

FOR IMMEDIATE RELEASE

LAPFF joins investors calling for social media companies to strengthen controls

The Local Authority Pension Fund Forum (LAPFF) [has joined a group of investors](#) calling for social media companies to strengthen controls on objectionable content following the Christchurch shootings.

LAPFF is one of the first international investors to support the initiative announced last month by New Zealand's NZ Super Fund, Accident Compensation Corporation, Government Superannuation Fund, National Provident Fund and Kiwi Wealth.

The 23 investors, representing more than NZ\$800 billion (£417 billion), want Facebook, Google and Twitter to tighten controls to prevent the live streaming and distribution of objectionable content such as the shootings in Christchurch on 15 March.

The Forum was increasingly concerned about the damage that could be caused by inappropriate or illegal content on social media before the Christchurch shootings. Hate speech and content inciting violence damage society and threaten human life.

These activities also present risks to the companies through potential reputational damage, loss of users, loss of advertisers, greater regulation and legal action and the cost of managing content. Many of the Forum's 86 members, with assets totalling £230 billion, hold shares in Facebook and other big social media companies.

Cllr Paul Doughty, LAPFF's acting chair, said: "The Christchurch shootings should be a wake-up call for social media companies. They must take urgent action to strengthen controls and prevent the transmission of objectionable content. This is needed to protect human life and also the reputations and long-term value of these companies."

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About the Local Authority Pension Fund Forum

The Local Authority Pension Fund Forum (LAPFF), founded in 1991, is a voluntary association of 80 public sector pension funds and six pools based in the UK with combined assets of approximately £230 billion. It exists to promote the long-term



investment interests of local authority pension funds, and to maximise their influence as shareholders to promote corporate responsibility and high standards of corporate governance amongst the companies in which they invest. www.lapfforum.org. PIRC is the Research and Engagement partner to the Forum.