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SOCIAL MEDIA PROFITS FROM TARGETING CHILDREN THROUGH ADS

\$11 Billion

Social media platforms **generated in revenue** from advertising directed at teenagers and children.

\$2 Billion

Ad profits from users aged 12 and under. Snapchat, TikTok and YouTube reaped the highest portion: approx. 30% to 40%.

U.S SURGEON GENERAL

Dr. Vivek Murthy calls for **stronger guidelines for social media** use among children & teens.

IMPACT ON CHILDREN

Dr. Murthy described the platforms as a “**profound risk**” to young people’s mental health.

REGULATIONS

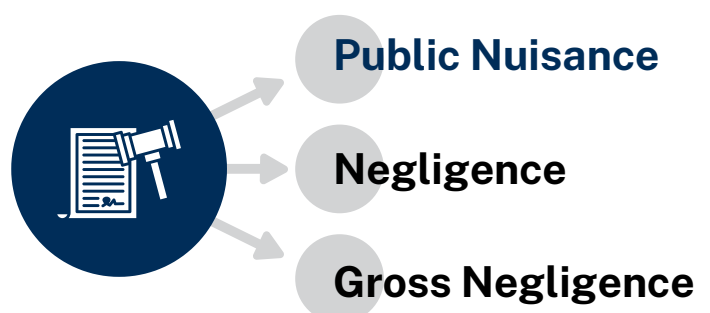
Social media platforms claim to self-regulate, but overwhelming financial incentives continue to delay taking meaningful steps to protect children.

LEGISLATIVE STEPS

NY Lawmakers proposed legislation to prohibit minors from accessing “**addictive feeds**” without parental consent.

CAUSES OF ACTION

Profits were placed before the well-being of children & young adults.



350+ LAWSUITS

Expected to move forward this year against TikTok, Snapchat, YouTube, Roblox and Meta.

MDL No. 3047

*In Re Social Media Adolescent Addiction/Personal Injury
Products Liability Litigation*

REFERENCES

<https://journals.plos.org/plosone/articleid=10.1371/journal.pone.0295337#sec005>



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