The Inspired Internet Pledge

2024 Annual Report

A Year of Collective Action for Digital Wellbeing

Boston Children's Digital Wellness Lab

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Hello!

As we mark the first year of the Inspired Internet Pledge, we are both proud and humbled by the progress this community has made. What began as a shared vision—making the internet a healthier and more supportive place—grew into a global movement of nearly 50 organizations across platforms, nonprofits, and research institutions.

2024 was a pivotal year. Our Pledge Signatories and Advisors launched innovative tools, conducted groundbreaking research, elevated youth voices, and shaped meaningful policies and experiences, often in quiet but powerful ways. While not all progress is immediately visible, every step reflects a deep, sustained commitment to prioritizing young people's mental, social, and emotional wellbeing in digital spaces.

Of course, the year was not without its challenges. Shifting policy landscapes, resource constraints, and the rapid evolution of technology reminded us that good intentions alone are not enough. Real progress demands infrastructure, investment, collaboration, and coordination.

As we look to 2025 and beyond, our focus is on scaling what works. We aim to build shared tools and frameworks, deepen youth engagement, and advocate for platform-level standards that prioritize safety, empathy, and trust. We believe that collaboration across sectors, geographies, and generations isn't just valuable—it's essential to making meaningful change.

Thank you for being part of this important effort.

Cori Stott
Executive Director
Digital Wellness Lab

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About the Inspired Internet Pledge

Grounded in science.
Built for meaningful impact.
Designed for collaboration.

Launched in June 2023 by the Digital Wellness Lab, the Inspired Internet Pledge is a commitment uniting tech platforms, researchers, nonprofits, and advocates to build a healthier internet for everyone, especially young people.

Principle 1

Tune for emotional wellbeing

Principle 2

Listen to and act on insights from people who have experienced harm online

Principle 1

Share lessons collaboratively

Learn More About the Pledge →

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2024 At a Glance

Laying the groundwork for collective progress.

In its first full year, the Inspired Internet Pledge sparked cross-sector momentum—fueling product updates, policy change, youth inclusion, and research grounded in digital wellbeing.

48

signatory and advisory organizations across platforms, nonprofits, and research institutions

10

youth councils launched at major platforms, including Discord, TikTok, and Roblox

20+

new initiatives advancing digital wellbeing, inclusion, and safety

5+

platforms deployed **AI-driven content moderation tools**

100,000+

individuals reached through collective educational efforts

8+

global convenings and summits hosted or supported

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2024 Signatories & Advisors

Signatories

Signatories to the Pledge are tech and media companies and other companies that hold a meaningful function in the digital ecosystem (such as corporate advertisers). Signatories agree to create a Commitment articulating how they will make progress toward the Pledge principles over a 12-month period.

Founding Signatory

Pinterest

Be Human(e)

Blue Fever

Cantina

Discord

Immersiva

MAXIM

MODULATE

Piccles

pinwheel

PRIVO
Privacy • Permission • TRUST

ROBLOX

saturn

SESAME WORKSHOP
Joan Ganz Cooney Center

shelf

SMITH MICRO
SOFTWARE

SNAPCHAT

SOCIAL ELEMENT

Story Book

TAMMIRA

TikTok

TRUST ELEVATE

8
WeAre8

wipro

Anonymous Signatories
3
MAJOR TECH COMPANIES

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2024 Signatories & Advisors

Advisors

Advisors to the Pledge are nonprofits, direct services, advocacy groups, researchers, and academic centers that have expertise or experience in addressing mental health and emotional wellbeing within the digital ecosystem. Advisors agree to support Signatories in identifying meaningful paths for progress, and applying evidence based best practices, to their work.
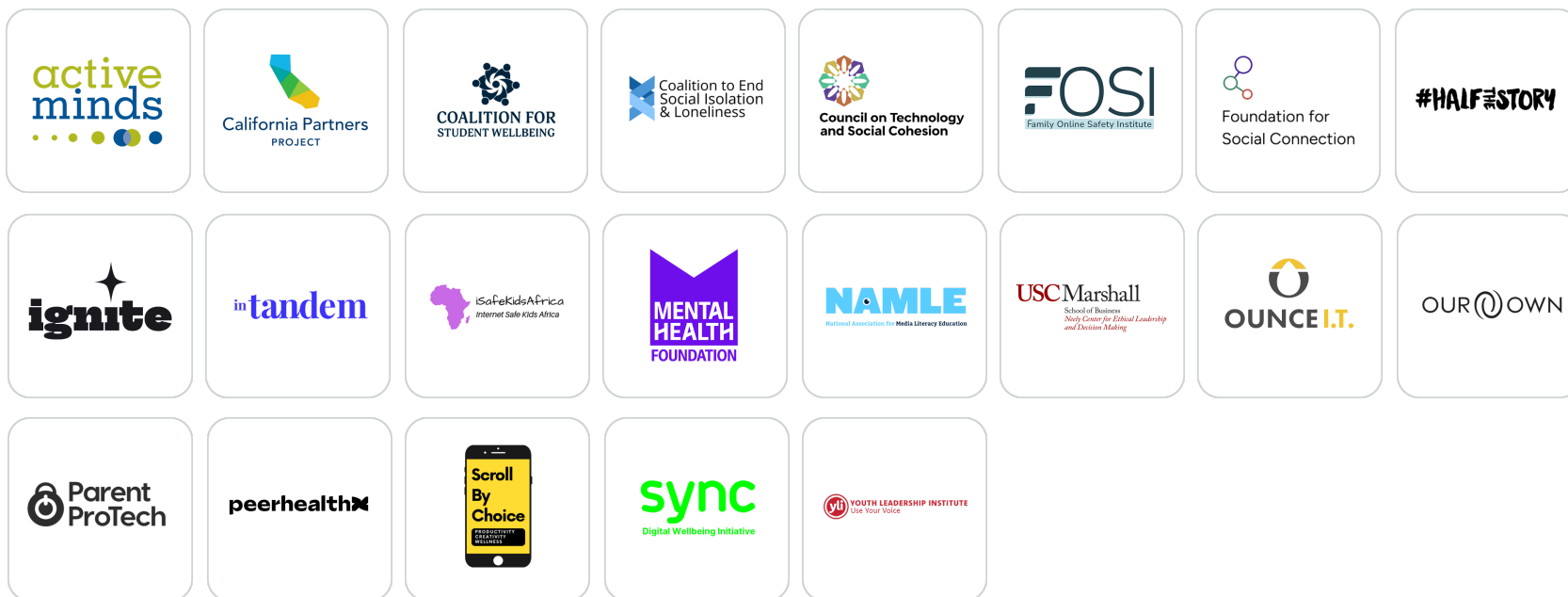
2024 Area of Impact

Digital Wellbeing & Mental Health

From UX design to content moderation, members focused on embedding mental health into the core of digital experiences. Efforts prioritized reducing stress, supporting focus, and using AI to make online environments healthier and safer.

- Implemented research-driven updates to **reduce anxiety** and **improve engagement quality**
- Introduced AI-powered tools to **identify and remove harmful content**
- Championed **mental health campaigns** across platforms
- Partnered with other organizations to enhance **tech capabilities for safer experiences**
- Conducted research to inform **best practices in digital wellbeing**

Advisor & Signatory Initiative

Guides to Understanding GenAI for Parents & Teens from NAMLE and Roblox

Designed to foster digital literacy and safe online experiences, NAMLE and Roblox developed this comprehensive guide for parents to navigate the world of AI with their children, and an engaging guided activity tailored specifically for tweens and teens. These resources are designed to empower families with the knowledge and skills needed to navigate the evolving digital landscape confidently.

Download Guide →

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2024 Area of Impact

User-Centered & Inclusive Design

Inclusive design depends on listening. In 2024, signatories created feedback loops, collaborated with global partners, and launched features that reduce harm while supporting meaningful interactions.

- Created **feedback loops** to incorporate user experiences into platform development
- Published insights with global partners to guide **ethical product design**
- Launched new features to **reduce toxicity and promote healthy online conversations**

Signatory Initiative
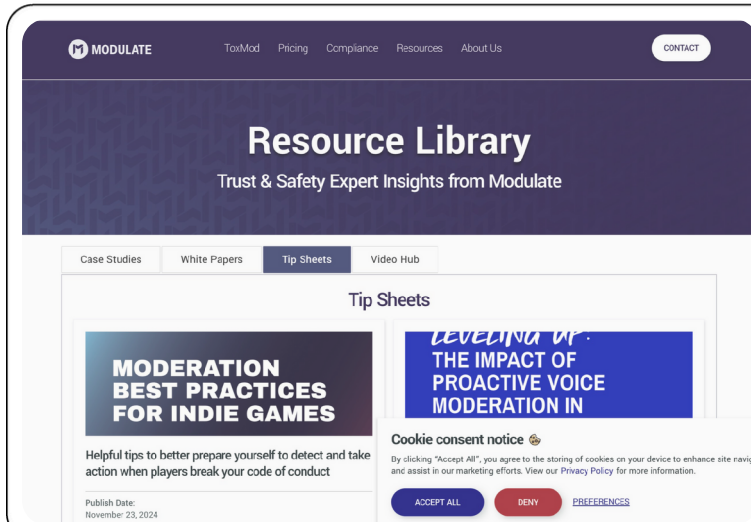
Trust & Safety Expert Insights from Modulate

Modulate's resource library was developed to help game studios, VR platforms, and other online social organizations to offer more effective and comprehensive trust & safety solutions.

Go to Resource Library →

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2024 Area of Impact

Youth Empowerment & Safety

Young people were not just considered, they were included. From advisory councils to school-based partnerships, signatories elevated youth voices and improved tools to create safer, more age-appropriate digital spaces.

- Established Youth Advisory Councils, Teen Councils, and other **youth-led initiatives**
- Improved **parental controls**, including remote-synced accounts and better content labeling
- Partnered with schools and educators to promote **digital literacy**
- Engaged directly with youth and clinicians to enhance **AI moderation** and **age-appropriate content**

Signatory & Advisor Initiatives

Youth Advisory Councils

Roblox, Snap, and TikTok established Councils to hear directly from teens.

Learn More →

Learn More →

Learn More →

New Research From FOSI

This report offers insights for lawmakers to craft evidence-based policies, for companies to improve and innovate online safety tools offered to parents and teens, and for families to better understand their online habits and how to improve their own digital wellbeing.

Promoting Wellbeing in a Digital World

FOSI
Family Online Safety Institute

Download Report →

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2024 Area of Impact

Policy Advocacy & Thought Leadership

The Pledge community actively shaped the broader conversation around online safety. Through advocacy, global engagement, and thought leadership, signatories helped build the foundation for safer digital governance.

- Advocated for **minors' privacy and wellbeing** with regulators in the U.S. and globally
- Participated in summits and policy panels shaping **governance frameworks**
- Engaged international stakeholders to advance **prosocial design standards**
- Proposed a framework for **digital subclinical tools** in mental health, securing 2025 funding

Signatory Initiative

Discord Teen Charter

This set of principles represent the expectations teens have of each other and of Discord. The charter is designed to hold each other and us accountable to—so everyone can have a safe experience. These principles will help inform product and policy improvements that make Discord a better place to play and chill.

View Teen Charter →

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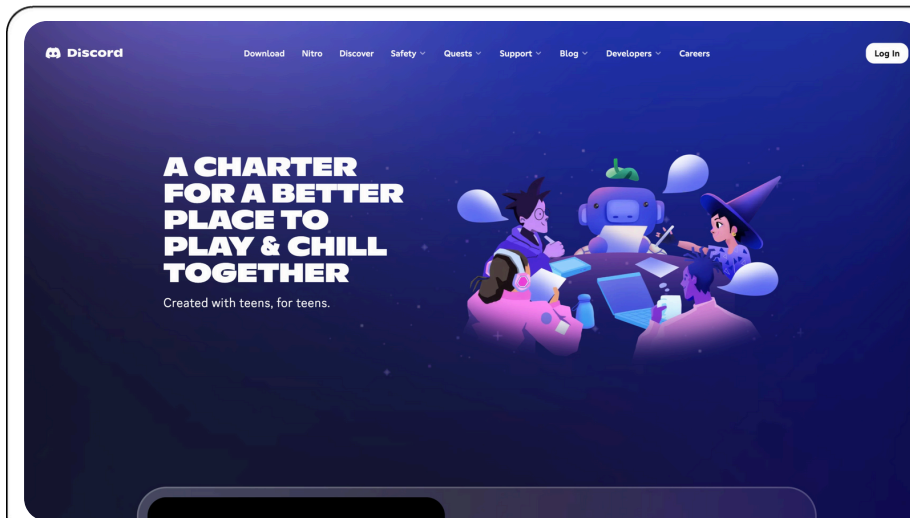
2024 Area of Impact

AI & Ethical Tech Development

With the rise of generative AI, signatories focused on innovation aligned with ethics and safety. In 2024, they advanced new tools, partnered on AI-driven features, and expanded literacy on how AI impacts youth online.

- Developed and refined AI models for safer, more **contextualized content moderation**
- Partnered with gaming and social platforms to implement **AI safety features**
- Published research and shared insights to improve **AI literacy**

Signatory Initiative

CASE STUDY

The Impact of AI Voice Moderation on the Call of Duty Player Experience

MODULATE   **ACTIVISION**

CASE STUDY:
The Impact of AI Voice
Moderation on the Call of
Duty Player Experience

This case study outlines the findings and impact uncovered by Modulate and Activision through carefully designed analysis of ToxMod's impact on the Call of Duty community.

MODULATE   **ACTIVISION**
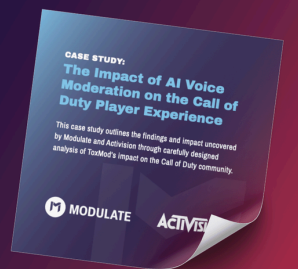
Modulate and Activision Case Study

This case study outlines the findings and impact uncovered through carefully designed analysis of ToxMod's impact on the Call of Duty community.

Download Case Study →

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2024 Area of Impact

Prosocial & Trust-Centered Tech

To foster safe, respectful interaction, platforms explored design features that promote trust and positive behavior. Pledge Signatories and Advisors also pushed for policies that make ethical design not just encouraged, but expected.

- Promoted **prosocial design** approaches to elevate safety, trust, and healthy engagement
- Advocated for policy changes that support **ethical defaults**, like content filters and nudges
- Supported global research and development aligned with **responsible tech principles**

Signatory Initiative
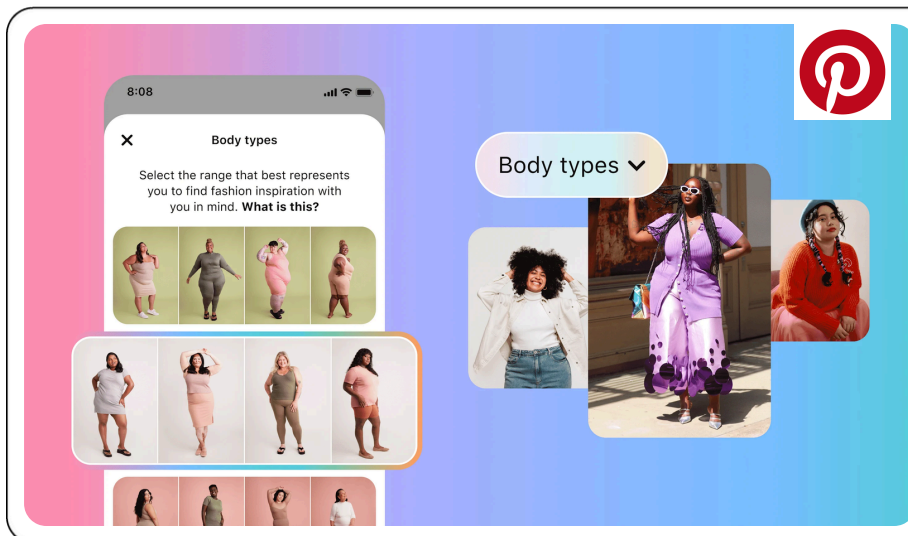
Pinterest Body Inclusivity Initiative

In March 2024, Pinterest launched a new tool—body type ranges—which gives users the choice to self-select what body types are featured in their search results for women's fashion and wedding ideas.

Learn More →

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2024 Area of Impact

Community Engagement & Education

Education and engagement were central in 2024. Pledge Signatories and Advisors empowered families, educators, and youth through tools, resources, and events that connected wellbeing research with real-world action.

- Co-hosted events and webinars on **responsible technology and digital wellbeing**
- Created r**esources for parents, caregivers, and educators**, including guides on misinformation and AI
- Facilitated **youth storytelling initiatives** to amplify lived experiences
- Held quarterly convenings **bringing together youth, families, and digital safety experts**

Advisor Initiatives

HOPE Youth Voice Podcast

Hope aims to spread awareness about the positive and negative aspects of social media (substance abuse, the addictiveness of social media, body image dissatisfaction, cyberbullying, online scams, etc.) by providing tips about how youth can be safer and more mindful of their online presence.
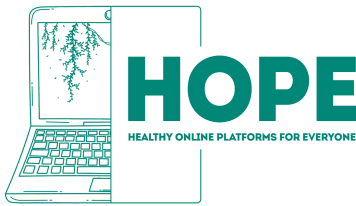
Listen Now →

Sync Summit

Sync Summit 2024 explored the intricate relationship between humans and technology, debating today's digital crossroads. Over two days, we examined the implications of technology dependency and highlighted its positive potential as an ally.

Learn More →

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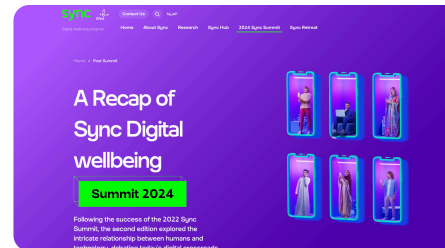
Key Challenges

Even with strong momentum, the first year of the Inspired Internet Pledge surfaced a number of systemic and structural challenges—reminders that building a healthier digital ecosystem requires not only vision, but deep coordination, sustained funding, and a responsive infrastructure.

Resource & Funding Constraints

Many Signatories and Advisors struggled with limited budgets, staffing, and competing priorities. This impacted the pace of progress on accessibility updates, AI tool development, research partnerships, and scaling promising initiatives. Efforts to expand media literacy programming also stalled due to lack of sustainable funding.

Shifting Policy & Market Priorities

The emergence of AI and increasing attention to social media regulation—spurred in part by popular books and media narratives—often diverted attention and resources from foundational efforts like media literacy, platform accountability, and responsible innovation. The polarization of discourse made it harder to gain traction for nuanced, evidence-based approaches.

Regulatory & Legislative Hurdles

Legal complexity and uncertainty in both U.S. and global regulatory environments created delays in implementing design-based safety changes. Some commitments were slowed or impeded entirely by constitutional concerns or shifting interpretations of platform liability and youth protections.

Challenges in Youth Engagement

While youth inclusion remains a top priority, several signatories faced execution challenges in launching teen councils, expanding student-focused initiatives, or sustaining direct engagement.

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Tunnel Vision in Public Discourse

Some participants noted that national conversations remain too narrowly focused on social media risks or restriction-based solutions. This has made it harder for stakeholders to recognize and invest in proactive approaches—especially those needed to prepare for emerging technologies like GenAI and virtual reality.

Capacity & Coordination Constraints

Efforts to convene participants—including youth, technologists, and other key stakeholders—were hindered by scheduling conflicts, bandwidth limitations, and under-resourcing. In-person convenings, including those planned by the IIP itself, were often delayed or downsized. Some organizations also reported hesitation from peers to share practices openly due to market competition, which fragmented efforts and diluted potential collective impact.

Research Delays Due to External Dependencies

Coordination issues with external experts and institutions led to delays in publishing white papers and completing research studies. The shift toward AI as a dominant theme in policy and media conversations also pulled attention away from longer-term media literacy efforts.

These challenges reveal where systems need strengthening, collaboration must deepen, and that solutions require time, trust, and investment to take root. By acknowledging these barriers, we equip ourselves to build not just momentum, but resilience. Understanding the lessons of the first year is a necessary step toward smarter, more sustainable solutions in 2025 and beyond.

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Looking Ahead

Building on the momentum of our first year, 2025 is about moving from pilot projects to lasting impact. We'll focus on scaling what works, deepening youth engagement, expanding the diversity of voices at the table, and building the tools and standards needed for a healthier digital ecosystem.

Shared Tools & Resources
- Develop guidelines for digital and media literacy
- Launch a unified hub for best practices and resources
- Create shared frameworks for healthy tech use and age-appropriate design

Cross-Industry Collaboration
- Organize global efforts to align digital wellbeing initiatives
- Convene meetings and public events to share research and insights
- Strengthen signatory collaboration to amplify collective impact

Public Awareness & Advocacy
- Promote positive, evidence-based narratives about tech's role in wellbeing
- Launch a unified hub for best practices and resources
- Encourage a unified voice to influence policymakers, media, and public discourse

Policy & Standardization
- Advocate for coherence in wellbeing standards at the platform design level
- Address ethical AI development and responsible data use
- Explore a "Safe Internet" certification to promote best practices in online safety

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Youth Voice & Leadership
- Host a global youth summit centered on young people's needs and insights
- Elevate youth voices in regulatory, product, and policy conversations
- Ensure digital spaces are designed with direct youth input through co-design

Research & Evidence-Based Solutions
- Support collaborative research on tech's impact on youth mental health
- Launch real-world studies and pilot programs to refine design and policy practices
- Promote research with direct application for parents, educators, and developers

Platform & Design Improvements
- Promote implementation of device-based age settings and age-appropriate defaults
- Encourage more specific, actionable design updates to support digital safety
- Explore and expand AI's potential for moderation and harm reduction

Expanded Perspectives
- Engage educators to integrate classroom insights into Pledge efforts
- Invite corporate advertisers to align media strategy with youth wellbeing
- Partner with underrepresented sectors to broaden voices and expertise

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Thank you!

As we move into Year 2, the Inspired Internet Pledge remains grounded in its founding principles—listening deeply, acting responsibly, and sharing progress openly. The work ahead will require creativity, courage, and continued partnership. But with a growing network of committed Signatories and Advisors, we are better positioned than ever to shape a digital ecosystem where young people feel seen, supported, and safe.

Being a signatory or advisor to the Inspired Internet Pledge declares your organization's commitment to making the internet a safer and healthier place for everyone, especially young people. **For more information on how to join the Pledge, please contact the Digital Wellness Lab's Executive Director, Cori Stott, at <u>dwl@childrens.harvard.edu</u>**

Learn More About the Pledge →

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