

December 1, 2022

Mindy Weinstein
Director
Washington Field Office
Equal Employment Opportunity Commission
131 M Street NE, Suite 20507
Washington, DC

Re: *Real Women in Trucking v. Meta Platforms, Inc.*

Dear Director Weinstein,

We represent Real Women in Trucking in the pattern or practice gender and age discrimination charge against Meta Platforms, Inc. that is attached to this letter.

Real Women in Trucking respectfully requests that the Equal Employment Opportunity Commission open and engage in a thorough investigation of Meta Platforms' systemic gender and age discrimination in advertising jobs on Facebook. We and our client look forward to working with you and the Commission's staff on this matter.

You can reach us at the following telephone numbers and e-mail addresses: Peter Romer-Friedman at 718-938-6132 or peter@guptawessler.com; and Mitra Ebadolahi at 619-630-9202 or mitra@upturn.org.

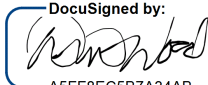
Sincerely,

/s/ Peter Romer-Friedman
Peter Romer-Friedman
Gupta Wessler PLLC

/s/ Mitra Ebadolahi
Mitra Ebadolahi
Upturn, Inc.

Gupta Wessler PLLC
2001 K Street NW, Suite 850
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1015 15th Street NW, Suite 600
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<h2 style="margin: 0;">CHARGE OF DISCRIMINATION</h2> <p style="font-size: small; margin: 5px 0;">This form is affected by the Privacy Act of 1974. See enclosed Privacy Act Statement and other information before completing this form.</p>		Charge Presented To: Agency(ies) Charge No(s): <input type="checkbox"/> FEPA <input checked="" type="checkbox"/> EEOC	
(See charge particulars for relevant states/localities) _____ and EEOC <i>State or local Agency, if any</i>			
Name (indicate Mr., Ms., Mrs.) Real Women in Trucking		Home Phone (Incl. Area Code) (202) 888-1741 (counsel's phone)	Date of Birth N/A
Street Address 631 Lucerne Ave. #27		City, State and ZIP Code Lake Worth Beach, Florida 33460	
Named is the Employer, Labor Organization, Employment Agency, Apprenticeship Committee, or State or Local Government Agency That I Believe Discriminated Against Me or Others. (If more than two, list under PARTICULARS below.)			
Name Facebook, Inc.		No. Employees, Members 75,000+	Phone No. (Include Area Code) 650-543-4800
Street Address 1 Hacker Way		City, State and ZIP Code Menlo Park, CA 94025	
Name		No. Employees, Members	Phone No. (Include Area Code)
Street Address		City, State and ZIP Code	
DISCRIMINATION BASED ON (Check appropriate box(es).) <input type="checkbox"/> RACE <input type="checkbox"/> COLOR <input checked="" type="checkbox"/> SEX <input type="checkbox"/> RELIGION <input type="checkbox"/> NATIONAL ORIGIN <input type="checkbox"/> RETALIATION <input checked="" type="checkbox"/> AGE <input type="checkbox"/> DISABILITY <input type="checkbox"/> OTHER (Specify below.)		DATE(S) DISCRIMINATION TOOK PLACE Earliest Latest 01/01/2020 Present <input checked="" type="checkbox"/> CONTINUING ACTION	
THE PARTICULARS ARE (If additional paper is needed, attach extra sheet(s)): <div style="font-size: 1.2em; margin-top: 20px;">See attached.</div>			
I want this charge filed with both the EEOC and the State or local Agency, if any. I will advise the agencies if I change my address or phone number and I will cooperate fully with them in the processing of my charge in accordance with their procedures.		NOTARY – When necessary for State and Local Agency Requirements	
I declare under penalty of perjury that the above is true and correct. <div style="text-align: center;">  <small>DocuSigned by:</small> <small>Desiree Wood, Founder & President of Real Women in Trucking</small> <small>A6FF8EC5B7A34AB</small> </div>		I swear or affirm that I have read the above charge and that it is true to the best of my knowledge, information and belief. SIGNATURE OF COMPLAINANT SUBSCRIBED AND SWORN TO BEFORE ME THIS DATE (month, day, year)	
<div style="display: flex; justify-content: space-between;"> <div> Dec. 1, 2022 <hr style="width: 100%;"/> <small>Date</small> </div> <div> <hr style="width: 100%;"/> <small>Charging Party Signature</small> </div> </div>			

PRIVACY ACT STATEMENT: Under the Privacy Act of 1974, Pub. Law 93-579, authority to request personal data and its uses are:

1. **FORM NUMBER/TITLE/DATE.** EEOC Form 5, Charge of Discrimination (5/01).
2. **AUTHORITY.** 42 U.S.C. 2000e-5(b), 29 U.S.C. 211, 29 U.S.C. 626, 42 U.S.C. 12117.
3. **PRINCIPAL PURPOSES.** The purposes of a charge, taken on this form or otherwise reduced to writing (whether later recorded on this form or not) are, as applicable under the EEOC anti-discrimination statutes (EEOC statutes), to preserve private suit rights under the EEOC statutes, to invoke the EEOC's jurisdiction and, where dual-filing or referral arrangements exist, to begin state or local proceedings.
4. **ROUTINE USES.** This form is used to provide facts that may establish the existence of matters covered by the EEOC statutes (and as applicable, other federal, state or local laws). Information given will be used by staff to guide its mediation and investigation efforts and, as applicable, to determine, conciliate and litigate claims of unlawful discrimination. This form may be presented to or disclosed to other federal, state or local agencies as appropriate or necessary in carrying out EEOC's functions. A copy of this charge will ordinarily be sent to the respondent organization against which the charge is made.
5. **WHETHER DISCLOSURE IS MANDATORY; EFFECT OF NOT GIVING INFORMATION.** Charges must be reduced to writing and should identify the charging and responding parties and the actions or policies complained of. Without a written charge, EEOC will ordinarily not act on the complaint. Charges under Title VII or the ADA must be sworn to or affirmed (either by using this form or by presenting a notarized statement or unsworn declaration under penalty of perjury); charges under the ADEA should ordinarily be signed. Charges may be clarified or amplified later by amendment. It is not mandatory that this form be used to make a charge.

NOTICE OF RIGHT TO REQUEST SUBSTANTIAL WEIGHT REVIEW

Charges filed at a state or local Fair Employment Practices Agency (FEPA) that dual-files charges with EEOC will ordinarily be handled first by the FEPA. Some charges filed at EEOC may also be first handled by a FEPA under worksharing agreements. You will be told which agency will handle your charge. When the FEPA is the first to handle the charge, it will notify you of its final resolution of the matter. Then, if you wish EEOC to give Substantial Weight Review to the FEPA's final findings, you must ask us in writing to do so within 15 days of your receipt of its findings. Otherwise, we will ordinarily adopt the FEPA's finding and close our file on the charge.

NOTICE OF NON-RETALIATION REQUIREMENTS

Please **notify** EEOC or the state or local agency where you filed your charge **if retaliation is taken against you or others** who oppose discrimination or cooperate in any investigation or lawsuit concerning this charge. Under Section 704(a) of Title VII, Section 4(d) of the ADEA, and Section 503(a) of the ADA, it is unlawful for an *employer* to discriminate against present or former employees or job applicants, for an *employment agency* to discriminate against anyone, or for a *union* to discriminate against its members or membership applicants, because they have opposed any practice made unlawful by the statutes, or because they have made a charge, testified, assisted, or participated in any manner in an investigation, proceeding, or hearing under the laws. The Equal Pay Act has similar provisions and Section 503(b) of the ADA prohibits coercion, intimidation, threats or interference with anyone for exercising or enjoying, or aiding or encouraging others in their exercise or enjoyment of, rights under the Act.

**BEFORE THE
EQUAL EMPLOYMENT OPPORTUNITY COMMISSION
WASHINGTON FIELD OFFICE**

**REAL WOMEN IN TRUCKING, on behalf
of its members and similarly situated
women and older people,**

Complainants,

v.

META PLATFORMS, INC.,

Respondent.

This charge is brought by Real Women in Trucking on behalf of millions of women and older people who have been denied equal employment opportunity because Meta Platforms, like its predecessor company Facebook, Inc., discriminates based on gender and age when distributing job advertisements to job seekers on Facebook’s social media platform.

Federal anti-discrimination laws have long made it unlawful to steer job ads away from people based their race, gender, age, and other protected statuses. And several years ago, the Equal Employment Opportunity Commission (EEOC) and other federal agencies declared that it violates federal law to steer job or housing advertisements on Facebook away from members of a protected class.

Our investigation into Facebook’s ad distribution practices—based on data made public by Facebook itself—has revealed that when Facebook distributes job ads to hundreds of millions of Americans, Facebook routinely discriminates based on gender and age when it decides which individuals receive those ads. And the levels of discrimination are dramatic. In some cases, even when employers directed Facebook to send their job ads to people of all genders and ages, Facebook delivered the ads to Facebook users who are over 99% male and 99% younger than 55 years old. These disparities are even more glaring when one considers that women make up over 54% of the Facebook users interested in job hunting and people older than 54 make up over 28% of Facebook users interested in job hunting.

By engaging in a practice that Congress banned in the 1960s, Facebook today is denying equal opportunity to millions of American workers who are looking for jobs. Facebook is also reinforcing and perpetuating harmful stereotypes and historical patterns of discrimination. We respectfully request that the EEOC and the Department of Justice thoroughly investigate Facebook’s violations of Title VII of the Civil Rights Act of 1964 (Title VII) and the Age Discrimination in Employment Act of 1967 (ADEA), which affect the rights of millions of private and public sector workers.

INTRODUCTION AND OVERVIEW

In 2015, the Pew Research Center found that 90% of the people who searched for work in the prior two years relied on the internet to do so, and 84% had even applied for a job online.¹ And in 2017 the U.S. Bureau of Labor Statistics declared that online job searches have “become the new normal in the labor market.”² Likewise, for years employers have relied heavily—or even exclusively—on the internet to find workers: they advertise open positions on job boards like Indeed and Monster.com; they post their job openings on their “career pages”; and they sponsor paid advertisements on social media and other websites.

On just about every online platform where jobs are advertised to workers, there’s a potential danger lurking in the computer code. Unlike job ads and postings of the past, which everyone—of all races, genders, and ages—had the opportunity to read in newspapers or hear on the radio, today digital ads are only shown to specific people selected by the advertiser or by the digital platform (or both). In fact, online platforms almost always apply an algorithm to decide which people will see which job ads. In many cases such algorithms discriminate based on protected characteristics—like race, sex, age, or proxies for them—when deciding which groups of people will actually see those job ads.

This poses a significant problem for job seekers. When an algorithm steers an ad or posting for a good job away from people of color, women, and/or older people, those individuals may not learn about the job, and they will lose out on the opportunity to get hired. This steering reduces the aggregate number of women and older people whom employers hire, and consequently entrenches historical patterns of discrimination and segregation and stymies progress towards equality in the workplace.

This is also a problem for employers: most employers want to hire on an equal basis, but employers often have little control over which people an online platform will show their job ads. For example, a trucking company may want to recruit more women drivers and trainees, but the same company finds that its online job ads are nearly all sent to men. Because the online platform observes that in the past men were more likely than women to click on truck driver ads, the platform sends *nearly all* of the ads for truck driver jobs to men.

Earlier this year, the EEOC and the White House issued guidance in response to serious concerns about how algorithmic discrimination is impacting the rights of Americans in hiring and beyond and offered common sense steps to address this problem.³ And in 2019, the EEOC

¹ Aaron Smith, *Searching for Work in the Digital Era*, Pew Research Center (Nov. 19, 2015), <https://www.pewresearch.org/internet/2015/11/19/1-the-internet-and-job-seeking/>.

² Richard Hernandez, *Online job search: the new normal*, U.S. Bureau of Labor Statistics (Feb. 2017), <https://perma.cc/J6ED-E2UB>.

³ See U.S. Equal Employment Opportunity Commission, *The Americans with Disabilities Act and the Use of Software, Algorithms, and Artificial Intelligence to Assess Job Applicants and Employees* (May 12, 2022), <https://perma.cc/ZCP2-98E4>; The White House, Office of Science and Technology Policy, *Blueprint for an AI Bill of Rights: Making Automated Systems Work for the American People* (Oct. 4, 2022), <https://perma.cc/MGH7-YUFT>.

declared that it violates Title VII and the ADEA to limit which Facebook users receive job ads based on the gender or age of those users—in the context of Facebook publishing employers’ job ads that excluded all people above certain ages or all women from receiving job ads.⁴ That’s because federal law prohibits publishing job ads that indicate a preference based on gender, age, and other protected statuses.⁵ And it plainly indicates a preference to limit who has the opportunity to see a job ad based on those protected statuses. The U.S. Department of Justice and the U.S. Department of Housing and Urban Development similarly declared in 2018 that it violates the Fair Housing Act to target housing ads based on protected statuses, and in 2022 the United States sued Facebook for doing so.⁶

In this charge, we demonstrate, with actual ads that employers have published on Facebook, that when Facebook decides which people will receive job ads within the audience selected by the employer, Facebook disproportionately steers those job ads away from users based on their gender and age. This is what algorithmic bias looks like in 2022: Facebook routinely steers job ads to nearly all men and younger people when Facebook believes that men and younger people as a whole will be more interested in the job than women and older people. And it steers the ads to mostly younger women when Facebook believes that women as a whole will be more interested in the job. This gender- and age-based algorithmic steering—which often causes job ads to be shown to 90% men (or to 90% women) depending on the position, and ordinarily disfavors older people—is just as unlawful as excluding *all* women or *all* older people from receiving job ads on Facebook, a practice that the Commission found to be illegal in 2019.

Facebook’s discrimination in ad delivery is both simple and blunt. With over 220 million daily active American users,⁷ Facebook is a common place where employers post jobs in virtually every industry and region. That’s because employers can target their job ads specifically to people whom Facebook identifies as interested in job hunting or employment, which increases the chance that workers who see the ads will click on them and apply for jobs. But when Facebook decides which users will receive those ads, it applies an ad-delivery algorithm that steers those ads away from groups of people based on their gender and age—even if employers want to distribute their ads equally to people of all genders and ages. As shown below, this practice ordinarily and routinely results in significant gender and age disparities in terms of who receives job ads.

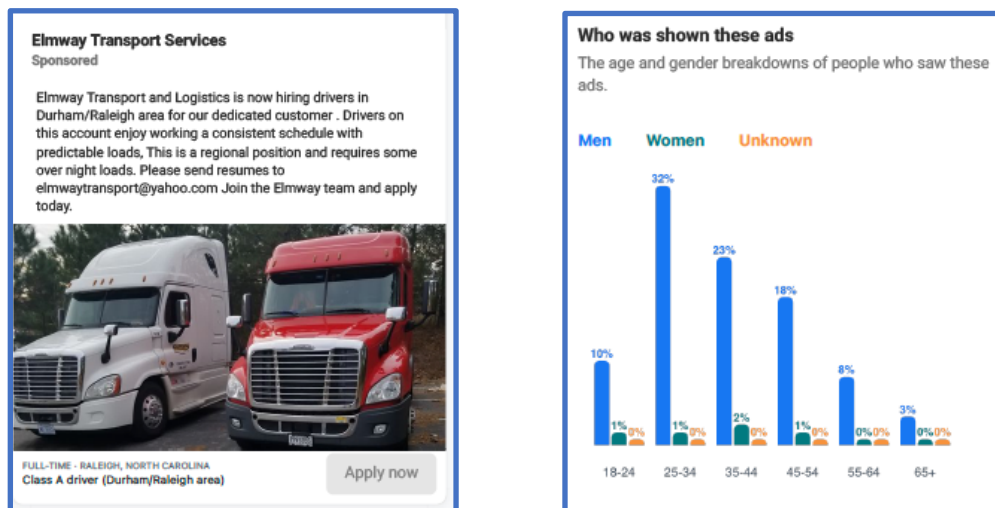
⁴ Ariana Tobin, *Employers Used Facebook to Keep Women and Older Workers From Seeing Job Ads. The Federal Government Thinks That’s Illegal*, ProPublica (Sept. 24, 2019), <https://perma.cc/FC8F-P7XW>.

⁵ Title VII of the Civil Rights Act, 42 U.S.C. § 2000e-3(b) (prohibiting discriminatory notices or ads about employment that indicate a preference or discrimination based on race, color, sex, national origin, and religion); Age Discrimination in Employment Act, 29 U.S.C. § 623(e) (prohibiting discriminatory notices or ads about employment that indicate a preference or discrimination based on age).

⁶ ECF No. 48, Statement of Interest of the United States at 10, *Nat’l Fair Hous. All. v. Facebook, Inc.*, No. 18 Civ. 2689 (S.D.N.Y. Aug. 17, 2018) (Statement of Interest of the United States); Charge of Discrimination, *Secretary, U.S. Dep’t of Hous. & Urb. Dev. v. Facebook, Inc.*, FHEO No. 01-18-0323-8 (Mar. 28, 2019) (HUD Charge Against Facebook); ECF No. 1, Complaint at ¶ 86, *United States v. Meta Platforms, Inc.*, No. 22 Civ. 5187 (S.D.N.Y. June 21, 2022) (United States Complaint).

⁷ Facebook’s 2021 Annual Report to the Securities and Exchange Commission, <https://perma.cc/FQ3C-E98Q>.

For example, an employer published a job ad on Facebook seeking to hire truck drivers in the Durham/Raleigh, North Carolina area. The eligible audience for this job ad was people of all genders who were 18 or older. But when Facebook’s own ad-delivery algorithm decided which people would see this ad, Facebook showed the ad to 94% men and only 5% women; and just 11% of the people who were shown the ad were 55 and older, even though 28% of the Facebook users who are interested in job hunting are 55 and older. The following exhibit shows an image of the job ad that was published to Facebook users (on the left) and the distribution of which users were shown the ad broken down by gender and age (on the right).⁸



The 75-plus job ads identified in this charge and Exhibit A were published to actual Facebook users. And the related demographic tables (including the one above) were published by Facebook on its own public Ad Library.⁹

To be sure, Facebook took meaningful steps in late 2019—as required by a settlement with the Communications Workers of America and the National Fair Housing Alliance—to prevent employers from expressly hiding their ads from people of particular races, genders, and ages.¹⁰ But

⁸ The graph on the right reports that 10% of the people who were shown the ad were men between the ages of 18 and 24; 1% were women between the ages of 18 and 24; 32% were men between the ages of 25 and 34; 1% were women between the ages of 25 and 34; 23% were men between the ages of 35 and 44; 2% were women between the ages of 35 and 44; 18% were men between the ages of 45 and 54; 1% were women between the ages of 45 and 54; 8% were men between the ages of 55 and 64; 0% were women between the ages of 55 and 64; 3% were men 65 and older; and 0% were women 65 and older.

⁹ Meta, Ad Library, <https://perma.cc/ZB2T-8UCL>. Facebook’s Ad Library provides detailed demographic data about the distribution of ads that Facebook classifies as related to “Issues, elections or politics.” It does not publish the same demographic data for employment, housing, or credit ads unless those types of ads are—intentionally or inadvertently—classified as ads about “Issues, elections or politics.” Although this information is not publicly available for most employment ads, Facebook possesses the same demographic data for all ads that Facebook has classified as employment ads, and it can easily produce that information to the Commission.

¹⁰ See ACLU, Summary of Settlements Between Civil Rights Advocates and Facebook (Mar. 19, 2019), <https://perma.cc/VAG8-UK79>.

Facebook’s own algorithm has replicated the same problem when Facebook decides which users will receive job ads: older job seekers are usually far less likely than younger job seekers to receive job ads, and men receive the lion’s share of ads for blue-collar jobs, especially jobs in industries that have historically excluded women. Meanwhile, women receive a disproportionate share of ads for lower-paid jobs in social services, food services, education, and health care, especially administrative positions that are historically considered women’s jobs.

Just like the job ads on Facebook that the Commission previously found to be unlawful in 2019 because they expressly excluded all older people and women from receiving them, the job ads that Facebook has published since 2020 have violated Title VII and the ADEA because Facebook’s ad-delivery algorithm relies on gender and age to limit which people see the ads and, in turn, learn about and apply for the positions.

As we demonstrate in this charge, Facebook’s algorithm regularly acts like recruiters in the 1960s (and even later), who identified jobs as “Male” or “Female” based on gender stereotypes or indicated their preferences to hire younger workers. But Facebook’s algorithm takes this type of discrimination to the next level. When Facebook’s algorithm decides that a job is a “male” job, it delivers the ads almost entirely to men, and when the algorithm decides that a job is a “female” job, it delivers the ads almost entirely to women. And in most instances the algorithm decides that jobs are for younger people and delivers the ads disproportionately to younger workers. When this happens, women and older workers in 2022 are placed in a worse position than their counterparts in the 1960s, because they don’t even have an opportunity to see the advertisement.

The following two advertisements illustrate how this algorithmic discrimination works in real life. In March 2022, an employer posted a job ad on Facebook for a fleet mechanic position in Chicago—highlighting “top pay and benefits package, great hours, overtime at time and a half, and a multitude of advancement opportunities.” The eligible audience for this job ad was people of all genders who were 18 or older. But Facebook showed the ad to a group of people that was over 99% men and less than 1% women. And only 9% of the group shown the ad were 55 and older, even though 28% of Facebook users who are interested in job hunting are 55 and older.

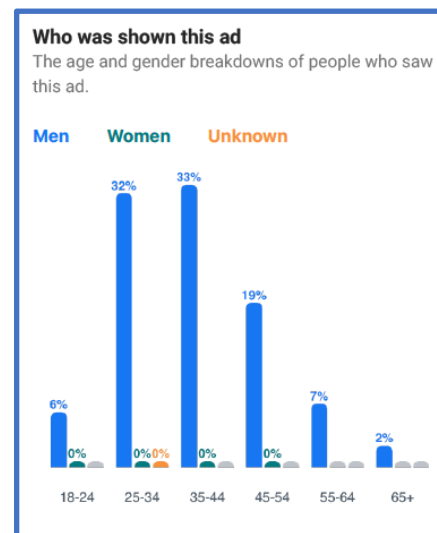
Ready Fleet, LLC.
Sponsored
ID: 691763418512677

Are you a skilled Fleet Mechanic? Enjoy a top pay and benefits package, great hours, overtime at time and a half, and a multitude of advancement opportunities? Would you like working at a family orientated mobile maintenance company where your actions will make a bigger impact? Apply to be a Fleet Service Technician, today!...

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READY FLEET

FULL-TIME - \$18 - \$25 / HOUR - CHICAGO, ILLINOIS
Chicago Fleet Service Technician

Apply now



In contrast, when a health care facility posted a job ad on Facebook for hospitality and food services positions—also with an eligible audience of people of all genders who were 18 or older—Facebook showed the ad to 83% women and only 17% men. And only 13% of the people shown the ad were 55 and older, although 28% of Facebook users interested in job hunting are 55 and older.



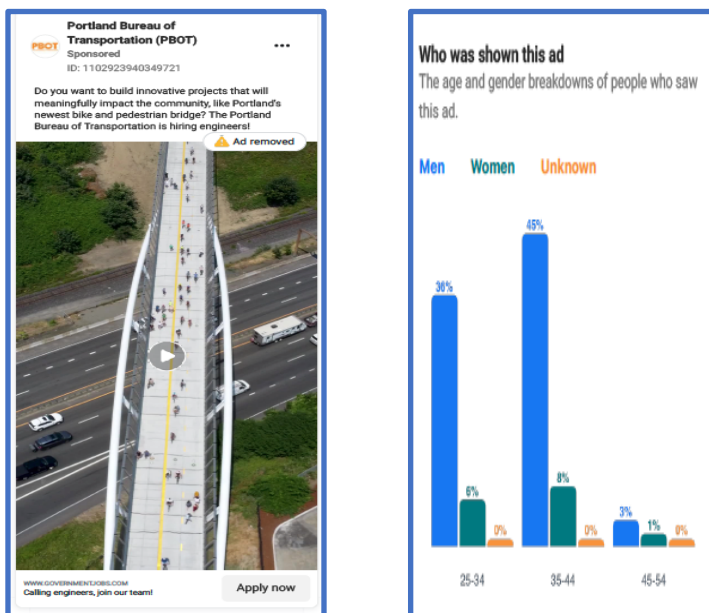
These enormous gender and age disparities in the delivery of job ads are not driven by advertiser’s preferences. Since late 2019, Facebook has dramatically limited the factors that advertisers can rely upon to narrow the eligible audience for job, housing, and credit ads. The vast majority of those factors—like interest in “job hunting” or “Construction (industry)” —are not skewed toward a particular gender or age group. For example, women are 54% of the Facebook users who are interested in job hunting and 51% of the Facebook users who are interested in Construction. Accordingly, when an employer tells Facebook that the eligible audience for their job ad is people interested in job hunting or people who are interested in Construction, women will necessarily be more than half of the users who are eligible to receive that ad. When Facebook proceeds to send that job ad to only 5% women, it means that Facebook is responsible for steering the ad away from women, rather than the employer.

The systemic algorithmic bias documented in this charge matches the findings of data scientists, who have studied and documented how Facebook’s ad-delivery algorithm discriminates based on various protected classes in delivering job and housing ads, as well as testing by the U.S. Department of Justice that revealed racial bias in Facebook’s delivery of housing ads.¹¹

¹¹ Muhammad Ali et al., *Discrimination Through Optimization: How Facebook’s ad delivery can lead to skewed outcomes*, *Proceedings of the ACM on Human-Computer Interaction*, Vol. 3, No. CSCW, Article 199, at 4 (Nov. 2019), <https://perma.cc/7M3F-7EZ9>; Basileal Imana et al., *Auditing for Discrimination in Algorithms Delivering Job Ads* 1 (Apr. 2021), <https://perma.cc/T5QV-YZYJ>; United States Complaint at ¶ 86.

Facebook's ad-delivery algorithm is now the leading cause of discrimination in job advertising on Facebook. But Facebook also is apparently still publishing job ads that expressly exclude *all* people over certain ages from receiving the ads when the employer asks Facebook to do so. Although Facebook promised in 2019 to prohibit and block job ads that restricted the audience selection based on age, gender, race and other protected statuses, our investigation revealed that as of September 2022 Facebook was still publishing job ads that expressly mentioned that employers were "hiring" and yet excluded everyone older than 54 (or 64 in one case) from receiving those job ads.

One of those ads was for an engineering position at the Portland Bureau of Transportation, a government agency in Oregon. Facebook's Ad Library says that Facebook showed this ad 30,000 to 35,000 times. Based on the data in Facebook's own Ad Library, this ad was only made available to people between the ages of 25 and 54, thus excluding everyone older than 54 (and younger than 25) from receiving the ad. But Facebook's discrimination didn't stop there: Facebook's algorithm compounded the discrimination against older people and caused harm to women workers. When the algorithm decided which people between 25 and 54 would receive the job ad, Facebook showed the ad to 85% men and only 15% women. And just 4% of the people shown the ad were 45 to 54 years old, even though over 29% of the job hunters on Facebook between the ages of 25 and 54 were in the 45- to 54-year-old range.



Facebook is obligated to comply with Title VII, the Age Discrimination in Employment Act, and dozens of state and local employment discrimination laws, because it is an employment agency within the meaning of those laws. It likewise is obligated to follow many state and local employment discrimination laws, because Facebook aids and abets employers' violations. As we demonstrate in this charge, Facebook has a pattern or practice of violating these laws by steering job advertisements away from job seekers based on their gender and age.

While Facebook has been warned for years by civil rights advocates and regulators that algorithmic bias is likely to be a serious problem on its platform and would violate a range of civil rights laws, Facebook has failed to stop the algorithmic discrimination that occurs in most cases when Facebook publishes job ads throughout the nation. By filing this charge, we seek to put an end to algorithmic bias on the world’s largest social media platform—so that jobs won’t be classified based on gender or age, and job seekers won’t be redlined based on the same factors.

THE CHARGING PARTIES

This charge is brought by Real Women in Trucking on behalf of its members, as well as all other Facebook users who have been denied job advertisements on Facebook because of their gender or age since January 1, 2020 due to the practices challenged in this charge. Real Women in Trucking seeks all available remedies, including injunctive relief and damages, that are available to their organizations, their members, and other Facebook users under Title VII, the Age Discrimination in Employment Act, and equivalent state and local statutes that ban sex and age discrimination in employment.

Real Women in Trucking is a non-profit organization that was formed by seasoned female commercial-motor-vehicle drivers who saw the need for authentic representation for women in the trucking industry. Real Women in Trucking is a member-based organization that includes both seasoned female drivers and entry-level candidates. The organization encourages ethical corporate business practices and improved industry standards, especially the practice of treating people of all genders equally when it comes to hiring, training, paying, and promoting motor vehicle drivers. Women truck drivers are at a particular risk of discrimination, retaliation, sexual harassment, and assault. Women truck drivers come in all ages, and all women truck drivers have a right to be treated equally and fairly.

Since 2020, many members of Real Women in Trucking have been searching for employment in the trucking industry, either because they are unemployed and looking for work or because they are employed and looking for a better position in trucking. It is common for all truckers to learn about job openings via social-media platforms, including Facebook. In fact, at any point in time, thousands of job ads are running on Facebook that reference the term “commercial driver’s license” (CDL)—a prerequisite for many trucking jobs. Because of the discriminatory practices described in this charge, Real Women in Trucking’s members have been routinely denied job advertisements on Facebook for truck driver positions because of their gender. And the organization’s older members—especially those who are older than 64—have been routinely denied job ads on Facebook for truck driver positions because of their age.

Had Facebook not denied job ads to Real Women in Trucking’s members because of their gender and age, those members would have had a significantly higher chance of receiving job ads for truck driver positions on Facebook; they would have received those ads; they would have clicked on those ads to learn about the open positions; and they would have applied for and obtained new positions with trucking companies. Because those members were denied job ads on Facebook, the members had to spend more time, energy, and resources to search for job openings than younger and male truckers who were not subjected to discrimination by Facebook.

LEGAL BACKGROUND

In the 1960s, Congress prohibited discrimination in job advertising. In Title VII of the Civil Rights Act of 1964, Congress declared that it is unlawful for an employer or an employment agency “to print or publish or cause to be printed or published any notice or advertisement relating to employment” or a “referral for employment” that “indicat[es] any preference, limitation, specification, or discrimination, based on race, color, religion, sex, or national origin,” 42 U.S.C. § 2000e-3(b). Three years later, when Congress enacted the ADEA, it likewise banned job ads that indicate a preference based on age. 29 U.S.C. § 623(e).

In these two statutes, Congress also made it unlawful to refuse to hire or refer a person for a job because of their race, sex, age, and other protected statuses, either intentionally or through practices that have a disparate impact that is not justified by business necessity. 42 U.S.C. § 2000e-2(a)(1)-(2), (b); 29 U.S.C. § 623(a)(1)-(2), (b). Congress enacted similar prohibitions on discriminatory advertising and denials of housing in the Fair Housing Act of 1968. *See* 42 U.S.C. § 3604(a), (c). Because these laws were patterned on each other and enacted just several years apart from each other, courts and federal agencies have interpreted these laws to have similar meaning, including when it comes to prohibitions on discriminatory advertising.¹²

When Congress enacted bans on discriminatory advertising, it was responding to practices that were pervasive in that period. For example, the Wirtz Report, the “blueprint for the ADEA,” *Smith v. City of Jackson*, 544 U.S. 228, 254 (2005) (plurality opinion), expressed concern about employers discouraging older applicants from applying for jobs by announcing their age preferences in “Help Wanted Advertisements.”¹³

Discriminatory job advertising was prevalent when it came to gender, too. In the 1960s and well into the early 1970s, it was common for newspapers to publish classified ads that identified jobs as either “Male” or “Female” jobs to discourage women from applying for the so-called “male” jobs. In some cases, the employers did the gender classifying; in others, the newspapers made those discriminatory decisions themselves. After the enactment of Title VII, the EEOC adopted regulations declaring that the practice of segregating job ads in classified sections of newspapers violated Title VII, and courts and the EEOC both found that newspapers could be held liable when they played an active role in segregating job ads based on gender.¹⁴ In its

¹² *See Trans World Airlines, Inc. v. Thurston*, 469 U.S. 111, 121 (1985) (holding that interpretation of Title VII “applies with equal force” to the ADEA); *Smith v. City of Jackson*, 544 U.S. 228, 233 (2005) (plurality opinion) (“[W]hen Congress uses the same language in two statutes having similar purposes, particularly when one is enacted shortly after the other, it is appropriate to presume that Congress intended that text to have the same meaning in both statutes.”); *see also Texas Dep’t of Hous. & Cmty. Affs. v. Inclusive Cmty. Project, Inc.*, 576 U.S. 519, 533 (2015) (“[C]ases interpreting Title VII and the ADEA provide essential background and instruction in [FHA cases].”). As described below, all three federal agencies that enforce the ADEA, Title VII, and the FHA have explained recently that limiting which people receive ads for jobs or housing constitutes a violation of those laws’ bans on discriminatory publications.

¹³ W. Willard Wirtz, *The Older American Worker: Age Discrimination in Employment* (June 1965), <https://perma.cc/2V28-GTQC> (noting that by 1965 “[o]ver half of the States [had] forbid including age limitations in Help Wanted ads”).

¹⁴ *See Morrow v. Miss. Publishers Corp.*, No. 72J-17, 1972 WL 236, at *1-4 (S.D. Miss. Nov. 27, 1972) (holding that a newspaper can be held liable for discriminatory advertising as an employment agency if it takes

regulations, the EEOC has explained that “[t]he placement of an advertisement in columns classified by publishers on the basis of sex . . . will be considered an expression of a preference, limitation, specification, or discrimination based on sex,” 29 C.F.R. § 1604.5.

Courts and federal agencies uniformly have concluded that there are two ways for a job or housing advertisement to indicate a preference, discrimination, or limitation in violation of statutes like Title VII, the ADEA, and the Fair Housing Act. The first way, which is not at issue here, is when the content of the ad expressly or implicitly suggests a preference. For example, as the Commission’s ADEA regulations explain, “[h]elp wanted notices or advertisements may not contain terms and phrases” such as “age 25 to 35, young, college student, recent college graduate, boy, girl, or others of a similar nature.” 29 C.F.R. § 1625.4(a); see *Hodgson v. Approved Pers. Serv., Inc.*, 529 F.2d 760, 763 (4th Cir. 1975) (holding that a job ad that references an age range violates 29 U.S.C. § 623(e)).

The second way an advertisement indicates a preference, discrimination, or limitation based on a protected status is when the advertiser distributes the ad towards—or away from—a population based on a protected status or a proxy for a protected status. As the United States recently explained in a Statement of Interest in federal court, an unlawful publication “can occur through the choice of who receives an ad, regardless of whether the content of the ad itself is facially discriminatory.” Statement of Interest of the United States; see 24 C.F.R. § 100.75(3)-(4).

The federal government has long enforced this position in various contexts. For example, the Department of Justice successfully sued a company that had published housing ads in publications that were primarily read by one racial group “without counter-balancing advertisements . . . in newspapers with primary circulation” of another racial group, even though the ads were also published in papers with a more general, diverse audience. *United States v. Real Est. One, Inc.*, 433 F. Supp. 1140, 1151-52 (E.D. Mich. 1977). This targeted advertising was considered an illegal form of “steering” because it influenced, delayed, and discouraged people from pursuing housing based on a protected status. *Id.* at 1144, 1152 (“[T]he racial steering effect” of the “advertising policy is a violation of the law.”); see also *NAACP v. ITT Cmty. Dev. Corp.*, 399 F. Supp. 366, 366 (D.D.C. 1975) (consent decree where defendant “engaged in racially discriminatory advertising and marketing practices” to focus ads away from blacks).

The U.S. Department of Housing & Urban Development (HUD) later codified this principle into its Fair Housing Act regulations, declaring that an advertisement indicates an unlawful preference or discrimination—the legal standard under the Fair Housing Act’s advertising provision—when “[s]electing media or locations for advertising” “den[ies] particular segments of the housing market information about housing opportunities because of” protected

affirmative acts to classify ads in a discriminatory way, such as creating two separate columns for “Female” and “Male” jobs and honoring advertisers’ designation of ads for a specific group, and following the EEOC’s guidance, which is now reported at 29 C.F.R. § 1604.5); EEOC Compliance Manual § 631.2(b)(1) Private Employment Agencies, 2006 WL 4672853 (2006) (EEOC Compliance Manual) (newspaper “is not liable as an employment agency” if it “doesn’t exercise control, or actively classify advertisements”) (citing *Morrow*, 1972 WL 236, at *1-4, and EEOC Decision No. 74-117, 8 Fair Empl. Prac. Cas. (BNA) *1 n.2 (1974) (EEOC Decision No. 74-117) (*Morrow* suggests newspaper is an employment agency “if a newspaper actively participates in classifying the advertisement which it publishes”)).

statuses like race and gender, or when “refusing to publish advertising” “or requiring different charges or terms for such advertising because of” protected statuses like race and gender. 24 C.F.R. § 100.75(c)(3)-(4). This makes common sense. If an ad is targeted away from a demographic group expressly because of a protected status or based on a proxy for that protected status—such as focusing on particular media outlets or locations so as to exclude people in a protected status—it indicates that the advertiser prefers the group that is targeted with the ad and disfavors the group the ad is steered away from.

Courts have enforced this regulation in situations where housing advertisements were disproportionately or exclusively targeted towards—or away from—people of particular protected classes. *See Martinez v. Optimus Props., LLC*, No. 16 Civ. 08598, 2017 WL 1040743, at *5 (C.D. Cal. Mar. 14, 2017) (“Plaintiffs allege that Defendants selectively advertised to particular segments of the housing market while denying information to people with disabilities, Latinos, and families with children. Their discriminatory advertising theory is viable.”); *Guevara v. UMH Props., Inc.*, No. 11 Civ. 2339, 2014 WL 5488918, at *6 (W.D. Tenn. Oct. 29, 2014) (“Plaintiffs’ allegation that Defendant only advertised in Spanish language media outlets is sufficient to state a claim . . .”).

In 2018 and 2019 three federal agencies—the Department of Justice, the Department of Housing and Urban Development, and the EEOC—had the first opportunity to address how these principles apply to the distribution of employment and housing ads on digital platforms, in the context of lawsuits or charges against Facebook. All three agencies concluded that targeting housing or job ads towards particular groups or steering them away from other groups based on protected statuses violates federal civil rights laws.

In 2018, the EEOC received dozens of charges filed by the Communications Workers of America and several workers against employers who had published employment advertisements on Facebook and in doing so excluded all women or all people above certain ages from receiving those ads. In a number of determinations in 2019, the Commission concluded that “a violation occurred” when employers had “advertised on Facebook” and “limit[ed] the sex and age of individuals who were able to view the advertisement.” As the Commission explained, an employer “violate[s] Title VII and the ADEA by advertising on a social media platform and limiting the audience for their advertisement to male and younger applicants.”¹⁵

Also in 2018, the National Fair Housing Alliance filed a Fair Housing Act (FHA) lawsuit against Facebook for delivering housing advertisements that targeted or excluded users based on protected statuses or proxies for them. When Facebook moved to dismiss the complaint, the United States filed a Statement of Interest that explained why this practice violates several provisions of the FHA, including the statute’s ban on discriminatory advertising. The United States explained that “publishing a targeted advertisement can violate Section 3604(c) if the targeting is based upon a characteristic the FHA protects,” and that “[t]o define the audience for an ad, and to publish an ad only to that audience, can ‘cause’ a discriminatory statement or advertisement to be both ‘made’ and ‘published.’” Statement of Interest of the United States at 11-12. Likewise, the government explained that “excluding certain demographics from even seeing an ad for a housing opportunity”

¹⁵ ECF No. 147-4, *Bradley v. T-Mobile US, Inc.*, No. 17 Civ. 07232, 2020 WL 1233924 (N.D. Cal. Mar. 13, 2020).

“plainly ‘makes’ it ‘unavailable’” in violation of § 3604(a), which is the equivalent of Title VII and the ADEA’s ban on hiring discrimination. *Id.*

In March 2019, HUD filed an administrative complaint against Facebook in which it alleged that Facebook had violated the FHA by doing two different things: first, in the “targeting” or “eligibility” phase, Facebook allowed advertisers to include or exclude people from being eligible to receive housing ads based on their gender, their language, and other categories that are associated with protected classes (for example, an expressed interest in a “service animal” or “Hispanic culture”). HUD Charge Against Facebook at 4. Second, in the “ad delivery” phase, Facebook determined which users would receive the ad within an eligible audience, and in doing so Facebook’s “ad delivery system will not show the ad to a diverse audience if the system considers users with particular characteristics most likely to engage with the ad.” *Id.* at 5. HUD concluded that both actions constituted unlawful advertising, because those ad campaigns denied housing information to persons based on a range of protected statuses, including race and sex. *Id.* at 6. As HUD Secretary Ben Carson put it, these digital tools “discriminat[e] against people based upon who they are,” and “[u]sing a computer to limit a person’s housing choices can be just as discriminatory as slamming a door in someone’s face.”¹⁶

The 2019 HUD complaint led to a federal lawsuit in 2022 in which the United States sued Facebook for the same set of fair housing claims. *See* ECF No. 1, Complaint at ¶ 86, *United States v. Meta Platforms, Inc.*, No. 22 Civ. 5187 (S.D.N.Y. June 21, 2022). In that complaint, the United States explained that by determining which Facebook users would be eligible to receive ads based on race, sex, and other protected statuses, and relying on similar protected statuses to determine which eligible users would actually receive the ads, Facebook’s “ad targeting and delivery system” “targets and delivers housing-related ads to some users while depriving other users based on FHA-protected characteristics or their proxies.” *Id.* at ¶ 103(b). “Those acts and practices constitute ‘[s]electing media or locations for advertising the sale or rental of dwellings which deny particular segments of the housing market information about housing opportunities because of race, color, religion, sex, handicap, familial status, or national origin,’ as well as ‘[r]efusing to publish advertising for the sale or rental of dwellings . . . because of race, color, religion, sex, handicap, familial status, or national origin.’” *Id.* (quoting 24 C.F.R. § 100.75). The same actions also constituted disparate treatment and disparate impact in denying housing based on protected statuses. *Id.* at ¶¶ 103-04.

¹⁶ Brakkton Booker, *Housing Department Slaps Facebook With Discrimination Charge*, NPR (Mar. 28, 2019), <https://perma.cc/J7PN-TXDV>.

BACKGROUND ON JOB ADVERTISING ON FACEBOOK

Facebook is one of the most popular websites and online applications in the world. There are more than 220 million Facebook users in the United States and more than 1.93 billion people in the world who use Facebook each day.¹⁷ Facebook earns nearly all of its revenues by charging businesses and other advertisers to show advertisements to Facebook’s users on Facebook, Instagram, and other applications. For example, in 2021, Meta earned \$114.9 billion in advertising revenues, which was over 97% of its total revenue of \$117.9 billion that year.¹⁸

While there are many ways that employers can advertise, Facebook has become a popular and common place for job advertisements. In fact, at any moment, tens of thousands of employment ads are running on Facebook. On November 21, 2022, for example, there were over 34,000 employment ads actively running on Facebook that include the word “hiring.”¹⁹

Employers advertise on Facebook for a variety of reasons. For starters, most American workers use Facebook, so advertising there is a way to reach most workers in the labor force. In addition, Facebook identifies which Facebook users are looking for work and allows the advertiser to send their ads to those job searchers. This increases the likelihood that a job seeker will click on the ad and apply for a job. Of course, that’s the reason why employers send ads to Facebook users: they want Facebook users to click on the ad, go to their website, apply for a job, or attend a job fair where they can get hired. And the advertising is fairly cheap: every time a worker clicks on an ad, it might only cost the employer a couple dollars,²⁰ but that’s a very small price to pay for acquiring a new employee.

Employers advertise jobs on Facebook in different ways, but all are calculated to attract a worker to apply for a job. For example, some job ads highlight a particular position that is available and encourage workers to click on an ad—so that they can go to the employer’s website and apply for the job (or apply elsewhere). Other job ads highlight positive attributes about the employer and encourage workers to learn about working for the company and apply for any available job. In some cases, employers’ ads will inform workers about a job fair or a hiring event at a local store and encourage them to attend the event. Because Facebook ads can be targeted to people in specific geographic areas, employers with hiring needs at particular facilities or stores can publish Facebook ads to people who live in the same labor market as those facilities or stores and would be most likely to apply for work there. For example, if a business needs to hire an influx of seasonal workers around the holidays or the back-to-school period, in the weeks or months leading up to those busy periods the employer can send job ads to people in the areas where they need to hire the most.

¹⁷ Facebook’s 2021 Annual Report to the Securities and Exchange Commission, <https://perma.cc/FQ3C-E98Q>.

¹⁸ *Id.*

¹⁹ This figure is based on a search of all active employment ads in Facebook’s Ad Library that mention the word “hiring.”

²⁰ WebFx, How Much Does Facebook Advertising Cost in 2022?, <https://perma.cc/5QVJ-KK6J>.

FACEBOOK'S SEX AND AGE DISCRIMINATION IN DELIVERING JOB ADS

When a job advertisement is placed on Facebook, there are two discrete stages that determine which people will receive the advertisement—and which people won't.

The first stage is called “audience selection.” At this stage, the advertiser tells Facebook which Facebook users will be eligible to receive their advertisement: for example, all people who live in the District of Columbia and are interested in job hunting. The second stage is called “ad delivery.” At this stage, Facebook decides which of the eligible users will actually receive the advertisement.

A. How Audience Selections Work on Facebook

Prior to late 2019, for all advertisements—including job ads—advertisers were required to select the gender, age, and location of the people who would be in the “audience selection” for their ads. For example, an employer could choose an audience selection consisting only of men 18 to 40 years old, thereby excluding all women and men older than 40 from receiving the ad. Facebook could accomplish this because it required every user to tell the company their gender and date of birth as a condition of service.

Likewise, an employer could send a job ad to everyone within a geographic area but exclude people from zip codes that are predominantly Black. Facebook could accomplish this, because it tracks the location of its users. When an advertiser requested an audience selection that excluded people within certain zip codes, Facebook would draw a red line around the excluded zip codes.

In addition, prior to late 2019, advertisers could include in or exclude from their audience selections people whom Facebook had associated with tens of thousands of interests, behaviors, or demographics, many of which described protected characteristics or were effectively proxies for them. For example, an advertiser could send an ad to people whom Facebook identified as “Millennials” or “Young and Hip.” And even earlier, in 2016, for all ads (including job, housing, and credit ads) Facebook had allowed employers to exclude from audience selections the people Facebook had identified as “African American,” “Hispanic” or “Asian American.”²¹

In 2017, prior to significant litigation over these issues, approximately one-third of American employers were expressly excluding older people or women from receiving their job ads on Facebook—by choosing audience selections that excluded all women or that excluded people above certain ages. That same year, several workers and the Communications Workers of America filed a class action lawsuit against numerous employers that had excluded older people from receiving their job ads on Facebook. And in 2018 the same workers and union—along with the ACLU Women's Rights Project—filed dozens of charges with the EEOC against employers that

²¹ Julia Anwin and Terry Parris, Jr., *Facebook Lets Advertisers Exclude Users by Race, Facebook's system allows advertisers to exclude black, Hispanic, and other “ethnic affinities” from seeing ads*, ProPublica (Oct. 28, 2016), <https://perma.cc/4PV4-UPDX>.

had excluded older people or women from receiving their job ads on Facebook.²² As described above, the Commission declared in 2019 that these types of practices violate Title VII and the ADEA.

In 2019, Facebook entered into a settlement with the Communications Workers of America, the National Fair Housing Alliance, and the ACLU in which Facebook agreed to prohibit the explicit targeting of job, housing, and credit ads based on protected classes like race, gender, and age, or based on zip codes and other local geography that could disproportionately exclude people of color.²³ Other advertising platforms like Google and Twitter have followed suit by adopting similar prohibitions on targeting job, housing, and credit ads based on protected characteristics.²⁴

To prevent job, housing, and credit ads from being targeted based on protected statuses, Facebook agreed to create a special portal in which advertisers are supposed to create job, housing, and credit ads. In that “Special Ads” portal, all audience selections must include people of all genders who are 18 and older. And all ads must be sent to a geographic area with at least a 15-mile radius, without targeting or excluding zip codes, to promote racial diversity in audience selections.

Importantly, the Special Ads portal only allows advertisers to choose from several hundred “interests” to narrow the eligible audience for job, housing, or credit ads. In contrast, for all other ads, advertisers can choose from tens of thousands of “interests” to set the eligible audience of their ads. The hundreds of “interests” that are available in the Special Ads portal are supposed to be directly relevant to jobs, housing, or credit, and they mostly are. For example, advertisers can choose an audience selection of users who are interested in any of the following employment related “interests”: Application for employment (careers), Career (employment), Career Development (careers), Employment agency (careers), Employment website (careers), Jobs (careers), Job fair (expo), Job hunting (careers), Job interview (careers), Temporary work (careers), Shift Work (business & finance), Self-employment (careers), Recruitment (careers), Professional development (vocational training), Internship (careers), Freelancer (careers), and Entry-level job (careers). Other available “interests” that advertisers can choose in the Special Ads portal relate to specific industries, such as “Construction (industry)” or “Law (industry)”.²⁵ Thus, in the Special Ads Portal,

²² Julia Angwin, Noam Scheiber, & Ariana Tobin, *Facebook Job Ads Raise Concerns About Age Discrimination*, N.Y. Times (Dec. 20, 2017), <https://perma.cc/6ADV-HGTS>; Ariana Tobin & Jeremy Merrill, *Facebook Is Letting Job Advertisers Target Only Men*, ProPublica (Sept. 18, 2018), <https://perma.cc/LD3U-HBJN>; Josh Eidelson, *Facebook Tools Are Used to Screen Out Older Job Seekers, Lawsuit Claims*, Bloomberg (May 29, 2018), <https://perma.cc/8DCQ-4NM2>.

²³ See ACLU, *Summary of Settlements Between Civil Rights Advocates and Facebook* (Mar. 19, 2019), <https://perma.cc/CK96-5NWP>.

²⁴ Google made similar changes in 2020. See Allison Schiff, *Google to Ban Discriminatory Targeting for Housing, Employment And Credit*, AdExchanger (June 11, 2020), <https://perma.cc/5W8X-83XZ>. It’s unclear when Twitter made the same changes, but its current policy states that “advertisers are prohibited from targeting” housing, employment, and credit ads on the basis of age . . . sex, race, national origin . . . or precise location (at the zip code or more precise).” Twitter, *Ads Policy: Housing, Lending, and Employment Opportunities*, <https://perma.cc/Z3V2-MAAG>.

²⁵ For example, some of the “interests” that advertisers can use to narrow the audience selection for job, housing, and credit ads are: Accounting (business & finance), Agriculture (industry), Architecture

an advertiser could choose an audience selection of users (of all genders and ages) who are interested in “Job Hunting (Careers)” and are also interested in “Construction.”

To ensure that advertisers don’t circumvent the limitations of the Special Ads portal, Facebook agreed to apply a “classifiers” algorithm that identifies whether ads are related to employment, housing, or credit. When an advertiser tries to publish such an ad outside of the Special Ads portal, Facebook is supposed to direct the advertiser back into the Special Ads portal. For example, if an ad says “we’re hiring,” Facebook should have a high level of confidence that the ad is for jobs.

Facebook announced in December 2019 that it had fully implemented the terms of the settlement with civil rights and labor groups.²⁶ As a result, job advertising on Facebook from early 2020 to the present has taken place under a set of rules where the audience selections for job ads should include people of all genders who are 18 and older. (As described below, however, Facebook has in some cases still allowed employers to publish job ads that expressly excluded people from audience selections based on age).

This is significant, because it means that since 2020 for the vast majority of job ads people of all genders who are 18 and older have had the *opportunity* to receive these ads. It also means that we can measure when Facebook’s ad-delivery algorithm has steered job ads away from people based on their gender or age, or both, as we describe below.

(architecture), Artificial intelligence (computing), Automation (science), Automotive industry (industry), Banking (finance), Bookkeeping (accounting), Business administration (business & finance), Computer engineering (engineering), Computer science (information technology), Construction (industry), Data science (business & finance), Electrical engineering (engineering), Energy (science), Engineering (science), Finance (business & finance), Financial services (business & finance), Foodservice (dining), Franchising (marketing), Graphic design (visual art), Higher education (education), Human resource management (business & finance), Information technology (computers & electronics), Information security (computer & electronics), Insurance (business & finance), Investment banking (banking), Javascript (computing), Landscaping (gardening), Law (law & legal services), Machine learning (computing), Manufacturing (industry), Mechanical engineering (engineering), Metalworking (construction), Motor vehicle (vehicle), Nonprofit organization (social cause), Plumbing (construction), Product design (design), Product management (manufacturing), Programming language (computing), Public relations (business & finance), Psychology (science), Sales (business & finance), Small business (business and finance), Software development (software), Software engineering (information technology), Supply chain management (business & finance), Systems engineering (engineering) Technology (computer and electronics), Telecommunication (industry), Telemarketing (marketing), Trucks (vehicle), Urban Planning (science) and Warehouse (industry).

²⁶ Facebook, Updates to Housing, Employment and Credit Ads in Ads Manager (Dec. 4, 2019 update), <https://www.facebook.com/business/news/updates-to-housing-employment-and-credit-ads-in-ads-manager>.

B. How Facebook’s Ad Delivery Works

Once an employer tells Facebook the “audience selection” that will be eligible to receive its job ad, Facebook then decides which people in that audience selection will actually receive the job ad. For job ads, as well as all other ads, Facebook applies an “ad-delivery algorithm” to decide which people will actually receive each ad.

An overriding goal of Facebook’s ad-delivery algorithm is to show ads that users will find relevant, so that users will take some action in response to the ad—for the benefit of the advertiser and the user. As Facebook explains, “People prefer to see ads that are relevant to them. And when businesses show their ads to relevant audiences, they see better business outcomes. That’s why we consider how relevant each ad is to a person before delivering an ad to that person. Ads that are more relevant cost less and see more results. This leads to better experiences for people and businesses alike.”²⁷ To deliver ads that are relevant to users, Facebook’s ad-delivery algorithm tries to “estimate how likely the person is to consider the ad high quality and take the advertiser’s desired action,” such as clicking on the ad.²⁸ And according to Facebook, as each ad runs for a longer period of time, Facebook’s ad-delivery system learns more about which groups of people Facebook thinks will find the ad to be relevant and steers the ad towards those types of people.²⁹

When Facebook makes predictions about which users will find any ad relevant and, in turn, decides which users will receive the ad, Facebook relies on both the gender and age of the users. As Facebook explains, “We want the ads you see on Facebook to be as interesting and useful to you as possible. These are examples of things we could use to decide which ads to show you: . . . your age, your gender”³⁰ And as the federal government learned through its in-depth investigation of Facebook’s housing discrimination, the ad-delivery algorithm also relies upon other data points about users that have a disparate impact based on protected statuses like gender and age, including data on the interests, behaviors, and demographics that Facebook associates with each user and the Groups that Facebook users join (some of which directly describe or are highly correlated with gender and age).³¹

The way this plays out is simple. If Facebook’s ad-delivery algorithm predicts or observes that men are more likely than women to click on an advertisement—like an ad for a mechanic position—it will increasingly deliver a higher share of such ads to men. As a result, all women will have a much lower chance than men to receive that ad. The same is true for age: if Facebook predicts or observes that younger people are more likely to click on an advertisement, it will increasingly deliver a higher share of the ads to younger people than older people. In some cases, as shown below, Facebook’s reliance on gender and age is so powerful and influential that certain

²⁷ Facebook, About Ad Relevance Diagnostics, https://www.facebook.com/business/help/403110480493160?id=561906377587030&helpref=faq_content.

²⁸ Facebook, About Ad Delivery, <https://www.facebook.com/business/help/1000688343301256?id=561906377587030>.

²⁹ Facebook, About the Learning Phase, <https://www.facebook.com/business/help/112167992830700?id=561906377587030>.

³⁰ Facebook, How does Facebook decide which ads to show me?, <https://www.facebook.com/help/562973647153813>.

³¹ See United States Complaint at ¶¶ 78-82.

job advertisements are sent almost exclusively to men and younger people. As academic studies have concluded, Facebook’s ad-delivery algorithm does not just make these decisions based on its own real-time observations about how an ad is performing. Even before the ad has started to run, Facebook’s ad-delivery algorithm may decide that an ad is more likely to be relevant to men than women, or younger people than older people. And over time, this creates a feedback loop where such gender and age disparities are reinforced and increased.

To be clear, when Facebook’s ad-delivery algorithm steers an ad mostly to men or younger people, because it predicts or observes that men will find the ad more relevant than women, the algorithm is making a group-based decision about who the “right” ad recipients are. And that group-based decision ordinarily overpowers the specific interest that a particular person may have in the thing being advertised. So, for example, even when a woman is a mechanic and is searching for work as a mechanic online, she will still have a very small chance to receive an ad for a mechanic position on Facebook—and a far smaller chance than similarly situated men—because the platform’s ad-delivery algorithm decides that the ad should be sent almost exclusively to men.

A growing body of evidence has documented how Facebook’s ad-delivery algorithm engages in discrimination in the distribution of ads for employment and housing.

In 2019, academic researchers performed an experiment in which they placed job ads on Facebook and then analyzed how those ads were distributed based on the race and sex of the users who received them. The researchers found large racial and gender disparities in the ad delivery.³² For example, “ads for jobs in the lumber industry reach[ed] an audience that is 72% white and 90% male, ads for cashier positions in supermarkets reach[ed] an 85% female audience, and ads for positions in taxi companies reach[ed] a 75% Black audience, even though the targeted audience specified by [them] as an advertiser is identical for all three.”³³ The study concluded that “the significant skew we observe even on a small set of [Facebook] ads [for jobs and housing] suggests that real-world housing and employment ads are likely to experience the same fate.”³⁴

Through additional experiments, the researchers were able to identify how Facebook’s ad-delivery algorithm operated. For instance, they found that “skewed [ad] delivery can occur due to the content of the ad itself (i.e., the ad headline, text, and image, collectively called the ad creative).”³⁵ In addition, they found that the image in the ad has a “significant impact on ad

³² Muhammad Ali et al., *Discrimination Through Optimization: How Facebook’s ad delivery can lead to skewed outcomes*, Proceedings of the ACM on Human-Computer Interaction, Vol. 3, No. CSCW, Article 199, at 199:3-5 (Nov. 2019), <https://dl.acm.org/doi/pdf/10.1145/3359301>.

³³ The researchers also found “significant ad delivery skew[ed] along racial lines” in the delivery of housing ads, with most of the ads being delivered to a higher percentage of white users than the audience selection. *Id.* at 199:22.

³⁴ *Id.* at 199:4.

³⁵ *Id.* at 199:3. For instance, “ads targeting the same audience but that include a creative that would stereotypically be of the most interest to men (e.g., bodybuilding) can deliver to over 80% men, and those that include a creative that would stereotypically be of the most interest to women (e.g., cosmetics) can deliver to over 90% women. Similarly, ads referring to cultural content stereotypically of most interest to Black users (e.g., hip-hop) can deliver to over 85% Black users, and those referring to content stereotypically of interest to white users (e.g., country music) can deliver to over 80% white users, even when targeted identically by the advertiser. Thus, despite placing the same bid on the same audience, the advertiser’s ad

delivery” and that even before an ad starts running, Facebook’s ad-delivery algorithm makes stereotypical judgments—based on protected classes like sex—about which group of people should receive it.³⁶

In 2021, another academic study found significant levels of gender bias in how job ads are delivered on Facebook. This study also relied on experiments where the researchers published ads on Facebook to a non-discriminatory audience selection and observed how the ad-delivery algorithm delivered the ad. The researchers found statistically significant levels of gender bias in the distribution of job ads for several different types of jobs.³⁷

Earlier this year, when the United States sued Facebook for violating the Fair Housing Act when publishing housing ads, the United States reported that its researchers had measured significant levels of racial bias in the delivery of housing ads on the platform. Those researchers found that “as a general matter, housing ads featuring an image of a Black family were less likely to be delivered to White users than were identical ads featuring an image of a White family.”³⁸ In addition, the researchers conducted a test in which they published ads for housing in a majority white town and a majority Black town to users who were similarly situated in terms of their income, sex, and age, and located adjacent to those towns. “Facebook steered the ads for housing opportunities in the majority-White town disproportionately toward White users and away from Black users; conversely, Facebook steered the ads for housing opportunities in the majority-Black town disproportionately toward Black users and away from White users. The steering was substantial and highly statistically significant.”³⁹ The United States conducted additional testing that demonstrated that Facebook’s ad-delivery algorithm “actually and predictably reinforce[s] or perpetuate[s] segregated housing patterns because of race.”⁴⁰

delivery can be heavily skewed based on the ad creative alone.” *Id.*

³⁶ *Id.* at 199:3-4.

³⁷ Basileal Imana et al., *Auditing for Discrimination in Algorithms Delivering Job Ads* 1 (Apr. 2021), <https://perma.cc/T5QV-YZYJ>.

³⁸ United States Complaint at ¶ 86.

³⁹ *Id.* at ¶ 90.

⁴⁰ *Id.* at ¶ 91.

C. Facebook’s ad-delivery algorithm discriminated based on gender and age when delivering job ads on Facebook from 2020 to 2022.

Through our investigation, we have unearthed compelling evidence of systematic gender and age bias in the delivery of job ads on Facebook. While academics and researchers have placed their own ads to observe how Facebook’s ad-delivery algorithm operates, to date there has not been a comprehensive study of actual ads that employers or housing providers published on Facebook to measure algorithmic bias in ad delivery.

Through evidence of over 75 real job ads that ran on Facebook from 2020 through 2022 with audience selections of all genders who were 18 and older, we demonstrate how Facebook’s ad-delivery algorithm routinely steers ads away from older people and steers ads away from women (or men) based on the type of job being advertised.

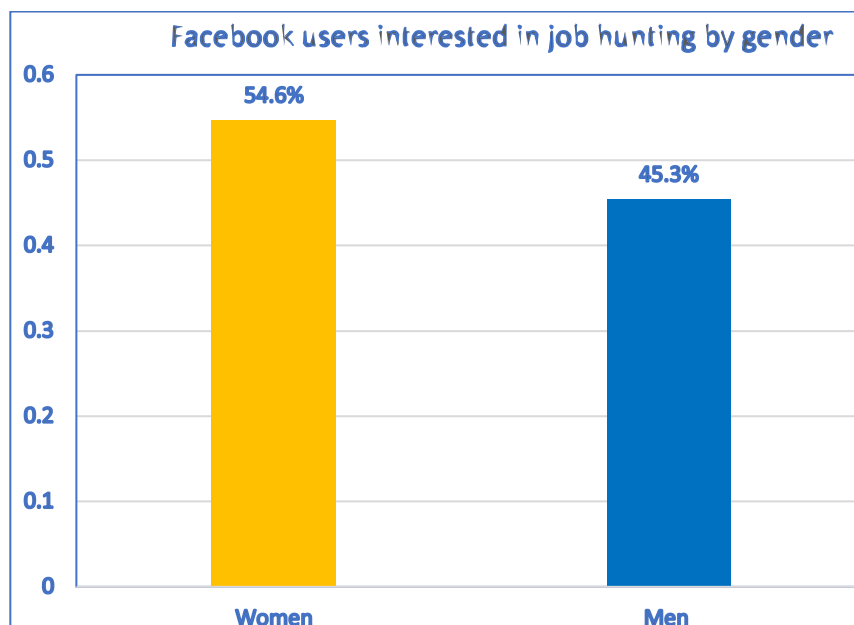
As the job advertisements provided in Exhibit A show, when people who are 18 and older are included in an audience selection, Facebook’s ad-delivery algorithm is far less likely to deliver job ads to people who are 65 and older, as well as people who are 55 to 64, than to deliver the job ads to younger people, relative to their share of Facebook users who are interested in job hunting. And when people of all genders are included in an audience selection, Facebook’s ad-delivery algorithm is far more likely to deliver job ads to men when the jobs are in blue-collar, technical, and other fields that are historically considered to be “men’s work”—jobs like trucking, construction, firefighting, manufacturing, warehouses, mechanics, engineering, tree services, landscaping, extermination, painting, laborers, maintenance, HVAC, and chefs. Conversely, Facebook’s ad-delivery algorithm is far more likely to deliver job ads to women when the jobs are in white-collar, less technical, and fields that are historically considered to be “women’s work”—jobs like housekeeping, food service, administrative assistants, paralegals, nursing, home care, social services, and child-care.

All of the data supporting these conclusions comes directly from Facebook’s Ad Library, a website that publishes all ads that are actively running on Facebook and all active and past/inactive ads that are classified as “issues, elections, or politics” ads. Although Facebook’s Ad Library ordinarily does not publish the gender or age distributions of the people who received job ads on Facebook, Facebook has published this type of information for some job ads that were classified as “issues, elections, or politics” ads.

Our investigation revealed that most of these ads had significant gender and age disparities in the distribution of the ad delivery relative to the portion of Facebook users who are of different genders and ages. The advertisements in Exhibit A are examples of the skewed gender and age distributions for job ads in a range of industries.

In order to determine whether there is a disparity in the delivery of a job ad based on gender and/or age, we must first identify what an equal distribution of job ads on Facebook would look like.

For gender, an equal distribution of job ads would mean that anywhere from 52% to 54.6% of the ads would be distributed to women, and 45% to 46% of ads would be distributed to men. (The rest would be distributed to people of other genders.) That’s because 52% of Facebook users in the United States are women and 45.67% are men, and 54.6% of Facebook users in the United States whom Facebook says are interested in job hunting are women and 45.3% of the same group are men.⁴¹

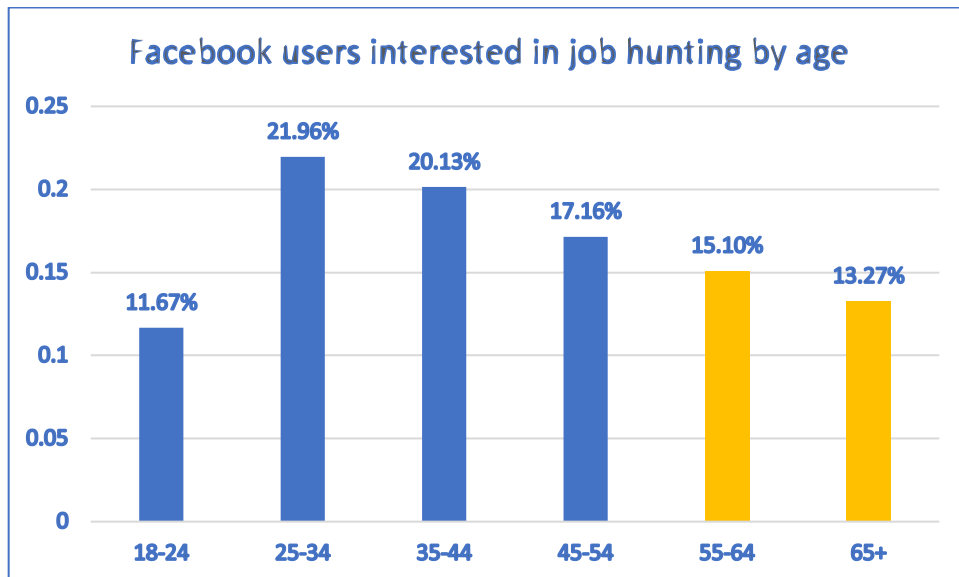


For age, an equal distribution of job ads would mean that 11.37% to 15.12% of the ads would be distributed to people 55 to 64 years old, and 11.51% to 13.90% of the ads would be distributed to people 65 and older. That’s because 11.37% of all Facebook users are 55 to 64 years old and 11.51% of all Facebook users are 65 and older, and 15.12% of Facebook users who are job hunting are 55 to 64 years old and 13.90% of the same group are 65 and older. Putting those two groups together, an equal distribution would mean that about 23% to 29% of ads would be distributed to people who are 55 and older.⁴² This range is consistent with the national labor

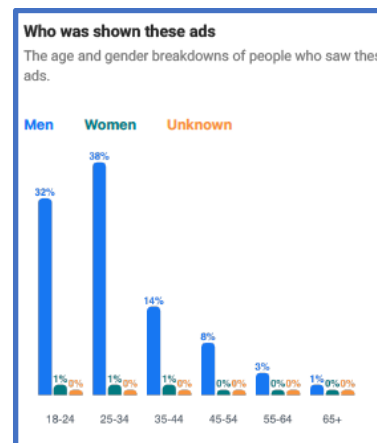
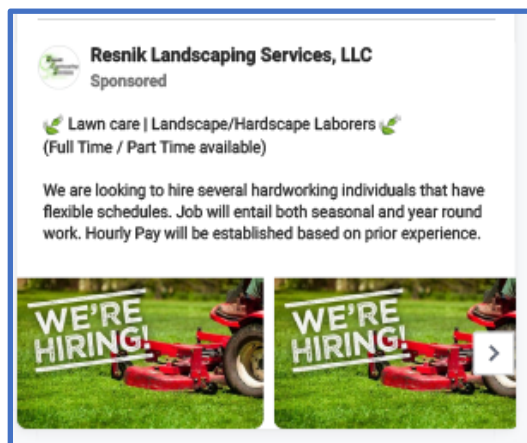
⁴¹ These figures were obtained from Facebook’s advertising platform. In October 2022, Facebook’s ad platform stated that there were at least 224.2 million Facebook users in the United States who could be included in an eligible audience. Facebook’s advertising platform identified 117.6 million of those users as women and 102.4 million of those users as men. Likewise, in October 2022 Facebook’s ad platform stated that there were at least 41 million Facebook users in the United States who were interested in “Job Hunting (Careers)” who could be included in an eligible audience. Facebook’s advertising platform identified 22.4 million of those users as women and 18.6 million of those users as men.

⁴² In October 2022, Facebook’s ad platform stated that there were at least 224.2 million Facebook users in the United States who could be included in an eligible audience. Facebook’s advertising platform identified 43 million users between the ages of 18 and 24, 55.3 million users between the ages of 25 and 34, 42.5 million users between the ages of 35 and 44, 31.8 million users between the ages of 45 and 54, 25.5 million users between the ages of 55 and 64, and 25.8 million users who were 65 or older. Likewise, in October 2022 Facebook’s ad platform stated that there were at least 41 million Facebook users in the United States who were interested in “Job Hunting (Careers)” who could be included in an eligible audience. Facebook’s

market, since over 23% of Americans in the labor market—people employed or looking for work—are over the age of 54.⁴³



But equal gender and age distributions of job ads rarely occur when Facebook delivers job ads to users throughout the United States. Instead, the gender and age distributions routinely look like this. The eligible audience for this **job ad for landscapers** was people of all genders who were 18 and older. **But this job ad was only shown to 3% women and 4% people who are 55 and older**, even though people 55 and older make up 28% of Facebook users who are searching for work.



advertising platform identified 6.2 million of those users as between the ages of 55 and 64 (15.12%) and 5.7 million of those users as 65 and older (13.90%).

⁴³ U.S. Bureau of Labor Statistics, Labor Force Statistics from the Current Population Survey (Jan. 20, 2022), <https://perma.cc/9KDX-6TSF> (stating that among the 161.2 million Americans in the civilian labor force, 27.049 million are 55 to 64 years old and 10.6 million are 65 and older).


The eligible audience for this **job ad for solar panel installers** was people of all genders who were 18 and older. **But this job ad was shown to only 1% women and 3% people who are 55 and older**, even though people 55 and older make up 28% of Facebook users who are searching for work.

Ion Solar Pros
Sponsored
ID: 505815984319958

IMMEDIATELY HIRING!

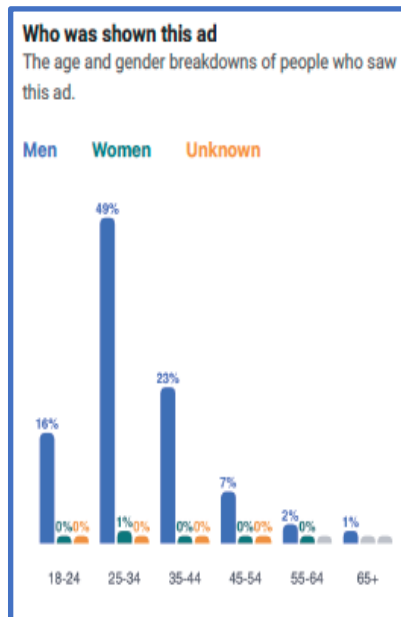
SIGN – ON BONUS AVAILABLE!

The Solar Roof Installer is an essential part of the Ion Solar Pros Installation team. In this role, you will be an instrumental part of our company, striving to provide...



FULL-TIME - WOLCOTT, CONNECTICUT
Solar Roof Installer

Apply now



The eligible audience for this **job ad for truck drivers** was people of all genders who were 18 and older. **But this job ad was shown to just 8% women and 9% people who are 55 and older** (about one-third of the percentage of Facebook users who are interested in jobs and are 55 and older).

Ultimate Trucking Jobs
Sponsored

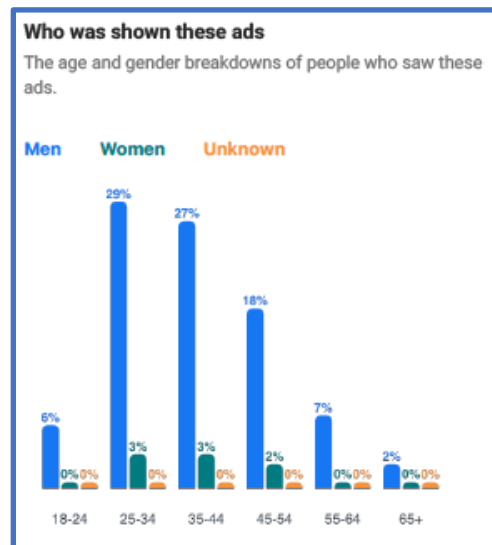
Hiring: CDL-A Company Truck Drivers

- OTR, Regional, Dedicated Routes!
- Excellent Benefits Package!
- Weekly Direct Deposit!
- 24/7 Driver Support!



FB LIVE
UNIS Transportation is Looking to Add Reliable and Motivated Individuals to our Team!
Founded in 1989, UNIS LLC has grown into a major, nationally recognized Third-Party Logistics Provider (3PL). From humble

Apply now




The eligible audience for this **job ad for painter positions** was people of all genders who were 18 and older. **But this job ad was shown to only 6% women and 5% people who are 55 and older.**

Long Painting Company
Sponsored
ID: 674145733312477

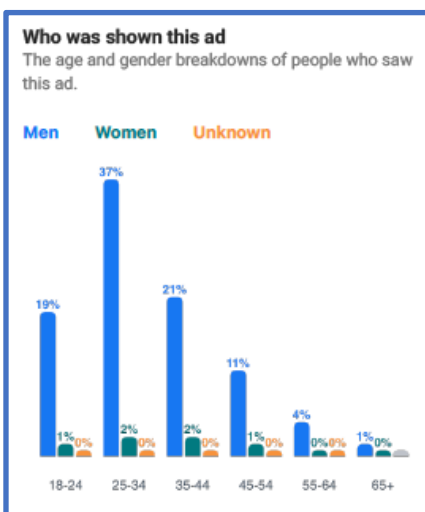
IMMEDIATELY HIRING motivated individuals who have the desire to learn and grow!

If you are looking for a career in an industry that has work in exciting job site locations, challenges you physically and mentally, and provides an opportunity to grow professionally, consider joining our team. ...



FULL-TIME • \$18.59 - \$28.36 / HOUR • VANCOUVER, WASHINGTON
Painters / Professional Coating Applicators

Apply now



The eligible audience for this **job ad for HVAC technicians** was people of all genders who were 18 and older. **But this job ad was shown to only 3% women and 2% people who are 55 and older.** Notably, 80% of the people shown this ad were under 35 years old, even though people in that age category are less than 34% of Facebook users who are interested in job hunting.

KVM Services, Inc
Sponsored
ID: 1183103522118150

We would like you to be part of our team!
Queremos que seas parte de nuestro equipo!!

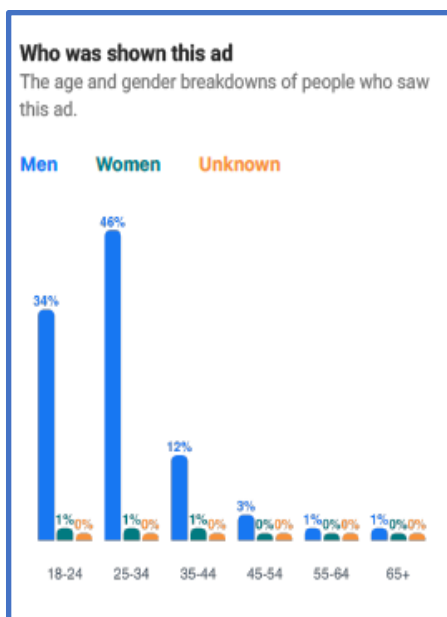
If you have 1 to 5 years of experience in the HVAC field and live in Broward County. Feel free to contact us and you will be part of our team!!
Si tienes mayor a un año de experiencia en aires...



WE ARE hiring
A/C technician
1-5 YEARS OF EXPERIENCE

Instagram.com
KVM Services, Inc


Visit Instagram...



The eligible audience for this **job ad for termite and pest technicians** was people of all genders who were 18 and older. **But this job ad was shown to only 9% women and 10% people who are 55 and older.**

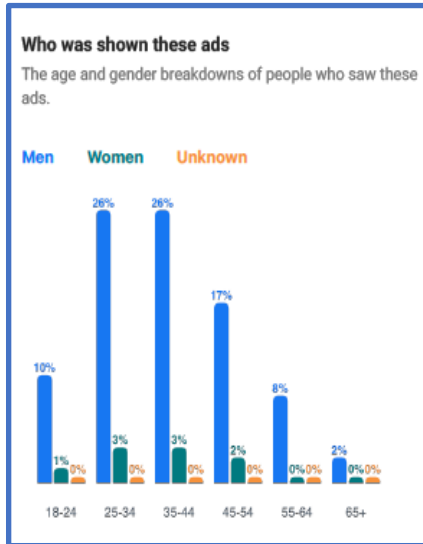
A-1 Bonded Termite, Inc.
Sponsored

NOW HIRING! LICENSED TERMITE AND PEST FIELD APPLICATOR TECHNICIANS
A-1 Bonded Termite, Inc. is seeking Termite and Pest Professionals to join our team. We are a family-owned and operated termite and pest control company in Anaheim. We have been in business since 1976. A-1 Bonded Termite, Inc. is a company based upon providing our customers with the highest



FULL-TIME - \$31,000 - \$50,000 / YEAR - ANAHEIM, CALIFORNIA
Licensed Termite and Pest Field Applicator Technicians

Apply now



The eligible audience for this **job ad for construction jobs—for which experience is encouraged but not required**—was people of all genders who were 18 and older. **But this job ad was shown to only 17% women and 16% people who are 55 and older.**

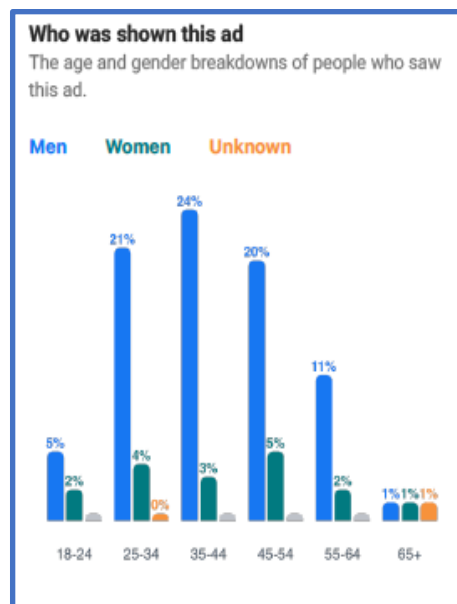
BWCS Construction Services
Sponsored
ID: 776259496879086

BWCS Construction Services located in GORDON, WISCONSIN is now accepting applications for these positions...Equipment Operators, Rough and Finish Carpenters, Concrete Finishers / Masons, Laborer's, Lawn Maintenance. Experience is encouraged but not required as on the job training is available. Pay rate is based on experience....



BWCS Construction Services

Send Whats...




The eligible audience for this **job ad for a construction supervisor** was people of all genders who were 18 and older. **But this job ad was sent to just 3% women and 7% people 55 and older.**

Craig's Dirt Service LLC
Sponsored
ID: 796767494980552

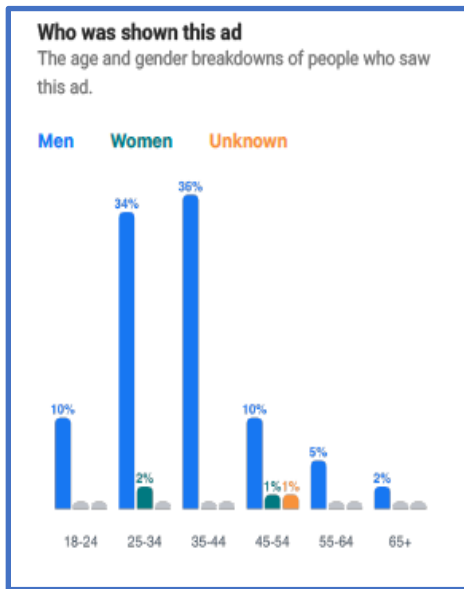
NOW HIRING! Supervisor capable of leading a team and operating equipment to keep the project moving forward. MUST be able to finish grade with dozer.

We offer health insurance, 401k matching and paid holidays. Home every night!



FULL-TIME · LINDALE, TEXAS
Construction Superintendent

Apply now




The eligible audience for this **job ad for auto technician positions** was people of all genders who were 18 and older. **But this job ad was shown to only 4% women and only 9% people who are 55 and older.**

First Priority Group
Sponsored
ID: 506938171062716

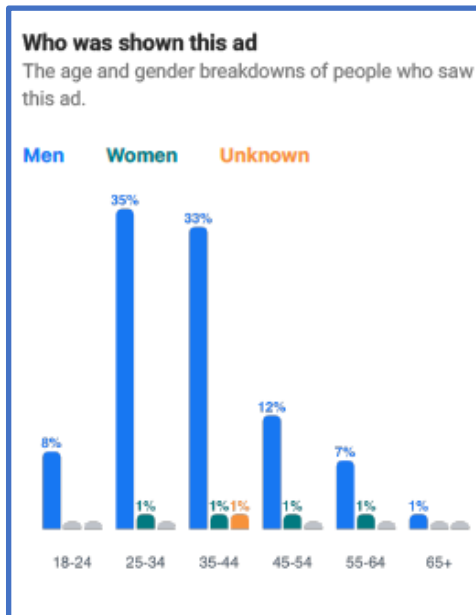
WE ARE HIRING!

First Priority Emergency Vehicles EMS Division is looking to hire a full-time Remount Body Technician to support our emergency and specialty vehicle customers in Manchester, New Jersey. This position's responsibilities may include Dismount...



FULL-TIME · MANCHESTER, NEW JERSEY
Remount Technician

Apply now



This job ad for an entry-level firefighter position—for which the employer had “very few applications so far”—was only sent to 14% women, and 10% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Dearborn Firefighters Sponsorship

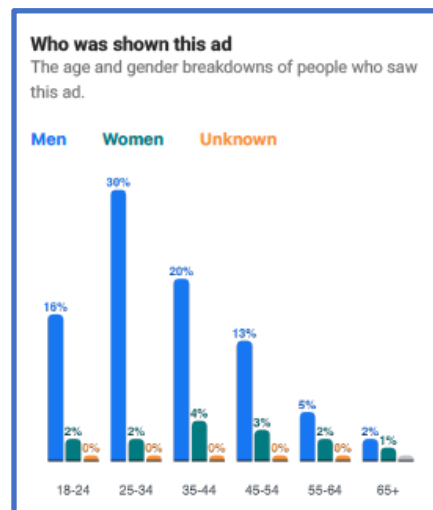
Sponsored

ID: 281292033312316

The City of Dearborn is still accepting applications for Firefighter 1. We anticipate immediate openings early 2021.

We have had very few applications so far.

Requirements include:

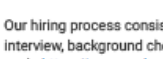


Likewise, this job ad for a firefighter position was shown to only 20% women and 7% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Eudora City Fire Department
 Sponsored
 ID: 369370367840263

Apply now to join our department! We are now accepting applications for our next hiring process. Complete this application if you are interested!

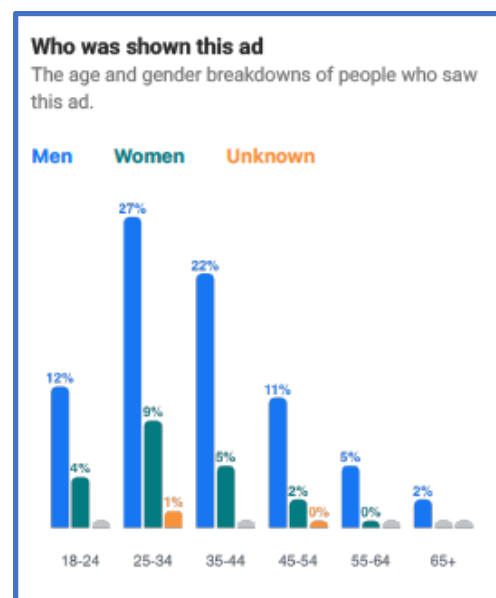
Our hiring process consists of a ride along, panel interview, background check, motor vehicle record eval... <https://www.eudorafire.org/join-our-department>



EUDORA FIRE & EMS
E1232

VOLUNTEER - EUDORA, KANSAS
Firefighter (Paid On Call)

Apply now



In contrast to the types of job ads that are shown mostly to men, Facebook's ad-delivery algorithm disproportionately shows job ads to women—though still younger ones—when the jobs are in positions like housekeeping, food service, administrative assistants, paralegals, nursing, home care, social services, and child-care. These jobs tend to offer lower pay and less of an opportunity for professional development or promotions.

For example, **this job ad for an administrative assistant position at a credit union was shown to only 11% men, as well as only 5% people 55 and older**, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Selfreliance Federal Credit Union
Sponsored • Paid for by SELFRELIEANCE
FEDERAL CREDIT UNION
ID: 629047068616574

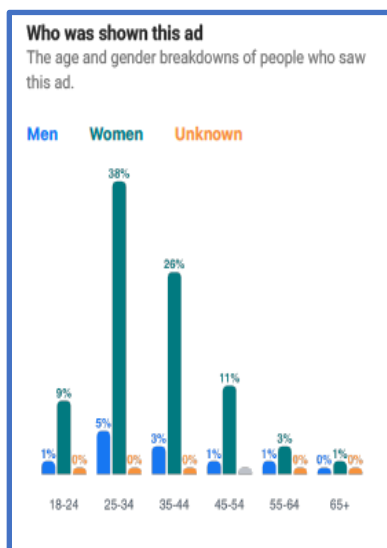
SCHEDULE: Full Time
LOCATION: Main Office in Chicago, IL

DETAILS AND RESPONSIBILITIES:
We are seeking an experienced executive assistant, who will support the President/CEO in daily responsibilities and become a... <https://bit.ly/3fQVgih>



FULL-TIME - CHICAGO, ILLINOIS
Executive Administrative Assistant


Apply now



This ad for an administrative assistant job at a school was shown to just 2% men and 6% people 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

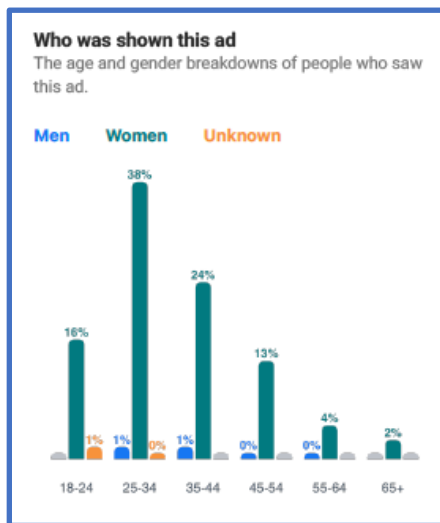
Jasmin Child Care and Preschool
Sponsored
ID: 1255682058553847

Jasmin Child Care and Preschool is a non-profit multicultural child care center providing culturally honoring care and helping kids bridge between home and school life. We nurture bright minds with compassion and respect. Our mission is to eliminate educational disparities and promote early childhood education for children...



PART-TIME - \$14 - \$15 / HOUR - FARGO, NORTH DAKOTA
Administrative Assistant

Apply now



This job ad for an advocacy assistant position at an environmental non-profit group was shown to only 11% men and just 6% people 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Alabama Rivers Alliance
Sponsored • Paid for by ALABAMA RIVERS ALLIANCE INC
ID: 292195849650583

We're hiring!

We're looking for an Advocacy Assistant to support our awesome team. This entry-level position is designed to give the right candidate a "foot in the door" at a thriving environmental nonprofit or... https://alabamarivers.org/ara_advocacyassistant/

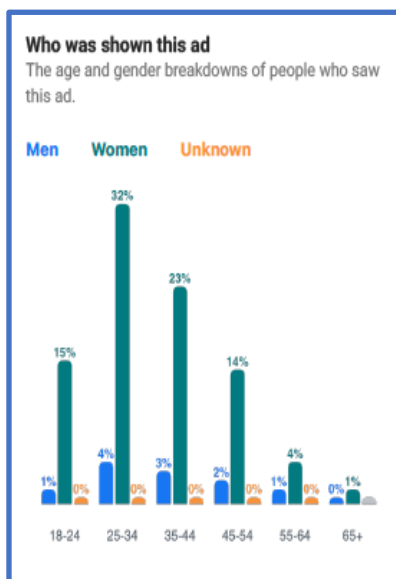


WE'RE HIRING ADVOCACY ASSISTANT

LEARN MORE AT [ALABAMARIVERS.ORG](https://alabamarivers.org)

FULL-TIME • \$30,000 / YEAR • BIRMINGHAM, ALABAMA
Advocacy Assistant

Apply now



This job ad for crossing guards, child care positions, and school bus drivers was sent to just 15% men and only 11% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

County Executive Stuart Pittman
Sponsored • Paid for by Anne Arundel County Executive
ID: 368655891921423

The school year is just around the corner, and Anne Arundel County has ramped up hiring efforts as it experiences national and regional labor shortage impacts. We are calling on our residents to serve our students as school bus drivers, child care workers, and crossing guards.

We're hiring!
Apply today to serve our students.
aacounty.org/back-to-school-jobs

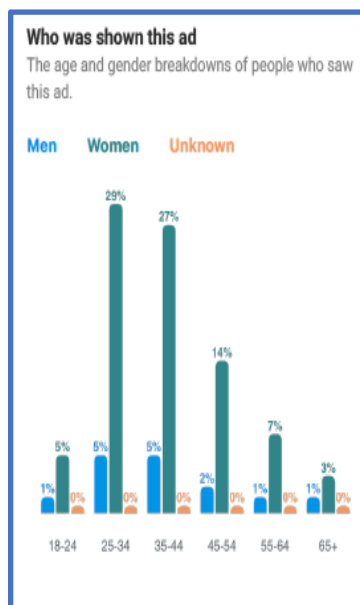
School Bus Drivers - Register for a free CDL training class or get connected to your next driving job at aawdc.org/busdriver

Child Care Positions - Rec & Parks is hiring for a variety of before and after school care positions. Learn more and apply at aacounty.org/recparks

Crossing Guards - Our Police Dept is hiring crossing guards to ensure that our children get to school safely. Learn more and apply at aacounty.org/school-crossing-guard-job

County Executive Stuart Pittman
aacounty.org/back-to-school-jobs

Learn more



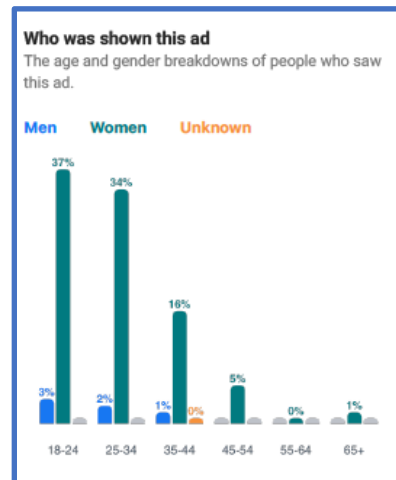
This job ad for homecare aides was shown to just 6% men and only 1% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.




JoyNHome Private Care Services, LLC
 Sponsored
 ID: 716654679159141

****FULL TIME, PART TIME, or PRN****

JoyNHome Private Care Services, LLC (JoyNHome) is hiring Homecare Aides at a competitive salary for candidates with and without experience to fill positions in the CSRA. To be considered, contact JoyNHome by telephone (706-339-9070) or email




Likewise, this job ad for homecare providers was sent to just 8% men and 11% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.



Dedicated Home Services
 Sponsored
 ID: 1602614683275113

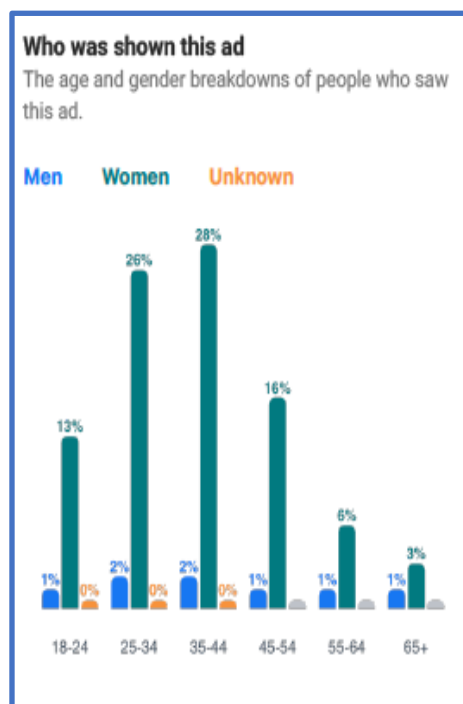
Dedicated Home Service is Hiring Care Providers and Homemakers for the Denver Metro Area. We have immediate positions available in Lakewood, West Lakewood, Wheat Ridge, Arvada.

Enjoy a rewarding opportunity to help those in need in the comfort of their homes.

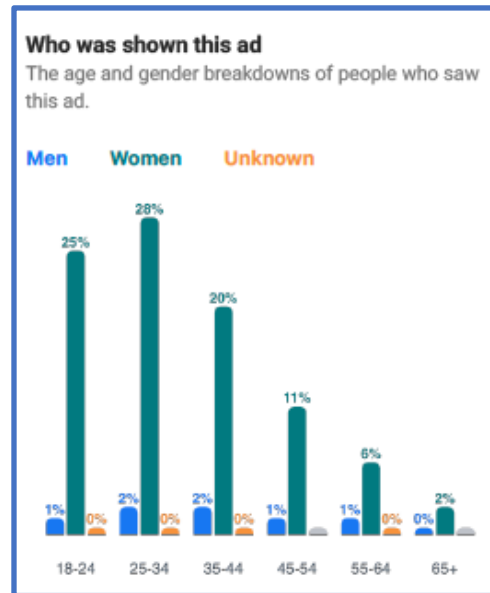
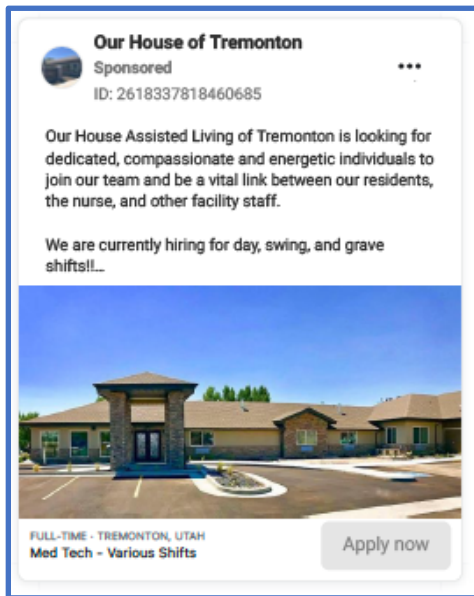


PART-TIME - \$13 - \$14.77 / HOUR - WHEAT RIDGE, COLORADO
Looking for Care Providers and Homemakers

Apply now

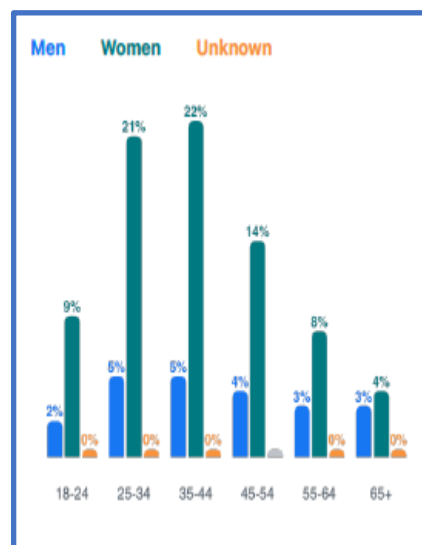
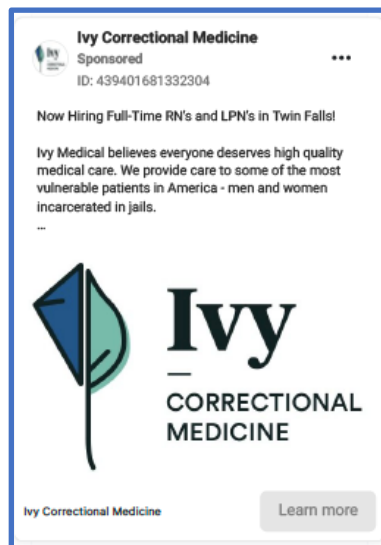


This job ad for medical technicians was shown to only 7% men and only 9% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.



Furthermore, it's notable that when Facebook's ad-delivery algorithm decides to send an ad to mostly women, men sometimes still receive a sizeable share of the ad impressions—and a higher share than women receive when job ads are shown mostly to men. In other words, men still receive a modest share of job ads that Facebook associates with women, but women receive almost none of the job ads that Facebook associates with men.

For example, this job ad for nurse positions in correctional institutions was sent to 22% men, as well as just 18% people 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.



This job ad for social services positions employed by the Town of East Hartford was sent to 20% men and 17% people who are 55 and older, including just 3% who are 65 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Town of East Hartford, CT – Government
Sponsored • Paid for by Town of East Hartford
ID: 1200828357144425

East Hartford Social Services Is Hiring!

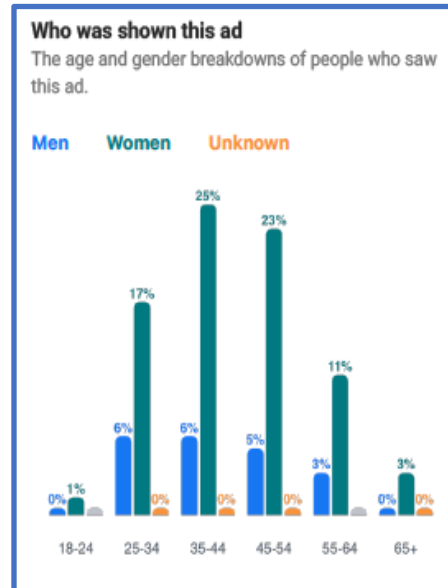
Applications are accepted through **October 16, 2022** at www.governmentjobs.com/careers/easthartfordct

The Town of East Hartford is looking for a dedicated...

The Town of East Hartford is looking for a dedicated individual to guide and support our evolving Social Services Department. The person selected for the Program Supervisor will have the opportunity to lead a wonderful team of professionals invested in delivering services that positively impact our residents. Our Town leadership structure is open to modifying programs and adding services that can lead to improvements in addressing community needs.

GOVERNMENTJOBS.COM
Job Opportunities | Career Pages
You can now apply online by clicking on the job title you are interested in and clicking on the "Apply" link.

[Learn more](#)



Likewise, this job ad for election canvassers was shown to 31% men and only 2% people who are 45 and older (and just 8% people who are 35 and older), despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

Denton County Democratic Party
Sponsored • Paid for by Denton County Democratic Party

NOW HIRING - Earn \$20/Hour

Denton County Democratic Party is hiring independent contractors to field organize for the 2022 campaign cycle (between now-November 8, 2022). Organizers go door to door throughout Denton County to targeted voters to remind Democrats to vote and inquire about intentions for voting.

HIRING NOW - Earn \$20/Hour Democratic Canvassers

Start Saturday and work through November 8

Go door-to-door in Denton County to get folks out to vote for Democrats

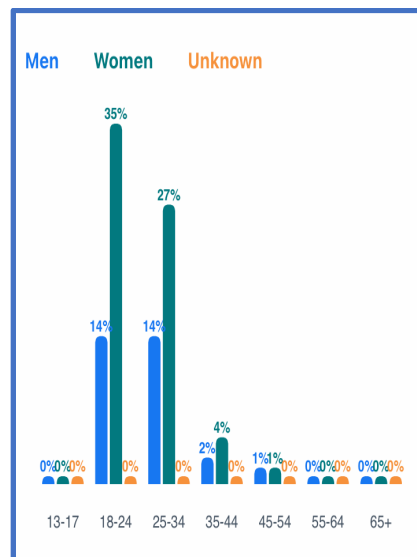
Set your own hours!
20 hours/week minimum (including min. of 10 hours Saturday & Sundays between 10am & 8pm)

Excellent opportunity to help elect Democrats, get exercise, and earn money!


(P.S., Ads paid for by Denton County Democratic Party, 520 Malone St Suite 410, Denton TX 76201)

DOCS.GOOGLE.COM
NOW HIRING - EARN \$20/HR

[Sign up](#)



This job ad for a sales representative/warehouse assistant was sent to 25% men and only 5% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.


Hog Slat Careers
 Sponsored

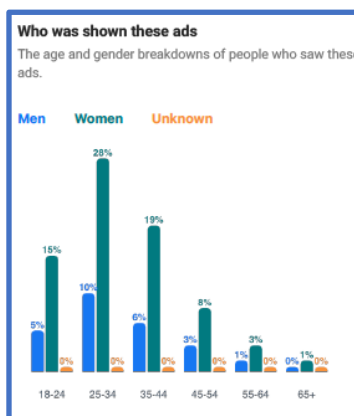
HIRING!

COUNTER SALES REPRESENTATIVE/WAREHOUSE ASSISTANT
MOULTRIE, GA

We provide full benefits!
 To view the full job description and/or to APPLY, please follow...

FULL-TIME - MOULTRIE
 Counter Sales Representative/Warehouse Assistant-
 Moultrie, GA

Apply now



Likewise, this job ad for a temporary job working as an administrative assistant was sent to 25% men and 7% people who are 55 and older, despite the fact that the eligible audience for this ad was people of all genders who were 18 and older.

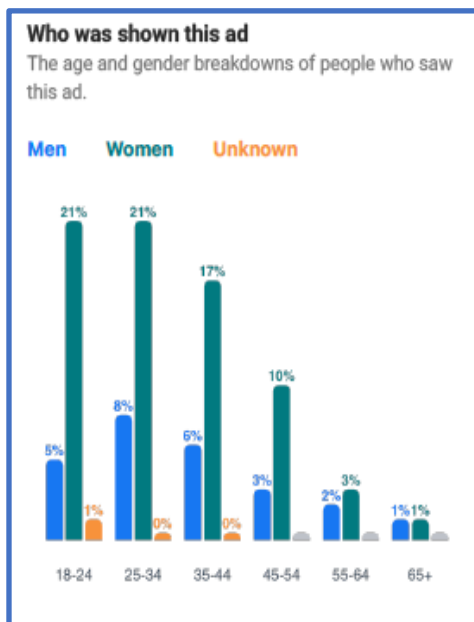

ATA Services, Inc.
 Sponsored
 ID: 420552298883740

ATA Services, Inc. is a temporary staffing agency in Albuquerque currently seeking highly dependable, hard working, flexible Administrative candidates to work upcoming General 2020 Presidential Election. There are a number of positions available and we're looking to hire ASAP.

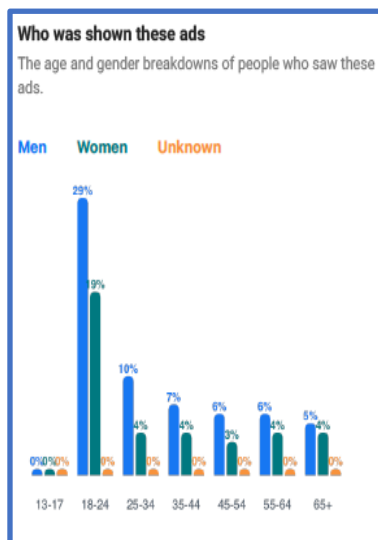


FULL-TIME - \$12 - \$14 / HOUR - LAKEWOOD, CO
 Administrative Assistant

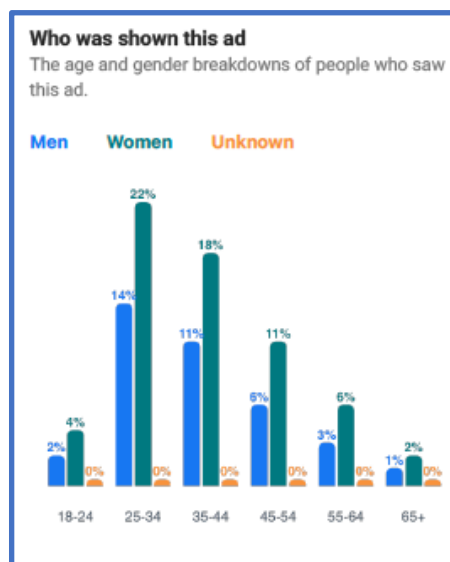
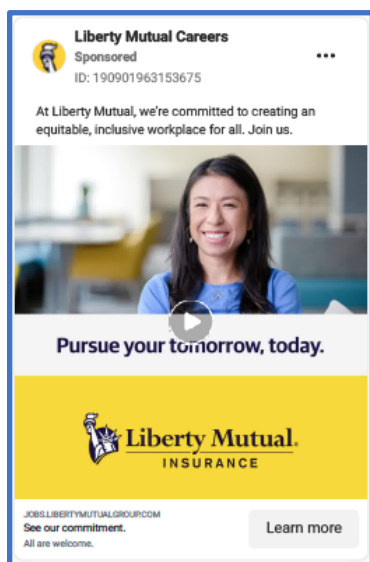
Apply now



Even when employers are trying to recruit workers by spreading a message about their commitment to diversity, Facebook’s algorithm paradoxically steers job advertisements away from people based on their protected statuses. For example, when Sherwin Williams published an ad to highlight their Employee Resource Groups as part of the company’s “unwavering commitment to diversity,” **Facebook delivered the ad to a much higher share of men than women—and about half of the people who were shown the ad were between the ages 18 and 24**—despite the fact that the eligible audience for this ad was people of all ages and genders.



Likewise, Liberty Mutual published a job ad that highlighted that it’s “committed to creating an equitable, inclusive workplace for all. Join us.” Despite the fact that the eligible audience for this ad was people of all genders who were 18 and older, **Facebook showed that ad to only 12% people who are 55 and older, less than half of the percentage of people on Facebook who are looking for work, and approximately two-thirds women.**



Facebook might suggest that the large gender and age disparities reported above—and in the ad distributions shown in Exhibit A—merely reflect the gender and age distributions of employers’ audience selections, and therefore the platform’s ad-delivery algorithm is not to blame for the disparities in ad delivery.

But Facebook would be wrong. As described above, since December 2019 Facebook has provided employers with only a limited number of “interests” that they can use to establish an eligible audience for job ads in the Special Ads portal, compared to the tens of thousands of interests, behaviors and demographics that are available outside of that special portal. And as Facebook’s own data shows, the most common “interests” that relate to employment are not skewed towards a particular gender or age group. If anything, those interests—like Application for employment, Career, Employment, Job, Job Hunting, Job Interview, and Shift work—contain a larger percentage of people who are 55-64 and 65+ than the general population of Facebook users. (11.37% of all adult Facebook are 55-64, and 11.51% of all adult Facebook users are 65 and older.)

The following chart shows the percentage of women and men, and the percentage of people 55-64 and 65+, in the following employment-related “interests” that can be used to establish an eligible audience for a job advertisement on Facebook after the 2019 settlement.⁴⁴

	Minimum Number of Facebook users in interest group	% Women in Group	% Men in Group	% 55-64 Year-Olds in Group	% 65 and Older in Group
Application for employment	19,900,000	52.26%	47.73%	17.58%	17.08%
Career	55,500,000	55.49%	44.14%	14.59%	13.69%
Employment	96,100,000	56.91%	42.97%	14.56%	13.73%
Employment agency	16,600,000	53.61%	46.38%	17.46%	16.86%
Employment website	22,700,000	54.18%	44.93%	17.18%	15.41%
Job	37,300,000	53.61%	45.57%	15.81%	14.20%
Job fair	18,500,000	52.97%	45.94%	17.83%	17.29%
Job hunting	41,000,000	54.63%	45.36%	15.12%	13.90%
Job interview	23,900,000	52.30%	46.86%	15.48%	15.06%
Professional development	21,000,000	57.61%	41.42%	15.23%	14.28%
Recruitment	28,500,000	51.57%	46.66%	14.03%	12.98%
Self-employment	19,300,000	48.70%	50.25%	15.54%	13.47%
Shift work	12,400,000	53.22%	46.77%	17.74%	16.93%

⁴⁴ These figures were obtained from Facebook’s advertising platform in October 2022, using the same methodology as described above to identify the percentage of men, women, and people in different age group whom Facebook identified as interested in Job Hunting.

Furthermore, while some of the “interests” that relate to specific industries or professions might contain a larger share of men than women (or women than men), or a larger share of younger people than older people, these differences are not nearly as large as the enormous disparities reported above for many types of job ads. Accordingly, it is not possible to fully explain the gender and age disparities in who actually received those job ads based on the employer’s audience selection. That means that Facebook’s ad-delivery algorithm necessarily played a significant role in creating the gender and age disparities in which people received the ads.

For example, an employer advertising a job for **construction** work might select an eligible audience based the users’ “interest” in “Construction (industry).” But according to Facebook’s own data, women are 51.3% of all Facebook users who are interested in “Construction (industry)” and men are 49.3% of the same interest group. Likewise, people 55-64 make up 15.95% of this interest group and people 65 and older make up 14.99% of the same interest group, and together they are 31% of this interest group. Accordingly, an audience selection of “Construction (industry)” could not be responsible for the disparities in delivering construction ads—like the BWCS Construction Services ad that was delivered to only 17% women and only 16% people 55 and older, or the Craig’s Dirt Service ad that was delivered to 3% women and 7% people 55 and older. *See supra* at 25-26; *see also* Exhibit A (Layton Construction ad shown to 14% women and West Reach Construction ad shown to 11% women and 13% people 55 and older).

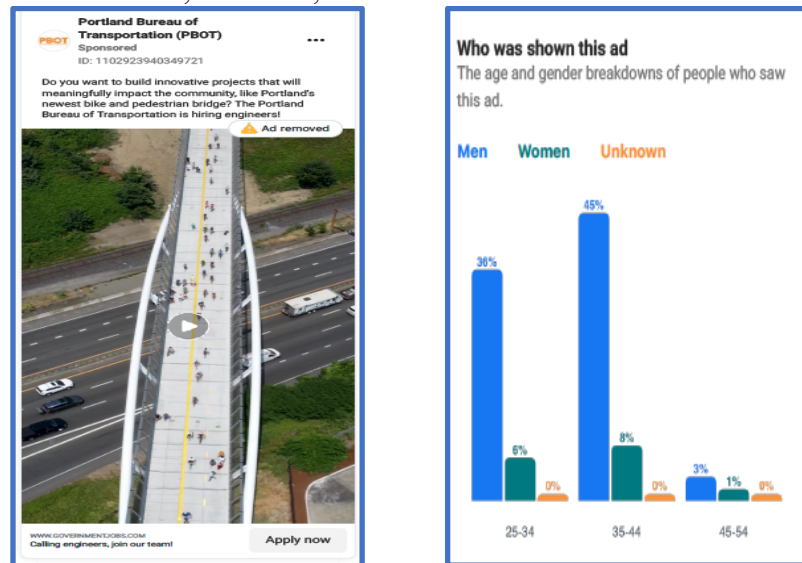
Similarly, an employer advertising a job for **landscaping** work might choose an eligible audience based on users’ “interest” in “Landscaping (industry).” But according to Facebook’s own data, women are 49.28% of all Facebook users who are interested in “Landscaping (industry)” and men are 50% of the same interest group. Likewise, people 55-64 make up 16.42% of this interest group and people 65 and older make up 16.91% of this interest group, and together they are over 33% of this interest group. Accordingly, an audience selection of “Landscaping (industry)” could not be responsible for the disparities in delivering landscaping ads—like the Resnik Landscaping ad that was delivered to only 3% women and only 4% people who are 55 and older. *See supra* at 22; *see also* Exhibit A (Zen Zones Homes ad for landscaper sent to only 6% women and only 5% people 55 and older, and JT Landscaping and Supply ad for lawn care professionals sent to only 11% women and only 6% people 55 and older).

The same is true for **trucking**. If an employer chose an eligible audience based on users’ “interest” in “Trucks,” the audience would be 57.92% men and 40.99% women, as well as 13.16% people 55-64 and 11.97% people 65 and older. This selection could not be responsible for the dramatic disparities in delivering truck driver ads—like the Elmway Transport Services ad that was delivered to only 5% women and 11% people 55 and older, or the Ultimate Trucking Jobs ad that was delivered to only 8% women and 9% people 55 and older. *See supra* at 4, 23; *see also* Exhibit A (TruckerLivesMatter ad shown to 9% women, Blackrock Logistics ad shown to 5% women, Ryder Systems Jobs ad shown to 12% women and 13% people 55 and older, and Ecko Transportation Logistics ad shown to 12% women and 15% people 55 and older).

D. Facebook has also continued to publish job ads that expressly exclude older people—a practice that Facebook said it would stop in 2019.

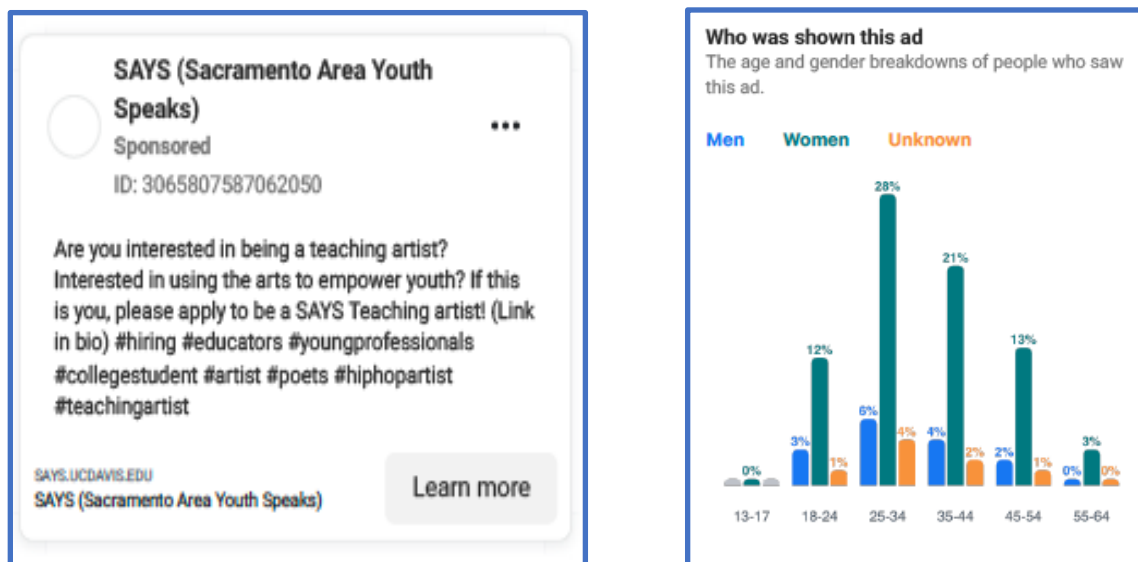
In 2019, Facebook entered into a settlement agreement in which the company agreed to stop employers from publishing job ads in which the audience selection excluded people based on age, gender, or other protected traits. In the settlement, Facebook agreed to apply a classifiers algorithm to scan all ads and identify the ones that relate to employment, so that Facebook could block job ads where the employer was relying on protected classes like age or gender to limit the audience selection. Notwithstanding that settlement, it appears that Facebook has allowed job ads to be published only to younger people and thereby excluded older people from receiving them, including job ads that state that the advertiser is “hiring.” Accordingly, Facebook has continued to engage in the same practice that the Commission found to violate the Age Discrimination in Employment Act in 2019.

For example, as noted above, in September 2022 Facebook published the following job ad for an engineering position at the **Portland Bureau of Transportation**—but only to people 25 to 54 years old. The ad is unmistakably related to employment. It says that the PBOT “is hiring engineers” and then says “join our team.” And even within the 25-54 audience selection, 96% of the people who received the ad were in the 25-44 age range and only 15% were women. According to Facebook, this ad was shown 30,000 to 35,000 times.⁴⁵

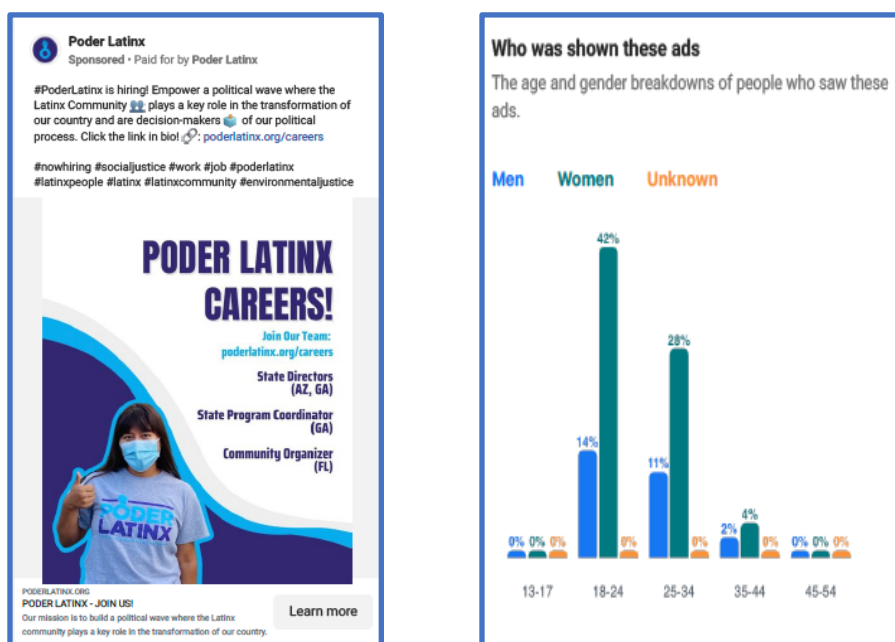


⁴⁵ Facebook's Ad Library states "This ad was taken down because it goes against Meta Advertising Policies" (without stating which specific policy was violated) and that the ad was shown between 30,000 and 35,000 times. This suggests that Facebook might have identified the ad as a job ad only *after* it had sent the ad to tens of thousands of people, and because it was identified as a job ad it therefore violated Facebook's policy against targeting job ads based on age and was later removed. Indeed, Facebook's Ad Library says that this ad is an "Employment" ad and a "Social issues, elections, or politics" ad. As Facebook explains, it does an initial review of ads before they are published to determine whether they violate any of the company's advertising standards, and then may perform "re-review" after the ads are already running. Meta, Introduction to the Advertising Standards (last visited November 26, 2022), https://transparency.fb.com/policies/ad-standards/?source=https%3A%2F%2Fwww.facebook.com%2Fpolicies_center%2Fads#restricted_content.

Likewise, in September 2022, Facebook published the following job ad for a position with Sacramento Area Youth Speaks (SAYS)—but only to people 13 to 64 years old. The ad says “Are you interested in being a teaching artist? . . . If this is you, please apply to be a SAYS Teaching artist! (Link in bio) #hiring #educators.” This ad is clearly related to employment, including its request for people to “apply” and its reference to “hiring.”



Also in September 2022, Facebook published the following job ad for several types of positions with Poder Latinx—but only to people 13 to 54 years old. The ad says that “#PoderLatinx is hiring!” and goes on to say “Poder Latinx Careers! Join Our Team: poderlatinx.org/careers,” and “Poder Latinx – Join us.” All of these phrases indicated that the ad relates to employment. According to Facebook, this ad was shown 45,000 to 50,000 times.



Unlike nearly all of the job ads that we identify in this charge and Exhibit A, the SAYS and Poder Latinx job ads are *not* identified by Facebook’s Ad Library as “Employment” ads. Instead, they are only identified as “Social issues, elections, or politics” ads. This suggests that the advertisers did not identify the ads as job ads and Facebook’s “classifiers” system did not recognize them as employment ads before publishing them. It is troubling that Facebook did not easily recognize these as employment ads, because they have common words and phrases that most job ads contain, such as “please apply,” “hiring,” “now hiring” “job,” “careers,” and “job us.” Any of these phrases should have led Facebook to classify the ads as employment ads or conduct a human review of the ad. Given that these ads are so obviously job-related, it seems unlikely that such a secondary human review was conducted.

FACEBOOK’S DISCRIMINATION IN AD DELIVERY AND AUDIENCE SELECTIONS VIOLATES FEDERAL LAW

The practices described in this charge violate Title VII and the Age Discrimination in Employment Act, as well as dozens of state and local laws that prohibit gender and age discrimination in employment.

Real Women in Trucking brings this charge under all disparate treatment, disparate impact, and advertising discrimination provisions of Title VII and the ADEA, as well as every state or local law that has equivalent provisions, because Facebook has engaged in the same unlawful practices in every state and locality throughout the United States.⁴⁶ It brings the charge on behalf of its members and all other Facebook users who have been denied job advertisements on Facebook because of their gender or age since January 1, 2020.⁴⁷ To the extent that prior charges have been filed that relate to the same practices at issue in this charge—including pending charges against employers who relied on Facebook’s ad-delivery algorithm to discriminate in delivering job ads—this charge seeks to “piggyback” on those prior charges.

In this charge, Real Women in Trucking has demonstrated that Facebook has relied on the gender and age of workers to limit their ability to receive job advertisements from 2020 to the

⁴⁶ Those provisions include: Ala. Code §§ 25-1-20 *et seq.*; Ariz. Rev. Stat. Ann. §§ 41-1461 *et seq.*; Colo. Rev. Stat. Ann. §§ 24-34-40 *et seq.*; Conn. Gen. Stat. §§ 46a-51 *et seq.*; D.C. Code §§ 2-1401 *et seq.*; Fla. Stat. Ann. §§ 760.01 *et seq.*; Haw. Rev. Stat. Ann. §§ 378-1 *et seq.*; Idaho Code Ann. §§ 67- 5901 *et seq.*; 775 Ill. Comp. Stat. Ann. §§ 5/1- 101 *et seq.*; Iowa Code Ann. §§ 216.1 *et seq.*; Kan. Stat. Ann. §§ 44-1111 *et seq.*; Mass. Gen. Laws Ann. ch. 151B, §§ 1 *et seq.*; Md. Code Ann., State Gov’t §§ 20-101 *et seq.*; Minn. Stat. Ann. §§ 363A.01 *et seq.*; Mo. Ann. Stat. §§ 213.010 *et seq.*; Mont. Code Ann. §§ 49-2-303 *et seq.*; N.J. Stat. Ann. §§ 10:5-1 *et seq.*; Nev. Rev. Stat. Ann. §§ 613.310 *et seq.*; N.H. Rev. Stat. Ann. §§ 354-A:1 *et seq.*; N.M. Stat. Ann. §§ 28-1-1 *et seq.*; , N.Y. Exec. Law §§ 290 *et seq.*; N.Y. Admin. Code § 8-101 *et seq.*; Ohio Rev. Code Ann. §§ 4112.01 *et seq.*; 43 Pa. Stat. Ann. §§ 951 *et seq.*; 28 R.I. Gen. Laws Ann. §§ 28-5-1 *et seq.*; S.C. Code Ann. §§ 1-13-10 *et seq.*; Tex. Labor Code Ann. § 21.001 *et seq.*; Utah Code Ann. §§ 34A-5-101 *et seq.*; Va. Code Ann. §§ 2.2-3900 *et seq.*; Wash. Rev. Code Ann. §§ 49.60.10 *et seq.*, *see also id.* § 49.44.090; Wis. Stat. Ann. §§ 111.31 *et seq.*

⁴⁷ Real Women in Trucking was not aware that its members were being subjected to the discriminatory practices or acts alleged in this charge until October 2022. Nor were its members and other members of the class on whose behalf it brings this charge aware of the discriminatory practices or acts. Accordingly, the claims did not begin to accrue until recently, when the complainants first learned about the discriminatory practices alleged in this charge. In addition, the violations alleged herein are continuing violations.

present, and that this ongoing practice has routinely led to the denial of job ads to women in various industries that are stereotypically associated with men, a denial of job ads to men in industries that are stereotypically associated with women, and a denial of job ads to older workers—principally those 55 and older—in most industries. Facebook has accomplished this by having its ad-delivery algorithm decide which users will receive job ads based on their gender or age and Facebook’s prediction about the gender and age of users who Facebook thinks will find the ad most relevant, as well as by relying on other data points that have an unjustified disparate impact based on sex and age.

As described above, the Commission has previously concluded that Title VII and the ADEA prohibit employment advertisements on social media where their distribution is limited based on the gender or age of the prospective recipients. And the Department of Housing and Urban Development and the Department of Justice have concluded that analogous provisions of the Fair Housing Act prohibit limiting the distribution of housing ads based on protected statuses or proxies for gender or age that have an unjustified disparate impact.

Yet since January 2020 Facebook has persisted in violating Title VII, the ADEA, and dozens of equivalent state and local laws, including legal provisions that prohibit employers, employment agencies, and entities that aid and abet employers or employment agencies from discrimination in advertising jobs, hiring, and referring employees to employers.

A. Facebook is obligated to comply with Title VII and the ADEA, as well as state and local laws.

Facebook is obligated to comply with both Title VII and the ADEA, as well as equivalent state and local laws, for several reasons.

First, Facebook acts as an “employment agency” within the meaning of those laws. Title VII and the ADEA define “employment agency” as “any person regularly undertaking with or without compensation to procure employees for an employer,” 42 U.S.C. § 2000e(c); 29 U.S.C. § 630(c). Title VII, as well as various state and local laws, also provide that an employment agency is any person who regularly “procure[s] for employees employment opportunities to work for an employer,” 42 U.S.C. § 2000e(c). These definitions “clearly cover[] more than businesses who hold themselves out as ‘Employment Agencies’” and can include anyone who identifies lists of workers whom an employer should consider hiring. *Koger v. Allegheny Intermediate Unit*, No. 10 Civ. 1466, 2012 WL 603565, at *11 (W.D. Pa. Feb. 24, 2012), *aff’d*, 495 F. App’x 266 (3d Cir. 2012). As the Commission has explained, commercial and even non-commercial entities can constitute employment agencies when they identify workers who might be interested in a job and connect them with an employer to apply for a job, including newspapers that engage in discriminatory advertising and associations that refer workers.⁴⁸

⁴⁸ As the Commission states in its guidance, “Entities that have been held to be employment agencies include: government agencies that administer employment referral services; schools that operate placement offices; professional associations that refer members to positions; newspapers that exercise control over discriminatory job listings rather than merely printing them; and individuals who, without compensation, provide persons with aid in their job searches, including advice and referrals.” EEOC, Policy Guidance: What constitutes an employment agency under Title VII, how should charges against employment agencies

Facebook amply satisfies Title VII and the ADEA’s definition of an employment agency. Facebook has effectively combined the traditional role of a commercial employment agency or recruiter *and* a publisher through its advertising platform, which: identifies which people are job hunting and are likely to be interested in applying for jobs with particular employers; delivers information about employers’ open positions and businesses directly to job seekers’ phones and computers; directs job seekers to employers’ careers websites, job fairs, and other places where people can apply for work; and in some cases hosts a form for job seekers to submit applications or job inquiries directly to employers. These actions are no different than a traditional employment agency that searches for people who are looking for jobs, identifies which job seekers might be interested in working for different employers, asks the employer about which prospective employees it should contact or recruit, contacts those individuals to tell them about an employer, and then connects the job seeker to the employer to apply for jobs.

When Facebook was previously sued for employment discrimination in delivering job ads, it argued that it was not an employment agency, analogizing itself to a newspaper that publishes classified job ads and arguing that a newspaper does not fit the definition of an “employment” agency” under Title VII. This argument is wrong for two reasons. For starters, Facebook’s role in recruiting workers for employers is much more robust and active than the role of a traditional newspaper from the 1960s or 1970s that published a single paper to the general public. That’s because Facebook uses its algorithms and users’ personalized data to select the job seekers whom each employer should contact, executes an employer’s directions about which prospective employees to contact, solicits those specific individuals and encourages them to apply for specific jobs with particular employers, and actively connects the job seeker directly to the employer’s site to apply for an open position.

And even if Facebook could be analogized to a newspaper, it would be the very kind of newspaper that the Commission has said *does* constitute an employment agency under Title VII and the ADEA. As the Commission and courts have held, entities that publish job advertisements will constitute “employment agencies” when they take affirmative acts to classify jobs or workers in a discriminatory way. *See Morrow*, 1972 WL 236, at *1-4 (holding that a newspaper can be held liable for discriminatory advertising as an employment agency if it takes affirmative acts to classify ads in a discriminatory way, such as creating two separate columns for “Female” and “Male” jobs and honoring advertisers’ designation of ads for a specific group, and following the EEOC’s guidance, which is now reported at 29 C.F.R. § 1604.5); EEOC Compliance Manual (newspaper “is not liable as an employment agency” if it “doesn’t exercise control, or actively classify advertisements”) (citing *Morrow*, 1972 WL 236, at *1-4, and EEOC Decision No. 74-117 (*Morrow* suggests newspaper is an employment agency “if a newspaper actively participates in classifying the advertisement which it publishes”)).

As the Commission has explained, “newspapers that exercise control over discriminatory job listings rather than merely printing them” are employment agencies. EEOC Policy Guidance on Employment Agencies (citing *Morrow*, 1972 WL 236, at *2 (newspaper may qualify as an employment agency if it has taken an active part in classifying the jobs advertised in its help wanted

be investigated, and what remedies can be obtained for employment agency violations of the Act? (Sept. 20, 1991), <https://perma.cc/JRB3-A89Z> (EEOC Policy Guidance on Employment Agencies).

columns as “male” or “female”)). And the Commission considers it to be “‘smoking gun’ evidence” of a violation by an employment agency when there is documentation that the agency is classifying applicants based on sex or another protected basis or that a protected group is preferred for the position. *Id.*

As described above, Facebook does all of these things. It expressly classifies the prospective workers based on their protected statuses; it decides which job seekers should be preferred for particular jobs expressly based on their sex or age; and the platform then contacts those individuals and matches them with specific jobs and employers based on those protected traits. This is far more proactive conduct than the newspaper in *Morrow* that was held to be an employment agency merely by establishing male and female columns in its classified section and honoring employers’ designations of jobs as male or female.

Second, many state and local employment discrimination laws prohibit any person or entity from aiding and abetting employers in violating anti-discrimination laws, *see, e.g.*, D.C. Code § 2-1402.62; Cal. Gov. Code § 12940(i), and Facebook has routinely aided and abetted employers in violating those laws’ prohibitions on discrimination in advertising jobs and hiring. Whenever Facebook steers ads away from workers based on their gender or age, it aids and abets independent violations of employers (who themselves have the same obligation not to cause discriminatory job advertising or refuse to hire based on gender or age).

Third, some state and local laws define the term “employer” more broadly than Title VII and the ADEA to include the people or entities acting on behalf of an employer. *See Brown v. Children’s Nat’l Med. Ctr.*, 773 F. Supp. 2d 125, 136 (D.D.C. 2011) (stating that because “the term ‘employer’” in the D.C. Human Rights Act includes “‘any person acting in the interest of such employer, directly or indirectly,’” “[a]n individual therefore may be held liable personally under the DCHRA if she is acting on behalf of an employer,” quoting D.C. Code § 2-1402(10), and collecting cases); *Milord-Francois v. New York State Off. of Medicaid Inspector Gen.*, No. 19 Civ. 00179, 2022 WL 10653757, at *10 (S.D.N.Y. Oct. 18, 2022) (“Unlike under Title VII, individuals may be held liable under . . . [the New York City Human Rights Law] if they actually participated in the conduct giving rise to the discrimination claim.”). And Facebook amply fits within those definitions of “employer,” because it is the principal person making discriminatory decisions on behalf of employers to steer their job ads away from people based on gender and age.

Fourth, because Facebook has published job ads on Facebook to recruit employees to work at Facebook, and in doing so relied upon Facebook’s ad-delivery algorithm to distribute the ads, Facebook has acted as an “employer” under Title VII, the ADEA, and all state and local laws where those ads were distributed.

B. Facebook has violated federal, state, and local anti-discrimination laws in several ways.

Facebook's pattern or practice of discrimination described above violates Title VII, the ADEA, and state and local equivalents in several ways.⁴⁹

First, by expressly relying on the gender or age of a person to limit their ability to receive employment ads, Facebook has published job advertisements that indicate a preference, discrimination, limitation, or specification based on gender and age in violation of Title VII's and the ADEA's prohibition on advertising discrimination, 42 U.S.C. § 2000e-3(b); 29 U.S.C. § 623(e), and analogous provisions of state and local laws. Facebook has engaged in this violation as an employment agency and an employer, and Facebook has also aided and abetted employers and employment agencies in engaging in the same unlawful practices under state and local laws that recognize aiding and abetting liability. *See, e.g.*, D.C. Code § 2-1402.62; Cal. Gov. Code § 12940(i).

Second, Facebook, as an employment agency, has failed or refused to refer for employment, has classified individuals, and has otherwise discriminated against individuals because of their sex and age, in violation of Title VII and the ADEA's prohibitions on discrimination by an employment agency, 42 U.S.C. § 2000e-2(b); 29 U.S.C. § 623(b),⁵⁰ and analogous provisions of state and local laws. When Facebook publishes job ads to workers on behalf of employers, Facebook identifies workers who may be interested in applying to work for those employers and Facebook refers those workers to the employers by directing job seekers to employers' careers websites, job fairs, and other places where they can apply for work. By classifying job seekers based on their gender and age and steering job ads away from people based on their gender and age, Facebook is classifying individuals based on their gender or age, failing or refusing to refer them to employers because of their gender or age, and otherwise discriminating against them because of their gender or age.

Third, steering job ads away from a person because of their sex or age also constitutes discrimination in hiring, because taking such an action can cause an employer to fail to hire an individual because of their sex or age. In many cases, steering a job ad away from a job seeker because of their sex or age causes the person to not learn about a job opportunity and not apply for the position, and in the aggregate this conduct artificially reduces the percentage of a particular sex or age who apply to work for and are hired by the employer. Accordingly, this practice violates Title VII's and the ADEA's prohibitions on discriminatory hiring, 42 C.F.R. §§ 2000e-2(a)(1); 29 U.S.C. § 623(a)(1), and the analogous provisions of state and local laws.⁵¹ Facebook has engaged

⁴⁹ Unless otherwise stated, all references to violations of Title VII and ADEA in this charge also refer to and incorporate violations of the analogous provisions of state and local laws that prohibit sex and age discrimination in employment.

⁵⁰ Title VII provides that "It shall be an unlawful employment practice for an employment agency to fail or refuse to refer for employment, or otherwise to discriminate against, any individual because of his race, color, religion, sex, or national origin, or to classify or refer for employment any individual on the basis of his race, color, religion, sex, or national origin." 42 U.S.C. § 2000e-2(b). The ADEA similarly provides that "It shall be unlawful for an employment agency to fail or refuse to refer for employment, or otherwise to discriminate against, any individual because of such individual's age, or to classify or refer for employment any individual on the basis of such individual's age." 29 U.S.C. § 623(b).

⁵¹ To the extent that Facebook has applied factors or data points in its ad-delivery algorithm other than sex

in this practice as an “employer” within the meaning of Title VII and the ADEA, because Facebook has published job ads on Facebook to recruit employees to work at Facebook. And Facebook has acted as an “employer” under various state and local laws that define “employer” more broadly than Title VII and the ADEA. Facebook has also aided and abetted this unlawful practice in violation of state and local laws that prohibit aiding and abetting liability.

Real Women in Trucking seeks all available legal and equitable remedies, including injunctive relief and back pay, that are available to Real Women in Trucking, its members, and other Facebook users who have been denied job ads because of their gender or age under Title VII, the ADEA, and equivalent state and local statutes that ban sex and age discrimination in employment.

Respectfully submitted on this 1st day of December 2022,

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or age that have a disparate impact based on sex and age, Facebook has also violated Title VII and the ADEA’s prohibition on disparate impact discrimination, 42 C.F.R. §§ 2000e-2(a)(2), and 29 U.S.C. § 623(a)(2), and analogous state and local laws, as doing so limits, segregates, or classifies applicants for employment in a way that tends to deprives them of employment opportunities. Relying on such factors is not justified by business necessity, because Facebook could apply less discriminatory factors or data points than such group-based factors to decide which users will find job ads relevant.

EXHIBIT A

**Ad delivery disparities favoring
men and younger people**

Elmway Transport Services

Sponsored

Elmway Transport and Logistics is now hiring drivers in Durham/Raleigh area for our dedicated customer . Drivers on this account enjoy working a consistent schedule with predictable loads, This is a regional position and requires some over night loads. Please send resumes to elmwaytransport@yahoo.com Join the Elmway team and apply today.

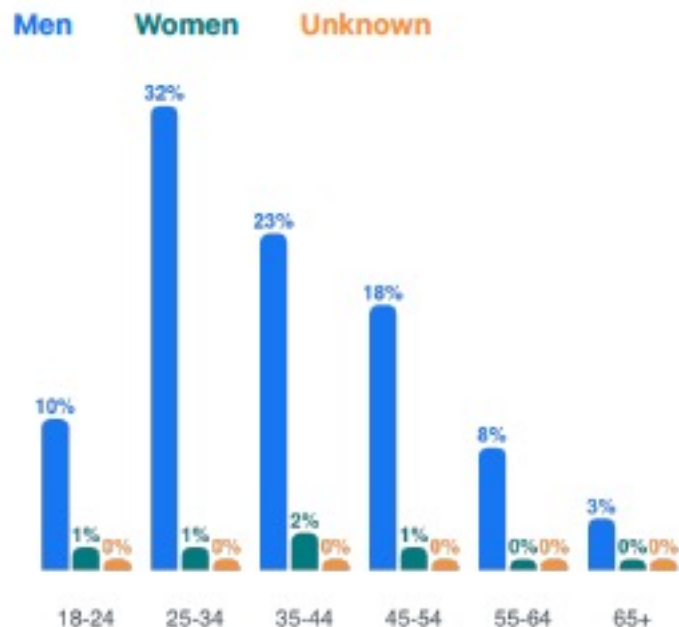


FULL-TIME - RALEIGH, NORTH CAROLINA
Class A driver (Durham/Raleigh area)

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive

...


Oct 14, 2020 - Oct 16, 2020

Platforms 

Categories 

 Estimated Audience Size: >1M people

 Amount spent (USD): <\$100

 Impressions: <1K

This ad ran without a disclaimer 

ID: 342468733493771

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

 Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

 Impressions

1K - 2K



Ready Fleet, LLC.

Sponsored

ID: 691763418512677



Are you a skilled Fleet Mechanic? Enjoy a top pay and benefits package, great hours, overtime at time and half, and a multitude of advancement opportunities? Would you like working at a family orientated mobile maintenance company where your actions will make a bigger impact? Apply to be a Fleet Service Technician, today!...

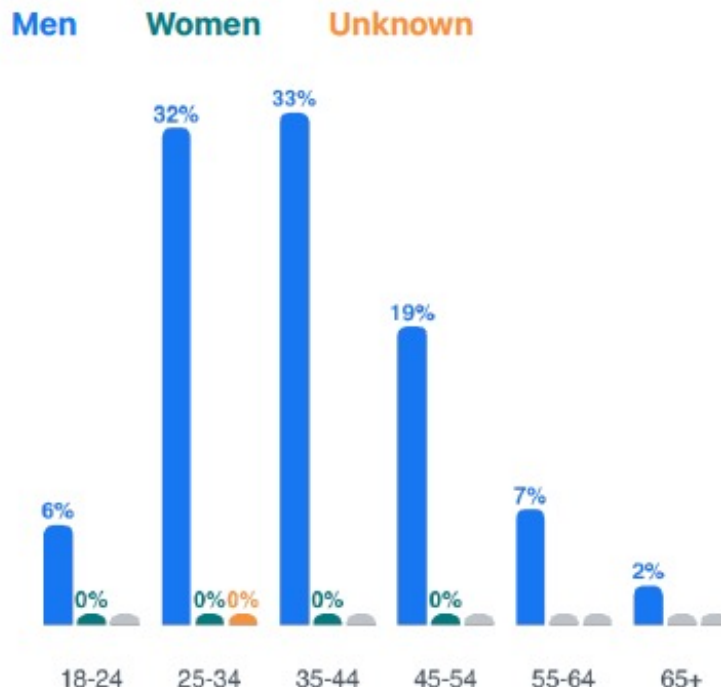


FULL-TIME - \$18 - \$25 / HOUR · CHICAGO, ILLINOIS
Chicago Fleet Service Technician

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Feb 24, 2022 - Mar 3, 2022

ID: 691763418512677



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

4K - 5K



Portland Bureau of Transportation (PBOT)

Sponsored

ID: 1102923940349721



Do you want to build innovative projects that will meaningfully impact the community, like Portland's newest bike and pedestrian bridge? The Portland Bureau of Transportation is hiring engineers!

Ad removed

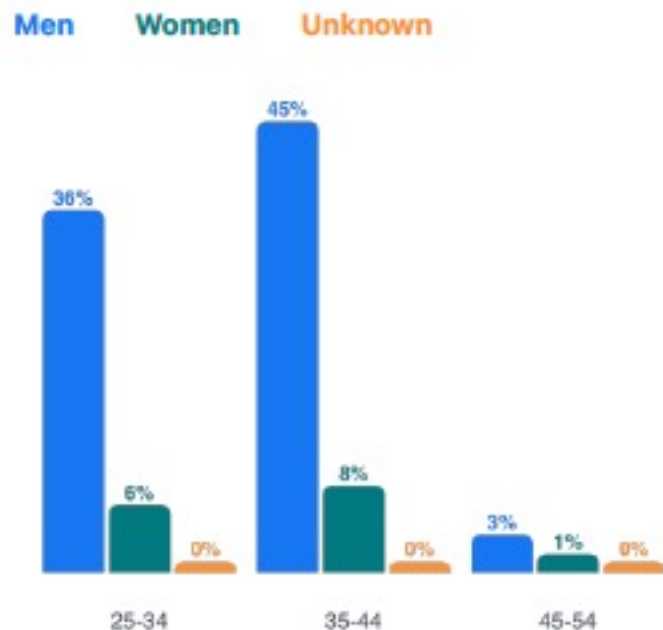


WWW.GOVERNMENTJOBS.COM
Calling engineers, join our team!

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

☒ Inactive



Sep 19, 2022 - Sep 21, 2022

ID: 1102923940349721



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$200 - \$299 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

30K - 35K



Resnik Landscaping Services, LLC

Sponsored

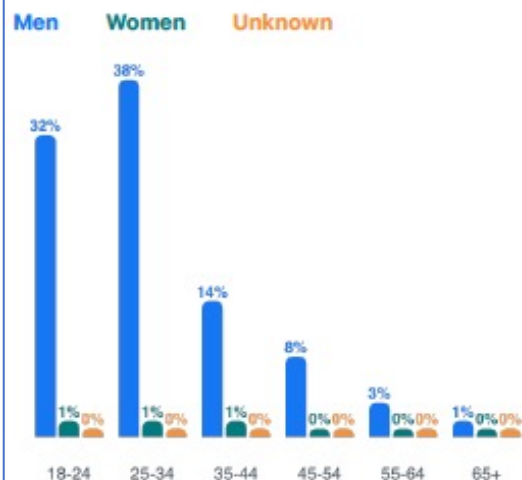
🌿 Lawn care | Landscape/Hardscape Laborers 🌿
(Full Time / Part Time available)

We are looking to hire several hardworking individuals that have flexible schedules. Job will entail both seasonal and year round work. Hourly Pay will be established based on prior experience.



Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

May 11, 2021 - May 24, 2021

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: 3K - 4K

This ad ran without a disclaimer

ID: 2941448952789669

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

7K - 8K



Ion Solar Pros

Sponsored

ID: 505815984319958



IMMEDIATELY HIRING!

SIGN – ON BONUS AVAILABLE!

The Solar Roof Installer is an essential part of the Ion Solar Pros Installation team. In this role, you will be an instrumental part of our company, striving to provide...

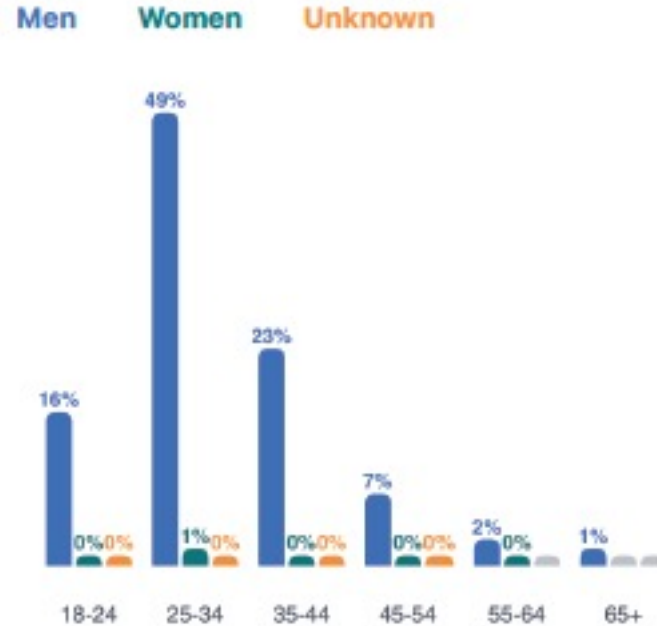


FULL-TIME • WOLCOTT, CONNECTICUT
Solar Roof Installer

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Mar 18, 2022 - Mar 25, 2022

ID: 505815984319958



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

6K - 7K



Ultimate Trucking Jobs

Sponsored

Hiring: CDL-A Company Truck Drivers

- ◆ OTR, Regional, Dedicated Routes!
- ◆ Excellent Benefits Package!
- ◆ Weekly Direct Deposit!
- ◆ 24/7 Driver Support!



FB.ME

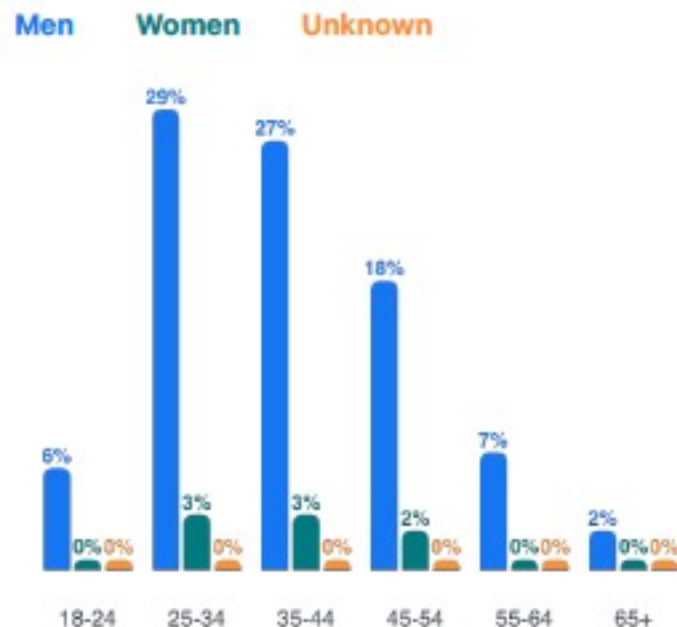
UNIS Transportation is Looking to Add Reliable and Motivated Individuals to our Team!

Founded in 1989, UNIS LLC has grown into a major, nationally recognized Third-Party Logistics Provider (3PL). From humble

Apply now

Who was shown these ads


The age and gender breakdowns of people who saw these ads.




☒ Inactive

Jul 14, 2021 - Sep 24, 2021

Platforms   

Categories 

 Estimated Audience Size: 100K - 500K people

 Amount spent (USD): \$700 - \$799

 Impressions: 25K - 30K

This ad ran without a disclaimer 

ID: 241052001184801

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

 Amount spent

\$1K - \$1.5K (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

 Impressions

45K - 50K



Long Painting Company

Sponsored

ID: 674145733312477



IMMEDIATELY HIRING motivated individuals who have the desire to learn and grow!

If you are looking for a career in an industry that has work in exciting job site locations, challenges you physically and mentally, and provides an opportunity to grow professionally, consider joining our team. ...



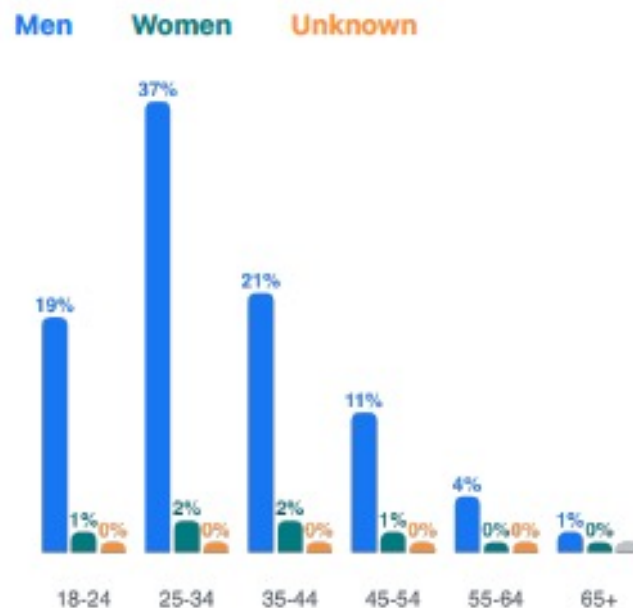
FULL-TIME - \$18.59 - \$28.36 / HOUR - VANCOUVER, WASHINGTON

Painters / Professional Coating Applicators

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Aug 5, 2020 - Aug 12, 2020

ID: 674145733312477



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$700 - \$799 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

60K - 70K



KVM Services, Inc

Sponsored

ID: 1183103522118150



We would like you to be part of our team!!
Queremos que seas parte de nuestro equipo!!

If you have 1 to 5 years of experience in the HVAC field
and live in Broward County. Feel free to contact us and
you will be part of our team!!!
Si tienes mayor a un año de experiencia en aires...

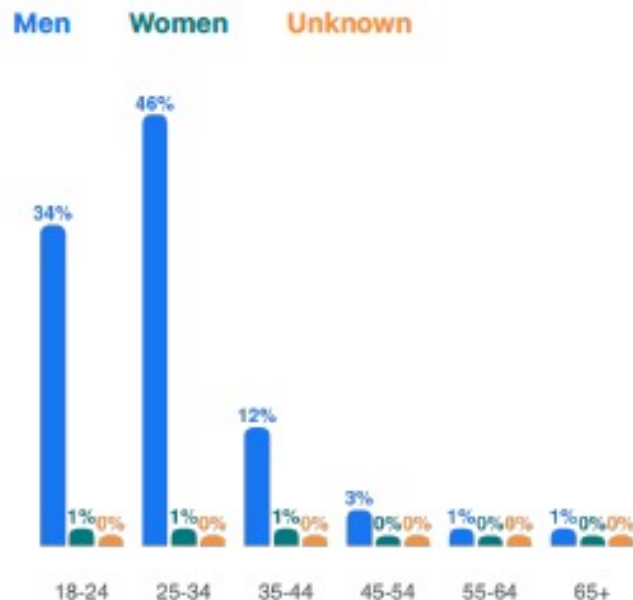


INSTAGRAM.COM
KVM Services, Inc

Visit Instragr...

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

☒ Inactive



May 16, 2021 - May 20, 2021

ID: 1183103522118150



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

8K - 9K



A-1 Bonded Termite, Inc.

Sponsored

NOW HIRING! LICENSED TERMITE AND PEST FIELD APPLICATOR TECHNICIANS

A-1 Bonded Termite, Inc. is seeking Termite and Pest Professionals to join our team. We are a family-owned and operated termite and pest control company in Anaheim. We have been in business since 1976. A-1 Bonded Termite, Inc. is a company based upon providing our customers with the highest

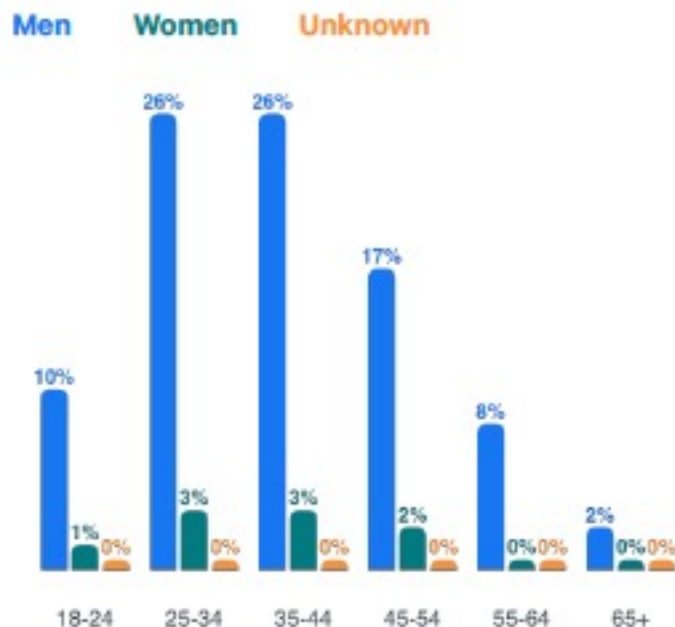


FULL-TIME - \$31,000 - \$50,000 / YEAR - ANAHEIM, CALIFORNIA
Licensed Termite and Pest Field Applicator
Technicians

[Apply now](#)

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive



Oct 23, 2020 - Oct 28, 2020

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: 2K - 3K

This ad ran without a disclaimer

ID: 1055330974895303

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

6K - 7K



BWCS Construction Services

Sponsored



ID: 776259496879086

BWCS Construction Services located in GORDON, WISCONSIN is now accepting applications for these positions...Equipment Operators, Rough and Finish Carpenters, Concrete Finishers / Masons, Laborer's, Lawn Maintenance. Experience is encouraged but not required as on the job training is available. Pay rate is based on experience....

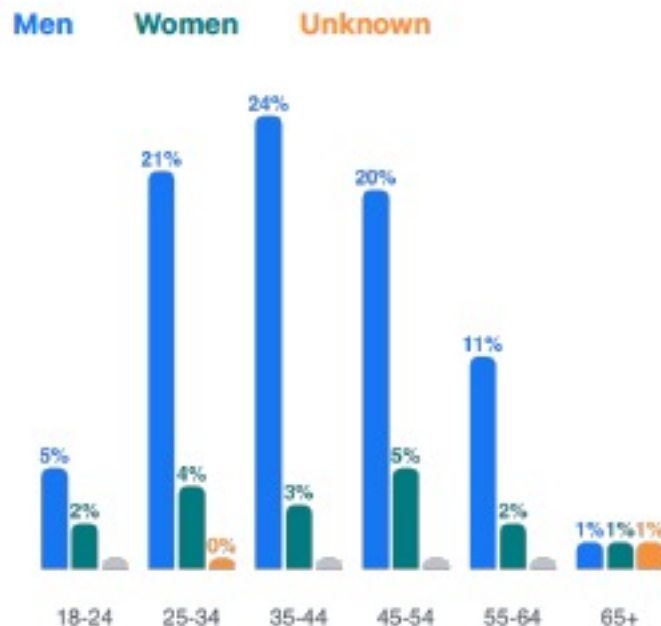


BWCS Construction Services

Send Whats...

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jun 21, 2022 - Jun 24, 2022

ID: 776259496879086



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Craig's Dirt Service LLC

Sponsored



ID: 796767494980552

NOW HIRING! Supervisor capable of leading a team and operating equipment to keep the project moving forward. MUST be able to finish grade with dozer.

We offer health insurance, 401k matching and paid holidays. Home every night!

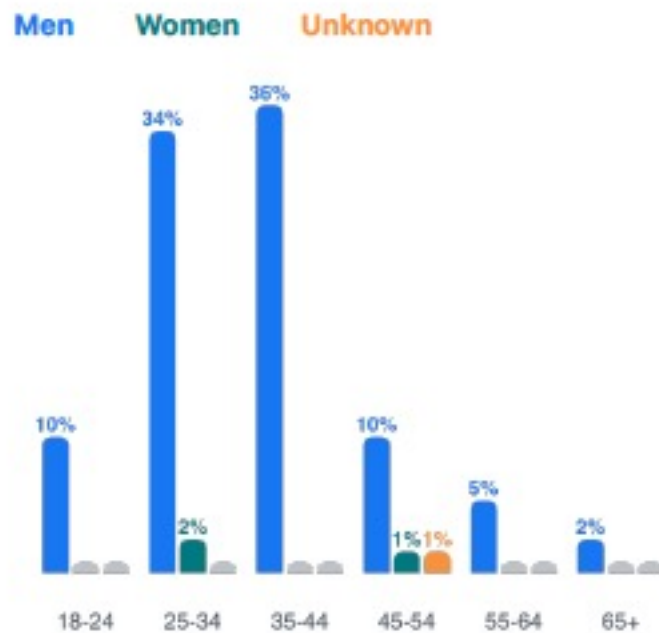


FULL-TIME - LINDALE, TEXAS
Construction Superintendent

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 14, 2022 - Sep 14, 2022

ID: 796767494980552



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

Not available

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



First Priority Group

Sponsored

ID: 506938171062716

WE ARE HIRING!

First Priority Emergency Vehicles EMS Division is looking to hire a full-time Remount Body Technician to support our emergency and specialty vehicle customers in Manchester, New Jersey. This position's responsibilities may include Dismount...

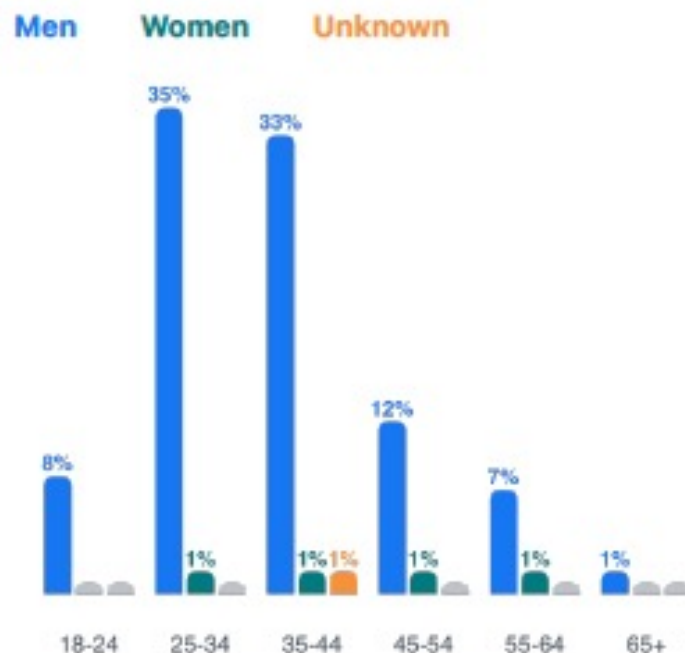


FULL-TIME - MANCHESTER, NEW JERSEY
Remount Technician

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

☒ Inactive

Apr 5, 2022 - Apr 6, 2022

ID: 506938171062716



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Dearborn Firefighters

Sponsored



ID: 281292033312316

The City of Dearborn is still accepting applications for Firefighter 1. We anticipate immediate openings early 2021.

We have had very few applications so far.

Requirements include:



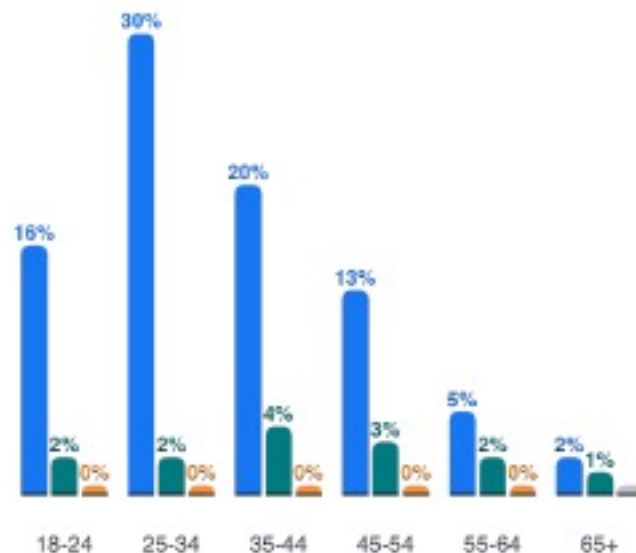
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



Nov 20, 2020 - Nov 20, 2020

ID: 281292033312316



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



Eudora City Fire Department

Sponsored



ID: 369370367840263

Apply now to join our department! We are now accepting applications for our next hiring process. Complete this application if you are interested!

Our hiring process consists of a ride along, panel interview, background check, motor vehicle record eval... <https://www.eudorafire.org/join-our-department>



VOLUNTEER - EUDORA, KANSAS
Firefighter (Paid On Call)

Apply now

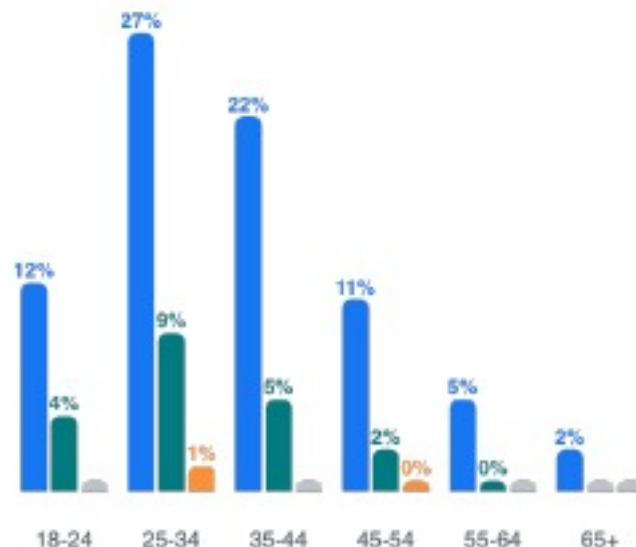
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



May 12, 2021 - May 18, 2021

ID: 369370367840263



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Sherwin-Williams Careers

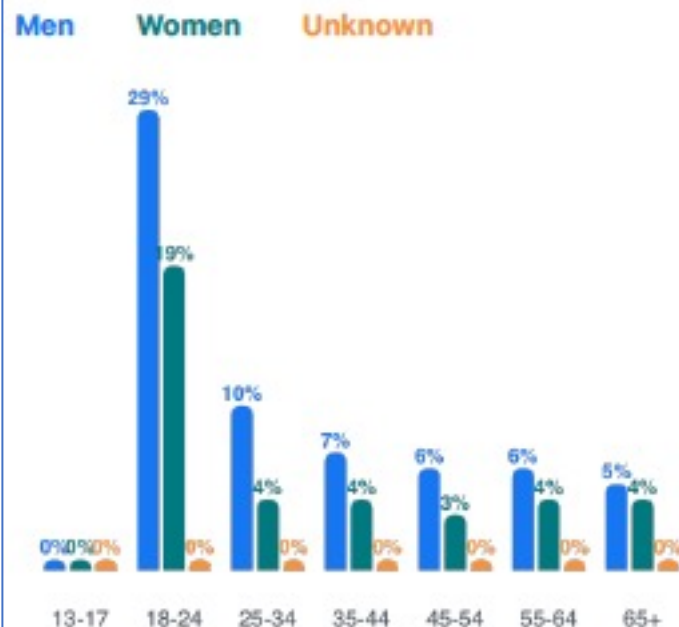
Sponsored

At Sherwin-Williams, Employee Resource Groups (ERGs) are at the heart of advancing our unwavering commitment to inclusion, diversity and equity. Our ERG members are empowered with the opportunity to build connections, drive professional development, support business objectives, participate in community initiatives, and more. Link in our bio to learn more.



Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

Jul 23, 2022 - Jul 24, 2022

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: 3K - 4K

This ad ran without a disclaimer

ID: 441828634621270

See ad details

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

6K - 7K



Lewis Tree Service Careers

Sponsored

Want to work with a company you can count on? We are Lewis Tree Service, the 2nd-largest utility vegetation management company in North America. We are growing and adding a Tree Trimmer / Tree Climber to our team.

Why Work with Lewis Tree Service:

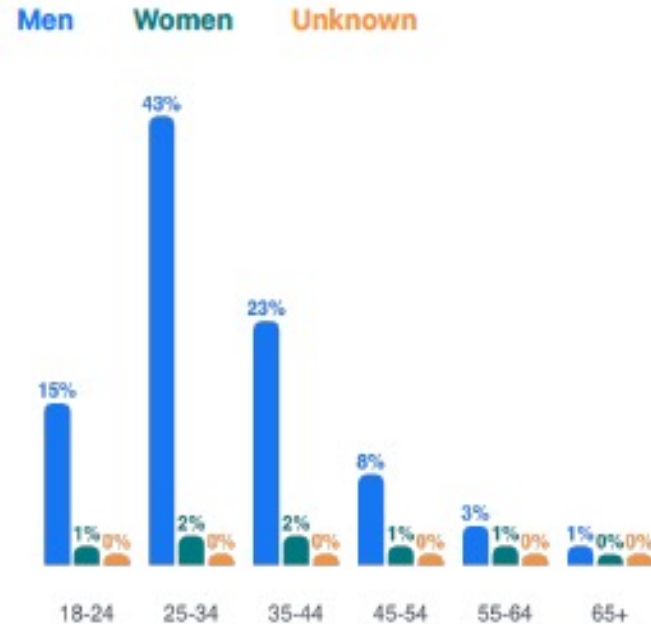


FULL-TIME - GRAND RAPIDS, MICHIGAN
Arborist - Tree Trimmer / Tree Climber
(ARBOR004694)

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

Jun 8, 2022 - Jun 11, 2022

Platforms

Categories

Estimated Audience Size: **500K - 1M people**

Amount spent (USD): **<\$100**

Impressions: **1K - 2K**

This ad ran without a disclaimer

ID: 741891306997219

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



West Reach Construction Co., Inc

Sponsored



ID: 568164194810872

West Reach Construction is an established General Contractor specializing in all areas of commercial/industrial construction including demolition, interior renovation, design-build and service work. We are located in Connecticut and our customer base spans the state. We are known for our quality workmanship and safe construction practices...

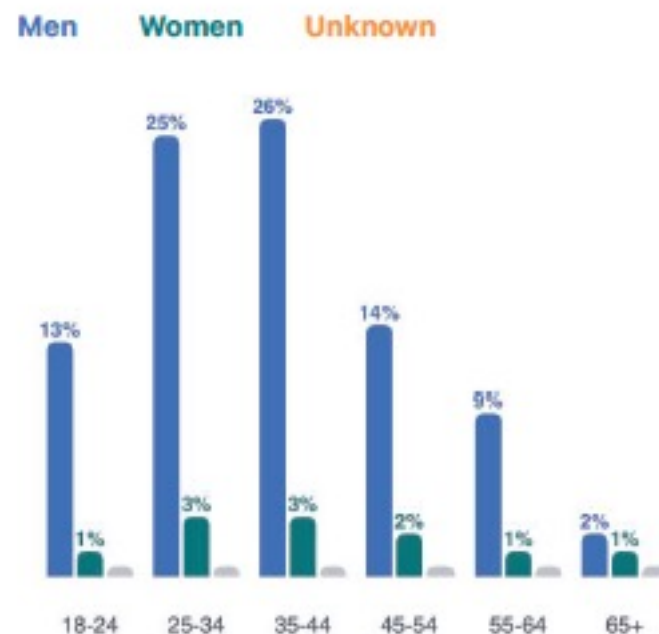


West Reach Construction Co., Inc
Construction, Business

Send messa...

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jul 6, 2022 - Jul 11, 2022

ID: 568164194810872



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



City of San Marcos - Government

Sponsored • Paid for by City of San Marcos

ID: 716504449638319

The City of San Marcos is currently recruiting for a qualified Principal Civil Engineer. We're looking for leaders in engineering to help shape the future of the vibrant city of San Marcos. Learn more and apply: sanmarcos.net/jobs.

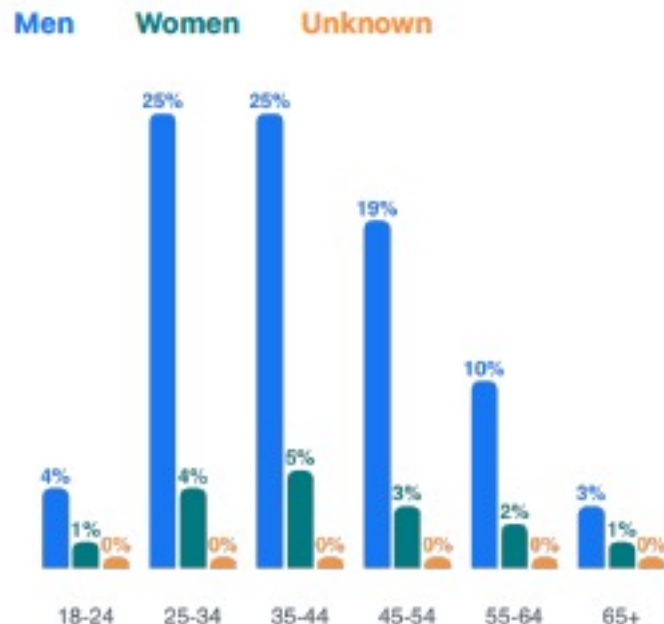


FULL-TIME - \$118,220 - \$154,250 / YEAR - SAN MARCOS, CALIFORNIA
Principal Civil Engineer

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Inactive



Jun 29, 2022 - Jul 15, 2022

ID: 716504449638319



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

5K - 6K



Ecko Transportation & Logistics

Sponsored

...

ID: 351085172699480

WE'RE HIRING!

Who: Class A Drivers

-7 night shift (TWIC CARD REQUIRED)

-5 day shift (TWIC DESIRED)

Shift Hours:...



Value-added Bonuses

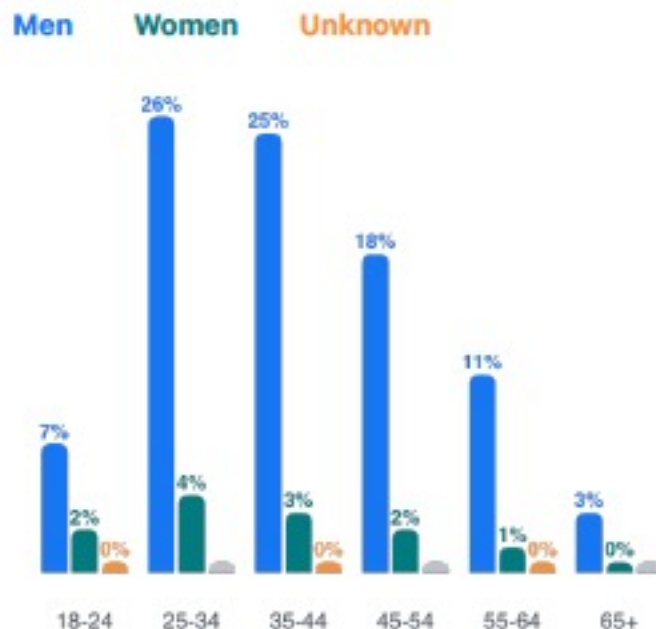
- ALL our drivers are W-2
- DOT, State and Federal Compliance
- GPS Traceability
- Web Visibility
- Seasonal Flexibility
- SmartWay Transport Partnership
- Green Initiatives

FULL-TIME - \$21 - \$23 / HOUR - ONTARIO,
CALIFORNIA
Class A CDL Truck Driver

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 20, 2020 - Sep 30, 2020

ID: 351085172699480



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

1K - 2K

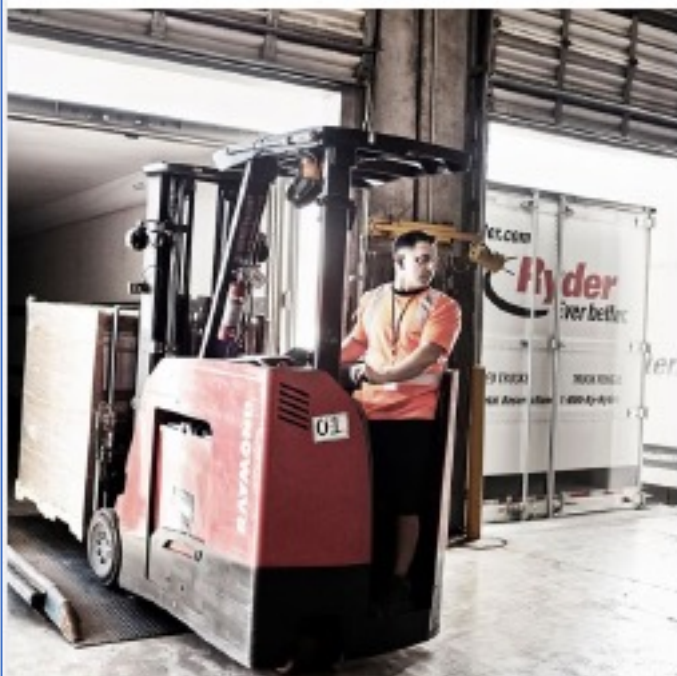


Ryder System Jobs

Sponsored

ID: 1383446908696509

We're hiring Forklift Operators in Minster! Start at \$17.00 to \$19.00 per hour, first or second shift with a 3.5 day work week. Voluntary overtime almost always available!



APP:WORK4LABS.COM

Tap now to apply in seconds!

Apply now

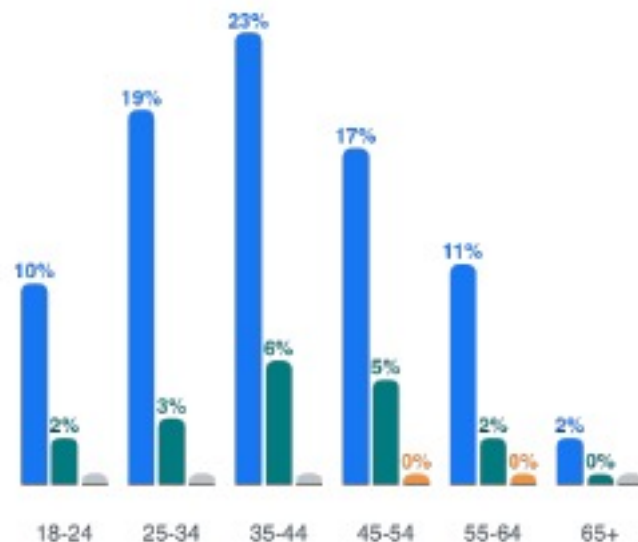
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



Feb 18, 2021 - Feb 26, 2021

ID: 1383446908696509



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

50K - 100K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



Ryder System Jobs

Sponsored

We're hiring Diesel Mechanics in Salt Lake City with a \$5000 sign-on bonus! Monday-Friday, second shift. We offer great pay, excellent benefits and career advancement opportunities.



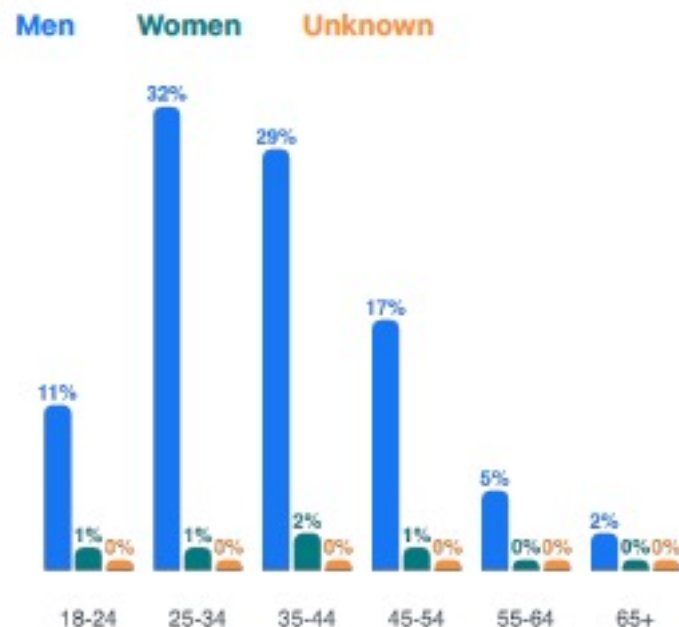
APPLYWORK4LABS.COM

Tap to apply now in seconds!

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive



Apr 28, 2021 - May 10, 2021

Platforms

Categories

Estimated Audience Size: 50K - 100K people

Amount spent (USD): <\$100

Impressions: <1K

This ad ran without a disclaimer

ID: 192154399389753

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

<1K



Ryder System Jobs

Sponsored

We're hiring entry-level Warehouse Associates in Lansing! First or second shift, \$14.34 to \$14.94 per hour plus a \$250 sign-on bonus. Monday-Friday with 2-3 Saturdays a month.



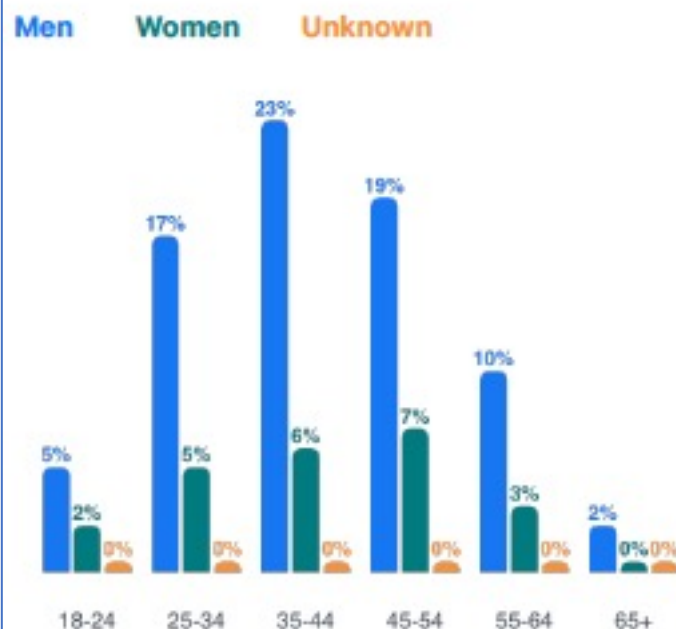
APPLYWORKLABS.COM

Tap now to apply in seconds!

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive



Apr 28, 2021 - May 4, 2021

Platforms

Categories

Estimated Audience Size: 100K - 500K people

Amount spent (USD): <\$100

Impressions: <1K

This ad ran without a disclaimer

ID: 298226888576676

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

<1K



Ryder System Jobs

Sponsored

We're hiring Class A Truck Drivers in Lafayette! Average \$1250+ per week, excellent benefits & great home time with 2-3 layovers per week. Must have one year of flatbed and oil & gas experience. Hazmat & tanker endorsements required.



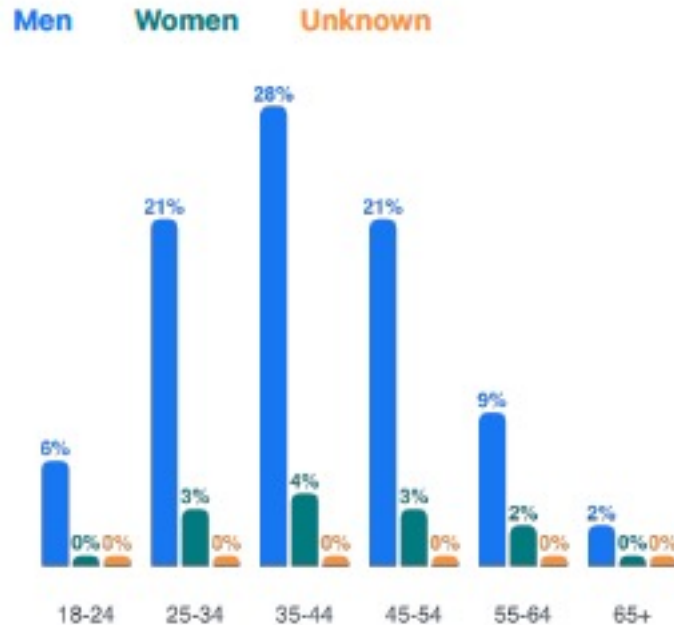
APP:WORK4LABS.COM

Tap to apply in seconds!

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive



Apr 23, 2021 - May 4, 2021

Platforms

Categories

Estimated Audience Size: 5K - 10K people

Amount spent (USD): <\$100

Impressions: <1K

This ad ran without a disclaimer

ID: 1884278718388638

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

<1K



Jackson County Oregon USA

Sponsored • Paid for by Jackson County, Oregon

Jackson County is hiring full-time road Engineer Technicians! Earn a competitive compensation package while working to help build your community.



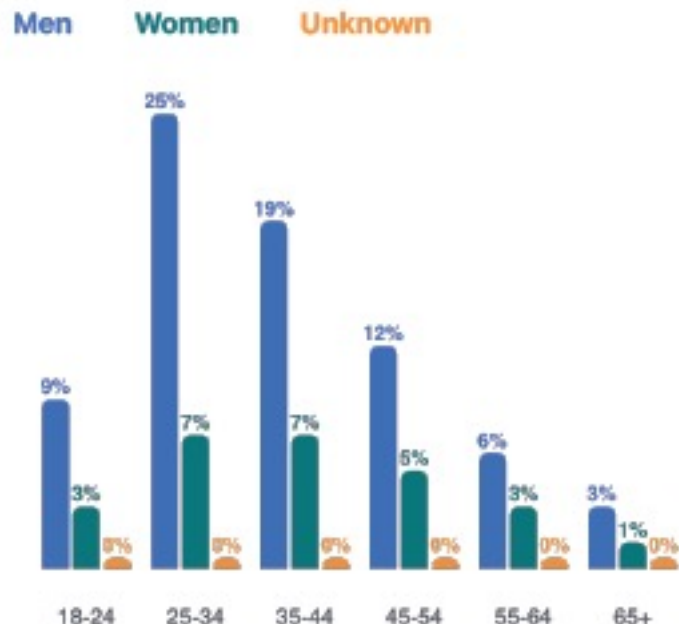
FB.ME

Talk to a Hiring Manager or Apply Online Today

[Learn more](#)

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Where these ads were shown

The regions where people who saw these ads are located.

☒ Inactive

...

Aug 10, 2022 - Sep 16, 2022

Platforms

Categories

Estimated Audience Size: 10K - 50K people

Amount spent (USD): \$300 - \$399

Impressions: 25K - 30K

ID: 5384762434950541

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$300 - \$399 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

25K - 30K



M4 Workforce Solutions

Sponsored

M4 is hiring a Production Processor for a company that leads in the custom chemical industry in Batavia, Ohio.

INCENTIVES AND BONUS:

- After six months of employment, the candidate is applicable to a \$500 sign on bonus and one week of vacation. Production bonuses are applicable, based on how many tankers are

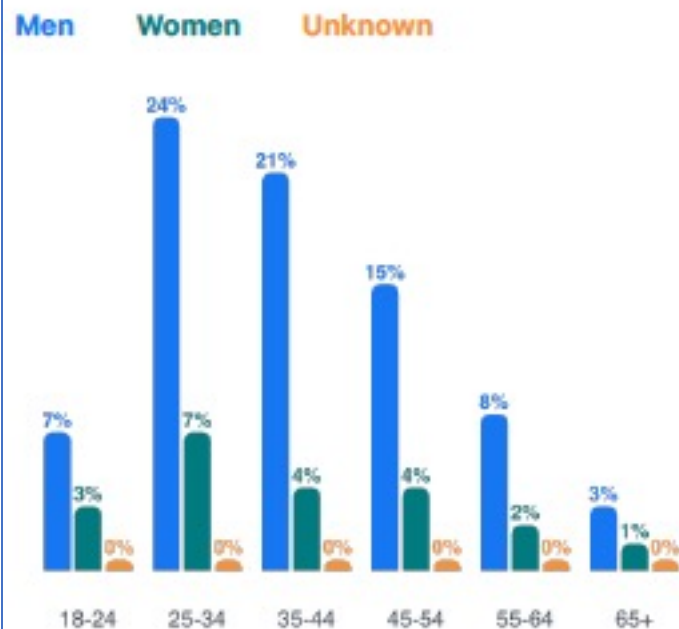


FULL-TIME - \$17 / HOUR - BATAVIA, OHIO
Production Processor- 3rd Shift

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive



Feb 7, 2022 - Feb 10, 2022

Platforms

Categories

Estimated Audience Size: 500K - 1M people

Amount spent (USD): <\$100

Impressions: <1K

This ad ran without a disclaimer

ID: 4815442271908925

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

1K - 2K



Eastridge Construction, Manufacturing & Warehouse Jobs ...

Sponsored

ID: 797770177772902

Virtual Hiring Event!

Wednesday, April 6, 2022, from 10:00am-1:00pm

Are you looking for a full-time position? Great opportunity to learn, and grow with a company.

General labor assisting mowing and weed eating in a

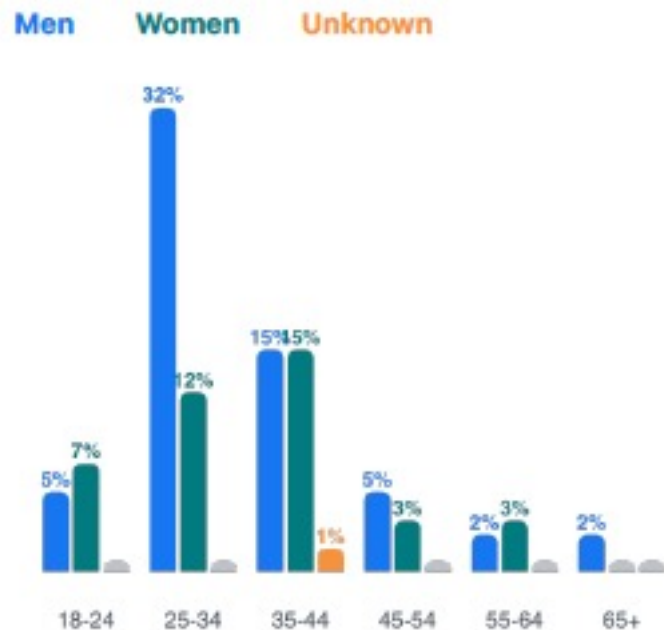


FULL-TIME - \$18 / HOUR - WHITNEY, NEVADA
Looking for workers in Utah!

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Apr 4, 2022 - Apr 4, 2022

ID: 797770177772902



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Polk City Fire Department

Sponsored



ID: 502093214183080

F

The City of Polk City is currently accepting applications for a full-time position of Firefighter/Paramedic.

SUMMARY DESCRIPTION:

Under the general direction of the Fire Chief, the...

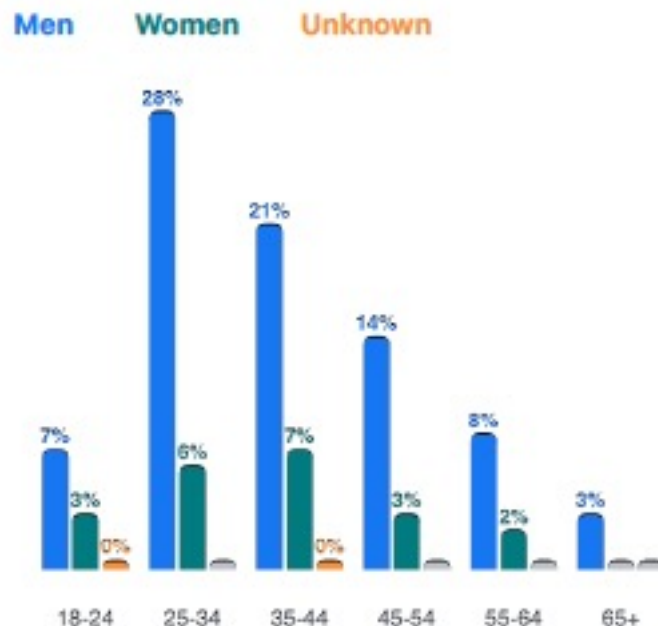


FULL-TIME - \$55,000 - \$62,000 / YEAR - POLK CITY,
IOWA
Full-Time Firefighter/Paramedic

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jul 22, 2021 - Jul 22, 2021

ID: 502093214183080



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



City of Plymouth, MN - Local Government

Sponsored

ID: 393479932063657

Interested in becoming a part-time/on-call firefighter? It's flexible and can accommodate full-time jobs, families, hobbies and more.

Plymouth is hiring. Join us at an upcoming Firefighter Recruitment Meeting, 6:30 p.m. Thursday, July 8 at Plymouth City Hall. Learn about the role, meet...



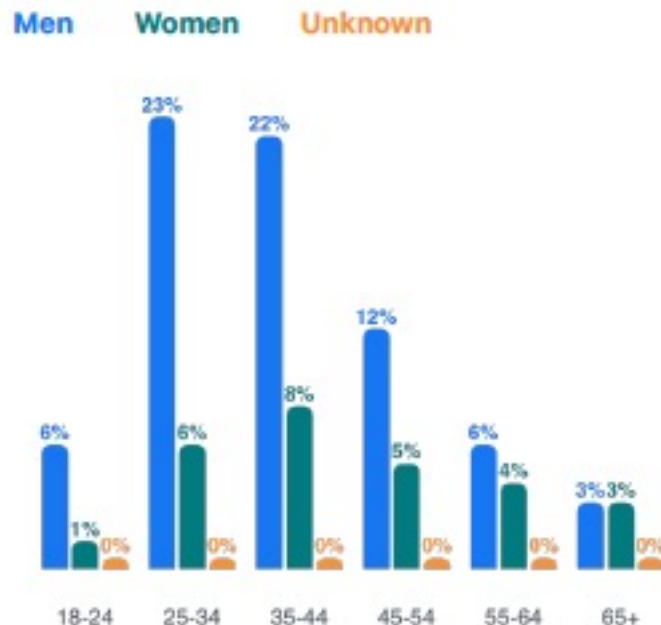
WWW.PLYMOUTHMN.GOV

Favorite part about being a Plymouth firefighter

Learn more

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jun 24, 2021 - Jul 1, 2021

ID: 393479932063657



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

10K - 15K



Blackrock Logistics, Inc.

Sponsored



ID: 749043402390919

Blackrock Logistics is hiring for CDL-A Drivers near Fontana, CA! \$55,000-\$65,000 with \$5000 Sign on Bonus! Over 70 open positions!

We prefer 2 years of recent, verifiable tractor/trailer experience! Great benefits package available. Apply today!



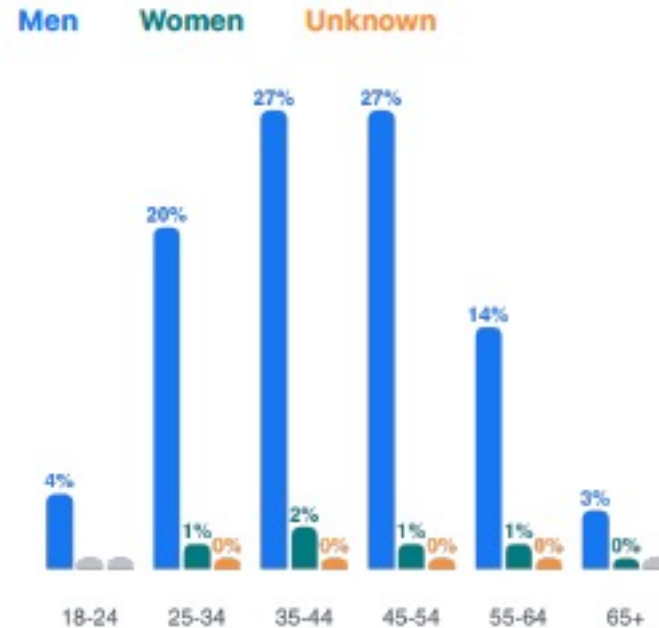
APP:WORK4LABS.COM

Tap now to easily apply in seconds!

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jan 14, 2021 - Mar 9, 2021

ID: 749043402390919



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



Coyote Xpress, LLC

Sponsored



ID: 361109309091648

Open position for immediate hire: Dispatcher

Coyote Xpress is growing and looking for a skilled and knowledgeable individual for our open DISPATCH position. Coyote Xpress is a family owned company located in St. Louis, Missouri. We are currently recruiting for a professional and reliable dispatcher t...



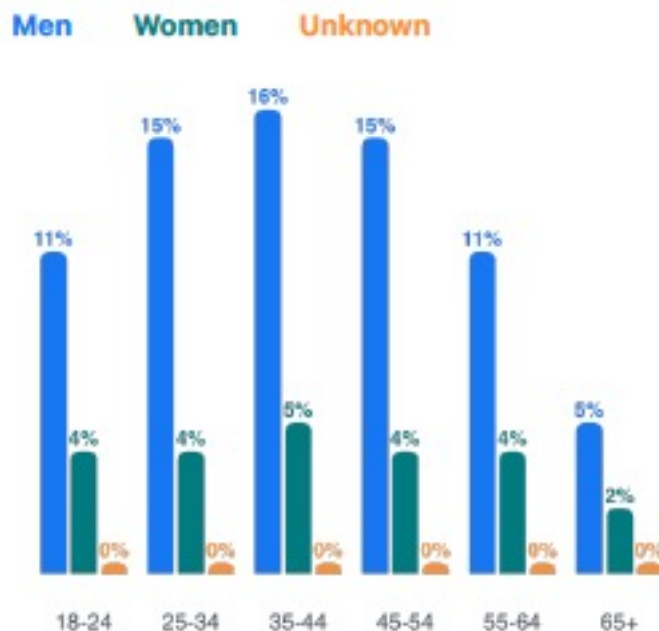
Now Hiring- Dispatch

A passion for safety, service excellence and pride
in a job well done

Call now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Oct 21, 2021 - Oct 25, 2021

ID: 361109309091648



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

7K - 8K



Truckerlivesmatter

Sponsored

Hiring CDL A Drivers

72k - 110k p/year + Bonuses & Benefits

Apply Now To Get More Details On Available Routes In Your Area.

We know driving a truck is hard. So we've been helping drivers find the BEST Trucker Jobs since 2012. We work with the best

**Get Paid More & Get Better
Home Time! Apply Today!**



JOBS STARTING AT \$72K P/YR
truckerdrivingjobs.com

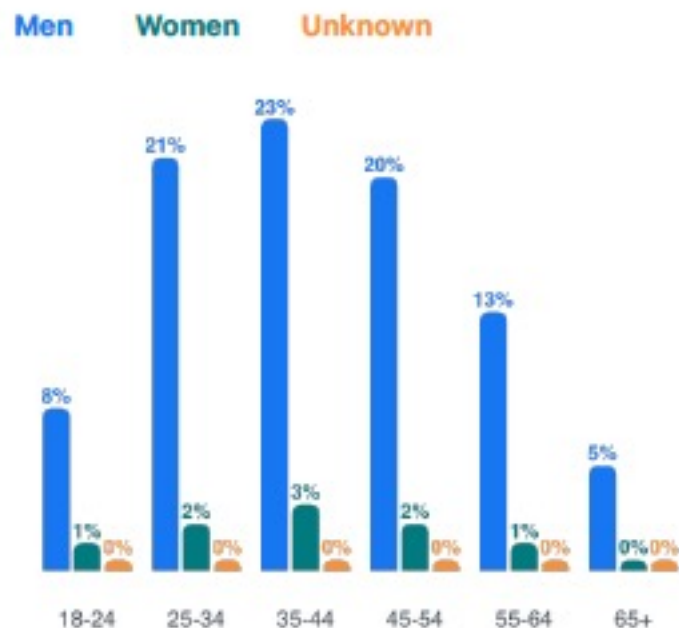
Great Pay | Great Home Time | Plus Benefits & Sign On
Bonuses

Companies Hiring For Local, Regional, OTR

Book Now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



☒ Inactive




Dec 11, 2020 - Mar 30, 2021

Platforms  

Categories  

 Estimated Audience Size: >1M people

 Amount spent (USD): \$40K - \$45K

 Impressions: >1M

This ad ran without a disclaimer 

This ad has multiple versions 

ID: 411446740007201

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

 Amount spent

\$40K - \$45K (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

 Impressions

>1M



Alaska Air Group Careers

Sponsored

We're hiring maintenance and technician professionals! Learn what job opportunities are available in California. Join us and you'll discover why Alaska Airlines and Horizon Air consistently rank highly in "Best Places to Work" lists.



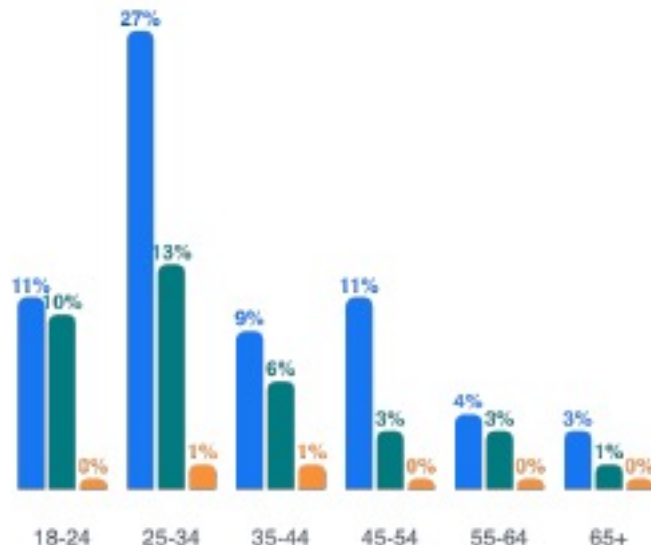
CAREERS.ALASKAAIR.COM

Job Openings at Alaska Airlines & Horizon Air

Equal Employment Opportunity & Affirmative Action We are proud to be an Equal Employment Opportunity (EEO) and Affirmative

Apply now

Men Women Unknown



Inactive

Sep 8, 2022 - Sep 9, 2022

Platforms

Categories

Estimated Audience Size: **Not available**

Amount spent (USD): **<\$100**

Impressions: **<1K**

This ad ran without a disclaimer

ID: 376351508023538

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

<1K



Rock Transfer & Storage

Sponsored

Are you a new driver that's been told he has to go OTR to gain experience? This is simply not true...

We have professional trainers who will ride along with you until you are ready to go solo!

We do not discount training pay - you'll start at a great rate!



FB.COM

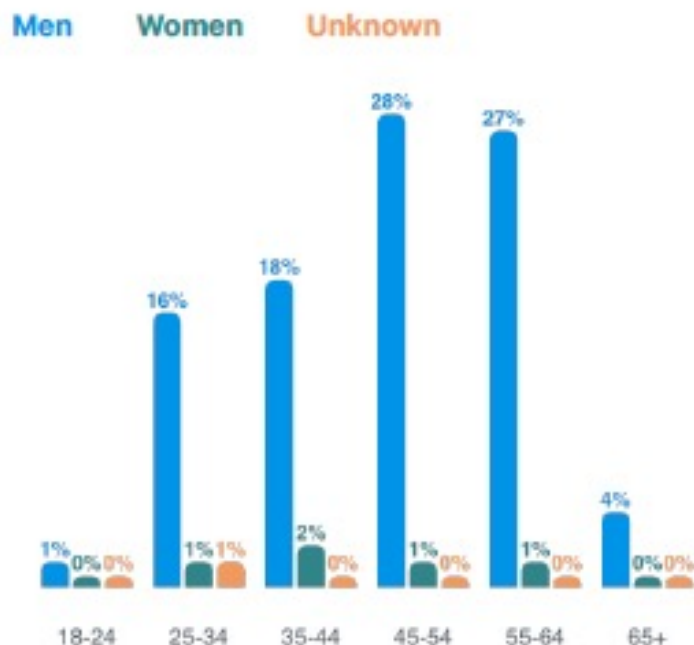
Don't go OTR to gain experience - drive a local truck...

Now HIRING CDL A drivers!

[Learn more](#)

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Active

Started running on Sep 24, 2022

Platforms

Categories

Estimated Audience Size: **Not available**

Amount spent (USD): **<\$100**

Impressions: **<1K**

This ad ran without a disclaimer

ID: 876100903371703

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

<1K



Web City Properties

Sponsored • Paid for by WCP WEB CITY PROPERTIES INC



ID: 4860406787342315

COMPANY

Small Dallas-based, privately held residential real estate single-family and multifamily investment company specializing in value-add investments and new builds. 15+ years of experience with mortgage notes, single-family homes, and small commercial and multifamily. 500+ units in portfolio. ...



WEB CITY
PROPERTIES

BUY - SELL - RENT

OUR FAMILY IS HERE FOR YOURS
www.webcityproperties.com



FULL-TIME - \$20 - \$25 / HOUR - DALLAS, TEXAS
Renovations Project Coordinator

Apply now

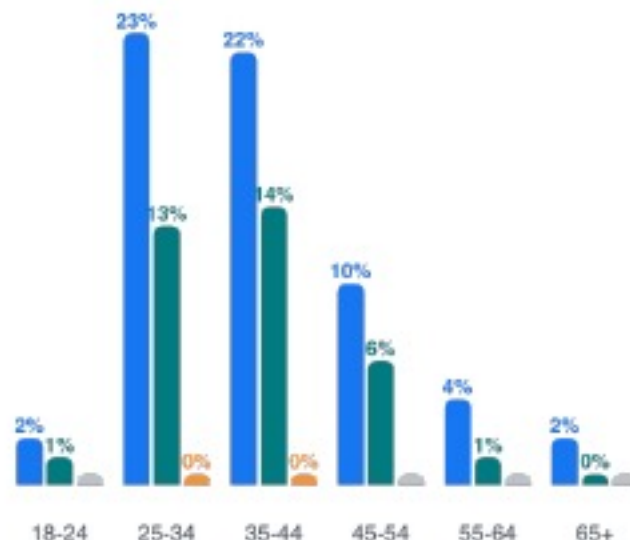
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



May 16, 2022 - May 19, 2022

ID: 4860406787342315



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Bama Exterminating

Sponsored

ID: 279530903153303

Are you looking for a full-time job with great benefits? Are you the type of person who highly values accuracy and details in your work? Do you enjoy a fast-paced work environment? Do you enjoy learning and doing different things? Are you a team-player who likes to work in a group setting? Do you like Christmas? If so, we have the perfect career opportunity for you! Bama...

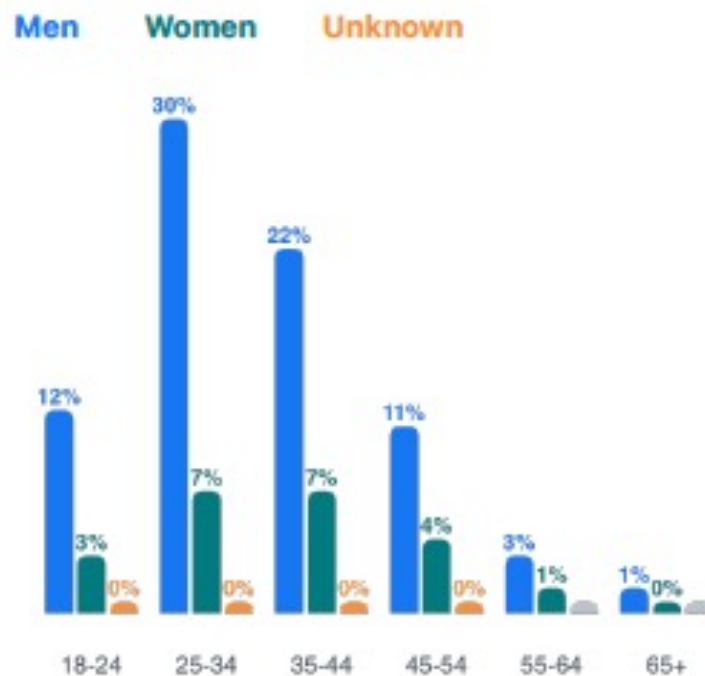
WE'RE HIRING!

FULL-TIME · NORTHPORT
Supervisor

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Jul 13, 2020 - Jul 18, 2020

ID: 279530903153303



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



JT Landscaping And Supply

Sponsored

ID: 476529350422651



Are you tired of being stuck at home? Maybe the job you currently have is dull. Maybe you work in an office and stare out the window wishing you could feel the sun on your face. We are a large landscaping company that is hiring immediately for positions that will keep you busy year round. Experience welcome. But work ethic is necessary and beyond compromise. Please...

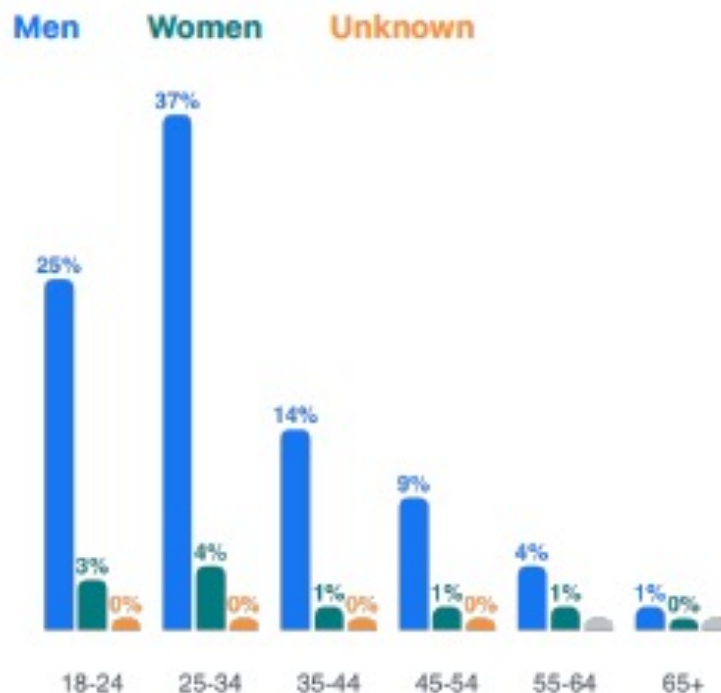


FULL-TIME - \$12 - \$18 / HOUR - OAKDALE, PA
Lawn Care Professional

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Mar 10, 2021 - Mar 13, 2021

ID: 476529350422651



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

1K - 2K

Christian Brothers Mechanical Services, Inc.



Sponsored • Paid for by Bryan Anthony Lemons

ID: 628211378069164

Hiring 3 new service technicians from beginner to advanced. We work in San Diego County / Riverside County/ Orange County / Los Angeles County. Must have Drivers License, Certification, and EPA! Please inform us that you heard from us here! Hr@cbhvac.com

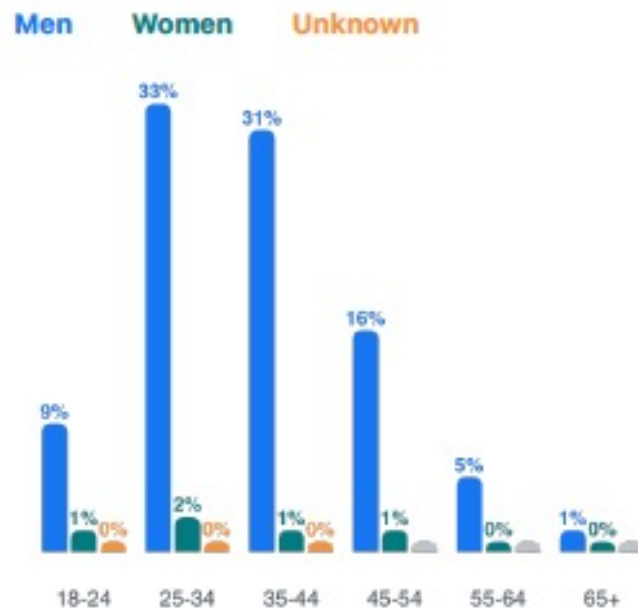


FULL-TIME • \$18 - \$45 / HOUR • JURUPA VALLEY, CALIFORNIA
HVAC Service Technician

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Sep 9, 2020 - Sep 14, 2020

ID: 628211378069164



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$200 - \$299 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

15K - 20K

Advantage Heating & Air Conditioning



Sponsored • Paid for by Brandon Daniel Sommers

ID: 1553692164998341

Have you ever been an HVAC apprentice, installer, maintenance technician, or service technician, or know someone who is? We have an opening on our team just for you

This position will get filled very quickly. Here's what's in it for you...

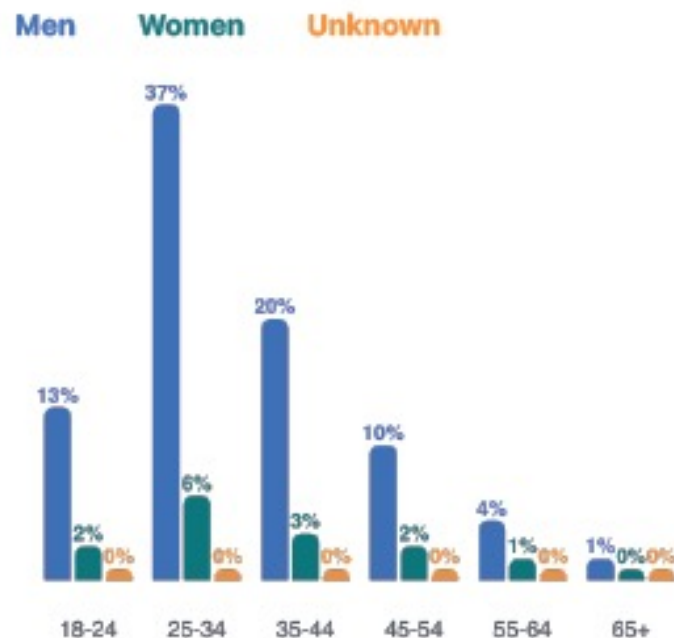


FULL-TIME • \$45,000 - \$85,000 / YEAR • SALEM, OREGON
Maintenance Technician

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 9, 2021 - Sep 17, 2021

ID: 1553692164998341



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$500 - \$599 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

25K - 30K



Odessa's Accountability Project

Sponsored • Paid for by Jamie Lavon Foreman

ID: 2261327977375461

From a source in Plano....

"Just so you know, we're taking OFR guys too. I receive a text or a phone call from an OFR guy Atleast once to twice a week."

PLANO FIRE-RESCUE

**-WE ARE HIRING-
FIREFIGHTER/PARAMEDICS**

ENTRANCE EXAM - November 1, 2022

For Eligible Candidates who receive a passing score, the Physical Ability Test is scheduled for November 2/3 & 4, 2022, weather permitting.

TEST SIGN-UP DEADLINE - October 17, 2022

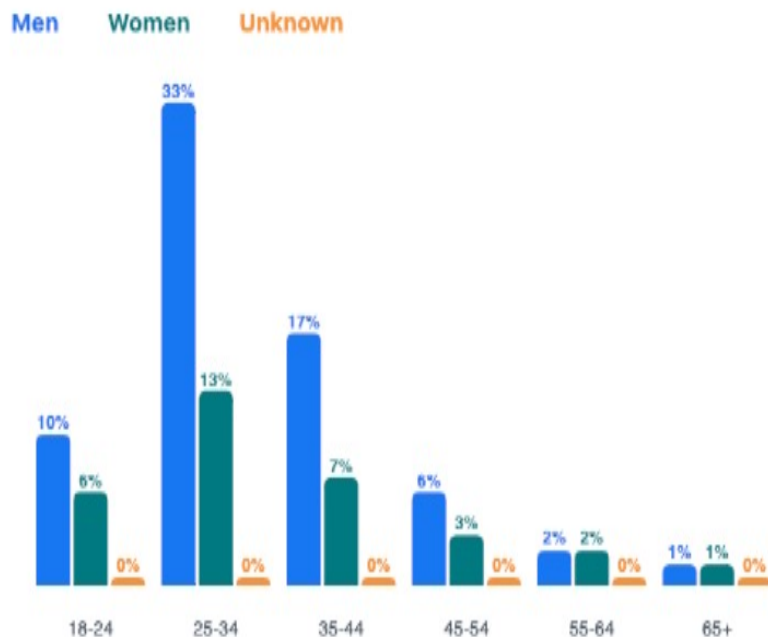
- Starting Salary **\$77,380**
- 2 Year Top Out **\$93,077**
- Plus **\$4800** Paramedic pay
- 4 Person Staffing Across 18 Major
- Pieces of Apparatus
- Training Facility opening 2022
- Special Operations Program
- Officer Development
- 404 Civil Service Positions

PLANO FIRE-RESCUE
Est. 1986

Professional SERVICE with heart — INTEGRITY always.

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Oct 1, 2022 - Oct 5, 2022

ID: 2261327977375461

Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad... [See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

15K - 20K



Zen Zones Homes

Sponsored



ID: 1019338335479265

\$50k per year position and other incentives for the right person!

LOOKING TO TRAIN THE RIGHT INDIVIDUAL AS A FULL MEMBER ZENSCAPING, YARDISTRY & SRINKLER TECHNICIAN AND DIRECTOR OF OUR ZENSCAPING & YARDISTRY DIVISION....

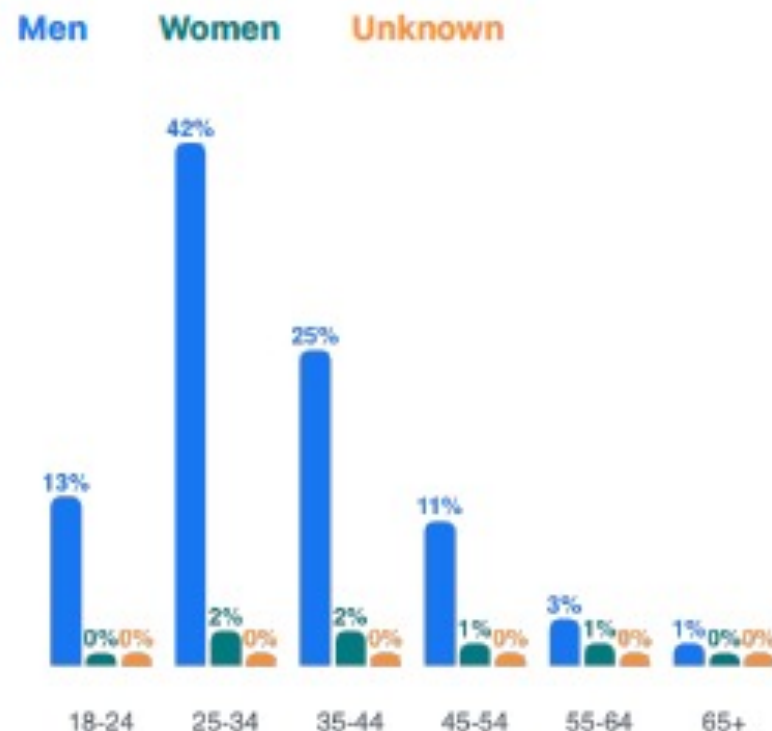


FULL-TIME - \$52,000 / YEAR - HOLLADAY, UTAH
ZENSCAPING YARDISTRY
APPRENTICE/CONSTRUCTION SKILLED...

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Aug 11, 2021 - Aug 21, 2021

ID: 1019338335479265



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

8K - 9K



Layton Construction

Sponsored



ID: 1084960715278885

Layton is looking to fill multiple diverse roles as traveling superintendents in numerous locations across the country. Click the link to see our website and see what Layton can offer you today! #LaytonWay



LAYTONCONSTRUCTION.COM

Traveling Superintendent

Feed Your Need To Explore!

Apply Now

This ad has multiple versions



1 of 2



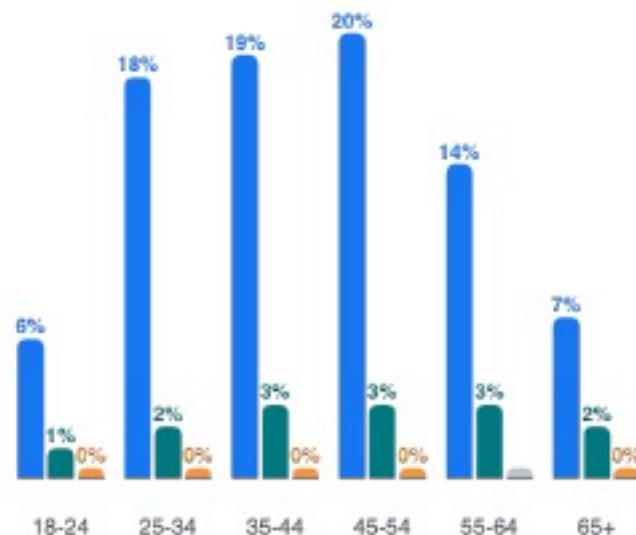
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



Dec 2, 2020 - Jan 2, 2021

ID: 1084960715278885



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

4K - 5K



Staples Careers

Sponsored

ID: 374908294113142



Staples is hiring delivery drivers in Portland, OR!

Join us for in person interviews on Thursday
9/16/2021 from 10am - 2pm at:
16441 NE Cameron Blvd Suite B (East Entrance)
Portland, Oregon 97230

...



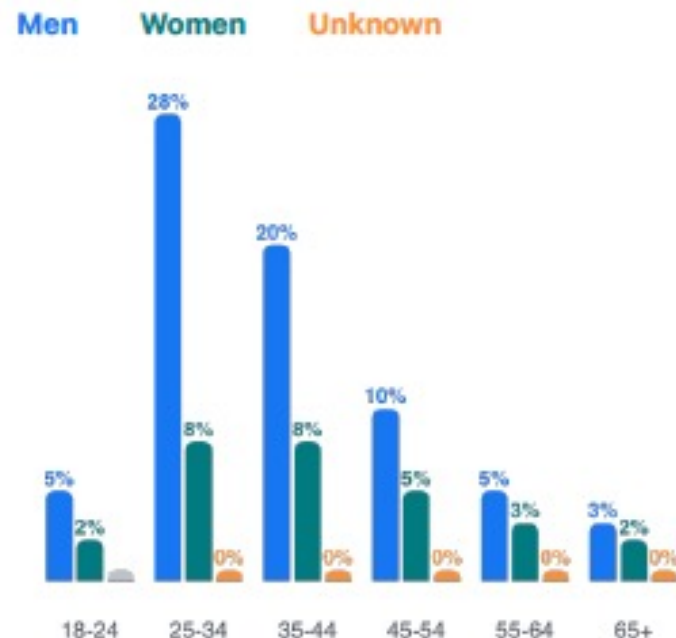
CAREERS.STAPLES.COM

Delivery Driver HIRING EVENT job in Portland, Oregon, United States |
Warehouse and Delivery jobs at Staples

Apply for Delivery Driver HIRING EVENT job with Staples in Portland, Oregon,
United States. Warehouse and Delivery jobs at Staples

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 13, 2021 - Sep 15, 2021

ID: 374908294113142



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent


<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions


1K - 2K



Belle Tire
 Sponsored
 ID: 2943836235756121

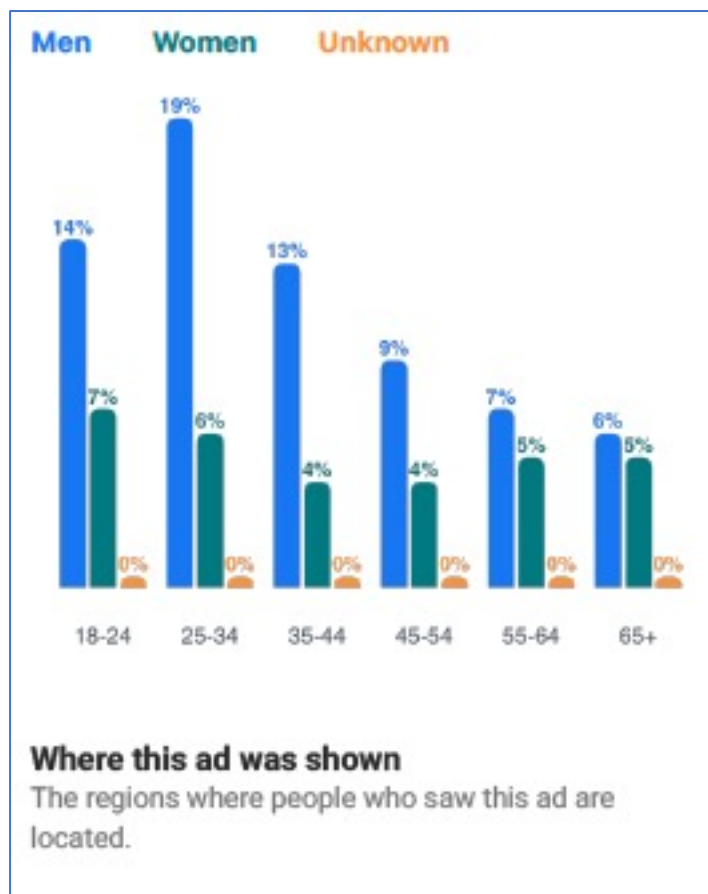
We're excited to introduce Belle Tire to the greater Chicago area! We are coming soon and we'll be looking to hire the best talent in the area to join our successful team.

Stay tuned for further announcements regarding careers, events, news, and mor... <https://bit.ly/35cxldU>







BIT.LY
 COMING SOON TO CHICAGO!



Learn more




Data behind the ad

Inactive







Jan 6, 2021 - Feb 1, 2021
 ID: 2943836235756121




Estimated Audience Size
 Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...
[See more](#)

 Estimated Audience Size
>1M people

Amount spent
 The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

 Amount spent
\$500 - \$599 (USD)

Impressions
 The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

 Impressions
125K - 150K



Cheney Brothers, Inc. - Statesville, NC

Sponsored

Cheney Brothers is immediately looking for full-time motivated individuals to join our Warehouse team in Statesville, NC.

Click Here to Apply Now: <https://bit.ly/cheneyapplynow>

Warehouse Order Selector Duties:

•Responsible to select & scan orders for customers, placing

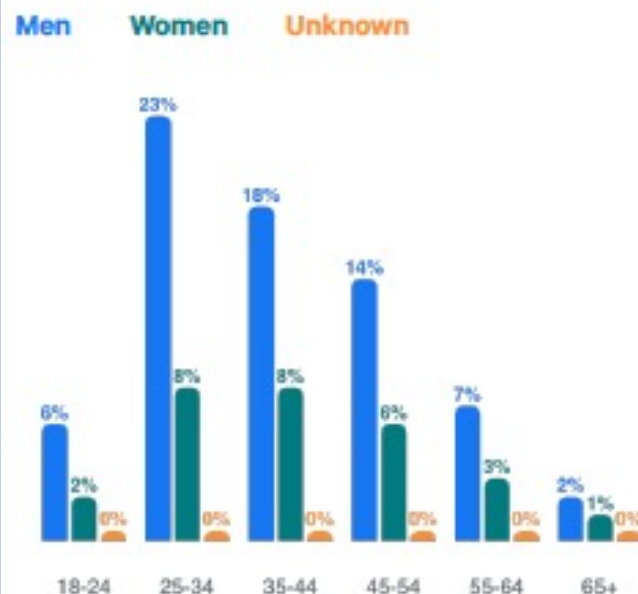


FULL-TIME • STATESVILLE, NORTH CAROLINA
Warehouse Selector

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

Sep 14, 2021 - Sep 14, 2021

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: <1K

This ad ran without a disclaimer

ID: 210439247813733

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$700 - \$799 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

80K - 90K



CDL Labor Logistics

Sponsored



ID: 283629763597594

I need good CDL A drivers who want to pick up runs on a casual basis.

Home daily runs, with some electric pallet jacking.

Interested, let me know and we'll get you on the rotation.



Ad removed



Happy Holidays!

MAKE ON ONE SHIFT

\$300

PART-TIME - \$300 / DAY - CARLISLE, PENNSYLVANIA
Holiday Money for CDL A Drivers - Part time shifts.

Apply now

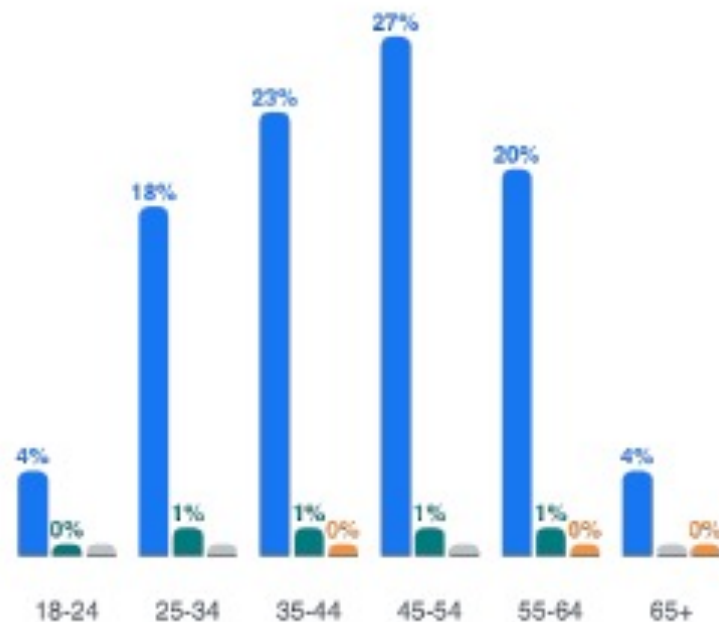
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive

Dec 17, 2021 - Dec 22, 2021

ID: 283629763597594



Estimated Audience Size

Estimated Audience Size generally estimates how

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



Foundry Social

Sponsored • Paid for by Foundry Social

****\$200 Hiring Bonus / Immediate Interview & Hire****
Foundry Social is hiring full and part-time Line Cooks!

Who are we? Northeast Ohio's Newest and Most Exciting Entertainment Center! Foundry Social includes High Voltage Indoor Karting, MAD Brewing Company, a full kitchen and awesome activities such as duckpin bowling, billiards, bocce

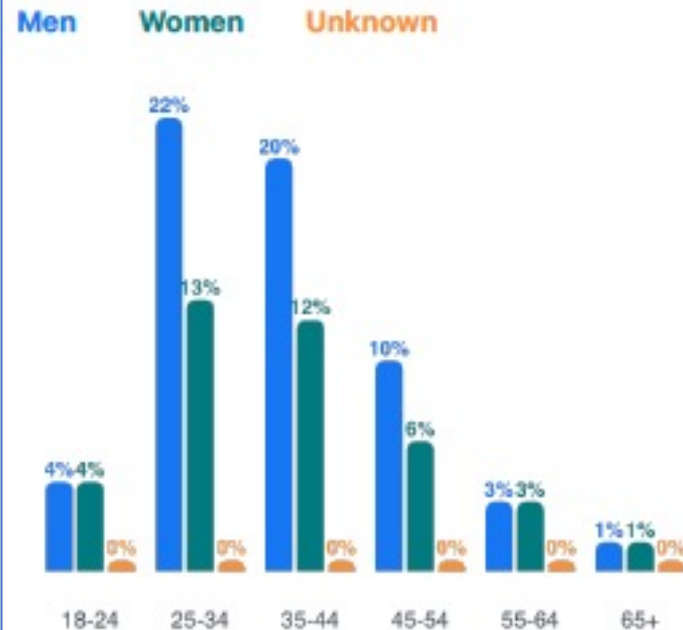


FULL-TIME • MEDINA, OHIO
Line Cook

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

Aug 16, 2021 - Aug 21, 2021

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: 3K - 4K

ID: 4196275117149334

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

10K - 15K



Rebel Cheese

Sponsored

ID: 541551570194620



Join an award winning team changing the standard for planet, health, and animal-conscious food! Rebel Cheese is Texas' only vegan wine and deli shop, located in Mueller. We offer imported and house-made artisan vegan cheeses & meats, as well as a selection of sandwiches, soups, salads, and wine! We are active supporters of initiatives for social justice, antiracism,...

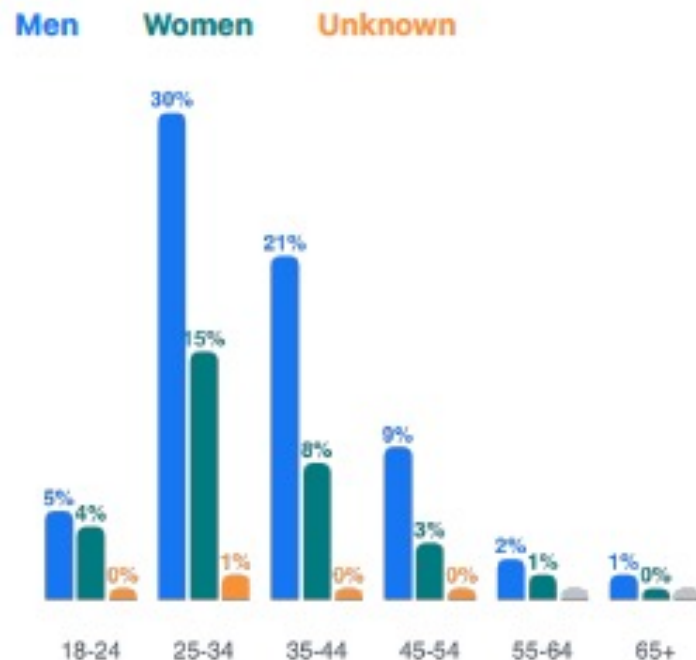


FULL-TIME - \$15 / HOUR - AUSTIN, TEXAS
Line Cook

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jul 1, 2021 - Jul 5, 2021

ID: 541551570194620



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



AMC Theatres

Sponsored

ID: 328909655485520

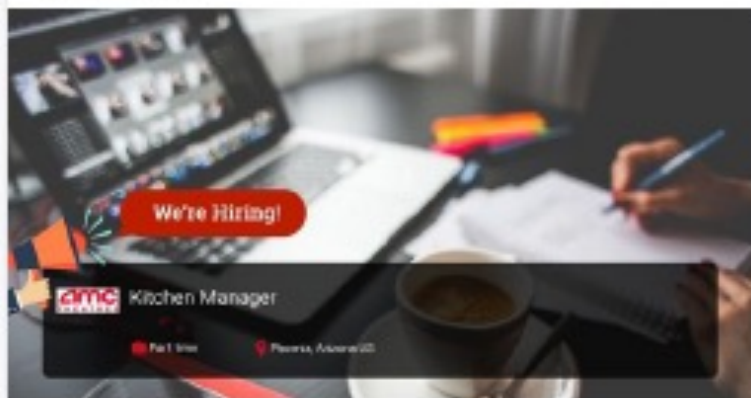


Hiring Now Near You!

Job Description

PREFERRED QUALIFICATIONS

- * Culinary degree preferred.
- * One year "line" experience in a high-volume kitchen.
- * One year experience in kitchen operations and execution....



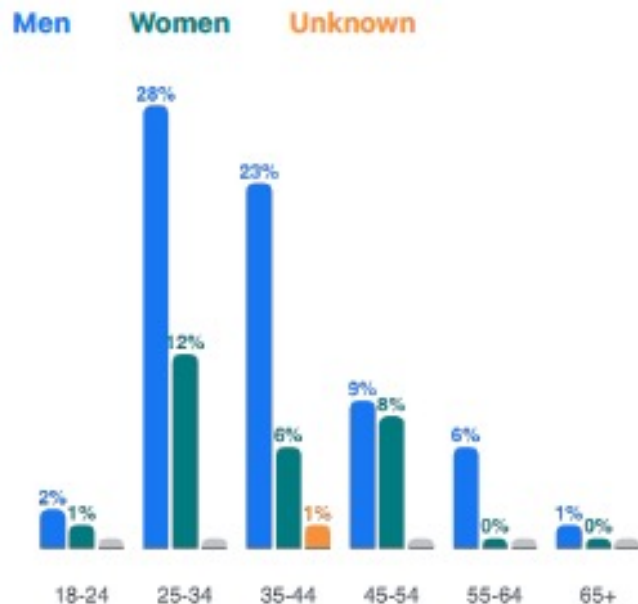
PART-TIME - PHOENIX, ARIZONA

Kitchen Manager

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jun 23, 2021 - Jul 2, 2021

ID: 328909655485520



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



AJM Packaging Corporation

Sponsored



ID: 603325533721498

AJM Packaging Corporation, a Bloomfield Hills based manufacturer of disposable tableware and retail packaging products, including paper plates, cups and bowls, lunch bags, RX bags, lawn and leaf bags and grocery sacks and bags, is transitioning some of its metro Detroit area manufacturing operations from traditional five (5) day workweeks to more flexible...

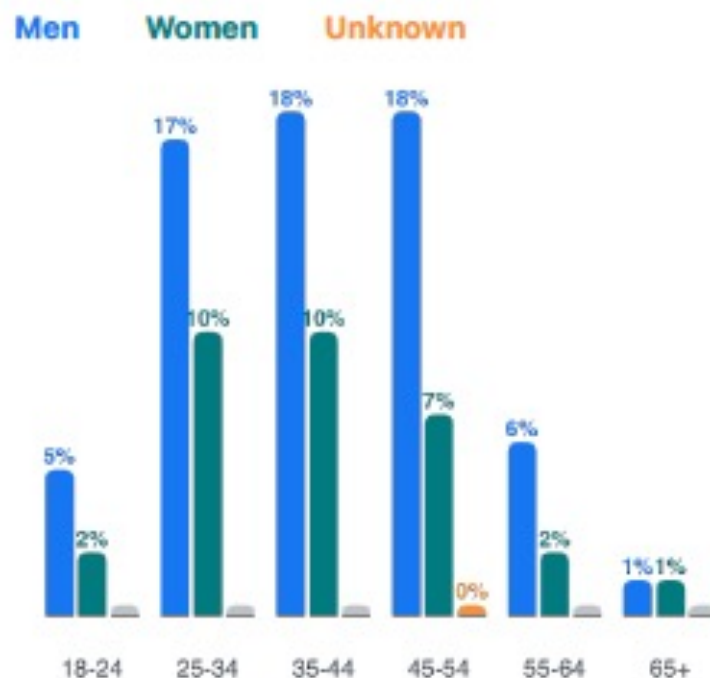


FULL-TIME • \$12 / HOUR • SOUTHGATE, MICHIGAN
Flexible 3.5 Day Work Week -
Manufacturing - Southgate MI

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



May 22, 2020 - May 23, 2020

ID: 603325533721498



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K

New York State Department of Labor



Sponsored • Paid for by New York State Department of Labor

ID: 913289946218951

Wherever you work, whatever you do, New York State's Job Bank has got something for you.

Make it your first stop on your search for a new job, plus get no-cost job search services directly from NYS DOL.

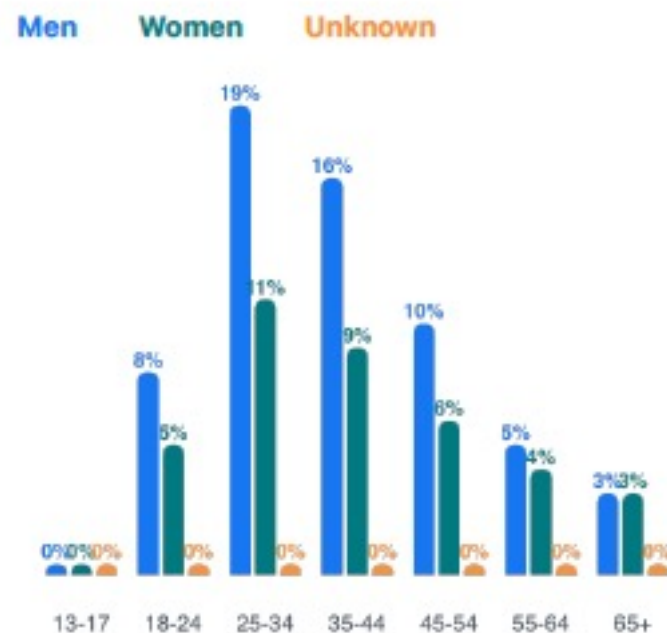


ON.NY.GOV/JOBSEARCH
We've got jobs... lots of them

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

☒ Inactive



Jan 12, 2022 - Feb 23, 2022

ID: 913289946218951



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$5K - \$6K (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

>1M

**Ad delivery disparities favoring
women and younger people**



Advocate Aurora Health Careers

Sponsored

Advocate Aurora Health, named a Top Workplace by Milwaukee Journal Sentinel & Chicago Tribune, is hiring! Learn more about housekeeping and food service positions and how our Safe Care Promise works to keep you safe at our Online Recruiting Event. Full and part-time, benefits eligible positions are available in all shifts. Chat online with recruiters to find your perfect location, hours and schedule at one of our more than



TUE, MAY 11, 2021

Housekeeping & Food Services Recruiting

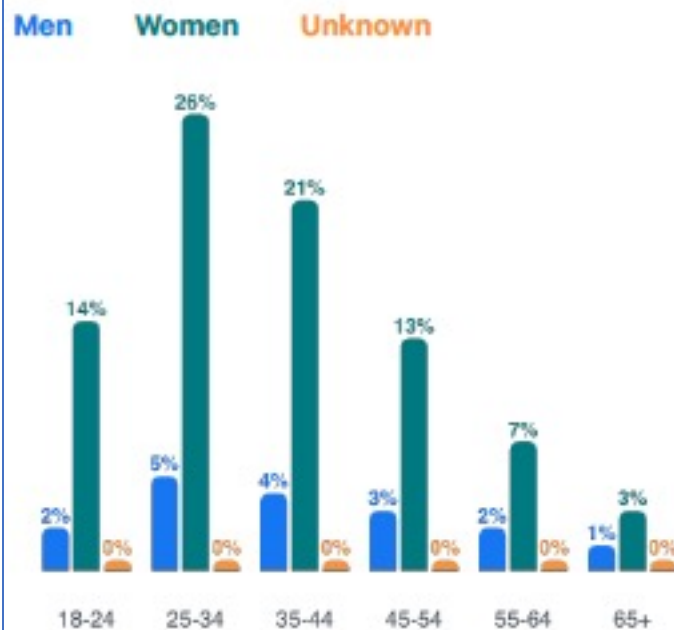
<https://inside.co/m/1p>

Housekeeping & Food Services Recruiting

INTERESTED

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive



Apr 26, 2021 - May 11, 2021

Platforms

Categories

Estimated Audience Size: >1M people

Amount spent (USD): <\$100

Impressions: 6K - 7K

This ad ran without a disclaimer

ID: 447450779889409

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

10K - 15K



Selfreliance Federal Credit Union

Sponsored • Paid for by SELFRELIANCE
FEDERAL CREDIT UNION



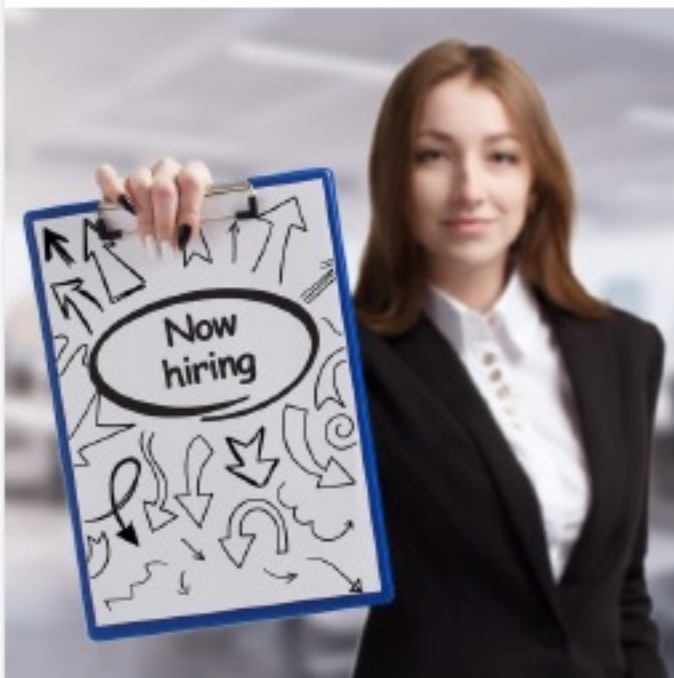
ID: 628047068616574

SCHEDULE: Full Time

LOCATION: Main Office in Chicago, IL

DETAILS AND RESPONSIBILITIES:

We are seeking an experienced executive assistant, who will support the President/CEO in daily responsibilities and become a... <https://bit.ly/3fQVGih>

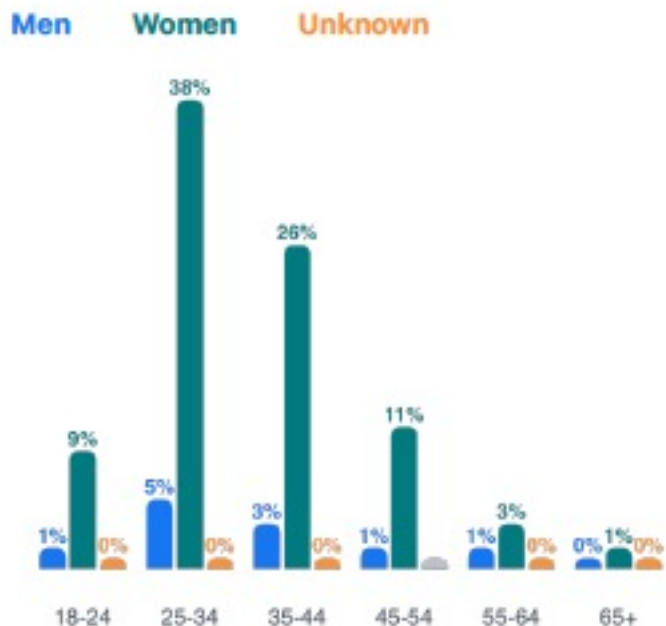


FULL-TIME • CHICAGO, ILLINOIS
Executive Administrative Assistant

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Dec 24, 2021 - Jan 13, 2022

ID: 628047068616574



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$200 - \$299 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

10K - 15K



Jasmin Child Care and Preschool

Sponsored



ID: 1255682058553847

Jasmin Child Care and Preschool is a non-profit multicultural child care center providing culturally honoring care and helping kids bridge between home and school life. We nurture bright minds with compassion and respect. Our mission is to eliminate educational disparities and promote early childhood education for children....

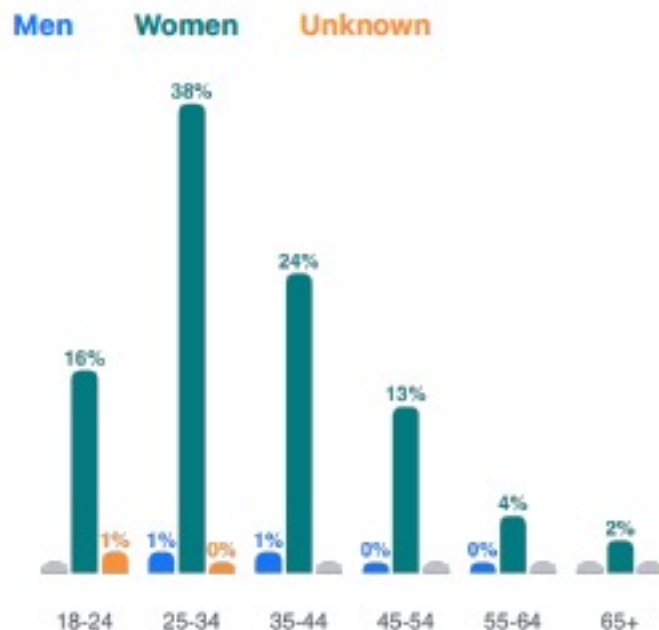


PART-TIME · \$14 - \$15 / HOUR · FARGO, NORTH
DAKOTA
Administrative Assistant

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Jul 26, 2022 - Jul 27, 2022

ID: 1255682058553847



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Alabama Rivers Alliance

Sponsored • Paid for by ALABAMA
RIVERS ALLIANCE INC

ID: 292195849650583



We're hiring!

We're looking for an Advocacy Assistant to support our awesome team. This entry-level position is designed to give the right candidate a "foot in the door" at a thriving environmental nonprofit or... https://alabamarivers.org/ara_advocacyassistant/

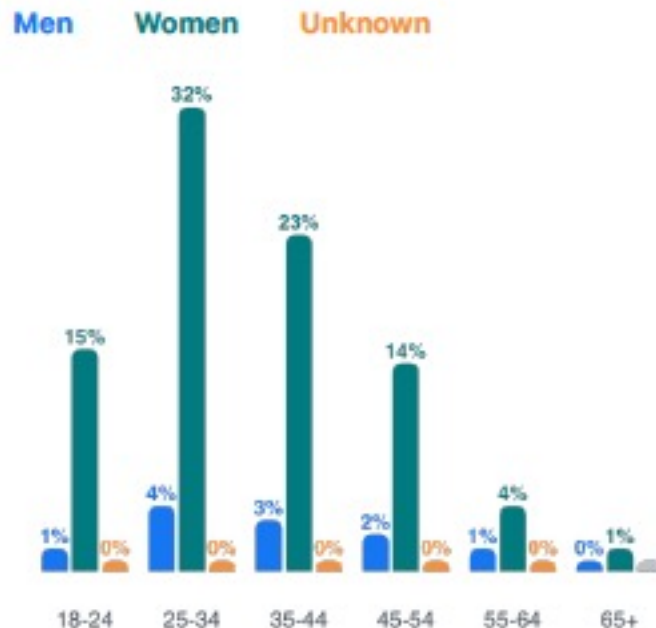


FULL-TIME • \$30,000 / YEAR • BIRMINGHAM,
ALABAMA
Advocacy Assistant

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Mar 1, 2022 - Mar 31, 2022

ID: 292195849650583



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

10K - 15K



County Executive Stuart Pittman

Sponsored • Paid for by Anne Arundel County Executive

...

ID: 368655891921423

The school year is just around the corner, and Anne Arundel County has ramped up hiring efforts as it experiences national and regional labor shortage impacts. We are calling on our residents to serve our students as school bus drivers, child care workers, and crossing guards.

...

We're hiring!

Apply today to serve our students.
aacounty.org/back-to-school-jobs



School Bus Drivers - Register for a free CDL training class or get connected to your next driving job at aawdc.org/busdriver

Child Care Positions - Rec & Parks is hiring for a variety of before and after school care positions. Learn more and apply at aacounty.org/recparks



Crossing Guards - Our Police Dept is hiring crossing guards to ensure that our children get to school safely. Learn more and apply at aacounty.org/school-crossing-guard-job

County Executive Stuart Pittman
aacounty.org/back-to-school-jobs

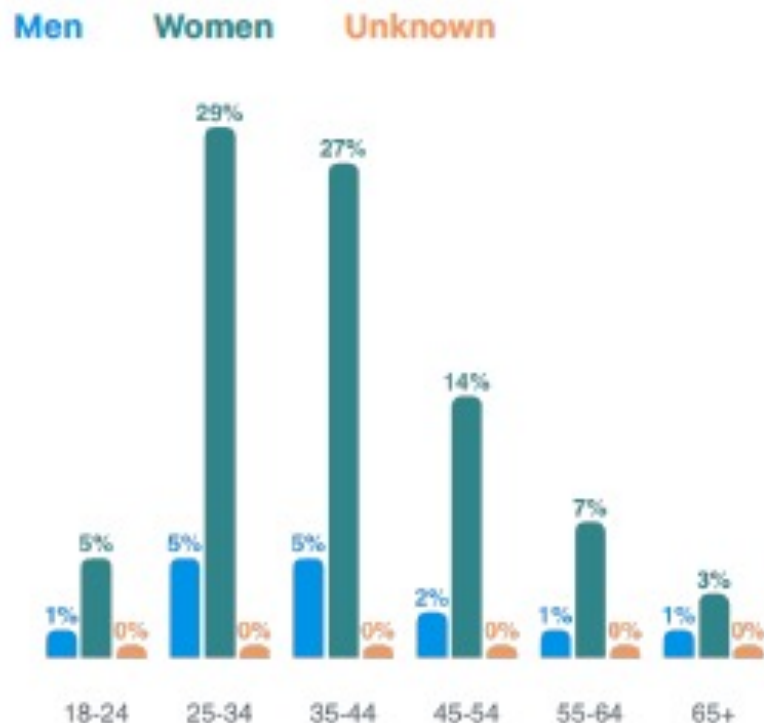


County Executive Stuart Pittman

Learn more

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

 Inactive



Aug 1, 2022 - Aug 15, 2022

ID: 368655891921423



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

 Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

 Amount spent

\$500 - \$599 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

 Impressions

90K - 100K



Joyhome Private Care Services, LLC

Sponsored

ID: 716654679159141

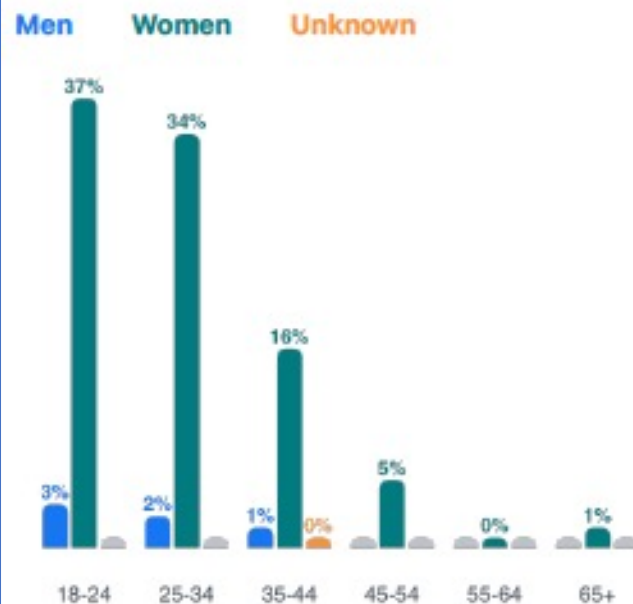


****FULL TIME, PART TIME, or PRN****

JoyNHome Private Care Services, LLC (JoyNHome) is hiring Homecare Aides at a competitive salary for candidates with and without experience to fill positions in the CSRA. To be considered, contact JoyNHome by telephone (706-339-9070) or email

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Jul 12, 2020 - Jul 12, 2020

ID: 716654679159141



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Dedicated Home Services

Sponsored

ID: 1602614683275113



Dedicated Home Service is Hiring Care Providers and Homemakers for the Denver Metro Area. We have immediate positions available in Lakewood, West Lakewood, Wheat Ridge, Arvada.

Enjoy a rewarding opportunity to help those in need in the comfort of their homes.



DEDICATED HOME SERVICES

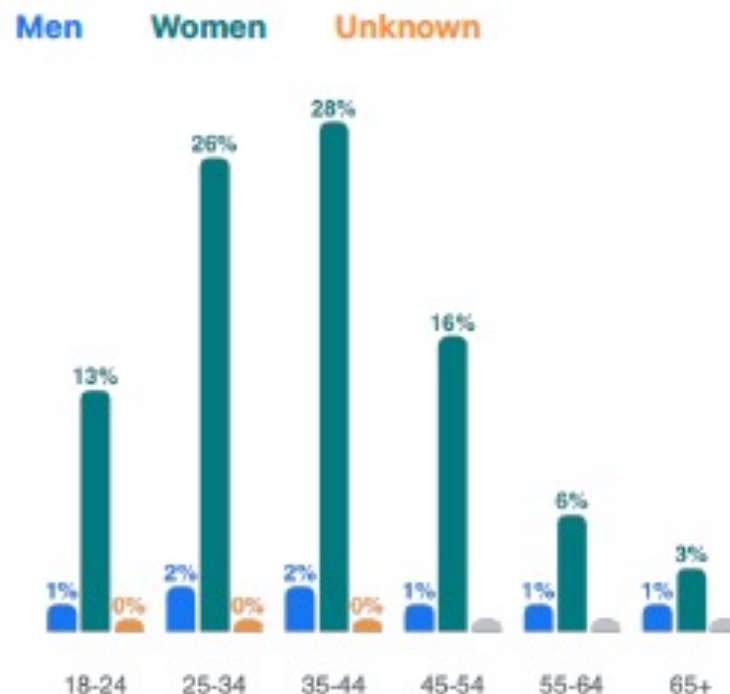
— Elevating The Standard of Living —

PART-TIME · \$13 - \$14.77 / HOUR · WHEAT RIDGE,
COLORADO
Looking for Care Providers and
Homemakers

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 8, 2021 - Sep 15, 2021

ID: 1602614683275113



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



Our House of Tremonton

Sponsored

ID: 2618337818460685



Our House Assisted Living of Tremonton is looking for dedicated, compassionate and energetic individuals to join our team and be a vital link between our residents, the nurse, and other facility staff.

We are currently hiring for day, swing, and grave shifts!!...

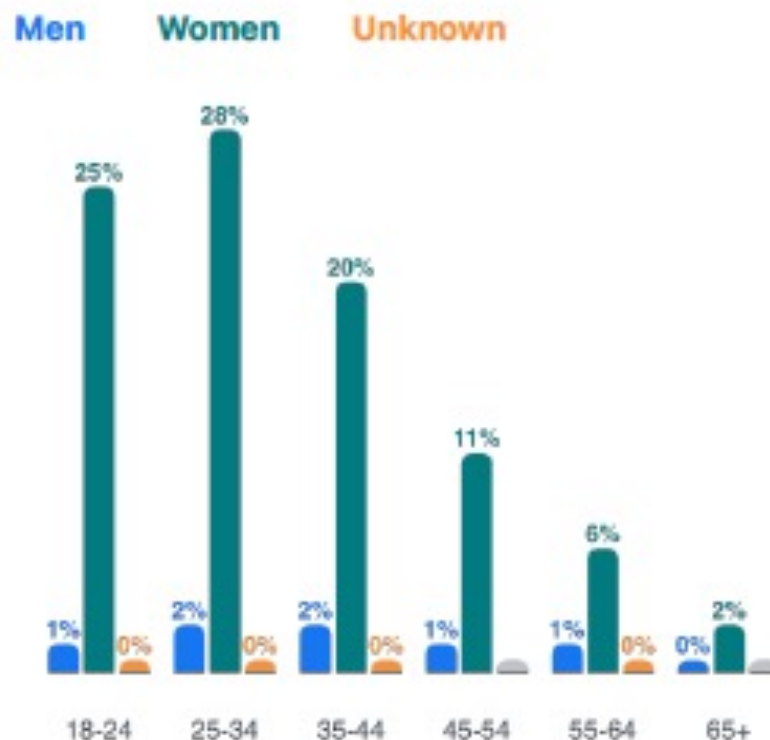


FULL-TIME - TREMONTON, UTAH
Med Tech - Various Shifts

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Sep 10, 2021 - Sep 15, 2021

ID: 2618337818460685



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



Ivy Correctional Medicine

Sponsored

ID: 439401681332304



Now Hiring Full-Time RN's and LPN's in Twin Falls!

Ivy Medical believes everyone deserves high quality medical care. We provide care to some of the most vulnerable patients in America - men and women incarcerated in jails.

...

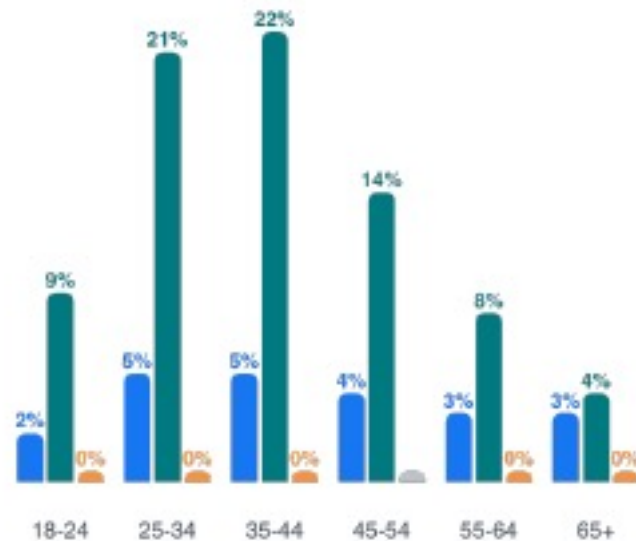


Ivy
—
**CORRECTIONAL
MEDICINE**

Ivy Correctional Medicine

Learn more

Men Women Unknown



Data behind the ad

Inactive



Sep 9, 2022 - Sep 10, 2022

ID: 439401681332304



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

50K - 100K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



Town of East Hartford, CT – Government

Sponsored • Paid for by Town of East Hartford

ID: 1200828357144425

East Hartford Social Services Is Hiring!

Applications are accepted through **October 16, 2022** at

www.governmentjobs.com/careers/easthartfordct

The Town of East Hartford is looking for a dedicated...



JOIN OUR TEAM!

The Town of East Hartford is looking for a dedicated individual to guide and support our evolving Social Services Department. The person selected for the Program Supervisor will have the opportunity to lead a wonderful team of professionals invested in delivering services that positively impact our residents. Our Town leadership structure is open to modifying programs and adding services that can lead to improvements in addressing community needs.

GOVERNMENTJOBS.COM

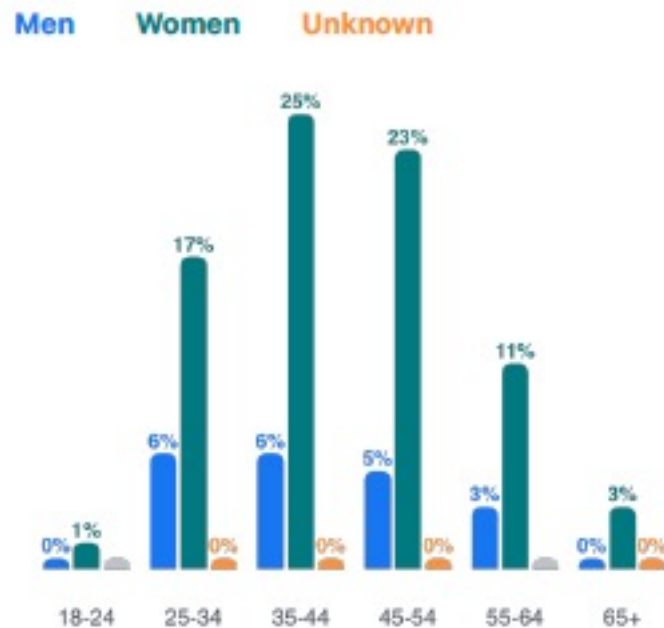
Job Opportunities | Career Pages

You can now apply online by clicking on the job title you are interested in and clicking on the "Apply" lin...

Learn more

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 22, 2022 - Oct 16, 2022

ID: 1200828357144425



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

6K - 7K



Denton County Democratic Party

Sponsored • Paid for by Denton County Democratic Party

NOW HIRING - Earn \$20/Hour

Denton County Democratic Party is hiring independent contractors to field organize for the 2022 campaign cycle (between now-November 8, 2022). Organizers go door to door throughout Denton County to targeted voters to remind Democrats to vote and inquire about intentions for voting.



HIRING NOW - Earn \$20/Hour
Democratic Canvassers

Start Saturday and work through November 8

Go door-to-door in Denton County to get folks out to vote for Democrats

Set your own hours!

20 hours/week minimum (including min. of 10 hours Saturday & Sundays between 10am & 8pm)

Excellent opportunity to help elect Democrats, get exercise, and earn money!

(Pa.). Ads paid for by Denton County Democratic Party, 5029 Malone St Suite 410, Denton TX 76201

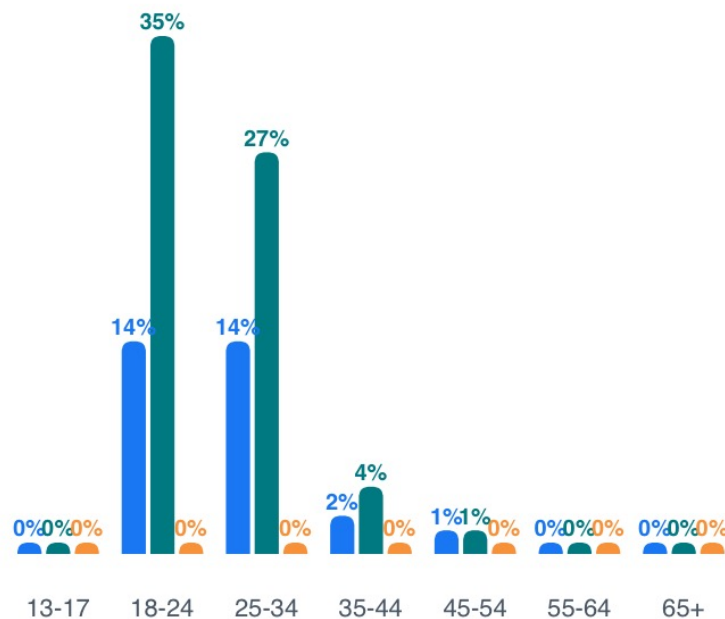
DOCS.GOOGLE.COM
NOW HIRING - EARN \$20/HR

Sign up

Men

Women

Unknown



Inactive



Oct 7, 2022 - Oct 27, 2022

Platforms  

Categories 

Estimated Audience Size: **100K - 500K people**

Amount spent (USD): **\$500 - \$599**

Impressions: **50K - 60K**

ID: 798386364777533

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

\$900 - \$999 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

100K - 125K



Hog Slat Careers

Sponsored

HIRING!

COUNTER SALES REPRESENTATIVE/WAREHOUSE ASSISTANT
MOULTRIE, GA

We provide full benefits!

To view the full job description and/or to APPLY, please follow...

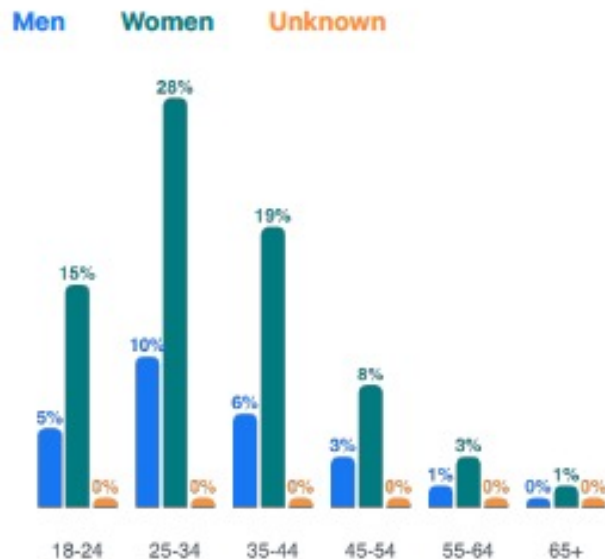
FULL-TIME - MOULTRIE

Counter Sales Representative/Warehouse Assistant -
Moultrie, GA

Apply now

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



Inactive

Dec 10, 2021 - Dec 16, 2021

Platforms

Categories

Estimated Audience Size: 100K - 500K people

Amount spent (USD): <\$100

Impressions: 4K - 5K

This ad ran without a disclaimer

ID: 3021878248075960

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

Impressions

7K - 8K



ATA Services, Inc.

Sponsored



ID: 420552298883740

ATA Services, Inc. is a temporary staffing agency in Albuquerque currently seeking highly dependable, hard working, flexible Administrative candidates to work upcoming General 2020 Presidential Election. There are a number of positions available and we're looking to hire ASAP.

...

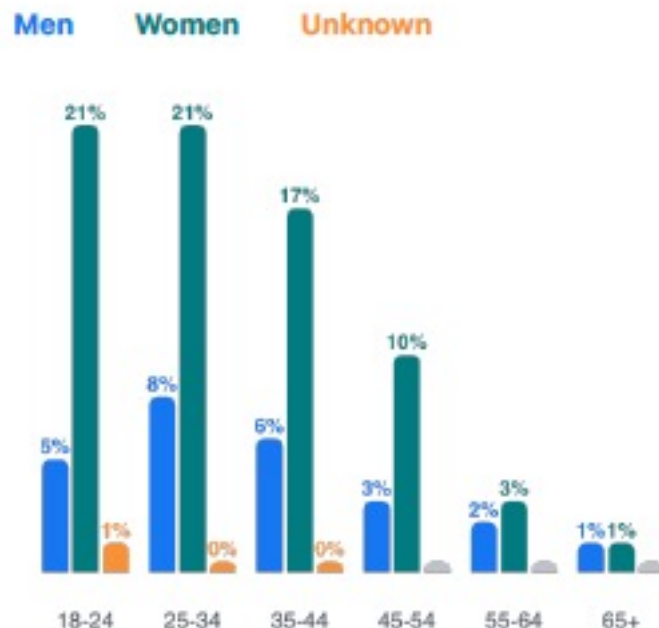


FULL-TIME - \$12 - \$14 / HOUR - LAKEWOOD, CO
Administrative Assistant

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Aug 9, 2020 - Aug 12, 2020

ID: 420552298883740



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

2K - 3K



Liberty Mutual Careers

Sponsored



ID: 190901963153675

At Liberty Mutual, we're committed to creating an equitable, inclusive workplace for all. Join us.



Pursue your tomorrow, today.



Liberty Mutual.
INSURANCE

[JOBS.LIBERTYMUTUALGROUP.COM](https://jobs.libertymutualgroup.com)

See our commitment.

All are welcome.

[Learn more](#)

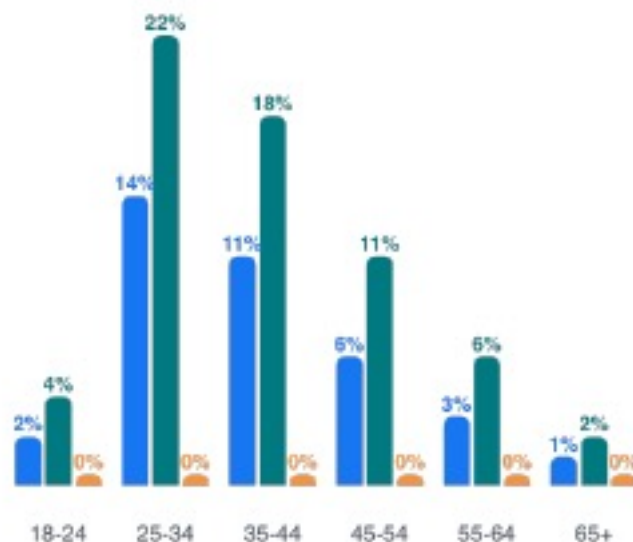
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



Sep 30, 2021 - Dec 26, 2021

ID: 190901963153675



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$600 - \$699 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

35K - 40K



CareerBoutique

Sponsored

The County Of Los Angeles and other organizations are hiring!
Earn up to \$1850 per paycheck!



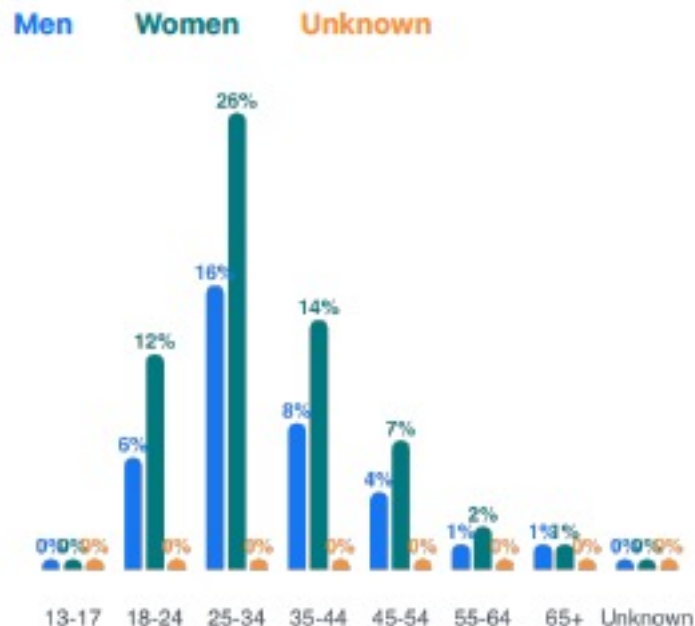
HIRING NOW

CAREERBOUTIQUE.COM/COUNTY_OF_LOS_ANGELES
HIRING NOW: County Of Los Angeles and other
companies!
Apply today while openings last!

[Learn More](#)

Who was shown these ads

The age and gender breakdowns of people who saw these ads.




☒ Inactive

Feb 18, 2021 - Apr 2, 2021

Platforms    

Categories  

 Estimated Audience Size: >1M people

 Amount spent (USD): \$10K - \$15K

 Impressions: >1M

This ad ran without a disclaimer 

This ad has multiple versions 

ID: 892130511599327

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

 Amount spent

\$15K - \$20K (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

 Impressions

>1M

SAYS (Sacramento Area Youth Speaks)

Sponsored

ID: 3065807587062050

Are you interested in being a teaching artist?
Interested in using the arts to empower youth? If this
is you, please apply to be a SAYS Teaching artist! (Link
in bio) #hiring #educators #youngprofessionals
#collegestudent #artist #poets #hiphopartist
#teachingartist

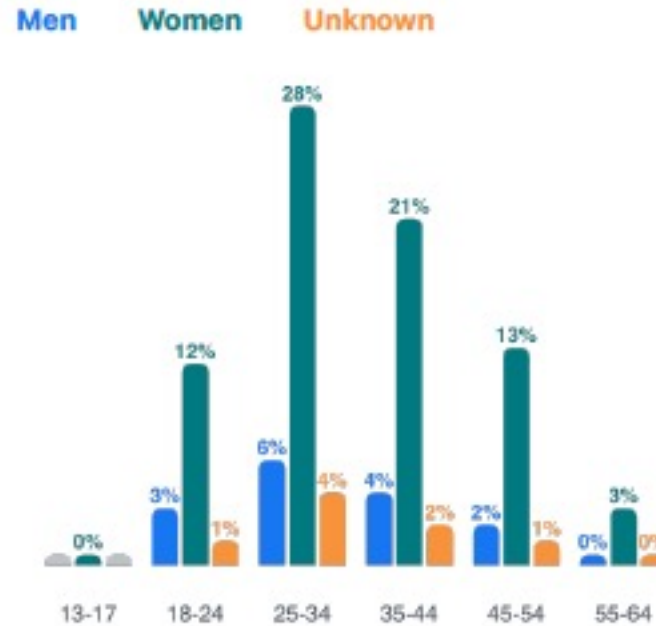
SAYS.UCDAVIS.EDU

SAYS (Sacramento Area Youth Speaks)

Learn more

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

☒ Inactive

Sep 8, 2022 - Sep 9, 2022

ID: 3065807587062050



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K

Careers In Government

Sponsored • Paid for by Michael David Hurwitz

ID: 633905525009225

County of San Mateo Virtual Hiring Event - Elections Division - Take advantage of this great opportunity to learn about the Elections Division and participate in on-the-spot interviews.

COUNTY of SAN MATEO

Virtual Hiring Event

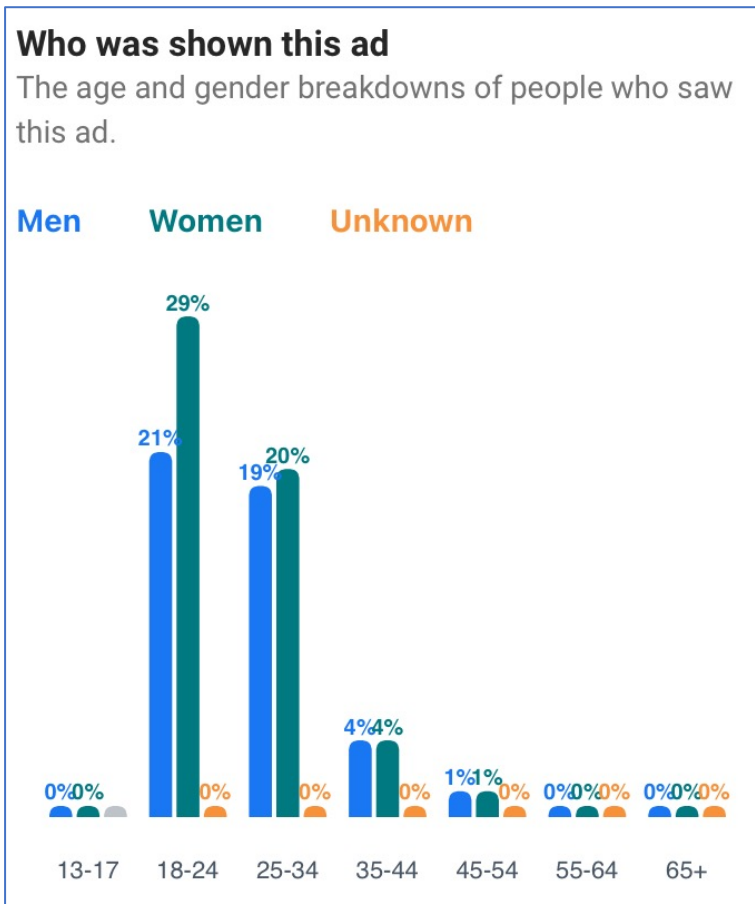
Elections Division

CAREERSINGOVERNMENT.COM

Saturday October 1st 1pm - 4pm PST

Highlighted positions include: Election Vote Center Representative, Election Warehouse and Field...

Learn More



Data behind the ad

Inactive

Sep 22, 2022 - Oct 1, 2022

ID: 633905525009225

Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. Learn more

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. Learn more

Impressions

40K - 45K



Employment Connection Saint Louis

Sponsored

ID: 1478669899274685



Employment Connection is hiring! Our new Violence Prevention Program aims to reduce conflict and gun violence in the Peabody Darst Webbe and LaSalle Park neighborhoods. Be a part of the solution!

* Manager of Violence Prevention Services * – lead the implementation of the program, oversee client...

Now Hiring for our new
Violence Prevention Program
Manager of Violence Prevention Services
Outreach Worker
Community Engagement Specialists

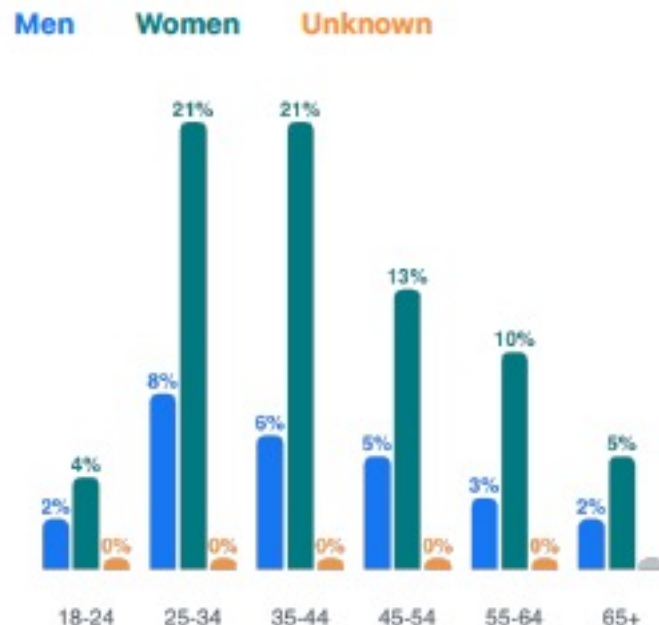
To apply send your resume and cover letter to personnel@employmentcoill.org

Employment Connection Saint Louis

[Learn more](#)

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Sep 22, 2022 - Sep 23, 2022

ID: 1478669899274685



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

Not available

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)



Impressions

1K - 2K



Poder Latinx

Sponsored • Paid for by Poder Latinx

#PoderLatinx is hiring! Empower a political wave where the Latinx Community  plays a key role in the transformation of our country and are decision-makers  of our political process. Click the link in bio!  : poderlatinx.org/careers

#nowhiring #socialjustice #work #job #poderlatinx
#latinxpeople #latinx #latinxcommunity #environmentaljustice

PODER LATINX CAREERS!

Join Our Team:
poderlatinx.org/careers

State Directors
(AZ, GA)

State Program Coordinator
(GA)

Community Organizer
(FL)



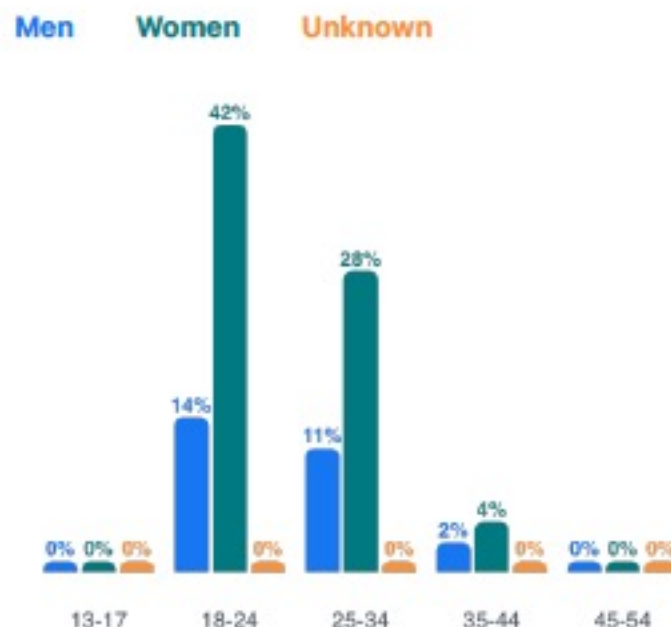
PODERLATINX.ORG
PODER LATINX - JOIN US!

Our mission is to build a political wave where the Latinx community plays a key role in the transformation of our country.

[Learn more](#)

Who was shown these ads

The age and gender breakdowns of people who saw these ads.



 Inactive



Sep 20, 2022 - Sep 24, 2022

Platforms  

Categories 

 Estimated Audience Size: >1M people

 Amount spent (USD): \$100 - \$199

 Impressions: 25K - 30K

ID: 633249061700139

Amount spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

 Amount spent

\$100 - \$199 (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people. [Learn more](#)

 Impressions

45K - 50K



Walton County Board of County Commissioners, Florida

Sponsored • Paid for by Walton County Board of County
Commissioners

Now Hiring
ASSISTANT PURCHASING MANAGER

JOB SUMMARY

Under the supervision of the Purchasing Manager, the Assistant
Purchasing Manager, performs responsible administrative

Join Our Team!



Assistant Purchasing
Manager
(Click Link Below)



CO.WALTON.FL.US

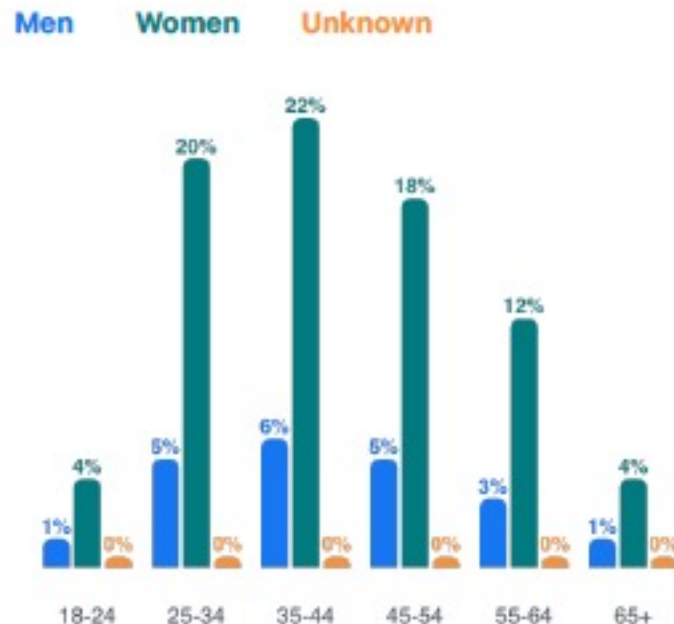
Careers | Walton County, FL - Home Page

Note: If you do not have easy access to the Internet you may
visit one of the BCC's four libraries or visit a CareerSource

Learn more

Who was shown these ads

The age and gender breakdowns of people who saw these
ads.



☒ Inactive

Feb 6, 2022 - Feb 13, 2022

Platforms

Categories

Estimated Audience Size: 50K - 100K people

Amount spent (USD): \$100 - \$199

Impressions: 15K - 20K

ID: 1525378131155852

Amount spent

The estimated total money this advertiser spent on
these ads.

[Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times these ads were seen on a
screen. This may include multiple views by the same
people. [Learn more](#)

Impressions

25K - 30K

24:1

Sponsored • Paid for by Beyond Housing, Inc.



ID: 2113727162114255

Looking to #loveyourjob? Come work with [Beyond Housing](#). Openings range from hospitality to home maintenance and forestry to fund development. See a full list at <https://www.beyondhousing.org/career-list>.

Beyond Housing, a local non-profit organization working in the Normandy school district area is hirin...

Looking to #loveyourjob? Come work with us!

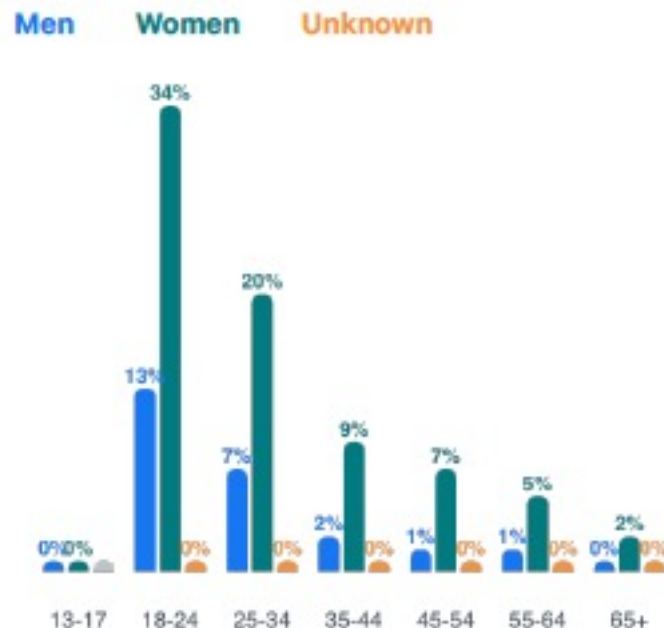
BEYONDHOUSING.ORG

Looking to #loveyourjob? Come work with us.
At Beyond Housing, we are committed to promoting
Diversity, Inclusion, and Equity throughout our...

[Learn more](#)

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Feb 28, 2022 - Mar 15, 2022

ID: 2113727162114255



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

20K - 25K



Our House

Sponsored • Paid for by OUR HOUSE INC

ID: 1228962927849423

TO APPLY: Please visit ourhouseshelter.org/jobs to view the full position description and apply. Applicants who do not follow these instructions will not be considered. Position is open until filled.

RESPONSIBILITIES:

- Supervises residents in the Housing Programs and...

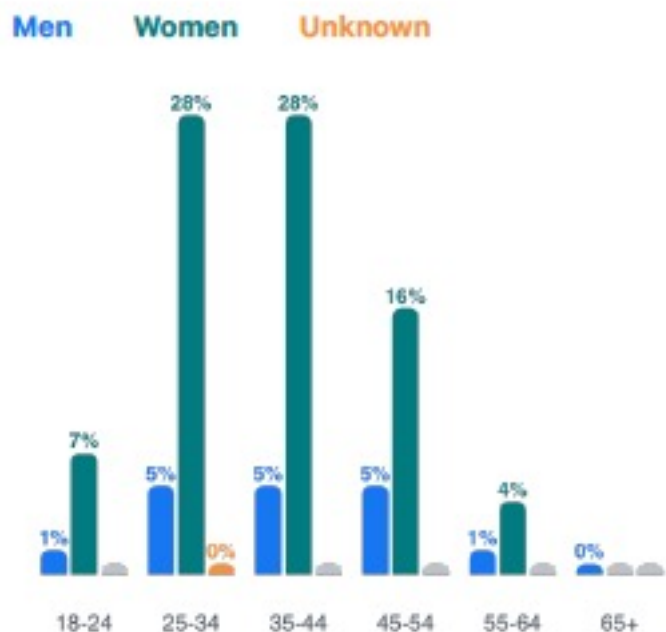


PART-TIME • LITTLE ROCK, ARKANSAS
Housing Supervisor

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

May 11, 2022 - May 16, 2022

ID: 1228962927849423



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

See more

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



Texas Victory Consulting

Sponsored • Paid for by Texas Victory Consulting

ID: 480189697155771

WE ARE HIRING!!!

Do you need extra money for the holidays? Do you know someone who could use some extra cash, while doing a service to their community at the same time?

APPLY TODAY!



Flexible Hours

Pay is between 13- 20 dollars an hour
(Based on experience)

Antron@texasvictoryconsulting.com

281-404-0437

409-550-9351

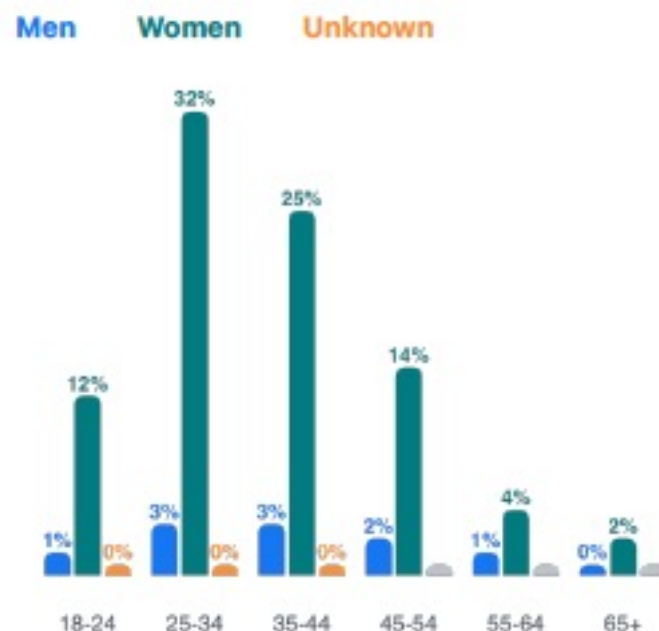
www.texasvictoryconsulting.com

WE ARE HIRING!

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Active

Started running on Sep 30, 2022

ID: 480189697155771



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

500K - 1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

3K - 4K



West Suburban Women's Health

Sponsored



ID: 380568373558737

Are you a registered nurse or certified medical assistant looking to practice office based OBGYN care? Come and join our AMAZING private practice. Weekday shifts only...no nights, weekends or holidays - EVER.



West Suburban Women's Health is hiring!!

Position: **Registered Nurse**
&
Certified Medical Assistant

Status: Full time

Location: 545 Plainfield Rd. Ste C, Willowbrook

100% office based so no weekends or holidays required!

Cover letter and resumes can be emailed to:

jmikischer@wswomenshealth.com or faxed to 630-655-3270

WSWOMENSHALTH.COM

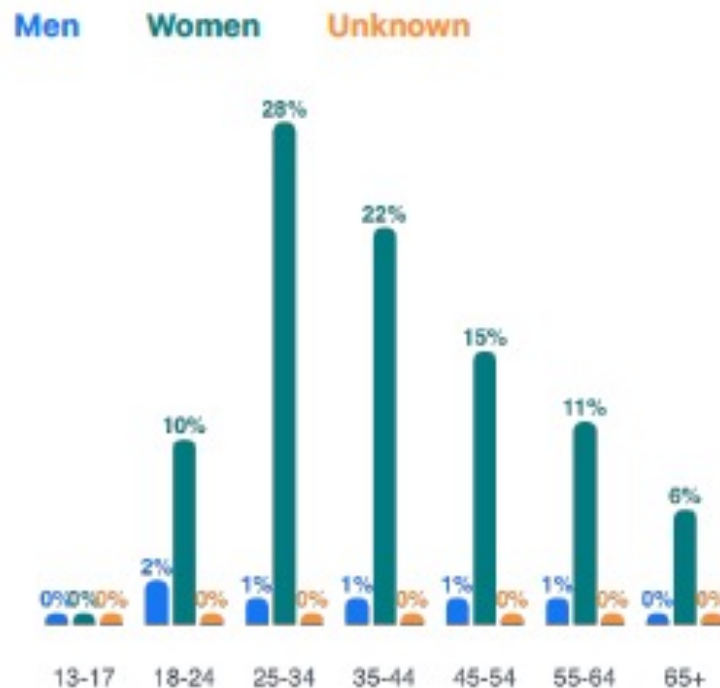
West Suburban Women's Health, Willowbrook, IL

West Suburban Women's Health Limited, where comprehensive reproductive healthcare is our goal...

[Learn more](#)

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Mar 11, 2022 - Mar 16, 2022

ID: 380568373558737



Estimated Audience Size

Estimated Audience Size generally estimates how many [people](#) meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

7K - 8K



Swansboro Food & Beverage Co.

Sponsored



ID: 132312732154567

Swansboro Food and Beverage Company is recruiting an experienced restaurant manager to cover nightly weekday and weekend shifts at our popular, well-established restaurant on the North Carolina coast. After five years, we are a favorite of local diners and serve a growing customer base of tourists, both on and off season. Our business is year-round with

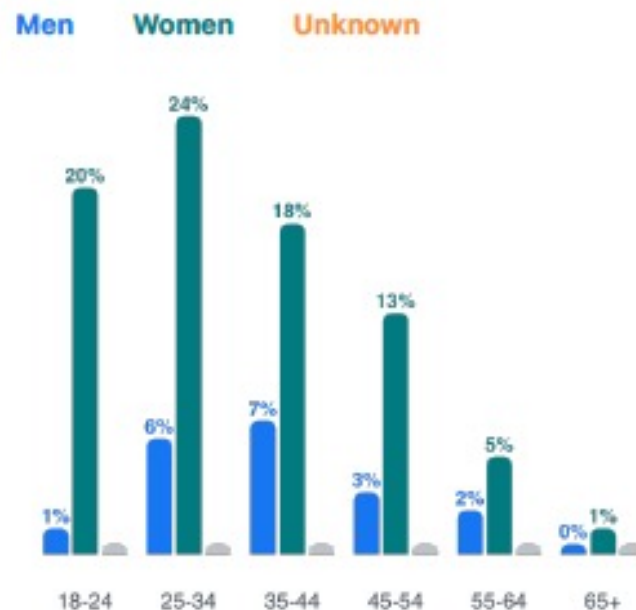


FULL-TIME · SWANSBORO, NORTH CAROLINA
Restaurant Manager

Apply now

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive



Apr 22, 2021 - Apr 27, 2021

ID: 132312732154567



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

100K - 500K people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

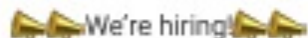
<1K



Instagram User 834410765

Sponsored

ID: 562461371689401



Books Beyond Bars is run through the Center for Appellate Litigation, a non-profit public defense law firm dedicated to equal justice under the law for indigent incarcerated New Yorkers.

...



INSTAGRAM

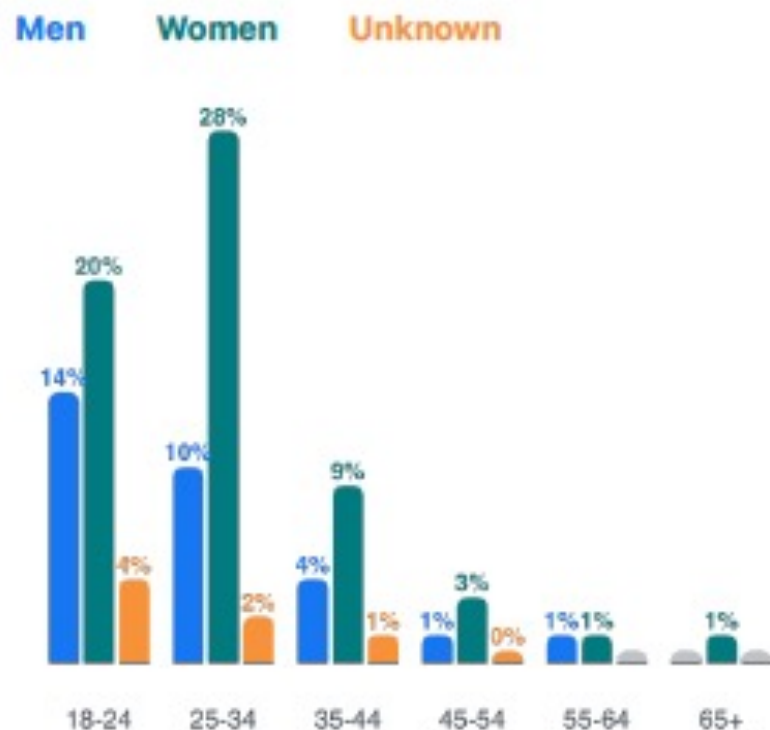
Visit Instagr...

INSTAGRAM

Visit Insta

Who was shown this ad

The age and gender breakdowns of people who saw this ad.



Data behind the ad

Inactive

Sep 22, 2021 - Sep 23, 2021

ID: 562461371689401



Estimated Audience Size

Estimated Audience Size generally estimates how many **people** meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

<1K



City of Martinez, CA - City Hall

Sponsored • Paid for by MARTINEZ,
CITY OF



ID: 1026109541616649

[👉 para español 👉] Martinez Recreation is hiring for Summer 2022! ☀️

We have plenty of opportunities over the Summer and throughout the year to get involved! Seasonal part-time positions include but are not limited to:

... <https://bit.ly/362yazp>



City of Martinez, CA - City Hall

[Learn more](#)

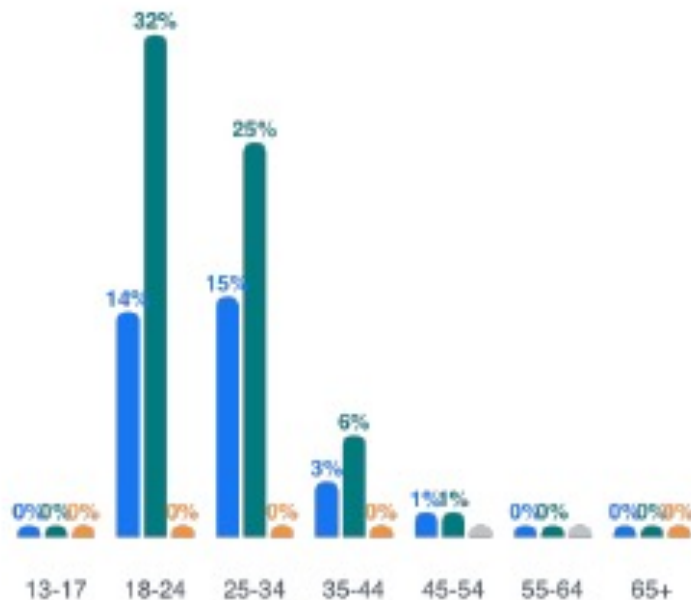
Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men

Women

Unknown



Data behind the ad

Inactive



Mar 22, 2022 - Mar 28, 2022

ID: 1026109541616649



Estimated Audience Size

Estimated Audience Size generally estimates how many people meet the targeting and ad placement criteria that advertisers select while creating an ad...

[See more](#)

Estimated Audience Size

>1M people

Amount spent

The estimated total amount of money spent on an ad during its schedule. [Learn more](#)

Amount spent

\$100 - \$199 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

Impressions

20K - 25K