



IA Member Company Efforts To Support The Black Lives Matter Movement And Advance Racial Justice & Reform

Value Statement

As the trade association for the leading global internet companies on matters of public policy, Internet Association (IA) adds its voice to those declaring that Black Lives Matter. The tragic deaths of Ahmaud Arbery, Breonna Taylor, and George Floyd have led the nation to reflect on its history of racism and how it is incumbent on everyone to create an anti-racist society.

IA believes that Black Lives Matter. This means that the historical denigration and systemic oppression of Black people in America should be recognized and addressed by the government.

The internet industry believes every community should be empowered to reimagine public safety in a way that recognizes the current racial disparities in law enforcement and criminal justice. This means providing social services where needed, increasing accountability and transparency in policing, and investing in education, housing, and other priorities for the communities that have been historically defunded and subject to racial bias.

The internet industry commits to creating a more diverse and inclusive online community and workforce to better reflect society at large through industry-led actions. IA also [calls on policymakers](#) to pass meaningful social justice reforms at the federal and state-level to begin to dismantle systemic racism and inequality.

Combating racial injustice is a priority for IA member companies, and the internet industry recognizes that these efforts are only the beginning. IA members:

- 01** **Contribute tens of millions of dollars** to anti-racism groups including the NAACP, Equal Justice Initiative, and Black Lives Matter Foundation.
- 02** **Facilitate additional donations** by establishing matching funds for employees, creating grant funding opportunities for local organizations, and developing tools to help people donate on their own.
- 03** **Foster dialogue internally** to strengthen equity in the workplace through employee resource groups, allyship workshops, and management trainings.
- 04** **Publish educational material** for users on the Black Lives Matter movement, such as allyship guides and resources on talking to children about race.
- 05** **Commit to hiring goals** to increase representation of diverse candidates in the company workforce, especially in leadership roles.
- 06** **Amplify Black voices** by elevating creative content from Black creators and highlighting Black-owned businesses.
- 07** **Keep racial justice content ad-free.** The industry recognizes that this is a moment for reflection. Platforms are serving Black Lives Matter content ad-free so users can focus on educating themselves on the movement.
- 08** **Support IA's Racial Justice & Reform Proposal** focused on introducing more accountability and transparency in policing, investing in community programs as alternatives to incarceration, and demilitarizing law enforcement.

About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org