

## **Question on Notice**

**Please see below a question on notice from Mr Andrew Wallace MP. Question:**

*Do you, or does your organisation, have any financial or other form of commercial relationship with any social media platform, technology platform, gaming platform or any similar such entity? If so, please advise with whom and describe the nature of that relationship – e.g. direct funding, discounts, in-kind support, advisory support, consulting, research partnership, information exchange? Please also outline the value of any such financial or other form of commercial relationship over the past 5 years.*

## **Response**

Butterfly recognises the potential harm of social media on the mental health of young people in particular, and its role in the development of body image issues and eating disorders. There is significant evidence documenting the impacts of social media on body image dissatisfaction and risks of eating disorders. For example, Butterfly's 2023 BodyKind Youth Survey found that almost two thirds (61.7 per cent) of respondents said social media made them feel dissatisfied with their bodies. There was a relationship between young people reporting that social media made them feel more dissatisfied about their bodies and desire to be thinner/ leaner, poorer body appreciation and greater life disengagement (Butterfly Foundation, 2024).

## **Social media platforms**

We work with social media organisations to mitigate the risk, providing expert advice and voicing concerns where problematic content and/or functionality is available. Where possible, we monitor content on social media platforms as well as collating community feedback, to report body image and eating trends of concern to the respective social media organisations as they appear. We also develop our own content to share with our supporters on social media as infographics, short videos, self-help strategies, blog posts, research summaries and profiles of people with lived experience sharing their stories and their tips for maintaining positive body image and/or recovery from an eating disorder.

While some of the work we do with social media organisations is funded, much is unfunded, because we feel it is critical to actively work with these organisations to improve the safety and online experience for those with an eating disorder or body image issue, or for those at risk. Funding provided by social media organisations in partnering with not for profits such as Butterfly goes to providing resources, promoting safety functions and delivering broader reach than we could achieve alone.

Butterfly has partnered with Meta to deliver communications campaigns to educate and inform social media users on ways to navigate social media safety in relation to body image. Project funding was used for payments for the talent used in the campaign, creative development, video production, photography, resources and other assets. Support included ad credits which enabled the campaigns to be seen by more people. Campaigns over the last five years have included [Enter the Chat](#) (2024), [Body Pride](#) (2023), [Body Kind Online](#) (2022), and [The Whole Me](#) (2019). We also sit on the ANZ Safety Advisory Group attending quarterly meetings with Meta and other mental health and safety organisations.

We are a Youth Partner to TikTok, providing direct access to moderators for reporting problematic content as a trusted partner, and have on occasion provided advisory support and consultation, including safety talks and how to identify problematic eating disorder related content for employees.

Butterfly has received small amounts of ad credits from Twitter/X over the last five years through the Ads for Good grants.

#### **Technology platforms:**

Butterfly is a recipient of the Google Ad Grant for not for profits. Butterfly has also received low bono support from Atlassian to access products. We are receiving funding from YouTube to produce a series of 8 educational videos about eating disorders to be shared on YouTube's 'Health Shelf'. These Health Condition videos will promote support for those who may need to access help, including a link to the Butterfly National Helpline for any user who searches for eating disorders or similar terms.

#### **Gaming platforms:**

Butterfly has not had any partnerships with gaming platforms.

#### **Value of work with social media organisations:**

With the exception of the Google AdWords grant (which is available and accessed by many Australian charities), Butterfly has received less than \$100,000 in payments and in-kind support in any year (less than 1% of Butterfly's total funding), with negligible or no funding in others.