

## **Open Letter to Meta: A Call for Transparency and Support, March 2025**

At Trinity Community Arts Ltd, we are dedicated to fostering creativity, inclusivity, and connection. Our work revolves around people, supporting artists, nurturing communities, and ensuring that spaces for cultural expression remain open and accessible. Ironically, despite our focus on human connection, we now find ourselves at the mercy of an unresponsive, faceless entity: Meta.

For weeks, we have been attempting to gain administrative control of our own business account. The process to remove an existing primary admin, as advised by Meta's own system, is to contact Meta Business Support. Simple enough, right? Except that this leads to a dead end: [Meta Business Support Home](#), which then redirects to another help page, only to hit a brick wall with a "WHOOPS!" message: [Contact Meta Business Support](#).

How is it acceptable that a company built on digital connectivity offers no real, functional support for the businesses that rely on its platforms? We are not alone in this frustration. A quick glance on Reddit or at [Meta's Trustpilot reviews](#) tells a clear and damning story: a 1-star rating, pages upon pages of complaints, businesses locked out of their accounts, and a total lack of accountability. If we were a live music venue running with this level of disregard for our community, we wouldn't last a month.

Meta has built an empire on user-generated content, on businesses, artists, and communities using its tools to engage with audiences. And yet, when those very users need help, Meta is nowhere to be found. No live chat, no real email support, no phone number, just automated loops leading to nowhere. Having wasted days on this across myself and others in the team I've decided to see if applying for a job with them and including this public letter might be a better route at resolving my issues...we will see...

But maybe it's time we rethink our dependency on these digital spaces. Having already ditched the platform formerly known as Twitter, it seems we, along with many others, are searching for something better. LinkedIn use has been increasing steadily and is expected to continue growing, filling at least part of the void that's been left, though feels much more like Instagram from our business selves. Mastodon, despite an initial surge in users, ultimately did not achieve widespread adoption and has yet to take off as a mainstream social media platform like Twitter or Facebook.

At Trinity, we are about real-world connection. You can find us on our website, most importantly, in our physical spaces; you can come and meet me and talk with me if you're not happy about something we've done or didn't do. Places where music is played, where musicians get paid, where ideas are shared and people come together in real time making the memories your platforms benefit from.

To the Meta Team, if you've taken the time to read this, perhaps you could reach out to me with a solution to our problem. For anyone else who's stumbled upon this open letter, if you've faced similar issues, let's make some noise. And if these platforms refuse to listen, let's build something better, something human. Something real. Because what is a business without accountability? What is a social network without real connection?

Meta and co, do better. Businesses like ours, people like us, deserve better.

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