



Integrity Institute

Social media is growing in importance in our lives and democracies, and it **is broken**.

Mission & Vision

The Integrity Institute is a think tank powered by a community of integrity professionals: tech workers who have on platform experience mitigating the harms that can occur on or be caused by the social internet.

We formed the Integrity Institute to advance the theory and practice of protecting the social internet.

We know the systemic causes of problems on the social internet and how to build platforms that mitigate or avoid them. We confronted issues such as misinformation, hate speech, election interference, and many more from the inside. We have seen successful and unsuccessful attempted solutions.

We believe in a social internet that helps individuals, societies, and democracies thrive.

Our community supports the public, policy makers, academics, journalists, and technology companies themselves as they try to understand best practices and solutions to the challenges posed by social media.

We are a nonprofit organization, based in Brooklyn, NYC.

We do 3 big things:

- **Build the Community of Integrity Professionals:** We have created a home for integrity professionals that connects to the public square.
- **Develop and Enrich Community Knowledge:** We create consensus among integrity professionals and conduct open research and writing
- **Share Community Knowledge:** We make the world more familiar with integrity issues and how to address them. We collaborate in depth with key stakeholders: companies, policy makers, academics, and nonprofits.

The Integrity Professional Moment

Statement of Need

A new type of tech worker, the “Integrity Professional,” is emerging, but so far, expertise and experience in the first generation of these workers is being lost to burnout, changing organizations, or leaving the profession.

We are at a critical moment in the history of the social internet. Due to Facebook whistleblowers, there has never been more attention paid to the harms occurring on social media. But, importantly, there has also never been more attention on the crucial work the integrity workers do on platforms. They are activated and ready to help -- but need a constructive place to channel their energy.

The expertise gained by integrity professionals is valuable to society. The public conversation about integrity lacks nuance and understanding of what is possible.

The European Union, the UK Parliament, and the US Congress are all poised to pass legislation that could change the business incentives of social media companies and transform how they make decisions. New platforms, like TikTok, are growing to a billion users in just a few years. Authoritarian governments are threatening social media company employees.

The voice of the integrity professional has never been more important.

We want to see legislation informed by expertise that will make it effective, that will raise the voices and influence of integrity workers within the social media companies.

We want to see data, reports, and research that comprehensively track the impact social media is having on societies and democracies so that the public can know when the platforms are built safely.

We want to see companies follow best practices in responsibly building platforms. Practices that balance integrity and growth concerns in a way that both enable business to succeed, but ensure that the public is benefiting.

This is an investment for the long haul. For the foreseeable future, society needs a strong, independent, community of integrity professionals. That community will work with all stakeholders and ensure these pivotal decisions are informed by our experience and expertise. In addition, this community can establish the professional discipline and rules of ethical norms necessary for future tech workers to responsibly build social media.

