

Meta's pH Rating



Public Statements Risk



Mark Zuckerberg is one of the most visible CEOs in the world. And, as a media company, Meta is under extreme scrutiny from all segments of the political compass with respect to its policies on political speech. At various times, it has angered both the Right and Left, to the point where there's now a relatively bipartisan coalition intent on regulating its power. While its well hidden 'About' section contains statements on sustainability and human rights, its power as a modern media company and arbiter of discourse puts it in a constant state of angering multiple coalitions over its handling of speech. Congress also seems intent on generating press for the company, pushing it to release press statements that remind people just how much power they have.

Political Contributions Risk



Meta highly favors Democrats and is the third highest contributor in the computers/tech sector.

Political Dichotomy Risk



Meta highly favors Democrats with its political contributions, but its users and advertisers are likely relatively evenly split between political parties. "Substantially all" of Meta's revenue is generated by advertising. Meta is therefore deeply vulnerable to ad and/or user boycotts. Meta has some insulation, however, given the popularity of its platforms.

Associational Risk



Past political donations include Hillary Clinton. Their riskiest association is probably with their CEO, Mark Zuckerberg. He is currently in headlines regarding the investigation into Facebook's "stifling free speech." Zuckerberg also has a risky relationship with Musk: there are headlines about a potential cage fight between the two of them. The company's social media campaigns, however, appear to have so far been with uncontroversial celebrities such as Keke Palmer and Brenda Chen.

Brand Visibility Risk



Huge press presence, one of the most talked-about companies in the world. This many eyes on them creates higher risk, though it is slightly insulated by its diversification of platforms (Instagram, Facebook, Telegram, etc), and its sheer size, where many users simply won't care what they do.