share advances in privacy practices. These are opportunities for us to both share with and learn from experts, to ensure we’re taking their perspectives into account as we build products and policies.

In 2024, we shared our advances in privacy enhancing technologies in USENIX’s Conference on Privacy Engineering Practice and Respect, and governance and accountability best practices in IAPP’s conferences with privacy and governance professionals in each part of the world.

We also partner with various experts via advisory groups, which we expanded in 2024. These groups are created to inform our decision making on the most novel and complex questions we face as we build innovative technologies.

In 2024, we consulted with groups focused on:

- The privacy needs of six regions around the world.
- Messaging and encryption.
- [Augmented and virtual reality and the metaverse](#).
- Artificial intelligence.
- Monetization and ads.



Learn More

[Privacy Center](#)

[Privacy Progress](#)

[Privacy Tools and Information Security](#)

[Meta Privacy Policy](#)

[Facebook Privacy](#)

[Instagram Privacy](#)

[Messenger Privacy](#)

[WhatsApp Privacy](#)

Cybersecurity

No matter how strong our defenses are, threat actors will seek to exploit even the smallest gaps in the security of our technologies and programs, which is why we continue evolving our defenses and processes in response to malicious actors trying to work around them.

Trust is an important piece of the relationship between Meta and our community. We work to earn it by anticipating how systems might be abused, develop solutions before problems occur, and take an intentional and proactive approach to protecting our communities and reducing threats they might encounter.

How we Give People Control Over Their Data Security:



Provide secure data storage across our technologies



Offer login alerts and two-factor authentication



Restrict the amount of information other apps can request from people who use our technologies and programs



Provide end-to-end encryption for all personal messages on WhatsApp, and on an increasing number of personal messages on Messenger and Facebook

How we Continually Improve our Security Defenses:



Invest in building frameworks that help engineers prevent and remove entire classes of bugs when writing code



Build automated analysis tools that can inspect code and detect security errors at scale



Conduct peer reviews for code changes to find flaws that our automated technology may miss, and internal exercises to help surface points of vulnerability



Stakeholder Engagement

As we face many of the same security challenges as the rest of the technology industry, we have long invested in sharing our tools and knowledge so we can improve our community's collective defense.

We engage through a variety of channels, including sharing information with industry peers and researchers, participating in and supporting relevant conferences, and consulting external experts as we develop new products and features. We also engage both hired security consultants and external experts to evaluate new products and features ahead of public launches.

2024 Highlights

Cracking Down on Scams

We aim to protect people and businesses from being deceived out of their money, property, or personal information. Attempts to gather sensitive personal information or engage in unauthorized access by deceptive or invasive methods are harmful to the authentic, open, and safe atmosphere that we want to foster.

In 2024, our multi-prong approach to disrupting scams at the source, strengthening product defenses, empowering people, and prioritizing cross-society efforts included:

- [Countering cross-border criminal organizations](#) behind forced-labor scam compounds, resulting in the removal of more than 7 million accounts since the start of 2024.
- [Testing the use of facial recognition technology](#) to detect and prevent celeb-bait ads on our technologies, and as a means for people to verify their identity and regain access to compromised accounts.
- Collaborating with researchers and experts on campaigns to educate people on [how to spot sextortion scams](#) and [how to avoid scams during the holidays](#).
- The expansion of the [Fraud Intelligence Reciprocal Exchange](#), a program that allows banks to share intelligence with Meta so that we can directly combat scammers and protect people who use our technologies.



Engaging Researchers in Bug Hunting

Since 2011, Meta has encouraged security researchers to responsibly disclose potential issues through our bug bounty program, so we can fix the bugs, publicly recognize their work, and pay them a bounty. Lessons learned feed back into our larger security effort, making us better and faster at finding, fixing, and preventing bugs.

Since [making our generative AI features available to security researchers](#) in 2023, we have continued to roll out new products and tools. In 2024, we provided more details to our research community on [what is in scope for bug bounty reports related to our large language models \(LLMs\)](#). We now welcome reports that demonstrate integral privacy or security issues associated with our LLMs, including being able to extract training data through tactics like model inversion or extraction attacks.

In 2024, our bug bounty program awarded more than \$2.3 million in bounties, bringing our total bounties since the creation of our program in 2011 to over \$20 million.

Learn More

[Cybersecurity Policy](#)

[Privacy Tools and Information Security](#)

[Security and Privacy Archives: Engineering at Meta](#)

[Looking Back at our Bug Bounty Program in 2024](#)

[Avoiding Investment and Payment Scams Online](#)

Accessibility

We believe that in order to achieve our mission to build the future of human connection and the technology that makes it possible, our products must be accessible and deliver value to everyone.

Meta is building life-enhancing technologies that have real-world impact and unlock new possibilities for people with disabilities. We're also making advanced technology more open and available so others can build with us. By lowering barriers to innovation, we're helping smaller companies scale accessible solutions faster and at lower cost.

We design products that work for everyone and build tools that let people customize their experience to meet their own needs, preferences, and abilities. We offer a range of accessibility features, such as alternative text and captioning and audio features, to enhance usability and provide a more inclusive experience. We continue to work to make our evolving products accessible based on feedback.

2024 Highlights

Meta is using AI to build products that support greater independence, confidence, and connection for people with disabilities.

One of the challenges with smartphone apps is that many require at least one hand, and more often both hands, to operate. Our Ray-Ban Meta glasses help blind and low-vision users, as well as people with limited hand mobility, navigate the world more easily. Using Meta AI and voice commands, Ray-Ban Meta glasses can describe objects, text, and people's surroundings hands-free, in real time, with the option to turn on Detailed Responses for more descriptive information.

In 2024, after extensive co-development work with [Be My Eyes](#), we launched an integration on our Ray-Ban Meta glasses that connects blind and low-vision Ray-Ban Meta users to a network of 8 million volunteers through the "Call a Volunteer" feature for assistance with everyday tasks, providing what promises to become game-changing accessibility with hands-free access to the Be My Eyes platform.



Stakeholder Engagement

Through a [participatory approach to research called co-design](#), community members are treated as equal collaborators in the design process. This approach is grounded in the belief that building together with communities empowers teams to more efficiently craft products that meet various communities' needs, ultimately creating better products for everyone.

Meta also collaborates with accessibility-centered organizations, disability experts, and users with disabilities to gain insight and expertise in order to build products that are grounded in real-world needs. We work directly with accessibility experts and advocates to understand the experiences, technology needs, and product opportunities for people with disabilities.



Learn More

[Accessibility Resources and Feedback Reporting](#)

[How We're Advancing Accessibility at Meta](#)

[Accessibility and Engagement at Meta](#)

[Embracing Co-Design at Meta](#)



Reliable and Secure AI

Our approach to AI innovation is to maximize the benefits of the technology and help ensure people have secure and reliable AI experiences.

We take steps to evaluate and address risks throughout the AI development and deployment process. This includes incorporating protections in the process we use to design and release the Llama base model, and setting the example for developers when releasing our own AI features on Facebook, Instagram, WhatsApp, Messenger, and Threads.

Through ongoing collaboration with experts, engineers, and the broader AI ecosystem, we identify and mitigate vulnerabilities and bugs to help maintain security and reliability.

2024 Highlights

Updating our Open Source Tools for Safety and Security

Meta updated our [Developer Use Guide](#), which provides best practices and considerations for building products enabled by large language models (LLMs) in a reliable manner. The guide details important considerations and provides developers with information on model- and system-level safeguards.

In 2024, with the launch of Meta AI and Llama 3, we also updated our open source tools that enable developers to customize the model for their specific needs — including Llama Guard 2 and CyberSecEval — and introduced Code Shield, which developers can use to reduce the chance of generating potentially insecure code. We also worked with MLCommons and a global set of partners to create [responsibility benchmarks](#), which launched a proof of concept in 2024 based on evaluations run using Llama Guard, to benefit the entire open source community.

Llama Impact Grants

Our Llama Impact Grants are a global program supporting open source AI projects advancing social and economic impact.

In September 2024, we announced 15 winners of the inaugural [Llama Impact Grants](#) who are using Llama to address challenges related to education, agriculture and the environment, health care, delivery of public services, and economic development. We have also supported the community by hosting nearly 60 global events, including accelerator programs, hackathons, trainings, and workshops, providing technical guidance and mentorship in Llama's applications in the aforementioned areas.

Our Framework for Anticipating and Mitigating Catastrophic Outcomes

To secure the transformative benefits of AI for the future, Meta champions an approach to frontier model development and deployment that advances the state of the art in AI capabilities, while also anticipating and mitigating the risks that more advanced models may present.

During the global [AI Seoul Summit](#) in 2024, Meta committed to providing transparency over our decision-making processes for building and releasing frontier AI systems as part of the Frontier AI Safety Commitments. We have since released our [Frontier AI Framework](#), which describes how Meta anticipates risks, and assesses frontier models to determine the best approach for development and deployment, including establishing thresholds at which frontier models may not be developed or released until certain types of risks, which could have catastrophic outcomes, can be adequately mitigated.

Stakeholder Engagement

We recognize the importance of cross-industry collaboration with organizations that play a critical role in securing the systems, services, and infrastructure that society relies on everyday. Our [Llama Defenders Program](#) helps partner organizations and developers access a variety of open, early-access, and closed AI solutions to address different security needs.

We also seek feedback on our technologies and programs through regional privacy expert roundtables, AI expert roundtables, and our annual Global Innovation and Policy Flyout. In 2024, we hosted more than 125 policy experts at our Policy Flyout to demo our technologies, hear from thought-leaders inside and outside the company, and explore cutting-edge policy questions we confront every day on our company's top priorities.

The Meta Reality Labs Policy Advisory Council advises Reality Labs teams on novel policy considerations throughout product and policy development. The group includes developers, academics, and civil society advocates from around the globe. In 2024, we expanded our [expert advisory groups](#) to inform our decision-making on the most novel and complex questions we face as we build innovative technologies.



Learn More

[Responsible Innovation](#)

[Developer Use Guide](#)

[Llama Protections](#)

[Connect 2024: The Responsible Approach
We're Taking to Generative AI](#)

Content Governance

At Meta, we recognize that empowering freedom of expression while safeguarding our community members is a nuanced challenge. We strive to strike a balance between these two essential values, fostering an environment where people can express themselves freely while maintaining a safe online space.⁵

Our approach to content governance involves several key components aimed at ensuring responsible management of content across our technologies, including:

1. Community Standards
2. Content policy enforcement
3. The Oversight Board
4. Regulatory compliance
5. Transparency and reporting

To help keep both businesses and organizations who use our ad tools safe, and create a welcoming environment for everyone who uses our products and services, we have put in place our Advertising Standards to guide what is and isn't allowed in paid advertising content across Meta technologies. Advertisers running ads across Meta technologies must follow both our Community Standards and our Advertising Standards.

For more information about our Human Rights Framework for content governance, please see our [Human Rights Report](#).



Stakeholder Engagement

For more information on how we engage stakeholders to inform our approach to content governance, please visit our Transparency Center.

In 2024, we hosted 30 client council meetings with top advertising business partners and supported 96 industry trade group engagements covering topics including:

- AI Innovation and Responsible Development/Usage
- Elections Preparedness
- Youth Safety and Well-Being
- Brand Safety
- AR/VR
- Accessibility
- Privacy Regulation Readiness
- Sustainability

⁵ This report does not include the [content policy and other changes](#) we announced in January 2025 to address concerns about overenforcement and to seek to allow more freedom of expression.

2024 Highlights

Implementing the Oversight Board's Recommendation to Streamline Community Standards

Meta created the Oversight Board to help resolve some of the most difficult questions around freedom of expression online: what to take down, what to leave up, and why. Their recommendations help shape how we govern our policies.

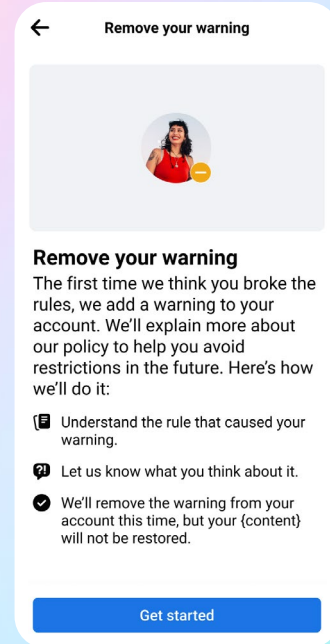
In 2024, Meta [consolidated](#) our Community Standards for Facebook, Instagram, Messenger, and Threads into one set of rules based in large part by a recommendation from the Oversight Board. From streamlining the policies, to updating hundreds of thousands of strings of code, implementing this change was a complex and challenging process spanning multiple years.

Expanding our Focus on Better Explaining our Policies

We understand the importance of offering clarity on our policies and rules so that people can abide by them. We believe focusing on helping people understand why we have removed their content will be more effective at preventing re-offending, giving us not just a fairer approach, but a more effective one.

That is why in 2024, we [rolled out a feature for creators](#) focused on educating — not punishing — most first-time violators. Now, when someone receives a violation notice for the first time, they will get notified that their content has been removed and why, and they will be offered the chance to remove the warning by completing an in-app educational training about the policy they violated. By the end of 2024, we [expanded this feature](#) to everyone on Facebook and had started to roll it out on Instagram.

The most serious Community Standards — such as posting content that includes sexual exploitation, the sale of high-risk drugs, or glorification of Dangerous Organizations and Individuals (DOI) — are ineligible for warning removal. We will still remove content when it violates our policies.



Community Standards violation notice

Learn More

[Community Standards](#)

[How Meta Enforces our Policies](#)

[Community Standards Enforcement Report](#)

[Introduction to the Advertising Standards](#)

[Tracking the Oversight Board's Impact](#)

[Combating Misinformation](#)

[Media Responsibility](#)

Digital Well-Being and Safety



We want people to have safe, positive, and age-appropriate experiences on our apps. Content policies ensure our technologies remain spaces where people feel empowered to share and communicate, and we make it easy to report potential harms so we can better protect the community as a whole. Resources like the [Safety Center](#) enable people to take personal control over online interactions and engagement to address their specific needs.

We have built a range of safety tools, features, and resources to support parents and their teens, and launched Teen Accounts in 2024, which has significantly changed the Instagram experience for tens of millions of teens. For most of our services, our [Terms of Service](#) require users to be at least 13 years old. In some countries, our minimum age is higher. With respect to Facebook and Instagram, users are unable to create accounts with a birthdate under 13. We also implement several methods to detect and remove underage users from those platforms, including human review of accounts with characteristics of underage users, as well as tools for users to report underage accounts. Users who are identified through any of these methods lose access to the app and can appeal this decision through identity verification.



Stakeholder Engagement

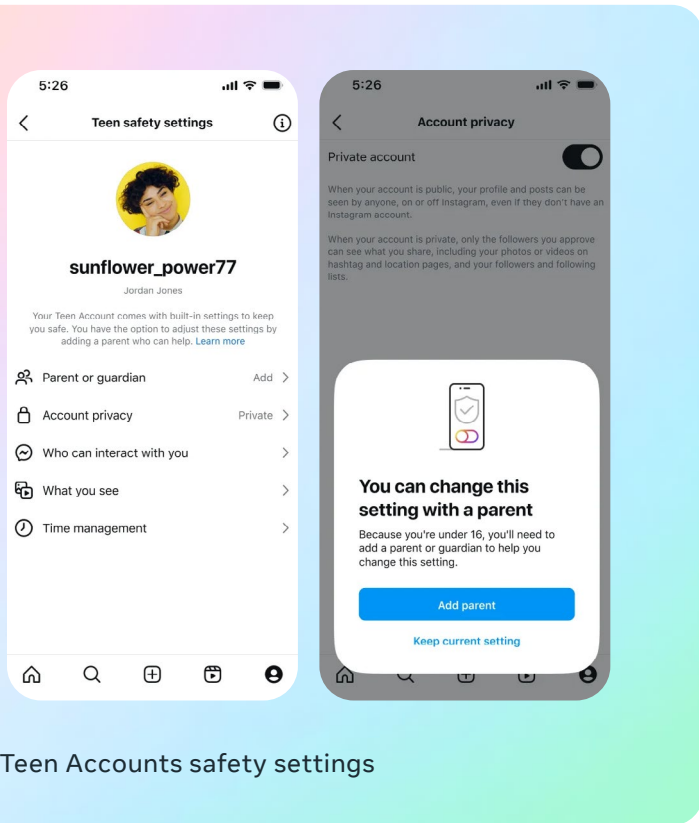
Meta collaborates with external experts to strengthen safety and well-being across our platforms. We consult with the [Safety Advisory Council](#) and Youth Advisory Board to get feedback on our products and policies, host [policy forums](#) where members of the Content Policy team propose updates to the Community and Advertising Standards, and enlist families to help [co-design](#) age-appropriate experiences.

2024 Highlights

Teen Accounts have built-in protections which limit who can contact them, the content they see, and provide daily time limit reminders. We automatically place teens into Teen Accounts, and teens under 16 will need a parent’s permission to change any of these settings to be less strict.

In addition to launching Teen Accounts, throughout 2024, Meta prioritized several parent- and teen-focused updates across our technologies, including:

- [Addressing online harms like sextortion](#), including new tools we are testing to [help teens avoid sextortion scams](#) and other forms of intimate image abuse.
- A new [collaboration](#) with the National Parent Teacher Association focused on parents and caregivers to give them easy access to practical resources, insights, and guidance so they can confidently approach conversations within their families about age-appropriate online habits.
- A series of workshops called [Screen Smart](#) to empower parents to confidently manage their teens’ usage of smartphones and devices.
- Launching a new [Recommendations Reset](#) feature, which builds on the [tools we already offer](#) to let people curate what they see in their recommendations.



Teen Accounts safety settings

We also worked with the [Mental Health Coalition](#) in 2024 to establish Thrive, a new program that allows tech companies to share signals about violating suicide or self-harm content and stop it spreading across different platforms. Meta is providing the technical infrastructure that underpins Thrive — the same technology we provide to the [Tech Coalition’s Lantern program](#) — which enables signals to be shared securely. And, between April and June 2024, we [took action](#) on over 12 million pieces of suicide and self-harm content on Facebook and Instagram, more than 98% of which was identified by Meta and actioned by us before being reported by users. While we allow people to discuss their experiences with suicide and self-harm — as long as it’s not graphic or promotional — we have taken [important steps](#) to make this content harder to find in Search and to hide it completely from teens, even if it’s shared by someone they follow.



Learn More

- [Community Standards Enforcement Report](#)
- [Mental Health and Well-Being](#)
- [Meta Family Center](#)
- [Meta Safety Center](#)
- [Emotional Health Resources on Facebook](#)
- [Helping Teens See Age-Appropriate Content](#)
- [Tools, Features and Resources to Help Support Teens and Parents](#)

Empower People and Partners

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People Development



We are a company focused on building awesome things and we do that by having awesome people. We believe people can do the best work of their career here through taking on challenging problems at unprecedented scale, collaborating with people who are the best in their fields, and doing fulfilling work that makes a meaningful impact.

We optimize for team performance and know that to have great teams, we need varied perspectives and a community where everyone feels valued. We support consistency in our experience, and in service of that, have built tools to check and mitigate bias in hiring and performance management.

We also work to make it easy for people to learn the skills they need for today and tomorrow. We believe learning is continuous, self-driven, powered by communities, and at the center of our success as a company.

Meta offers competitive compensation to attract and retain the best people, and caring for our people ensures they can focus on our mission.

2024 Highlights

In April 2024, our New Hire Orientation (NHO) returned to a global in-person experience for the first time since March 2020. New hire cohorts gather to experience firsthand the importance of connection and fast learning, and to learn about the support and resources available to all employees, setting the tone for our commitment to people development from day one.

AI is critical for the products we are building for Meta and as a skill for all employees. We invested in upskilling throughout 2024, including a new AI-focused learning program for engineers that provides hands-on learning to drive understanding, productivity, and innovation.

Internal mobility is another way in which we support growth and development through role and/or team changes. We updated our approach in 2024 to provide people with a more consistent and fair approach to exploring internal opportunities.

We also evolved our performance evaluation practices in 2024 to help employees more efficiently request and provide high-quality feedback, and launched a leader review process that facilitates conversations about leaders' growth opportunities.



 [Learn More](#)

[Meet the People at Meta and Explore What we Do ↗](#)

[Resources for Meta Employees ↗](#)

Employee Engagement



Our ability to achieve our mission starts on the inside, with all of us building an internal community. Together, we work collectively and value each person for the differences they bring that enable us to build better products for everyone. Dedicated teams regularly create opportunities for employees to build community by connecting them with ideas, experiences, and people outside their everyday roles.

We are also committed to listening to and learning from our employees, and creating a welcoming environment to work in from day one. During NHO, employees learn how Meta engages and invites feedback, and how to get involved with internal communities that matter to them.

2024 Highlights

One of the ways we build internal community is through our nine Meta Resource Groups (MRGs), which are open to all employees. In 2024, we hosted five global forums across NORAM, EMEA, LATAM, and APAC. The in-person sessions brought together 231 MRG leaders representing all nine MRGs for strategic roadmapping, goal alignment, development, and recognition, supporting our vision of creating a connected, personalized, and impactful employee experience.



Asian and Pacific
Islanders@



Black@



Disability@



Interfaith@



Latin@



Native@



Pride@



Vets@



Women@

Teams at Meta also work to create meaningful connections for our employees through events that highlight our technologies and innovations, such as multi-day Tech Summits that feature keynotes with senior leaders, lightning talks, and hands-on demo fairs. In 2024, we hosted Tech Summits in our London, Tel Aviv, New York, and Washington offices, as well as an Engineering Fair in Menlo Park.

Employee Feedback

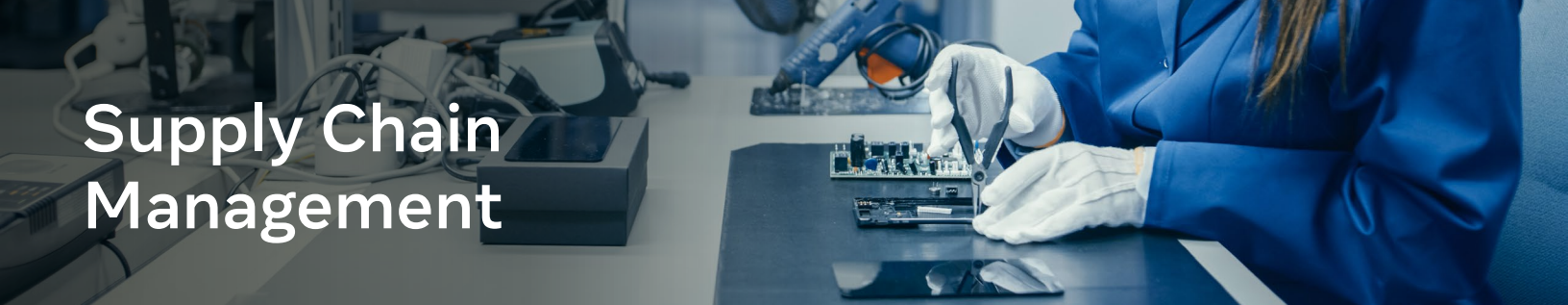
Semi-annual Pulse surveys, real-time MicroPulse surveys, and executive Q&A sessions help us understand how employees feel about working at Meta and what we can do to improve their experience. Surveys measure company, manager, and personal experience over time on topics including workplace satisfaction, manager support, and career development. Confidence in our data is anchored in a robust participation rate — in H1 and H2 2024, we saw a 93% response rate from Meta employees for our Pulse survey.

In 2024, we held 20+ company Q&A sessions hosted by members of the leadership team, up to our CEO, to answer employee questions and share company news.

 [Learn More](#)

[Meet the People at Meta and Explore What we Do ↗](#)

[Accessibility and Engagement at Meta ↗](#)



Supply Chain Management

Meta is part of a complex value chain that impacts lives and communities around the globe. It includes the design and manufacturing of hardware and technology as well as the procurement of goods and services including materials, content services, packaging, and consulting.

We assess our suppliers prior to onboarding to proactively partner with lawful, honest, and ethical companies who focus on execution of their contractual duties and compliance with all applicable laws and regulations. Suppliers must comply with all personal, confidential, and sensitive data security laws and regulations, as well as with internal Meta privacy principles and data protection practices.

Content Moderators

In 2024, Meta continued to partner with companies that employ more than 15,000 reviewers who help ensure that paid advertising and organic content posted on our technologies met our defined [Community Standards](#).

Content reviewers come from different backgrounds with an array of professional experiences — from veterans to legal specialists to enforcement experts in policy areas including child safety, hate speech, and counterterrorism — and operate on a global scale.

Pre-resiliency screening standards focus on ensuring reviewers' success. Our comprehensive training program includes required onboarding, and in 2024, content reviewers were required to complete 80 hours of live training and hands-on practice. We also provide capacity-building, relationship management, and structural support to help our partners consistently improve their practices and performance.

In addition to technical solutions designed to limit exposure to graphic material, reviewers can access well-being and resiliency resources including on-site support with trained practitioners and healthcare benefits from the first day of their engagement with Meta.

Responsible Supply Chain

Focusing on labor and environmental standards within our manufacturing supply chain enables us to protect workers; proactively identify, assess, and mitigate risks to our business; and strengthen responsible manufacturing practices. We use a risk-based methodology to regularly assess suppliers' social and environmental risks, then engage with them to build their capabilities to meet expectations at Meta. We assess suppliers' conformance to the [RBA Code of Conduct](#) and other Responsible Supply Chain policies and standards via independent third-party audits, supplier questionnaires, and other on-site assessments.

Our approach to supplier development is based on a continuous improvement model, working closely with suppliers to help them understand, prevent, and mitigate risks in and to their business. We work with suppliers on a range of topics, including but not limited to labor and human rights; environment, health, and safety; electronics reuse and recycling; worker well-being and resilience; factory improvement initiatives, and responsible minerals sourcing.

Collaborating with external partners enables us to efficiently drive solutions beyond our industry and advance positive impact in our own supply chain. Our key partnerships include the [Responsible Business Alliance \(RBA\)](#), the [Responsible Labor Initiative](#), the [Responsible Factory Initiative](#), and the [Responsible Minerals Initiative](#).

Read more about our Responsible Supply Chain program in our [2025 Sustainability Report](#).



Learn More

[Responsible Supply Chain](#)

[2025 Anti-Slavery and Human Trafficking Statement](#)

[2025 Conflict Minerals Report](#)

[How Review Teams Work](#)

Economic Opportunity

Our success depends on delivering results for other businesses. At our scale, that carries significant macroeconomic effects.

Personalized advertising is crucial for business success in the modern economy. It allows businesses to reach their target customers more effectively, boosting return on investment and driving growth, ultimately helping foster entrepreneurship and creating jobs. Our ongoing work to develop and improve our ads personalization tools and AI systems is helping the global economy, businesses, and workers. Because when businesses and economies do well, the people who power them do well too.

2024 Highlights

In 2024, [studies on our economic impact ↗](#) in the US and EU found that our personalized advertising technologies were linked to:

US Economy

- Nearly **\$550 billion** in economic activity
- **3.4 million jobs** in the US
- Each \$1 spent on advertising on Meta technologies generates an average of **\$3.71 in advertiser revenues**, which increases to \$4.52 when using our AI-driven advertising tools

Behind these numbers are real Americans building businesses, hiring and getting hired, earning their livelihoods, and supporting their communities. These findings represent a 32.5% increase in economic activity and a 10% increase in jobs compared to an identical study conducted in 2022.

EU Economy

- **€213 billion** in economic activity
- Almost **1.5 million jobs** across the EU
- Each €1 spent on advertising on Meta technologies yields an average of **€3.98 in advertiser revenues**

This is particularly vital for small businesses that make up over 99% of companies in the EU, as personalized ads enable companies to reach customers in the most cost-effective way.



Stakeholder Engagement

We engage with customers via a variety of channels, including our business website, to provide resources and tools to help them get the most out of our advertising platform. We also engage with advertisers around the world, trade organizations and industry working groups on key topics in the industry like data privacy, brand safety and cross media measurement.



Learn More

[Economic Contribution | Meta Research ↗](#)

[Meta for Business: Marketing on Facebook ↗](#)

[Economic Opportunity News ↗](#)

[Small Business Solutions ↗](#)

[Open Source AI: Driving AI Innovation and Economic Growth ↗](#)

Looking Ahead

Our mission is to build the future of human connection and the technology that makes it possible.

For the long-term success of our mission, we develop immersive tools that empower people to create positive change in their lives and in the lives of others. We are built to connect, and as we reflect on our work from this past year, we are proud to empower more than 3 billion people around the world daily to share ideas and offer support with our technologies.

Each year we work to minimize the negative and maximize the positive impacts of our business operations. As our business grows and evolves, we will keep working to make technology accessible to everyone. We will innovate to make our technology more social, useful, and immersive. And we will keep finding opportunities to level the playing field so businesses can grow, create jobs, and strengthen the economy.

Forward-Looking Statements



This report covers only the Meta business and does not address the performance or operations of our suppliers, contractors, or partners. Statements regarding targets, goals, and commitments are aspirational and may also be based on estimates and assumptions under developing standards that may change in the future. As such, no guarantees or promises are made that they will be met or successfully executed, and actual results and timing may differ, possibly materially.

In addition, data, statistics, and metrics included in this report are non-audited estimates, not necessarily prepared in accordance with generally accepted accounting principles, continue to evolve, and may be based on assumptions believed to be reasonable at the time of preparation but may be subject to revision. This report has not been externally assured or verified by an independent third party unless otherwise noted. This report represents our current policy and intent and is not intended to create legal rights or obligations. In this report, our use of the terms “material,” “materiality,” and other similar terms is consistent with that of GRI, SASB, and other standards referenced in the preparation of this report, or refers to topics that reflect our significant economic, social, and environmental impacts or that substantially influence the assessments and decisions of a wide range of stakeholders. We are not using these terms as they are used under the securities or other laws of the US or any other jurisdiction or as these terms are used in the context of financial statements and financial reporting.

This report is not comprehensive, and for that reason, should be read in conjunction with our 2024 Annual Report on Form 10-K, our subsequent reports on Forms 10-Q and 8-K, and other filings made with the Securities and Exchange Commission (SEC).

This report contains forward-looking statements. All statements contained in this report other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, as well statements regarding targets, goals, and commitments, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” and similar expressions are intended to identify forward-looking statements.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. Especially with respect to the matters discussed in this report, many factors and uncertainties relating to our operations and business environment, all of which are difficult to predict and many of which are outside of our control, influence whether any forward-looking statements can or will be achieved. Any one of those factors, including as the result of changes in circumstances, estimates that turn out to be incorrect, standards of measurement that change over time, assumptions not being realized, or other risks or uncertainties, could cause our actual results, including the achievement of targets, goals, or commitments, to differ materially from those expressed or implied in writing in any forward-looking statements made by Meta or on its behalf.



meta.com/actions/responsible-business-practices ↗