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SAFARICLUB.ORG

Mark Zuckerberg
Chairman and Chief Executive Officer
Facebook, Inc.
1 Hacker Way
Menlo Park, CA 94025

OCTOBER 6, 2020

Dear Mr. Zuckerberg,

Safari Club International (SCI) reached out to Facebook repeatedly in July in order to gain more information about the unprecedented censorship of entirely legal, appropriate content from The Hunting Consortium Ltd., a well-regarded domestic and international hunting agency.

Unfortunately, your company has repeatedly ignored our multiple attempts to address this issue and, in the meantime, the functionality of The Hunting Consortium's Facebook and Instagram page has remained restricted with no explanation or justification from Facebook.

As a global consultant for legal, regulated hunting, The Hunting Consortium relies heavily on social media as an avenue through which they both communicate with clients and partners on multiple continents, as well as advertise to potential new clients in a competitive industry. Limiting their ability to communicate through your platforms has a concrete, negative impact on their ability to conduct their lawful business.

Specifically, Facebook and Instagram have censored The Hunting Consortium pages in the following ways since July 2020:

1. Facebook has removed 1,000 to 1,500 posts (photos and albums) from The Hunting Consortium's official page without notice or explanation;
2. The ability to link to The Hunting Consortium's website (huntcon.com) through Facebook, Facebook Messenger, and Instagram direct message has been removed;
3. The ability of any Facebook user to link The Hunting Consortium's website (huntcon.com) to personal Facebook pages, group pages, or public pages has been removed;
4. Facebook users cannot share content that has been published to The Hunting Consortium's Facebook page;



5. On Instagram specifically, The Hunting Consortium cannot like, share, or comment on other posts and can only post images without text content to their page.

An official position by Facebook was cited in a similar incident involving hunters and anglers that [said](#), "We remove reported content that promotes poaching of endangered species, the sale of animals for organized fight or content that includes extreme acts of animal abuse."

Based on this reasoning alone as it relates to The Hunting Consortium, it is imperative that Facebook immediately reverse the restrictions placed on The Hunting Consortium's accounts and also educate your content moderators as to the difference between the fully legal hunting expeditions offered by The Hunting Consortium versus criminal poaching and/or animal abuse.

SCI and the hunters we represent understand that hunting-focused social media content can be considered sensitive material, but to label legal, regulated hunting as unethical or illegal is an argument devoid of truth.

Furthermore, conflating illegal poaching with legal hunting is a dangerous tactic that undermines the wildlife conservation benefits brought by legal hunting as recognized by the International Union for the Conservation of Nature (IUCN), Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), and many other global and state specific conservation groups.

Considering this, SCI requests that Facebook provide The Hunting Consortium Ltd. with a detailed explanation of why such outrageous and unwarranted restrictions were placed on their accounts, restore the 1000-1500 deleted posts (photos and albums), and immediately reinstate full capabilities to The Hunting Consortium's Facebook and Instagram accounts.

Sincerely,



W. Laird Hamberlin
CEO
Safari Club International
Safari Club International Foundation

