

FINISH THE JOB

Social Media Kit

Enforce the Digital Markets Act. **Campaign launch: 15 July 2026.**

HOW TO USE THIS KIT

The campaign goes live on 15 July. The strongest signal we can send is a wave of posts landing on the same day, so please schedule yours for the 15th if you can.

You have two options. Either pick one of the ready made LinkedIn posts below and publish it as is, or fill in the open statement tile with your own line on why DMA enforcement matters to you. Personal, specific posts almost always outperform polished corporate lines, so your own words are welcome and encouraged.

A few things that help a post travel further on LinkedIn:

- Post from your personal profile as well as your company page. Personal profiles get far more reach.
- Keep the link out of the main text. LinkedIn suppresses posts that send people off the platform, so put finishthejob.eu in the first comment instead, right after you publish.
- Use only the two campaign hashtags, #FinishTheJob and #DMA. More hashtags do not help.
- Tag the campaign and reply to a few other posts under the hashtag in the first hour. Early engagement is what pushes a post into more feeds.

The graphics and tiles come as a separate attachment.

LINKEDIN POSTS

Post for Tile 1 · “Don’t let Big Tech think the DMA is no big deal.”

Europe wrote the boldest tech law in the world.

Right now it is being treated as optional.

The Digital Markets Act has applied since early 2024. It exists to stop a handful of gatekeepers from deciding who gets to compete in Europe’s digital markets. Most cases under it have moved forward. Others have sat open for more than a year, past the deadline the law itself sets, while decisions get weighed against trade politics instead of the evidence.

A law you do not enforce is just a suggestion.

This week a coalition of European founders, investors and companies takes that message to Brussels and directly to Commission President Ursula von der Leyen. The ask is simple. Enforce the DMA as written, on the timeline it sets.

Everything is already in place. The law is written. The proceedings are running. The evidence is documented. What is missing is one decision.

Add your organisation to the open letter at finishthejob.eu. Every logo becomes a signature, and we deliver it on 23 July.

Madam President, finish the job.

#FinishTheJob #DMA

Post for Tile 2 · “Don’t let Big Tech swallow the DMA whole.”

This week, billboards go up within a kilometre of the Berlaymont, on the same streets and metro stations EU officials pass on their way to work.

The message on them is blunt. Big Tech does not need a loophole to swallow the Digital Markets Act whole. It just needs Brussels to keep negotiating instead of deciding.

Several cases under the DMA sit open past their own deadline, while enforcement gets weighed against tariff talks with a government that openly calls Europe an adversary.

European founders are behind this campaign for one reason. A sovereignty that is up for negotiation is not sovereignty at all.

The DMA was Europe’s answer to markets that a few gatekeepers control. It only works if it is enforced on schedule, not on a trade calendar.

If you are in Brussels this week, you will see the billboards. If you are not, you can still act. Add your logo to the open letter at finishthejob.eu, and we deliver it to Commission President von der Leyen on 23 July.

Madam President, finish the job.

#FinishTheJob #DMA

Post for Tile 3 · “A law you don’t enforce is just a suggestion.”

A law you do not enforce is just a suggestion.

The Digital Markets Act was built to open markets that a handful of gatekeepers keep closed. Since it took effect, several cases have been opened and closed within

months. The biggest test of the law is a different story. It has sat open well past its own deadline, while a decision gets weighed against trade politics instead of the evidence already on file.

This is not about picking a fight with one company. It is about what happens to every other case, and to the next law Europe writes, if the Commission lets its first real test slide.

On 23 July, a coalition of European founders delivers an open letter to Commission President Ursula von der Leyen. The ask is simple. Decide the open cases on the law, not on the calendar of trade talks.

Everything is already in place. What is missing is the will to act.

Add your organisation at finishthejob.eu.

Madam President, finish the job.

#FinishTheJob #DMA

Post for Tile 4 · open statement tile, your own words

Why does enforcing the Digital Markets Act actually matter to your business?

Not the talking points. The real answer.

Maybe a competitor got there first because the rules never applied to them. Maybe a deal stalled because a gatekeeper controlled the distribution you needed. Maybe you are building in a market where one company sets the terms for everyone else.

Whatever your reason is, say it in your own words.

Fill in the tile, post it with #FinishTheJob, and tag the campaign. Brussels should hear the real experiences of European founders, not a set of polished lines.

Then take the next step. Add your organisation to the open letter at finishthejob.eu. Every logo becomes a signature, and we deliver it to Commission President von der Leyen on 23 July, alongside every business that decided enforcement was worth speaking up for.

Madam President, finish the job.

#FinishTheJob #DMA

UNIVERSAL PARTNER CAPTION

For companies posting their own filled in tile. Just add your name.

[Company] is backing #FinishTheJob.

The Digital Markets Act is Europe's law, and it only works if it is enforced. We are adding our name to the open letter calling on Commission President von der Leyen to enforce it in full and without delay.

Add your organisation at finishthejob.eu.

#FinishTheJob #DMA

STATEMENT LINES FOR THE OPEN TILES

Pick one, or write your own.

"We built our product to compete on merit. The DMA promised that. Now enforce it."

"Every month the DMA goes unenforced, a gatekeeper writes the rules of our market instead of the law."

"We do not need special treatment. We need the law that already exists enforced."

"A rulebook nobody enforces is not a rulebook. It is a suggestion Big Tech is free to ignore."

"Europe wrote the DMA to give us a fair shot. We are still waiting for it to be enforced."

"We compete with gatekeepers every day. The only thing missing is a Commission willing to enforce its own law."

"The DMA does not need rewriting. It needs enforcing, starting with the cases already on the desk."

"Enforce the DMA in full and on time. That is all Europe's founders are asking for."