

This scorecard presents the EthicsGrade™ Baseline assessment of AI governance maturity across the industry of Social Media, based on publicly available information. Our methodology is developed from *Ethical by Design* (Radclyffe & Nodell, 2020) which sets out how digital ethics questions can be measured and managed as ESG issues.

SOCIAL MEDIA COMPARISON

	Structure	Public Policy	Technical Barriers to Trust	Ethical Risk	Data Privacy	EthicsGrade™ Rating
Twitter	Yellow	Yellow	Orange	Yellow	Green	B 61.3
VK	Yellow	Orange	Red	Yellow	Green	C 58.9
Instagram	Yellow	Green	Yellow	Orange	Green	C 50.3
Facebook	Yellow	Green	Yellow	Orange	Green	C 50.3
LinkedIn	Orange	Yellow	Yellow	Orange	Green	D 47.5
Renren	Orange	Red	Orange	Yellow	Green	D 44.5
TikTok	Orange	Orange	Orange	Orange	Green	R 41.9
Xing	Yellow	Orange	Red	Red	Green	NR 39.9

KEY TAKEAWAYS FROM INDUSTRY ANALYSIS

- Across the industry, Data Privacy was the strongest category. Up-to-date and transparent policies can be attributed to the introduction of GDPR.
- Twitter is the highest scoring company within social media companies rated. Its key strengths lie in the transparency of its governance structures.
- We found evidence of strong ethics policies within VK, with an open issue reporting system and review mechanism for AI ethics principles in place. However, safety measures regarding their AI use were unclear.
- Facebook's AI governance measures extended to Instagram, as they operate under the same structures. Research showed strong collaboration on AI and data regulation with the EU and other industry bodies. However, concerns relating to their ethical use of AI following public scandal were key weaknesses for the two.
- LinkedIn did provide information on Data Privacy and governance structures but, they had little information on their regulatory compliance.
- Positive findings showed Renren provided training to all those involved in commercial or development roles on questions of ethics, promoting principled product development. However, evidence of regulatory measures or collaboration with regulatory bodies were limited.
- Insights into TikTok's structural governance were minimal; unable to find adequate indication of AI ethics principles in place. However, evidence of the company's public response to diversity and inclusion in its workforce was strong.
- Xing provided detail in their governance structures and data privacy; they offered no insight into their diversity and inclusion measures or HR policies in place to protect employees.

