Meta’s Push on Rivals May Be PR Genius, If It Doesn’t Overplay Its Hand



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Meta is pursuing a direct campaign to get rivals TikTok and YouTube to sign onto new restrictive platform protocols that it’s being forced to adopt as part of a landmark settlement with U.S. states over teen safety on social media.

Leading PR and crisis comms experts think that, as a crisis management tactic, it’s smart, but potentially risky if mishandled.

Last week, the Facebook and Instagram parent agreed to pay roughly $18 billion and make policy changes over allegations

from state attorneys general that its products were addictive and harmful to teens. Now, the company will implement a strict two-hour time limit for minors on Facebook and Instagram, limit access at night and during school hours, hide like counts, and bar certain beauty filters on its apps.

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