

To the CEOs of Meta, Facebook & Instagram, Google & YouTube, Twitter, TikTok and Reddit:

In November 2021, more than 400 organisations and individuals signed an [open letter](#) demanding that your companies implement climate misinformation and disinformation policies and enforcement that extend to content, algorithms and advertising. Since then, the [April report from the Intergovernmental Panel on Climate Change \(IPCC\) provided a stark warning for the consequences of failing to act](#), while describing the “growth in misinformation” as an attempt “to maintain the status quo by actors in positions of power”.

In October 2021 Google announced it would “prohibit ads for, and monetization of, content that contradicts well-established scientific consensus around the existence and causes of climate change.” On April 6, 2022, Pinterest [announced a robust policy to reduce climate change disinformation in content and ads](#) including clearly defined guidelines against false or misleading climate change information and a broad definition of climate misinformation based on the [Coalition’s asks in our COP26 Open Letter](#). These actions show that it is both technically and financially possible to take strong action to reduce climate disinformation.

We are pleased to see this new progress from Pinterest but are alarmed at the lack of any further action from Meta, Facebook & Instagram, Google & YouTube, Twitter, Tik Tok and Reddit. We request that your companies immediately take stronger action to reduce climate misinformation on your platforms.

Sincerely,

Climate Action Against Disinformation & Climate Disinformation Coalition