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An Open Letter to Social Media Platforms: Stop Censoring Body Positivity and Naturism

The purpose of this letter is to express our deep concern about the longstanding censorship of naturist content on social media, a practice that harms not only our global community but also broader society. For years, individuals, organizations, and businesses promoting body positivity and non-sexual nudity have faced unjust content removals, shadow-banning, and account suspensions. We ask you to take immediate steps to address this issue by:

1. Recognizing naturism as a valid, non-sexual expression.
2. Improving moderation practices to ensure fairness and accuracy.
3. Engaging with experts from the naturist community.
4. Increasing transparency in content moderation decisions.

About Naturism and Nude Recreation

For some people, naturism is a way of life rooted in harmony with nature, self-respect, body acceptance, and diversity. For others it is purely a form of recreation and feeling free. Representing 40 national federations and millions of naturists worldwide, the International Naturist Federation (INF-FNI) has been a voice for this movement since 1953. Naturism challenges harmful taboos by normalizing the human body in its natural state, fostering inclusivity and mental well-being.

The Problem

Despite naturism's long history of promoting positivity and respect, social media platforms consistently misclassify naturist content as inappropriate. Automated moderation systems lack the ability to

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differentiate between sexually explicit or pornographic material and non-sexual nudity, resulting in devastating impacts on individuals, organizations, and businesses.

For naturist federations, resorts, and events, social media is a critical tool for reaching their communities and maintaining support. Unjust censorship undermines this connection, leading to lost memberships, revenue, and growth opportunities. Simultaneously, platforms allow exploitative content disguised as “art” to persist, eroding trust in content moderation systems and perpetuating harmful body ideals.

The Call to Action

To address this issue, we call on social media platforms to:

1. Recognize Naturism as a Valid Expression

Create explicit policy exceptions for naturism, similar to those allowed for artistic representations of nudity, acknowledging its non-sexual and inclusive values.

2. Enhance Moderation Practices

Improve automated systems and train human moderators to make informed, nuanced decisions.

3. Engage with Naturist Experts

Collaborate with the naturist community to ensure policies reflect fairness and respect. We can help train the systems designed to distinguish between explicit sexual content and simple nudity.

4. Be Transparent

Clearly explain moderation decisions and provide genuinely accessible appeal processes.

Why This Matters

The damage caused by the inappropriate censorship of naturist content goes beyond our community, sending a damaging message that the human body is inherently shameful. In a society grappling with mental health challenges, this reinforces feelings of inadequacy and fuels harmful ideals tied to unattainable beauty standards.

Social media platforms have the power to champion authenticity and inclusivity. By embracing naturist content, you can create spaces that celebrate diversity, foster connection, and promote self-acceptance. This is a chance for Meta and others to lead by example, shaping a digital landscape where everyone feels valued and respected.

It's time to stop perpetuating shame and exclusion. Let's work together to ensure social media uplifts and empowers all voices.

Sincerely,

The representatives below, on behalf of the International Naturist Federation (INF-FNI), 40 national federations, and the millions of naturists worldwide.

[signatures redacted]

Stéphane Deschênes, President, International Naturist Federation

Dr Mark Bass, President, British Naturism

Alin Buzdugan President, Ronaturism Association (Romania)

Eric Alapini, President Federation Naturiste Sénégal

Jean-François Lapointe, Président-Directeur-général, Fédération Québécoise de Naturisme

Marc Van Echelpoel, president, FeNatPe - Federación de Naturismo de Perú.

Christine Kouman, Directeur-bestuurder – NFN Open & Bloot- Dutch Federation for Nude Recreation

Leticia Medina, President – Irish Naturist Association

Sieglinde Ivo ÖNV Präsidentin (Austria)

Ismael Rodrigo, President, Federación Española de Naturismo

Gregers Möller, President, Naturist Association of Thailand

Niclas Ember, President, Swedish Naturist Federation

S L Weaver, President, Australian Naturist Federation Inc

Thierry Spanjaard, President, Internacia Naturista Organizo Esperantista

Alfred Sigloch Deutscher Verband für Freikörperkultur e.V. (Germany)

Juha Jonsson, President of Finnish Naturist Federation

Frank Janssens, President FBN (Belgium)

Helle Linne Eriksen, President, NNF (Norwegian Naturist Federation)

Albert RICHARD, Président de la Fédération française de naturisme (Ffn)

Greg SNOW, President, Federation of Canadian Naturists (FCN)

Paula Silveira, President, Federação Brasileira de Naturismo (Brazil)

Snježana Krušelj, President, Društvo naturista Hrvatske (Croatia)

David Saunders, President, NZNF (New Zealand)

JJ Oberholzer, President, SANNA (South Africa)

Andrés Nieves, President, Federation of Naturism and Nudism in Colombia

Linda Weber, President, American Association for Nude Recreation, USA

Gabor Szabo, President of Federation of Naturists in Hungary

Josafat Barboza, Presidente, Asociación Costa Rica al Natural

Filipa Gouveia Esteves, President of FPN, Portugal

Cynthia Holbach, Board President, The Naturist Society Foundation, USA

Maja Penko, predsednica ZDNS (Slovenia)

Gabriele Rossetti, Presidente FENAIT (Federazione Naturista Italiana - Italy)

Gustavo De La Garza President of the Mexican Nudist Federation

Goran Filipović, President of Naturist Organization of Serbia

Jaume d'Urguell i Rubió, Secretary, International Human Rights Foundation