THE CENSORSHIP-INDUSTRIAL COMPLEX: HOW TOP BIDEN WHITE HOUSE OFFICIALS COERCED BIG TECH TO CENSOR AMERICANS, TRUE INFORMATION, AND CRITICS OF THE BIDEN ADMINISTRATION

Interim Staff Report of the

Committee on the Judiciary
and the
Select Subcommittee on the Weaponization of the Federal Government

U.S. House of Representatives

May 1, 2024

EXECUTIVE SUMMARY

> "Just got off [an] hour long call with [Senior Advisor to President Biden] Andy Slavitt. . . . [H]e was outraged – not too strong of a word to describe his reaction – that we did not remove this post. . . . I countered that removing content like that would represent a significant incursion into traditional boundaries of free expression in the US but he replied that the post was directly comparing Covid vaccines to asbestos poisoning in a way which demonstrably inhibits confidence in Covid vaccines amongst those the Biden Administration is trying to reach."
>
> – Sir Nick Clegg, Meta's President of Global Affairs, former Deputy Prime Minister of the United Kingdom, describing his efforts to explain the boundaries of the First Amendment to the Biden White House in April 2021.[1]

This interim report details the monthslong campaign by the Biden White House to coerce large companies, namely Meta (parent company of Facebook), Alphabet (parent company of YouTube), and Amazon, to censor books, videos, posts, and other content online. By the end of 2021, Facebook, YouTube, and Amazon changed their content moderation policies in ways that were directly responsive to criticism from the Biden Administration.

While the Biden White House's pressure campaign largely succeeded, its effects were devastating. By suppressing free speech and intentionally distorting public debate in the modern town square, ideas and policies were no longer fairly tested and debated on their merits. Instead, policymakers implemented a series of public health measures that proved to be disastrous for the country. From unnecessary extended school closures to unconstitutional vaccine mandates that forced workers to take a newly developed vaccine or risk losing their jobs, the Biden Administration and other officials needlessly imposed harm and suffering on Americans across the country.

Ongoing litigation and the publication of the Twitter Files following Elon Musk's acquisition of the company began to provide some insight into the behind-the-scenes efforts of the Biden White House to censor political opponents and disfavored views. For example, on just the third day of the Biden Administration, the White House emailed Twitter (now X) personnel to demand that a tweet by Robert F. Kennedy, Jr. be "removed ASAP."[2] The directive was not limited to just Kennedy; in the same email, the Biden White House asked Twitter to also "keep an eye out for tweets that fall in this same genre."[3]

But the most important documents to understanding the Biden White House's censorship efforts have proven to be internal emails from the companies on the receiving end of White House threats and coercion. After issuing dozens of subpoenas to Big Tech, government agencies, and relevant third parties, the Committee on the Judiciary and Select Subcommittee on the Weaponization of the Federal Government began to obtain tens of thousands of documents

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[1] *See* Internal email from Nick Clegg to Facebook personnel (Apr. 18, 2021, 9:07 PM) ; *see* Ex. 29.
[2] Missouri v. Biden, 3:22-cv-01213, (W.D. La. Jan. 11, 2023) ECF No. 174-1 (Ex. A).
[3] *Id*.

illustrating the details of the Biden White House's pressure campaign. Obtaining key internal company communications—often including the highest levels of company leadership—took additional escalatory measures from the Committee and Select Subcommittee, including threats to hold Meta CEO Mark Zuckerberg in contempt of Congress.[4]

Now, having obtained and reviewed tens of thousands of emails and other relevant nonpublic documents, the Committee and Select Subcommittee can provide a more complete picture of how and the extent to which the Biden White House coerced companies to suppress free speech.

- **Big Tech Changed Their Content Moderation Policies Because of Biden White House Pressure.** The Biden White House pressure campaign largely succeeded in 2021. In the weeks and months following the start of the White House pressure campaign, Facebook, YouTube, and Amazon all changed their content moderation policies. The White House pressured companies to censor information that did not violate their content moderation policies at the time. The best evidence to assess *why* content moderation policies were changed is to review relevant email correspondence and other documents at the time of the policy change. Indeed, both Facebook and Amazon referred to the Biden White House's efforts as "pressure."[5] Here is a subset of key documents first obtained by the Committee and Select Subcommittee pursuant to subpoena:

    - In March 2021, an Amazon employee emailed others within the company about the reason for the Amazon bookstore's new content moderation policy change: "[T]he impetus for this request is criticism from the Biden Administration about sensitive books we're giving prominent placement to."[6]

    - In March 2021, just one day prior to a scheduled call with the White House, an Amazon employee explained how changes to Amazon's bookstore policies were being applied "due to criticism from the Biden people."[7]

    - In July 2021, when Facebook executive Nick Clegg asked a Facebook employee why the company censored the man-made theory of the SARS-CoV-2 virus, the employee responded: "Because we were under pressure from the [Biden] administration and others to do more. . . . We shouldn't have done it."[8]

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[4] *See, e.g.*, Ryan Tracy, *Mark Zuckerberg Could Be Held in Contempt of Congress: What to Know*, WALL ST. J. (Apr. 27, 2023); *see also* STAFF OF THE H. JUDICIARY COMM. & THE SELECT SUBCOMM. ON THE WEAPONIZATION OF THE FED. GOV'T, THE WEAPONIZATION OF 'DISINFORMATION' PSEUDO-EXPERTS AND BUREAUCRATS: HOW THE FEDERAL GOVERNMENT PARTNERED WITH UNIVERSITIES TO CENSOR AMERICANS' FREE SPEECH, at 2, 86–87 (Nov. 6, 2023) (on file with the Comm.) (the Committee threatened contempt after Stanford initially refused to provide critical documents and information responsive to the Committee's subpoena).
[5] *See, e.g.,* Internal email from Facebook personnel to Mark Zuckerberg (June 6, 2021, 2:24 PM); *see* Ex. 37. Internal email between Amazon personnel (Mar. 12, 2021, 2:47 PM); *see* Ex. 135.
[6] Internal email between Amazon employees (Mar. 4, 2021, 2:18 PM); *see* Ex. 131.
[7] Internal email between Amazon employees (Mar. 8, 2021, 8:28 AM); *see* Ex. 132.
[8] Internal email from Facebook personnel to Nick Clegg (July 14, 2021, 7:44 PM); *see* Ex. 52.

- In August 2021, an internal Facebook email explained why the company was developing, and ultimately implementing, new content moderation policies: "[Facebook's] Leadership asked Misinfo Policy . . . to brainstorm some additional policy levers we can pull to be more aggressive against . . . misinformation. This is stemming from the continued criticism of our approach from the [Biden] administration."[9]

- In September 2021, after receiving months of criticism for not censoring non-violative content, YouTube shared with the Biden White House a new "policy proposal" to censor more content criticizing the safety and efficacy of vaccines, asking for "any feedback" the White House could provide before the policy had been finalized.[10] The White House gushed: "at first blush, seems like a great step."[11]

- **The Biden White House's Censorship Campaign Targeted True Information, Satire, and Other Content that Did Not Violate the Platforms' Policies.** Contrary to their claims of wanting to combat alleged so-called "misinformation" and foreign disinformation, the Biden Administration pressured the companies to censor true information, satire, memes, opinions, and Americans' personal experiences.

  - For example, internal July 2021 Facebook emails obtained by the Committee and Select Subcommittee show that Facebook understood that the Biden White House's position as wanting "negative information on or opinions about the vaccine" removed as well as "humorous or satirical content that suggests the vaccine isn't safe."[12]

  - The same set of emails also noted that "The Surgeon General wants us to remove true information about side effects."[13]

- **The Biden White House's Censorship Campaign had a Chilling Effect on Other Speech.** In February 2021, Facebook increased its censorship of several topics—including those related to the origin of the SARS-CoV-2 virus—as part of a general response to the Biden White House's pressure to "do more."[14] After a few months it became clear that the Biden White House's focus was on alleged vaccine misinformation. In May 2021, Facebook stopped removing content about the lab leak theory, which even parts of the Biden Administration consider true today.[15] Zuckerberg privately told top Facebook officials that "[t]his seems like a good reminder that when we compromise our

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[9] Internal email between Facebook personnel (Aug. 2, 2021, 5:39 PM); *see* Ex. 70.
[10] Email from Google & YouTube personnel to Rob Flaherty (Sep. 21, 2021, 1:52 PM); *see* Ex. 114.
[11] Email from Rob Flaherty to YouTube & Google personnel (Sep. 29, 2021, 9:23 AM); *see* Ex. 114.
[12] Internal email from Facebook personnel to Nick Clegg (July 21, 2021, 8:35 PM); *see* Ex. 63.
[13] *Id.*
[14] Internal email between Facebook personnel and Mark Zuckerberg (June 4, 2021, 2:24 PM); *see* Ex. 37; ("In February 2021, in response to public pressure and tense conversations with the new [Biden] Administration, we started removing" the "Wuhan lab leak theory.").
[15] *See, e.g.,* Hannah Rabinowitz, *FBI Director Wray acknowledges bureau assessment that Covid-19 likely resulted from lab incident*, CNN (Mar. 1, 2023); *see also* Jeremy Herb & Natasha Bertrand, *US Energy Department assesses Covid-19 likely resulted from lab leak, furthering US intel divide over virus origin*, CNN (Feb. 27, 2023).

standards due to pressure from an administration in either direction, we'll often regret it later."[16]

- **The White House had Leverage Because the Companies had Other Policy Concerns Involving the Biden Administration.**

  - In July 2021, Clegg emailed others in the company that "[g]iven the bigger fish we have to fry with the [Biden] Administration," Facebook should try to think creatively about "how we can be responsive to [the Administration's] concerns."[17]

  - In April 2021, YouTube's Public Policy team emailed YouTube's Product team that having the Product team brief the Biden White House would be "hugely beneficial" because the company was "seek[ing] to work closely with [the Biden] administration on multiple policy fronts."[18]

- **The Biden White House Pushed Censorship of Books, Not Just Social Media.** The Biden White House pressure campaign was not limited to just social media companies, but also the world's biggest online bookstore, Amazon.[19]

The parallels for the three companies are striking. In each case, the companies identified the Biden White House's censorship requests as "pressure" or noted a fear that things could "spiral[] out of control."[20] And while there is a difference in how long and in what ways each company succumbed to the White House's pressure, by September 2021, Facebook, YouTube, and Amazon had each adopted new content moderation policies that removed or reduced viewpoints and content disfavored by the Biden White House.[21]

The Facebook Files. In February 2021, Facebook increased its censorship of anti-vaccine content as well as the lab leak theory of the origin of the virus because of "tense conversations with the new [Biden] Administration" and as part of an effort to be responsive to the Biden White House's exhortations to "do more" to combat alleged misinformation.[22] After a few months, Facebook realized the White House cared more about censoring anti-vaccine content and so the company lifted its censorship of the lab-leak theory. In response, Zuckerberg said the mistake served as a reminder to not "compromise our standards due to pressure from an administration."[23]

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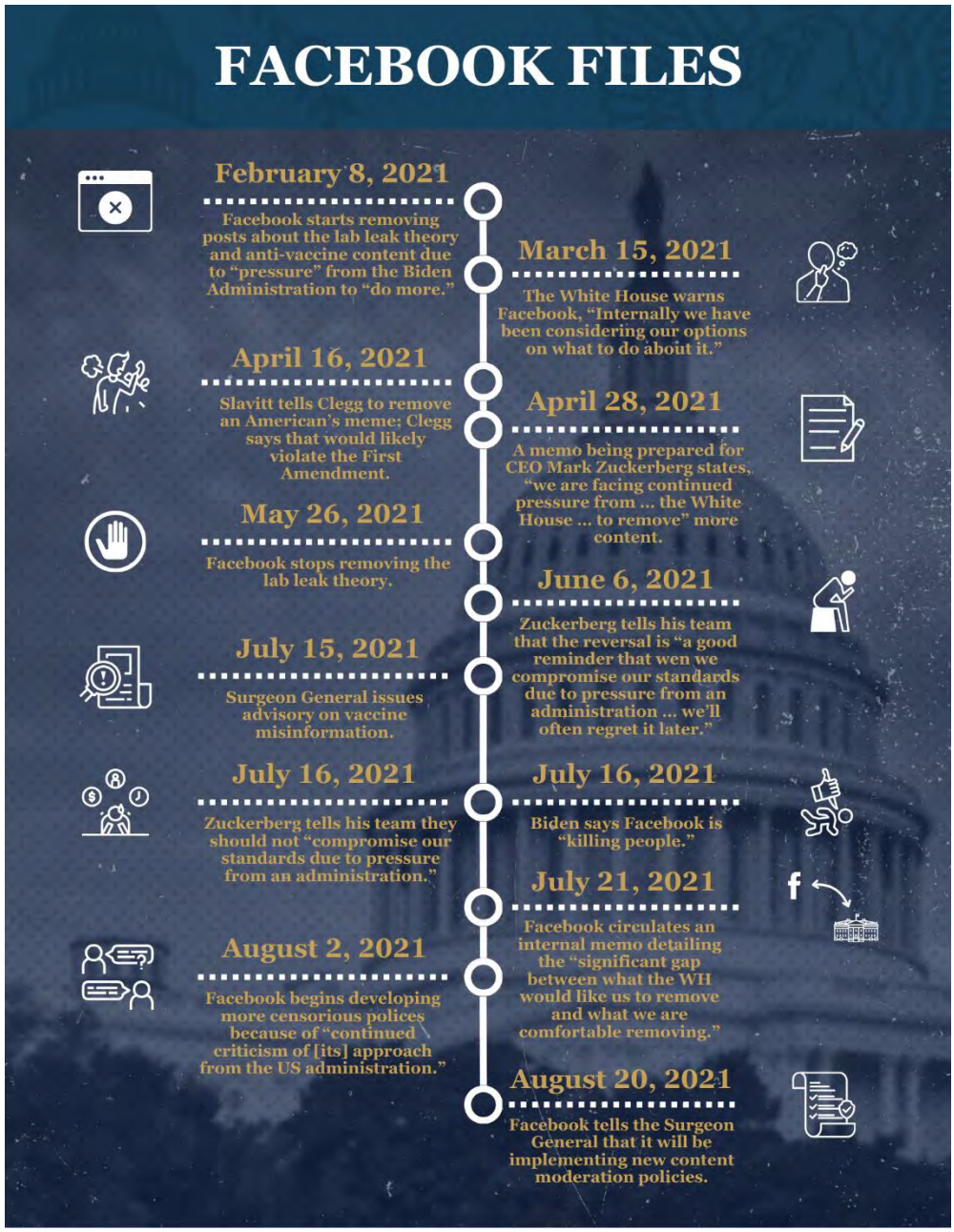
[16] Internal email from Mark Zuckerberg to Facebook personnel (June 6, 2021, 10:31 AM); *see* Ex. 37.
[17] Internal email from Nick Clegg to Facebook personnel (July 22, 2021, 12:20 AM); *see* Ex. 64.
[18] Internal email between YouTube personnel (Apr. 29, 2021, 4:38 PM); *see* Ex. 109.
[19] Internal email between Amazon personnel (March 9, 2021, 11:59 AM); *see* Ex. 134.
[20] *See, e.g.*, Internal email from Facebook personnel to Nick Clegg (July 14, 2021, 7:44 PM) (on file with the Comm.); Internal email between Amazon personnel (March 12, 2021, 2:47 PM); *see* Ex. 135; Internal email between YouTube & Google personnel (Apr. 22, 2021, 7:06 PM); *see* Ex. 107.
[21] Internal email between Amazon personnel (March 8, 2021, 8:28 AM); *see* Ex. 131; Internal email between Facebook personnel and Mark Zuckerberg (June 4, 2021, 2:24 PM); *see* Ex. 37; Email from Google & YouTube personnel to Rob Flaherty (Sep. 21, 2021, 1:52 PM) ; *see* Ex. 131.
[22] Internal email from Facebook personnel to Mark Zuckerberg (June 6, 2021, 2:24 PM); *see* Ex. 37.; internal email from Facebook personnel to Nick Clegg (July 14, 2021, 7:44 PM); *see* Ex. 52.
[23] Internal email from Facebook personnel to Mark Zuckerberg (June 6, 2021, 2:24 PM); *see* Ex. 37.

But Facebook continued to face continued pressure from the Biden Administration to censor content questioning vaccines, including true information, satire, memes, and other lawful content that is constitutionally protected and not violative of Facebook's content moderation policies. In July 2021, tensions hit a fever pitch, with President Biden publicly accusing Facebook of "killing people."[24] Noting that they had "bigger fish to fry" with the Biden Administration, such as issues related to "data flows," senior Facebook officials decided in August 2021 to enact new content moderation policies that would censor more anti-vaccine content.[25] An internal August 2021 email states plainly that the decision "stemm[ed] from the continued criticism of our approach from the [Biden] administration."[26]



[24] Nandita Bose & Elizabeth Culliford, *Biden says Facebook, others 'killing people' by carrying COVID misinformation*, REUTERS, (July 16, 2021).
[25] Internal email from Nick Clegg to Facebook personnel (July 22, 2021, 12:20 AM); *see* Ex. 64.
[26] Internal email between Facebook personnel (Aug. 2, 2021, 5:39 AM); *see* Ex. 70.

The YouTube Files. In the spring of 2021, the Biden White House increased pressure on YouTube to remove and reduce alleged misinformation, including "borderline content"—i.e., content that did not violate YouTube's policies.[27] Internally, YouTube asked its Product team to brief the White House directly because the company feared the situation could "potentially spiral[] out of control."[28] Throughout the summer, the White House continued to press YouTube about its policies and enforcement, sometimes asking why particular videos were not removed or otherwise demoted.[29] In September 2021, as YouTube prepared to finalize a new policy "proposal" to censor content that questioned the safety or efficacy of vaccines, YouTube emailed the White House in advance for its "feedback."[30] After the policy was announced, the White House privately praised the expanded censorship as a "great step."[31]

[27] *See, e.g.,* Email from Rob Flaherty to YouTube & Google personnel (Apr. 12, 2021, 3:01 PM); *see* Ex. 100; Internal email between YouTube & Google personnel (Apr. 13, 2021, 6:08 AM); *see* Ex. 101; *see also Reduce: How does YouTube reduce the spread of harmful misinformation*, YouTube Content Policies & Community Guidelines, https://www.youtube.com/howyoutubeworks/our-commitments/managing-harmful-content/#reduce.
[28] Internal email between YouTube & Google personnel (Apr. 22, 2021, 10:38 PM); *see* Ex. 107.
[29] Email from Rob Flaherty to YouTube & Google personnel (July 20, 2021, 10:57 AM); *see* Ex. 112; s*ee also* Daniel Dale (@ddale8), X (July 19, 2021, 10:32 PM), https://twitter.com/ddale8/status/1417130268859772929
[30] Email from Google & YouTube personnel to Rob Flaherty (Sep. 21, 2021, 1:52 PM); *see* Ex. 114.
[31] Email from Rob Flaherty to YouTube & Google personnel (Sep. 29, 2021, 9:23 AM); *see* Ex. 114.

The Amazon Files. On March 2, 2021, the Biden White House emailed the Vice President of Public Policy at Amazon, asking to have a discussion regarding the "high levels of propaganda and misinformation and disinformation at Amazon."[32] To support their allegations, multiple members of the Biden White House ran keyword searches on Amazon for "vaccines" and emailed screenshots of the search results page to Amazon, noting that just adding a CDC warning would be insufficient to adequately censor the books.[33] Immediately after the initial email outreach from the White House, Amazon internally accelerated its consideration of implementing a new policy that would disfavor anti-vaccine books.[34] Internal talking points prepared by Amazon included the question: "Is the [Biden] Admin asking us to remove books, or are they more concerned about search results/order (or both)?"[35] On March 9, just one week after the initial outreach from White House official Andy Slavitt and the same day as the company's scheduled meeting with the White House, Amazon implemented a new policy that added the "Do Not Promote" label for anti-vaccine books.[36]

[32] Jim Jordan (@Jim_Jordan), X (Feb. 5, 2024, 5:44 PM), https://x.com/Jim_Jordan/status/1754637209586606319.
[33] Email from Zach Butterworth to Amazon personnel (Mar. 2, 2021, 2:53 PM); *see* Ex. 125.
[34] Internal email between Amazon personnel (Mar. 4, 2021, 11:48 AM); *see* Ex. 131.
[35] Internal email between Amazon personnel (Mar. 9, 2021, 11:59 AM); *see* Ex. 134.
[36] *Id.*; Transcribed Interview of Amazon's Vice President of Public Policy, H. Judiciary Comm.(Apr. 16, 2024), (on file with the Comm.).

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The First Amendment prohibits the government from "*abridging* the freedom of speech."[37] Thus, "any law or government policy that reduces that freedom on the [social media] platforms . . . violates the First Amendment."[38] To inform potential legislation, the Committee and Select Subcommittee have been investigating the Executive Branch's collusion with third-party intermediaries to censor speech. The Committee and Select Subcommittee have uncovered other serious violations of the First Amendment throughout the Executive Branch during the Biden Administration.[39]

The Committee and the Select Subcommittee are responsible for investigating "violation[s] of the civil liberties of citizens of the United States."[40] In accordance with this mandate, this interim staff report on the Biden White House's violations of the First Amendment and other unconstitutional activities continues to fulfill the obligation to identify and report on the weaponization of the federal government against American citizens. The Committee's and Select Subcommittee's investigation remains ongoing. The Biden White House still has not adequately complied with a request for relevant documents, and more fact-finding is necessary. In order to better inform the Committee's legislative efforts, the Committee and Select Subcommittee will continue to investigate how the Executive Branch worked with social media platforms and other intermediaries to censor disfavored viewpoints in violation of the U.S. Constitution.

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[37] U.S. Const. amend. I (emphasis added).
[38] Philip Hamburger, *How the Government Justifies Its Social-Media Censorship*, WALL ST. J. (June 9, 2023); *see Smith v. California*, 361 U.S. 147, 157 (1959) (Black, J., concurring) ("Certainly the First Amendment's language leaves no room for inference that abridgments of speech and press can be made just because they are slight.").
[39] *See, e.g.*, Ryan Tracy, *FTC Twitter Investigation Sought Elon Musk's Internal Communications, Journalist Names,* WALL ST. J. (Mar. 8, 2023); STAFF OF SELECT SUBCOMM. ON THE WEAPONIZATION OF THE FED. GOV'T OF THE H. COMM. ON THE JUDICIARY, 118TH CONG., FIGHTING THE WEAPONIZATION OF THE INTERNAL REVENUE SERVICE: THE END OF ABUSIVE UNANNOUNCED FIELD VISITS (Comm. Print, 2023).
[40] H. Res. 12 § 1(b)(E).

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I. THE FACEBOOK FILES

> "We are facing continued pressure from external stakeholders, including the [Biden] White House . . . to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme."[41]
>
> – Draft email for Facebook CEO Mark Zuckerberg and COO Sheryl Sandberg, "seeking guidance" on "whether to take more aggressive action against certain vaccine discouraging content" (April 27, 2021, 11:58 AM).

The Facebook Files illustrate the dangers of government coercion against free expression. In response to "tense conversations with the new [Biden] Administration" and pressure "to do more," Facebook began censoring in February 2021 not just anti-vaccine content, but also claims that the SARS-CoV-2 virus was manmade.[42] By May 2021, Facebook understood that the Biden White House wanted anti-vaccine content censored and decided to lift its censorship of the lab-leak theory. In response, CEO Mark Zuckerberg said the mistake should serve as a reminder to not "compromise our standards due to pressure from an administration."[43] More importantly, the overly expansive censorship effort shows one of the ways government coercion has a chilling effect: Facebook did not know exactly what to censor to appease the Biden White House and, consequently, censored even more.

The Facebook Files also show continued pressure from the Biden Administration eventually reached its breaking point with President Biden publicly accusing Facebook of "killing people."[44] Although Facebook disagreed with the Administration's push for Facebook to censor "true information," "negative information on or opinions about the vaccine," and "humorous or satirical content," the company finally relented and expanded its content moderation policies in August 2021.[45] Internal Facebook emails show that the decision "stemm[ed] from the continued criticism of our [Facebook's] approach from the [Biden] administration."[46] After months of pressure, top Facebook executives, including Mark Zuckerberg, Sheryl Sandberg, and Nick Clegg decided that Facebook had "bigger fish to fry" with the Biden Administration, such as issues related to "data flows," and defending free expression on the companies' platforms was not worth drawing the ire of the powerful office in the world.[47]

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[41] Internal email from Facebook personnel to Mark Zuckerberg and Sheryl Sandberg (Apr. 27, 2021, 11:58 AM); *see* Ex. 31.
[42] Internal email from Facebook personnel to Mark Zuckerberg (June 6, 2021, 2:24 PM); *see* Ex. 37.
[43] Internal email between Facebook personnel (August 2, 2021, 5:39 PM); *see* Ex. 29.
[44] *See* Nandita Bose & Elizabeth Culliford, *Biden says Facebook, others 'killing people' by carrying COVID misinformation*, REUTERS (July 16, 2021).
[45] Internal email from Facebook personnel to Nick Clegg (July 21, 2021, 8:35 PM); *see* Ex. 63.
[46] Internal email between Facebook personnel (August 2, 2021, 5:39 PM); *see* Ex. 29.
[47] Email from Nick Clegg to Facebook personnel (July 22, 2021, 12:20 AM); *see* Ex. 64; House Judiciary Committee's Transcribed Interview of Nick Clegg (Mar. 1, 2024), at 81 (on file with the Comm.)

A. February 2021: Biden White House Begins Its Pressure Campaign; Facebook Preemptively Increases Censorship Around the Origin of the Virus

The Biden White House's censorship efforts started in the very first days of the new Administration.[48] The Biden campaign had previewed for months that removing content disfavored by the left would be a top priority.[49] Social media platforms, including Facebook, took notice and began expanding their content moderation policies after the new Administration took office.

In Facebook's February 8, 2021, public statement announcing a change to its content moderation policies, the company noted that it would "remove" several new claims on its platforms, including claims that "COVID-19 is man-made."[50] That same day, Facebook emailed the Biden White House to alert it that Facebook would be "expanding [its] efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines, and vaccines in general."[51]

Facebook ultimately expanded its censorship of the lab leak theory from February to May 2021.[52] Internal Facebook emails from late May and early June to top senior Facebook executives, including Facebook CEO Mark Zuckerberg, explain *why* Facebook changed its policies in the early days of the Biden Administration to remove claims supporting the lab leak theory. Most notably, a June 6, 2021 email to Zuckerberg explained that Facebook made these changes in response to "tense conversations with the new [Biden] Administration."[53]

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[48] Internal email between Facebook personnel (August 2, 2021, 5:39 PM); *see* Ex. 29.
[49] *See, e.g.*, Transcript of Joe Biden's Dec. 16, 2019 Interview with The New York Times editorial board, N.Y. TIMES, (Jan. 17, 2020), available at https://www.nytimes.com/interactive/2020/01/17/opinion/joe-biden-nytimes-interview.html; *Our Open Letter to Facebook*, BIDEN FOR PRESIDENT (June 11, 2020), available at https://joebiden.com/2020/06/11/our-open-letter-to-facebook/; *see also* Chandelis Duster, *Kamala Harris says Trump's Twitter account should be suspended*, CNN (Sept. 30, 2019).
[50] *An Update on Our Work to Keep People Informed and Limit Misinformation About COVID-19*, META (Feb. 8, 2021).
[51] Email from Facebook personnel to White House staff (Feb. 8, 2021, 10:37 AM); *see* Ex. 64.
[52] Internal email from Facebook personnel to Mark Zuckerberg (June 4, 2021, 2:24 PM); *see* Ex. 37.
[53] *Id.*

From: [redacted]@fb.com>
Sent: Friday, June 4, 2021 2:24:20 PM
To: Mark Zuckerberg <[redacted]@fb.com>
Cc: Nick Clegg <[redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Covid misinformation: Wuhan lab leak theory

Mark:

On the question of our decision to remove claims related to the origin of COVID -- in May 2020, we decided to leverage existing work from 3PFCs (because they were overwhelmed by Covid misinfo) by FB claim-matching for claims that multiple 3PFCs had labeled as false instead of requiring the 3PFCs to find and manually add their fact-checks to any content making the claims. There were five claims that met the standard, including the claim that Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual government or country," which includes claims that the virus was modified through gain of function research and leaked from a lab. Between May 2020 and February 2021, we reduced distribution for content making the five claims, applied a label, and linked to the debunking article.

In February 2021, in response to continued public pressure and tense conversations with the new Administration, we started removing the five Covid claims that had been repeatedly debunked by 3PFCs and the eight claims that we had identified (in partnership with WHO, CDC, and other public health authorities) before Covid as widely debunked vaccine misinformation. You asked us at the time to review the decision later in the year to determine if we should revert to reduce & inform.

The June 6 email notes that Zuckerberg had asked his team "to review the decision later in the year to determine if we should revert to reduce & inform."[54] Ultimately, on May 26, 2021, Facebook announced that it would stop removing posts claiming that the virus was man-made "given the renewed debate on the topic" indicating that the "issue [was] no longer settled."[55] The June 6 email to Zuckerberg admitted that having to reverse course following months of censoring this claim was "ultimately a bad outcome" and that the company was working to "revert all repeatedly fact-checked claims from a 'remove' penalty to a 'reduce & inform' penalty."[56]

Last month, two of the 3PFCs that rated the "man-made" claim as false changed their fact-checks. Politifact publicly rescinded its original fact-check. Factcheck.org updated its fact-check to acknowledge uncertainty. As this claim was no longer had multiple false fact-checks, we removed it from our list of claims that we were removing.

While we believe we made appropriate decisions based on the information we had at the time, we also think this is ultimately a bad outcome, so we are working to revert all repeatedly fact-checked claims from a "remove" penalty to a "reduce & inform" penalty.

In response, Mark Zuckerberg replied, "This seems like a good reminder that when we compromise our standards due to pressure from an administration in either direction, we'll often regret it later."[57]

[54] *Id.*
[55] *Id.*
[56] *Id.*
[57] Internal email from Mark Zuckerberg to Facebook personnel (June 6, 2021, 10:31 AM); *see* Ex. 37.

From: Mark Zuckerberg[redacted]@fb.com>
Sent: Sunday, June 6, 2021 10:31 AM
To: [redacted]
Cc: Nick Clegg; Joel Kaplan; [redacted]
Subject: Re: Covid misinformation: Wuhan lab leak theory

Thanks for the context. This seems like a good reminder that when we compromise our standards due to pressure from an administration in either direction, we'll often regret it later.

One member of Facebook's Trust & Safety team—the team responsible for content moderation—forwarded Zuckerberg's response, noting that being able to reference Zuckerberg's message (and that he was the one to have said it) should help the team push back against other Facebook teams that may try to pressure Trust & Safety going forward.[58] This hope was short lived, however,. Within two months of this email, Facebook would again succumb to outside pressure, changing its content moderation policies because of "continued criticism of [Facebook's] approach from the [Biden] administration."[59]

On Jun 6, 2021, at 1:39 PM, [redacted]@fb.com> wrote:

Please don't share this email further but feel very comfortable referencing this message (and that Mark said it) if internal teams are pressuring us going forward.

From: Mark Zuckerberg[redacted]@fb.com>
Sent: Sunday, June 6, 2021 10:31 AM
To: [redacted]
Cc: Nick Clegg; Joel Kaplan; [redacted]
Subject: Re: Covid misinformation: Wuhan lab leak theory

Thanks for the context. This seems like a good reminder that when we compromise our standards due to pressure from an administration in either direction, we'll often regret it later.

In Internal emails in July 2021—when Facebook was facing immense White House pressure to change its content moderation policies again—Clegg asked his team for a reminder of why Facebook removed "claims that Covid is man made"?[60]

[58] Internal email from Facebook personnel to Mark Zuckerberg (June 4, 2021, 2:24 PM); *see* Ex. 37.
[59] Internal email between Facebook personnel (August 2, 2021, 5:39 PM); *see* Ex. 29.
[60] Internal email from Nick Clegg to Facebook personnel (July 14, 2021, 11:41 AM); *see* Ex. 52.

From: Nick Clegg <[redacted]@fb.com>
Sent: Wednesday, July 14, 2021 11:41:56 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Can someone quickly remind me why we were removing – rather than demoting/labeling – claims that Covid is man made before May?

His team replied, "Because we were under pressure from the administration and others to do more and it was part of the 'more' package. [] We shouldn't have done it."[61]

From: [redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 7:44 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Because we were under pressure from the administration and others to do more and it was part of the "more" package. We removed four claims that multiple fact checkers had labeled false even though we didn't have a harm assessment. We shouldn't have done it. We stopped removing the man made claim in May and now we're moving the other three claims (covid is new/patented) from remove to reduce and inform.

Despite having regrets for how they handled censorship of the lab-leak theory, Facebook again would relent to the Biden White House's pressure campaign later that summer.

B. February-March 2021: Biden White House Begins to Pressure Facebook to Censor More Anti-Vaccine Content

Engagements between the White House and Facebook picked up in earnest by early February. After Facebook's February 8, 2021, public announcement about censoring anti-vaccine content and the lab-leak theory, Rob Flaherty, who then served as the White House's Digital Director, emailed Facebook, questioning whether the company would actually follow through on its censorship promises as articulated in the announcement.[62]

[61] Internal email from Facebook personnel to Nick Clegg (July 14, 2021, 7:44 PM); *see* Ex. 52.
[62] Emails from Rob Flaherty to Facebook personnel (Feb. 8 – 9, 2021); *see* Ex. 4.

From: Flaherty, Robert EOP/WHO
Sent: Monday, February 8, 2021 1:37 PM
To: [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: RE: COVID-19 Outreach to communities worldwide

[redacted] Thanks.

This line, of course, stands out:

that repeatedly share these debunked claims may be removed altogether.

Can you share more about your framework here? May, of course, is very different than "will." Is there a strike policy, ala Youtube? Does the severity of the claims matter?

And as far as your removal of claims, do you have data on the actual number of claims-related posts you've removed? Do you have a sense of how many are being flagged versus how many are being removed? Are there actions (downranking, etc) that sit before removal? How are you handling things that are dubious, but not provably false?

Thanks

Facebook provided the White House with some initial materials and set a meeting for February 23, 2021.[63] During the meeting, the White House provided "tough feedback," asking for information on alleged misinformation trends, statistics on the removal of content, and information on what Facebook was not removing.[64]

The next day, Facebook emailed the Biden White House to follow up on the White House's "request for COVID-19 misinfo themes" that Facebook was seeing on its platform.[65] Facebook told the White House that it was "removing these claims from our platforms," including posts comparing COVID-19 to the flu.[66]

Following up on your request for COVID-19 misinfo themes we are seeing. All the below claims violate our updated Covid and vaccine misinformation policies that we announced earlier this month, and we are removing these claims from our platforms:

Theme 1: Vaccine Toxicity: Claims that the vaccine contains aborted fetal tissue, has microchips embedded in it, toxic levels of aluminum, etc.
Theme 2: False Claims About Side Effects of Vaccine: Claims that vaccines will cause autism, the vaccine changes DNA, causes infertility, etc.
Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: That you are more likely to die after the COVID vaccine than after the flu vaccine.
Theme 4: Downplaying Severity of COVID-19: Claims that COVID-19 is a hoax, not any worse than the flu, etc.

Flaherty replied, asking for more information about the prevalence of these claims and Facebook's effectiveness in censoring them, stating, "Awesome. This is helpful. Can you give us a sense of volume on these, and some metrics around the scale of removal for each? Can you

[63] Email from Facebook personnel to Rob Flaherty (Feb. 9, 2021, 5:57 PM); *see* Ex. 4; Emails between White House staff and Facebook personnel (Feb. 18 – Mar. 1, 2021); *see* Ex. 5; Internal Facebook read out of a call with the White House and HHS (Feb. 23, 2021, 10:04 AM); *see* Ex. 6.
[64] Internal email between Facebook personnel (Feb. 28, 2021, 8:07 AM); *see* Ex. 8.
[65] Email from Facebook personnel to White House staff (Feb. 24, 2021, 7:54 PM); *see* Ex. 7.
[66] *Id.*

also give us a sense of misinformation that might be falling outside of your removal policies? Goes without saying, just because it's on your list for removal hasn't historically meant that it was removed, so I want to get a sense of the state of play here!"[67]

> On Feb 24, 2021, at 8:41 PM, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov> wrote:
>
> Awesome. This is helpful. Can you give us a sense of volume on these, and some metrics around rhe scale of removal for each?
>
> Can you also give us a sense of misinformation that might be falling outside of your removal policies?
>
> Goes without saying, just because it's on your list for removal hasn't historically meant that it was removed, so I want to get a sense of the state of play here!
>
> Thanks, all.

In response, on February 28, 2021, Facebook's Public Policy team circulated an internal memo to Facebook leadership, with the subject line, "FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence," seeking "guidance" on "what information [they] could share in a Covid misinformation briefing with the White House scheduled" for March 1.[68] In the memo, the Public Policy team explained how Facebook had already shared a list of recent themes that Facebook was removing, referenced Flaherty's question about metrics around the "volume" and "scale of removal for each," and further noted that the Biden White House had "a strong perception that [Facebook was] not doing enough, and we want to respond to their clear requests when we can."[69] The Public Policy team believed that "sharing some breakdown for prevalence of these four themes will help to build credibility with this hostile audience."[70]

On March 1, 2021, Facebook provided a briefing to the Biden White House on what the company was doing to combat COVID-related "misinformation" on its platform.[71] Internal Facebook documents reveal that, during the briefing, Facebook "shared [its] most recent enforcement numbers [against misinformation] and committed to sharing this out monthly."[72] Facebook also told Andy Slavitt, then-Senior Advisor for the White House's COVID-19 Response Team, that Facebook was "in a lockdown on Covid misinfo," which is a "term that internal teams use to describe a defined time that they use to focus on a problem – in this case understanding what additional steps they would take on misinfo."[73] Apparently, when Facebook mentioned that it was in a "lockdown to sprint on efforts to focus on misinfo and vaccine hesitancy," it "piqued" Slavitt's "interest," causing him to ask "follow up questions," such as "how close are you to being done? 10%? 50%?" but Facebook "did not have a good answer."[74] While two Facebook employees noted later that "it should not have been mentioned, and asked

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[67] Email from Rob Flaherty to Facebook personnel (Feb. 24, 2021, 8:41 PM); *see* Ex. 7.
[68] Internal email between Facebook personnel (Feb. 28, 2021, 8:07 AM); *see* Ex. 8.
[69] *Id.*
[70] *Id.*; *see also* Email from Rob Flaherty to Facebook personnel (Feb. 24, 2021, 8:41 PM); *see* Ex. 7.
[71] Brief: Call with White House Senior Advisor on Covid-19, at 3; *see* Ex. 13.
[72] *Id.* at 5.
[73] *Id.*
[74] *Id.*, at 1, 2, & 6.

[Facebook's Public Policy team] to walk back the statement about the lockdown and not mention it again," by that point, it was too late: Slavitt was already "frustrated and took this inability to answer as stonewalling / hiding."[75]

Following the meeting, Facebook circulated an internal recap of the call, stating that there was "clear frustration that we aren't able to provide more data that demonstrates our work in this area."[76] The email then listed three "Specific Asks from the White House," including for Facebook to provide details on its "lockdown" and "claim level data" on Facebook's misinformation enforcement."[77] Facebook also noted that it "expect[ed] the White House [] to establish a cross-industry social media task force with the goal of setting a baseline on Covid misinformation and enforcement [] within the next two weeks."[78]

On March 2, a Facebook employee emailed internally, noting that he had received an email from the Head of the White House Office of Public Engagement "last night with feedback that the White House was frustrated by yesterday's meeting, particularly around the information [Facebook was] providing on [its] enforcement efforts."[79] The employee also added, "we are hearing from Senior WH leadership that they are running out of patience with us on this subject, and it may cost us an opportunity to work with them constructively."[80] Another employee replied, "It looks like this is getting out of hand :/. Do you have a good sense of what the WH wants? Would it make sense [] to come up with some creative solutions?"[81]

Facebook would meet again with the Biden White House on March 12, 2021, to discuss how it was approaching "borderline content," that is, content that *did not violate* its policies.[82]

> Our second briefing was focused on borderline content on 3/12--this session was more productive but Andy did not attend. Prior to this meeting we sent the CMU Covid Symptom Survey (executive summary sent to you as a PDF) - which we believe answers many of the questions that they have. We were hoping for the next follow up to be a deep dive on this report.

On March 12, 2021, Facebook provided another briefing to Flaherty, explaining about how it was "approaching borderline COVID-related content" i.e., COVID-related content that *did not violate* its policies.[83] Facebook walked through its policies and enforcement practices for violative and borderline content. [84] But call notes reveal that throughout the meeting, Flaherty continued to ask about the removal and reduction of content above all else.[85]

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[75] *Id.*, at 2 & 6.
[76] Internal email between Facebook personnel (Mar. 1, 2021, 6:27 PM); *see* Ex. 9.
[77] *Id.*
[78] *Id.*
[79] Internal email between Facebook personnel (Mar. 2, 2021, 9:18 AM); *see* Ex. 9.
[80] *Id.,* at 2.
[81] Internal email between Facebook personnel (Mar. 2, 2021, 10:35 AM); *see* Ex. 9.
[82] Brief: Call with White House Senior Advisor on Covid-19, at 2; *see* Ex. 6.
[83] Brief: Call with White House Senior Advisor on Covid-19, at 2; *see* Ex. 6.
[84] *Id.*
[85] *Id.* (emphasis added).

3/12 White House Meeting Notes
[redacted]: know we only have 30 minutes, want to jump in. We scheduled this time to start a discussion to get you familiar with how we're thinking about approaching borderline COVID-related content. Want to have [redacted] and [redacted] who run our proactive work on misinformation. You may remember [redacted] from the work we did around the election. I'm going to turn it over to [redacted] to kick off. We welcome your questions at any time. If we have follow up, happy to schedule subsequent meetings.

Rob: Certainly helpful – my question is in terms of reduction – what scale of reduction is happening. Big, big question I have is how big of a problem do you have here? What is the volume of content that falls in these categories on a daily basis? How much is demoted but still available? We see that FB is a high news source for vaccine skeptics.

Rob: Can I ask about downranking, efficacy of it. What does it look like before after intervention.

Internal Facebook documents reveal that Facebook believed the March 12 meeting was "productive," but tensions quickly escalated again just a few days later. Following a critical *Washington Post* article about vaccine misinformation, the White House started to berate Facebook's Public Policy team. On March 15, the White House emailed Facebook's Public Policy team a link to the *Washington Post* article with the subject line "You are hiding the ball."[86]

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Sunday, March 14, 2021 at 11:13 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: You are hiding the ball

https://www.washingtonpost.com/technology/2021/03/14/facebook-vaccine-hesistancy-qanon

Sent from my iPhone

Slavitt also chimed into add that he "fe[lt] like relative to others, interactions with Facebook are not straightforward and the problems are worse."[87] He then added the vague threat: "Internally we have been considering our options on what to do about it."[88]

[86] Email from Rob Flaherty to Facebook personnel (Mar. 14, 2021, 11:13 PM); *see* Ex. 10. *See also* Elizabeth Dwoskin, *Massive Facebook study on users' doubt in vaccines finds a small group appears to play a big role in pushing the skepticism*, THE WASH. POST (Mar. 14, 2021).
[87] Email from Andy Slavitt to Facebook personnel (Mar. 15, 2021, 7:11 PM); *see* Ex. 11.
[88] *Id.*

From: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 15, 2021 at 7:11 PM
To: [redacted] <[redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: You are hiding the ball

[redacted],

I appreciate being copied on the note. It would nice to establish trust. I do feel like relative to others, interactions with Facebook are not straightforward and the problems are worse— like you are trying to meet a minimum hurdle instead of trying to solve the problem and we have to ask you precise questions and even then we get highly scrubbed party line answers. We have urgency and don't sense it from you all. 100% of the questions I asked have never been answered and weeks have gone by.

Internally we have been considering our options on what to do about it.

Regards,

Andy

Facebook immediately understood the seriousness of the threat. In an internal email on March 16, Facebook's Public Policy team flagged for Nick Clegg, Facebook's President of Global Affairs, that the Biden White House was accusing Facebook of "hiding the ball," lacking an adequate "sense of urgency" and that these concerns were "being discussed within the broader White House."[89]

This resulted in some back and forth email correspondence with [redacted] where Andy and Rob Flaherty (White House Digital Director) explained that they felt Facebook is "hiding the ball," does not have a sense of urgency around these issues, and isn't answering their questions. They also offered it is being discussed within the broader White House. Last correspondence was an email from [redacted] on 3/16 in the evening; and then Andy reached out to Nick directly for a meeting. Full email correspondence is below.

Also March 16, Slavitt emailed Clegg directly to let him know that Slavitt was working with the most senior staff in the Biden White House, including Jeff Zients, today the White House's Chief and at the time serving as COVID-19 Response Coordinator."[90]

>> On 3/16/21, 6:41 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:
>> Nick
>>
>> Andy Slavitt. I'm working on the White House COVID team with Jeff Zients. If you have a few minutes this week I would love to connect. Thanks very much.
>>
>> Andy

Following Slavitt's outreach, Facebook drafted an internal brief for Clegg to prepare him for the upcoming call with Slavitt scheduled for March 19, 2021.[91] The brief recommended that Clegg reiterate to Slavitt that "experts have told us that removal is not always the answer," while

[89] Brief: Call with White House Senior Advisor on Covid-19, at 2; *see* Ex. 13 (emphasis added).
[90] Email from Andy Slavitt to Nick Clegg (Mar. 16, 2021, 6:41 PM); *see* Ex. 12.
[91] Brief: Call with White House Senior Advisor on Covid-19; *see* Ex. 13.

emphasizing that Facebook had already "made unprecedented updates to [its] policies and enforcement tooling and [was] removing more content that [it thought] could lead to harm" in addition to "reducing the spread of content" that wasn't violating Facebook's policies but that Facebook thought "could lead to hesitancy."[92] The brief added, "We have had ongoing conversations for the last year with the Biden campaign, transition, and now Administration around our approach to misinformation."[93]

CONTEXT

- We have had ongoing conversations for the last year with the Biden campaign, transition, and now Administration around our approach to misinformation. While the campaign was focused mainly on enforcement of our misinfo policies, the White House is now focused on "the scope of the problem" of vaccine hesitancy content. They have told us in meetings that they are simply trying to understand what we are seeing as the scope of the problem so they can respond effectively.

Later, the brief made the White House's position even more clear: "They don't care that much about our approach to amplifying authoritative info. When [one Facebook employee] mentioned [Facebook's] Covid Information Center, Rob [Flaherty] audibly laughed. They feel the growing overabundance of misinfo outweighs and outpaces passive hub type offerings/product offerings."[94] In other words, while Facebook tried to avoid the topic of censorship, focusing on ways Facebook was promoting pro-vaccine content, the Biden White House continually redirected its attention squarely at censoring anti-vaccine content, believing that was the only effective way to convince the American people to get vaccinated.

Authoritative info

- They don't care that much about our approach to amplifying authoritative info. When [redacted] mentioned the Covid Information Center, Rob audibly laughed. They feel the growing overabundance of misinfo outweighs and outpaces passive hub type offerings/product offerings.

Following the March 19, call, Clegg emailed Slavitt, providing his cell phone number and stating, "Plse don't hesitate to get in touch as/when needed - it was great to make initial contact, and I cannot stress enough the urgency and importance which we attach to this from the top of the company downwards."[95] On March 19, Slavitt replied, "Thanks for the call," and provided his personal cell phone number as well, adding "Look forward to follow up."[96]

On March 21, Facebook's Public Policy team followed up with Flaherty and Slavitt stating that it would work to develop and share additional data on "the most viral COVID vaccine-related content" on Facebook and would be implementing "additional changes that were approved late last week" to "reduc[e] the virality of content discouraging vaccines that does not contain actionable misinformation," which, Facebook noted, "is often-true content."[97] The next day, the Flaherty replied, asking Facebook a barrage of questions, including, "what interventions

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[92] *Id.*, at 1-2.
[93] *Id.*, at 2.
[94] *Id.*, at 6.
[95] Email from Nick Clegg to Andy Slavitt (Mar. 19, 2021, 3:24 PM); *see* Ex. 12.
[96] Email from Andy Slavitt to Nick Clegg (Mar. 19, 2021, 6:28 PM); *see* Ex. 12.
[97] Email from Facebook personnel to White House staff (Mar. 21, 2021, 11:25 PM); *see* Ex. 15.

are being taken on 'skepticism?'" adding that Slavitt was willing to talk to Clegg "a couple times per week if its [*sic*] necessary to get all of this."[98]

On March 24, 2021, the Center for Countering Digital Hate (CCDH), a United Kingdom-based non-profit, published a "report" that claimed that Robert F. Kennedy Jr. and eleven other individuals were responsible for 73% of all "anti-vaccine" content on Facebook.[99] In the report, CCDH strongly encouraged social media companies to remove all accounts associated with these twelve individuals, which CCDH dubbed the "Disinformation Dozen," and the accounts of their associated organizations, entirely from their platforms.[100] By March 31, 2021, Facebook had determined that "most of the accounts" associated with the CCDH's Disinfo Dozen did *not* violate its policies and would not come down under its content moderation policies.[101]

Meanwhile, on March 26, 2021, Facebook had another call with Flaherty.[102] According to internal notes taken by Facebook to memorialize the call, Facebook again walked the White House through data on how Facebook enforced its policies. Flaherty continued to press for more information regarding removal as well as "tangible examples."[103] The call notes state that Flaherty also asked whether Facebook was doing enough to reduce traffic from sites like the *New York Post*: "I'm curious – NY Post churning out articles every day about people dying. What is supposed to happen to that from Policy perspective. Does that article get a reduction, labels?"[104] Facebook reiterated its three-pronged approach: remove, reduce, inform.

> Rob – that makes sense. Fascinating. I'm curious – NY Post churning out articles every day about people dying. What is supposed to happen to that from Policy perspective. Does that article get a reduction, labels?

In response, Flaherty stated that rather than "inform – intellectually *my bias is to kick people off*" Facebook, while recognizing "targeting" "people that engage with antivax content" may be the "path of most impact."[105] Ultimately, Facebook ended the meeting by agreeing to meet regularly with the Biden White House on these issues.[106]

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[98] Email from Facebook personnel to White House staff (Mar. 22, 2021, 4:51 PM); *see* Ex. 15.
[99] *The Disinformation Dozen: Why Platforms Must Act on Twelve Leading Online Anti-Vaxxers*, CENTER FOR COUNTERING DIGITAL HATE (Mar. 24, 2021), https://counterhate.com/wp-content/uploads/2022/05/210324-The-Disinformation-Dozen.pdf.
[100] *Id.* In its report, CCDH labeled the following twelve individuals as the "Disinformation Dozen": 1. Joseph Mercola 2. Robert F. Kennedy, Jr. 3. Ty and Charlene Bollinger 4. Sherri Tenpenny 5. Rizza Islam 6. Rashid Buttar 7. Erin Elizabeth 8. Sayer Ji 9. Kelly Brogan 10. Christiane Northrup 11. Ben Tapper 12. Kevin Jenkins.
[101] Internal email between Facebook personnel (Mar. 31, 2021, 7:35 PM); *see* Ex. 20.
[102] Facebook notes from call with White House staff (Mar. 26, 2021); *see* Ex. 6.
[103] *Id.*
[104] *Id.*
[105] *Id.* (emphasis added).
[106] *Id.*

> Rob – I can go over 12:30 if you can. My question on inform – intellectually my bias is to kick people off. Inform, intellectually, maybe path of most impact. How are you measuring impact when you do inform? Is there secret sauce targeting that we can use? Stanford has suggested building targeting tools of people that engage with antivax content.

Two days later, on March 28, Facebook emailed Flaherty, thanking him for meeting and following up on questions that Flaherty had about Facebook's efforts to censor vaccine related content on WhatsApp.[107] On March 30, Flaherty replied, questioning whether Facebook had censorship on WhatsApp "under control."[108]

Meanwhile, on March 29, 2021, Clegg emailed Slavitt directly, stating he was told the meeting with "Rob Flaherty on Friday [March 26] went well. Do tell me if you hear otherwise"[109] On March 29, Slavitt replied, "I heard the same. Which is really nice given that things are starting to heat up on the topic. So thank you. Look forward to the follow up."[110]

C. April 2021: Biden White House Escalates Pressure on Facebook to Censor More Anti-Vaccine Content

Facebook met with the Biden White House again on April 5, 2021.[111] Internal Facebook call notes reveal that, during the meeting, President Biden's head of strategic communications and public engagement for COVID-19 response, Courtney Rowe, mocked rural Americans' ability to determine what is true and what is not, allegedly stating, "If someone in rural Arkansas sees something on FB, it's the truth."[112] In the meeting, Facebook pointed out that it was "[s]eeing a trend in memes and satire making fun of individuals that don't want to get vaccine."[113] Near the end of the meeting, Facebook noted that it would start providing the Biden White House with "the major themes that we're seeing each week," from "[f]lat out, adversarial misinfo" to "vaccine hesitant content."[114] Two days later, an internal Facebook email stated that the team "may be asked to do even further policy development on vaccine hesitant entities" to "address the perceived 'gaps.'"[115]

> Courtney: Would be great to follow up with [redacted]. Love that broken down by region and demographics. But equally important, how do we work with you all to push back on it. If someone in rural Arkansas sees something on FB, it's the truth.

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[107] Email from Facebook personnel to Rob Flaherty (Mar. 28, 2021, 5:51 PM); *see* Ex. 16.
[108] Email from Rob Flaherty to Facebook personnel (Mar. 28, 2021, 8:51 PM); *see* Ex. 17.
[109] Email from Nick Clegg to Andy Slavitt (Mar, 29, 2021, 1:40 AM); *see* Ex. 12.
[110] Email from Andy Slavitt to Nick Clegg (Mar, 29, 2021, 4:17 AM); *see* Ex. 12.
[111] Facebook notes from call with White House staff (Apr.. 5, 2021) (on file with the Comm.); *see* Ex. 6.
[112] *Id.*
[113] *Id.*
[114] *Id.*
[115] Internal email between Facebook personnel (Apr. 7, 2021, 2:35 PM); *see* Ex. 20.

Accusations from the CCDH's Disinformation Dozen report also were proving to be a challenge, even though some of the entities "were completely benign" according to Facebook's internal assessment.[116] At the time, Facebook understood that vaccine hesitancy is not the same as misinformation.[117]

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS /CN=801D8F2FAB0F4236A38CD9150799E9DE[redacted]>
To: [redacted]
Sent: 4/7/2021 5:44:31 PM
Subject: Re: Top Entities / Enforcement

Thanks for the heads up; I obviously agree with all of this. There is an underlying assumption that all of these entities are bad (and some of them are, I'm sure) but even some of the 38 Disinfo Dozen entities were completely benign. To really push farther than what we have already done would likely be out of the misinfo realm, since vaccine hesitancy is often or mostly not misinfo. A few ideas that come to mind:

- Major change to DVDE: Only require 1 CS strike and lower the amount of B2V required
- DVDE but without any CS strike requirement
- Make B2V part of the Community Standards

The last one is the nuclear option but also the one most likely to have a meaningful impact.

On April 9, 2021, Facebook emailed the Biden White House, explaining the ways in which it was already working to limit the virality of certain vaccine-related content on its WhatsApp platform.[118] Facebook also emphasized that Facebook would continue "to design further product features that limit virality [of COVID and vaccine-related information] on WhatsApp."[119] Later that day, Flaherty replied, "In the electoral context, you tested and deployed an algorithmic shift that promoted quality news and information about the election. This was reported in the New York Times and also readily apparent to anyone with cursory social listening tools. You only did this, however, after an election that you helped increase skepticism in, and an insurrection which was plotted, in large part, on your platform. And then you turned it back off. *I want some assurances, based in data, that you are not doing the same thing again here*."[120] Facebook replied that the company understood.[121]

On April 13, 2021, Nick Clegg emailed Andy Slavitt following news that Centers for Disease Control and Prevention (CDC) and Food and Drug Administration (FDA) recommended that states pause using the Johnson & Johnson vaccine, stating, "Re the J+J news, we're keen to amplify any messaging you want us to project about what this means for people – it obviously has the risk of exacerbating vaccine hesitancy, so we're keen to get ahead of the knock-on effect. Don't hesitate to tell me – or via your teams – how we can help to provide clarity/reassurance via Facebook."[122] Facebook's Public Policy team also forwarded Clegg's email to Flaherty and Courtney Rowe, noting that Facebook wanted "to make sure we are amplifying the right messages."[123] In response, on April 13, Flaherty asked Facebook staff for a "commitment from

[116] Internal email between Facebook personnel (Apr. 7, 2021, 5:44 PM); *see* Ex. 20.
[117] *Id.*
[118] Email from Facebook personnel to Rob Flaherty (Apr. 9, 2021, 11:15 AM); *see* Ex. 21.
[119] *Id.*
[120] Email from Rob Flaherty to Facebook personnel (Apr. 9, 2021, 2:56 PM); *see* Ex. 22 (emphasis added).
[121] Email from Facebook personnel to Rob Flaherty (Apr. 10, 2021, 2:33 PM); *see* Ex. 22 (emphasis added).
[122] Email from Nick Clegg to Andy Slavitt (Apr. 13, 2021, 9:18 AM); *see* Ex. 12.
[123] Email from Facebook personnel to White House staff (Apr. 13, 2021, 12:21 PM); *see* Ex. 24.

[Facebook] to make sure that a favorable review reaches as many people as the pause, either through hard product interventions or algorithmic amplification."[124]

The Biden White House Pressured Facebook to Censor Critics of the Biden Administration, Including Tucker Carlson, Tomi Lahren, and Other Conservative Media

On April 14, 2021, Facebook had a call with the Biden White House.[125] Prior to the call, Slavitt emailed Clegg about a video that journalist Tucker Carlson had released the night before questioning whether COVID vaccines were safe and effective, stating, "Number one on Facebook. Sigh. Big reveal call with FB and WH today. No progress since we spoke. Sigh."[126]

Internal meeting notes reveal that Facebook understood that the White House wanted "empirical information regarding success of interventions"—that is, data on the effectiveness of Facebook's censorship.[127] Indeed, in the meeting, Flaherty explained to Facebook that, "We have to explain to President [Biden], Ron [Klain, White House Chief of Staff], people, why there is misinfo on the internet, bigger problem than FB."[128]

> Rob: Three things. We have to explain to President, Ron, people, why there is misinfo on the internet, bigger problem than FB. Where issues are, what interventions are, how well they are working, for products, want to engage in things that you know to be effective. I don't even care about specific methodology, you have better, richer data than we'll ever have. What are the things driving hesitancy on your platform? What is it? How big is the problem? When you are intervening, how are you measuring success? I say these things because candidly there is not a lot of trust towards FB, I need to know what theory of the case is, where we can be most effective. I am, personally, nervous, reported that there are interventions that have been done in other contexts, like NEQ score, that have been pulled back. Want to make sure that you're not finding things that are effective that you aren't doing.

At one point in the meeting, Flaherty asked Facebook about the "material impact" of "chang[ing] the algorithm so that people were more likely to see NYT, WSJ, any authoritative news source over Daily Wire, Tomi Lahren, polarizing people."[129]

> Rob: If you were to change the algorithm so that people were more likely to see NYT, WSJ, any authoritative news source over Daily Wire, Tomi Lahren, polarizing people. You wouldn't have a mechanism to check the material impact?

During the meeting, Facebook also explained how it was "actively pushing to remove" the Disinformation Dozen from its platform.[130] But later in the meeting, Flaherty began to grow

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[124] Email from Rob Flaherty to Facebook personnel (Apr. 14, 2021, 1:33 PM); *see* Ex. 24.
[125] Email from Nick Clegg to Rob Flaherty (Apr. 14, 2021, 10:52 AM); *see* Ex. 24.
[126] Email from Andy Slavitt to Facebook personnel (Apr. 14, 10:01 AM); *see* Ex. 28 (emphasis added); *see* Tucker Carlson Tonight, FACEBOOK (Apr. 13, 2021), https://www.facebook.com/watch/?v=1145773552514245.
[127] Facebook notes from call with White House staff (Apr. 14, 2021); *see* Ex. 6.
[128] *Id.*
[129] *Id.*
[130] *Id.*

impatient, stating, "I feel like we're running around in circles. [] This feels like we're chasing our tails. If you don't want to give information, just say that. I don't want to feel like I'm going to a dog and pony show. My dream is for FB to play ball. It's about will we get out of this f***king mess."[131]

> Rob: I feel like we're running around in circles. Some partners give us lots of information, some partners tell us to fuck right off. This feels like we're chasing our tails. If you don't want to give information, just say that. I don't want to feel like I'm going to a dog and pony show. My dream for FB to play ball. It's about will we get out of this fucking mess. I'm not doubting that you are sincerely trying to solve this problem in good faith. I'm doubting that you are telling us everything or that you Lindsay aren't getting the resources you need to tackle this. Of 1% of vaccine info, this is what's concerning, this is who is seeing it, this is what we're doing.

Following the meeting, on April 14, 2021, Flaherty, copying Slavitt, emailed Facebook demanding to why Facebook had allowed videos by Tomi Lahren and Tucker Carlson to become the top posts about vaccines on Facebook for two consecutive days, adding, "This is exactly why I want to know what 'Reduction' actually looks like – if 'reduction' means 'pumping our most vaccine hesitant audience with tucker Carlson saying it doesn't work' then . . . I'm not sure it's reduction!"[132]

> **From:** Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
> **Sent:** Wednesday, April 14, 2021 1:10:41 PM
> **To:** [redacted]@fb.com>
> **Cc:** Slavitt, Andrew M. EOP/WHO [redacted]@who.eop.gov>
> **Subject:** tucker
>
> Since we've been on the phone – the top post about vaccines today is tucker Carlson saying they don't work. Yesterday was Tomi Lehren saying she won't take one. This is exactly why I want to know what "Reduction" actually looks like – if "reduction" means "pumping our most vaccine hesitant audience with tucker Carlson saying it doesn't work" then…I'm not sure it's reduction!
>
> **Rob Flaherty**
> Director of Digital Strategy
> The White House
> Cell: [redacted]

That evening, Nick Clegg sent a follow-up email to Andy Slavitt, stating, "Hi Andy - have looked into this some more. I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note," which just happened to be posts by CNN, ABC, NBC, the New York Times, the CDC, CBS, and Heather Cox Richardson, an outspoken proponent of Joe Biden.[133] Clegg continued, "Regardless of

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[131] *Id.* (emphasis and asterisks added).
[132] Email from Rob Flaherty to Facebook personnel (Apr. 14, 2021, 1:10 PM); *see* Ex. 25.
[133] Email from Nick Clegg to Andy Slavitt (Apr. 14, 2021, 10:51 PM); *see* Ex. 28; *see* David Smith, *'An end of American democracy': Heather Cox Richardson on Trump's historic threat*, THE GUARDIAN (Oct. 7, 2023).

popularity, *the Tucker Carlson video does not qualify for removal under our policies*. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective. *That said, the video is* being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is *being demoted*."[134] Facebook staff then forwarded Clegg's email to Flaherty.[135]

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, April 14, 2021 at 10:51 PM
To: Slavitt, Andrew M. EOP/WHO [redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: Tucker Carlson anti-vax message.

Hi Andy - have looked into this some more.

I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note.

Regardless of popularity, the Tucker Carlson video does not qualify for removal under our policies. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective.

That said, the video is being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is being demoted.

The team is working on the follow ups from the meeting this morning, including more details on most viewed/ranked content on Facebook and [redacted] will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

Given the timeline that was provided today for further decision about the J&J vaccine, it would be great to get your guidance about what affirmative messages we should amplify right now. Consistent with the message we heard at the press conferences, we're currently emphasizing the safety and efficacy of the Moderna and Pfizer vaccines in the Covid Information Center.

Popular Vaccine-Related Content on Facebook Today:

CNN: >https://www.cnn.com/2021/04/13/health/blood-clots-johnson--johnson-vaccine-wellness/index.html<
ABC: >https://www.facebook.com/10160902498218812<
NBC: >https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927<
NY Times: >https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html<
CDC: >https://www.facebook.com/10159031890151026<
CBS: >https://www.facebook.com/10159467409732010<
Heather Cox Richardson: >https://www.facebook.com/297363371758902<

All v best

Nick

In his reply later that evening, Flaherty stated, "I guess this is a good example of your rules in practice then — and a chance to dive in on questions as they're applied. How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting? Moreover: you say reduced and demoted. What does that mean?

[134] *Id.*
[135] Email from Facebook personnel to Rob Flaherty (Apr. 14, 2021, 8:11 PM); *see* Ex. 26.

There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that? And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is 'visit the covid-19 information center for vaccine resources' the best thing to tag to a video that says the vaccine doesn't work? Not for nothing but last time we did this dance, it ended in an insurrection."[136]

On Apr 14, 2021, at 11:29 PM, Flaherty, Rob EOP/WHO [redacted]@who.eop.gov> wrote:

I guess this is a good example of your rules in practice then — and a chance to dive in on questions as they're applied.

How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting?

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is "visit the covid-19 information center for vaccine resources" the best thing to tag to a video that says the vaccine doesn't work?

Not for nothing but last time we did this dance, it ended in an insurrection.

Internal Facebook documents reveal that shortly thereafter Facebook employees exchanged emails, stating, "I find this kind of harassment from White House staff to be terribly galling, but useful to understand their perspective on us clearly."[137]

To: [redacted]@fb.com]; Kevin Martin[redacted]@fb.com]
From: Joel Kaplan[redacted]
Sent: Thur 4/15/2021 7:28:14 AM (UTC-07:00)
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Open question whether it's helpful or harmful for me to have to read them too. I find this kind of harassment from White House staff to be terribly galling, but useful to understand their perspective on us clearly . . .

Two days later, on April 16, 2021, Flaherty sent another email to Facebook staff, appearing to express his impatience with Facebook's delay in response, stating, "These questions weren't rhetorical."[138]

A few days later, on April 21, 2021, Facebook's Public Policy team sent Flaherty a long email, replying to each of Flaherty's questions, including explaining why Facebook only demoted Tucker Carlson's post rather than remove it.[139] In response to Flaherty's question, "How was the Tucker post not violative?" Facebook staff replied, "while we remove content that explicitly directs people not to get the vaccine, as well as content that contains explicit misrepresentations about vaccines, we reviewed this content in detail and it *does not violate*

[136] Email from Rob Flaherty to Facebook personnel (Apr. 14, 2021, 11:59 PM); *see* Ex. 28. (emphasis added).
[137] Internal email between Facebook personnel (Apr. 15, 2021, 10:23 AM); *see* Ex. 74.
[138] Email from Rob Flaherty to Facebook personnel (Apr. 16, 2021, 4:37 PM); *see* Ex. 28.
[139] Email from Facebook personnel to Rob Flaherty (Apr. 21, 2021, 2:01 PM); *see* Ex.28.

those policies."[140] In response to Flaherty's question about what Facebook meant by "reduced and demoted" and how effective those measures were given that the video had already received "40,000 shares," Facebook staff replied, "*The video received 50% demotion for seven days* while in the queue to be fact checked, *and will continue to be demoted even though it was not ultimately fact checked.*"[141]

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
Sent: 4/21/2021 2:01:51 PM
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Rob—thanks for catching up earlier and sorry for the delay in getting these back to you. We can schedule time to discuss any of this further if helpful.

How was the Tucker post not violative?

- while we remove content that explicitly directs people not to get the vaccine, as well as content that contains explicit misrepresentations about vaccines, we reviewed this content in detail and it does not violate those policies.

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

- The video received 50% demotion for seven days while in the queue to be fact checked, and will continue to be demoted even though it was not ultimately fact checked.

The Biden White House Pressured Facebook to Censor A "Vaccine Discouraging" Meme

Clegg testified to the Committee that sometimes the White House would request, during a phone call with Facebook, that the platform remove specific pieces of content:

> They would provide specific examples. And as part of a back-and-forth, we would definitely receive questions about, why did you not remove this content, why did you not remove that content? So it wasn't just a generic or general theoretical discussion. It was sometimes quite a granular discussion about specific posts.[142]

Once such example of the Biden White House requesting specific content be removed from Facebook occurred in mid-April 2021. On April 16, 2021, Clegg emailed Slavitt to provide nonpublic information about the vaccine-related content that Facebook was seeing on its platform "as well as the interventions" it was "deploying to counter misinformation," adding that the company did not normally share this type of data but "took [the Biden White House's] cue the other day that it was important to get this to [the Biden White House] quickly even if not

[140] *Id.*
[141] *Id.*
[142] House Judiciary Committee's Transcribed Interview of Nick Clegg (Mar. 1, 2024), at 21-22 (on file with the Comm.).

polished."[143] Clegg also noted that it did not yet have "a specific answer on the [Biden White House's questions about the] Tucker Carlson post."[144]

On April 18, 2021, Clegg informed his team at Facebook that he just "got off [an] hour long call with Andy Slavitt," in which Slavitt told Clegg that he had "attended a meeting of misinfo researchers (didn't provide names) organized by Rob F [Flaherty] on Friday in which the consensus was that FB [Facebook] is a "disinformation factory", and that YT [YouTube] has made significant advances to remove content leading to vaccine hesitancy whilst we [Facebook] have lagged behind."[145] Clegg then informed his team that Slavitt "was outraged – not too strong a word to describe his reaction – that [Facebook] did not remove" a particular post—a Leonardo DiCaprio meme— "which was third most highly ranked post in the data set [Facebook] sent to him."

[143] Email from Nick Clegg to Andy Slavitt (Apr. 16, 2021, 9:07 PM); *see* Ex. 30.
[144] *Id.*
[145] Email from Nick Clegg to Facebook personnel (Apr. 18, 2021, 9:07 PM); *see* Ex. 29.

Clegg "countered that removing content like that would represent a significant incursion into traditional boundaries of free expression in the US but he [Slavitt] replied that the post was directly comparing Covid vaccines to asbestos poisoning in a way which demonstrably inhibits confidence in Covid vaccines amongst those the Biden Administration is trying to reach."[146] In other words, Slavitt disregarded Clegg's warning that removing a meme about vaccine side effects would likely violate the First Amendment.[147] Clegg later testified to the Committee that about this call with Slavitt: "And it seemed to me obvious that if Big Tech platforms were to start acting against what was clearly satire, humor, facetiousness online, I mean, it would set a pretty significant precedent."[148] Clegg concluded by telling his team that, "Given what is at stake here, it would be a good idea if we could regroup to take stock of where we are in our relations with the WH [White House], and our internal methods too."[149]

In testimony before the Committee, Clegg testified that "[the White House] certainly urged us to take down content and pointed out content which they felt should have been removed," and that the White House's requests for more to be removed were "a pretty persistent thing" and "at the heart of" most of the calls.[150]

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[146] *Id.*
[147] *Id.*
[148] House Judiciary Committee's Transcribed Interview of Nick Clegg (Mar. 1, 2024), at 30 (on file with the Comm.).
[149] Email from Nick Clegg to Facebook personnel (Apr. 18, 2021, 9:07 PM); *see* Ex. 29.
[150] House Judiciary Committee's Transcribed Interview of Nick Clegg (Mar. 1, 2024), at 34, 65-66 (on file with the Comm.).

From: Nick Clegg [redacted]@fb.com>
Sent: Sunday, April 18, 2021 9:07:34 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: A/C PRIV White House/Covid

Just got off hour long call with Andy Slavitt. There are some pretty serious – and sensitive (see last point) - issues we need to address. A summary:

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META-118HJC-0053332

- He was appreciative of the data we sent thru on Friday, and confirmed that Rob F had said that they had never received so much data from us before.

BUT:

- Andy attended a meeting of misinfo researchers (didn't provide names) organized by Rob F on Friday in which the consensus was that FB is a "disinformation factory", and that YT has made significant advances to remove content leading to vaccine hesitancy whilst we have lagged behind.
- Whilst appreciative of our emphasis on authoritative vaccine, the principal focus for Andy S and his team in the coming weeks is to reach the "hardest to reach" people who have a propensity to consume vaccine hesitant related content and who are not swayed by official/authoritative sources of content. Our systems, he believes – as confirmed by the researchers – feed vaccine hesitant related content to pockets of the population and that's the problem he wants our help to resolve.
- As an eg, he was outraged – not too strong a word to describe his reaction – that we did not remove this post which was third most highly ranked post in the data set we sent to him: https://www.facebook.com/td.mccomas/posts/4106421952731017 I countered that removing content like that would represent a significant incursion into traditional boundaries of free expression in the US but he replied that the post was directly comparing Covid vaccines to asbestos poisoning in a way which demonstrably inhibits confidence in Covid vaccines amongst those the Biden Administration is trying to reach. [It would be very helpful if someone could plse check whether this content was also available on YT – Andy's assumption is that YT would never accept something like this]
- V worryingly, towards the end of the conversation, Andy told me in confidence – so please treat it as such – that internal FB employees are leaking to his team (I assume via Rob F) accounts of disobliging remarks made about both Andy and Rob by FB decision makers. Further, that those remarks are coupled with suggestions about how FB should "snow" the White House with info/data about authoritative Covid info in order not to share the most telling/helpful data about content which contributes to vaccine hesitancy. We then discussed the wider issue of trust – or the lack of it – between FB and the Biden team related to the events during the election and beyond, but needless to say I was shocked and embarrassed that somehow we are perceived to be behaving so unprofessionally.

We concluded that he would ask Rob F to share the data and policy recommendations from the researchers with us asap so that we could give a considered reply on further steps we may/may not be able to take. We agreed to speak again once that assessment has been made.

Given what is at stake here, it would also be a good idea if we could regroup to take stock of where we are in our relations with the WH, and our internal methods too.

In response, Facebook's Public Policy team raised the concern that Slavitt's "challenge [felt] very much like a crossroads for us with the [Biden] White House in these early days."[151] Another member of Clegg's team, added, "Clearly we have a policy viewpoint gap with [the White House] we need to figure out perspectives on – what we believe violates and what they think does," adding that Facebook need to "get to a common ground on what [it was] doing on substance."[152] Clegg then replied, agreeing that Facebook needed to "identify the gaps" between the White House's "views and [its] policies" and "see what further steps [it could] take."[153]

[151] Email from Facebook personnel to Nick Clegg (Apr. 18, 2021, 7:05 PM); *see* Ex. 29.
[152] Email from Facebook personnel to Nick Clegg (Apr. 18, 2021, 7:30 PM); *see* Ex. 29.
[153] *Id.*

From: [redacted]@fb.com>
Sent: Sunday, April 18, 2021 7:05 PM
To: Nick Clegg [redacted]@fb.com>; [redacted]@fb.com>
Cc: Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: A/C PRIV White House/Covid

Thanks Nick. This is obviously very disheartening to read. Rob made an offhand comment about conversations with "other people from Facebook" during a recent conversation, this is clearly what he was referencing. Because of his history in the digital campaign world, it's not surprising that he'd have relationships with some of our employees. It's disheartening and unfortunately no longer surprising to read that our colleagues would portray our conversations this way. I haven't been part of any conversation that includes disparaging remarks made about Andy, or about any strategy to snow the White House — the only disparaging remarks I've heard people make on our calls have been in reference to the disrespectful tone Rob uses with employees at Facebook.

All of that said—Andy's challenge feels very much like a crossroads for us with the White House in these early days.

From: [redacted]@fb.com>
Date: Sunday, April 18, 2021 at 7:30 PM
To: [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: A/C PRIV White House/Covid

AC PRIV:

As frustrating as these fake leaks and innuendo are (and they are!), my thoughts are that we should not let that distract us from the real issues here, which are the substance. Clearly we have a policy viewpoint gap with them we need to figure out perspectives on – what we believe violates and what they think does... and the belief that YT is doing better than us, which I find so hard to believe. Probably best to spend our effort here and not get sucked into this other thread.

At the end of the day, unless we get to a common ground on what we're doing on substance, the rest doesn't really matter.

To: [redacted]fb.com]; [redacted]@fb.com]; [redacted]@fb.com]
Cc: Joel Kaplan [redacted]@fb.com]; [redacted]@fb.com]; [redacted]@fb.com]; [redacted]@fb.com]; [redacted]@fb.com]
From: Nick Clegg[/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E]
Sent: Mon 4/19/2021 9:40:45 AM (UTC-07:00)
Subject: Re: A/C PRIV White House/Covid

Yep that is of course right: identify the gaps in their views and our policies (incl via feedback from the researchers they've been listening to); identify whether there really are such significant gaps between our approach and YT's; see what further steps we can take.

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On April 23, 2021, Clegg followed up with Slavitt to address the Biden White House's "wider questions about whether [Facebook was] drawing the lines re what is removed and/or demoted in the right place," noting that it was "looking at options" and would "reach out again as/when" it had "worked up new proposals."[154]

The same day, Flaherty sent Facebook staff an email with the subject line "Research Suggestions" that included a document entitled "Facebook COVID-19 Vaccine Misinformation Brief" that Flaherty stated was "circulating around" the White House "and informing thinking."[155] Flaherty cautioned Facebook, "Don't read this as White House endorsement of

[154] Email from Nick Clegg to Andy Slavitt (Apr. 23, 2021, 3:50 PM); *see* Ex. 30.
[155] Email from Rob Flaherty to Facebook personnel (Apr. 23, 2021, 2:27 PM); *see* Ex. 30.

these suggestions (or, also, as the upper bound of what our thoughts on this might be). But – spirit of transparency – this is circulating around the [White House] building and informing thinking."[156] The document had two major headings: "Facebook plays a major role in the spread of COVID vaccine misinformation" and "Facebook's policy and enforcement gaps enable misinformation's spread."[157] Under each heading, the document listed multiple bullet points detailing perceived problems with Facebook's COVID-related censorship efforts, including "Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others)" and how people censored on one Facebook account may still be able to speak freely on another account or "another Facebook owned platform like Instagram."[158]

On April 27, 2021, Clegg emailed Slavitt, noting that Facebook had "received the recommendations/observations from the research organizations you met re covid misinfo etc this afternoon – the teams are now looking at them carefully, and I'll get back to you once that's done."[159]

Following Clegg's call with Slavitt on April 18, Facebook employees began preparing a draft memo to Mark Zuckerberg about the "continued pressure" from the Biden White House to remove "more COVID-19 vaccine discouraging content," and to remove "entities that are seen to be contributing to a large amount of vaccine misinformation content," i.e., the Disinfo Dozen, even though the Facebook employees did "not believe we currently have a clear path for removal."[160]

On April 28, 2021, a Facebook employee circulated the draft memo for Facebook CEO Mark Zuckerberg and COO Sheryl Sandberg, writing: "We are facing continued pressure from external stakeholders, including the [Biden] White House . . . to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB [Facebook] in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme. We didn't appropriately catch-and-demote this meme (and it shouldn't be removed as it's humorous/satirical and arguably true). Still, this incident prompted us to take another hard look at our approach and to **seek your guidance on whether to take more aggressive action against certain vaccine discouraging content.**"[161]

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[156] *Id.*
[157] *Id.*
[158] *Id.*
[159] Email from Nick Clegg to Andy Slavitt (Apr. 27, 2021, 12:11 AM); *see* Ex. 20.
[160] Internal emails between Facebook personnel (Apr. 2021); *see* Ex. 31.
[161] Internal email between Facebook personnel (Apr. 28, 2021, 4:27 PM); *see* Ex. 31. (emphasis in original).

Subject: [For Decision] Vaccine discouraging content

Mark, Sheryl:

We are facing continued pressure from external stakeholders, including the White House and the press, to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme. We didn't appropriately catch-and-demote this meme (and it shouldn't be removed as it's humorous/satirical and arguably true). Still, this incident prompted us to take another hard look at our approach and to **seek your guidance on whether to take more aggressive action against certain vaccine discouraging content**.

Options included:

- 25% demotion (which was the current plan)
- 50% or stronger demotion (they said maybe even 80%) if 50% "isn't sufficient to keep such content out of top vaccine posts"
- Remove the content[162]

We also continue to see pressure from partners and policymakers, including the White House, to remove entities that are seen to be contributing to a large amount of vaccine misinformation content (commonly referred to as the "disinformation dozen" which CCDH asserts are responsible for 73% of vaccine misinformation on Facebook). These "disinformation dozen" are linked to 34 accounts across Facebook and Instagram. We have reviewed these entities and determined that 6 accounts violate our policies and will be removed. We continue to review these entities on our platforms, but the remaining accounts do not currently violate our policies - including our Dedicated Vaccine Discouraging Entities (DVDE) policy. We believe that these entities understand our policy lines clearly and are careful not to post content that goes beyond these, but rather direct followers and group members to off platform entities where they share more overt vaccine misinformation. We also believe that some of the more high profile entities changed their behavior since our larger takedowns earlier this year, and have stopped posting vaccine misinformation (e.g., RFK's Jr.'s Page). We continue to monitor these entities on platform, and are reviewing the off platform activities as well, but do not believe we currently have a clear path for removal of these.

D. July 2021: Biden White House Pressure Campaign Reaches a Fever Pitch

The pace of communications between Facebook and the White House slowed somewhat during May and June of 2021.[163] On May 26, 2021, Facebook stopped censoring lab-leak theory.[164] In early July, top Facebook officials, including Clegg, engaged directly with the Surgeon General's Office about alleged misinformation.[165] But the situation began to rapidly change in mid-July.

On July 14, 2021, the Eric Waldo of the Surgeon General's office informed Facebook that Surgeon General Vivek Murthy would be releasing an "Advisory" the following day "about

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[162] *Id.*

[163] *See generally* May and June email chains between Facebook personnel and White House staff; *see* Ex. 32, 37, 40, 41, 43, 44, 45, & 46.

[164] Internal email from Facebook personnel to Mark Zuckerberg (June 6, 2021, 2:24 PM); *see* Ex. 37.

[165] *See, e.g.*, Email from Surgeon General's office personnel to Facebook personnel (July 6, 2021, 9:47 AM); *see* Ex. 50.

the importance of addressing health misinformation" and expected to regularly connect with Facebook "about this and more" in the future.[166] In a follow-up email on the same day, the Surgeon General's Office informed Facebook that "the Advisory notes that technology companies and social media organizations have a role to play in product and policy design to help slow the spread of health misinformation."[167]

July 15, 2021: Surgeon General's Advisory released

On July 15, 2021, the Surgeon General's office emailed Facebook, highlighting the Advisory and Surgeon General Vivek Murthy's statements that "American lives are at risk" unless social media companies "do more to address the spread [of misinformation] on their platforms."[168] The same day, then-White House press secretary Jen Psaki held a joint press briefing with Surgeon General Murthy and criticized "Facebook specifically for [its] handling of COVID misinformation and listed four steps" the White House believed Facebook should be taking, citing CCDH's claim that "12 people"—that is, the so-called Disinformation Dozen—were "producing 65 percent of anti-vaccine misinformation on social media platforms" and noting that it was "important to take faster action against harmful posts."[169]

Following these statements, Facebook scrambled to determine whether the so-called Disinformation Dozen had been "totally removed" from its platforms, with one employee noting that "The White House made a statement about these accounts and now leadership is interested in what the status is, we'd like to do this now if at all possible."[170] (Following its review, Facebook "identified 39 accounts that are owned by, or appear to be linked to, the Disinfo Dozen," of which 15 had been disabled, four were "experiencing feature blocks," 10 were in "non-rec status," and the remaining accounts had not posted "sufficient violating content" recently to be disabled or incur penalties.)[171] Meanwhile, other Facebook employees emailed internally, noting that the Biden Administration's definition of "misinformation" was "completely unclear," and that it "seems like when the vaccination campaign isn't going as hoped, it's convenient for them to blame us."[172] Another added that the Biden White House's response seemed like "a political battle . . . not fully grounded in facts, and it's frustrating."[173]

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[166] Email from Eric Waldo to Nick Clegg and other Facebook personnel (July 14, 2021, 5:21 PM); *see* Ex. 50.
[167] *Id.*
[168] Email from Eric Waldo to Nick Clegg and other Facebook personnel (July 15, 2021, 9:08 AM); *see* Ex. 50.
[169] Internal email from Facebook personnel to Nick Clegg (July 15, 2021, 4:21 PM); *see* Ex. 54; Press Briefing by Press Secretary Jen Psaki and Surgeon General Dr. Vivek H. Murthy, July 15, 2021, THE WHITE HOUSE.
[170] Internal text thread between Facebook personnel (July 15, 2021); *see* Ex. 75.
[171] *Id.*
[172] Internal email among Facebook personnel (July 16, 2021, 7:32 PM); *see* Ex. 54.
[173] Internal email among Facebook personnel (July 16, 2021, 8:14 PM); *see* Ex. 54.

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=8A70307919154AF59F82CFF2CE7AD656>
To: [redacted] MisinfoPolicyTeam
Sent: 7/16/2021 8:14:12 PM
Subject: Re: Biden Admin Health Misinfo Advisory

I agree. This seems like a political battle that's not fully grounded in facts, and it's frustrating. That said, there's good momentum internally right now to get even deeper on the data so we can push back more directly, so hopefully we'll have a bit more to say on this soon.

On July 15, 2021, the Biden White House also emailed Facebook about technical issues that had been affecting follower growth on President Biden's Instagram account (@potus). When a Facebook employee replied that he was unable to explain the internal technical issue but noted that it had been "resolved and should not happen again," Rob Flaherty replied in a tone familiar to Facebook personnel, "Are you guys f***ing serious? I want an answer on what happened here and I want it today."[174]

From: "Flaherty, Rob R. EOP/WHO" <[redacted]@who.eop.gov>
Date: Thursday, July 15, 2021 at 3:29 PM
To: "[redacted] EOP/WHO"[redacted]@who.eop.gov>, [redacted] (IG)" <[redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Follow up on WH questions

Are you guys fucking serious? I want an answer on what happened here and I want it today.

July 16, 2021: President Biden says that Facebook is "killing people"

On July 16, 2021, Facebook met with the Surgeon General's office to discuss the advisory the Surgeon General had announced publicly the day before.[175] Prior to the meeting, Facebook emailed internally about how CCDH's Disinformation Dozen report was both flawed and yet still being repeatedly cited by those who were alleging that Facebook was "contributing significantly to vaccine hesitancy."[176] One Facebook employee lamented that CCDH's data was "now being used to guide major governmental policy decisions" and expressed concern that the Biden White House may not be making decisions "based on grounded data."[177] He added, "it seems like the WH thinks that if we just removed these 12 accounts, this would cause 65 percent of anti-vax misinformation to go away."[178]

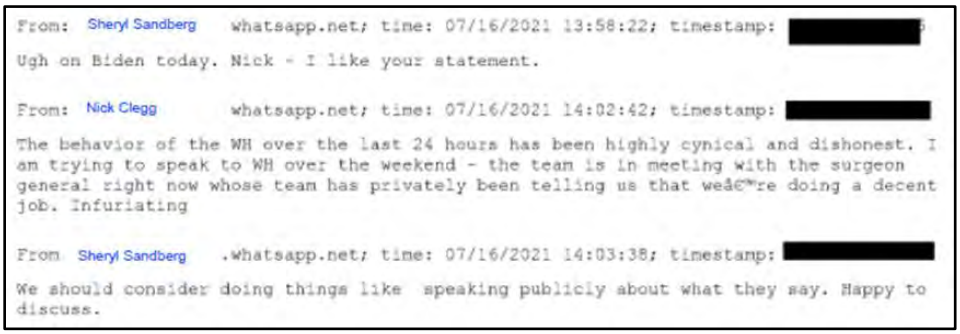
Internal Facebook notes from the July 16 meeting reveal that the Surgeon General's office stated that "the [Biden] Administration is concerned about misinformation generally" and

[174] Email from Rob Flaherty to Facebook personnel (July 15, 2021, 3:29 PM); *see* Ex. 51; *see also* House Judiciary Committee's Transcribed Interview of Nick Clegg (Mar. 1, 2024), at 29 (on file with the Comm.).
[175] Internal email between Facebook personnel (July 16, 2021); *see* Ex. 55.
[176] Internal email between Facebook personnel (July 16, 2021, 10:21 AM); *see* Ex. 57.
[177] Internal email between Facebook personnel (July 16, 2021, 11:58 AM); *see* Ex. 57.
[178] *Id.*

"made it clear that the [Biden] Administration is indeed concerned that misinformation" on Facebook was "jeopardizing proactive COVID vaccination efforts."[179] The Surgeon General's office also told Facebook that while it had made "some progress" to curtail misinformation, its work had "fallen short" and the company could "do more," such as by taking "quicker actions on harmful content."[180] In response, Facebook stated that it had "invested considerable resources to improve [its] misinformation policies and enforcement actions" and "substantially demoted borderline COVID information, even if it is not false."[181] But that was not enough. Ultimately, internal documents reveal that Facebook "left the meeting with the impression that" although the Surgeon General's office wanted Facebook "to do more," it was not "sure how to encourage [the company] to take down more problematic content."[182]

On the same day, White House press secretary Jen Psaki again called out Facebook, citing CCDH's claim that 12 people were responsible for most of the problematic content online, noting that there were "additional steps" that platforms could take to censor such content, and adding that the Biden Administration had been flagging general "trends" or "narratives," but "not specific posts," for Facebook's attention.[183] Shortly after Psaki's statements, President Biden told a reporter that social media companies like Facebook were "killing people" by allowing Covid misinformation to spread on their platforms.[184]

Following Biden's statements, Facebook leadership (CEO Mark Zuckerberg, COO Sheryl Sandberg, Nick Clegg, VP of Global Affairs, and Joel Kaplan, VP for Public Policy) texted noting that "The behavior of the WH over the last 24 hours has been highly cynical and dishonest," especially given that the Surgeon General's office had "privately" been telling Facebook that it had been doing a "decent job."[185]


From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 13:58:22; timestamp: [redacted]

Ugh on Biden today. Nick - I like your statement.

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:02:42; timestamp: [redacted]

The behavior of the WH over the last 24 hours has been highly cynical and dishonest. I am trying to speak to WH over the weekend - the team is in meeting with the surgeon general right now whose team has privately been telling us that weâ€™re doing a decent job. Infuriating

From Sheryl Sandberg .whatsapp.net; time: 07/16/2021 14:03:38; timestamp: [redacted]

We should consider doing things like speaking publicly about what they say. Happy to discuss.

[179] Internal email between Facebook personnel (July 16, 2021); *see* Ex. 55.
[180] *Id.*
[181] *Id.*
[182] *Id.*
[183] *Id;* Press Briefing by Press Secretary Jen Psaki, July 16, 2021, THE WHITE HOUSE.
[184] *See* Nandita Bose and Elizabeth Culliford, *Biden says Facebook, others 'killing people' by carrying COVID misinformation*, REUTERS (July 16, 2021).
[185] Message thread between Facebook senior leadership (July 16, 2021); *see* Ex. 56.

Zuckerberg asked if they considered including that "the WH put pressure on us to censor the lab leak theory" as part of its "generic pressure" for the company to "do more."[186]

From Mark Zuckerberg 07/16/2021 14:48:29; timestamp: [redacted]

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Can we include that the WH put pressure on us to censor the lab leak theory?

Sheryl Sandberg texted that the White House was "scapegoating" Facebook to "cover their own missed vaccination rates and a virus they can't get control of through public policy."[187]

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 15:02:45; timestamp: [redacted]

I think they are scapegoating us to cover their own missed vaccination rates and a virus they canâ€™t get control of through public policy is the best narrative

From: Mark Zuckerberg 07/16/2021 15:05:33; timestamp: [redacted]

That is certainly true as well.

The text thread also reveals that Facebook leadership believed it was in a "knife fight" with the Biden White House that may warrant reaching out to Steve Ricchetti, a counselor to President Biden.[188] Zuckerberg thought that the President's statement was coordinated with Jen Psaki's statement and the Surgeon General.[189]

From: Mark Zuckerberg 07/16/2021 16:44:12; timestamp: [redacted]

And I don't believe that this wasn't coordinated. Psaki and the Surgeon General basically made the same point in a less inflammatory way earlier in the week.

The text thread mentioned how the Biden White House was telling reporters that "they have long demanded more action from" Facebook, which was "true," but Facebook had already "done so much to promote authoritative information" and had been "more effective than other platforms at combating misinformation."[190] Consequently, Facebook leadership considered whether it should "change [its] model" of how it worked "with the WH on this," noting, "If

[186] *Id.*
[187] *Id.*
[188] *Id.*
[189] *Id.*
[190] *Id.*

they're more interested in criticizing us than actually solving the problems, then I'm not sure how it's helping the cause to engage with them further."[191]

From: Mark Zuckerberg 07/16/2021 16:16:40; timestamp: [redacted]

I also wonder if we should change our model of how we work with the WH on this.

From: Mark Zuckerberg 07/16/2021 16:17:19; timestamp: [redacted]

If they're more interested in criticizing us than actually solving the problems, then I'm not sure how it's helping the cause to engage with them further.

Clegg added that "whether the WH want[ed] to deescalate" the situation – "tho[ugh] much damage ha[d] already been done," and Facebook "need[ed] to reset" its "working relationship with them."[192] Facebook leadership also noted the double standard between the media coverage of statements by President Biden versus President Trump, stating, "Did Trump say things this irresponsible? If Trump blamed a private company not himself and his govt, everyone would have gone nuts."[193]

From: Sheryl Sandberg .whatsapp.net; time: 07/16/2021 18:52:41; timestamp: [redacted]

And another thought. Did Trump say things this irresponsible? If Trump blamed a private company not himself and his govt, everyone would have gone nuts.

On July 16, 2021, Clegg emailed Surgeon General Murthy about "what has transpired over the past few days following the publication of the misinformation advisory, and culminating today in the President's remarks about" Facebook.[194] Clegg explained to Murthy that teams from Facebook and the Surgeon General's office met to "better understand the scope of what the White House expect[ed] from [Facebook] on misinformation going forward."[195] Facebook noted that while it certainly had understood "for some time" that there was "disagreement on some of the policies governing [its] approach and how they are being enforced," it felt unfairly singled out and wanted "the opportunity to speak directly to discuss a path forward."[196] On July 19, 2021, Surgeon General Murthy replied, stating, "I know the last few days have been challenging. I'd be happy to speak directly about how we move forward."[197]

July 17-21: Facebook in Damage Control

On July 17, a Vice President at Facebook, emailed Anita Dunn, a senior advisor to President Biden, seeking "to connect with [Dunn] on the President's comments on Covid misinfo

[191] *Id.*
[192] *Id.*
[193] *Id.*
[194] Email from Nick Clegg to Surgeon Gen. Vivek Murthy (July 16, 2021, 5:43 PM); *see* Ex. 58.
[195] *Id.*
[196] *Id.*
[197] Email from Surgeon Gen. Vivek Murthy to Nick Clegg (July 19, 2021, 3:29 PM); *see* Ex. 58.

and [Facebook's] work there. Really could use your advice and counsel on how we get back to a good place here."[198] The Facebook employee added:

> While there's always been a disagreement on where the lines should be on misinfo generally, we have genuinely tried to work with the administration in good faith to address the gaps and solve the problems. As I hope you know, we've been doing a significant amount of work to both fight the misinfo and fight the pandemic through authoritative information. Obviously, yesterday things were pretty heated, and I'd love to find a way to get back to pushing together on this – we are 100% on the same team here in fighting this and I could really use your advice.[199]

In response, on July 17, Dunn added Flaherty to the email chain because, in Dunn's words, "he has been following your platform (and others) closely when it comes to flow of information and misinformation."[200] Flaherty chimed in, stating that he was "[h]appy to connect."[201] And Ginsburg replied back, "We'd love to find a way to get things back to a productive conversation," adding other Facebook personnel to the email chain and noting that Rob and the employee "have a tight working relationship already."[202] The employee then chimed in, noting that Facebook "had a conversation with the Surgeon General's office yesterday to discuss the advisory In [*sic*] more detail and hope to continue to work to address concerns."[203] The Facebook employee concluded his email, noting "Along with David [Ginsburg]—I am really hoping to close the gap in terms of what's playing out publicly and what we might be able to accomplish working together," adding "Rob—I'm around anytime for a conversation."[204]

Meanwhile, on July 17, 2021, Facebook circulated an email internally about running an exercise to "determine the content that the White House would want us to remove vs what we are currently removing," so that it could demonstrate that it was "in fact removing a sizable proportion of content and that the remaining delta is not content that the general public would be comfortable with [it] removing."[205] In its discussion, Facebook pointed out that the Surgeon General's advisory defined misinformation "to include people posting truthfully about experiencing rare side effects," which it "obviously strongly disagree[d] with."[206]

On July 17, 2021, Facebook also published a statement entitled, "Moving Past the Finger Pointing," in which it noted that, while the "Biden administration has chosen to blame" companies like Facebook for failing to meet its vaccination goals, Facebook had been taking action against vaccine misinformation, including "on all eight of the Surgeon General's recommendations."[207] Clegg privately texted this statement to the Slavitt, stating that Facebook was hoping to avoid "further public broadsides," and would reach out to Surgeon General

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[198] Email from Facebook personnel to White House staff (July 17, 2021, 5:52 PM); *see* Ex. 60 (emphasis added).
[199] *Id.* (emphasis added).
[200] Email from White House staff to Facebook personnel (July 17, 2021, 5:56 PM); *see* Ex. 60.
[201] Email from Rob Flaherty to Facebook personnel (July 17, 2021, 3:06 PM); *see* Ex. 60.
[202] Email from Facebook personnel to Rob Flaherty (July 17, 2021, 6:14 PM); *see* Ex. 60.
[203] Email from Facebook personnel to Rob Flaherty and Facebook personnel (July 17, 2021, 3:23 PM); *see* Ex. 60.
[204] *Id.* (emphasis added).
[205] Internal email between Facebook personnel (July 17, 2021, 7:57 AM); *see* Ex. 59.
[206] Internal email between Facebook personnel (July 17, 2021, 11:08 AM); *see* Ex. 59.
[207] Guy Rosen, *Moving Past the Finger Pointing*, FACEBOOK (July 17, 2021).

Murthy in the hopes that it could "resume a sensible conversation, notwithstanding the differences," "reset and move on."[208] Slavitt replied, noting that the Biden White House did not think Facebook's statement was "very productive," and that the company was "talking around the problem" instead of focusing on "what more could [it] do," the latter of which, the Biden White House stated, "is how [it could] move past finger pointing."[209] Clegg stated that while Facebook understood the White House's position, it was a "big deal when POTUS accuses a major US Corp of killing people."[210] Slavitt countered that the Biden White House was right to be "troubled" that "7 of the top 10 vaccine posts on FB are anti-vaxx," such as a post by Candace Owens that stated "the government is hiding vaccine deaths."[211] He added that the Biden White House wanted Facebook "to come clean with how many people see these posts and what [the company was] doing about them," adding that it has "asked and asked" for this information.[212] In response, Clegg told Slavitt that Facebook was "now doing a full refreshed analysis of the delta between FB's misinfo coverage/definition and what [it thought] the WH would want [it] to do."[213]

On July 19, as Facebook worked to identify the "delta [] for what the WH would want removed (vs what [Facebook did] remove)," senior Facebook employees texted back and forth about the pressure the company was under from the Biden White House.[214] Clegg wrote that the "WH advisor" he had "been dealing with [was] totally focused on [the] top 10 Crowdtangle Covid posts."[215] He added that, "The Biden walkback of his earlier comments is significant – and v deliberate – I think the way he hit back this weekend had a real effect."[216] Clegg noted that he had been communicating with Facebook CEO Mark Zuckerberg "re the significance of the WH olive branch."[217] Clegg also informed his team that over the last several days he had had phone "calls with Andy Slavitt et al till 3 am on several occasions" and "many calls" with Zuckerberg and Sandberg, adding that the White House and wanted Facebook to "take down content is which by most measures annoying/alarming but not necessarily harm inducing misinfo."[218] In response, Clegg's team brainstormed ways Facebook could "repair the relationship with the WH," while Clegg noted that repairing the relationship would be difficult because "there simply isn't consensus on what misinfo is" and so Facebook needed to know what its "coverage of misinfo" was versus what it thought "the WH would like to see."[219]

July 21, 2021: Facebook's internal memo on the gap between what the Biden White House wanted removed and what Facebook felt comfortable removing

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[208] Text messages between Nick Clegg and Andy Slavitt; *see* Ex. 53.
[209] *Id.*
[210] *Id.*
[211] *Id.*
[212] *Id.*
[213] *Id.*
[214] Internal email between Facebook personnel (July 19, 2021, 8:05 AM); *see* Ex. 59.; Message thread between Nick Clegg and Facebook personnel (July 19, 2021); *see* Ex. 62.
[215] Message thread between Nick Clegg and Facebook personnel (July 19, 2021); *see* Ex. 62.
[216] *Id.*
[217] *Id.*
[218] Message from Nick Clegg to FB personnel (July 19, 2021, 5:42 PM); *see* Ex. 62.
[219] Message from Nick Clegg to FB personnel (July 19, 2021, 10:01 PM); *see* Ex. 62.

On July 21, a Facebook employee circulated an internal memo for Nick Clegg, stating, "There is likely a significant gap between what the WH would like us to remove and what we are comfortable removing. There are some policy mitigations that could get the two parties closer, but Content Policy does not recommend pursuing them."[220]

> Nick,
>
> TLDR: There is likely a significant gap between what the WH would like us to remove and what we are comfortable removing. There are some policy mitigations that could get the two parties closer, but Content Policy does not recommend pursuing them.
>
> You asked for information about the delta between content that Facebook is removing and the White House wants us to remove and mitigation options. The White House rarely provides any specificity about what it wants removed, but it routinely complains to us about content identified in critical media reports. We've compiled specific criticisms and extrapolated from more general complaints below:

The memo outlined the "delta" between the content that Facebook was removing and the content that the Biden White House wanted Facebook to remove as well as "mitigation options."[221] For example, the Biden White House expressed its desire for Facebook to disable accounts across its platforms and remove "all links to the Disinfo Dozen's off-platform domains," both of which Facebook had previously reserved only "for child safety and dangerous organization violations."[222]

> 1. **Cross-platform disables**:
> a. Delta: The WH wants cross-platform disables. We only do cross-platform disables for child safety and dangerous organization violations.
> b. Mitigation (not recommended): We could remove all of a person's groups/pages/accounts once they have had a single group/page/account removed for covid misinfo violations. This would remove approximately 50 non-violating entities associated with the Disinfo Dozen, including many entities that have nothing to do with COVID or vaccines. We are continuing to research what other entities might be affected.

> 2. **Off-Platform Links**:
> a. Delta: The WH wants all links to the Disinfo Dozen's off-platform domains removed. We only remove links to off-platform content if the content violates child safety or dangerous organizations violations.
> b. Mitigation (not recommended): We could remove all posts from FB/IG if the posts contain a link to domains associated with covid misinfo violators, but it would likely remove significant amounts of benign content posted by regular users, such as their posts about person experiences or government criticism that also include a link to a website. Some of the off-FB/IG websites also have non-covid-related content, so we could be removing posts that are not about COVID and link to the websites for non-COVID reasons. It is unlikely that we have capacity to review individual off-platform links, so we would likely have to execute at a domain level.

The memo stated that the Biden Administration wanted Facebook "to remove true information" about vaccine side effects.[223]

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[220] Internal email from Facebook personnel to Nick Clegg (July 21, 2021, 8:35 PM); *see* Ex. 63.
[221] *Id.*
[222] *Id.*
[223] *Id.*

1. **True information**:
   a. Delta: The Surgeon General wants us to remove true information about side effects if the user does not provide complete information about whether the side effect is rare and treatable. We do not recommend pursuing this practice.
   b. Mitigation (not recommended): We currently label all of this content and demote some of it. We could remove the content or increase the demotion strength.

Additionally, the memo noted that the Biden White House would like Facebook to "remove content that provides any negative information on or opinions about the vaccine without concluding that the benefits of the vaccine outweigh that information or opinion" as well as "humorous or satirical content that suggests the vaccine isn't safe."[224]

1. **Other Vaccine Hesitant Content**:
   a. Delta: The WH generally objects to content that appears in media criticism of our covid misinfo efforts. While we don't have specifics, we can extrapolate that they would like us to remove content that provides any negative information on or opinions about the vaccine without concluding that the benefits of the vaccine outweigh that information or opinion; humorous or satirical content that suggests the vaccine isn't safe
   b. Mitigation: Similar to true information, we recommend adhering to expert advice that we allow open discussion of vaccine safety and efficacy and do not recommend removing this content. We could consider increasing the demotion strength on content being demoted that is still breaking through into top posts.

The memo also indicated that it was likely that the Biden White House wanted Facebook to remove "true content and criticism of the government, both of which," the company felt the need to add, "are appropriate to allow on platform."[225]

Detailed Assessment of Other Vaccine Hesitant Content:

1. The #2 ranked content is an ABC News report about side effects. It is deemed "negative."
   a. Delta assessment: We don't know whether the WH would propose that this reporting from network news should be removed for accurately reporting on side effects. We do not recommend doing so.

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1. Five pieces of content (ranking 1, 5, 7, 13, 14) were borderline content and were demoted and labeled, but the demotion strength did not remove them from the top 100 FB posts for the relevant time period. All received the label: "COVID-19 vaccines go through many tests for safety and effectiveness and are then monitored closely" with a link to FB's COVID-19 Information Center.
   a. Delta assessment (content assessment below): We suspect the WH believes this content should be removed. We demote and label this content because we find it irresponsible in its sensationalism and lack of context; however, it is a mix of true content and criticism of the government, both of which are appropriate to allow on platform.
   b. #1, 5, and 7 are from Candace Owens and suggest that the vaccine is experimental or has side effects, including death, and are critical of the government. #5 was also fact-checked by a 3PFC.
   c. #13 is from Tucker Carlson and offers sensationalized reporting on a true incident of a 12 year old suffering a rare side effect and and reporting on a study published in the *Journal of the American Medical Association (JAMA) Pediatrics* about the dangers of wearing masks to children. The content was posted the day after the JAMA study was published. JAMA retracted the study two weeks after publication.
   d. #15 is from Turning Point USA and suggests that the government has no authority to mandate taking an experimental vaccine.

[224] *Id.*
[225] *Id.*

The internal Facebook memo further explained that the Biden White House had "previously indicated that it thinks humor should be removed if it is premised on the vaccine having side effects," so Facebook "expect[ed] it would similarly want to see humor about vaccine hesitancy removed."[226] The memo noted that it did not have "insight" into whether the Biden White House wanted Facebook to remove "personal opinions about government mandates or explanations of personal choices not to get the vaccine," again feeling the need to add, "We believe there is a strong interest in protecting the expression of personal opinion and personal choice."[227]

1. Five pieces of content (ranking 4, 6, 8, 11, 12) were labeled negative.
    a. Delta assessment (content assessment below): The WH has previously indicated that it thinks humor should be removed if it is premised on the vaccine having side effects, so we expect it would similarly want to see humor about vaccine hesitancy removed. We don't have insight into whether the WH wants personal opinions about government mandates or explanations of personal choices not to get the vaccine removed. We believe there is a strong interest in protecting the expression of personal opinion and personal choice.
    b. #4 is a cartoon attempt at humor, suggesting that door-to-door vaccinators would be tied to trees.
    c. The other four pieces of content all offer personal opinions about mask or vaccine mandates or the decision to be vaccinated.

Finally, the memo outlined the "aggressive actions" that Facebook had taken to censor the Disinfo Dozen since March 2021, including by "expanding the amount" of misinformation it removed and "by giving the 'Worst of the Worst' Entities 48 hours to remove all violating misinformation or otherwise [] be removed" from the platform.[228] The memo boasted that, consequently, Facebook removed "known anti-vaxxers" such as Robert F. Kennedy Jr.'s Instagram account, chilling the speech of many of these individuals.[229] The memo concluded by noting that Facebook had removed at least one account associated with 11 of the 12 Disinfo Dozen individuals, adding that when it came to the 12th individual, who posted "mainly about internet censorship now," Facebook was "watching his profile closely."[230]

Disinfo Dozen Status On Platform:

1. We have been aware of the Disinfo Dozen back in March. We took very aggressive actions based on them, and other entities we flagged, by expanding the amount of Misindo that we remove and by giving the "Worst of the Worst" entities 48 hours to remove all violating misinformation or otherwise they would be removed. As a result of that, we removed known anti-vaxxers such as RFK Jr.'s IG Account.
2. This resulted in behavior modification by these actors -- RFK stopped posting anti-vax content on his FB page, and some other members of the Disinfo Dozen also stopped posting violating content.
3. We have continued to monitor these accounts and have found the following:
    a. 91 entities are tied to the Disinfo Dozen (however, the majority of these entities do not share anti-vax content and some post infrequently or stopped posting altogether).
    b. 23 of those entities have been removed.
    c. We are confirming additional entities (approx. 15) that may be removed under our "Single Use Multiple Account" and Recidivism policies (we are aiming to have these results by EOD).
    d. 11 of the 12 Disinfo Dozen members have had one entity removed by us. The 12th posts mainly about internet censorship now. We are watching his profile closely.

[226] *Id.*
[227] *Id.*
[228] *Id.*
[229] *Id.*
[230] *Id.*

In response to this memo, Facebook COO Sheryl Sandberg asked Clegg if Facebook should "do more" to appease the Biden Administration.[231] In his reply, Clegg noted that Facebook was also considering "what more data we can share with them which is a big ask from the WH," adding that "what the WH appears to want us to remove ranges from humor to totally non violating chatter about vaccines. I can't see Mark [Zuckerberg] in a million years being comfortable with removing that – and I wouldn't recommend it."[232] Ultimately, Clegg noted that Facebook should "wait to see what Surgeon Gen tells me on Fri before deciding how/whether we need to make any bigger moves."[233]

On July 22, 2021, Clegg emailed internally to discuss how Facebook would handle its meeting with the Surgeon General the following day.[234] Emails show that Facebook planned to ask Surgeon General Murthy about "what specific types of misinfo" it was missing so it could "move forward productively."[235] Clegg also included "Andy Slavitt's overnight advice on how to understand where the WH is coming from," which was that the Biden White House would be "frustrated" until Facebook could tell them "how much misinfo [was] being seen by people" and made "a pledge to reduce the amount of misinfo," the latter of which was "all they care[d] about."[236] Clegg also mentioned that Facebook COO Sheryl Sandberg was "keen that we continue to explore some moves that we can make to show that we are trying to be responsive to the WH," while noting that that the "blackholing idea," which Facebook had initially considered, would not "work after all" given that it would eliminate a lot of benign content.[237] Clegg concluded his email by noting that he believed Facebook's "current course – in effect explaining ourselves more fully, but not shifting on where we draw the lines or on the data we provide" was "a recipe for protracted and increasing acrimony with the WH."[238] Clegg then added, "Given the bigger fish we have to fry with the [Biden] Administration," that "doesn't seem a great place for us to be, so grateful for any further creative thinking on how we can be responsive to their concerns."[239]

On July 23, 2021, Facebook met with Surgeon General Murthy.[240] During the meeting, Clegg explained to the Surgeon General that, "NOT ONE SINGLE post in the top FB 100 posts listed in the reports [Facebook had] to submit to the [Biden] Administration over the last several weeks [was] in any way associated with the 'disinfo dozen.'"[241] But Murthy pushed back. As one Facebook employee who attended the meeting recalled, "One thing from Dr. Murthy mentioned at the end [of the meeting] – perhaps worth including as a signal of things to come? – is a broader concern from a well being perspective. He talked about how he travels the country

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[231] Internal email from Sheryl Sandberg to Nick Clegg (July 21, 2021, 11:01 PM); *see* Ex. 63.
[232] Internal email from Nick Clegg to Sheryl Sandberg (July 21, 2021, 2:13 PM); *see* Ex. 63.
[233] *Id.*
[234] Internal email from Nick Clegg to Facebook personnel (July 22, 2021, 12:20 AM); *see* Ex. 64.
[235] *Id.*
[236] *Id.*
[237] *Id.*
[238] *Id.*
[239] *Id.*
[240] Emails between HHS staff and Facebook personnel (July 23, 2021, 5:34 AM); *see* Ex. 50.
[241] Internal email from Nick Clegg to Facebook personnel (July 24, 2021, 9:40 AM); *see* Ex. 66.

and hears concerns from people and questions about whether social media is bad for kids, and how this current health misinfo issue is the first one to figure out for the industry."[242]

Ultimately, following the July 23, 2021 meeting, Clegg emailed the Surgeon General to inform him about the steps Facebook had taken "just this past week to adjust policies" to "remove" more "misinformation" and further censor the Disinfo Dozen.[243] Clegg added that it heard the Surgeon General's "call for [Facebook] to do more" and would keep him informed on the "4 specific recommendations for improvement" he identified.[244]

Internally, Facebook continued to struggle with how to respond to respond to the Biden White House's unreasonable demands about the Disinformation Dozen, noting in one July 24, 2021 email, for example, that it was "in a tough spot as the WH's case – while wrong – is very simple: 12 people are responsible for the vast majority of the anti-vaccine content on Facebook and they're (almost) all still active on the platform."[245] The email noted that "treating some of these people" as it treated "Dangerous Orgs and Individuals" may be the "only approach" that would bring Facebook "closer in line with the media/WH/policy elites view that [Facebook] should be banning people who repeatedly break [its] rules from all [its] apps."[246]

Meanwhile, the Biden White House's pressure campaign, grounded on the CCDH's false claims, continued. On July 26, 2021, Facebook internally noted that given the "unrelenting staying power of the misleading stat that 12 people are responsible for 65% of COVID/vaccine misinformation," featured twice "in comments last week from President Biden," it felt the need to draft a post about the action it had already taken against the Disinfo Dozen and how their posts represented just a fraction of a percent of Facebook's total vaccine related content, and that, over the past two months, not a single post in Facebook's most-viewed vaccine content was from a Disinfo Dozen-associated account.[247]

E. August 2021: Facebook Relents to the White House Pressure and Changes Its Content Moderation Policies

The preceding few weeks proved too much pressure for Facebook's leadership to handle and the order was given from the top: change the company's content moderation policies as quickly as possible.

On August 2, 2021, a Facebook employee circulated an internal email with the subject line "Urgent help assessing misinfo/misinfo adjacent Policy options."[248] In the email, the Facebook employee noted that, "Leadership asked Misinfo Policy and a couple of teams on Product Policy to brainstorm some additional policy levers we can pull to be more aggressive

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[242] Internal email from Nick Clegg to Facebook personnel (July 26, 2021, 11:50 AM); *see* Ex. 67.
[243] Email from Nick Clegg to Surgeon Gen. Vivek Murthy (July 23, 2021, 7:29 PM); *see* Ex. 69.
[244] *Id.*
[245] Internal email from Facebook personnel to Nick Clegg (July 24, 2021, 2:44 PM); *see* Ex. 60.
[246] *Id.*
[247] Internal email from Facebook personnel to Nick Clegg and other Facebook personnel (July 26, 2021, 11:34 AM); *see* Ex. 70.
[248] Internal email between Facebook personnel (Aug. 2, 2021, 5:39 PM); *see* Ex. 29.

against Covid and vaccine misinformation. *This is stemming from the continued criticism of our approach from the US administration*."[249]

From: [redacted]@fb.com>
Sent: Monday, August 2, 2021 5:39 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Urgent help assessing misinfo/misinfo adjacent Policy options

Hi PMs in the To line,

With apologies in advance for the short notice, could we please ask for a quick gut check by 1 pm PT tomorrow (Tuesday) on the implementation feasibility of this list <https://docs.google.com/document/d/1x-EkjIF-1_eNTXeNx-UwYP8Y15YKUHjzur8BrTqyD9c/edit> of policy options to be more aggressive against Covid and vaccine misinformation, to inform a leadership conversation happening Wednesday?

Context: Leadership asked Misinfo Policy and a couple of teams on Product Policy to brainstorm some additional policy levers we can pull to be more aggressive against Covid and vaccine misinformation. This is stemming from the continued criticism of our approach from the US administration and a desire to kick the tires further internally on creative options. (We know there's also a parallel effort to brainstorm Product/BTG levers we can pull.)

Given the intense pressure Facebook was under to move quickly, the employee noted that Facebook's Product team had "not had time to fully vet most of these ideas" and Facebook's Data Science team had not "analyze[d] these options" to "fully understand their ultimate on-platform impact."[250] The employee also noted that the "recommendations [were] specifically targeted at addressing the problem posed by the disinformation dozen accounts continuing to have presences on Facebook/Instagram," adding that, "Most of the problematic content critics such as the Center for Countering Digital Hate (CCDH) associate with the disinfo dozen are URLs to off-platform content [Facebook didn't] enforce on as a matter of principle."[251] As a result, the Facebook employee noted that Facebook "could change [its] policy approach and start enforcing off platform, but [her team didn't] support that from a principled perspective," adding that it also "would be resource intensive to implement."[252] Given that "blackholing their domains is too blunt, since lots of the content they post on- and off-platform is not even about Covid or vaccines," the Facebook employee "recommend[ed] steps to give less distribution to disinfo dozen URLs so they have less reach and visibility."[253]

[249] *Id.*
[250] *Id.*
[251] *Id.*
[252] *Id.*
[253] *Id.*

Our recommendations are specifically targeted at addressing the problem posed by the disinformation dozen accounts continuing to have presences on Facebook/Instagram. Most of the problematic content critics such as the Center for Countering Digital Hate (CCDH) associate with the disinfo dozen are URLs to off-platform content we don't enforce on as a matter of principle. This URL content appears to have a higher prevalence of violating/BV content than the on-platform content posted by the disinfo dozen. We could change our policy approach and start enforcing off platform, but we don't support that from a principled perspective and this would be resource intensive to implement. And blackholing their domains is too blunt, since lots of the content they post on- and off-platform is not even about Covid or vaccines. Instead, we're recommending steps to give less distribution to disinfo dozen URLs so they have less reach and visibility. For example, our fact-checkers have rated some of the most viral and misleading disinfo dozen URLs, so one option below is to leverage that signal to give even less distribution to these domains.

2. **Off platform links enforcement**
   - ~~**a. Blackhole[1] off platform domains associated with removed entities (Not Recommended)**~~
     - i. **Impact:** If we blackholed all 28 URL domains associated with the Disinfo Dozen, this would remove at least 250M pieces of content, including private messages. Furthermore, if we blackholed all URL domains associated with *any* entity we remove for health misinfo violations, the amount of content removed would be astronomical.
     - ii. **Recommendation:** We do not recommend, as it risks enforcing on large volumes of historical content that may not be violating or unrelated to COVID/vaccines.

[1] Blackhole (to) = block across all FB surfaces, ie. content will not be displayed (and, by extension, will be impossible to click on)

The next day, Facebook discussed internally its "touchy relationship with [the Biden White House], which specifically want[ed] [it] to demonstrate additional steps on four issues they've raised, including doing more to address the disinfo dozen actors."[254] As a result, Facebook admitted that its "solutions" were "mostly tailored around addressing [the Disinfo Dozen]."[255] On August 5, 2021, Clegg's team provided him with an update on Facebook's response "to the four asks from the White House" that were "named in the Surgeon General's Advisory," outlining four actions Facebook could take to further censor COVID and vaccine related content.[256]

[254] Internal message between Facebook personnel (Aug. 3, 2021, 9:46 AM); *see* Ex. 71.
[255] *Id.*
[256] Internal email from Facebook personnel to Nick Clegg (Aug. 5, 2021, 9:54 PM); *see* Ex. 72.

Subject: Pre-read Re: MTG: Covid/WH update

[redacted],

Ahead of our meeting tomorrow, we're providing you with an update on our response to the four asks from the White House and decisions from you on these options. Please see a link to the pre-read with the full details of options here.

As a reminder, the four asks named in the Surgeon General's Advisory:

1. Measure and publicly share the impact of misinformation on their platform. Facebook should provide, publicly and transparently, data on the reach of COVID-19 — COVID vaccine misinformation. Not just engagement, but the reach of the misinformation and the audience that it's reaching.
2. Create a robust enforcement strategy that bridges their properties and provides transparency about the rules
3. Take faster action against harmful posts
4. Promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the levers to promote quality information. We've seen them effectively do this in their algorithm over low-quality information and they've chosen not to use it in this case. And that's certainly an area that would have an impact

On August 6, 2021, Facebook met with Surgeon General Murthy.[257] Following the meeting, the Surgeon General's office followed up with Facebook, asking if the company could send "an update of any new/additional steps" that it would be "taking with respect to health misinformation in light of the advisory" "within two weeks."[258] Facebook replied, stating that it would provide a response within two weeks "outlining [its] approach."[259]

Internal Facebook documents indicate that following its meeting with the Surgeon General, Facebook met internally and agreed to "further explore four discreet policy options."[260] For example, the following day, August 10, Facebook emailed internally, noting the Surgeon General office's request for an update within two weeks, and stating that it would "scope product work" for four changes to further censor vaccine related content and "execute ones that are easy to do."[261]

Over the next two weeks, Facebook internally "scoped the requirements for executing those options."[262] On August 19, Facebook leadership circulated an internal memo about how the company would respond "to the Surgeon General on COVID-19 misinformation," which included rolling out the four new measures Facebook had prepared following "the continued criticism of [its] approach from the [Biden] administration" to more aggressively censor vaccine hesitancy and alleged misinformation."[263]

Notably, the day before, on August 18, Facebook shared with the Biden White House and Surgeon General's office a statement it had issued regarding how Facebook was handling the

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[257] Internal email from Facebook staff to Nick Clegg (Aug. 19, 2021, 4:24 PM); *see* Ex. 29.
[258] Email from HHS staff to Facebook personnel and Nick Clegg (Aug. 6, 2021, 4:07 PM) *see* Ex. 69.
[259] Email from Facebook personnel to HHS staff (Aug. 6, 2021, 9:02 PM); *see* Ex. 69.
[260] Internal email from Facebook staff to Nick Clegg (Aug. 19, 2021, 4:24 PM); *see* Ex. 39.
[261] Internal email from Facebook personnel to Nick Clegg (Aug. 10, 2021, 10:08 PM); *see* Ex. 72.
[262] Internal email from Facebook staff to Nick Clegg (Aug. 19, 2021, 7:24 PM); *see* Ex. 77; *see also* Internal email from Facebook staff to Nick Clegg (Aug. 13, 2021, 6:21 PM); *see* Ex. 73.
[263] Internal email from Facebook staff to Nick Clegg (Aug. 19, 2021, 4:24 PM); *see* Ex. 77.

Disinfo Dozen as outlined in CCDH's report.[264] In the statement, Facebook declared that "there isn't any evidence" to support CCDH's claim that "12 people are responsible for 73% of online vaccine misinformation on Facebook," noting that "these 12 people are responsible for about just 0.05% of all views of vaccine-related content on Facebook."[265] Facebook then added that CCDH's report, contrary to its claims, did not analyze, or provide evidence that it analyzed, representative samples of Facebook posts about COVID-19 vaccines nor did CCDH provide an explanation for how it defined or identified content it considered to be "anti-vax" or how it chose the 30 groups included in its analysis.[266]

Nevertheless, on August 20, Facebook emailed Surgeon General Murthy to him update him on the new policy changes it was making and "stronger action" it was taking to censor vaccine related content, including the Disinfo Dozen, following pressure from the Biden Administration.[267] The next day, Facebook internally noted that "everyone is neck deep right now in WH [White House] response."[268]

> [redacted] (7/21/2021 09:28:02 PDT):
> >Hey team - know everyone is neck deep right now in WH response. Flagging [redacted] and @[redacted] that we're being asked to join the WHO call tomorrow, they are likely going to have Qs about the Disinfo Dozen and recent NewsGuard reports. We've nominated Will to rep for us - he'll stay on message with the latest your teams have pulled together but wanted to be sure you had viz and feel free to flag any concerns with doing this

On August 23, Facebook began putting together "the actions that [it] took against the DD [Disinfo Dozen]" to add to its email report back to Surgeon General Murthy, although one Facebook employee noted that "nothing we say will be persuasive to that crew."[269] The same day, the Surgeon General's office sent a follow-up email, thanking Facebook for capitulating to its demands and noting that it looked forward to "continuing to move forward together with urgency and solutions."[270] And with that, the Biden Administration's censorship campaign had completed its mission: one of the world's largest social media platforms again succumbed to pressure and violated its own principles to appease a powerful government office.

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[264] Email from Facebook personnel to White house and HHS staff (August 18, 2021, 2:16 PM); *see* Ex. 74. ; *see also* Monika Bickert, *How We're Taking Action Against Vaccine Misinformation Superspreaders*, FACEBOOK (Aug. 18, 2021), https://about.fb.com/news/2021/08/taking-action-against-vaccine-misinformation-superspreaders/.
[265] Monika Bickert, *How We're Taking Action Against Vaccine Misinformation Superspreaders*, FACEBOOK (Aug. 18, 2021).
[266] *Id.*
[267] Email from Nick Clegg to Surgeon Gen. Vivek Murthy (Aug. 20, 2021, 3:08 PM); *see* Ex. 78.
[268] Internal messages between Facebook personnel (July 21, 2021, 9:28 AM); *see* Ex. 79.
[269] Internal messages between Facebook personnel (July 23, 2021, 12:28 PM); *see* Ex. 65.
[270] Email from HHS staff to Nick Clegg and Surgeon Gen. Vivek Murthy (Aug. 23, 2021, 7:43 AM); *see* Ex. 78.

From: Waldo, Eric (HHS/OASH) [redacted]@hhs.gov>
To: Nick Clegg; Murthy, Vivek (HHS/OASH)
CC: [redacted]@gmail.com;[redacted]
Sent: 8/23/2021 7:43:44 AM
Subject: RE: Facebook Covid actions

Hi Nick,

I hope this finds you well. Thank you so much for following up with this detailed note. We are grateful for you and your team's attention to the concerns we have been raising and the work to address those ongoing concerns.

Brian and I are also in touch, but we look forward to continuing to move forward together with urgency and solutions during these extraordinary times.

Best,
Eric

F. 2022: Facebook Continues to Censor Vaccine Hesitancy and the Lab-Leak Theory, and Provide Updates to the Biden White House

The Biden White House continued to pressure Facebook for more information on what the company was doing to censor vaccine-related content in September and October 2021, but the necessity for the White House's pressure campaign lessened now that Facebook had new content moderation policies in place.[271] Facebook continued to send COVID Insights reports through at least July 2022 and continued to inform the Biden White House as it made additional changes to its COVID-related policies through at least June 2022.[272] Although it no longer removed posts related to the lab-leak theory, Facebook also continued to demote the man-made theory as well as "vaccine [discouraging] humor posts" until at least January 2022.[273]

[271] October 2021 email exchanges between Facebook personnel and White House staff (Oct. 28-31, 2021); Ex. 85; September 2021 email exchanges between Facebook personnel and White House staff (Sept. 7-18, 2021); *see* Ex. 82.
[272] *See, e.g.*, Email from Facebook personnel to White House staff (July 17, 2022, 8:16 PM); *see* Ex. 93; Email from Facebook personnel to White House staff (June 22, 2022, 7:56 AM); *see* Ex. 88.
[273] Email from Facebook personnel to White House staff (Jan. 24, 2022, 1:28 PM); *see* Ex. 114.

> "Hi Rob – Our YouTube Trust and Safety team is working to finalize a new policy to remove content that could mislead people on the safety and efficacy of vaccines. We would like to preview our policy proposal for you and get any feedback you may have."[274]
>
> - Email between YouTube & Google personnel to Rob Flaherty, Biden White House's Digital Director (Sept. 21, 2021, 1:52 PM) (on file with the Comm.) asking for the White House's feedback on a new policy proposal that would expand the type of content removed by YouTube.

The Biden Administration's interactions with Big Tech regarding content moderation were not just limited to Facebook. The White House's efforts to remove so-called "misinformation" extended also to the videos and content Americans had access to on YouTube.[275] The White House repeatedly expressed particular concern about YouTube's failures to not censor "borderline content"—i.e., content that does not violate YouTube's content moderation policies.[276] Like Facebook, YouTube ultimately capitulated and changed its content moderation policies after months of pressure from the White House. In September 2021, after continued criticism for not censoring "borderline" or non-violative content, YouTube shared a new "policy proposal" to censor more content criticizing the safety and efficacy of vaccines with the White House and asked for "any feedback" they could provide before the policy had been finalized.[277] The White House praised YouTube for expanding the scope of its censorship, saying that the update "at first blush, seems like a great step."

A. April-May 2021: White House Increases Its Pressure Campaign on YouTube to Censor Non-Violative Content

In the early months of the Biden presidency, the White House was in contact with YouTube several times on topics ranging from maximizing their content's reach on the platforms to collaborations with content creators.[278] But these communications turned from promoting White House content, to content moderation on April 12, 2021, when Rob Flaherty emailed Google, the parent company of YouTube, questioning how the company could better "crack

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[274] Email from YouTube & Google personnel to Rob Flaherty (Sept. 21, 2021, 1:52 PM); *see* Ex. 114.
[275] *See* Chase Williams, *White House worked with YouTube to censor COVID-19 & vaccine 'misinformation': House Judiciary Committee*, FOX BUSINESS (Nov. 30, 2023); Jim Jordan (@Jim_Jordan), X (Nov. 30, 2023, 8:44 PM), https://twitter.com/Jim_Jordan/status/1730221179632226337; Jim Jordan (@Jim_Jordan), X (Dec. 1, 2023, 2:26 PM), https://twitter.com/Jim_Jordan/status/1730669728002142706.
[276] *See Reduce: How does YouTube reduce the spread of harmful misinformation*, YOUTUBE CONTENT POLICIES & COMMUNITY GUIDELINES, https://www.youtube.com/howyoutubeworks/our-commitments/managing-harmful-content/#reduce.
[277] Email from YouTube & Google personnel to Rob Flaherty (Sept. 21, 2021, 1:52 PM); *see* Ex. 114.
[278] *See* Draft Event Memo from Biden Transition Team to YouTube personnel (Dec. 10, 2020); Ex. 95; Email exchange between YouTube personnel and White House staff (Jan. 28 – 29, 2021); Ex. 96; Zoom invitation for meeting between YouTube and the White House (Feb. 4, 2021, 3:00 PM); Ex. 97; Email exchange between YouTube personnel and White House staff (Feb. 24 – Mar. 9, 2021); Ex. 98; Email exchange between YouTube personnel and White House staff (Mar. 11 – 12, 2021); Ex. 99.

down on vaccine misinformation" on YouTube, and to discuss "ways the White House (and our COVID experts) can partner in your product work."[279]

On Mon, Apr 12, 2021 at 3:01 PM Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov> wrote:

Heya -- A while ago, I met with folks from Google about misinformation and COVID-19. Was hoping to connect again with folks from your side about the work you're doing to combat vaccine hesitancy, but also crack down on vaccine misinformation.

I think we're primarily interested in:

- Trends that you're seeing generally around vaccine misinformation on Youtube
- The empirical effects your efforts to combat it have had, specifically: "what's working"
- What interventions you might currently be trying
- Ways the White House (and our COVID experts) can partner in your product work

Would be good to get this on the books later this week and then try to make it recurring. Hoor can wrangle calendars on our side.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Internal Google emails show that, privately, YouTube understood the true intention behind this specific request: "Rob's questions were very YT focused" and "dug in on our decision making for borderline content."[280] Borderline content, according to YouTube, is content "that brushes up against our policies, but doesn't quite cross the line."[281]

[279] Email from Rob Flaherty to YouTube & Google personnel (Apr. 12, 2021, 3:01 PM); *see* Ex. 100.
[280] Internal email between YouTube & Google personnel (Apr. 13, 2021, 6:08 AM); *see* Ex. 101.
[281] *Reduce: How does YouTube reduce the spread of harmful misinformation*, YOUTUBE CONTENT POLICIES & COMMUNITY GUIDELINES, https://www.youtube.com/howyoutubeworks/our-commitments/managing-harmful-content/#reduce.

From: [redacted] [redacted]@google.com]
Sent: 4/13/2021 1:08:41 PM
To: [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]
CC: [redacted]@google.com]
Subject: Re: Vaccine Misinfo

Good Morning, my recommendation would be to schedule an internal sync to update our Feb. Covid19 Misinformation Deck with the latest information on our efforts with a deeper dive on YouTube as Rob's questions were very YT focused. In our last meeting, Rob particularly dug in on our decision making for borderline content. We can also provide an update on the on-going YT creators interview collaborations.

We can also share Google Search trends for covid19 vaccines. Does YT have similar trend data?

Could we ask Rob to schedule the meeting for next week to give us time to prepare?

[redacted] and [redacted] for awareness and help preparing for another WH meeting on covid vaccine misinformation.

[redacted]
Google Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

For Public Release

The meeting between YouTube's Government Affairs & Public Policy team and the White House occurred on April 21, 2021.[282] Later that day, after the meeting, Flaherty sent a lengthy follow-up email to YouTube, thanking them for the meeting before making several requests for information about various data points of interest to the Administration. Flaherty's email was particularly focused on how YouTube handled non-violative "borderline" content.[283] These requests were prefaced by stating the Biden White House wanted "to be sure that you have a handle on vaccine hesitancy generally and are working toward making the problem better" and that this "is a concern that is shared at the highest (and I mean highest) levels of the [White House]."[284]

[282] Zoom invitation for Apr. 21, 2021, meeting between White House and Google & YouTube personnel (Apr. 16, 2021, 5:10 PM); *see* Ex. 102.
[283] Email from Rob Flaherty to YouTube & Google personnel (Apr. 21, 2021, 8:05 PM); *see* Ex. 105.
[284] *Id.*

From: Flaherty, Rob EOP/WHO [redacted]

Sent: 4/22/2021 12:05:16 AM

To: [redacted]@google.com]; [redacted]@google.com]; [redacted]@google.com]; [redacted]@google.com; [redacted]@google.com; [redacted]@google.com; [redacted]@google.com]

CC: Slavitt, Andrew M. EOP/WHO [redacted]@who.eop.gov]; Humphrey, Clarke EOP/WHO [redacted]@who.eop.gov]; Fitzpatrick, Kelsey V. EOP/WHO [redacted]@who.eop.gov]

Subject: Following Up on Today's Conversation

All – Thanks again for the conversation today.

We'll look out for the top trends that you've seen in terms of misinformation around the vaccine.

To recap: As we move away from a supply problem toward a demand problem, we remain concerned that Youtube is "funneling" people into hesitance and intensifying people's hesitancy. We certainly recognize that removing content that is unfavorable to the cause of increasing vaccine adoption is not a realistic – or even good – solution. But we want to be sure that you have a handle on vaccine hesitancy generally and are working toward making the problem better. This is a concern that is shared at the highest (and I mean highest) levels of the WH, so we'd like to continue a good-faith dialogue about what is going on under the hood here. I'm the on the hook for reporting out.

The YouTube Public Policy team responded to the email with several data points and links to resources responding to Flaherty's many questions, offering to schedule a "follow up briefing" for Flaherty on issues of interest to the White House, such as borderline content.[285]

Immediately following the meeting with the White House on April 21, a Google Government Affairs team members asked for more information about vaccine hesitancy on YouTube to be shared with the Biden White House. The internal company discussion that followed explained plainly what Flaherty wanted: "Really he's interested in what we're seeing that is NOT coming down."[286]

[285] Email from YouTube & Google personnel to Rob Flaherty (Apr. 22, 2021, 3:48 PM); *see* Ex. 105.
[286] Internal email between YouTube & Google personnel (Apr. 21, 2021, 2:31 PM); *see* Ex. 103.

On Wed, Apr 21, 2021 at 2:31 PM [redacted] <[redacted]@google.com> wrote:
We already have that, thank you. Really he's interested in what we're seeing that is NOT coming down, as well as whether removals have been more heavily concentrated in any particular area of our policies. Is it fair to say that we're not seeing content trends concentrated in any specific area of the policies, but that we continue to action content that violates our policy writ large?

On Wed, Apr 21, 2021 at 11:25 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted],

I don't have any qualitative info on trends, but we could pull the number of videos we've removed for COVID vaccine misinfo, if that would help?

On Wed, Apr 21, 2021 at 8:04 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted] and [redacted],

[redacted] and I just got off of a call with the White House, who are extremely interested in what we may be observing re: vaccine hesitancy on YT. I do not know if we have any of this type of information, but... do you have any qualitative info re: things we've observed, trends in content and related messages, etc that we could offer to Rob?

Thanks!

Not For Public Re

The day after the meeting with the White House, the YouTube Public Policy team emailed the YouTube Product team warning them that the Biden "White House is very interested in our work on borderline content," and that the Product team had to brief the White House "to prevent anything from potentially spiraling out of control."[287]

[287] Internal email between YouTube & Google personnel (Apr. 22, 2021, 10:38 PM); Ex. 107; *see also* Internal email between YouTube & Google personnel (May 24, 2021, 1:39 AM); Ex. 111 (Flaherty "has been tough on us at times.").

On Thu, Apr 22, 2021 at 2:00 PM [redacted] <[redacted]@google.com> wrote:
Sure I'd be happy to do that. Would be good to review the logistics again and understand how my briefing will be used to appropriately calibrate what I say, like we discussed last time with the hypothetical congressional staffer review.

On Thu, Apr 22, 2021, 10:38 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted] -

As you saw from the email thread from [redacted] yesterday, there is a very high degree of interest coming from the White House now regarding vaccine misinfo/vaccine hesitancy and our work around borderline content. Unfortunately, the role of tech in addressing vaccine hesitancy is about to come under a massive spotlight particularly as the supply of the vaccine is soon set to outpace demand. It also looks like the White House is very interested in our work on borderline content, and more specifically vaccine related content as well as our work to promote authoritative sources for vaccines.

To begin to address these concerns, and ensure that any issues with YouTube are promptly addressed, we wanted to see if you would be willing to provide an overview briefing to the lead White House digital staffer on our work to reduce borderline content. As far as timing goes, we were hoping to get something on the books in the next two weeks or so to prevent anything from potentially spiraling out of control.

I'm happy to jump on a call today or tomorrow to discuss further. Appreciate any help you can provide on this.

[redacted]
--

On April 29, 2021, about one week after YouTube's meeting with the White House, the YouTube Public Policy team emailed Flaherty to see if they could establish a time for the White House to meet with YouTube's "Director of Global Healthcare Partnerships" and the "program manager responsible for leading our efforts to reduce borderline content" who were working to "raise authoritative content related to COVID-19 vaccines as well as combat harmful misinformation."[288] The YouTube Public Policy team emphasized that these individuals would be "happy to dive as deep as needed to ensure you get any questions you may have answered."[289]

On Thu, Apr 29, 2021 at 7:25 PM [redacted] <[redacted]@google.com> wrote:
Rob -

As a follow up to this and our previous conversation, I wanted to see if you had any availability to meet next Thursday or Friday with [redacted], the YouTube Director of Global Healthcare Partnerships, as well as [redacted], who is the YouTube program manager responsible for leading our efforts to reduce borderline content. Both [redacted] and [redacted] work each day to raise authoritative content related to COVID-19 vaccines as well as combat harmful misinformation, and are happy to dive as deep as needed to ensure you get any questions you may have answered. If those dates don't work, of course we are happy to accommodate your schedule to find a time that would.

Thanks again,
[redacted]

[288] Email from YouTube personnel to Rob Flaherty (Apr. 29, 2021, 7:25 PM); Ex. 108.
[289] *Id.*

Two hours later, the YouTube Public Policy team emailed the YouTube Product team to update them on the situation. The Google and YouTube Government Affairs teams were having "conversations with the White House staff on YouTube's policies."[290] Google wanted the YouTube Product Team to meet directly with the White House staff, who were "familiar with many of [YouTube's] policies and efforts" regarding removing content, because the White House continued to have questions about YouTube's "raise/reduce efforts."[291] The YouTube Public Policy team highlighted the urgency and gravity of the situation by noting the "significant attention coming from the [White House] staff on this issue."[292] More critically, YouTube needed a positive outcome because the company was seeking "to work closely with [the Biden] administration on multiple policy fronts" and therefore needed to appease the White House's censorship demands.[293]

On Thu, Apr 29, 2021 at 3:12 PM [redacted] <[redacted]@google.com> wrote:
Yes let's go for it.

On Thu, Apr 29, 2021 at 4:38 PM [redacted] <[redacted]@google.com> wrote:
[redacted] and [redacted] -

Over the last several weeks, the Google & YT GAPP team have had conversations with the White House staff on YouTube's policies and all the great work that is being done to raise authoritative information and fight harmful misinformation related to COVID-19 misinformation.

The discussions have been good, and the information has been well received, but staff continue to have questions on the raise/reduce efforts. Given these questions, particularly among the backdrop of increasing levels of vaccine hesitancy in the US, we wanted to see if it would be possible for you both to participate in a meeting with the staff to provide an overview of your great work. Again, the staff are familiar with many of our policies and efforts, but we believe having the opportunity for you both to share more background would be hugely beneficial as we seek to work closely with this administration on multiple policy fronts.

The meeting would be with the White House digital director, Rob Flaherty, who has been leading a lot of the White House work with social media companies to address issues related to COVID-19. If you both would be available, we would like to request the meeting for next week given the significant attention coming from the staff on this issue.

I'm happy to answer any questions or provide any background as needed, and again appreciate your consideration of this request.

Best Regards,

[redacted]

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[290] Internal email between YouTube personnel (Apr. 29, 2021, 4:38 PM); Ex. 109.
[291] *Id.*
[292] *Id.*
[293] *Id.*

On May 4, 2021, the YouTube Public Policy team followed up with Flaherty about scheduling the meeting, and Flaherty responded saying he "[w]ould love to chat this week."[294] After some back and forth on scheduling, the meeting was eventually set for May 10.[295]

During the early months of the Administration, the Biden White House appeared to view YouTube as more willing to remove content than Facebook. Indeed, YouTube's apparent willingness to censor Americans was used by the Biden White House to criticize Facebook for resisting the pressure to censor more content. For example, in April 2021 Slavitt told senior Facebook officials that Facebook "lagged behind" in their content removal efforts compared to YouTube, and that YouTube would "never have accepted something like this" when Facebook refused to remove a vaccination-related meme.[296]

B. July 2021: White House Continues Pressure and Flags Examples that Do Not Violate YouTube's Policies at the Time

The pace of communications between Google/YouTube and the Biden White House slowed before picking up again later in the summer of 2021. On July 19, 2021, a few months following the meeting between the YouTube Product team and White House officials regarding "borderline content," the YouTube Public Policy team once again contacted Flaherty to highlight updates YouTube had made, making "it easier for people to find authoritative information on health topics."[297] Flaherty responded the next day saying he was "interested to see it in action,"[298] but also flagged a tweet from a CNN journalist claiming that after he watched "a few videos on the Arizona election 'audit'" his YouTube algorithm was "feeding" him "anti-vaccine content."[299] The flagged videos included questioning from Senator Rand Paul (R-KY) at a congressional hearing and a debate between Robert F. Kennedy, Jr. and Alan Dershowitz.[300]

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[294] Email from Rob Flaherty to YouTube & Google personnel (May 4, 2021, 1:38 PM); Ex. 108.
[295] Email from White House staff to YouTube & Google personnel (May 5, 2021, 3:28 PM); Ex. 108.; Zoom invitation for May 10, 2021, meeting between White House and Google & YouTube personnel (May 5, 2021); Ex. 110.
[296] Internal emails between Facebook personnel (Apr. 18, 2021, 9:34 PM); *see* Ex. 29.__
[297] Email from YouTube personnel to Rob Flaherty (July 19, 2021, 1:27 PM); Ex. 112.
[298] Email from Rob Flaherty to YouTube & Google personnel (July 20, 2021, 10:57 AM); Ex. 112.
[299] *Id.*; Daniel Dale (@ddale8), X (July 19, 2021, 10:32 PM), https://twitter.com/ddale8/status/1417130268859772929.
[300] *Id*.

Flaherty said "we had a pretty extensive back and forth about the degree to which you all are recommending anti-vaccination content. You were pretty emphatic that you are not. This seems to indicate that you are. What is going on here?"[301] The YouTube Public Policy team responded, saying that "it is important to keep in mind that borderline content accounts for a fraction of 1% of what is watched on YouTube in the United States" and that YouTube uses "machine learning to reduce the recommendations of this type of content" with the goal of keeping "recommended borderline content below 0.5%."[302]

[301] Email from Rob Flaherty to YouTube & Google personnel (July 20, 2021, 10:57 AM); *see* Ex. 112.
[302] Email from YouTube personnel to Rob Flaherty (July 20, 2021, 2:36 PM); *see* Ex. 112.

From: [redacted] <[redacted]@google.com>
Sent: Tuesday, July 20, 2021 2:36 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] YouTube Announcement

Thanks Rob,

We appreciate your interest in our announcement yesterday. With regards to your question on the Tweet, it is important to keep in mind that borderline content accounts for a fraction of 1% of what is watched on YouTube in the United States. We use machine learning to reduce the recommendations of this type of content, including potentially harmful misinformation. In January 2019, we announced changes to our recommendations systems to limit the spread of this type of content which resulted in a 70% drop in watchtime on non-subscribed recommended content in the U.S. and our goal is to have views of non-subscribed, recommended borderline content below 0.5%. I will keep you updated with any new policy or product improvements that we make as we continue our work to help people find authoritative health information on YouTube.

Best Regards

[redacted]

On Tue, Jul 20, 2021 at 10:57 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

> [redacted] – Thanks for this. Interested to see it in action.
>
> I'm curious: Saw this tweet. >>https://twitter.com/ddalc8/status/1417130268859772929<<;
>
> I think we had a pretty extensive back and forth about the degree to which you all are recommending anti-vaccination content. You were pretty emphatic that you are not. This seems to indicate that you are. What is going on here?
>
> Thanks!
>
> -Rob

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Flaherty challenged this assertion, saying "I see that's your goal – what is the actual number right now?"[303] Inquiring further, Flaherty questioned whether the content mentioned in the tweet counted as "violative content that has slipped through" or if the posts were "in-bounds."[304] The YouTube Public Policy team responded by stating that the videos Flaherty referenced were "not in violation of our community guidelines."[305]

On Jul 20, 2021, at 8:27 PM, [redacted] <[redacted]@google.com> wrote:

Rob -

I'll check with our team and share any additional data points we have available. Per our COVID-19 medical misinformation policy, we will remove any content that contradicts local health authorities' or the World Health Organization's (WHO) medical information about COVID-19. To date, approximately 89% of videos removed for violations of this policy were removed with 100 views or less. With regards to the specific videos you referenced, the content was not in violation of our community guidelines.

Best Regards,

[redacted]

On Tue, Jul 20, 2021 at 3:58 PM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:
I see that's your goal – what is the actual number right now?

I guess: does the content that Daniel Dale references in his tweet count as violative content that has slipped through? Or is it that generally the stuff he's posting is in-bounds?

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A month later, on August 23, 2021, Flaherty reached out to YouTube's Public Policy team to discuss vaccine information.[306] He flagged the FDA's approval of the Pfizer vaccine, and asked how YouTube was planning to promote it.[307] Flaherty added that the White House would "appreciate a push here" and provided "suggested language" about how to amplify the Biden Administration's message.[308] A member of the Google Public Policy team responded, saying that "a number of product teams across Google/YouTube" were planning updates based on FDA's announcement and that she would "follow up in the coming days with more details."[309] She further included that she had shared the suggested language from Flaherty "across the internal teams."[310]

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[303] Email from Rob Flaherty to YouTube & Google personnel (July 20, 2021, 3:58 PM); *see* Ex. 112.
[304] *Id.*
[305] Email from YouTube personnel to Rob Flaherty (July 20, 2021, 2:36 PM); *see* Ex. 112.
[306] Email from Rob Flaherty to YouTube & Google personnel (Aug. 23, 2021, 9:50 AM); *see* Ex. 113.
[307] *Id.*
[308] *Id.*
[309] Email from Google & YouTube personnel to Rob Flaherty (Aug. 23, 2021, 11:29 PM); *see* Ex. 113.
[310] *Id.*

From: [redacted] [[redacted]@google.com]
Sent: 8/23/2021 11:29:19 PM
To: Flaherty, Rob R. EOP/WHO [[redacted]@who.eop.gov]
CC: [redacted] [[redacted]@google.com]; [redacted] [[redacted]@google.com]
Subject: Re: Pfizer Approval

Hi Rob, Thank you for reaching out. A number of product teams across Google/YouTube are planning updates due to today's FDA announcement. I'll follow up in the coming days with more details on our continued efforts to raise up authoritative information on COVID19 vaccines both across our products and through our marketing PSA efforts. I've also shared your language across the internal teams. Thanks again!

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Mon, Aug 23, 2021 at 9:50 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

Team Google --

Now that FDA has approved Pfizer, I'm making the rounds to get a sense from the various platforms how (or if) folks are planning to promote it in any way.

We'd appreciate a push here, given the fact that this is an oft-cited blocker for many folks.

Suggested language from us:

The COVID-19 vaccine has received full approval from the FDA and protects against the more dangerous delta variant. If you have been waiting for this approval before getting the vaccine, now is the time to get vaccinated.

Thanks!

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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On August 25, 2021, just two days later, YouTube's Chief Product Officer, Neal Mohan, posted a blog discussing the company's approach to misinformation.[311] Mohan included in this blog that "today, we remove nearly 10 million videos a quarter," and that "since February of 2020 we've removed over 1M videos related to dangerous coronavirus information."[312] Mohan also stated that "[s]peedy removals will always be important but we know they're not nearly

[311] Neal Mohan, *Perspective: Tackling Misinformation on YouTube*, YOUTUBE OFFICIAL BLOG (Aug. 25, 2021).
[312] *Id.*

enough," and that "the single most important thing we can do" is "increase the good and decrease the bad."[313] Not mentioned in the blog post was the Biden White House's continued pressure campaign happening behind the scenes. The following month, YouTube enacted new policies that mirrored the Biden White House's understanding of what constituted "good" and "bad" information.

C. September 2021: YouTube Changes Its Content Moderation Policies, Seeking Feedback from the Biden White House on Proposed Changes

Following months of extensive pressure from the Biden White House, YouTube finally acquiesced in September 2021 when the company instituted a new content moderation policy to remove content that questioned the safety or efficacy of the COVID-19 vaccines. On September 21, 2021, the YouTube Public Policy Team again reached out to Rob Flaherty with a meeting request. The YouTube Public Policy Team asked for a meeting because the YouTube Trust & Safety team was "working to finalize a new policy to remove content that could mislead people on the safety and efficacy of vaccines" and the company wanted to "preview our policy proposal for you and get any feedback you may have."[314] A few days later, on September 29, 2021, Flaherty responded saying that he would "welcome the meeting" and that the proposal "at first blush, seems like a great step."[315] In subsequent emails, YouTube sent links for Flaherty to review the announcement and policy, and they set the meeting for October 1, 2021.[316]

On Wed, Sep 29, 2021 at 9:23 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted] – So sorry for not replying to this note. I thought I did. We'd welcome the meeting – I saw the news. Would love to talk through it – at first blush, seems like a great step.

-Rob

From: [redacted] <[redacted]@google.com>
Sent: Tuesday, September 21, 2021 1:52 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] YouTube Meeting Request

Hi Rob -

Our YouTube Trust and Safety team is working to finalize a new policy to remove content that could mislead people on the safety and efficacy of vaccines. We would like to preview our policy proposal for you and get any feedback you may have. Are you available to meet this Friday (9/24) or Monday (9/27)?

Best Regards,

[redacted]

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[313] *Id.*
[314] Email from Google & YouTube personnel to Rob Flaherty (Sept. 21, 2021, 1:52 PM); *see* Ex. 114.
[315] Email from Rob Flaherty to YouTube & Google personnel (Sept. 29, 2021, 9:23 AM); *see* Ex. 114.
[316] Email from White House staff to YouTube & Google personnel (Sept. 29, 2021, 11:04 AM); *see* Ex. 114.

After the policy change, the company continued to work with White House and CDC staff on the rollout of vaccines for children from five to eleven years old.[317] Flaherty reached out initially expressing interest in discussing the White House's strategy for this rollout and "the headwinds we think we're going to be facing."[318] Flaherty further sought to understand Google's strategy regarding the rollout, and requested a one hour call to find "areas of collaboration."[319] The call occurred on October 22, 2021.[320]

On Tue, Oct 19, 2021 at 12:58 PM [redacted] <[redacted]@google.com> wrote:

Happy to, Rob, and adding [redacted] to round out the team.

[redacted]

On Tue, Oct 19, 2021 at 17:36 Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted]--

Reaching out because as you know, we are deep in preparation for the roll out of the vaccine for people aged 5-11. We are hoping to share a bit about our strategy and the headwinds we think we're going to be facing. We'd also like to download on your plans in this regard across your various surfaces and find areas of collaboration. Would love to find an hour to walk through it all at some point late this week or early next.

HLY CONFIDENTIAL HJC-GOOG-00014838

Hoor can help wrangle times on our end if you have any avail late this week or early next.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Release

[317] Emails between Rob Flaherty and YouTube & Google personnel (Oct. 19 to Oct. 20, 2021); *see* Ex. 116.
[318] Email from Rob Flaherty to YouTube & Google personnel (Oct. 19, 2021, 5:36 PM); *see* Ex. 116.
[319] *Id.*; *see also* Email exchange between YouTube personnel and White House staff (June 14 – 16, 2022); *see* Ex. 120.
[320] Emails between White House staff and YouTube & Google personnel (Oct. 20, 2021); *see* Ex. 116; Zoom invitation for October 22, 2021 meeting between White House and Google & YouTube personnel (Oct. 20, 2021); *see* Ex. 117.

D. 2022: YouTube Continues to Engage with the White House on Misinformation Policies Not Related to COVID-19

Google and YouTube's collaboration with the White House regarding misinformation continued past 2021 and expanded to issues beyond COVID-19 and vaccines.[321] For example, on March 17, 2022, Tim Wu, the Special Assistant to the President for Technology and Competition, reached out to Google asking for a meeting to discuss "Russian misinformation / disinformation" as well as "airline competition."[322] On June 16, 2022, Google Public Policy team sent an email to White House staff briefing them on "YouTube's climate misinformation efforts."[323] On July 14, 2022, YouTube Government Affairs staff contacted White House personnel offering to brief them on "updates related to addressing reproductive health misinformation on YouTube,"[324] to which White House staff responded, saying that they were "specifically interested in abortion."[325] And on August 3, 2022, a Google Public Policy staffer responded to an email from Rob Flaherty, thanking Flaherty for his ideas pertaining to how "Google platforms can help inform and educate voters" and recommended that Flaherty meet with the company's "Left-of-Center elections team" so that he could "dive deeper" into the topic of educating voters.[326]

Once the White House, or any government office, has proven to be able to censor information—even if under the purported guise of supporting public health or the integrity of elections—it is inevitable that the government will seek to expand its censorship efforts to cover an ever-growing list of topics. The Committee and the Select Subcommittee are continuing to investigate the extent to which the Biden Administration may have attempted to censor speech of other topics, such as climate, abortion, and inflation.[327]

---

[321] *See also* Email exchange between YouTube personnel and White House staff (Nov. 1-2, 2021); *see* Ex. 118.
[322] Email from Tim Wu to YouTube & Google personnel (Mar. 17, 2022, 4:14 PM); *see* Ex. 119.
[323] Email from Google & YouTube personnel to White House staff (June 16, 2022, 4:16 PM); *see* Ex. 121.
[324] Email from Google & YouTube personnel to White House staff (July 14, 2022, 1:16 PM); *see* Ex. 122.
[325] Email from White House staff to Google & YouTube personnel (July 26, 2022, 10:02 PM); *see* Ex. 122.
[326] Email from Google & YouTube personnel to Rob Flaherty (Aug. 3, 2022, 1:05 PM); Ex. 123.
[327] *See, e.g.*, Jeff Stein & Taylor Lorenz, *The viral $16 McDonald's meal that may explain voter anger at Biden*, WASHINGTON POST (Nov. 24, 2023) ("The White House official said the administration is working with TikTok creators to tell positive stories of Biden's economic stewardship, while also working with social media platforms to counter misinformation.").

> "Is the [Biden] Admin asking us to remove books, or are they more concerned about search results/order (or both)?"[328]
>
> - Email between Amazon employees (March 9, 2021, 11:59 AM) (on file with the Comm.) ahead of Amazon's meeting with the Biden White House later that day.

The Biden White House also waged its pressure campaign against online bookstores. In March 2021, Biden White House officials criticized Amazon, the world's largest online bookstore, for carrying books that questioned the safety or efficacy of vaccines, including the newly developed COVID-19 vaccines. Facing pressure from the White House, Amazon reacted quickly, implementing a new policy within a week that would add restrictions to anti-vaccine books.

The Biden White House's pressure on Amazon shows that despite the purported claims of trying to combat viral alleged misinformation on social media, the true purpose of the White House's censorship campaign was to censor disfavored speech, no matter the form it took. To be sure, First Amendment protections extend to Americans' speech on every form of media, but navigating how these protections apply to the relatively new forum of social media will require time and good-faith debate. But as documents obtained by the Committee and Select Subcommittee show, the Biden White House sought to censor speech in one of the oldest forms of communications: books.

A. March 2, 2021: Biden White House Criticizes Amazon For Not Censoring Books

On March 2, 2021, Slavitt emailed Amazon's Vice President of Public Policy, asking who the White House could talk to about the "high levels of propaganda and misinformation and disinformation" on the Amazon's online bookstore.[329]

> On Mar 2, 2021, at 8:36 AM, [redacted] <[redacted]@amazon.com> wrote:
>
> Hi. I'm happy to talk to you all to learn more. We've taken a number of actions to not show misleading content on vaccinations so if we're missing something, please let us know. We can also do a more fulsome briefing with our content teams if that's helpful.
>
> I'm available at the number below whenever you want to chat or we can schedule if that's better Thanks,
>
> [redacted]
>
> [redacted]

[328] Internal email between Amazon personnel (Mar. 9, 2021, 11:59 AM); *see* Ex. 134.
[329] Email from Andy Slavitt to Amazon personnel (Mar. 2, 2021, 7:33 AM); *see* Ex. 126.

The Amazon Public Policy Vice President responded just an hour later to Slavitt and offered to provide a "more fulsome briefing with [Amazon's] content teams" and assured Slavitt that Amazon had taken "a number of actions" to avoid showcasing misleading content.[330] Slavitt responded just minutes later, noting that he personally ran searches on Amazon and found the list of book results as "concerning."[331] Slavitt also added Flaherty to the email chain.[332]

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 8:48 AM
To: [redacted] <[redacted]@amazon.com>
Cc: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

If you search for "vaccines" under books, I see what comes up. I haven't looked beyond that but if that's what's on the surface, it's concerning.

Happy to get briefed but want to understand the data when we do. I'm roping in Robert as well.

Thanks.

An hour later, Amazon's Public Policy Vice President responded to Slavitt's email, reiterating that current policies governing the book's presence on Amazon's marketplace were being consistently applied across the bookstore, and that such policies were the result of extensive research and development.[333] The presence of a book whose subject matter involves the questioning of vaccine efficacy on Amazon's bookstore did not currently violate Amazon's policies.[334]

[330] Email from Amazon personnel to White House personnel (Mar. 2, 2021, 8:36 AM); *see* Ex. 125.
[331] Email from Andrew Slavitt to Amazon personnel (Mar. 2, 2021, 8:48 AM); *see* Ex. 125.
[332] *Id*.
[333] Email from Amazon personnel to White House personnel (Mar. 2, 2021, 2:44 PM); *see* Ex. 124.
[334] *Id.*

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 2:44 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Re: Re: Following Up

Hi, Robert. Let me know if you want to chat in more detail. But to give you an overview, we have content guidelines and remove products that do not adhere to these policies-- which can be found here for books. Specifically, we not allow content meant to mislead customers or that doesn't accurately represent the content of the book.

You'll see when you search for books related to vaccines or the coronavirus that we have a clear signpost at the top of the search page that links to the CDC page on vaccine information. Additionally, when you click on a particular book to look at the product detail page, we again direct customers to the CDC information in a bright bold box up top. So we're surfacing CDC information again for every customer, right at the top of the page.

We invest significant time and resources to enforce our content guidelines. And we use a combination of machine learning, automation, and dedicated teams of human reviewers. If there is content that you think misleads customers on vaccines, please let us know.

AMZN_HJC_0004511

Robert, if we can follow up in more depth with you or answer any specific questions, I'll make the team available at your convenience. As you know, we very much want to help you get Americans vaccinated. That's our goal.

Thanks,
[redacted]

Amazon's Public Policy Vice President forwarded Amazon's latest message from the White House to the Amazon Public Policy team, advising that they should "alert the business that we have WH attention on this issue" and to further "escalate that I'm being questioned about this."[335] The email would inform the CEO of the Retail division, Dave Clark; the Senior Vice President overseeing the Books team, Russell Grandinetti; the Senior Vice President of Corporate Affairs, Jay Carney; the Vice President of Global Communications, Drew Herdener; Senior Vice President, General Counsel, David Zapolsky; and Vice President of Kindle content and the main point of contact for the Books team of the developing situation.[336]

[335] Internal email between Amazon personnel (Mar. 2, 2021, 11:46 AM); *see* Ex. 126.
[336] *Id.*

From: [/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 3/2/2021 11:46:10 AM
To: @amazon.com]; @amazon.com]
Subject: FW: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

Here is what I sent. I tried to make it more conversational, less formal.

Now, we should alert the business that we have WH attention on this issue. I think we should send an email recapping again to the business team, and I want it to be an email that I can forward to etc. So let's draft something with that in mind. I want to escalate that I'm being questioned about this. We should use in our message to the business team some of Andy's language below.

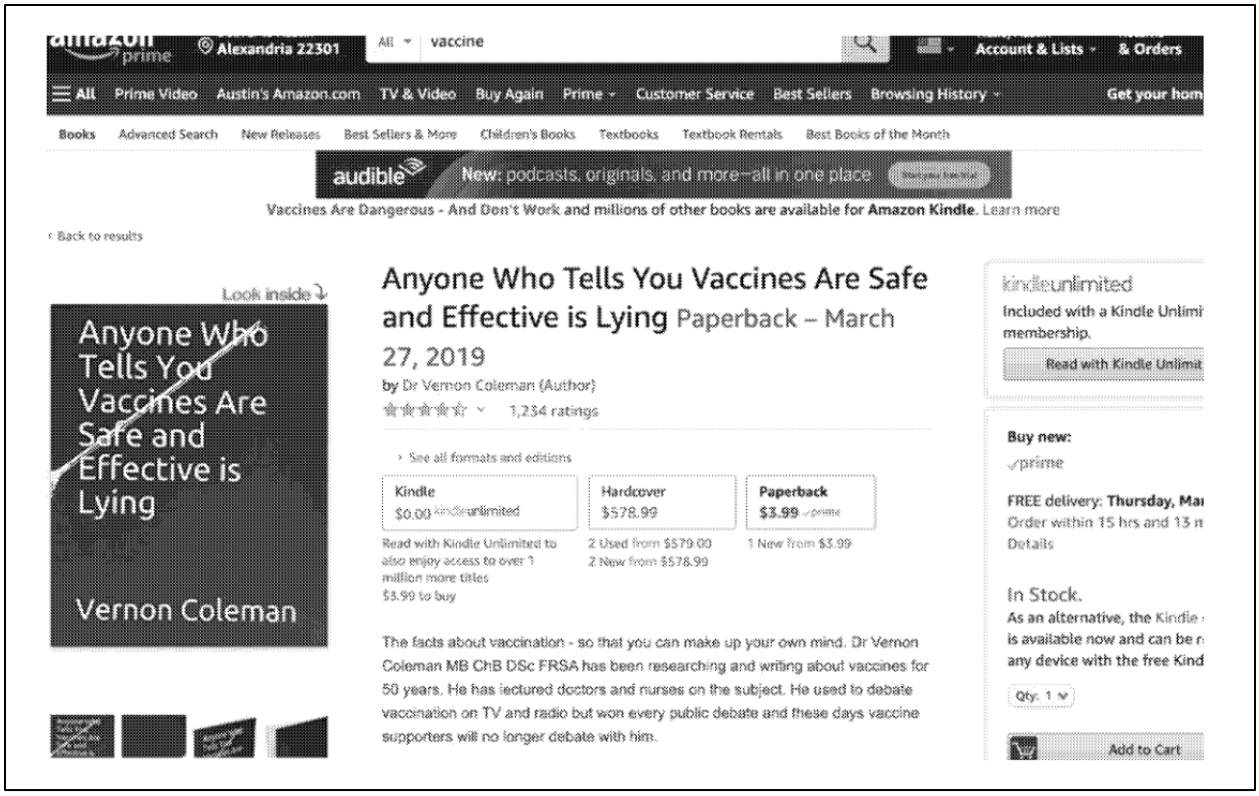
Later that morning, another Biden White House official, Zach Butterworth, followed up with an email containing a screenshot taken from a subsequent search and noting he did not "see any CDC warning."[337]

From: Butterworth, Zach Z. EOP/WHO
Sent: Tuesday, March 2, 2021 2:53 PM
To: <@amazon.com>; Flaherty, Robert EOP/WHO <@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <@who.eop.gov>
Subject: RE: Re: Re: Following Up

– Thanks for your response. Five minutes ago I searched 'vaccine' on Amazon and the attached book was one of the first in the stack. When I click on the product page I don't see any CDC warning. Zach

<image001.jpg>

[337] Email from Zach Butterworth to Amazon personnel (Mar. 2, 2021, 2:53 PM); *see* Ex. 125.



Slavitt added in a subsequent email that afternoon that Amazon "caters to people who are anti-vax."[338] Slavitt added that the Biden White House would be interested in discussing with Amazon further, not just about Amazon policies, but also specific "examples like this that are of concern."[339] Slavitt concluded the email by stating that only attaching a CDC information panel next to books regarding vaccine related matters, "wouldn't be a great solution," suggesting that more severe steps, such as the removal or demotion of books, may be necessary.[340]

[338] Email from Andy Slavitt to Amazon personnel (Mar. 2, 2021, 3:14 PM); *see* Ex. 125.
[339] *Id*.
[340] *Id.*

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 3:14 PM
To: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@amazon.com>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Re: Following Up

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

In fact right above it is the line "Vaccines are dangerous and don't work" promoting even another book. The site caters to people who are anti-vax.

We would welcome spending time on this with you—not just about policies, but examples like this that are of concern. And in my opinion, even a CDC warning wouldn't be a great solution.

Amazon's Public Policy Vice President, having already communicated Amazon's policies on the matter with Biden White House officials, accepted the request for a follow-up meeting.[341]

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 3:21 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Re: Re: Following Up

We'd be happy to talk and can discuss any specific examples like what you shared, and also your thoughts more generally. Robert, can we set up time this week?

Thanks,
[redacted]

Flaherty reinforced Slavitt's inquiry, emphasizing the White House's desire to talk about Amazon's content moderation policies related to its bookstore.[342]

[341] Email from Amazon personnel to White House personnel (Mar. 2, 2021, 3:21 PM); *see* Ex. 124.
[342] Email from Robert Flaherty to Amazon personnel (Mar. 2, 2021, 6:16 PM); *see* Ex. 124.

From: Flaherty, Robert EOP/WHO
Sent: Tuesday, March 2, 2021 6:16 PM
To: [redacted] <[redacted]@amazon.com>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Re: Re: Following Up

Hi [redacted]--

Thanks. Let's talk about what your policies are. Want to understand what the lines are here. My colleague Hoor can help find us all a time.

-Rob

Amazon worked to get a meeting on the books with the White House as quickly as possible.[343] The meeting was scheduled for March 9, 2021, exactly one week after Slavitt's initial outreach.[344]

B. March 2-8, 2021: Amazon Internally Debates How to Handle Biden White House "Pressure"

The Biden White House inquiry on March 2, 2021, set off alarms within Amazon. The same morning that Slavitt emailed about alleged propaganda and misinformation, Amazon's Public Policy team reached out to the Books team, the Public Relations team, and others. Within hours of the White House's first outreach on book censorship, Amazon decided, as an initial response, to (1) not do a "manual intervention" that day because it would be "too visible"; (2) expand the number of search terms that trigger a label redirecting customers to the CDC website; and (3) begin developing talking points because Amazon expected the Biden White House to be unsatisfied with these initial steps.[345] Besides the technical difficulties with implementing a manual intervention, Amazon also was mindful of the critical coverage from other media outlets that the company had received for censoring Ryan Anderson's book, *When Harry Became Sally*.[346]

[343] Email from a White House personnel to Amazon personnel (Mar. 4, 2021, 12:00 PM); *see* Ex. 131.
[344] Internal email between Amazon personnel (Mar. 5, 2021, 10:56 AM); *see* Ex. 132.
[345] Internal email between Amazon personnel (Mar. 2, 2021, 9:42 AM); *see* Ex. 127.
[346] *Id.*

From: [redacted]

Sent: 3/2/2021 9:42:52 AM
To: [redacted] [redacted]@amazon.com]
Subject: Books Vaccine Misinformation Policy_020821
Attachments: Books Vaccine Misinformation Policy_020821.docx

Ok, a quick update.

1/ We will not be doing a manual intervention today. The team/PR feels very strongly that it is too visible, and will further compound the Harry/Sally narrative (which is getting the Fox News treatment today apparently), and won't fix the problem long-term problem because of customer behavior associations. If we completely remove customer behavior associations it will break the search.

2/ I've asked the team to widen the search light flag for COVID-19 CDC website re-direct so that it comes to the top of the page on more search keys. They can hopefully implement that today and you should be able to share a screen shot.

3/[redacted] are tag teaming some reactive messaging for your re policy, response, etc. It won't be satisfactory. The WH will probably ask why we don't tag the content like FB/Twitter do if we aren't taking it down. That is an option being explored but that we don't want to disclose to avoid boxing in.

The attached is the still in flux doc to review with [redacted] on March 19. [redacted] gave very direct guidance to the teams to be boring and not do anything that is visible and will draw more attention.

Amazon employees had begun preparing responses for Amazon's Public Policy Vice President to have on hand if pressed by the White House on specific aspects of the company's policies.[347]

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 10:20 AM
To: [redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

Thanks [redacted]:

Could we work up reactive FAQs to these questions for [redacted] call?

1. **Doesn't this line in your policy include the spread of misleading information about vaccination: "We do not allow descriptive content meant to mislead customers"**

2. **Why don't you tag books that are not scientifically sound the way FB/twitter tags content.**

Amazon's prepared talking points demonstrate the company's application of its policies and the intentions behind their development.[348] In contrast to the other Big Tech companies receiving censorship requests from the White House, Amazon aimed to clearly distinguish itself

[347] Internal email between Amazon personnel (Mar. 2, 2021, 10:20 AM); *see* Ex. 128.
[348] Internal email between Amazon personnel (Mar. 2, 2021, 1:54 PM); *see* Ex. 128.

as a retailer, and not a social media company.[349] Internal documents show that when preparing for the upcoming meeting with the Biden White House, Amazon felt it was necessary to defend its bookstore policy of allowing a variety of viewpoints.

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 1:54 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]
[redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

Thanks [redacted], adding [redacted] from CRM and [redacted].

For Q1- this is not something we've had come up in the past and is taking the guidelines out of context. The line cited is referring to misleading metadata, typos, image quality issues, etc., not the actual truthfulness of the theories described within the text of a book. With that in mind, a possible response would be:

- No, the line you're referring to is addressing publishing errors like typos, formatting issues, image quality etc. You can review examples of examples of content that's typically disappointing to customers in the Guide to Kindle Content Quality which we also include a link to in our content guidelines.
- Our guidelines address content that is illegal or infringing, generates a poor customer experience, or that we otherwise prohibit, such as pornography. Our guidelines do not specifically address content about vaccines.

For Q2- again this is not something we've commented on before, and I think we would avoid making a commitment on this now, as we are still debating possibly doing so in the future. I recommend a response along the lines of:

- We believe that retailers are different than social media communities which means we review the content we make available, where we make it available in our store, and how we address content that customers find disappointing.
- As a retailer, we provide our customers with access to a variety of viewpoints, including books that some customers may find objectionable. All booksellers make decisions about what selection they choose to offer and we do not take selection decisions lightly.

On March 3, Amazon began taking measures to address White House scrutiny with hopes of "earning us goodwill at the White House."[350] The pressure from the previous day's interactions with the Biden White House were the reason for the new changes. One employee emailed: "as part of our ongoing conversations with the White House COVID task force, staff alerted us to their serious concerns with the misinformation or anti-vaccination books sold in the store."[351]

[349] *Id.*
[350] Internal email between Amazon personnel (Mar. 3, 2021, 1:33 PM); *see* Ex. 129.
[351] *Id.*

From: [redacted]@amazon.com>
Date: Wednesday, March 3, 2021 at 1:33 PM
To: [redacted] <[redacted]@amazon.com>, [redacted] <[redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>
Subject: Vaccination education and Amazon Gateway

[redacted] –

Thank you again for your support to sponsor the Ad Council's vaccination education campaign. This has been a key component in our campaign to earn policymaker trust and help support vaccination distribution and awareness. We are continuing to leverage this campaign in outreach to state, local, and federal stakeholders as well as the White House.

We'd like to ask your consideration to display one of the Ad Council's campaign assets on the gateway. We believe providing this content would go a long way in contributing to the campaign, as well as earning us goodwill at the White House.

More urgently, as part of our ongoing conversations with the White House COVID task force, staff alerted us to their serious concerns with the misinformation or anti-vaccination books sold in the store. We will continue to sell these books, though we have taken steps to increase the COVID searchlight as well as other DNP measures for the anti-vaccination books.

It is our recommendation that customer education on the front page, would provide better education cover than just the searchlight feature, and also help mitigate some of the misinformation concerns we are confronting. I will note a similar placement was very effective at the start of the pandemic when we featured the Ad Council's social distancing campaign on the gateway.

Thank you for considering, and please advise if you are supportive. If so, I am happy to work with your designee to access the ad councils assets.

[redacted]

The same day, as pressures from the White House reverberated up the corporate ladder, senior leadership at Amazon remained undecided on how to move forward.[352] The head of the Books team approved the adoption of a new policy to apply a "Do Not Promote" label to anti-vaccination books.[353]

[352] Internal email between Amazon personnel (Mar. 3, 2021, 7:02 PM); *see* Ex. 130.
[353] *Id.*

From: [redacted]

Sent: 3/3/2021 7:02:43 PM
To: [redacted] [[redacted]@amazon.com]; [redacted]@amazon.com]
Subject: Misinformation update

[redacted]

Quick update.

[redacted] wants to alert [redacted] before actioning do not promote, but agrees we should go forward.

Team is expanding search light keywords. However they are not sure if they can get the content itself adjusted but are looking into it.

[redacted] and [redacted] signed off on the gateway but it's likely a display ad frame on the gateway (which we knew). That's going to take a couple days and may not be up by Friday.

[redacted] has agreed to join us when we meet with them.

[redacted]

At the same time, on March 4, the Books team at Amazon began the process for establishing a "Do Not Promote" tag for anti-vaccination-related books.[354] Amazon employees emphasized the "high priority" nature of the request, and that it stemmed from a need to address the "negative feedback" from the Biden White House's Coronavirus Taskforce.[355]

From: [redacted]
Sent: Thursday, March 4, 2021 11:48 AM
To: [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: New CPP rule for Anti-vax books

Hi [redacted], given [redacted] is out of the office, I'm hoping you can help me set up a new DNP class in CPP.

What process do we need to follow? This is a high priority intended to address negative feedback we're getting from the Whitehouse's Coronavirus Taskforce.

Thanks,
[redacted]

Books

An email later that same day put the reason for the new policy change in even plainer terms: "the impetus for this request is criticism from the Biden Administration about sensitive

[354] Internal email between Amazon personnel (Mar. 4, 2021, 11:48 AM); *see* Ex. 131.
[355] *Id.*

books we're giving prominent placement to."[356] The email concluded by noting that the request "should be handled urgently."[357]

From: [redacted]@amazon.com>
Sent: Thursday, March 4, 2021 2:18 PM
To: [redacted]@amazon.com>; crm-automations <crm-automations@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]
[redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

[redacted] and Automations

Hi team, I submitted SIM https://issues.amazon.com/issues/CRMAUTO-638 to create a new DNP class for anti-vax books. The impetus for this request is criticism from the Biden administration about sensitive books we're giving prominent placement to, and should be handled urgently.

Thanks,
[redacted]

Later that same day, an Amazon employee, appearing to understand the urgency of the situation, suggested adding vaccination content from the bookstore to the "Do Not Promote" class designated for "extremist" content.[358] By doing so, Amazon could more quickly mitigate the prevalence of disfavored vaccine-related books while the team finished creating a new class for anti-vaccine books. The same employee also requested that forty-three ASINs—Amazon Standard Identification Numbers, used to identify specific products on the Amazon marketplace—be added to an internal "Master Tracker Misinformation" list of titles.[359]

[356] Internal email between Amazon personnel (Mar. 4, 2021, 2:18 PM); *see* Ex. 131.
[357] *Id*.
[358] Internal email between Amazon personnel (Mar. 4, 2021, 3:32 PM); *see* Ex. 131.
[359] *Id.*

From: [redacted]
Sent: Thursday, March 4, 2021 3:32 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com> [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

[redacted]

Hi[redacted]

We already have a CPP class to handle ad-hoc requests to block promotion: Shell_extremist_DNP. This is handled by NSOC, I have added [redacted] to the thread.
[redacted] can you please block promotion of the 43 ASINs with column M marked as Y in the quip file: https://quip-amazon.com/LwUBAjkwyS1T/Master-TrackerMisinformation#JKJ9CA79pnD

AMZN_HJC_0007369

We'll keep the SIM open to create a new DNP policy and class for anti-vax, please keep us updated when the policy is fleshed out.

[redacted]

On March 5, three days after the initial interaction with the White House and just four days prior to the follow-up meeting, the Books team met so that they could "review [the] policy proposal to handle anti-vax content in Books."[360] In a transcribed interview before the Committee, Amazon's Vice President of Public Policy testified that his Public Policy team had conveyed requests to the Books team to "accelerate" its discussions so that a final decision could be made prior to Amazon's call with the White House on March 9.[361] He also noted that the policy had been under consideration for about a month at that point and it was his understanding that the Books team was in favor of the policy change.[362] Amazon's consideration of implementing more censorious content moderation policies in February 2021 aligns with Facebook, which began to increase its censorship of the manmade theory of the origination of the SARS-CoV-2 virus in hopes of appeasing the new Biden Administration.[363]

[360] Internal email between Amazon personnel (Mar. 5, 2021, 10:56 AM); *see* Ex. 132.
[361] Transcribed Interview of Amazon's Vice President of Public Policy, H. Comm. on the Judic. (Apr. 16, 2024), at 99 (on file with the Comm.).
[362] *Id*. at 28.
[363] *Cf. id*.; Sections I.A and I.B (describing new content moderation policies implemented by Facebook in February 2021 in the early days of the Biden Administration).

From: [redacted]@amazon.com>
Sent: Friday, March 5, 2021 10:56 AM
To: [redacted]
Cc: [redacted]meet@chime.aws; pin+4181630714@chime.aws
Subject: Vaccine Misinfo Books Policy
When: Friday, March 5, 2021 8:00 AM-8:50 AM (UTC-08:00) Pacific Time (US & Canada).
Where: Meeting ID: 4181 63 0714

Meeting Subject / Agenda:	Review policy proposal to handle anti-vax content in Books
Duration:	50 Min
Critical Attendees:	[redacted]
Additional Attendees:	[redacted]
Context of Meeting (decision-based, inform, get input):	Get input on anti-vax proposal doc

On March 8, just one day prior to the call with the White House, an Amazon employee explained how changes to Amazon's bookstore policies were being applied "due to criticism from the Biden people."[364]

[364] Internal email between Amazon personnel (Mar. 8, 2021, 8:28 AM); *see* Ex. 132.

From: [redacted]

Sent: 3/8/2021 8:28:09 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: Vaccine Misinfo Books Policy

Flag: Follow up

Did I miss it, or did we remove DNP as an option or part of an option (maybe subsumed by Deny Term List)?
- We're considering DNP as complete, and moved the description to FAQ #2. Due to criticism from the Biden people, PP asked us to pursue 'low hanging fruit options' prior to our Russ review, and this was one of them. There's a separate thread out to Russ asking for his permission to implement prior to our 3/19 meeting.

What if we're not willing to wait for the Alerts Messaging widget? What would we do in the meantime? The next 4 months of the vaccine response/adoption are going to be critical.
- Search is looking for ways to shorten the lead time on this, but agree 18 weeks is too long.
- I think the next best option is to remove from sale.
- [redacted] still likes the idea of labeling on its own, but I feel like that's a half measure that doesn't tangibly address the risk. (Search data shows customers who buy this content are looking for specific books and using high intent queries, which means customers will likely continue to consume this content in spite of our warnings, perpetuating the current CX – but with more labels.)
- A third option is to build a labeling CX in parallel with the alerts widget, and implement in a phased way if we can't speed up the 12-18 weeks estimate. I'm working with search to understand if this can even be done.
- I'll add all of this to the doc

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 6:12 AM
To: [redacted]@amazon.com> [redacted]@amazon.com>
Subject: RE: Vaccine Misinfo Books Policy

Sorry I missed this one! Cool to see where this is headed and I like the chart in the FAQ about how this would apply to other misinformation. Couple of questions:
1. Did I miss it, or did we remove DNP as an option or part of an option (maybe subsumed by Deny Term List)?
2. What if we're not willing to wait for the Alerts Messaging widget? What would we do in the meantime? The next 4 months of the vaccine response/adoption are going to be critical.

At the same time, the Amazon employees who previously sought senior leadership approval to lump vaccination related content into the "extremist" Do Not Promote class, received the go ahead to do so.[365]

[365] Internal email between Amazon personnel (Mar. 8, 2021, 10:52 AM); *see* Ex. 131.

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 10:52 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

AMZN_HJC_0007368

[redacted]

Ok, we have signoff to proceed with this. Let's go ahead and add the books below to our DNP class.

[redacted] others in automations: Given the rule we'll be adding to is an ad hoc class, do you have recommendations for how we'd handle a new, broad DNP policy for anti-vax content?

Thanks,
[redacted]

The same Amazon employee who was briefed on the policy changes and how they were initiated because of "the Biden people" provided context surrounding the extremist DNP classification.[366] The employee explained that it was "intended only for [Amazon Standard Identification Numbers] identified by NSOC to contain extremist content, and/or for ASINs from extremist publishers."[367] While it was not standard policy to do so, the employee explained that "given the urgency of the request, I'm ok with using this class for this purpose once . . .."[368] In other words, Amazon, at least temporarily, treated books related to vaccine efficacy in a similar manner to extremist content just to appease the White House's demands.

[366] Internal email between Amazon personnel (March 8, 2021, 1:59 PM); *see* Ex. 131.
[367] *Id.*
[368] *Id.*

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 1:59 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Hi all, apologies for the delay in response here while I was out.

Shell_Extremist_DNP is intended only for ASINs identified by NSOC to contain extremist content, and/or for ASINs from extremist publishers. Given the urgency of this request, I'm ok with using this class for this purpose once, but long term it would be better to create a new class specifically for anti-vax (or misinformation/harmful medical advice/however we want to classify this).

Currently, all of our DNP classes (Extremist, Racially Sensitive, and Transgender Youth) are ad hoc and ASIN-based. Once NSOC identifies an ASIN, it's added to the shell class. Is the expectation the same for anti-vax content, or is the request here to develop a keyword-based approach to proactively classify new ASINs?

Regards,

[redacted]

The email concluded by asking: "Is the expectation the same for anti-vax content, or is the request to develop a keyword-based approach to proactively classify new ASINs?"[369] The answer provided by another Amazon employee suggested that all new books with a subject matter related to vaccinations would be identified by NSOC as violating the new policy and added to a DNP class.[370]

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 2:05 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Is the expectation the same for anti-vax content, or is the request here to develop a keyword-based approach to proactively classify new ASINs?
- Same expectation. Plan is for NSOC to identify and flag books as violating this policy, and add them to the DNP class.

[redacted] is the team able to use this SIM to kick off the effort of building a new anti-vax class? https://issues.amazon.com/issues/CRMAUTO-638. I think we'll want a specific anti-vax class, as it's not yet clear what actions we'll take as part of a potential misinfo policy.

Thanks,
[redacted]

[369] *Id.*
[370] Internal email between Amazon personnel (Mar. 8, 2021, 2:05 PM); *see* Ex. 131.

In the afternoon of March 8, Amazon began building its "Do Not Promote" flag for vaccination related content,[371] just six days after White House officials questioned the books available on Amazon's marketplace.

From: [redacted]
Sent: Monday, March 8, 2021 2:38 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Great, thanks, [redacted] That SIM is sufficient. Shell DNP classes are easy to set up, so [redacted] and I will work on this request tomorrow and have it up and running by the end of the day. The only remaining action item will be for NSOC to update their SOP to call out the new class once we have it created.

Regards,

[redacted]

C. March 9, 2021: Amazon Changes Books Policy Because of White House Pressure

By the following morning, the "Anti-vax [Do Not Promote] shell class" had been created.[372] Forty-three Amazon products, presumably vaccination related books, were immediately flagged and assigned for "Do Not Promote" designation.[373]

From: [redacted]
Sent: 3/9/2021 11:00:45 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]s [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
CC: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: New CPP rule for Anti-vax books

Flag: Follow up

Hi all [redacted] and I created the Anti-vax DNP Shell class and added the 43 ASINs below. NSOC team can now add ASINs to /SC/KindleCRM/Shell_AntiVax_DNP using the below SOP

Regards,

[redacted]

[371] Internal email between Amazon personnel (Mar. 8, 2021, 2:38 PM); *see* Ex. 131.
[372] Internal email between Amazon personnel (Mar. 9, 2021, 11:00 AM); *see* Ex. 131.
[373] *Id.*

On March 9, less than an hour after the "AntiVax" DNP was initiated, Amazon's Public Policy team circulated talking points ahead of the impending meeting with the White House.[374] In an interesting insight into what Amazon employees anticipated from the White House, the top talking points included the question: "Is the Admin asking us to remove books, or are they more concerned about search results/order (or both)?"[375]

From: [redacted]
Sent: Tuesday, March 9, 2021 11:59 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]
<[redacted]@amazon.com>

AMZN_HJC_0006185

Cc: [redacted]@amazon.com>
Subject: Pre-Brief for Meeting w/ the White House

Hi all – here are the notes for our Pre-brief discussion with the White House today.

Thank you.
[redacted]

I. Books Curation and Guidelines 101 [redacted]

- **Top Talking Points (to be made affirmatively) [Is the Admin asking us to remove books, or are they more concerned about search results/order (or both)?]**

In the same email, the internal Amazon correspondence speaks to the pressure the company anticipated due to the pointed and critical nature of its earlier interactions with the Biden White House.[376]

[374] Internal email between Amazon personnel (Mar. 9, 2021, 11:59 AM); *see* Ex. 134.
[375] *Id.*
[376] Internal email between Amazon personnel (Mar. 9, 2021, 10:05 AM); *see* Ex. 134.

From: [redacted]/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 3/9/2021 10:05:54 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]; Huseman, Brian [bhuseman@amazon.com]
CC: [redacted]@amazon.com]
Subject: RE: Pre-Brief for Meeting w/ the White House

Brian – here is the condensed script for 1:30

Brian's Intro:

- Thank you again for reaching out and flagging your concerns.
- We are all in this together, and Amazon is working hard, and fast, to be a productive contributor in vaccine rollout and education.
- Across Amazon we have a number of teams and machine learning systems looking at the products in our store and enforcing our policies.
- With respect to our Bookstore. We have content guidelines and we have a large team dedicated to the incredible challenge of both creating and enforcing our policies and curating the bookstore.

The talking points then turned to the anticipated need to defend Amazon's COVID-19 related policies from White House scrutiny. The company included additional talking points "IF PRESSED IN CONVERSATION" and welcomed more discussions to appease the Biden Administration while also attempting to retain a shred of autonomy in the situation.[377]

- We recognize that COVID vaccination is a wholly new matter, and so we have a team of experts here to walk through the steps we have taken.
- IF PRESSED IN CONVERSATION: these are incredibly challenging issues, particularly as the team looks at ongoing data and feedback from global health authorities. If you see something specific related to COVID, we welcome your feedback so that we can continue to review and learn.

Misinformation [redacted]:

- We see misinformation, and misinformation around COVID, as a serious issue, and so across Amazon we have taken steps to fight the spread of harmful misinformation. [redacted]
  - Amazon's marketplace requires that sellers provide accurate information on product detail pages and put processes in place to proactively block inaccurate claims about COVID-19 before they are published to our store. We've also developed specific tools for COVID-19 that run 24/7 to scan the hundreds of millions of product detail pages for any inaccurate claims that our initial filters may have missed. Collectively, our efforts have blocked more than 6.5 million products.

In order to appeal to the Biden administration officials, Amazon included talking points that were informed by the tallying of vaccination-related content Amazon removed, including 10,000-20,000 books.[378]

[377] *Id.*
[378] *Id.*

Other steps we have taken for books [redacted]:

- For books, we have COVID-specific policies that have prevented the sale of over [20k (could reduce to 10k, but checking number)] books. This includes books that were advocating "cures" of COVID and the like. [IF PRESSED—try to avoid specifics about vaccine in general, but could if pressed could say that books with a primary theme that the coronavirus vaccine is unsafe or unnecessary.]
- High-risk anti-vax books: We have taken steps to ensure the highest-risk titles are excluded from being picked up by our automated merchandising discovery tools. Examples of these tools are Amazon's Choice and Amazon Deals. Specifically, these tools are all part of automated systems that identify highly-rated, well-priced products that are available to ship immediately. (those well-known, routinely populated, titles: High risk content has the primary purpose of persuading the reader that, against direction from authoritative public health sources, one or all vaccines should be avoided because they are unsafe or ineffective.)

In the talking points, Amazon also claimed to have a "high bar for removing book[s]," despite applying broad "Do Not Promote" tags and removing tens of thousands of vaccine related books from its market.[379]

- Books are unique, and an important part of Amazon's DNA. We are going to sell controversial books, as all libraries and other bookstores do. We have a high bar for removing book selection at Amazon and we do not take these decisions lightly.

Content Guidelines:

- **[if pressed—reactive]** The Content Guidelines for Books are intentionally broad. In any content moderation system there is a push/pull between broad enough to provide discretion in decision making and specific enough to provide guidance on what is allowed. Being too specific results in the need to make more public changes and can allow authors to game the system. Being too broad risks being accused of lack of any decision making framework. We review both our Guidelines and our approach to curating Amazon's bookstore regularly.
- We design our policies so that decisions can be made as consistent as possible and based on objective criteria that is applied to the facts and content. We value having a wide variety of content that includes disparate opinions and content that contributes to the information and debate in an open and free society. To do this, we focus on creating policies that are narrowly-tailored to the risks we're solving for and implementing procedures that ensure we're making fact-based and consistent decisions.

Finally, the internal Amazon talking points for the Biden White House meeting concluded with responses to specific questions that Amazon expected to be raised in the March 9 meeting.[380]

[379] *Id.*
[380] *Id.*

Your public-facing content guidelines state that you do not allow "descriptive content meant to mislead customers." How do vaccination misinformation books not violate this policy?

The descriptive content refers to how a product is described, not the content within the book itself. In an extreme example, if a book said that it was appropriate for young children, but the book itself contained adult content, then it would be misleading as to what a customer is buying.

Why don't you tag misinformation books the way Facebook and Twitter tag misinformation posts?
Books are different than social media. They are generally long form and the person would need to purchase the book and read the information. Social media is usually quick bites, and sometimes memes. All customers customers have an opportunity to post reviews and provide feedback on books.

By the start of the March 9 meeting with the White House, Amazon's new book policy was in place.

Emails subsequent to the meeting demonstrate that Amazon continued to further consider ways to reduce visibility of books disfavored by the Biden Administration. For example, on March 12, 2021, an internal Amazon email discussed an upcoming meeting to "take a closer look at books related to vaccine misinformation and debat[e] additional steps Amazon might want to take to reduce the visibility of these titles."[381] The email concluded by noting that Amazon's Public Policy team was "feeling pressure from the White House Taskforce on this issue."[382]

From: [redacted]@amazon.com>
Date: Friday, 12 March 2021 at 14:47
To: Ty Rogers <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>
Subject: Heads up- upcoming negating Buzzfeed story on Covid 19 book

Ty- heads up that we anticipate Buzzfeed will run a negative story looking at Covid-19 related books for sale on Amazon. The story touches on many of the points we've seen raised over the last year and I worked closely with CC's team for the points related to Search, Reviews, and Personalization.

Related to this topic, the Books team has a meeting on 3/19 with [redacted] and David Z to take a closer look at books related to vaccine misinformation and debating additional steps Amazon might want to take to reduce the visibility of these titles. The Books Content Risk Management team is still working on their doc for the 3/19 meeting, but I would be happy to share non-final draft if you're interested.

[redacted] have been our close counterparts on this one, as PP is feeling pressure from the White House Taskforce on this issue as well.

Let me know if you have any questions or if this needs to go further up the flagpole.

Thanks,
[redacted]

[381] Internal email between Amazon personnel (Mar. 12, 2021, 2:47 PM); *see* Ex. 135.
[382] *Id*.

IV. EPILOGUE: THE DEVASTATING CONSEQUENCES AFTER SUPPRESSING FREE SPEECH

Flaherty, Slavitt, and other key members of the Biden White House censorship regime ultimately moved on and left their roles in the White House.[383] About a week after leaving the White House, Slavitt published a book, *Preventable: The Inside Story of How Leadership Failures, Politics, and Selfishness Doomed the U.S. Coronavirus Response*.[384] In *Preventable*, Slavitt appeared to criticize Americans who spoke out, at times passionately, against the constitutional violations committed during the pandemic: "But, even accounting for [President] Trump, other deep-seated issues that are part of our culture and national identity emerged to haunt us: Our *obsession with individual liberties*, even at the expense of others' lives and health."[385]

Slavitt's candid statement underscores the Biden White House's arrogance and its contempt for fundamental civil liberties. The Constitution is not suspended in times of crisis. The First Amendment did not hurt Americans' "lives and health"; to the contrary, if the Biden White House and the Biden Administration had abided by the First Amendment, so much needless pain and suffering could have been avoided. Because public health measures could not be fairly debated by the public and assessed on their merits, the Biden Administration and other policymakers imposed public health measures that were devasting to schoolchildren, workers, and other Americans around the country. Today, it is widely accepted how foolish these measures were.[386] Statements accepted as gospel under a mantra of "Trust the Science" have now been revealed to have had no scientific basis whatsoever.[387] And yet, for a time, the truth was censored and the misinformation was spread by the "experts," including the Biden Administration.[388] America needs to have free and open debate on the pressing issues of the day, and the Biden Administration should have trusted the intelligence of the American people to make up their own minds.

Investigating constitutional violations by the Executive Branch is not enough; legislative reforms are needed. House Republicans are working to enact new legislation that would further strengthen Americans' right to free expression. Members of the Select Subcommittee have introduced the Free Speech Protection Act and the Censorship Accountability Act, which will hold federal employees accountable for violating Americans' First Amendment rights.

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[383] Nick Stoico, *North Reading native Rob Flaherty to serve as deputy manager of Biden reelection campaign*, BOS. GLOBE (Aug. 8, 2023); Maeve Sheehy, *Andy Slavitt stepping down from White House Covid-19 response role*, POLITICO (June 9, 2021).

[384] Andy Slavitt, PREVENTABLE: THE INSIDE STORY OF HOW LEADERSHIP FAILURES, POLITICS, AND SELFISHNESS DOOMED THE U.S. CORONAVIRUS RESPONSE (St. Martin's Press, 2021).

[385] *Id*. (emphasis added).

[386] *See, e.g.*, Sarah Mervosh, Claire Cain Miller & Francesca Paris, *What the Data Says About Pandemic School Closures, Four Years Later*, N.Y. TIMES (Mar. 18, 2024) ("The more time students spent in remote instruction, the further they fell behind. And, experts say, extended closures did little to stop the spread of Covid.").

[387] *See, e.g.*, The Editorial Board, *Anthony Fauci Fesses Up*, WALL ST. J. (Jan. 11, 2024) ("Officials nonetheless promoted the arbitrary rule because they didn't trust Americans to understand scientific nuance or, for that matter, anything. Businesses, churches and schools that weren't forced to close had to spend money reconfiguring their operations to comply with these government guidelines. It's nice of Dr. Fauci to acknowledge now that the rule lacked a scientific basis.").

[388] *See, e.g.*, Calvin Woodward & Hope Yen, *Biden goes too far in assurances on vaccines*, ASSOCIATED PRESS (July 22, 2021).

Legislative reforms like these will help ensure that the First Amendment and America's tradition of free expression meaningfully endures. As the legislative process continues, the Committee and the Select Subcommittee will continue their oversight efforts to inform these necessary and important legislative reforms.

V. APPENDIX

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Facebook Files

Exhibit 1

Email correspondence between Facebook, Biden-Harris Transition personnel

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]E41>
To: [redacted]
Sent: 11/30/2020 8:45:35 AM
Subject: FW: Facebook and the Covid Pandemic
Attachments: Facebook COVID19 Response Memo[1].docx

From: Nick Clegg <[redacted]@fb.com>
Sent: Sunday, November 22, 2020 8:49 PM
To: [redacted]@[redacted].com; [redacted]@revolution.com; [redacted]@cranemere.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Facebook and the Covid Pandemic

Dear [redacted],
Facebook is keenly aware of the tremendous challenge posed by the ongoing pandemic as President-Elect Biden prepares to take office in January. Mark has asked me to communicate our desire to help and partner with the incoming team. Below and attached please consider a proposal for how we believe we can provide meaningful assistance to your efforts. And also please consider this an opening to a conversation—we would appreciate hearing from the team how they believe we could be helpful in addition to what we propose here.
Congratulations once again, and we look forward to being in touch with whomever you believe would be appropriate on your teams.
Sincerely,
Nick

Produced to HJC

Facebook COVID19 Response Memo

We'd like to offer our support for the incoming administration's COVID19 response goals and meet to better understand your priorities. Based on demonstrated impact so far working with governments and NGOs globally over the last 3 years (and since January for COVID19), two places we believe we can have unique and significant positive impact on public health are:

1) Large-scale national behavior change campaigns to get >90% of the US population regularly wearing masks, >70% willing to get a COVID-19 vaccine, and XX M vaccinated by end of 2021. We know from previous work on Health that proactive behavior change efforts can affect behaviors in meaningful, positive ways: when we rolled out our Blood Donations tool in the US last year, our partners saw a 19% increase in first-time donors showing up at blood banks countrywide. Partners have also seen promising results from their COVID19-related campaigns, including around "socially norming" behaviors like mask wearing and helping people find places to get care (e.g. the flu vaccine).

2) Extending our ongoing Health Surveys work to provide the CDC with a nationwide real-time COVID19 data/monitoring system to assist with a) earlier detection of the spread of hotspots; b) gauging adoption of preventive health behaviors (e.g. mask wearing + vaccine uptake), and c) identifying gaps in healthcare access, especially in underserved populations (e.g. low vaccination rates or access to testing). Our ongoing health surveys have run at an unprecedented scale since April and are already being used to inform decisions in many areas.

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That said, we'd appreciate the opportunity to meet and discuss what you'd view as most helpful with the right people on your team. Our most successful collaborations involve deep engagement with governments and partner NGOs: we find it most beneficial when these partners can give us clear priorities and goals, and we can work together to determine which of those goals Facebook Inc. is most uniquely suited to support.

Below is more detail about our existing efforts, which are focused on two core themes:

1) Connecting people with credible information and support, and reducing misinformation. We have helped connect over 2B people worldwide to resources from health authorities like the WHO or CDC through products like the COVID19 Information Center (CIC) on the Facebook App (FB App), promotional campaigns across FB App and Instagram, and WhatsApp and Messenger helplines. We highlight the CIC in search, when people share content about COVID19, and in News Feed. We and partners like the CDC have run large-scale (100s of millions of people), worldwide campaigns to encourage behaviors like physical distancing, mask wearing, and flu vaccinations. We've also extended a significant amount of ad credits to organizations like WHO and health departments in the United States to advance their health communication objectives. The government of Singapore's WhatsApp COVID19 helpline reached 900,000 signups in 10 weeks (per the Singapore MoH) in a country with a population of 5-6M; this was a component of their overall health communications approach. In South Africa, the Ministry of Health's COVID19 digital response program on WhatsApp reached 6.2M unique users (and 750k daily users) in 7 weeks (per Praekelt). This builds on the success of the MomConnect Health messaging program, which rolled out on WhatsApp in late 2017 and (per Praekelt) has enrolled around 65% of all expectant mothers in the country.

We know from previous work on Health that proactive behavior change efforts can reach unique scale (in the US, 60-70% of adults use Facebook) and, more importantly, affect behaviors in meaningful, positive ways: when we rolled out our Blood Donations tool on FB App in the US last year, our partners saw a 19% increase in first-time donors showing up at blood banks countrywide; partners in other markets (e.g. Pakistan) have seen even larger offline impact. We have seen encouraging directional data from COVID19 preventive behavior efforts. Given the importance of normalizing individual, voluntary behavior change—including many "first time" behaviors in the US (e.g. mask wearing, limiting close contacts, vaccination)—we believe there is significant potential in further leveraging these approaches in the coming months.

We recognize that while we can never get misinformation to zero—given we are in many ways a reflection of society—we do have a responsibility to reduce our amplification of it. Since January, we have removed over 12M posts of expert-consensus misinformation about COVID19 that could cause harm, and separately labeled 167M posts that contain misleading information. When people see misinformation about COVID19 that is later removed, we inform them and connect them to information from credible sources like the WHO. We have also added a screen linking to the CIC whenever anyone shares content about COVID19 on FB App. People want what is best for themselves and their loved ones, and helping connect with trusted information reduces misinformation and increases preventive behaviors.

2) Providing experts with data and tools to inform decisions. In partnership with Carnegie Mellon University (CMU), University of Maryland, Massachusetts Institute of Technology, and Johns Hopkins University (JHU), we have been running uniquely large-scale (30M+ responses since April), ongoing (50,000+ responses per day), near-real-time (many responses are available on a ~1-2 day lag) opt-in surveys to Facebook users on COVID19 symptoms, knowledge/attitude/practices, care-seeking, and mental health. Aggregate data for many of these are available publicly by state, HRR, and county in the United States. These surveys are informing a wide variety of policy decisions. For example, mask wearing questions are one of the primary sources of longitudinal understanding of these behaviors

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worldwideand have been used by IHME (including being incorporated into their weekly COVID19 results briefing) as well as some governments. In the US, there remains significant state-to-state variation in self-reported mask wearing rates (e.g. WY was at ~70% vs. CT at ~95%), longitudinal trends (e.g. SD has increased 20% in the last 2 months), and demographics (e.g. men are less likely to report wearing masks than women). Our Preventive Health Survey has been used by Risk Communication and Community Engagement (RCCE) networks worldwide, including in India and Indonesia, with dissemination occurring through JHU and WHO. This survey includes questions on COVID19 vaccine confidence and level of trust in different information sources (e.g. health officials, journalists, politicians). Survey symptom data exhibit promise in earlier detection of outbreaks (esp. where case data testing are sparse or delayed) and are starting to inform syndromic monitoring efforts in the US (via CMU) and elsewhere; to accelerate learnings and applications, we are running a Symptom Data Challenge in partnership with CMU, UMD, Duke Margolis, and Resolve to Save Lives. The scaled survey approach also enables rapid, adaptable situational awareness to meet evolving data needs (e.g. CMU added mask wearing questions after it became clear there was a data gap here; the same approach could be applied to help understand testing availability or vaccine attitudes/behaviors).

In addition to our survey work, we also have an AI team focused on better forecasting of cases, drawing from non-Facebook public data as well as public aggregate data from the Symptom Survey. They recently released county-level case forecasts for the US with consistently strong performance relative to state-of-the-art models. We are partnering with the Universitat Politècnica de Catalunya to see how similar forecasting techniques can be applied in Europe; our work are already incorporated into periodic reports to the European Commission (EC).

Lastly, we have a long-running Disease Prevention Map program that shares aggregated co-location, mobility, and social connectedness data. Data from this program has been used by governments worldwide to understand aggregate population behaviors (e.g. compliance with stay-at-home orders or movement restrictions) and inform modeling.

Produced in Litigation

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Exhibit 2

Email correspondence between Facebook, Biden-Harris Transition, and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=DF1BAA17A67B40A4BA85441653B797B2>
To: Rowe, Courtney M. EOP/WHO; Peck, Joshua (HHS/ASPA); Flaherty, Robert EOP/WHO; Humphrey, Clarke EOP/WHO
CC: [redacted]
Sent: 2/2/2021 10:45:51 PM
Subject: Re: [EXTERNAL] Re: Thanks--

Good morning Courtney, Josh, Rob and Clarke,
I hope all is well.

I wanted to follow-up to determine if you have had a chance to review the note below. Our teams suggested several areas we could have a deeper conversation on in an effort to help support the nation's COVID-19 vaccination efforts.

Best,

[redacted]

From: [redacted]@fb.com>
Date: Tuesday, January 26, 2021 at 2:21 PM
To: "Rowe, Courtney M. EOP/WHO" <[redacted]@who.eop.gov>, "Peck, Joshua (HHS/ASPA)" <[redacted]@hhs.gov>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>, "Humphrey, Clarke EOP/WHO" <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>, [redacted]@jbrpt.org>
Subject: Re: [EXTERNAL] Re: Thanks--

Good afternoon Courtney, Josh, Rob and Clarke,

Thank you for the call on January 19, just before the inauguration. Congratulations on a memorable ceremony. We are excited to work with you all on our proactive education campaigns to build confidence in COVID-19 vaccines.

Facebook has been meeting with the CDC weekly on Wednesdays (3pm Eastern) for the last year to coordinate on COVID-19 initiatives and pull in relevant teams to leverage our platform in disseminating CDC's latest guidance to the right populations. We remain eager to help the Administration get out health messages around COVID-19 and vaccinations and would like to set up a weekly meeting with you/HHS to move forward on the vaccination work.

As part of our parting discussion, we offered to follow up with you all on a few of the work streams we have that support your mission. You will find those below. We also offered a quick sync on how we have been working with the White House, HHS and CDC and other key departments we are partnering with which we can do when we meet again.

Do let us know if you have questions about the information below and dates and times that work for a weekly meeting.

***

Health partnerships for campaigns and health

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insights

Over the past year, we've worked with both health organizations and influencers to drive campaigns on topics like mask wearing, social distancing, getting vaccinated for the flu and more. We've found compelling evidence suggesting that these campaigns can influence people's attitudes and behaviors. Here are some tactics we and our partners have found to work quite well (keeping in mind that there are no hard and fast rules!):

- **Health organizations (nonprofits, academic institutions, etc.)**
  - Health messages that show people a positive action they can take to improve their health are often more motivating than fear-based messaging.
  - Health messages that dispel concerns about safety have been especially effective for vaccine campaigns — for example, one of our partners' most successful flu vaccine campaigns was centered around the message, "No, you cannot get the flu from the flu shot."
  - Many of our partners say they get the best results when designing campaigns with the explicit goal of creating content that viewers will want to share with their friends and family. This enables them to get much broader reach/distribution and also capitalize on the fact that people often trust guidance that comes from their friends and loved ones.
  - Using interest-based targeting for health messaging campaigns has also been successful; one of our partners was able to move the needle around mask-wearing attitudes/behaviors in the US through a campaign where they served different creative to different audiences (e.g., parents with children, Spanish speakers, and rural moderates saw very different content, but all with the central 'wear a mask' message).
- **Other influencers (including public figures)**
  - Engaging celebrities to share content of themselves wearing a mask has been one of our most successful interventions to-date. This summer, we reached out to our public figure partners encouraging them to post content of themselves on Facebook and Instagram with the #WearAMask hashtag. We then amplified this content to reach more people on our platforms. The campaign led to an 8 point increase in perceived social approval (a key indicator of behavior change) to wear a mask among people who viewed the content.
  - *Note:* We've received feedback from our partners that these campaigns would be even more successful if the ask to engage in health campaigns came from a health authority — like the CDC or HHS — instead of from Facebook. This is a key area of partnership that we'd like to explore with your team moving forward: for example, if you are able to help activate influencers and partners for campaigns, we can quite easily amplify the content they post to specific audiences.
- We are also working with some of our partners on COVID-19 vaccine message testing to determine which messages resonate with different communities. One of the partners we're working with here is the Behavioral Insights Team (BIT), an organization that applies nudge theory to inform policy and public services. They recently ran an online experiment to test 7 different messages promoting vaccine confidence and willingness to vaccinate in the US. The Trust building message they tested had the strongest results overall, both among general populations and Black Americans. The specific message that performed the best was: "The COVID-19 vaccine was developed for safety before speed. Over 70,000 people have already tested it, so you can get it safely." BIT has permitted us to include the full results here, attached, in case these can be helpful to you as you design your campaigns — and we're also happy to discuss further.
- In late December, we met with senior CDC career staff around educational campaigns and survey data (our CMU COVID survey below). They immediately understood the value of what we were offering and are interested in collaborating more closely. They are interested in using our large-scale surveys to inform the vaccine response and we are in active discussions on educational campaigns. The meeting was positive and completely focused on substance and impact.

WhatsApp

- WhatsApp's vaccine support strategy is to partner with governments, health ministries, global health authorities and key healthcare industry stakeholders to provide tools on WhatsApp to help citizens get

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educated about COVID-19 vaccines, schedule their appointments and get critical updates to get vaccinated.
- In 2020, WhatsApp partnered with the WHO, UNICEF and 100+ governments/health ministries around the world to send critical updates about COVID-19 out to citizens. These efforts positively impacted the lives of tens of millions of people with over 3 billion messages exchanged between citizens and governments.
- In 2021, WhatsApp has established partnerships with the WHO and UNICEF, and is pursuing partnerships with dozens of governments around the world to provide critical last mile support to ensure that people get accurate information about COVID-19 vaccines and get vaccinated. For example, WhatsApp recently partnered with the Ministry of Health in Indonesia to enable people register and get important reminders to get vaccinated. The service was rapidly adopted, with 500,000+ health workers signing up for the service in the first few days of launch.
- **In the US, WhatsApp is seeking to:**
    - **Partner with the CDC, HHS, and key health authorities at the state/local level** to empower people on WhatsApp (particularly those in the Latin-X and immigrant/minority communities where WhatsApp usage is high) with accurate information about vaccines, enable people to schedule their vaccine appointments, and send critical updates to remind people to receive their required number of vaccine doses.
    - **Leverage Facebook/Instagram ads that click to WhatsApp** campaigns to reach millions of people in the US who can engage directly on WhatsApp with the CDC, HHS, and key health authorities at the state/local level.
- WhatsApp also has an on-going **partnership with the Poynter Institute/International Fact Checking Network** on a fact checking WhatsApp service to combat COVID-19 misinformation in English and Spanish. WhatsApp will continue to accelerate this partnership with planned efforts to educate US citizens in 2021 by combating vaccine related myths and rumors on WhatsApp.

CrowdTangle

- **Bi-weekly COVID content reports:** We have recently begun sharing bi-weekly COVID content reports with the CDC. The goal of these reports is to share emerging trends, particularly around content to "watch out" for, and provide some localized views on potentially problematic content. Facebook's CrowdTangle tool is used to develop these reports. CrowdTangle is looking at public content only, and analyzes a database that includes a subset of Pages, verified Profiles, public Instagram accounts and Groups. Thus, these reports should be directional and not be the sole source of information or be considered the definitive look at all problematic content on the platform.
- **Access to CrowdTangle:** At the start of the pandemic, CrowdTangle has been in use by the CDC for research and social media monitoring purposes. FEMA has been a user of CrowdTangle since 2015, and has used it to create real-time displays for their various regional teams to support their social media situational awareness efforts and help direct needs or information clarification. The CrowdTangle team has supported these two agencies with trainings, product resources, and list building assistance.

Facebook Ads

- Supporting government organizations, such as Governments or Ministries of Health, with communication related to COVID-19 became a top priority for us as a company. We mobilized multiple dedicated response teams – including measurement (marketing science) — and worked closely with Facebook Marketing Partners (FMPs) to ensure that people were adequately informed by their governments and knew where to go for resources. We've provided more than $35M worth of ad coupons and extensive training and consultation on how to leverage ad credits to more than 230 government entities in over 150 countries. This enabled governments to get their most important COVID-19 messaging across to as many people as possible.
- In the US specifically, as part of our we have maintained a very close working relationship with CDC, including weekly meetings to discuss policy, communications and advertising related topics. CDC has been a recipient of our ad credit program, allowing them to reach people with essential health messaging. They are launching their first measurement study imminently to measure the effectiveness of their media on changing knowledge, attitudes and practices.

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- Similarly, our team has also been working closely with HHS and their media agency on their "Slow the Spread" campaign, and working on launching our first Brand Lift study to understand attitudinal and intent shifts around their latest "Stop the Spread" campaigns.

Ad Council Partnership

- For over 75 years, The Ad Council has been distributing important public service announcements in partnership with government agencies and nonprofits.
- Ad Council announced in late November 2020 in The New York Times that it will be working towards a commitment to meet the marketing and communications challenges associated with vaccine confidence and adoption. Facebook, along with many other corporations and NGOs, is partnering on this effort through funding and on platform support. The funding partnership was recently highlighted in the press.
- Facebook is working with Ad Council as an in-market messaging research partner by donating ad credits, digital-first creative as well as media and measurement support for the Ad Council's work with the NGO community to help build people's confidence of the COVID-19 vaccines. Facebook will work with Ad Council to release high level results from this initial effort as well as creative assets to make available for other organizations to leverage. From these learnings, Ad Council will work with Facebook to launch a larger spring campaign to drive vaccine confidence through donated ads on the platform.
- In 2020, Facebook donated over $1 million in ad credits to Ad Council to support campaigns around COVID-19, often in partnership with the CDC and HHS, which focused on mask wearing, social distancing, dismantling stereotypes about the virus and other topics.

Vaccine Data/Survey

Here are some more details on the CMU / Facebook survey.

As of last week, CMU has updated their public API and map to reflect vaccine intent data from the current version on the instrument in the US. We believe this is the largest scale and most granular source of public data for vaccine intent that exists (in the US, we're averaging 100s of Ks of responses / week since April across many languages).

It has:
1) Daily granularity (allowing faster understanding of changes in trends)
2) County and zip-code level resolution (allowing faster understanding of local differences)
3) Sociodemographic resolution--including age, occupation, and race/ethnicity (allowing for clearer understanding of intent by vaccine priority populations--like healthcare workers or 65+ or those with diabetes/cancer/etc.--as well as helping inform equity efforts)

Not all of these aggregations are available publicly, but microdata access are available for free under DUA to academic and nonprofit institutions. If there are specific aggregations that are a top priority for you, we can work with the academic partners to surface them publicly over API or CSV. We've been engaging with the CDC on this survey as well. Documentation of the full survey instrument is here; the latest instrument as well as an overview of the broader survey effort are attached via PDF.

In addition to intent, there are also now questions around vaccine rates, so similar maps can be generated around % of population that report having gotten vaccinated worldwide by country (or subpopulations, like 65+, healthcare workers).

The same survey has been used for months by organizations like IHME to track mask wearing rates. Here's a deep-dive on its utility and limitations for this use case by our partners at CMU. Cyrus Shahpar and colleagues at Resolve to Save Lives should be fairly familiar with some of these data as well.

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On behalf of our broader team,

FACEBOOK

[redacted]
U.S. Public Policy
Facebook

From: [redacted]@fb.com>
Date: Friday, January 22, 2021 at 2:11 PM
To: "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>, Theo LeCompte <[redacted]@jbrpt.org>, "Humphrey, Clarke EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Peck, Joshua (HHS/ASPA)" <[redacted]@hhs.gov>, "Rowe, Courtney M. EOP/WHO" <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Thanks--

Great—thanks Theo and Rob. Also adding my colleague [redacted] Good to be in touch here. I know we are preparing to send over some data related to our initial conversation—we will be back ASAP.

In the meantime, please let us know how we can be helpful.

[redacted]

From: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, January 22, 2021 at 2:06 PM
To: Theo LeCompte <[redacted]@jbrpt.org>, [redacted]@fb.com>, Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: Peck, Joshua (HHS/ASPA) <[redacted]@hhs.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Thanks--

Hi [redacted]--

I'm adding Clarke in here as well on COVID stuff. Looking forward to engaging on this and other workstreams.

-Rob

From: Theo LeCompte <[redacted]@jbrpt.org>
Sent: Friday, January 22, 2021 2:02 PM
To: [redacted]@fb.com>
Cc: Peck, Joshua (HHS/ASPA) <[redacted]@hhs.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Thanks--

[redacted]
Following up on our conversation earlier this week, connecting you here with official government emails for Josh, Courtney, and Rob.

Again, it was a pleasure to work with you and hope to have the chance to do so again.
Theo

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On Tue, Jan 19, 2021 at 10:49 PM [redacted]@fb.com> wrote:
Great—thank you! Good luck tomorrow.

Get Outlook for iOS

From: Theo LeCompte <[redacted]@jbrpt.org>
Sent: Tuesday, January 19, 2021 10:20:34 PM
To: [redacted]@fb.com>
Subject: Re: Thanks--

Hey [redacted]
Thank you - pleasure working with you as well.

Yes - will connect you with Courtney and Josh on the ad side as soon as they have .gov emails, and I know Rob and Clarke will want to be in touch on the mis/disinfo side.

Best,
Theo

On Tue, Jan 19, 2021 at 4:03 PM [redacted]@fb.com> wrote:

Theo,

Thanks for all of your help throughout the transition period—wishing you well in your next chapter now that the transition is drawing to a close.

Hoping to be in touch with Courtney and Josh as we are now heading into the new administration—I'd be grateful if you'd connect me as they land with new email addresses in the coming days?

Thanks,

[redacted]

--
Theo LeCompte
Biden-Harris Transition
Private Sector Engagement
[redacted]

--
Theo LeCompte
Biden-Harris Transition
Private Sector Engagement
[redacted]

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Exhibit 3

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]D3F>
To: Humphrey, Clarke EOP/WHO; Verma, Garima EOP/WHO; Flaherty, Robert EOP/WHO; Tom, Christian L. EOP/WHO; Palermo, Rachel E. EOP/OVP
Sent: 2/8/2021 10:37:26 AM
Subject: COVID Updates

Hi All,
Flagging this for all of you:

TLDR: We will be running the largest worldwide campaign to promote authoritative COVID-19 vaccine information and expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. More details are in our Newsroom: authoritative COVID-19 vaccine information and COVID-19 and vaccine misinformation.

Full details below/in those posts, and let me know if you have Qs.

[redacted]

[redacted]
facebook, inc. | politics & government
[redacted] | [redacted]@fb.com

Hi there,

Wanted to make sure you saw our announcements today about running the largest worldwide campaign to promote authoritative COVID-19 vaccine information and expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. More details are in our Newsroom: authoritative COVID-19 vaccine information and COVID-19 and vaccine misinformation.

Helping People Find Where and When They Can Get Vaccinated

- Starting this week, we'll feature links in the COVID-19 Information Center to local ministry of health websites to help people understand whether they're eligible to get vaccinated and how to do so.
- And in the coming weeks, as more information becomes available, we'll continue to improve this feature, making it easier for people to see where and when they can get vaccinated in just a few taps.

Sharing Credible Information About COVID-19 Vaccines

- We're working with health organizations and community leaders to run campaigns on our platform promoting accurate information about COVID-19 vaccines and encouraging people to get vaccinated.
- We're giving over $120 million in ad credits to help health ministries, NGOs and UN agencies reach billions of people around the world with COVID-19 vaccine and preventive health information.
- In the US, we're partnering with the Johns Hopkins Bloomberg School of Public Health to reach Native American communities, Black communities and Latinx communities, among others, with science and evidence-based content that addresses the questions and concerns these communities have.
- We're also working with AARP to reach Americans over 50 with educational content about COVID-19 vaccines, including Spanish-language content designed to reach Latinx and Hispanic communities.

Combating Vaccine Misinformation

- We are expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. Since December, we've removed false claims about COVID-19 vaccines that have been debunked by public health experts.

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- Today, following consultations with leading health organizations, including the World Health Organization (WHO), we are expanding the list of false claims we will remove to include additional debunked claims about the coronavirus and vaccines. We already prohibit these claims in ads.
- Groups, Pages and accounts on Facebook and Instagram that repeatedly share these debunked claims may be removed altogether. We are also requiring some admins for groups with admins or members who have violated our COVID-19 policies to temporarily approve all posts within their group.
- When people search for vaccine or COVID-19 related content on Facebook, we promote relevant, authoritative results and provide third-party resources to connect people to expert information about vaccines. On Instagram, in addition to surfacing authoritative results in Search, in the coming weeks we're making it harder to find accounts in search that discourage people from getting vaccinated.
- As we noted last month in response to guidance from the Oversight Board, we are committed to providing more transparency around these policies. You can read the detailed updates in Facebook's Community Standards and in our Help Center.

Providing Data to Inform Effective Vaccine Delivery

- Last year, we began collaborating with Carnegie Mellon University Delphi Research Group and the University of Maryland on COVID-19 surveys about symptoms people are experiencing, mask wearing behaviors and access to care. With over 50 million responses to date, the survey program is one of the largest ever conducted and has helped health researchers better monitor and forecast the spread of COVID-19.
- To help guide the effective delivery of COVID-19 vaccines, the survey data will provide a better understanding of trends in vaccine intent across sociodemographics, race, geography and more. The scale of the survey will also allow for faster updates on changes in trends, such as whether vaccine intent is going up or down in California in a given week and better insights on how vaccine intent varies at a local level. We'll share these new insights including vaccine attitudes at a county level in the US as well as globally.

These new policies and programs will help us continue to take aggressive action against misinformation about COVID-19 and vaccines and help people find where and when they can get vaccinated. You can read more about how we're supporting COVID-19 relief efforts and keeping people informed at our COVID-19 action page.

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Exhibit 4

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=DF1BAA17A67B40A4BA85441653B797B2>
To: Flaherty, Robert EOP/WHO; Rowe, Courtney M. EOP/WHO; Humphrey, Clarke EOP/WHO
CC: [redacted]
Sent: 2/11/2021 2:17:22 AM
Subject: Re: COVID-19 Outreach to communities worldwide

Hi Rob,

Quickly following up to see when you would like to have a meeting arranged to speak to our misinformation team reps about the latest updates. They also have a more detailed misinformation analysis prepared based on the discussions/questions from the previous meetings during the transition time period.

Best,

[redacted]

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From: [redacted]@fb.com>
Sent: Tuesday, February 9, 2021 5:57:52 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: COVID-19 Outreach to communities worldwide

Good evening Rob,

We have provided responses to your initial questions with input from the various teams below . We are happy to discuss these and additional questions as per your recent note. Do let us know a few windows that work for you.

Can you share more about your framework here? May, of course, is very different than "will." Is there a strike policy, ala Youtube? Does the severity of the claims matter?

We don't disclose the details of our thresholds publicly due to concerns about users gaming the system to avoid enforcement, however we do notify Groups, Pages, and Advertisers when we've removed content that violates our Community Standards. We start placing restrictions on accounts, Pages, and Groups for multiple violations, including restrictions on their ability to share content for increasing periods of time and limitations on their ability to reach their audience. If violations continue, we will suspend the entire Page, Group, or account. Additionally, when we review Pages and Groups we look at how they describe themselves and may restrict or remove them if the title or description violate our policies.

And as far as your removal of claims, do you have data on the actual number of claims-related posts you've removed? Do you have a sense of how many are being flagged versus how many are being removed? Are there actions (downranking, etc) that sit before removal?

It is a bit too early to be sure- We will begin enforcing this policy immediately, with a particular focus on Pages, Groups and accounts that violate these rules, and we'll continue to expand our enforcement over the coming weeks. There is a range of content that can violate these policies, and it will take some time to train the reviewers and systems on enforcement.

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How are you handling things that are dubious, but not provably false?

In consultation with leading health organizations, we continuously expand the list of false claims that we remove about COVID-19 and vaccines during the pandemic. We remove claims public health authorities tell us have been debunked or are unsupported by evidence.

Content which does not qualify for removal may be eligible to be fact-checked by our network of over 80 fact-checking organizations. When one of our independent fact-checking partners debunk a post, we reduce its distribution and add strong warning labels with more context, so fewer people see the post. We do not remove the content, but are focusing on improvement efforts that will help us to better address content that contributes to unfounded hesitancy towards the COVID-19 vaccine.
For example, we're working to proactively prevent posts discouraging vaccines from going viral on our platforms; address content that experts believe dissuades people from getting the vaccine, but does not violate our misinformation policies, through the use of information labels; and prevent recommendations for Groups, Pages, and Instagram accounts that repeatedly push content discouraging vaccines.

-On Behalf of the Facebook team

FACEBOOK

[redacted]
U.S. Public Policy
Facebook

From: "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, February 9, 2021 at 4:59 PM
To: [redacted]@fb.com>, "Rowe, Courtney M. EOP/WHO" <[redacted]@who.eop.gov>, "Humphrey, Clarke EOP/WHO" <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: RE: COVID-19 Outreach to communities worldwide

All, especially given the Journal's reporting on your internal work on political violence spurred by Facebook groups, I am also curious about the new rules as part of the "overhaul." I am seeing that you will no longer promote civic and health related groups, but I am wondering if the reforms here extend further? Are there other growth vectors you are controlling for?

Happy to put time on the calendar to discuss further.

From: Flaherty, Robert EOP/WHO
Sent: Monday, February 8, 2021 1:37 PM
To: [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: RE: COVID-19 Outreach to communities worldwide

[redacted] Thanks.

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This line, of course, stands out:

that repeatedly share these debunked claims may be removed altogether.

Can you share more about your framework here? May, of course, is very different than "will." Is there a strike policy, ala Youtube? Does the severity of the claims matter?

And as far as your removal of claims, do you have data on the actual number of claims-related posts you've removed? Do you have a sense of how many are being flagged versus how many are being removed? Are there actions (downranking, etc) that sit before removal? How are you handling things that are dubious, but not provably false?

Thanks

From: [redacted]@fb.com>
Sent: Monday, February 8, 2021 1:18 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: [EXTERNAL] COVID-19 Outreach to communities worldwide

Good afternoon Courtney, Rob, and Clarke,

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These new policies and programs will help us continue to take aggressive action against misinformation about COVID-19 and vaccines and help people find where and when they can get vaccinated. You can read more about how we're supporting COVID-19 relief efforts and keeping people informed at our COVID-19 action page.

-On Behalf of the Facebook team

FACEBOOK

[redacted]
U.S. Public Policy
Facebook

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Exhibit 5

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]D3F>
To: Qureshi, Hoor EOP/WHO
Sent: 3/1/2021 11:45:07 AM
Subject: Re: Facebook proposal to help mitigate vaccination hesitancy

Will do!

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 1, 2021 at 1:40 PM
To: [redacted] <[redacted]@fb.com>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Ok perfect! Let me know if you have any issues, and I'll add them on the invite from my end.

From: [redacted] <[redacted]@fb.com>
Sent: Monday, March 1, 2021 1:38 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

OH great—I will just forward. Some shifting may happen to the last minute and I don't want to have to bug you!

Thank you!

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 1, 2021 at 1:37 PM
To: [redacted] <[redacted]@fb.com>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Hello!

So sorry I missed this. Do you want to just pass along the emails and I can get them added to the invite? Or you can forward the information! Whatever is easier for you works for me.

Best,
Hoor

From: [redacted] <[redacted]@fb.com>
Sent: Monday, March 1, 2021 1:32 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

Bumping this!
Thank you!

From: [redacted] <[redacted]@fb.com>
Date: Monday, March 1, 2021 at 11:29 AM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: Facebook proposal to help mitigate vaccination hesitancy

Happy Monday, Hoor!

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I have a few changes to who from FB will be joining our meeting this afternoon.
Would you like a full list, or is it ok for me to pass on the zoom credentials to them?

Happy do what works best for you!

[redacted]

From: [redacted] <[redacted]@fb.com>
Date: Monday, February 22, 2021 at 5:12 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: Re: Facebook proposal to help mitigate vaccination hesitancy

Thank you!

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, February 22, 2021 at 4:56 PM
To: [redacted]@fb.com>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Perfect, just sent out the invite!

From: [redacted]@fb.com>
Sent: Monday, February 22, 2021 4:52 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

Great, let's go ahead and lock that in.
Looking forward to it!

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, February 22, 2021 at 4:44 PM
To: [redacted]@fb.com>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

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Hi [redacted]

Team ODS could make any of those times work, but noting that March 1 at 3pm would probably work best!

Thanks,
Hoor

From: [redacted]@fb.com>
Sent: Monday, February 22, 2021 1:33 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; [redacted] <briannice@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted] HHS/ASPA) <[redacted]@hhs.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

Hi All,

Following up on schedules for the Misinfo/Disinfo meeting.

Here are our teams' options

Friday 26th 2pm ET
Thursday 25th 330pm ET
Monday 1st 3pm ET

Hopefully one of those works for folks!

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Sunday, February 21, 2021 at 5:26 PM
To: [redacted]@fb.com>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Great, just send around an invite for Tuesday! I'll keep an eye out to schedule another conversation for later this week.

Best,
Hoor

From: [redacted]@fb.com>
Sent: Sunday, February 21, 2021 4:36 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

That's great — let's go ahead and lock in Tuesday — and just to make sure we aren't crossing conversations with similar teams — Tuesday we'll be talking Frames and why don't we try for a misinfo/disinfo later in the week.

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I'll get availability from our misinfo / disinfo folks tomorrow and loop back.

[redacted]

[redacted]
facebook, inc. | politics & government
[redacted] | [redacted]

On Feb 21, 2021, at 3:34 PM, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov> wrote:

Hello! Tuesday at 12:30pm would be better for Rob's schedule, and Wednesday is also mostly open as of now if that works better for folks!

From: Humphrey, Clarke EOP/WHO
Sent: Sunday, February 21, 2021 2:16 PM
To: [redacted]@fb.com>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Looping @Qureshi, Hoor EOP/WHO<[redacted] here – Hoor does one of these times work for Rob on Monday or Tuesday?

From: [redacted]@fb.com>
Sent: Friday, February 19, 2021 3:29 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

Great!
Our team could do the following—if we look into Wednesday we may have some more options, but let's start with these:

Monday 12-1230pm
Tuesday 1230-1pm

[redacted]
From: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, February 19, 2021 at 2:07 PM
To: Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>, [redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] (HHS/ASPA) <[redacted]@hhs.gov>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy
Adding [redacted] here, too.

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Agree we should chat about this and what other initiatives you guys are cooking on, as well as a convo on mis and dis.

Looking forward.

From: Humphrey, Clarke EOP/WHO
Sent: Friday, February 19, 2021 2:03 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: RE: Facebook proposal to help mitigate vaccination hesitancy

Thanks, [redacted] We'd love to chat more about this. Do you have some time blocks on Monday or Tuesday that might work and I can try to get something scheduled?

From: [redacted]@fb.com>
Sent: Friday, February 19, 2021 1:20 PM
To: [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: [EXTERNAL] Re: Facebook proposal to help mitigate vaccination hesitancy

Hi All —

Following up here — the UK's NHS has two Profile Frames that went live today<%3ehttps://%3ewww.gov.uk/government/news/new-campaign-to-support-vaccine-roll-out-backed-by-social-media-companies-and-british-institutions%3c%3c>, which look like this (mocked up on my testing profile below). They're quite a powerful tool for showing solidarity / involvement — would be great to talk early next week to discuss using it for US vaccine campaigns.

[redacted]
[Graphical user interface Description automatically generated]
[redacted]
facebook, inc. | politics & government
[redacted]

From: [redacted]@fb.com>
Date: Thursday, February 18, 2021 at 2:02 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>
Subject: Facebook proposal to help mitigate vaccination hesitancy
Good afternoon Courtney, Rob, and Clarke,

I hope everyone is doing well and taking care amidst this wintry weather. I'm reaching out today with an immediate idea from the team that we think will significantly help with outreach/hard to reach communities to help mitigate vaccination hesitancy. For our part, we have some of our product reps available to speak more deeply to the profile frames proposal below at your soonest availability.

I also want to circle back on the misinfo meeting we are looking forward to having. It would include some new insights we have and a deeper discussion of what more we can do. We think best to have the proper reps to include yourself, HHS and CDC. Can we look to you to help surface dates that this can take place soon? We also spoke to [redacted] at HHS about the frame proposal below and they are also looking forward to a deeper discussion

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on that and a discussion on misinformation. We are not sure the appropriate rep at CDC that you would suggest for the misinformation meeting, but we look forward to meeting with the team you bring together.

Profile Frames: Some governments and NGO partners worldwide are currently executing campaigns on Facebook encouraging people to share that they got vaccinated (or plan to) in order to normalize getting the vaccine. For example, some partners plan to execute a major campaign starting next week centered around profile frames and similar assets on Facebook and Instagram (e.g. "I'm COVID vaccinated") that people can opt-into. This campaign can also activate a broad set of trusted influencers and public figures to help. These partners asked us to partner with them in promoting this campaign, which we are fully supporting.

As such, we believe that a similar effort could make a significant difference around vaccination intent in the US and we would like to explore supporting such a campaign here. Given the scale of our platforms and daily reach, a well-executed campaign could be seen by millions of people in the United States alone, and potentially help change attitudes toward vaccination.

Attached are some initial design explorations that we are iterating on. These are not final design templates (more for illustrative purposes). We can provide the final templates to you by Friday.

We're also happy to further discuss how we believe this can help gain momentum around vaccine uptake and confidence, and explore how we can support promotional efforts to drive adoption of these frames. Once you're comfortable and in a position to move forward, we would just need the digital teams to upload the frames through the official Facebook accounts you'd like to use; we're also happy to help the teams do this.

We are excited to explore partnering with the US government on this and make a significant difference around vaccination intent domestically. We can move as fast as needed to activate this campaign.

[n+u3oTZXDE6OAAAAABJRU5ErkJggg==]

-On Behalf of the Facebook team

[redacted]

[redacted]
U.S. Public Policy
Facebook<%3ehttps:/about.fb.com/%3c>

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Exhibit 6

Facebook's Call Notes with the White House and HHS/CDC

3/26 White House Call Notes

Attendees: Roby Flaherty
Attendees (FB): [redacted], [redacted], [redacted]

- [redacted] – wanted to make sure we had time, we have a few things coming to you. We have an update to the symptom survey in a week. We could set up time to walk through the one you have, the new info. It's a different look, but useful, want to talk through
- Rob – useful, especially from comms folks
- [redacted] – will have more detail on demographics, should be improved. We also have data stuff from last week, want to center our work on universe of content. Nick told Andy that it will take some time to build, will have that ASAP. Today, wanted you to meet [redacted] our Product lead across all COVID defensive work. When Nick was talking to Andy about areas where we were unable to provide answers, [redacted] should be able to provide more information. She'll do an overview. We'll make sure to follow up on any questions.
- [redacted] – Hopeful for open confirmation, my job is focus on responding to immediate issues. I report to [redacted] I'm jumping in midstream, may have some questions, I want to understand where we've been missing the mark, addressing gaps, see areas where we may not have direct answers but could look at proxies, other solutions. Want to understand problems, priorities going forward.
- Rob – sounds great. Maybe helpful to hear where we're coming from – we're concerned about FB impact on vaccine hesitancy, we see so often in data that people who are vaccine hesitant see on FB. Our theory is that content is harder to remove is doing the most harm, people are setting on the fence. We understand taking down that content is not best solution, for us, we want to understand if our theory is right, where you see what's driving vaccine hesitancy, what you are doingm how we can plug in and get you things. If you find things that are working, want to hear that. That's what we care about. We're not trying to screw you guys, we want to solve this problem. In 3 months, when there's a demand problem, we'll be in the barrel
- [redacted] – similar strategies –
    - Inform
    - Remove what's actually harmful
    - Reduce where there is hesitancy
- [redacted] – I know you want numbers, I don't have numbers yet on how interventions are working on, looking at proxies. Today – can sepak to levers, where are we reducing content, introducing reshare friction, have some things we can dig into. Nick mentioned we're looking at viral content, that's a metric we want to get you, but centralizing work – also looking at large entities, big groups, pages, big IG accounts. Last one is comments. One thing that's difficult – good post, bad comments, we see

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that quite often. We see authoritative info from WHO having a lot of hesitancy comments. Top skepticism comments on those posts, don't

- Rob – so you're focused on virality, big entities like pages/groups, less on comments/posts between friends
- [redacted] – for the most part, right – the way we think about – head problem – where do we see hot spots – minority individuals/entities producing content that then gets resdistributed. From prioritization perspective, that's how we know content will be redistributed/upranked/reshared. This is for hesitancy (not misinfo, which gets different treatment). We want to know overall hesitancy content, what are interventions. Detection methodology is dependent on topical conversations – that will take weeks, if not months. So in the interim, focused on the hot spots. Does that make sense?
- Rob – yes, makes sense. Do you have a tangible example? Done or seen is helpful.
- [redacted] – I asked the teams this morning – overall viral pieces of content – anecdotally, they've shared
    - Topics trending towards uncertainty – FDA approval v authorization – general confusion about that
    - Another one – concerns about vaccinated people shedding the virus to non-vaccinated people nearby – indirect
    - Have seen a lot of groups sharing individual stories about side effects or death after vaccination
    - If we're taking authoritative information – we could detect outright discouragement based on a reliable link, but it's harder to detect skeptical comments like "Oh, isn't that interesting." – we are working to be able to detect that, but we can't yet
- Rob – that makes sense. Fascinating. I'm curious – NY Post churning out articles every day about people dying. What is supposed to happen to that from Policy perspective. Does that article get a reduction, labels?
- [redacted] – Let's go back to remove (outright misinfo), reduce (not benign, more sensationalism, eg claim vaccines create miscarriages, indirect discouragement), inform – levers are contingent on content type, who posted it. We look at removing from recommendations, explorer, we want to take all this content out of that. E.g. Health Groups are non-recommendable, want to get them out of areas where we recommend or amplification systems. What we're prioritizing in feed – want to make sure that anything we suspect is hitting skepticism, harmful topically but we can't remove, we reduce. I don't have those numbers today.
- [redacted] – a lot of things get viral copy-pasted. We have a concept of introducing an inform interstitial – if I go to reshare post like that, have an interstitial noting that a post has been rated false by 3PFC. We can also do fwd limits. These are are all methods we've used where there's not super clear lines in the sand. That's a suite of tools we're trying to apply right now.
- Rob – The question I have, if you're applying these methodologies, where is it still breaking through? And to whom? If it's still there, where is next whack a mole?

HJC

- [redacted] – big whackamole is that this all depends on our ability to detect. We're getting better at detecting things like the microchip thing and delete that. We're getting better at detecting (human, natural language processing) discouragement. We find COVID posts, then we identify posts that are explicit discouragement, or this is bullying for choosing to get vaccinated. What's hard right now, we haven't completed full detection path. We need to close gaps, that's what we're doing. The comments thing isn't solved, that's the big thing keeping me up at night, that I'm most worried about from an implementation perspective.
- Rob – so substantive problem is not that there are holes in the policy, it's more that the detection of things that needs more work
- [redacted] – the hard part is that what could be applicable to policy is moving, the timeline takes some time. Things are evolving on a discussion basis. This also gets harder as events evolve. For example, recent charges in Italy against two doctors and a nurse for administering Astra Zeneca vaccine. That creates a net new topic for our systems to need to be able to identify and get to intervention. That's why inform – driving to authoritative sources, CIC – that's why it's so important. Best way to resolve/educate individuals who aren't adversarially minded – compared to every real world event. Trying to get to fastest real solution v managing symptoms of having right information. I want to get a few minutes at the end to talk about next touch point. A lot of what I just said – there are also individuals that are adversarial, very good at following rules, know where the lines are, driving things off platform.
- Rob – I can go over 12:30 if you can. My question on inform – intellectually my bias is to kick people off. Inform, intellectually, maybe path of most impact. How are you measuring impact when you do inform? Is there secret sauce targeting that we can use? Stanford has suggested building targeting tools of people that engage with antivax content.
- [redacted] – This is where it gets into Offense side, this is what [redacted] was talking about. How do we measure success – are we getting people vaccinated. We have metrics around how many people we're informing, how quickly, how thorough. Are we identifying right content. Best directional metric is that symptom survey. We don't have a strong causative way of saying because integrity did X, we now see preventing growth – we don't see that. That's why we end up in education. If we're getting at do people have more information, are they better educated, that symptom survey is best we have right now.
- Rob – that survey, you are doing treatment survey
- [redacted] – real measure of success – did people go to center, did they read content, did that change perspective – broader integrity – unless someone tells us, hard to measure if we're changing hearts and minds, unless we do survey
- Rob – what are most successful inform interventions?
- [redacted] – only a few that are very topical based right now, don't have metrics now. People have concers about methodology or safety on vaccines. We're in a test phase on broad COVID inform treatment that drives to FB/IG. There's a post, we put inform treatment driving directly to CIC. Not even about violating content – just broad swath.

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That's the next big push of what we think might be a good inform treatment. In an ideal state, we want to get as precise as possible. The north star would be addressing each topic, but that degree of specificity might not be something we can ever get to. So trying to go broad and wide, with a big focus on the US. Trying to push out much more information given trends we're seeing.

- Rob – our public campaign, largely grants, fed govt not most trustworthy actor on vaccines – how can community organizations plug into FB in a way that will be maximally effective. Is there tooling that's coming online?
- [redacted] – I'd love to continue this conversation – I'm not a lawyer, know we have to be sensitive to personal information, targeting. In terms of targeting, one of the interesting trends we've seen in my own experience – local FB Groups – city, council, regional groups giving info about when new appts are available. I'm personally seeing local group community organizing. Might be an interesting thing to look at – how are communities having those conversations – something to explore further.
- Rob – to [redacted] point, that's the next question – how can we plug in, how can we help. W e're going to be a clearinghouse for ad campaigns, what can we bring to bear.
- [redacted] – Action items:
    - Chat more about how to do more targeted/communication to vulnerable communities
    - Symptom survey
- [redacted] – we'll put a briefing on with Curtiss, our research director.
- [redacted] – we owe you a WA follow up
- [redacted] – we'll send that over – we'll take your queues – weekly, biweekly checkin makes sense, if you want to communicate on the fly with me and [redacted] we're open
- Rob – probably both – let's put check in on calendar
- [redacted] – ok great, we'll put on the calendar

HOUSE

4-5 Notes on Call with White House re Symptom Survey

WH attendees: Rob Flaherty, Courtney Rowe, Clark
FB attendees: [redacted], [redacted], [redacted], [redacted]

- [redacted] Want to introduce [redacted] he leads our work on the COVID survey that we're sending regularly to you. Want to walk through how we use it, how we approach it, how we think it will be useful in the work you're doing to identify pockets of the country where vaccine hesitancy is more of a problem. [redacted] will give an update at the end. Will turn it over to [redacted] let us know if you have questions.
- [redacted] Hi Rob and Courtney, nice to meet you. Please interrupt with any questions, see this as a conversation. I lead a special methodology team – Demography and Survey Science. I'm a sociologist by training. The survey that we're running with CMU and UMD – using FB's superpower in combination with superpower of public health community to understand at a granular level issues. We rely on public health experts to help with what goes into survey, we aren't public health experts. In the US alone, we collect about 40,000 responses per day. Next largest – 75,000 responses every two weeks – the Household Pulse Data. Temporal and granularity make valuable instrument. We don't have access to individual responses, but we use data internally to help inform messaging campaigns, understand in the US, the world, where different messages might resonate. I can go into high level insights by race/ethnicity/age etc., real time info on preventative health behavior. But want to address what you want to hear about. High level things most pertinent:
    - We've all heard in the media and other data sources about disparities among people of color versus whites with respect to hesitancy. This survey points out that vaccine accepting black and LatinX adults are less likely to have attempted to make an appointment. In LatinX community, highest gap in MD, NY, VA. MD – disparity between LatinX and white adults is largest – interesting because MD is one of the least hesitant states. State like NM, much older Latino population, actual parity between white population and Latino population there.
    - States where most hesitant – MI, Indiana, Ohio – reasons people are giving – side effects, waiting to see what happens, lack of trust. In other states, a lot of diversity across the US. Nice thing about this data is you can dive in at a county level to see how the numbers are changing over time so you can think about potential interventions.
    - Another highlight – looking at real time preventative health behaviors. E.g., Texas with no mask mandate – we can look before and after lifting mask mandate on March 10. 3% decrease in people reporting wearing masks. We see heterogeneity across counties. Travis county kept mask mandate, saw very little change. Harris county, saw a 5-point change. We can understand microinterventions, how they are affecting behaviors. Can also look at interest in vaccine, what concerns people are having.

HJC

    - This is just some of the ability that we have. The results are usually available about a day after collected. If we collect today, can see estimates tomorrow. That allows us to be able to understand the changes occurring as pandemic is unfolding.
    - Change instrument frequently, in 7 languages.
    - Would love to answer questions, what you'd like to see.
- [redacted] Rob, you heard from [redacted] that we're using survey to get feedback and see in the real world how people are responding. View it as a valuable tool. Would love feedback on how could use it. We have a new version coming to you next week.
- [redacted] Have collaborated with CDC, gotten a lot of good feedback, a lot of interest from academic community. Zeke Emmanuel just co-published an article looking at self-modulated behaviors in response to rising case rates.
- Rob: In terms of the survey, when gleaning things from it, how do you compare population on FB against general population?
- [redacted] About 93% of adults in the US use the internet, about 83-84% on FB. We have more data about people on FB than people on survey panels. People don't join FB to take surveys, orthogonal w/r/t bias. Some slight skews, but we think we do pretty well. The value of the data isn't that there isn't bias, it's that the bias is consistent over time. If you want to understand over time across geographies, we can offer that better than anyone else.
- Rob: First packet I got in mid-March, was results from February, was useful. I'm curious, what are messaging things that are most useful. What are you finding that has worked?
- [redacted] We haven't engaged with our own interventions, we're rolling that out, it's early to say.
- [redacted] You'll recall, we're doing a lot of broad inform, we felt we didn't have the right targeting in place to go deep. One thing I want to make sure we're not losing, any subtext – how do we enable you to find the communities that need the more targeted messaging?
- Rob: we want to find where is the biggest problem, what has been materially useful.
- [redacted] Survey itself can tell you the reasons that hesitant but persuadable are being influenced by norms and expectations of people around them in their lives. You can see at a geographic level the differences. But you can also see who they trust. Those also vary by geography and population. If you take that – can explore local messengers in one community, friends and family in another, more elite spokesperson is another. It can help you with the messaging, but you have to try it to see if works.
- [redacted] It's hard for us to prove out that an informative piece of content changes hearts and minds outside of survey. Social norms, like profile frames, seeing friends and family and public figures, could help.
- [redacted] So when 28% people of NH saying they are waiting because other people need it more, then maybe you need to match message to not to wait. Almost like political microtargeting.
- Rob: How do we make that operationally useful for us and track it?

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- [redacted] Because of privacy reasons, we work through academic partners. You could work through academic partners, or there is a public API. We can talk about the cadence you might want to receive the information.
    - For example, prime minister's office in UK want to access data to build out a dashboard.
    - We can help get in format that's the easiest way for you to consume.
- Rob: Format like the document you sent, the high-level takeaways, that's helpful. With API, might need [redacted] or HHS. I probably won't be using the API.
- [redacted] Would be great to follow up with [redacted] Love that broken down by region and demographics. But equally important, how do we work with you all to push back on it. If someone in rural Arkansas sees something on FB, it's the truth.
- [redacted] OK – so in terms of action items
    - Find ways to reduce delay
    - Maybe there is a future opportunity to bring in my counterpart [redacted] who is working on roll out of info on state sides
- [redacted] That would be great. But we want to understand how to counter and correct myths. That piece of it is equally important. Seeing counternarrative on FB will be much more effective.
- [redacted] We will push to get more frequent versions of this, can also look for red alert, COVID survey concierge service, will look at what we can provide. [redacted] want to see what survey can tell WH about where people are hesitant and how we get messages to them. Then also on FB to counter misinfo through labeling, pushing authoritative info to people. That's something we're making a priority.
- [redacted] Super helpful to get this information, this is what we need. What we need is help pushing back on the myths.
- [redacted] Doesn't just help us understand how and where to intervene, but it also tells us if the interventions are working. We can see overtime if hesitancy is decreasing where we are doing interventions.
- Rob: Rather than chasing individual narratives/demographics, know you've said that broad access is more of philosophical approach.
- [redacted] Don't think that targeting is the wrong way to do it, it's a sequencing thing. Remove harm, reduce hesitant, inform good. In an ideal state, we inform, but we can also identify and reduce hesitant. But since the detection still isn't quite there for hesitancy, we are starting with inform. Maturity of our detection is the core of challenge for identifying and removing and also means harder to do more targeted interventions.
- Rob: Question I have – if we focus on broad stuff next – if we are to take things from more targeted info, we run targeted ads and local media. You can look at what's showing promise, what's in the lab.
- [redacted] Yes – right now, it's all broad. Wondering if there is a way to combine vast majority of fastest groups about how to find appointments, discussing side effects. Do we leverage this kind of activity – we know from human patterns of behavior that people are trying to do X, can we build a better data set.

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- [redacted] That's where a lot of our efforts are trying to go. We are looking at using CDC SVI to see if we're having a more or less positive effects on those counties that are considered as vulnerable by CDC. Can we bring together behavioral aspects of what we see. Not building two different tools, building one, market the same one to different people.
- [redacted] Can we bring [redacted] next time, [redacted] This is at the heart of biggest opportunity to work together.
- [redacted] Yes.
- Rob: Is the problem that there isn't a tool? Or the more someone uses FB, the more likely to be vaccine hesitant?
- [redacted] Don't think we have data that suggests that. Literature on vaccine hesitancy – people bring hesitancy to the groups that they are in. They aren't more hesitant as a result of social media campaigns. Do think that for some populations – not knowing how to get an appointment is actually a barrier. FB can help meet that need. For other populations, might have a more effective message. Vaccine hesitant, anti-vaxxers. We can address concerns of vaccine hesitant by understanding concerns and address.
- [redacted] Remove harm – about trying to actively do harm – that's the vast minority but we want to remove. Hesitancy – want to keep getting as much information as I can to you. Vast majority of overall widely distributed content, authoritative and good – from CDC, etc. Hesitancy themes around side effects – is vaccine causing nose bleeds, enlarged lymph nodes. We still have a gap in understanding or managing expectations as to what experience could be like. Another thing – lots of questions over finding appointment. Seeing a trend in memes and satire making fun of individuals that don't want to get vaccine. Political themes: video of Biden speaking, reactions. Still small group of adversarial people, large group who are hesitant and have concerns about side effects, finding appointments.
- Rob: Are you able to provide resources?
- [redacted] This is why on broad inform – we tag anything with COVID-19 vaccine, it directs you to the COVID information center. Ideal state – I have a concern about a nosebleed, here's a resource exactly about that. That from a technical perspective is really hard, which is why it's broader.
- [redacted] It's hard, and it may not be effective. Some research shows that allowing people to express experience and concerns might be a more effective path to having a conversation with them. Have to be careful in how we approach.
- Rob: If people are having the conversation, is the presumption that we let people have it. Direct them to CDC. What then?
- [redacted] I think it's an and. We all know people that have had the experience that think that FB is listening to them. The more general stuff, connection to CDC, pops up as very predictable, that's fine, people don't have issues with that. You have the opportunity to go back later, to surface information. At the immediate moment, have the big brother feel. We should pay attention to those conversations, make sure that people see information, even if it's not right then. Have easy access to information.

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- [redacted] Also need to be honest here, deficit of trust in the government, deficit of trust in FB. Figuring out the right interventions that doesn't reinforce some of those concerns around trust is really critical. Who are your trusted sources? Friends and family? Community figure? In areas where we or you aren't the right voice, where we can find the right voice to address concerns>
- Rob: how do we get that stuff to people?
- [redacted] there are a number of public health agencies we're working with to do campaigns on FB – make use of ability to understand population and target messages appropriately.
- [redacted] Some of this is actually targeting. [redacted] and our ads team know more – a lot can be accomplished through targeting, third parties can definitely target – there will be demographic information that will be able to be used as well.
- Rob: There are ways we can target around it. Since it's a global pandemic, can we give agencies access to targeting parameters that they normally wouldn't be able to?

… (missed 1 Q)

- [redacted] Have other issues – for example, women of childbearing age worried about fertility. Can we adjust survey on a dime? Pregnancy is another one but I'm less worried about it. Conservative circles. Can we send stuff your way to look at?
- [redacted] Yes you can definitely share information with us, we can look at what we're seeing, look at modifications to survey. CDC weighs in on questions. We do have questions, for example on pregnancy, we can look at whether it corroborates what you're seeing. We have other things like job occupations that we're looking at.
- [redacted] Want to be mindful of time,
    - In March took down 700,000 pieces of content globally, 150,000 in the US – this is a drop because we took down a lot and then were cleaning up
    - For full transparency and honesty, have moved out of a sprint that the teams have been in for the last 8 weeks, achieved goals, made progress – closed out foundational understanding work, early virality detection. Now focus for teams will be expediting execution.
    - Don't want to seem like we've changed teams or priority, we're just shifting focus.
- Rob: Team that had been focused on vaccine hesitancy is moving to execution phase, figured out what you need to do
- [redacted] That's right, but just within moving target, we've now identified the head of the problem, know what we're doing, overall priority, teams, resources, hasn't changed.
- [redacted] We described this as a lockdown earlier. Wanted to hear from us, as things pop out of Facebook and into the Washington Post. Want to communicate clearly with you.
- Rob: I appreciate that, am not 100% understanding it but probably more me than you. What are the things that you found?
- [redacted] What I don't want you to think is that we've declared victory and on vacation. What we found – had some improvements on misinfo accuracy, adjusting policies (e.g., removing 2 million pieces of content). Vaccine hesitancy – what we talked about last

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time – it's around topics – symptoms/appointments/memes/political themes, less about small group of adversaries. Now we're focused on executing.

- Rob: Execute is trying out new interventions?
- [redacted] Great question – when I say execute – we've already been deploying interventions in a first version way. Now we're expanding and improving the quality of those.
- [redacted] What are you qualifying as misinformation versus politically charged? What does that universe of stuff look like overall?
- [redacted] The way that you describe it probably isn't the way we think about it – misinfo v. politically charged. We have a policy definition of misinformation, then we have gradations of what we take down, versus reduce/inform. Might be easier to send some examples.
- [redacted] What are all the narratives that are out there? Would be interesting to see what's misinformation versus something we'd flag.
- [redacted] That's what [redacted] getting into with respect to the themes. We'll update you on the major themes that we're seeing each week. Flat out, adversarial misinfo versus vaccine hesitancy content.
- [redacted] E.g., in last seven days, have seen claims about people playing God, etc. Is that misinformation?
- [redacted] Maybe we can get some visual examples and send over. We'll pull [redacted] in around messaging channels. What am I missing [redacted]?
- [redacted] Going to look at different ways to share survey information with Rob. Don't want to just link API to you, want to be topline. We'll take that back with [redacted] team too.
- [redacted] super helpful.
- Rob: We can offline about specific format. We're most interested in what's keeping you up at night.
- [redacted] We can do that, raise up to you quite frequently. Have a number of epidemiologists looking at this internally and externally.
- [redacted] I pinged the team about vaccine passports, can get you some examples.
- [redacted] Religious thing – survey lets us know if concerns are religious.
- [redacted] OK great.
- [redacted] we'll meet again in a week? Can move to Mondays going forward.

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4/14 Notes on Call with White House

WH Attendees: Rob Flaherty, Clarke Humphrey, Andy Slavitt (joined at 30 min mark)
FB Attendees: [redacted]

- [redacted] Idea today was to follow up based on meeting next week, we have [redacted] on to talk to approach to getting authoritative information, [redacted] has some info from survey, then will go through metrics. Also want to be very clear, know you are interested in empirical information regarding success of interventions. Obviously want to get you what's helpful for you to do your job.
- [redacted] I need to understand a little bit. How I've interpreted – you're trying to find a causal link between someone not being exposed to vaccine hesitancy content, and therefore went out and got a vaccine. From a behavioral perspective, we don't see that. I want to make sure I understand what you're looking for. We can pull click through rates, other numbers, but want to confirm.
- Rob: Three things. We have to explain to President, Ron, people, why there is misinfo on the internet, bigger problem than FB. Where issues are, what interventions are, how well they are working, for products, want to engage in things that you know to be effective. I don't even care about specific methodology, you have better, richer data than we'll ever have. What are the things driving hesitancy on your platform? What is it? How big is the problem? When you are intervening, how are you measuring success? I say these things because candidly there is not a lot of trust towards FB, I need to know what theory of the case is, where we can be most effective. I am, personally, nervous, reported that there are interventions that have been done in other contexts, like NEQ score, that have been pulled back. Want to make sure that you're not finding things that are effective that you aren't doing.
- [redacted] That's helpful. In terms of what we're doing, we look at overall universe of content on FB, 1% is related to vaccines. Some subset of that is hesitancy, some is misinfo. We know as of March, 900,000 pieces of content was misinfo, 150,000 was US. Outside of that, numbers are really hard for us because hard to identify definitive vaccine hesitancy content. Very explicit example – 40% of Marines not taking vaccine – that's being presented as fact. People are questioning government. We're struggling to identify within hesitancy content, the stuff that's nefarious, the stuff that isn't. We don't know that if we removed everything, that it would alleviate external factors.
- Rob: The 40% of Marines, vaccine passports, good examples. J&J. To me, the one view I have – total interactions on CrowdTangle – you have more data about who is seeing it, where's it going. We don't want to be in a position where we take down bad news. But if your goal as a company is to make it more likely that people will get the vaccine. People don't see this in only one way. Is your presupposition to do these broad things without any sense. If you're seeing something that is factual that is that kind of news, it will have a negative way in a way that it wouldn't on other platforms.

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- [redacted]: We are thinking about it the same way, we have the same challenge. We can't ask news outlets to take down bad news. That's why flooding with good information is so important. There are people that might see NYT, other trusted sources, have hesitancy. Then there's the actual trusted communities – health agencies/government/experts/FB, family/friends/community. In my own life, hard to get my mom to take vaccine because she thinks she already had COVID and someone else should get it. That's a weird example, removing the content prohibits discussion. How do we tone down the fervor?
- Rob: Good question to be asking, you are a fervor machine.
- [redacted] In terms of interventions, know that there are groups that are hot spots – mandatory post approvals – admins have to approve posts. If violating content approved, gives the group a strike. I'm uncovering new examples on comments – public figures on comments might be contributing more. Tomi Lahren post on how she's not getting the vaccine. Even with comment reduction, still struggling if we reduce comments from public figures, Tomi Lahren makes a post.
- Rob: On what basis are you finding that the public figure comments have impact?
- [redacted] We don't have that causal link – we'd have to do a controlled study to expose people to misinformation or hesitancy content and study it. That's unethical. We can't measure that. I'd love to understand how you all are measuring that.
- Rob: I don't work at a company that profits on data. Hard for me to say. This is the whole problem. You guys are grading your own homework.
- [redacted] No, working with Carnegie Mellon, we aren't seeing that.
- Rob: As a general practice on Facebook, you don't have a mechanism to test attitudinal impact?
- [redacted] The impact assessment is the survey data.
- [redacted] There's a difference between being able to set up a causal type test on our proactive measures to try to encourage vaccine uptake. The information we're putting out – we can roll out slowly and have some sense on whether it's having an impact on attitudinal measures and we do some of those tests. On the side of stuff that's misinfo, negative things propagating throughout the network. We don't have as easy an opportunity way to set up tests to determine whether people were a priori hesitant or not. We can do that for proactive work, we do research before we throw it out. For example, things we are sharing with communities of color, making sure not culturally insensitive. Work with organizations on brand lift tests. It's harder on the side of harmful content.
- Rob: If you were to change the algorithm so that people were more likely to see NYT, WSJ, any authoritative news source over Daily Wire, Tomi Lahren, polarizing people. You wouldn't have a mechanism to check the material impact?
- [redacted] That would require people being comfortable self-reporting change in intent to FB. One of the reasons the symptom survey is set up separately with Carnegie Mellon, UMD, because we're not under the impression that people
- Rob: But you cannot link product to that.

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- [redacted] No, because the privacy rules in place, communicated to govt regulators, is that FB can't have the identifiable data to tie it back.
- Rob: If concern is measurable attitudinal effect, there's nothing to test persuasive material on FB. Brand Lift surveys are what you sell people.
- [redacted] We have the ability to do that for what FB or partners are communicating. Those are interventions that we can roll out, randomize through. When you're talking about content issues, there isn't independence of observation, material spreading through the network. SUTFA (?) violations there. Difficult to estimate causal effect. Ranking changes, given the small set of the population that we don't know ahead of time, means there is a lot of dilution, takes a lot of time to pick up that effect. Attitudes don't change immediately because of a ranking change. Have to allow time to take effect. If we made a change today, even with perfect experiment, would take a long time. And in pandemic time, we don't have that time.
- [redacted] That's why from product perspective, it's so important to look at mechanisms – if we can't remove it, at least we need to contain it.
- [redacted] one piece of circumstantial evidence – we're seeing declines in vaccine hesitancy in the US similar to the decline that Census/Pulsar data is seeing. Trying to serve best data possible with others making decisions based on it. The problem is not stagnant as far as hesitancy among US FB population. It's going down. Is it going down as fast as it could? I don't have an answer.
- Rob: Is it going down universally?
- [redacted] we have seen it go down among subpopulations. Are seeing a
- [Andy Slavitt is on the call at this point – 11:30 AM]
- [redacted] In Georgia, started talking about J&J halting earlier, we picked up an angle change there. Even across subpopulations, we aren't seeing it. We aren't measuring conservatives. We do look at counties and states, that are good proxies. We've been seeing things go down until recently.
- Andy: Apologize I missed some of the beginning. A few questions on the pieces I've seen so far- is there any spillover effect on attitudes from Pfizer or Moderna vaccines? What can you tell us about what people are saying about J&J? If people are spooked by the fact that there is a pause, I don't consider that misinfo, disinfo, or problematic. The vaccines are working on 9 figures of Americans. What bothers us is when data is obscured by people that mispresent it, knowingly or unknowingly. If people have legitimate concerns and questions, we want to be able to answer them. People are within their rights to react to news. We want to know the most effective way to respond to that. More broadly, feels like we're having a surprisingly tough time pinning down a plan of action of limiting the effects of people spreading misinfo on FB or WA. Question I asked 6 or 8 weeks ago – do we have or are we measuring the top, most shared negative sentiments? Are we measuring those over time? Are we taking the time to measure the impact of them? We've heard lots of conversation about other initiatives, a little bit of we can't do this, we can't do that. I just want to make sure that when we're frustrated, we're frustrated because we can't seem to get a straight answer to what feels like a very simple question.

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- [redacted] Andy, nice to meet you, I'm the product lead. Going to try and work through your questions. [redacted] could you speak to J&J effects? I don't know that we have spillover measurements on Moderna and Pfizer?
- Andy: Perfectly reasonable you wouldn't have, if you could monitor over next few days, would be great.
- [redacted] On Moderna and Pfizer, based on guidance from Rob, trying to promote as much good as we can in CIC. [redacted] can speak to J&J.
- [redacted] Just quickly, because I think more important piece Andy is asking about is info diffusion on the platform. We are seeing an increase in vaccine hesitancy early states where media had more attention, e.g., Georgia shutting down J&J earlier, so far increase in hesitancy only in Georgia. People are giving more reasons about why they are hesitant – lack of trust in govt, not sure vaccine will work, people more interested in waiting to see if vaccine is safe. We're looking to see if we can match messaging to users to some of these concerns. For example, decline in trust in government – opportunity to push more local, authoritative people as spokespeople for information. Encouraging people not to wait and see. That doesn't answer spillover question, we'll get back to you if we have something reasonable to share that's good information.
- Andy: Don't wait to report to us to address spillover issues. Thank you for focusing on that. You can go onto the larger question.
- [redacted] Want to reanchor on where we seem three biggest forms of problems:
    - Minority - disinfo dozen – actively pushing to remove – their patterns of behaviors have started to shift to avoid policies – for example, they are using bitly links off platform. We're looking at all their identities and removing. Are they going to make mistakes so we can take them down? Vast minority of entities are actually maliciously intended.
- Andy: Clarifying q on that group. Have you limited ability to share?
- [redacted] Yes – we haven't explained that they are feature limited to them. Hard to detect content if no outright misinfo. We've taken other steps – removing amplification for Health Pages and Groups, but we don't want to remove good content or downrank re-education opportunities. Push and pull to calibrate.
- Andy: You don't have algorithms that can tell the difference?
- [redacted] Our detection classifiers can find outright misinformation
- Andy: Those are not shareable?
- [redacted] if we are able to identify and remove misinformation, if we can't remove, we reduce wherever we can.
- Andy: middle ground – how do you put caps on it.
- [redacted] three mechanisms
    - Where to put hard product features in place – e.g., mandatory post approval by admins – slows down
- Andy: Has that been done?
- [redacted] yes. Another example, want to slow down the rate at which content can be produced. Good posts have bad comments. We've rate limited the amount of comments to slow that down. Goes back to containing when we can't remove.

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- Rob: This is a place where it's worth zooming in, where the rubber is meeting the road. What are you trying? How is it working?
- Andy: If you've done those things, can you measure the amount of shares of negative dis- or misinformation? Can you show us what those are? Last week it was 4%, this week it's 2%? That gives us a baseline. We recognize this is an ongoing battle. We don't know right now how big the battle is, whether we're winning or losing. Then we're able to not flail around and begin to focus with you on how to make it better. Is that possible to produce some kind of report?
- [redacted] Before you got here – we can pull raw numbers. Those will not necessarily correlate with attitudinal changes. Because this is real world, we will see the numbers fluctuate. For example, with J&J, may see spikes.
- Andy: So if you told me, we've gone from 3% to 2% but it hasn't changed attitudes. That's all we want; you control what you can control. Someday, there could be bad info about Pfizer, we have to answer honestly. FB isn't accountable for that. FB is accountable for people getting truthful, reliable information, not content that subtly changes. I just want to reinforce a lot of what Rob has been saying.
- [redacted] It would make a lot of our lives easier if when we delete content, we change minds. When we talk about constraint, that's the best thing we can measure. We've had a lot of policy conversations, don't want to go back to that. This is hard from technical and policy perspective. How to get the right information to the right people to get people vaccinated.
- Andy: Happy to think through challenges with you. Depends on who is sending message – in mainstream newspaper that's reliable, one thing, if comments that aren't, someone with a misleading story. Drudge report had a headline yesterday – 6/7 million cases of J&J have problem- total disaster. Together, someone coming on that news for the first time gets the intended effect.
- [redacted] In terms of scale, that would make me nervous too. The technical challenge, building
- Andy: We care about posts shared the most.
- [redacted] Can ask one question – what I'm hearing is – give us a better sense of raw numbers – those might flip and won't show sentiment. We want to hear what we can do better – for J&J – communities in rural areas, MI, potentially more likely to take J&J. I don't know the best way to go about reaching them. Would love to hear from your side how your campaign is reaching people so we can build into product.
- Andy: over long term, if you believe govt/expert agencies put transparency and safety first, will pay off. If people get accurate information, feel comfortable that someone watching backs. Worries about being rushed are not as true. Black community – got very good feedback from black physicians, black activists. At the same time, people in conservative community, just as we were getting people off the edge, now people more likely to say right all along. If people do their own homework, we ought to trust them. Not everyone will choose to get a vaccine. If people can make own decisions, we'll get over 80%. But worried about people being unduly influenced.
- [redacted] I just want to be clear that attitudinal shift data on misinfo doesn't exist.

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- [redacted] With inform strategy, on J&J side, we tried to put risks in context. If there are other things you want to get out, we'd love to see that to help inform people.
- Rob: I obviously care about attitudinal shifts, matters to me. I still feel like I don't know what you are doing, what the metrics of success are. What are the 10 things you've tried?
- [redacted] to be fair, we are tracking that. Reduced VPVs, reduced ranking. What I can't give is attitudinal shift. That's the first time I'm hearing in those terms. That would be great for us to provide. We have hard policy constraints – things like Tomi Lahren's post. Just want to be clear we haven't declared victory.
- Andy: If you added to that policy changes you are considering, that would be helpful as well. I will tell you this just to have Rob's back, he gets asked this, it's becoming the number one question. I would just ask you not to put him in a position where he says he doesn't know. Better if he can say here's what the data says, here's what they're doing, this is what they are working on.
- [redacted] Completely hear that. If I'm frustrated, it's because we want to achieve the same things. What we can give you is data.
- Andy: [redacted] I appreciate you being honest. I think it will be challenging for Rob to say that FB team is frustrated too. That kind of reaction would not go over well. We have to get past that.
- [redacted] To be extremely clear, reason I'm frustrated is not because it's a big problem, it's because it's moving so fast. The 40% Marines – that's coming from a community already hesitant. Comes from care.
- Rob: Maybe I haven't been able to articulate – what do you need from me to get the information you need?
- [redacted] We'll develop a report, get you data. We don't want to send something that will be frustrating. We've got a good sense, from what Andy has told us on this call would be most helpful – data picture. We will and can get you a report, Andy. We've been struggling to get you a usable dataset.
- Rob: Can we drill down on that. I don't need we saw 5% lift over X. I need – we tried XYZ, this is what seems to be working. What did you try? What is scaling? What was ineffective or political bullshit. Then a sense of what now.
- Andy: What Rob just asked for, complements the data. Do get the sense that this isn't a social media wide problem, it's unique to FB and WA. Conversations are not as challenging – we have much more straightforward conversations with others. I think people believe you can solve it. Simplify to here's what's going on, here's what's working.
- [redacted] this is my third meeting – Rob, we can pull that on the interventions. A lot of it will look like what we discussed two meetings ago. Product measures will look like what we've talked about. Haven't thrown away a lot. Just want to manage expectations. Want to understand how we're working with you in a different way than others.
- Rob: I feel like we're running around in circles. Some partners give us lots of information, some partners tell us to fuck right off. This feels like we're chasing our tails. If you don't want to give information, just say that. I don't want to feel like I'm

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going to a dog and pony show. My dream for FB to play ball. It's about will we get out of this fucking mess. I'm not doubting that you are sincerely trying to solve this problem in good faith. I'm doubting that you are telling us everything or that you [redacted] aren't getting the resources you need to tackle this. Of 1% of vaccine info, this is what's concerning, this is who is seeing it, this is what we're doing.

- [redacted] Super helpful, appreciate the feedback. When I say want things from you all, just to improve our process. One example – we can't do race targeting. Using SVI.
- Andy: I've jumped into 3 or 4 FB conversations; each one has been almost exactly the same. I've asked the same questions with Rob. They all finish the same way. Good promise at the end. This is a new set of people; you're hearing the questions for the first time. I can't call Nick back and say that something is different now. Feels like we're in the same place.
- [redacted] It's been 2-3 weeks, know Nick told you we'd be working on reporting. We'll get that to you ASAP. I think Nick said at the time it would take some time to figure out.
- [redacted] What helps me is understanding is it doesn't have to be qualitative. On the metrics – the most viral content is the authoritative content – I thought that wouldn't be useful. We'll look for faster qualitative bunch along with product info.
- Rob: Two reasons why not useful – we see it in CrowdTangle. I don't know if widest reach stuff is the problem, or stuff that's in groups, private.
- [redacted] Answer hasn't changed
    - Disinfo dozen style people staying under policy limits
    - Authoritative posts with comments and dialogues
- Rob: What that implies to me that you think there's not a problem. So, tell me what is. If it's far reaching authoritative but bad news.
- [redacted] That's why we didn't send it. I don't have the numbers on comments but pulling. The last thing that's evolving – public figures
- Rob: concept of disinfo dozen is concerning – is it impact or subjective?
- [redacted] subjective – reason it makes me nervous – how do we stay below these lines. Maybe misspoke when I said frustration – relates to nuance and extent of the problem. I want to work with you on these things – scrappier faster data
- [redacted] Thanks Rob. We don't want to be running in circles. We'll get you something to react to. That will inform next steps.

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6/15 Meeting with White House

FB Attendees: [redacted]
WH Attendees: Rob Flaherty

[redacted] – Rob, I know we have a lot to cover. Want to respond to conversation from a little while back. Start off with the Policy changes we made on May 26. Then we'll walk through content demotion where we hopefully explain in a way where you're comfortable with it. And hopefully our colleague [redacted] will join to provide more context around the statistics we sent over on vaccine sentiment. Wanted to make sure we gave you clarity there.
Rob – sounds great.
[redacted] – I'm [redacted] – I lead the product teams working on integrity within FB App. Around the distribution of reducing problematic content, inform treatments. I'll touch on 3 new misinfo experiences related to reducing distro of misinfo, touch briefly on how ranking works, I know we've discussed in the past, demotions are anchored in ranking, so will gloss over that, then go to details of demotions.
Rob – great
[redacted] – 3 new misinfo tools announced at end of May. Leveraged a few of them in election period.
New approach – give people more info about Pages that have shared misinformation or have content that has been repeatedly fact checked. So now where there's the case, you can get more information about what fact checkers said about content on that page. Part of overall inform strategy to give people more information.
More aggressive approach to entities that have repeatedly shared misinfo – Pages or Groups – it's typically the same sets of Pages/Groups. We've introduced logic so that we increase demotion strength/amount of demotion that we apply to those entities. This is one I was especially excited about. We know it's the same set of entities that are repeatedly sharing. This one is key.
Last one- improvement in way we notify people that they've shared content that fact-checkers later rate. We've redesigned notifications that the person gets to make it easier to understand. Additional info we're adding in – fact checker's article debunking the claim, prompt to share additional context with other people.
[redacted] – those are the three main new misinfo levers we've introduced. Any questions.
Rob – biggest question is related to how demotion works. But to make sure I have it right – first one is a pop up when you go to like a page that tells you it's repeatedly shared misinfo?
[redacted] – yes. And includes substantive information about the fact checker. We can send you an example of what it looks like.
Rob – how many times does the Page have to share to trigger treatment?
[redacted] – It varies across experiences. In this case, I think it's 5. Let me follow up specifically. Want to make sure you have the most accurate information.
Rob – I'm curious about notifications after sharing something fact-checked. In many different worlds ago, [redacted] and I talked about – the [redacted] said it hardens people. What changed? What research have you done?

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[redacted] – I can't speak to what was discussed earlier. These experiences have been being built for quite some time, have evolved. We've refined user research that told us that people do pay attention, there is value in providing this information, even if it's after the fact. [redacted] any other context?
[redacted] – was this around the election?
Rob – this is when we first talked on Beto stuff – badging, notifying people. Research said counterproductive. I think this is a good thing.
[redacted] – I do remember that was our sense at the time – going back after the time. Let me go back to the teams and see.
[redacted] – We have pivoted substantially in the couple years I've been here towards a much more inform-centric approach. Another experience we launched last year – when a person goes to share an out-of-date piece of content or one likely to have misinfo in it, we surface what we call a reshare interstitial that informs people at time of sharing that content might be out of date. We found that as classifiers have improved over time, we've been able to be more targeted in approach, that type of information has quite materially slowed the spread of viral misinformation. A lot of this was over time improving our ability to classify, getting the copy and experience right – informative but not judgmental. Saying likely to be problematic in XYZ ways, you choose if you reshare. We notify you there might be some issues.
[redacted] – external studies in this space are heterogenous in their effects. Quality of classifier really matters in prompts, even if after the fact. Also, nature of the topic itself. Tone in which you approach it matters quite a bit. One of those situations where it works sometimes, it's not going to work all the time. You have to test and adjust it. I'm sure that improving classifier over time is what's making this work.
[redacted] – and getting the tone right is also a key factor. Can influence whether pause before sharing.
Rob – Tone is way copy is written?
[redacted] – right. We spent months of time landing the precise copy where we wouldn't be perceived as being paternalistic. Landing the words was really important. We launched the first ones in March/April last year, have now used during election periods, other scenarios. It's a powerful lever against misinformation.
Rob – Cool, awesome.
[redacted] – I love this approach specifically because we are transparent with users. Demotion work – it is difficult to be transparent, give people a sense of how their content is being enforced on. In this case, able to be transparent and clear about the fact that the content will get less distribution, fewer people are going to see it.
Rob – that makes sense.
[redacted] – Ok, I'll just cover context-setting COVID approach. We remove content that clearly violates our policies. Then there is a set of content that doesn't violate but could be harmful, and so important to reduce the amount of times content is seen. Won't spend much more time on that if that works for you.
Rob – OK
[redacted] – I can spend a minute on how ranking works. Demotions, in their simplest form, is a discount to a ranking score that we assign to a piece of content. Zooming out a bit – there is so much content out there – each person has more inventory than they could possibly ever go

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through. Ranking is important because it's important to order what people see. Rank based on user value – determined by signals. What you might want to see most versus what I might want to see most. What we do is take all these different signals, assign a ranking score to a piece of content. Say there is a piece of sensationalist content, vaccine related. We assign a value – say it's 10 – given all the different things we incorporate into ranking score. Our integrity system then calculates an integrity score or multiplier. In the case of sensationalist content – we're certain that this piece of content is correctly classified as such – sensationalist content gets a demotion strength or discount of 40%/0.4. – we subtract 4 from 10. Piece of content that would have otherwise had a ranking score of 10 now has a rank of 6. So, when we stack rank or order the content after applying integrity score determines where it goes. Tricky piece is that ranking systems are deeply personalized. Difficult to say that a piece of content will rank in X position in everyone's feed universally. Not how it works. But I can say this piece of content would be seen by roughly 40% fewer people based on demotion. That's one way to think about the "under the hood" of demotion works.

Rob – this is interesting. If seen by 40% fewer people, who are the remaining 60%? What are the audience differentiations? What kind of person can see it?

[redacted] – this is where the personalized nature of news feed comes in (and note I'm talking conceptually, it may not be precisely 60/40). One example is a low inventory user. So, if my dad only has 4 friends, there's limited content for him to see. Another reason – connected to a page or group. Or if someone is scrolling deeper into feed than you or I might do.

Rob – Reason I ask – seems plausible that 40% that are no longer seeing it are less susceptible to it and 60% are more open to it. Attitudinal difference.

[redacted] – I think that's right – although we can't say who it's bad for, or whether their attitudes are antecedent.

[redacted] – Thinking about that population – I've been asking the same questions – you'd have the 40% might be the fence sitters. The remainder may have signal that they want to see it – they're not fence sitters. They are the folks that won't be convinced. There's an argument that you're removing it from fence sitter. I don't think we have data to show it.

Rob – Devil in the details. It's hard for me to make a personal evaluation of whether it's making a difference.

[redacted] – If we wanted to understand if it's making a difference, we'd have to randomly assign who gets demotion and who doesn't and have some sense of prior attitudes. Given that this is a rare event. That random assignment becomes harder when you're talking about content that others inject into the system versus our ability to inject content. With vaccines, it's probably not exposure to one thing or exposure over a short time. At the point of the pandemic where we're talking about vaccines, people have hardened/crystalized their attitudes. Hard to study. On integrity – we hope they are effective, taking steps because we don't want the content up. And then there are times where we are actively putting things at the top of people's feed. In that case, we control random assignments and can look at differences.

[redacted] – two other things.

60/40 – don't want to anchor in them, they are arbitrary. Could have used X and Y.

This is where inform treatments become important. People who might want to see that content will continue to see it. With overlay of authoritative content pinned to the top – embedded

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authoritative information – becomes very important. People can choose to engage. But in parallel, we're providing a counter to that misinformation. Does that make sense?
Rob – It makes sense. You guys are much longer on inform, we're much longer on reduce.
[redacted] – what do you mean by that?
Rob – we're keen on what platforms are doing to reduce the spread of bad information, that platforms are not funneling people towards bad content. That's our primary concern. If you guys have data that show that inform counteracts the spread of bad information, great.
[redacted] – it does. The value of inform is that we know that it does have an impact on distribution.
Rob – I'd love to see that.
[redacted] – particularly important for borderline content where difficult for classifiers.
[redacted] – a couple data points that have been really helpful for me. Search interstitial. I think we have data that interstitials do reduce borderline and misinfo shares. It's a clear example of interstitial having a meaningful impact. Other data we have goes one step further – proactive campaigns with CDC and so on. Able to measure causal and in some cases positive impact on vaccine attitudes. Another example of value of inform.
Rob – I haven't seen that data.
[redacted] – as with all marketing campaigns, depends on targe[redacted]nd copy. More than happy to share.
[redacted] – some of them were in Nick's email.
Rob – that was my last thing I wanted to get at wit[redacted] me away that you weren't measuring, then we saw that you were. Was that br[redacted]ow are you measuring?
[redacted] – Measured in a few ways. A lot of the ones in Nick[redacted]ote were brand lift or analogous (compare people exposed to content to random control group and survey). That's one of the techniques we've used. In addition to that, have done additional studies to try to attribute to real world uptake. Those take longer. Blood donations is a good example – when we rolled out in the US worked closely with American Red Cross – we were able to see with their data – increase of 19% increase nationwide of new donors. Using same techniques in this space. Direct brand lift, then broader body of work that goes all the way to attribution in the physical world.
[redacted] – I have to hop, Rob happy to follow up with whatever details might be helpful. There is some upcoming work on increased transparency that would love to chat with you about sometime in the future.
Rob – Great, thank you.
[redacted] – We are able to do causal inference/impact analyses. The conversation we had previously was how can we understand impact of misinfo on people's attitudes. That's where we have a hard time studying.
Rob – that makes sense. I actually do have to run also. I still have more questions, can email them to you [redacted]
[redacted] – great. As [redacted] mentioned, we are doing more as a Company to try and make this easier to understand. Coming in the next couple weeks. We can follow up with you then. But send questions, we'll do our best.
Rob – also interested outside of COVID in promotion of good information – NEQ score stuff rings a lot of alarm bells. Would like to dive in next time we talk.

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7/29 CDC Call Notes

FB Attendees: [redacted]
CDC Attendees: Carol Crawford, Jay Dempsey, Stephanie Gordon, Kathleen

[redacted] We can go ahead and dive in. Off the top, a few things. Wanted to let you know that the 1-800 number is live if you want to give the call center a heads up. Don't expect a huge uptick. Still figuring out how to do in Spanish, display that you need to press 2.
Carol: Can you remind me how you see that?
[redacted] Should be in CIC – I can send you a screenshot. Text is "For more information on vaccines, call 1-800." Same number for Spanish but you press 2. We're still figuring out the best way to display.
[redacted] [redacted] has a few follow up questions on misinfo questions. Before we dive into that, I know we discussed splitting into a misinfo meeting. What would be a good cadence for that?
Carol: If you're seeing some things you aren't able to act on, we're willing to make the time, every other week or every week if you need.
[redacted] We want to give you some advanced notice.
Carol: OK – Friday would be better.
[redacted] Great – [redacted] do you want to take over here?
[redacted] Hi everyone, thanks Carol for the help on these claims. Super helpful. I just want to go through these claims and make sure we have the right topline. The main two pieces of information we need: (1) debunkable or inconclusive; and (2) more insight into the harm that claim can lead to – e.g., implying vaccines don't exist. So, to save you time, these two pieces would be great. Looking at list:
Spike protein in COVID-19 vaccines is dangerous/cytotoxic debunked (1) harmless spike protein; (2) harm is general distrust
Guillain-Barre Syndrome (GBS) is a possible side effect of the COVID vaccine (1) not debunkable, true for J&J?
Carol: my understanding re GBS – potential adverse reaction, just on J&J. Have had some trouble trying to narrow down, this is good feedback. I will ask more specifically on GBS.
[redacted] No problem, these are hard questions. Want to save you time, give you info on what we need to action.
Heart inflammation is a possible side effect of all COVID-19 vaccines (including non mRNA vaccines) may be debunkable as to non-RNA vaccines
Carol: I'll confirm
[redacted] Global catalog?
Carol: I could not get an answer to it. Right now, communicators are looking at what to address and not, separately go to SMEs. We're trying to do a call next week.
[redacted] Helpful to speak with them, cuts down on game of telephone.
Carol: We're working on this on our own but happy to do your call too.
[redacted] Makes a lot of sense. Even just hearing directly is really helpful for us. Our team is thinking through claims every few weeks.
Carol: I think I can get someone to talk to a bunch of different points.
[redacted] Great – we can send the claims ahead of time.

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Carol: I appreciate the very concise feedback.
[redacted] That's all I had, thanks so much again.
[redacted] Great, I'll work on calendaring that for everyone. [redacted] and [redacted] ads items.
[redacted] On the ads front, I just had a couple of flags. One – Jay – we are almost good to go on the next round of ad credits. We had initially done $5 million, we're ready to go with next $5M or remaining $10M (something HHS wanted to do).
Jay: Just before this meeting, person managing ads for my team saw that $10M was added to our account and expires in December. Thanks so much for moving that forward.
[redacted] Great and thank you [redacted] for moving all this.
Jay: I will second that, thank you very much [redacted] very helpful.
[redacted] So that is good to go. Only other flag on my end – I sent over an email with HHS too. A reminder that if you were interested in leveraging your ad credits for WA promotion, we can work with you on that. Wanted to plant the seed, make sure you were aware that's possible on our side. If that's something you want to do, some considerations to address around review times, potentially needing a new ad account. That is a possibility if you're interested.
Jay: Great, didn't realize that was a possibility, we'll discuss on our end.
[redacted] Great – we met with HHS a few weeks ago and followed up with email but wanted to make sure to share with you directly.
Carol: I don't remember the email, sorry about that. Will definitely discuss it with them. Sort of thinking might be better to leave WA in HHS lane given everything with messaging. I'll check with them. Oh, I see the email.
[redacted] Ok great. That's it from me on ads side.
Carol: I don't think this is an ads question but let me know. On WA – you all are notifying people through WA notifications about vaccine finder? It's only pushing a few thousand a week. Not sure if that's a sponsorship or technical limitation?
[redacted] I think it has to do with how we ramp up to full speed. I think we may be in small tranches of testing phases to make sure we're debugging before big rollout to millions so it's a stable process. Don't quote me.
Carol: So not purchasing.
[redacted] I think it's ours and not yours.
Carol: Should WH/HHS revisit with [redacted] They want to push the notifications out quicker.
[redacted] We can facilitate that. If it's with the WH, I would do it.
Carol: Natalie Kates on the OMB team is talking about it. But it's all the same group. Josh's team.
[redacted] Clark as well?
Carol: Clark is on that team, probably involved.
[redacted] I don't know Natalie but do have a good relationship with Clark, I can reach out?
Carol: Or I can just get you and [redacted] on an email chain together.
[redacted] Yes that's great. Happy to help clarify. [redacted] – you had a follow up question.
[redacted] Let's do this going forward – since we just went through these 4, if you can help us resolve this batch via email, we can then reconvene and start SME call after that.
Carol: Great, will try via email, and if I can't, will let you know.
[redacted] Just wanted to clarify, thank you.
[redacted] Great, that's all on our end. Carol, anything else?

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Carol: No

[redacted] Great, we'll give the time back. Carol, will look for that email on WA and we'll look for misinfo meeting in next few weeks.

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4/8 CDC Meeting

[redacted] agenda for today: CrowdTangle, research, misinfo – any questions
Jay: Was going to ask question about Instagram stickers, but saw you sent material over
[redacted] Feel free to ask any questions over email too
Jay: Sounds good
[redacted] Will start with CT overview, how to look at vaccine messaging trends, use for misinformation. Would love to have a discussion after the demo, how best to tailor reports. Will turn it over to [redacted]
[redacted] I'm [redacted], on CT team. Have been building out the reports on CT that you've been getting. Will share a presentation. Want to show you searches – some of them are already highlighted in our reports. Want to show you how to find themes.
Slide 5 – last report I sent to Carol – looking at vaccination/pregnancy/fertility – we include the search terms at the bottom and a link to CT search
When you go over, keywords load in, with date range, Pages in US – show posts with keywords – sorted by most interactions (reactions/comments/shares)
What you can do here – you can modify the search to look at different versions – you can change keywords, change search.
You can use filters – change time frame – timeline shows change in volume of content in our database over time – search covers CT database – not every single post on FB or IG. We automatically pull in all verified FB/IG accounts, accounts that have 50K followers or more, US groups with more than 2,000 members – won't see private group conent or regular users
Once thing you can do – can change location filter – local relevance filter (beta test filter), Page Admin country filter
Jess Kolis (CDC): Can you look by type of reaction?
[redacted] In search, can break down by most comments, most shares. If you download, you can break out in the CSV format. You can weight sorting by type of reaction in dashboards. You can also look at high comments and high shares.
Jess Kolis (CDC): Thanks
[redacted] Local relevance – filter that looks at accounts in database and looks at relevance to particular location – city or state level. Can use for groups. So if we search Local Relevance by California, not necessarily based in CA, but relevant to CA.
How to narrow searches – start with a general search for COVID and vaccine keywords – try to do English and Spanish, different spellings
Comma is an OR
We also have Boolean search tips right next to search
So after initial search, look through results
Also look at overperforming post – post getting more engagement than usual for the account that posted it
I also look at most shares
Sam Huxley (CDC): One of the things we were hoping, we're pretty familiar thanks to CT training – we were hoping we could have access to set up our own dashboards

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Chris Lewitzke (Census): You mentioned not getting into dashboards today. But want to make sure whatever is set up for CDC, we're able to get access to. For example, local relevance filter not turned on for Census.

[redacted] On access question, we can circle back.

[redacted]: Local Relevance is turned on in CDC account, not all accounts across CT. We can work to combine since you are detailed. We can make sure you have access to same features that you were using during the Census.

[redacted] I know last week, we left off on pulling in more regional/global insights. Would love to hear from CDC what else would be helpful.

Sam Huxley (CDC): Regional part first – we've seen quite a few instances, in India, infertility misinformation really took off there first, certain aspects of it. There are markets like that that are dynamic, want to monitor, see how widespread it is. With the caveat that we do not have robust non-English queries set up. India has been one. UK, EU, we've been seeing a lot of activity that then gets picked up here (e.g. AstraZeneca). Australia, since they have a very active and organized antivax community. Those would be the priority markets.

Jess Kolis (CDC): It's challenging to limit geographics to certain countries. We have strength based on WHO work – Francophile Africa, Eastern Mediterranean, Arabic. As we think globally, maybe a separate conversation down the line. Global issue – just because it starts in Africa, may come to US and vice versa.

Sam Huxley (CDC): One other point – we're also liaising with Global Engagement Center at State Dept. They're also giving us insight to markets of concern. Pacific Island nation content on religious norms makes its way here.

[redacted] We do have a bunch of COVID 19 live displays by country that you can share with your countries. For you all, is it more useful for you to come to us with things you are seeing, or for us to flag things to you?

Sam Huxley (CDC): Ideally those aren't exclusive. We always welcome inputs, what you see on platform. CT helped us integrate reports. For example – counterfeit vaccination cards. That's the kind of stuff that if you see it first, we definitely need to know.

[redacted] I can step in on that re misinfo, that's part of the dialogue of sharing insights. More to come.

[redacted] As next steps, Kelly you're sharing the next report on Monday?

[redacted] yes, that's right. Let us know if it's helpful.

Carol (CDC): I was going to suggest that they continue sending the report you're doing. Other people are using it.

Sam (CDC): we've set up three themes – death, infertility, general side effects. Trying to align around that, orders of magnitude. If that's reflected, that's great. Things like fake vaccination cards, left field issues, we like to update and get into reporting as quickly as we can.

[redacted] Sounds good, we've seen those themes. We can get you set up with dashboards, set up notifications.

[redacted] we're at time. Any last questions?

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4/15 CDC Call Notes

Attendees (CDC): Carol Crawford, CDC Health Equity Group – Jessica Franks, Ursula Phoenix Weir, Bola, Stephanie Smith, Kim Williams, Abimbola (Bola) Ogundimu

Attendees (FB): [redacted]

Note: I was only able to join the Teams meeting by phone due to technical difficulties – the notes below reflect my best effort to determine who was speaking from CDC side.

[redacted] Carol, because of time, will skip intros of regular folks, but we can intro the folks working on equity?
Carol (CDC): Sounds great – Ursula and Jessica want to do intro
Ursula (CDC): Associate Director for Communication Science at National Birth Defects Center
Jessica (CDC): Jessica Franks – Strategy/Partnerships Comms Lead – Chief Health Officer Unit – Coordinate closely with office of minority health and health equity – Deputy Kim Williams is on the Call
Bolo (CDC): Partnerships lead working with Jessica
Stephanie (CDC): Joint information center liaison t[redacted]rk with Ursula
[redacted] Want to quickly introduce two of our folks [redacted]
[redacted] I'm [redacted], head of health, lead our health work [redacted]py to answer any questions that come up
[redacted] I'm on our social impact product team, focus on equity, lead our equity strategy for COVID-19 launch
[redacted] I think because one of our team members has to drop, we can do an overview and then move to questions?
[redacted] Would love to walk through equity strategy – for our equity strategy, we're focused in the US on vulnerable communities facing vaccine access challenges – socio-economic, transportation challenges. Black and LatinX communities, rural communities are facing challenges. We've talked to a number of folks, partners in health policy – Kaiser Family Foundation, CDC Foundation, WHO Foundation, health officials, CA Dept of Health, health equity algorithm expert – have helped us think about SVI. Strategy focused on factors – lower intent to get the vaccine due to concerns about safety and side effects and access challenges. Strategy – show trusted messages that people in vulnerable communities can trust, are informed by authoritative sources. In many communities, that's public health figures. Want to deliver messages through trusted messengers – faith and community leaders. Also thinking about how to use our own targeting for folks to see trusted vaccine info – when and where to get vaccine. E.g., vaccine finder. That's a high-level overview. Would love to hear any questions you have.
Ursula (CDC): You mentioned trusted messengers – who are they?
[redacted] Yes – looking at who is resonating, who do people follow? Who are partners we should work with based on expert guidance (e.g., Kaiser Family Foundation)? One example of a trusted messenger – working with Kaiser Family Foundation to amplify messaging with Black Doctors Coalition.

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Stephanie (CDC): Is that what the ask is – collaborating with CDC on amplifying our messages?
[redacted] We're so appreciative of your time – we'd love your guidance on who you think we should be working on, messages we should be amplifying. Would love your thoughts and guidance.
Ursula (CDC): One major thing – aligning all messages going out with CDC Health Equity Strategy – relate everything back to that. Stephanie, thinking of Health Equity style guide, that's internal. Around language we are using with health equity. Are you saying you'd want us to develop messages, or wanting to hear what's most important?
[redacted] Don't want to make any asks or create more work for you, if existing work or things you are hearing, would love to hear. We're looking at all the guidance you are publishing, extracting nuggets and messaging. But if there are messages you know are particularly effective w/in vulnerable communities, would love to hear that.
[redacted] We can always come back if you want to think about it. Was wondering if you could share a bit about your strategy?
Ursula (CDC): I can pull this up from the website. There are four priorities that everything is focused around:
Expanding the evidence base.
Expanding programs and practices for testing, contact tracing, isolation, healthcare, and recovery from the impact of unintended negative consequences of mitigation strategies in order to reach populations that have been put at increased risk. Examples of potential unintended negative consequences include loss of health insurance; food, housing, and income insecurity; mental health concerns; substance use; and violence resulting from factors like social isolation, financial stress, and anxiety.
Expanding program and practice activities to support essential and frontline workers to prevent transmission of COVID-19. Examples of essential and frontline workers include healthcare, food industry, and
correctional facility workers.
Expanding an inclusive workforce equipped to assess and address the needs of an increasingly diverse U.S. population.
See:
https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/he-in-action.html
<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/he-in-action.html>
https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/cdc-strategy.html
<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/cdc-strategy.html>
[redacted] Any key concerns you are seeing in vulnerable communities, trends we should be addressing?
Stephanie (CDC): I wish I would have prepared a bit better – I have a list of things we want to do around this. We could compile a list.
Ursula (CDC): One thing we could do – one of our main goals is to work with task forces across response. Something we could do – follow up more on the ground workers, task forces, to get some of the things they want to prioritize, circle back with you all.
Jessica (CDC): (couldn't tell who was speaking) – we can follow up in writing, that might be helpful

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[redacted] That would be great – working with vulnerable communities will help us close the gap. One thing we're thinking about – differences that exist in vulnerable communities – e.g., urban v. rural. Conservative Republicans – how to reach them. Would love to know if we're on the right track.
Jessica (CDC): Absolutely think you are, you're asking the right questions.
Stephanie (CDC): We could pull together some messaging.
[redacted] If there are key groups that are coming up, we should be focusing on, we can make sure messaging is informed by key concerns of those groups.
Carol (CDC): We can do that too. Sounds like the main offer from FB – take priorities, messages, key audiences – factor them into your existing efforts and projects. Payton's original email sounded like trying to get experts in front of opportunities FB had? Anything else on that end?
[redacted] That is true – we do have the opportunity to pull CDC experts, people you want to put in front of audiences, we have that access across FB, IG, other events. If we give someone a platform, just want to make sure we work with you first on who we are highlighting. That's an offer that's on the table. We own WA, IG, FB. We just had one with Dr. Fauci and the Shade Room. That's a strong offer. Sometimes we get an opportunity to bring to you. Happy to plan something out over the next few months too.
Carol (CDC): Don't know if Jessica and Ursula are aware of any efforts like this or if something we need to think more about.
Ursula (CDC): I don't know off the top of my head but will look into it.
Carol (CDC): Nice offer we should explore, thanks for explaining it.
[redacted] Want to make sure we're putting ourselves forward – just because we haven't presented something, you can still come to us with ideas on things we could be doing.
[redacted] Just to add, would be good to understand what your goals are and if there are things we could do to support it. If there are videos trying to target, we could help with that – could be via ads. We can help amplify content. There may be people highly influential that we could help identify them and have them post. Just some concrete examples. Just want to figure out how we can help as much as possible.
Carol (CDC): That's great, appreciate all that information. Jessica or Ursula anything to add?
Jessica (CDC): I don't have anything to add but this is a big offer – thank you! We'll compile things, what we're looking at, focused on, goals, and go from there.
[redacted] One more Q – are you thinking about these groups in terms of racial groups, locations, areas? How to reach different groups/subpopulations?
Jessica (CDC): In terms of messaging? Audience segmentation – on the link Bola sent – Health Equity in action page – list of populations in action. Not exhaustive but lists audiences we're prioritizing on getting messaging out. Some intersectionality, overlapping. Stephanie, anything to add?
Stephanie (CDC): Looking at based on group and location (sent this list via chat function on Teams):
Racial and ethnic minority populations
People living in rural or frontier areas
People experiencing homelessness
Essential and frontline workers

HCDE

People with disabilities
People with substance use disorders
People who are justice-involved (incarcerated persons)
Non-U.S.-born persons

[redacted] really helpful, thank you
[redacted] For context, we don't normally have Product on because they are building products – that's why they are asking specific Qs. Want to help over the next few months as we try and get to herd immunity. Unless any last questions, can turn over to you Carol.
Carol (CDC): Really do appreciate the Product team's time. Health Equity team joined last minute, they'll get more info, now they know FB has this whole unit to work on it. No other questions on our end.
[redacted] really appreciate your time, here to be helpful. Thank you!

HCEO

From: [redacted] [redacted]@fb.com>
Date: Thu, 11 March 2021 12:48:40
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
CC:
BCC:
Subject: Notes from 3/11 CDC Call

Hi all,

Recap of today's meeting focused on WhatsApp and ads below. TLDR they are interested in moving forward with the WA bot but need to learn more about BSP options and get the in kind donation approval, which will take 1-2 weeks. We'll also schedule a meeting with them to run through brand lift results and give some preliminary infor[redacted]n on FMP.

For ease of reference, here are our action items. [redacted] we best loop the WA team into our review process for USG comms on COVID?

Prepare CDC in kind donation paperwork for WA bot to send to CDC ([redacted]
Schedule Brandlift/FMP call ([redacted]
WA team to prepare information about chat bot and BSP options to send to CDC - note if any BSPs have worked with federal govt ([redacted])
Prepare HHS ads credits email ([redacted] Compliance)

CDC Meeting – 3/11

[redacted] Today going to run through WA bots and then Ads.
[redacted] We're excited to receive the note back that there might be a potential path forward. We sent an email across yesterday outlining next steps on a WA solution for the LatinX community. Upwards of 40-50% of our users are part of LatinX community. What are you thinking about for content? The content is yours, can work with development partner to put in WA API solution.
Carol: Don't think I saw an email yesterday.
[redacted] I don't think we sent an email across but we can follow up.
[redacted] We'll follow up with that. Wanted to talk through content, having a dedicated POC we could work with
[redacted] Want to introduce [redacted] who will be helping with content development, also have [redacted] on to support on this project for vaccine task force. Carol, ok to run through proposal?
Carol: Absolutely
[redacted] We've put together initial proposal, we haven't put pen to paper on the wording. We'd appreciate any information on best practices or wording. We really want to focus moving people

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from contemplation to action. Feeding them prompts based on where they are in vaccine decision. Something like –
I want to learn more about the vaccine before I make a decision.
I know that getting a vaccine is important and I still have questions.
I'm ready to get vaccinated, how do I do it. I've been vaccinated, what's next.
Within this, would have answers on common concerns. Safety, why impt to get a vaccine. How to find vaccine in their area, what to expect at an appointment. One other piece – want to be able to track as they move through, always feeding vaccine finder or a question asking if ready to get vaccinated.

[redacted] what message can we feed them at the end – what will help people.
[redacted] That all sounds good to us. If this information exists on CDC website today, other website, we can review and propose how to migrate to a chatbot format. We're happy to take and review as homework. On promotion piece – you may use FB ads to get the word out about WA chat bot. Maybe have a dedicated optin to WA. We can identify the best way to promote, users need to opt in. Sounds like what you're describing is a chat bot with information and a reengagement notification.
[redacted] We had a few questions – wasn't clear what ability we have to push out to people. What options are available to send notifications?
[redacted] Support what we call transactional notifications – personalized, one time notifications. For example, opt-in for scheduling, get a reminder. User has to opt in and agree to be contacted on WA. Could be multiple notifications – reminders to show up, second dose notifications. What we haven't allowed, but is in active discussion are the generic blast notifications (e.g. daily update on COVID cases). Happy to take that back if there is a use case. But personalized notifications.
[redacted] You mentioned the Vsafe – if we were to integrate any of that, we'd push over to Vsafe. Would be you've been vaccinated, make sure you've enrolled in Vsafe.
[redacted] One thing, not sure if we mentioned before – for all notifications, waiving fees for notifications related to appointments through June 2022.
Carol: That is helpful – that reminds me, Payton, you were going to get me something in writing to get in kind approval.
[redacted] That's right – we have FMP, ads, and WA. We can do that.
Carol: So much easier when you send that, would be awesome.
[redacted] We send your vendor the fee waiver we work with Compliance on, that's then passed on to you. We've done for 8 governments now.
Carol: Fred, are you hearing anything on a technical end we should dive into. I didn't catch it would be a third party vendor
[redacted] Would need to look at what information is stored and used by 3rd party vendor from a privacy/security perspective.
[redacted] We can share information on our partners with you, can take that action item.
[redacted] Any other questions Leslie as we're setting up content?
[redacted] As people pick certain prompts, will we get that data? Will we know demographic data on who is using?

HOUSE

[redacted] You can get some of that information through vendor, on demographic info, can build on client side. We don't have that on WA side, only need phone number to set up.
[redacted] Will we translate with MLS into Spanish or is there an option to work through 3rd party vendor or WA?
[redacted] With WHO we have in 18 languages. I can't recall how we structured.
[redacted] We can be flexible. In WHO case, was a mixture of both. They had in house teams for core languages/UN official languages. For the other languages, they worked with our localization teams pro bono to make available. If you need assistance from WA, we have a passionate group internally to help with your approval of the output.
[redacted] Updating material – everything is changing so fast. How do you update content?
[redacted] It's a great point – in WHO case, we have a master standard language in English, tabs in other languages. We have a good cadence for reviewing and updating. That's why it's good to have a CDC content POC to make sure we stay organized.
[redacted] Will we be able to edit content?
[redacted] Yes. To update real time, we can train you so you can go into dashboard and update the content
[redacted] Other languages beyond English and Spanish? Have a large Indian-American group, other groups on WA.
[redacted] I think we just want English and Spanish first then see if we need to expand.
Carol: We need to get this approved with in-kind wording, which I could get done in a week or two. We can prep and get ready but can't launch until approved. What's the next step?
[redacted] I'd recommend we send you a list of partners – it's your choice who you work with. With your guidance, can set up a call with developer partners. Then it's really just diving into the content. Not sure if you have someone to be a project manager. We're excited to move as quickly as possible.
[redacted] As far as vendor list goes, would be helpful to know if any of them have done work with another federal agency. Doesn't have to be health related. That's highly helpful.
Carol: Now it's coming back to me, we mentioned how you guys were going to help us rather than pushing this to a third party app because we all agreed that what happened with our FB Messenger project wasn't ideal. Are you saying you'll be more involved this time?
[redacted] The project team will be me and [redacted] we won't just push you to BSP, we'll be with you every step of the way. This is high priority for us. This is the case for WHO, UNICEF.
[redacted] This is a different model, that's why they want a POC. We don't want that to be stressful for you from the learnings of last time. Don't want process to get in the way. Want to pause – I know [redacted] has some updates
[redacted] Sent a note, not sure if you have seen yet. We do have the measurement results back, happy to set up a time to go through them. Overall the results were fairly decent. Mixed results based on the question. Glad to see we got it off the ground, can use in future campaigns.
Carol: Great, we can set that up. Would also like to have a separate call on FMP.
[redacted] Depends on what we want to talk through about FMP – if onboarding, separate. If content-related as relating to ad campaigns, we can merge them. Why don't we schedule measurement call, integrate FMP, and then can schedule follow up if needed
[redacted] I know you're still processing ad credit donation, Carol
Carol: yes

HJC

[redacted] [redacted] ad credits coming – will have formal email for you to process. Any other questions?
Carol: [redacted] will send WA POC. [redacted] [redacted] and I will look at vendor list. [redacted] will send in kind note.
[redacted] Yep and [redacted] will set up measurement/FMP meeting.

[redacted]

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6/23 CDC Call

Carol – can we start with questions?
[redacted] – sure
Carol – first question – when we were on the phone with [redacted] one question was whether put VAIRs, huge topic for vaccine misinformation. [redacted] was going to think about it?
[redacted] – I know it was in active conversation, we'll check in with Liz on that.
Carol – HHS called, Josh Peck's office called. Not sure if [redacted] has reached out. They're apparently working on some quizzes related to COVID vaccine, planning to use on page, in ads. They wanted me to ask you guys if you'd be willing to do a quiz question. We've done more of this on Facebook than IG.
[redacted] – are they referring to FAQ on COVID Info Center?
Carol – that would be a place to update, but I don't think that's it.
[redacted] – you mean the QPs?
Carol – yes, I think that's what they have in mind. Did [redacted] talk to you?
[redacted] – she didn't there was a lot going on. So QP to Quiz? Or a Q&A as the QP?
Carol – directs people to go to landing page
[redacted] – The other thing to think about – there are [redacted] &A on IG and FB stories. We can definitely see what things Product has up their sleeve.
Carol – I will email you the question. I know [redacted] been working with them on that.
[redacted] – I had suggested IG sticker Quiz opti[redacted]ion on FB. They didn't want to do that because it wouldn't show the correct answer [redacted] percentage of votes.
[redacted] – got it – there are lots of fun ways to interact, get some more engagement. Would be good to see length of question. Interesting – if audience is for kids, young parents, lots of way to do it.
Carol – And of course, HHS is looking for something much grander, bigger. Next one - @cdcmuseum – having trouble getting it verified.
[redacted] – you can send that to me.
[redacted] – that's their IG profile. They submitted whatever they needed to get verified, not sure if any updates.
[redacted] – I don't have access to the system, but I can submit it.
Carol – lastly, we're starting to think about school year to parents and school administrators. We want to work with Pages/influencers to get messaging out.
[redacted] – Obvious group may not be helpful, AFT. Might be interesting to reach out to FB groups of teachers, moms, parents. Celebrities will have kids. Have you thought about Dept of Education?
Carol – we haven't. FB Groups is a fantastic idea, don't think we've done that before. How does that work.
[redacted] – Pages can join groups – CDC Page could join groups.
Carol – got it, good suggestion. We don't have the guidance on it yet, sensitive subject. I'll reach out in a few weeks.
[redacted] – could also think about actors who play teachers on TV.
Carol – Are you talking generally about celebrities?

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[redacted] – there are thousands of different permutations to think about, if you get settled, happy to try to help.
Carol – that's my list for today.
[redacted] – no items from me
[redacted] – I'm wrapping up a few things, will do via email.
[redacted] – In that case, no items, we'll work on these items Carol and get back to you.
Carol – thanks

HCO E

3/12 White House Meeting Notes

[redacted] know we only have 30 minutes, want to jump in. We scheduled this time to start a discussion to get you familiar with how we're thinking about approaching borderline COVID-related content. Want to have [redacted] and [redacted] who run our proactive work on misinformation. You may remember [redacted] from the work we did around the election. I'm going to turn it over to Andy to kick off. We welcome your questions at any time. If we have follow up, happy to schedule subsequent meetings.

Rob: I can go a little over 3:30 if we run over.

Andy: Hi I'm Andy, lead product policy team. Work with teams like Newsfeed and Search. I know you've already talked with my colleagues on misinfo. Will focus on barriers to vaccination content. 2 pronged approach – amplify authoritative info ([redacted] and address barriers to vaccination (me). We've been working on vaccine content for years, have worked with Vax confidence project, CDC, WHO, academics

Andy: Want to walk you through barriers to vaccination content and how our interventions can encourage people to get vaccine. We've worked to organize content and the likelihood it will affect people's decision.

Outright health misinfo – e.g. vaccines cause autism, no one should get the vaccine, etc – we remove this. Once we get past that, experts have told us removing everything isn't the right way to handle. So want to run through.

Sensational/alarmist vaccine content – Posts like "Are COVID vaccines a ticking time bomb?" – also explicit criticism – post that says oh taking grandma to get vaccinated, you're a murderer – experts tell us to focus on reducing distribution rather than outright removal for fear that it will contribute to conspiracy theories. So we limit in search, don't recommend, reduce distro.

Promoting vaccine refusal/encouraging alternative remedies – e.g. why get a vaccine for disease with survival rate of 99%? It's a question – experts

True but shocking stories – here we get into mainstream news content – e.g. doctor dies 3 days after getting COVID vaccine – may be a barrier, is true, but still problematic – appropriate response – don't recommend, when people come across – inform them about vaccine safety, etc.

Objections/skepticism discourse – for this content – approach is largely inform – identify large entities that collect this content and don't recommend

Personal choice/belief – no vaccine for me, not moral

Concerns about the institutions or vaccine development process – can we be sure it's safe

Other vaccination and debates – not sure what to do for pregnant women, children – experts tell us that we shouldn't intervene

Andy: That's the basic taxonomy we're working with. I can talk in more detail about how ranking works. But can answer any questions. Then we can go to [redacted] incredible work

Rob: Thanks, also [redacted] (?) from my team is on.

[redacted] Can you add a bit more context, how does this differ by format type?

Andy: Let me address [redacted] your Q first – it's the same approach for text/video/picture – with some variation on AI. Turning to definition Q – NewFeed is your FB inbox from family, friends, Pages, Groups – they are all in your NewFeed. Could be 2,000-3,000 posts on any day in US, a user would only get through 100 or so a day. Four components:

Inventory: the content you've chosen to follow

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Signals: The info we have about the post or you – people have different preferences for video – type of post, signals about quality of content (meaningful to others?) – tens of thousands of signals

[redacted] This dovetails with question about your content

Andy: Got it

Signals – some are surprising – strength of your WiFI is a signal – won't put video if you're on plane wi fi – those signals roll up to a couple dozen predictions – what is likelihood that if we show you it will be meaningful, likelihood you will watch or share a video, etc.

Predictions are weighted for a relevance score – high is good, low is bad. Throughout all of this, borderline CS violations, clickbait, etc push ranking down

– ranking is sort of a spam filter for your FB inbox -

Rob: Certainly helpful – my question is in terms of reduction – what scale of reduction is happening. Big, big question I have is how big of a problem do you have here? What is the volume of content that falls in these categories on a daily basis? How much is demoted but still available? We see that FB is a high news source for vaccine skeptics.

Andy: A couple thoughts – impact on vaccine intent is how we measure interventions. In terms of how big is the problem? We look at what we can do to move the needle. That's how we think about it. To scale the COVID discourse – about 5-6% of content is classified as newsy or public affairs. I know that's surprising – for example my newsfeed is disproportionately about news. For other Americans, mostly photos of babies, birthday parties, and comedy. So while it's a small amount, we have been spending billions a year to get it done right.

[redacted] Rob, when you say you're hearing from experts outside of Facebook – who are your sources for your info, what is the info? That allows us to respond, take a closer look at what you're hearing. If there are specific pieces of data or research, would be helpful for us to understand and know what it looks like.

Rob: It's data we get from HHS about news source and propensity to be hesitant. Facebook is a big source for vaccine hesitant people. I hear that people have different experiences on FB. We have CT, that's helpful. But it's still a black box. We're not seeing what vaccine hesitant people are seeing. You have access to data about concerns that people have. That's really useful to us. It's good to hear how the algo works. I'm looking for what is the universe of vaccine hesitant content, what interventions are working? We all recognize there's a problem. Want to hear what you're seeing.

[redacted] So the survey data that we talked about two weeks ago – that answers several of your questions, including what messaging is helpful – turns out it's their local healthcare professionals. We'll send that by EOD. A lot of it is as expected. I've had formatted in a few different ways, will come to you.

[redacted] To the point of having a level conversation, we want to have that with you. This is not a one off meeting, we can take that back, see what we can do to produce something helpful. If you have specific data points, we can always take that back.

Rob: The thing that would be helpful – of those categories, what is producing the most damaging outcomes in terms of our goal to get people vaccinated? It seems to me it may be the stuff at the bottom of the scale – the more persuasive. But I don't know. I just want to know where we need to target our resources and messaging.

HJC DEC

[redacted] One of the big findings too is about side effects – a very stable rate of individuals concerned about side effects. Once you read this, may inform messaging. Also called out 5 different states re hesitancy/efficacy. I'm hoping this will be an informative data dump.
Rob: Can I ask about downranking, efficacy of it. What does it look like before after intervention.
Andy: 2 different ways to get at it – how effective are we at detecting the content – depends on how long classifiers are trained and depends on language. For misinfo, we're in general pretty good in English/Spanish – it's harder in more niche languages. Sidebar – we're trying to do this all globally. Other way – how effective is the suite of interventions at addressing vaccine hesitancy. That's our north star.
Rob: What are you seeing?
Andy: I think [redacted] will have something to add here, may have that in the report [redacted] mentioned.
[redacted] If there are lists of specific things you want to know, send it to us. With guidance, we'll turn around. On the proactive side – this is the voting playbook. I can go through in detail or key points, what do you prefer?
Rob: key points for now
[redacted]
This is a little different from voting – we heard that voting messaging actually started to frustrate users. So with vaccines, don't want to end up discouraging users. On fact based questions – doing proactively in newsfeed, starting next week, you'll start seeing this more prominently. It won't be top of feed, but in feed.
Social norming – we're working with you on profile frames, that will help. We're also working at identifying public figures who can talk about getting vaccinated it – all the way from celebrities like Dolly Parton to local influencers within communities. One thing we've heard, those with national and global presence, they are waiting for CDC to tell them what to do. They tell us as soon as WH or CDC tells us what to do.
As states are ready, will be encouraging people to check their eligibility. Will send people to vaccine finder, partnership with BCH. Will vary state by state, whether states can handle the traffic. Working closely with states
We have expert advisors in vaccine comms and messaging. We're working with in-house experts, external efforts as with voting. If you have suggestions of people we should add to that group, or want to be part of it, let us know.
Rob: Can you elaborate on last point?
[redacted] We're going to pull group of advisors together weekly to discuss language for campaigns,
Rob: Are you upranking pro-vaccination content?
[redacted] Ranking stuff, I will let Andy speak to. In the unit that we curate, which we can send over, we are including pro-vaccination content. That's not from your friends. That's why profile frame will be so helpful.
Andy: The short answer is yes. The most popular posts around the world are from CDC, UNICEF, WHO with pro vax
[redacted] can you tell us more about pro-vaccine website?
Rob: It's vaccine finder – still working through that.
[redacted] we want to make sure if we send traffic to you, we don't crash.

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Rob: we'll follow up on that point. I want to go back to profile frame being most impactful – based on data?

[redacted] It's a hypothesis. All of the content has rolled out to eligibile populations. The profile frame for social norming – seeing your friends do something is a super power of social media. We saw that with voting stickers. People respond seeing their families and friends that they value and respect doing something.

Rob: differences with FB and IG, programmatic stuff?

[redacted] It's not universal but pretty consistent. FB focused on community, IG focused on creativity and self-expression. We have one big team across family of apps coordinating though. You might see a different product experience on IG from FB but working to get parity across of them

Andy: [redacted] and I work for Inc – which is all the apps. IG much more focused on influencers and celebrities – people have fewer friends – ranking is a less important lever. Getting celebrities out there is even more impt on IG side.

Rob: WA interventions?

[redacted] We're primarily working on setting up govts and health agencies with messaging bots. Something we did with voting in the fall. Want orgs to use for appt scheduling. Leaning into partnerships there.

Rob: In theory, you could put something on the homepage.

[redacted] Proactive side is more focused on FB and IG.

Rob: This is great, I will look out for the data that you have [redacted] I'm happy to put a list together. We want to know where the issues are, what impacts the interventions have, what are the most pernicious things we need to deal with? We'll continuously be poking at those things. I'll put together a framework.

[redacted] We have an announcement coming next week on our tools that we're rolling out to help people find how and where to get vaccinated. Will get you details about that. Wanted you to hear from us.

Rob: Awesome, thanks.

[redacted] let me know on CT logins.

HJC

From: [redacted]@fb.com>
Date: Tue, 23 February 2021 10:04:30
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
CC: [redacted]@fb.com>
BCC:
Subject: Read Out of Call w HHS and WH - AC PRIV

USG: Clarke Humphrey; Courtney Rowe; Joshua Peck; Robert Flaherty

[redacted] introduction of team and what we have done over the past year – in particular ad credits, and also introduce Frames.

[redacted] Wanted to provide some clarification around our donation to HHS. We have put together an initial budget to meet 80% of population 2x/week for 4-6 weeks – our best practices. So $15M to HHS, $15 to CDC, and $15M to state and local partners. Can go towards various topics to encourage vaccine uptake. Can also provide FMP (FB Marketing Partner) to work with you. And if there are other ways we can support, open to that as well.

[redacted] We definitely want to make clear that we want to meet the moment – we have come up with these numbers based on our best practices, but want open comms about whether this is getting the job done, and if need more.

Joshua Peck: For how long?

[redacted] For 4-6 weeks, but then can reevaluate to see how it's going.

Frames:

[redacted] We have [redacted]g with CDC pretty regularly, partner on our covid hub, help get their messages [redacted] DC is launching Frames soon.

Robert: Are you sug[redacted]g that we run a separate Frames campaign?

[redacted] If you want to run a separate campaign – we consider Frames as a heavyweight signal for ranking in feed, to make sure that people see it. We could also do other options, like upranking, or prioritizing in feed when a friend adopts it, or quick promotion (like we did with election info). For IG, we are strengthening info center, and stickers launching in the next few weeks. Frames are unique insofar as it can be used both by Pages and Profiles. Can also do bilingual. And can help with design services.

Robert: My initial instinct is that there should be one frame, and WH is probably not the best messenger for that. What are the mechanical differences between this and, say, Pokemon Enthusiasts and frames?

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Real difference is adoption rates, they can do this too. Frames don't really go viral, you have to do the work for adoption. That's why the partnership web is important. In UK, 2-5% adoption, which is reaching 10s of millions.

Robert: You are suggesting a strategic choice for us – you are not providing a new product. Promotions in Feed is extremely valuable.

[redacted] Yes, quick promotion in feed; then prioritize that the USG Frame is shown to friends of people who adopted the frame; also when go to Profile Frames, USG's is at the top of the options.

Robert: This is different from what you would normally do for the Cat Fancy subscriber. Like with voting?

[redacted] Yes, exactly. Design of the QP, I'll have to come back to you on the specifics there.

Robert: I think the idea of doing a Profile Frame for the CDC is super cool; impact is on how much juice you are providing.

[redacted] Still working with CDC on what theirs will look like.

[redacted] How would you prefer – CDC, HHS, WH?

Robert: I think we should throw all of the money to the CDC and make it a national campaign, coalescing around one frame.

[redacted] We don't want this to be just another frame that will get lost; rather a meaningful step and we will put resources behind that, and will get you details.

Robert: That is great, and genuinely exciting.

Josh: We will coordinate with CDC on our end.

[redacted] On IG, will be on the spectrum of what you saw for voter registration, reminders; when they launch I will send designs over.

Josh: Frames have incredible potential; but are there other ways to use the algorithm to push vaccine-promotion, eg photos of people getting vaccinated?

[redacted] More to come on that at the meeting we have scheduled for Monday on mis/disinfo.

HCOE

Courtney: If you are seeing themes on mis/disinfo even this week and can send us this week that would be extremely helpful. Eg, we are seeing a lot of traffic about how pregnant women can't take the vaccine. We are working on this right now.

[redacted] If you are seeing stuff send it our way because that helps us identify trends on the platform; we can chase down with our misinfo teams.

Robert: I would love to see any kind of data you have on the execution of your policies. [Legal note: We should discuss this]

HCE O

From: [redacted]@fb.com>
Date: Fri, 12 March 2021 12:01:43
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
CC:
BCC:
Subject: HHS Call Notes on Profile Frames

3/12 Notes on HHS Call on Profile Frames

[redacted] Josh isn't able to join but I'll catch up with him.
[redacted] Thanks for the feedback so far, it's been really helpful. We wanted to spend time with the group to run through your goals it so we can iterate. [redacted] from our design team is here. Want to understand more about the circle v. the crescent before we move on.
[redacted] To recap – thanks for colors. Curious about data on gender bias. We'll defer to you, open to crescent. Want to make sure that direction incorporates our design. The text and color palette. I'm confident we can come to a good decision.
[redacted] We're open to playing with the style of the frame, not married to full circular frame. Want to keep with elements of visual brand, we can do this. Want the colors, style of the font and the map are aligned. We have different map options – we sent over punch out. We do have solid color map options. We can have design team share logos and colors. We're open to not being the full circle. Want to tie into "We can do this" campaign – it will tie into ads, on billboards, at bus stops, in tv commercials. That's what we want to build recoginition around.
[redacted] You were right, the colors and type face were different, should be an easy fix to align them. We gave you white with black text and logo as a badge. Did anything else stand out as off-brand?
[redacted] We do have different black and white elements, have considered it. There are black and white components. We made some changes to style guide. We have a separate black and white version. We focused more on colors for digital, black and white for print. I can take a look back at that.
[redacted] I have a question about why to have the text in black and white?
[redacted] A few reasons –
Allow badge to stand forward – users are used to seeing these on FB, Twitter, LinkedIN, instant recognition – because they aren't the same color, it lets the badge stand forward
Want these to stand out against full circle frames so more universally recognizable

[redacted] Is it a matter of black and white text?
[redacted] We could try and achieve with color and white text. But these are often seen at small sizes
[redacted] We want to have the contrast but want the text branding to align

HJC EXHIBIT

[redacted] My priority is consistency with the rest of the campaign – with a complementary color, black and white. I'm open to sharing files to help you design, [redacted] We're here to work with you. If helpful to connect with one of our designers, we can.
[redacted] Brand guidelines would be really helpful. Would be straightforward to send a tuned up version of black and white. Bigger deviations we can do some more back and forth.
[redacted] My screenshare isn't working
[redacted] I think we're good
[redacted] I agree with [redacted] we've had the conversation we need to have – [redacted] our style guide is not finalized, I will have to check about what we can share – we can share fonts and colors
[redacted] Wanted to clarify a couple of other things
Wasn't clear on copy recommendation – I like it but want to confirm what you meant
Our frames said I got vaccinated for COVID 19, you suggested I got my COVID-19 vaccine – I like that personalization – is that the recommendation?

[redacted] Yes. You also had a second one "I'm getting my COVID-19 vaccine"
[redacted] Was the second part of recommendation – can we still have "I'm getting"
[redacted] you can – the second one is a little longer – we might have some suggestions – "Let's get vaccinated" – that has really resonated in early qualitative research with users – we're happy to send those as a follow up. [redacted] anything else to add?
[redacted] In addition to sign – can give people that aren't able to get vaccine a way to participate
[redacted] I love that – I like how succinct I got my vaccine is. The two options sound good- can you send both options to run by Josh?
[redacted] When we send over designs, we can include both of them
[redacted] I did want to also ask about stickers on Instagram?
[redacted] I think you asked for stickers and effects? We're collecting all the information. I work on the main FB app. With next iteration can respond on that.
[redacted] One general question on timeline – want to meet your deadlines. When do we need to have that wrapped?
[redacted] I would like to but I can't give a definitive date. Let's plan for very early next week. When I have a more definitive date, I will let you know.
[redacted] We'll try to be wrapped by Monday.
[redacted] By Monday would be great.
[redacted] Did you get questions on language?
[redacted] You told us English/Spanish, phasing the rest in. That sounds good.
[redacted] We'll follow up with you on the others but can work immediately on Spanish.
[redacted] I'm going to decouple the email, start a new thread on press opportunities, that's another set of our colleagues.
[redacted] in terms of next steps – [redacted] will align suggestions with typeface and colors. We'll try to have in English and Spanish. Let's see if we can align there. If needed, we can sync with designers.
[redacted] Do you want me to set a call just in case we need?
[redacted] Why don't we wait until you send us the options? So you'll send us black and white and colors?

HOUSE HJC

[redacted] we only have the three colors so that's the one limiting factor.
[redacted] Need 48 hours to upload the frames so we can set upranking and promotions
[redacted] That's really important – good to know – the date we're aiming for is not Monday
[redacted] – black and white – we'll just update the font and color should be easy – looking at color options, [redacted] needs the colors from brand guidelines – photo itself influence experience of frames – we try and put on a variety of photos – the best way we look at it – put on small feed [redacted] – that makes a lot of sense. One last question – I remember a comment on the outline of the map in the badge. You filled the map in, that felt off brand.
[redacted] We had a different style of map. We do have versions of the map where it's a solid color. That's just how it had been filled in felt off brand. Now that you have the source files, will sync with [redacted] on what I can send with colors. With any questions, you can reach out via email if there is anything you need.
[redacted] The reason for the fill was for reading at small scale. If way to do a fill that's more on brand, let us know.
[redacted] Any last questions?
[redacted] not on my end. We'll see what we can send you immediately. Look forward to what you send back.

[redacted]
Associate General Counsel
facebook legal
575 7th Street NW | Washington, DC | 20004
mobile: [redacted]

[redacted]@fb.com[redacted]@fb.com

{signature_1833550572}

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HCONFIDENTIAL

From: [redacted]@fb.com>
Date: Thu, 18 February 2021 12:32:09
To: [redacted]@fb.com>; [redacted]@fb.com>
CC:
BCC:
Subject: CDC Call Read Out - AC PRIV

Here are my rough notes:

Any Issues?

CDC: Apparently we have a food-borne outbreak, tied to some cows being sold on FB Groups – how to report this up?

[redacted] Poor quality or counterfeit products, I work on those issues – please send me the link and we can look into it. We have a commodity team that can look into the source of the cows.

****

Frames:

[redacted] Exciting product, lots of leadership and momentum behind getting public and government to use these; so many people on FB and conversations with family and friends to promote vaccinations. Time-sensitive to

[redacted] Really responds to the urgency of the moment, to address vaccine-hesitancy together. Different governments and NGO (eg, UNICEF)efforts/campaigns on FB to share when people get vaccinated, promotes; peer-to-peer, so really effective way to reach hard-to-reach communities. NHS going to launch a campaign soon, "I got my covid vaccine/I intend to get my vaccine." Using influencers to promote. Moment to launch here in the US, especially in the next few months as we shift from demand constraints to hesitancy. We have had success with CDC in the past to help change attitudes. Wanted to bring to you right away to explore whether this is something you want to work on with us.

[redacted] This is an easy lift for CDC – you are just uploading a profile frame to your official account and it takes off from there.

CDC: Would be great to leverage what you have. This is really great timing for everyone, it's a great idea to move forward – we have been exploring that internally to go with our "??" campaign. Something general that other organizations to promote would be great.

[redacted] We can work with you on easy-lift options

HJC

CDC: Is there a launch date when you want to kick this off?

[redacted] ASAP – because it's so easy and we are launching in UK, real issue is how fast you guys can move.

CDC: I think we can do this without any other approval. Whatever you are posting, we can look and see how we can promote/share with our partners. Send us an email and we can look at it, maybe move into a post as well.

[redacted] We will send an email that you can share with partners.

CDC: We love the mock ups, but some feedback, maybe "I got the Covid vaccine" not just "I'm vaccinated"

[redacted] We've love your feedback about what would resonate, please email me your ideas and we'll send to our Product team.

****

Guides:

[redacted] We have made some improvements, built out, will break less and very easy for you to navigate. Launched as "learning units" last year, an easy way to organize info my topic and organized towards how people learn content. Helps increase brand awareness and content marketing. Basically a learning module – quizzes, polls. [walks through slides to show how to use]. Lots of new enhancements, eg preview and draft modes.

CDC: Would this be shared to Newsfeed?

[redacted] They exist in Pages feed and Newsfeed.

CDC: Would there still be impressions and other accountable metrics.

[redacted] Yes.

CDC: Because we have a lot of updates to our content, how would that work?

[redacted] The feed-ranking model has a lot of different variables, not sure if the edited version would be bumped up again, but you could share it again on your timeline.

HC OEE

CDC: There are no time-stamps on the models you sent, and we are concerned about timely updates.

[redacted] We will have to verify, but I think we do show timestamps for individual posts in the Guides, but I'll follow up.

[redacted] Can get you those answers asap; but we are going to launch this new product in a few months, so have time to work together on this.

HC
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6/10 Call with CDC

[redacted] – two quick things: (1) [redacted] is going to lead around 70% goal; (2) item from [redacted] on the ads side.
[redacted] – just wanted to check in Carol on what your team will be doing in the next few weeks before July 4 deadline, how we can be helpful, engage with COVID Community Corps.
Carol – thanks, [redacted] let me know you were interested. We are following the lead of HHS/WH. I take it they haven't made direct asks?
[redacted] – right
[redacted] – we are in touch with them on CCC. But we always want to check with CDC since you sometimes split projects.
[redacted] – right. We don't have any firm asks from them. I want to make sure that wider distribution of who you are engaging, can we help with partnerships, content. We do have a few things in the hopper that will be launching. Want to make sure we're keeping deadline in mind.
Carol – obviously anything you're doing to promo vacicnations would be wonderful. HHS taking the lead, we're sharing their materials on our channels. I understand that they are working with influencers, they have a bus tour going on. I don't want to step on what they are doing, we want to act as amplifiers. No one has told me anything about it. Jay, anything to add.
Jay – we're in the same boat.
Carol – I'll ask around more. Some of the other platforms are doing their own thing in the spirit of it. Google has a link to vaccines.gov on home page.
[redacted] – we have a few things in the hopper I'll be very excited to talk about. We are adding 1-800 number to CIC, PM was on PTO, but coming up. Several videos from HHS we are targeting to low vax uptake communities using SVI.
Carol – yay, that'll be great. Appreciate you asking. Wish I had a better ask.
[redacted] – going to turn it over to [redacted] on ads.
[redacted] – great to talk to you guys. Quick follow up Q on case study for Ad Council. It sounds like in speaking to the Ad Council that their team got appropriate approvals to move forward and get it published. Wanted to check in with you on any guidance.
Carol – I saw it, hoping Lou will answer it. I'll just write back that it's fine so you have it on the record. Sorry about that.
[redacted] – No, it's ok. Thanks so much. Excited to publish it.
Carol – It is exciting. Jay had a couple updates on Ads.
Jay – we've got several ads that will be coming FB's way for review to start adding into newer ad account. Wanted to give you a heads up, a lot coming your way very soon.
[redacted] – great, keep me posted. Feel free to email me if you have any questions. Generally speaking, any questions on ad credits, spending, process, keep me posted. I know the amount we issued was significantly higher, want to make sure you're comfortable, able to take advantage as much as possible.
Jay – part of what we do, proposed ad spend. Can you let us know if we should be spending more?
[redacted] – send through what you're thinking. We'll look and see if it would be pacing correctly based on expiration dates. We can always do a separate call if we need to.
Carol – I know we pulled some of the numbers on earlier spend

HJC

[redacted] – is this content you're working on with Code 3?
Jay – some of it is, some of it is stuff where we've tried to follow their guidance.
Carol – I will say, we've been pickier about when to use Code 3. We're working with external PR companies rather than internal teams. Code 3 liked some of the stuff we've sent them.
[redacted] – Great – Code 3 can also advise on media strategy, how you're thinking about it from media standpoint
Carol – we'll do that, I don't think we've taken advantage of that yet.
[redacted] – if we want to do another call with your team and Code 3, we can always do that.
Carol – I don't think we need one, they've been so responsive. We just need to send them media plans.
[redacted] – ok great, sounds good. Here to support in any way I can.
[redacted] – unless any other items, we can wrap up. Thanks!

HC
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Exhibit 7

Email correspondence between Facebook, Surgeon General's office, and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]D3F>
To: Flaherty, Robert EOP/WHO
CC: Humphrey, Clarke EOP/WHO; Rowe, Courtney M. EOP/WHO; Peck, Joshua (HHS/ASPA); [redacted]
Sent: 2/24/2021 5:48:20 PM
Subject: Re: [EXTERNAL] Misinfo Themes

Hoping to cover a lot of that Monday—still working on data we can share, etc

Can definitely go into detail on content that doesn't violate like below but could contribute to vaccine hesitancy.

[redacted]

[redacted]
facebook, inc. | politics & government
[redacted] | [redacted]@fb.com

On Feb 24, 2021, at 8:41 PM, Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov> wrote:

Awesome. This is helpful. Can you give us a sense of volume on these, and some metrics around the scale of removal for each?

Can you also give us a sense of misinformation that might be falling outside of your removal policies?

Goes without saying, just because it's on your list for removal hasn't historically meant that it was removed, so I want to get a sense of the state of play here!

Thanks, all.

Sent from my iPhone

On Feb 24, 2021, at 7:54 PM, [redacted] <[redacted]@fb.com> wrote:

Hi all,

Following up on your request for COVID-19 misinfo themes we are seeing. All the below claims violate our updated Covid and vaccine misinformation policies that we announced earlier this month, and we are removing these claims from our platforms:

Theme 1: Vaccine Toxicity: Claims that the vaccine contains aborted fetal tissue, has microchips embedded in it, toxic levels of aluminum, etc.
Theme 2: False Claims About Side Effects of Vaccine: Claims that vaccines will cause autism, the vaccine changes DNA, causes infertility, etc.
Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: That you are more likely to die after the COVID vaccine than after the flu vaccine.
Theme 4: Downplaying Severity of COVID-19: Claims that COVID-19 is a hoax, not any worse than the flu, etc.

Looking forward to continuing this conversation on Monday.

Best,

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[redacted]

[redacted]

facebook, inc. | politics & government

[redacted] | [redacted]

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Exhibit 8

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]
Sent: 3/2/2021 7:34:03 PM
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks for this. Think we're getting closer to where we need to be.

From: [redacted] [redacted]@fb.com>
Date: Tuesday, March 2, 2021 at 10:38 AM
To: [redacted] [redacted]@fb.com>
Subject: Fwd: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Fwiw, we're trying to push DS on this... See below.

From: [redacted] <[redacted]@fb.com>
Sent: Tuesday, March 2, 2021 09:35
To: [redacted]
Cc: [redacted] [redacted] [redacted]
Subject: Fwd: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hey @[redacted] see below. It looks like this is getting out of hand :/. Do you have a good sense of what the WH wants? Would it make sense for you to huddle w/ Pravin (and maybe others) this morning to come up with some creative solutions?

From: [redacted] <[redacted]@fb.com>
Sent: Tuesday, March 2, 2021 09:18
To: [redacted] [redacted] [redacted] [redacted]
Cc: [redacted]
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

-some folks

Cedric Richmond (Head of the White House Office of Public Engagement) reached out to us last night with feedback that the White house was frustrated by yesterday's meeting, particularly around the information we are providing on our enforcement efforts. Hoping that we can drive to two conclusions during the day today: 1) walk back from language referring to any "lockdown" by providing broader context around our internal work; 2) determine what we can deliver to the WH in order to be viewed as a trusted, transparent partner around efforts to curb misinformation.

I know we have a meeting scheduled for late afternoon—I wanted this group to have the additional context that we are hearing from Senior WH leadership that they are running out of patience with us on this subject, and it may cost us an opportunity to work with them constructively.

From: [redacted] <[redacted]@fb.com>
Date: Monday, March 1, 2021 at 11:40 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]

Produced to HJC

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[redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]r@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Just confirming we'll obviously hold on any follow up communication until we can have this meeting and settle on a response.

From: [redacted] <[redacted]@fb.com>
Date: Monday, March 1, 2021 at 11:04 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks team. When we are going back to the White House? Guy and I would like to meet to discuss our response before we do. I realize now that the point about the lockdown was mentioned in the talking points that [redacted] sent around on Sunday, but it probably wasn't the right call to include that in the first place (my bad for not seeing it on Sunday) because it's so hard to set appropriate context around such an effort and not have it look like too little, too late. I think that we should proceed with a lot of caution and de-emphasize the lockdown. I would not provide a senior member of the integrity team to brief about it specifically.

@[redacted] can you please schedule, ideally for tomorrow? Can include everyone on this thread (but [redacted] and [redacted] can probably be optional if they prefer).

From: [redacted] [redacted]@fb.com>
Date: Monday, March 1, 2021 at 7:12 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks all. A quick recap of the action items / owners:

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1. [redacted] is working on a proposal for comment about the lockdown
2. We have time with the data transparency team to talk through what (if anything) is possible to share on demographic / language breakdown
3. We are working with [redacted] on Crowdtangle approval
4. *(outside of the requests from the WH)* We are working to set up a meeting with DS and data transparency to level set on what misinfo data we already collect and what we could start to work towards sharing externally to avoid the reactive requests we have been getting. I will help document the overall plan/process for this.

From: [redacted] <[redacted]@fb.com>
Date: Monday, March 1, 2021 at 9:51 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

+ @[redacted] who is POC for the COVID Defense lockdown and has the latest on specific lockdown goals and current progress. He should closely review anything we plan to send to ensure accuracy.

From: [redacted] [redacted]@fb.com>
Sent: Monday, March 1, 2021 18:47
To: [redacted] [redacted]
Cc: [redacted]
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

+@[redacted] on the lockdown objectives proposed response.

From: [redacted] <[redacted]@fb.com>
Date: Monday, March 1, 2021 at 6:45 PM
To: [redacted] <[redacted]@fb.com>
Cc: [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

They're looking for Spanish vs English in the US and my sense is they're looking mainly for race. Would you agree

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to that assessment [redacted]

[redacted]

[redacted]
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On Mar 1, 2021, at 9:41 PM, [redacted] <[redacted]@fb.com> wrote:

Thanks for the update [redacted] Reg Ask 2 "Provide Demographic and Language Breakdown of Misinformation / Enforcement", could you share any context on why they are interested in language and demographic breakdown specifically? E.g. wrt language, are they interested enforcements globally or just US, and if global, why?
Any additional context will be really helpful.

[redacted]

From: [redacted] [redacted]@fb.com>
Date: Monday, March 1, 2021 at 6:27 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <carlsonlieber@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hi all,

We wanted to share an update from today's White House meeting on Covid misinformation. Overall, the meeting went relatively well and our presenters did a great job delivering our message to a skeptical audience. Notably, in addition to expected participants (White House Digital Director Rob Flaherty and others on the WH and HHS public engagement teams), Senior Covid Advisor Andy Slavitt joined the call. Slavitt was head of Medicare and Medicaid Services under President Obama and is leading private sector engagement for the Covid Task Force. Slavitt's participation is a good indication of the level of importance with which the White House views our handling of Covid misinformation.

While Facebook teams provided ample explanations of our offensive work / approach to authoritative information, there is still skepticism about our ability to address misinformation, and clear frustration that we aren't able to provide more data that demonstrates our work in this area.

Specific Asks from the White House:

1. **Provide Details on Lockdown -** *They wanted to better understand what is happening in our lockdown, what outcomes we are optimizing for, and specifically how far along we are and whether we are waiting until completion of the work to implement our findings.*
2. ***Provide Demographic and Language Breakdown of Misinformation / Enforcement -*** *They requested*

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any data we have on demographic and language breakdowns on vaccine hesitancy content and misinformation more broadly. Ideally, they would like claim level data. We will work with Data Transparency to understand what (if anything) is possible to share.

3. **Explore CrowdTangle partnership offer and insights** - *They were especially positive and interested in exploring this and learning how CDC has used it with our partnership - the CT team is moving forward with exploring how this could work for the WH Covid-19 Task Force and gaining necessary approvals.*

For #1, we would like to quickly respond with some clarifying information this evening if possible, and we believe that offering a briefing on this work will also help to steady their impression of our approach. Based on Andy Slavitt's engagement, we believe a senior integrity team member should brief the White House team on the lockdown as a next step. If others agree on this approach, below is proposed language that we plan to share back tonight if possible:

***

Our lockdown is focused on:

1. *Improving the effectiveness of our enforcement*
2. *Reducing virality of content that could lead to hesitancy around the vaccine*
3. *Ensuring our amplification systems (e.g. recommendations; top comments) and discovery surfaces (e.g. search) do not inadvertently push vaccine hesitancy content or entities to people and instead amplify authoritative information*

We are about halfway through the lockdown, which is iterative and we are implementing solutions as we progress. We'd be happy to schedule a follow discussion to provide additional information on this work.

***

Based on what we are hearing through other channels, we expect that the White House plans to establish a cross-industry social media task force with the goal of setting a baseline on Covid misinformation and enforcement. We expect an announcement within the next two weeks.

Looking forward to your feedback on the lockdown note as well as if we are amenable to a briefing on the lockdown.

From: [redacted] <[redacted]@fb.com>
Date: Sunday, February 28, 2021 at 3:43 PM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]l@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks all. We are confident that we have enough prepared in terms of substance and new information on our enforcement to keep the meeting tomorrow—this additional stat would have been helpful because it is directly responsive to a question that came from the White House about the trends that we shared but it's not essential to have cleared in order to have the meeting. The original intent of the meeting was not driven by this specific piece of data.

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We're also confident that we have the right team prepared to meet on Monday—the folks on the call are prepared to cover the material and are "seasoned pros" with this difficult audience, so no need to add anyone from DS to assist.

We will work to reframe around offering access to CrowdTangle as an option going forward, and it will also be helpful to say that we are working to confirm a response to the question on prevalence around the themes, and that we'd like to continue to field questions from them to help them better understand the discourse around the vaccine, and we will work to get them helpful answers. And we'll of course make sure to work through Stat review process going forward.

Let me know if there are any other concerns—thanks for everyone's quick responses on a Sunday.

From: [redacted] <[redacted]@fb.com>
Date: Sunday, February 28, 2021 at 3:30 PM
To: [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

It seems the request came in "this week" after we met with them on Tuesday the 23rd, and also after we replied with the theme categories in response to Tuesday's meeting. So I don't think it's reasonable to have this fast a turn around*. So I agree with [redacted] here we are setting ourselves up to fail a bit with the immediate turnaround time, "Option D: we are working on a more detailed understanding of sub-categorizing, but to the best of our understanding so far theme 4 is the most frequent."

Agree with [redacted] point these were framed as prevalence metrics when they are not. I'm also confused about how we are making claims about top items but only with 65% cumulative total, yet have one theme at 1% and one theme at 5%. That has red flag written on it to me, and should give pause to anyone reading the option A in reference to the "top" themes. Lastly unknown on the accuracy here or even how to properly caveat (primarily in part because there's been no time to review, although we have a thread trying to understand now).

Love [redacted] point on bringing them the content.

*I've noticed a consistent pattern with content violations that we often want categorization of content actioned in our polocy and comms discussions, yet we don't put in the effort to label these things upfront or build this into our internal operations. I think if we want to be able to refer to sub policy categorization, we should approach this in a proactive not a reactive way.

Get Outlook for Android

From: [redacted] <[redacted]@fb.com>
Sent: Sunday, February 28, 2021, 12:01 PM
To: [redacted]
Cc: [redacted]
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

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Also adding in [redacted] response from earlier today, thread split. Basically I'm asking if we can tell them in advance that we are prepared for #2 tomorrow, and we believe that we can make valuable progress, but that unfortunately we need more time to give them accurate data for #1.

Based on the metrics escalation on Friday, the breakdown of claims was from "some arbitrary queries some DS ran without any context" - this stuff is valuable but we need it to be done right so that we share stats that are accurate and not rush something that ends up being simply wrong. There does seem to be a process breakdown here, I'm not exactly sure where as [redacted] & I were only on the tail end of it. Rather than last minute try to approve bad stats, we need to ensure this is coordinated well in advance so that the work can be done.

Stepping back, are there two different things the WH might be trying to do, based on the questions being asked (credit to [redacted] for the framework):
1/ Holding us accountable for our execution on misinfo
2/ Understanding what the discourse is about the vaccine

#1 is always going to be an uphill battle, we will not be perfect and any miss will be amplified.
The breakdown question seems to hint they are interested in #2 as well. Should we lean in more in order to reframe this to #2, for example offering CrowdTangle dashboards (like we did for Secretaries of State for voting; I believe we've given the WHO a dashboard like this). We can make ourselves a helpful partner as they seek to understand what people are saying.

From: [redacted] <[redacted]@fb.com>
Date: Sunday, February 28, 2021 at 11:59 AM
To: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Is it an option to delay/reset expectations for the meeting? It seems like we set expectations on February 23 that we'd come back with this data on March 1 – sounds like we got a little ahead of ourselves. [redacted], I wonder if we should tell them that we think it's valuable for us to meet to discuss the substantive themes so that we can make progress on the authoritative information side, but that we're still working through data accuracy issues – so we can't really have the data-based conversation tomorrow. I know that's not ideal (and we'll debrief on my side to make sure that we don't end up in this spot on the eve of meetings in the future), but I wonder if that's better than either putting ourselves in an uncomfortable spot on data or making them angry by seeming to waste their time.

From: [redacted] <[redacted]@fb.com>
Date: Sunday, February 28, 2021 at 11:56 AM
To: [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]

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<[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]
<[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>,
[redacted] <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hi all,

As [redacted] and I shared last week, unfortunately, we are not supportive of sharing these percentage breakdowns:

- These are not prevalence estimates and should not be described as such. These are based on content we enforced.
- We do not have standard categorization of claims into themes through manual review or classifiers. The data is not logged by theme.

For context, these were obtained from an IC in LON, outside of our normal Data Transparency process.

The risk of sharing exact percentages is undermining the credibility of other numbers we share.

The alternative is sharing that these are examples of top themes across the M&H content we found and enforced on. We discussed potentially describing our banking process to highlight how we cluster and fan out on content - a process that gives us scale, but does not yield exact sizing of themes.

[redacted]

From: [redacted] <[redacted]@fb.com>
Sent: Sunday, February 28, 2021 11:20 AM
To: [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted]
[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] [redacted]k@fb.com>; [redacted]
<[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted]
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[redacted] <[redacted]@fb.com>; [redacted] [redacted]@fb.com>;
<[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted]
[redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

[redacted]

I think we're aligned on the comms side that Option A (with the caveats) is the best approach to attempt to avoid a public spat with the administration. And gives us best response should they leak it, something like: "cooperating with WH, these are only rough estimates, we have initiated a work-stream that's showing results"

On Feb 28, 2021, at 10:50 AM, [redacted] <[redacted]@fb.com> wrote:

I defer to others on what metrics and data can/should be shared, but two flags –
(1) we aren't currently removing claims that the vaccine contains aborted fetal tissue – I asked on Friday for more follow up on the imminent physical harm assessment (which the CDC can provide), but that claim isn't on our remove list yet, so hopefully we didn't tell anyone that we are removing it.

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(2) Are we sending the right people to this meeting? If WH wants to talk about data & metrics and not policy, it seems like we're setting ourselves up for trouble by sending only policy people.

From: [redacted] <[redacted]@fb.com>
Sent: Sunday, February 28, 2021 8:07 AM
To: [redacted] <[redacted]@fb.com>; [redacted] [redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] [redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] [redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; [redacted] [redacted]@fb.com>
Subject: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Good morning—apologies for the Sunday email—we are working to resolve a question around what information we can share in a Covid misinformation briefing with the White House scheduled for tomorrow. Hoping to get further guidance. Details below, thanks for your attention.

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The White House asked us for a meeting to specifically discuss our metrics and data on COVID-19 misinformation which will be held on March 1 at 3pm EST. Feedback from the WH in our last meeting with them on Feb 23rd was that they want to see the following information:

1. Top themes we are seeing around Covid-19 misinfo and how it is manifesting on our platform
2. Granular insight into data that we have that can speak to our execution of our misinfo guidelines
3. Our approach to sharing authoritative information
4. Info on misinfo take downs and enforcement
5. Our approach on content we don't remove

They gave us tough feedback that they don't want to hear our normal policy overview and that if we are unable to provide more granular information around what we are seeing on the platform as well as our work to enforce our policies, it will be viewed as a disappointment.

This week we sent them a list of recent themes that we see on our platform that we are removing:

Theme 1: Vaccine Toxicity: Claims that the vaccine contains aborted fetal tissue, has microchips embedded in it, toxic levels of aluminum, etc.

Theme 2: False Claims About Side Effects of Vaccine: Claims that vaccines will cause autism, the vaccine changes DNA, causes infertility, etc.

Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: That you are more likely to die after the COVID vaccine than after the flu vaccine.

Theme 4: Downplaying Severity of COVID-19: Claims that COVID-19 is a hoax, not any worse than the flu,

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etc.

They responded positively but asked as follow up: *"Can you give us a sense of volume on these, and some metrics around the scale of removal for each?"*

They have a strong perception that we are not doing enough, and we want to respond to their clear requests when we can.

We do have a general percentage breakdown of these themes against overall COVID violations but it has not cleared STAT review:

Theme 1: Vaccine Toxicity: 15% of all COVID Violations.

Theme 2: False Claims About Side Effects of Vaccine: 3-5% of all COVID violations.

Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: 1% of all COVID violations

Theme 4: Downplaying Severity of COVID-19: Totals to ~45% of all COVID violations.

These percentages were not able to go through Stat review and we understand they were not approved to share, but we are flagging that we believe sharing some breakdown for prevalence of these four themes will help to build credibility with this hostile audience, by responding directly to a question about the four themes. We would of course offer a caveat that these are rough estimates and only based on trends we are seeing from the last few weeks.

While the percentages don't answer the exact question posed by the White House team, they at least demonstrate some commitment on our end to meet their request. Moving forward, we do think it is important to start to share more information with them that will be helpful and we will work with the Data Transparency team to determine what can be shared on an ongoing basis that is more specific to their needs.

For decision:

Option A: Share these as rough percentages verbally and explain these are new stats that are not public and not to be shared. For example, *The claims around COVID-19 are quite dynamic given that the information we have is evolving rapidly, however, our preliminary look at recent data shows that approximately 45 percent of the content on our platforms falls into the general category of downplaying the severity of the COVID-19 disease, including claims that no one has died from coronavirus or that the death toll is much lower than official figures. Approximately 15 percent of the recent claims deal with vaccine toxicity, including claims that the vaccines contain harmful ingredients or microchips. False claims about COVID-19 vaccine side-effects and claims comparing the COVID-19 vaccine to the flu vaccine account for approximately 3 percent and 1 percent of claims on our platforms respectively.*

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Option B: Discuss these themes in more relative terms. For example, we could say *"Theme 4 accounts for close to half of the violations, followed by Theme 1. We see Theme 2 and 3 with less frequency."* Or *"The vast majority of these claims are Theme 4, followed by Themes 1, 2, and 3 in that order." Or* perhaps re rank them in order of prevalence

Option C: Say that we do not share this type of data.

Also, we wanted to share the talking points for the meeting here. The meeting is scheduled for 30 minutes so we won't get through all of the content included here, but we plan for this to be an ongoing discussion around our work to curb Covid misinformation on the platform.

Happy to organize a quick call Monday morning to discuss as well—as mentioned above the briefing is scheduled for 3:00 ET, and our team has scheduled a final walk through for 1:00 ET.

Thanks,

[redacted]

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Exhibit 9

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=B73E73BCAEC04FA7972116B731F6EB67>
To:
CC: [redacted]
Sent: 3/2/2021 8:22:59 AM
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks, [redacted] In light of [redacted]'s email below, if you feel like you'd benefit from more guidance on what the WH wants or would be satisfied with, it might make sense to ping [redacted] and see if he'd like to join that meeting.

From: [redacted]@fb.com>
Sent: Tuesday, March 2, 2021 10:04:38 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks [redacted]... I'll see if I can move this along on our end... I have an XFN with [redacted] at 10a PT where we were going to discuss broader long-term misinfo transparency reporting strategy, but in light of these developments we'll of course prioritize our focus on the current WH-specific concerns first.

From: [redacted]@fb.com>
Date: Tuesday, March 2, 2021 at 10:35 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Fwd: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hey [redacted] see below. It looks like this is getting out of hand :/. Do you have a good sense of what the WH wants? Would it make sense for you to huddle w/ [redacted] (and maybe others) this morning to come up with some creative solutions?

From: [redacted]@fb.com>
Sent: Tuesday, March 2, 2021 09:18
To: [redacted]
Cc: [redacted] Joel Kaplan; [redacted]
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

-some folks

[redacted] (Head of the White House Office of Public Engagement) reached out to us last night with feedback that the White house was frustrated by yesterday's meeting, particularly around the information we are providing on our enforcement efforts. Hoping that we can drive to two conclusions during the day today: 1) walk back from language referring to any "lockdown" by providing broader context around our internal work; 2) determine what we can deliver to the WH in order to be viewed as a trusted, transparent partner around efforts to curb misinformation.

I know we have a meeting scheduled for late afternoon—I wanted this group to have the additional context that we

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are hearing from Senior WH leadership that they are running out of patience with us on this subject, and it may cost us an opportunity to work with them constructively.

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 11:40 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Just confirming we'll obviously hold on any follow up communication until we can have this meeting and settle on a response.

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 11:04 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks team. When we are going back to the White House? [redacted] and I would like to meet to discuss our response before we do. I realize now that the point about the lockdown was mentioned in the talking points that [redacted] sent around on Sunday, but it probably wasn't the right call to include that in the first place (my bad for not seeing it on Sunday) because it's so hard to set appropriate context around such an effort and not have it look like too little, too late. I think that we should proceed with a lot of caution and de-emphasize the lockdown. I would not provide a senior member of the integrity team to brief about it specifically.

[redacted] can you please schedule, ideally for tomorrow? Can include everyone on this thread (but Joel and [redacted] can probably be optional if they prefer).

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 7:12 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,

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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>

Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Thanks all. A quick recap of the action items / owners:

1. [redacted] is working on a proposal for comment about the lockdown
2. We have time with the data transparency team to talk through what (if anything) is possible to share on demographic / language breakdown
3. We are working with [redacted] on Crowdtangle approval
4. *(outside of the requests from the WH)* We are working to set up a meeting with DS and data transparency to level set on what misinfo data we already collect and what we could start to work towards sharing externally to avoid the reactive requests we have been getting. I will help document the overall plan/process for this.

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 9:51 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>

Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

[redacted] who is POC for the COVID Defense lockdown and has the latest on specific lockdown goals and current progress. He should closely review anything we plan to send to ensure accuracy.

From: [redacted]@fb.com>
Sent: Monday, March 1, 2021 18:47
To: [redacted]
Cc: [redacted] Joel Kaplan; [redacted]

Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

[redacted] on the lockdown objectives proposed response.

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 6:45 PM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]

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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

They're looking for Spanish vs English in the US and my sense is they're looking mainly for race. Would you agree to that assessment [redacted]?

[redacted]

[redacted]
facebook, inc. | politics & government

On Mar 1, 2021, at 9:41 PM, [redacted]@fb.com> wrote:

Thanks for the update [redacted] Reg Ask 2 "Provide Demographic and Language Breakdown of Misinformation / Enforcement", could you share any context on why they are interested in language and demographic breakdown specifically? E.g. wrt language, are they interested enforcements globally or just US, and if global, why?
Any additional context will be really helpful.

[redacted]

From: [redacted]@fb.com>
Date: Monday, March 1, 2021 at 6:27 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hi all,

We wanted to share an update from today's White House meeting on Covid misinformation. Overall, the meeting went relatively well and our presenters did a great job delivering our message to a skeptical audience. Notably, in addition to expected participants (White House Digital Director Rob Flaherty and others on the WH and HHS public engagement teams), Senior Covid Advisor Andy Slavitt joined the call. Slavitt was head of Medicare and Medicaid Services under President Obama and is leading private sector engagement for the Covid Task Force. Slavitt's participation is a good indication of the level of importance with which the White House views our handling of Covid misinformation.

While Facebook teams provided ample explanations of our offensive work / approach to authoritative information, there is still skepticism about our ability to address misinformation, and clear frustration that we aren't able to provide more data that demonstrates our work in this area.

Specific Asks from the White House:

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1. **Provide Details on Lockdown** - *They wanted to better understand what is happening in our lockdown, what outcomes we are optimizing for, and specifically how far along we are and whether we are waiting until completion of the work to implement our findings.*
2. ***Provide Demographic and Language Breakdown of Misinformation / Enforcement*** - *They requested any data we have on demographic and language breakdowns on vaccine hesitancy content and misinformation more broadly. Ideally, they would like claim level data. We will work with Data Transparency to understand what (if anything) is possible to share.*
3. **Explore CrowdTangle partnership offer and insights** - *They were especially positive and interested in exploring this and learning how CDC has used it with our partnership - the CT team is moving forward with exploring how this could work for the WH Covid-19 Task Force and gaining necessary approvals.*

For #1, we would like to quickly respond with some clarifying information this evening if possible, and we believe that offering a briefing on this work will also help to steady their impression of our approach. Based on Andy Slavitt's engagement, we believe a senior integrity team member should brief the White House team on the lockdown as a next step. If others agree on this approach, below is proposed language that we plan to share back tonight if possible:

***

Our lockdown is focused on:

1. *Improving the effectiveness of our enforcement*
2. *Reducing virality of content that could lead to hesitancy around the vaccine*
3. *Ensuring our amplification systems (e.g. recommendations; top comments) and discovery surfaces (e.g. search) do not inadvertently push vaccine hesitancy content or entities to people and instead amplify authoritative information*

We are about halfway through the lockdown, which is iterative and we are implementing solutions as we progress. We'd be happy to schedule a follow discussion to provide additional information on this work.

***

Based on what we are hearing through other channels, we expect that the White House plans to establish a cross-industry social media task force with the goal of setting a baseline on Covid misinformation and enforcement. We expect an announcement within the next two weeks.

Looking forward to your feedback on the lockdown note as well as if we are amenable to a briefing on the lockdown.

From: [redacted]@fb.com>
Date: Sunday, February 28, 2021 at 3:43 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

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Thanks all. We are confident that we have enough prepared in terms of substance and new information on our enforcement to keep the meeting tomorrow—this additional stat would have been helpful because it is directly responsive to a question that came from the White House about the trends that we shared but it's not essential to have cleared in order to have the meeting. The original intent of the meeting was not driven by this specific piece of data.

We're also confident that we have the right team prepared to meet on Monday—the folks on the call are prepared to cover the material and are "seasoned pros" with this difficult audience, so no need to add anyone from DS to assist.

We will work to reframe around offering access to CrowdTangle as an option going forward, and it will also be helpful to say that we are working to confirm a response to the question on prevalence around the themes, and that we'd like to continue to field questions from them to help them better understand the discourse around the vaccine, and we will work to get them helpful answers. And we'll of course make sure to work through Stat review process going forward.

Let me know if there are any other concerns—thanks for everyone's quick responses on a Sunday.

From: [redacted]@fb.com>
Date: Sunday, February 28, 2021 at 3:30 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com> [redacted]@fb.com>, Joel Kaplan <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

It seems the request came in "this week" after we met with them on Tuesday the 23rd, and also after we replied with the theme categories in response to Tuesday's meeting. So I don't think it's reasonable to have this fast a turn around*. So I agree with [redacted] here we are setting ourselves up to fail a bit with the immediate turnaround time, "Option D: we are working on a more detailed understanding of sub-categorizing, but to the best of our understanding so far theme 4 is the most frequent."

Agree with [redacted] point these were framed as prevalence metrics when they are not. I'm also confused about how we are making claims about top items but only with 65% cumulative total, yet have one theme at 1% and one theme at 5%. That has red flag written on it to me, and should give pause to anyone reading the option A in reference to the "top" themes. Lastly unknown on the accuracy here or even how to properly caveat (primarily in part because there's been no time to review, although we have a thread trying to understand now).

Love [redacted] point on bringing them the content.

*I've noticed a consistent pattern with content violations that we often want categorization of content actioned in our policy and comms discussions, yet we don't put in the effort to label these things upfront or build this into our internal operations. I think if we want to be able to refer to sub policy categorization, we should approach this in a proactive not a reactive way.

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From: [redacted]@fb.com>
Sent: Sunday, February 28, 2021, 12:01 PM
To: [redacted]

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Cc: [redacted] Joel Kaplan; [redacted]

Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Also adding in [redacted]s response from earlier today, thread split. Basically I'm asking if we can tell them in advance that we are prepared for #2 tomorrow, and we believe that we can make valuable progress, but that unfortunately we need more time to give them accurate data for #1.

Based on the metrics escalation on Friday, the breakdown of claims was from "some arbitrary queries some DS ran without any context" - this stuff is valuable but we need it to be done right so that we share stats that are accurate and not rush something that ends up being simply wrong. There does seem to be a process breakdown here, I'm not exactly sure where as [redacted] & I were only on the tail end of it. Rather than last minute try to approve bad stats, we need to ensure this is coordinated well in advance so that the work can be done.

Stepping back, are there two different things the WH might be trying to do, based on the questions being asked (credit to [redacted] for the framework):
1/ Holding us accountable for our execution on misinfo
2/ Understanding what the discourse is about the vaccine

#1 is always going to be an uphill battle, we will not be perfect and any miss will be amplified.
The breakdown question seems to hint they are interested in #2 as well. Should we lean in more in order to reframe this to #2, for example offering CrowdTangle dashboards (like we did for Secretaries of State for voting; I believe we've given the WHO a dashboard like this). We can make ourselves a helpful partner as they seek to understand what people are saying.

From: [redacted]@fb.com>
Date: Sunday, February 28, 2021 at 11:59 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Is it an option to delay/reset expectations for the meeting? It seems like we set expectations on February 23 that we'd come back with this data on March 1 – sounds like we got a little ahead of ourselves. [redacted] I wonder if we should tell them that we think it's valuable for us to meet to discuss the substantive themes so that we can make progress on the authoritative information side, but that we're still working through data accuracy issues – so we can't really have the data-based conversation tomorrow. I know that's not ideal (and we'll debrief on my side to make sure that we don't end up in this spot on the eve of meetings in the future), but I wonder if that's better than either putting ourselves in an uncomfortable spot on data or making them angry by seeming to waste their time.

From: [redacted]@fb.com>

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Date: Sunday, February 28, 2021 at 11:56 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Hi all,

As [redacted] and I shared last week, unfortunately, we are not supportive of sharing these percentage breakdowns:

- These are not prevalence estimates and should not be described as such. These are based on content we enforced.
- We do not have standard categorization of claims into themes through manual review or classifiers. The data is not logged by theme.

For context, these were obtained from an IC in LON, outside of our normal Data Transparency process.

The risk of sharing exact percentages is undermining the credibility of other numbers we share.

The alternative is sharing that these are examples of top themes across the M&H content we found and enforced on. We discussed potentially describing our banking process to highlight how we cluster and fan out on content - a process that gives us scale, but does not yield exact sizing of themes.

[redacted]

From: [redacted]@fb.com>
Sent: Sunday, February 28, 2021 11:20 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

[redacted]

I think we're aligned on the comms side that Option A (with the caveats) is the best approach to attempt to avoid a public spat with the administration. And gives us best response should they leak it, something like: "cooperating with WH, these are only rough estimates, we have initiated a work-stream that's showing results"

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On Feb 28, 2021, at 10:50 AM, [redacted]@fb.com> wrote:

I defer to others on what metrics and data can/should be shared, but two flags –
(1) we aren't currently removing claims that the vaccine contains aborted fetal tissue – I asked on Friday for more follow up on the imminent physical harm assessment (which the CDC can provide), but that claim isn't on our remove list yet, so hopefully we didn't tell anyone that we are removing it.
(2) Are we sending the right people to this meeting? If WH wants to talk about data & metrics and not policy, it seems like we're setting ourselves up for trouble by sending only policy people.

From: [redacted]@fb.com>
Sent: Sunday, February 28, 2021 8:07 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: FOR DECISION: White House Request on Covid Vaccine Misinfo Themes and Prevalence

Good morning—apologies for the Sunday email—we are working to resolve a question around what information we can share in a Covid misinformation briefing with the White House scheduled for tomorrow. Hoping to get further guidance. Details below, thanks for your attention.

The White House asked us for a meeting to specifically discuss our metrics and data on COVID-19 misinformation which will be held on March 1 at 3pm EST. Feedback from the WH in our last meeting with them on Feb 23rd was that they want to see the following information:

1. Top themes we are seeing around Covid-19 misinfo and how it is manifesting on our platform
2. Granular insight into data that we have that can speak to our execution of our misinfo guidelines
3. Our approach to sharing authoritative information
4. Info on misinfo take downs and enforcement
5. Our approach on content we don't remove

They gave us tough feedback that they don't want to hear our normal policy overview and that if we are unable to provide more granular information around what we are seeing on the platform as well as our work to enforce our policies, it will be viewed as a disappointment.

This week we sent them a list of recent themes that we see on our platform that we are removing:

Theme 1: Vaccine Toxicity: Claims that the vaccine contains aborted fetal tissue, has microchips embedded in it, toxic levels of aluminum, etc.

Theme 2: False Claims About Side Effects of Vaccine: Claims that vaccines will cause autism, the vaccine

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changes DNA, causes infertility, etc.

Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: That you are more likely to die after the COVID vaccine than after the flu vaccine.

Theme 4: Downplaying Severity of COVID-19: Claims that COVID-19 is a hoax, not any worse than the flu, etc.

They responded positively but asked as follow up: *"Can you give us a sense of volume on these, and some metrics around the scale of removal for each?"*

They have a strong perception that we are not doing enough, and we want to respond to their clear requests when we can.

We do have a general percentage breakdown of these themes against overall COVID violations but it has not cleared STAT review:

Theme 1: Vaccine Toxicity: 15% of all COVID Violations.

Theme 2: False Claims About Side Effects of Vaccine: 3-5% of all COVID violations.

Theme 3: Comparing the Covid Vaccine to the Flu Vaccine: 1% of all COVID violations

Theme 4: Downplaying Severity of COVID-19: Totals to ~45% of all COVID violations.

These percentages were not able to go through Stat review and we understand they were not approved to share, but we are flagging that we believe sharing some breakdown for prevalence of these four themes will help to build credibility with this hostile audience, by responding directly to a question about the four themes. We would of course offer a caveat that these are rough estimates and only based on trends we are seeing from the last few weeks.

While the percentages don't answer the exact question posed by the White House team, they at least demonstrate some commitment on our end to meet their request. Moving forward, we do think it is important to start to share more information with them that will be helpful and we will work with the Data Transparency team to determine what can be shared on an ongoing basis that is more specific to their needs.

For decision:

Option A: Share these as rough percentages verbally and explain these are new stats that are not public and not to be shared. For example, *The claims around COVID-19 are quite dynamic given that the information we have is evolving rapidly; however, our preliminary look at recent data shows that approximately 45 percent of the*

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content on our platforms falls into the general category of downplaying the severity of the COVID-19 disease, including claims that no one has died from coronavirus or that the death toll is much lower than official figures. Approximately 15 percent of the recent claims deal with vaccine toxicity, including claims that the vaccines contain harmful ingredients or microchips. False claims about COVID-19 vaccine side-effects and claims comparing the COVID-19 vaccine to the flu vaccine account for approximately 3 percent and 1 percent of claims on our platforms respectively.

Option B: Discuss these themes in more relative terms. For example, we could say *"Theme 4 accounts for close to half of the violations, followed by Theme 1. We see Theme 2 and 3 with less frequency."* Or *"The vast majority of these claims are Theme 4, followed by Themes 1, 2, and 3 in that order." Or* perhaps re rank them in order of prevalence

Option C: Say that we do not share this type of data.

Also, we wanted to share the talking points for the meeting here. The meeting is scheduled for 30 minutes so we won't get through all of the content included here, but we plan for this to be an ongoing discussion around our work to curb Covid misinformation on the platform.

Happy to organize a quick call Monday morning to discuss as well—as mentioned above the briefing is scheduled for 3:00 ET, and our team has scheduled a final walk through for 1:00 ET.

Thanks,

[redacted]

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Exhibit 10

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Slavitt, Andrew M. EOP/WHO
Sent: 3/15/2021 7:22:12 AM
Subject: Re: You are hiding the ball

Thanks Rob—I think there is a misunderstanding on what this story is covering with respect to research that's happening—I will call to clear up. Certainly not hiding the ball.

Also flagging our announcement that went live this morning—this is the announcement I mentioned on Friday's call.

https://about.fb.com/news/2021/03/mark-zuckerberg-announces-facebooks-plans-to-help-get-people-vaccinated-against-covid-19/

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Sunday, March 14, 2021 at 11:13 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: You are hiding the ball

https://www.washingtonpost.com/technology/2021/03/14/facebook-vaccine-hesistancy-qanon

Sent from my iPhone

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Exhibit 11

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Slavitt, Andrew M. EOP/WHO
CC: Flaherty, Rob EOP/WHO
Sent: 3/16/2021 4:17:59 PM
Subject: Re: [EXTERNAL] Re: You are hiding the ball

Thanks Andy, and apologies for the delay in getting back. We are absolutely invested in getting you the specific information needed to successfully manage the vaccine rollout. We want to share information with you that we trust is statistically significant and derived from sound analysis, so that it can actually be helpful. The information cited in the WaPo article over the weekend was leaked and was not vetted internally to understand how accurate it is or the ramifications that could result from it. But I understand your point regarding how we communicate, and that we need to share information with you in a way that prioritizes what we are seeing in as close to real time as possible. I'd like to set up a conversation with our research leads to walk your team through ongoing research we are currently conducting and our approach; and then we can prioritize sharing results as quickly as possible.

Moreover, the data we sent on Friday and will continue to send throughout the year represents the information we are using internally to shape our own thinking on this content—we believe this data addresses many of the questions that have been posed (because it has been so helpful to guide our own internal efforts). We'd appreciate the opportunity to go through it in detail with whomever is interested on your team.

I know you're extremely busy. If it's ever helpful to connect by phone instead of over email I am at [redacted]

[redacted]

From: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 15, 2021 at 7:11 PM
To: [redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO [redacted]
Subject: Re: [EXTERNAL] Re: You are hiding the ball

[redacted]

I appreciate being copied on the note. It would nice to establish trust. I do feel like relative to others, interactions with Facebook are not straightforward and the problems are worse— like you are trying to meet a minimum hurdle instead of trying to solve the problem and we have to ask you precise questions and even then we get highly scrubbed party line answers. We have urgency and don't sense it from you all. 100% of the questions I asked have never been answered and weeks have gone by.

Internally we have been considering our options on what to do about it.

Regards,

Andy

Sent from my iPhone

On Mar 15, 2021, at 6:42 PM, [redacted]@fb.com> wrote:

Thanks, Rob. Called and left you a message earlier. I understand why you'd read the WaPo piece and come away feeling like we are not leveling with you. The piece inflated unconfirmed and leaked work that's being done by a small team. It's exploratory work and is not close to being a finalized work product - in fact the team that briefed

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you (including me) wasn't aware of the work at the time we briefed you. This was not a "massive study" as depicted by the Post - this was a small team experimenting with applying a relatively new system to COVID19 content. At any given time, there are many research projects similar to this being conducted by data scientists across the platform--as we've discussed, we're working hard to understand and address this type of content. Our definition of vaccine hesitancy is evolving - it is not a mature concept. This is early work and we have not gone through the kind of quality assurance we'd usually do before sharing the learnings externally. The data that leaked and was reported on should not be interpreted to be anything more than one of many efforts underway to better inform how we tackle this problem. As we develop them further, we will definitely keep you updated.

We obviously have work to do to gain your trust. You mention that you are not trying to play "gotcha" with us—I appreciate the approach you are taking to continued discussions. We are also working to get you useful information that's on the level. That's my job and I take it seriously—I'll continue to do it to the best of my ability, and I'll expect you to hold me accountable.

If interested, I can schedule time to give you more context on how this work is done and why we wouldn't include it in a briefing.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 15, 2021 at 1:10 PM
To: Brian Rice <brianrice@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: You are hiding the ball

I don't think this is a misunderstanding, Brian. I've been asking you guys pretty directly, over a series of conversations, for a clear accounting of the biggest issues you are seeing on your platform when it comes to vaccine hesitancy, and the degree to which borderline content – as you define it – is playing a role. I've also been asking for what actions you have been taking to mitigate it as part of your "lockdown" – which in our first conversation, was said to be in response to concerns over borderline content, in our 1:1 convo you said was not out of any kind of concern over borderline content, and in our third conversation never even came up.

You said you would commit to us that you'd level with us. I am seeing in the press that you have data on the impact of borderline content, and its overlap with various communities. I have asked for this point blank, and got, instead, an overview of how the algorithm works, with a pivot to a conversation about profile frames, and a 45-minute meeting that seemed to provide you with more insights than it provided us.

I am not trying to play "gotcha" with you. We are gravely concerned that your service is one of the top drivers of vaccine hesitancy – period. I will also be the first to acknowledge that borderline content offers no easy solutions. But we want to know that you're trying, we want to know how we can help, and we want to know that you're not playing a shell game with us when we ask you what is going on.

This would all be a lot easier if you would just be straight with us.

From: [redacted]@fb.com>
Sent: Monday, March 15, 2021 10:22 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: You are hiding the ball

Thanks Rob—I think there is a misunderstanding on what this story is covering with respect to research that's happening—I will call to clear up. Certainly not hiding the ball.

Also flagging our announcement that went live this morning—this is the announcement I mentioned on Friday's call.

>>https://about.fb.com/news/2021/03/mark-zuckerberg-announces-facebooks-plans-to-help-get-people-

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vaccinated-against-covid-19/<<;

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Sunday, March 14, 2021 at 11:13 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: You are hiding the ball

>>https://www.washingtonpost.com/technology/2021/03/14/facebook-vaccine-hesistancy-qanon<<;

Sent from my iPhone

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Exhibit 12

Email correspondence between Facebook and the White House

From: Nick Clegg <</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: Slavitt, Andrew M. EOP/WHO
CC: [redacted]
Sent: 4/13/2021 9:18:06 AM
Subject: Re: [EXTERNAL] Re: Connecting

Hi Andy

Hope this finds you well?

Re the J+J news, we're keen to amplify any messaging you want us to project about what this means for people - it obviously has the risk of exacerbating vaccine hesitancy, so we're keen to get ahead of the knock-on effect. Don't hesitate to tell me - or via your teams - how we can help to provide clarity/reassurance via Facebook.

All v best

Nick

On 3/29/21, 4:17 AM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

Nick,

I heard the same. Which is really nice given that things are starting to heat up on the topic. So thank you. Look forward to the follow up.

Sent from my iPhone

> On Mar 29, 2021, at 1:40 AM, Nick Clegg <[redacted]@fb.com> wrote:
>
> Andy - I'm told the first meeting between [redacted], who I suggested could serve as the best Facebook operational point of contact for your team, and Rob Flaherty on Friday went well. Do tell me if you hear otherwise - or if there are areas we should push on which haven't been covered?
>
> All best
>
> Nick
>
> On 3/19/21, 6:28 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:
>
> Thanks for the call. My mobile is [redacted]. Look forward to follow up. Really appreciate it.
>
> All the best. Andy
>
> Sent from my iPhone
>
>> On Mar 19, 2021, at 3:24 PM, Nick Clegg <[redacted]@fb.com> wrote:
>>
>> Hi Andy
>>
>> My cell as promised: [redacted]
>>
>> Plse don't hesitate to get in touch as/when needed - it was great to make initial contact, and I cannot stress enough the urgency and importance which we attach to this from the top of the company downwards.
>>
>> Best
>>
>> Nick
>>
>> On 3/16/21, 6:41 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

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>>
>> Nick
>>
>> Andy Slavitt. I'm working on the White House COVID team with Jeff Zients. If you have a few minutes this week I would love to connect. Thanks very much.
>>
>> Andy
>>
>> Sent from my iPhone
>>
>

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Exhibit 13

Internal Facebook email correspondence

Brief: Call with White House Senior Advisor on Covid-19

You are meeting with Andy Slavitt, White House Senior Advisor on the COVID-19 Response (AKA White House Covid Task Force) at his request. We should use this meeting to re-establish trust and demonstrate our commitment to being a strong partner in ending the pandemic. Andy thinks Facebook lacks urgency to meet the problem of Covid misinformation. Facebook staff has provided two briefings to White House staff on Facebook's approach to Covid misinformation, most recently on borderline vaccine hesitancy content last Friday. We also shared a long report with CMU on our Covid Symptom Survey data on vaccine intent and referred to it in the meeting. But two days later, the Washington Post published leaked research from a single data scientist regarding QAnon and vaccine hesitancy content on the platform. This led the White House to feel we were withholding relevant information, which undercut our message that we were being transparent about our approach and sharing relevant data.

LOGISTICS

- **Date/ Time:** Friday, March 19, 2021 | 11:30 - 12:00 PM PT
- **Zoom:** Link here | Meeting ID: 161 703 1973| Password: 246419
- **Appropriate greeting:** Andy
- **FB Attendees:** Nick Clegg, [redacted]
- **External Attendees:** Andy Slavitt (Andy could be joined by Rob Flaherty, WH Digital Director, who has been most engaged at the White House on FB and misinformation)
- **Flags:** Andy has communicated by email to [redacted] flagging his concern, lack of trust, and what he perceives to be non-responsiveness to questions around COVID-19 misinfo.
    - "I appreciate being copied on the note. It would be nice to establish trust. I do feel like relative to others, interactions with Facebook are not straightforward and the problems are worse— like you are trying to meet a minimum hurdle instead of trying to solve the problem and we have to ask you precise questions and even then we get highly scrubbed party line answers. We have urgency and don't sense it from you all. 100% of the questions I asked have never been answered and weeks have gone by."
- **Tone:** Concerned, understanding Andy's and the White House's point of view. Looking for ways to collaborate.
- **Last Exec Touchpoint**: Andy joined a WH call with several FB policy reps on 3/1 to talk about misinformation.

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MEETING GOALS

1. Build trust and demonstrate that we are committed to being a strong partner
2. Make clear that we are not trying to hide anything, and we are sharing what we think is most helpful and will work to share more based on what the White House views as helpful info. Offer up further briefings on the survey data we shared Friday, ongoing integrity efforts [**TBC - subject to discussions with Molly et al tomorrow morning**], ongoing research efforts that are not complete [**TBC**], and policy updates that we are in the process of making.
3. Reinforce messages we have shared before about our work on misinfo and harmful content. Reiterate that experts have told us that removal is not always the answer for a number of reasons - namely that being able to engage in debate and learn drives behavior change. That is why amplifying authoritative information is a key part of our strategy (consistent with WaPo op ed)

KEY MESSAGES

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- **We have a sense of urgency to get more people vaccinated**: This is a key goal of our company as a whole and we know it is yours too - we want to partner with you and work together.
- **We are not hiding info from you and are sharing what we find to be most helpful to our approach**:
    - We understand how the recent WaPo article could make it seem like there is critical information we have that we are not sharing. This is not true.
    - We have lots of ongoing research at any given time especially to better understand the space of vaccine hesitancy.
    - What was leaked in the Washington Post was just an experiment run by one data scientist and is not something we would normally share because it has not been validated.
    - We want to share information - like the CMU Covid Symptom Survey data we shared with you on Friday - that we have found internally as helpful to our efforts, and that we trust is statistically significant and derived from sound analysis, so that it can actually be helpful for you.
    - We would like the opportunity to further brief you on this data [**TBC**] and on ongoing research efforts that may not be complete so you have a better understanding of the kinds of things we are looking into].
    - [redacted] would be happy to brief you on our integrity efforts [**TBC**].
- **Combating misinformation is a top priority for our company**:
    - We know you are concerned about misinformation and content that could lead to vaccine hesitancy.
    - We are too and this is a top priority for our company across our family of apps.
    - We have made unprecedented updates to our policies and enforcement tooling and are removing more content that we think could lead to harm; we are also reducing the spread of content that isn't violating but we think could lead to hesitancy.
    - We are working on producing a 'top 1000' report which will show how many of the most widely viewed stories on FB contain vaccine hesitancy content. This will provide a picture of the most obvious / visible content. Getting the number as close to zero as possible means that people have to look much harder to find the content. We will be able to share this data with you. The teams are working on this, but it will take a number of weeks to get there - we can update you when we have a better idea of timescale.

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CONTEXT

- We have had ongoing conversations for the last year with the Biden campaign, transition, and now Administration around our approach to misinformation. While the campaign was focused mainly on enforcement of our misinfo policies, the White House is now focused on "the scope of the problem" of vaccine hesitancy content. They have told us in meetings that they are simply trying to understand what we are seeing as the scope of the problem so they can respond effectively.
- We purposely have focused the conversation mainly on offensive efforts such as product features we are launching to help increase mask wearing and vaccinations. They have reiterated that while they view proactive work as positive, they are mainly concerned with how we are treating misinfo defensively.
- We have now conducted two briefings on Covid on 3/1 and 3/12. Andy joined the first meeting, and the team shared that we are in a lockdown on Covid misinfo. This piqued Andy's interest and he asked follow up questions ("how close are you to being done? 10%? 50%?") to which we did not have a good answer. ('Lockdown' is the term that internal teams use to describe a defined

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time that they use to focus on a problem - in this case understanding what additional steps they would take on misinfo. [redacted] and [redacted] offered later that it should not have been mentioned, and asked [redacted] to walk back the statement about the lockdown and not mention it again). We followed up with an explanation that walked back the idea that we are in lockdown for a period of time before we actually implement solutions.

- Our second briefing was focused on borderline content on 3/12--this session was more productive but Andy did not attend. Prior to this meeting we sent the CMU Covid Symptom Survey (executive summary sent to you as a PDF) - which we believe answers many of the questions that they have. We were hoping for the next follow up to be a deep dive on this report.
- The progress made on 3/12 was unfortunately derailed once the Washington Post article came out over the weekend with leaked research linking vaccine hesitancy content with QAnon, which we did not cite in our meeting on Friday. They feel that we are hiding critical information from them, though this was just an experiment run by one data scientist and is not something we would share because it has not been fully validated.
- This resulted in some back and forth email correspondence with [redacted] where Andy and Rob Flaherty (White House Digital Director) explained that they felt Facebook is "hiding the ball," does not have a sense of urgency around these issues, and isn't answering their questions. They also offered it is being discussed within the broader White House. Last correspondence was an email from [redacted] on 3/16 in the evening; and then Andy reached out to Nick directly for a meeting. Full email correspondence is below.

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TALKING POINTS

Misinfo

Context:

- Andy has expressed concerns that FB is the #1 source of information for people who have decided not to get the vaccine. He said that despite what sound like good, valuable, valid policy efforts, we are not getting at the big picture and beyond policies vs measuring effect. [redacted] and [redacted] responded to this concern on the 03/01 briefing

Lines:

- We have made some recent changes to our policies that we think help us to be in the right place, and are continuing to make more.
    - In December, we began removing false claims about Covid-19 vaccines that could lead to imminent harm, including false claims about the safety, efficacy, ingredients or side effects. In February, we made some significant updates to our policies including removing widely debunked hoaxes and repeatedly fact checked hoaxes, content that we previously reduced visibility of but did not remove.
    - This has resulted in us removing significantly more content than we would for any other policy space.
    - For example, in Q4 last year, we removed over 1 million pieces of content on Facebook and Instagram globally for containing misinformation on COVID-19.
    - Since launching our new expanded policy on Feb 8th, we removed an additional 900K pieces of content in the US and more than 2M globally in just a few weeks since launch which shows the impact of these new expansions.
    - We aren't perfect and continue to try to better understand where the most problematic areas are and adjust our policies accordingly. We are working on other policy expansions

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that are not finalized yet but we would be happy to preview them with you as well. We want to partner with you here and understand exactly what will be most helpful for you.

- Experts have told us that removal is not always the answer for a number of reasons - namely that being able to engage in debate and learn drives behavior change. That is why amplifying authoritative information is also a key part of our strategy (WashPo opinion piece that mentions this attached as PDF to your package).
- When we see misinfo, we try to get out better information in the COVID-19 hub that we have had going since May 2020. We have surfaced over 2B hits to that hub, and a third of people actually click through.

Research

Context:

- After the WaPo article came out, there is a sense that we are "hiding the ball" on research that we are not sharing with them that they could find helpful. On Friday 3/12, after the meeting on borderline content, we shared the CMU Covid Symptom Survey results that we think will be very helpful with them. To date, we are sharing things that are internally validated so we know it is reliable and could help them, but are open to sharing work in progress too given the trust deficit. We have already offered meetings with data research leads to discuss ongoing work.

Lines:

- This space is ever evolving and we have many people working on experiments and research at any given time to better understand it. The information that was leaked was an exploratory analysis based on tools with limited precision and has not been fully caveated or validated. Many of the classifiers that we used for this study are still being built. [We would be happy to
- The information shared in the WaPo article was leaked and did not go through the kind of quality assurance we'd usually do before sharing. It's basically the equivalent of a junior staffer sharing a preliminary analysis internally -- it's not just not ready for external use, and it doesn't even meet our internal quality bar.
- The QAnon statements are based on an analysis last year that detected higher presence of QAnon content in these segments.
- This year's analysis did not check whether these segments still have high prevalence of QAnon. We have separate efforts pursuing QAnon reduction.
- We have focused our sharing with you on what we have validated —such as the CMU Covid Symptom Survey data we provided on Friday. This is the research we are using to guide our own efforts to increase vaccinations. We think it will be helpful for you too and would love to have our research director brief you on this and do a deep dive.
- [**TBC:** We can have our research director walk you through research that is ongoing - and not validated, and then when it is complete we can come back and share the results. We would love your feedback as well on areas to deep dive on].

<u>KEY STATS</u>

Covid-19 Misinfo Topline

- Removed over 12 million pieces of Covid-19 related misinformation that could lead to imminent physical harm - like false claims about cures or treatments.
- In Q4, we removed over 1 million pieces of content on Facebook and Instagram globally for containing misinformation on COVID-19 that may lead to imminent physical harm, such as

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content relating to fake preventative measures or exaggerated cures. Since launching our new expanded policy on Feb 8th, we removed an additional 900K pieces of content in the US and more than 2M globally in just a few weeks since launch which shows the impact of these new expansions.

FB as vaccine hesitancy source Topline

- We have connected over 2 billion people to authoritative information and resources through our Covid-19 Information Center
- And we're partnering with local and national health authorities like the CDC, local health agencies, the WHO and UNICEF to help them get out timely, accurate information on the coronavirus, often using free ads.
- We are running the largest worldwide campaign to promote authoritative information about vaccines: helping people find where and when they can get vaccinated, giving $120 million to promote vaccine and health info, and providing data to inform effective vaccine delivery and educational efforts to build trust in Covid-19 vaccines.
- We're also working to amplify content that directly serves communities where vaccine intent and access may be lower.

Deliverables that we have committed to

- **Crowdtangle full access:** We got an exception to grant the White House full access to Crowdtangle as of late last week for Covid research. We have offered them logins and training, but they have yet to initiate the onboarding. They were very happy to get this and are very familiar with this tool from prior work.
    - This will help the White House be able to better understand the trends and what content is gaining traction on our platform. The Crowdtangle team will also create a report every few weeks with a summary of trends. (This is the current support we provide CDC.)
- **Enforcement numbers for misinformation:** In the 3/1 meeting, we shared our most recent enforcement numbers and committed to sharing this out monthly; next share will be 4/1.
- **CMU Covid Symptom Survey:** We shared this data with them on Friday after the 3/12 meeting with executive summaries targeted towards their interests. There is a lot of helpful information in here that we think answers many of their questions and we want to do a briefing of this with them. We have committed to sharing regular updates of this survey data just as we do with the CDC team, who we worked with on survey questions.

<u>WATCHOUTS</u>

Data

- Andy is very interested in getting more data on "the scope of the problem" from us and we do not have this data to share externally. We interpret this as prevalence, which we do not currently track but are in the process of building (with low accuracy to date).
- [IF ASKED: why we can't provide data]
    - We want to share what will actually be helpful and not things that are speculation. The survey data we shared is what we have found to be the most helpful in guiding our efforts.
    - We have also committed to sharing out our misinformation enforcement metrics on a regular basis and we will continue to do this.
    - [If he asks for specific data, say you will check back with the team on this]

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Lockdown

- In a prior meeting, to show our commitment to these issues, we mentioned that we are in a XFN lockdown to sprint on efforts focused on misinfo and vaccine hesitancy. This was of particular interest to Andy and he wanted to know % completed, what deliverables were, etc. Teams on the call were not cleared to share that information and we haven't followed up on specifics since; Andy became frustrated and took this inability to answer as stonewalling / hiding.
- [If asked about lockdown]
    - This is just an internal term used for a focused sprint and just reflects that this work is a priority for us (as it has always been). Do not commit to sharing results of the sprint.

Authoritative info

- They don't care that much about our approach to amplifying authoritative info. When [redacted] mentioned the Covid Information Center, Rob audibly laughed. They feel the growing overabundance of misinfo outweighs and outpaces passive hub type offerings/product offerings.

BIO

ANDY SLAVITT | WHITE HOUSE SENIOR ADVISOR ON THE COVID-19 RESPONSE

Known as one of the most influential and prominent health care leaders in the U.S., Andy Slavitt served as Acting Administrator of the Centers for Medicare and Medicaid Services (CMS) from 2015-2017, and is currently Board Chair of the non-profit organization United States of Care. He currently serves as the White House Senior Advisor on the COVID-19 response. The full scope of his duties is unknown at this time, but he is a trusted add to the Biden team's response.

He is a graduate of the Wharton School and The College of Arts & Sciences at the University of Pennsylvania, and received an MBA from Harvard Business School. He is married to Lana Etheringto; they have two sons, Caleb and Zachary.

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APPENDIX

Relevant Email Correspondence:
From: Flaherty, Rob EOP/WHO <Robert.Flaherty@who.eop.gov>
Date: Monday, March 15, 2021 at 1:10 PM

To: [redacted]fb.com>

Cc: Slavitt, Andrew M. EOP/WHO <Andrew.M.Slavitt@who.eop.gov>

Subject: RE: You are hiding the ball

"I don't think this is a misunderstanding, [redacted] I've been asking you guys pretty directly, over a series of conversations, for a clear accounting of the biggest issues you are seeing on your platform when it comes to vaccine hesitancy, and the degree to which borderline content – as you define it – is playing a role. I've also been asking for what actions you have been taking to mitigate it as part of your "lockdown" – which

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in our first conversation, was said to be in response to concerns over borderline content, in our 1:1 convo you said was not out of any kind of concern over borderline content, and in our third conversation never even came up.

You said you would commit to us that you'd level with us. I am seeing in the press that you have data on the impact of borderline content, and its overlap with various communities. I have asked for this point blank, and got, instead, an overview of how the algorithm works, with a pivot to a conversation about profile frames, and a 45-minute meeting that seemed to provide you with more insights than it provided us.

I am not trying to play "gotcha" with you. We are gravely concerned that your service is one of the top drivers of vaccine hesitancy – period. I will also be the first to acknowledge that borderline content offers no easy solutions. But we want to know that you're trying, we want to know how we can help, and we want to know that you're not playing a shell game with us when we ask you what is going on.

This would all be a lot easier if you would just be straight with us."

*****

From: Slavitt, Andrew M. EOP/WHO <Andrew.M.Slavitt@who.eop.gov>
Sent: Monday, March 15, 2021 7:11 PM
To: [redacted]
Cc: Flaherty, Rob EOP/WHO
Subject: Re: [EXTERNAL] Re: You are hiding the ball

[redacted]

I appreciate being copied on the note. It would nice to establish trust. I do feel like relative to others, interactions with Facebook are not straightforward and the problems are worse— like you are trying to meet a minimum hurdle instead of trying to solve the problem and we have to ask you precise questions and even then we get highly scrubbed party line answers. We have urgency and don't sense it from you all. 100% of the questions I asked have never been answered and weeks have gone by.

Internally we have been considering our options on what to do about it.

Regards,

Andy

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Exhibit 14

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Slavitt, Andrew M. EOP/WHO
CC: [redacted]@who.eop.gov
Sent: 3/21/2021 8:24:43 PM
Subject: Follow up - Friday call w Nick

Andy,

Thanks for taking the time to connect on Friday. Per our discussion, I wanted to follow up with next steps:

1. **Consistent Product Team POC:** As discussed, we will make [redacted] who has been coordinating the product work that matters most to your teams, available on a regular basis. If it makes sense, we can schedule some time for [redacted] to connect with you and/or Rob (and whomever else makes sense) early this week.
2. **Sharing Additional Data:** Nick mentioned the new internal analytics that we are developing to help us understand and monitor the most viral COVID vaccine-related content. This is a top priority for us, and we will keep you updated on our progress and when we expect to be able to share the data with you.
3. **Levers for Tackling Vaccine Hesitancy Content**: You also asked us about our levers for reducing virality of vaccine hesitancy content. In addition to policies previously discussed, these include the additional changes that were approved late last week and that we'll be implementing over the coming weeks. As you know, in addition to removing vaccine misinformation, we have been focused on reducing the virality of content discouraging vaccines that does not contain actionable misinformation. This is often-true content, which we allow at the post level because experts have advised us that it is important for people to be able to discuss both their personal experiences and concerns about the vaccine, but it can be framed as sensation, alarmist, or shocking. We'll remove these Groups, Pages, and Accounts when they are disproportionately promoting this sensationalized content. More on this front as we proceed to implement.
4. **WhatsApp:** Finally--Nick mentioned the policies that apply to WhatsApp. WhatsApp's approach to misinformation focuses on limiting the virality of messages, preventing coordinated abuse, and empowering users to seek out reliable sources of information both in and out of the product. Our product includes features to limit the spread of viral content, such as forward limits and labels, privacy settings to help users decide who can add them to groups, and simple ways for users to block accounts and make reports to WhatsApp if they encounter problematic messages. Additional limitations we placed in April 2020 on forwarding of messages that have been forwarded many times reduced these kinds of messages by over 70%.

Along with these commitments, we'll continue to provide updated data from our COVID-19 Symptom Survey, and would be happy to walk through this data with our research director, if helpful.

Thanks again--and please let me know if there's anything I'm missing or can follow up to clarify.

[redacted]

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Exhibit 15

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Slavitt, Andrew M. EOP/WHO
Sent: 3/24/2021 6:42:30 AM
Subject: Re: [EXTERNAL] Re: Follow up - Friday call w Nick

Look forward to talking today at 4:00. [redacted] will plan on giving an overview of her role and the work across the teams at the top and of course will respond to questions, as that's the objective of having her in touch with you regularly over the coming weeks. One additional participant on our end will be [redacted]—just to make sure we're tracking all follow ups.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Tuesday, March 23, 2021 at 11:16 AM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Follow up - Friday call w Nick

Great. I can do 4!

From: [redacted]@fb.com>
Sent: Tuesday, March 23, 2021 11:03 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Follow up - Friday call w Nick

Rob--we're good to schedule around your avail Wednesday afternoon if that works.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 22, 2021 at 11:21 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Follow up - Friday call w Nick

[redacted]— I believe you mentioned in a previous conversation that large meetings like that are not the most productive way to exchange information on this topic. I certainly have not found them to be especially illuminating. If we're going to do another large format meeting, can you outline what you'll be bringing to the table? Otherwise, it seems like a smaller group may be more productive.

Sent from my iPhone

On Mar 22, 2021, at 10:58 PM, [redacted]@fb.com> wrote:

Thanks Rob—appreciate the context below. For the meeting with [redacted]—possible that we could aim for Wednesday? I'll rally our folks if you have a window in the afternoon that will work.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 22, 2021 at 4:51 PM

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To: [redacted]@fb.com>, Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up - Friday call w Nick

Awesome, [redacted] Similarly to how we're looking out for your gameplan on tackling vaccine hesitancy spread on your platform, we'll look out for how you plan to help close the gap on equitable access.

Had a chance to connect with Andy earlier to download on his call with Nick – seems like there's alignment here.

Excited to meet [redacted] Could talk tomorrow in the 4-5 hour ET tomorrow.

Afa sharing data, that's great. Again, as I've said, what we are looking for is the universe and scale of the problem. You noted that there is a level below sensational stories that get down-ranked, which took the form of general skepticism. I think it is helpful to know where you think the biggest issue is. I think we are all aligned that the problem does not sit in "microchips"-land, and that it seems plausible that the things that drive the most actual hesitancy sit in "sensational" and "skeptical." If you're downranking sensational stuff – great – but I want to know how effective you've seen that be from a market research perspective. And then, what interventions are being taken on "skepticism?" I could see a range of actions, including hitting them good information, boosting information from sources they've indicated they trust, promoting content from their friends who have been vaccinated.....what are you trying here, and again, how effective have you seen it be. And *critically*, what amount of content is falling into all of these buckets? Is there wider scale of skepticism than sensationalism? I assume given the Carnegie data and the studies I've seen in the press that you have this. While I think you and I both know that access to the study's toplines and a crowdtangle account aren't going to get us the info we're looking for, it shows to me that you at least understand the ask.

As I've said: this is not to play gotcha. It is to get a sense of what you are doing to manage this. This is a really tricky problem. You and I might disagree on the plan, but I want to get a sense of the problem and a sense of what you solutions are.

On whatsapp, which I may seem like I'm playing gotcha, but I guess I'm confused about how you're measuring reduction of harm. If you can't see the message, I'm genuinely curious – how do you know what kinds of messages you've cut down on? Assuming you've got a good mousetrap here, that's the kind of info we're looking for above: what interventions you've taken, and what you've found to work and not work? And how effective are you seeing the good information on Whatapp be? Are you doing crossplatform campaign work to try to reduce people's exposure on whatsapp? As we worry about equity and access, Whatsapp is obviously a central part of that given its reach in immigrant communities and communities of color.

You've given us a commitment to honest, transparent conversations about this. We're looking for that, and hoping we can be partners here, even if it hasn't worked so far. I know Andy is willing to get on the phone with Nick a couple of times per week if its necessary to get all of this.

Looking forward.

From: [redacted]@fb.com>
Sent: Monday, March 22, 2021 12:53 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up - Friday call w Nick

Thanks Andy. Also—wanted to flag a discussion we are scheduled to have with Dr. Cameron Webb regarding some work around equitable vaccine adoption—just a touch-base conversation to talk through ideas we have for closing the adoption gap in communities disproportionately impacted by Covid and to discuss how we can be supportive overall in the US re: an equity strategy. We were connected with Dr. Webb who scheduled the

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conversation—just didn't want any surprises.

From: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, March 22, 2021 at 9:37 AM
To: [redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up - Friday call w Nick

Thanks [redacted] Bob and I will c0onnect and follow up.

From: [redacted]@fb.com>
Sent: Sunday, March 21, 2021 11:25 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up - Friday call w Nick

Andy,

Thanks for taking the time to connect on Friday. Per our discussion, I wanted to follow up with next steps:

1. **Consistent Product Team POC:** As discussed, we will make [redacted] who has been coordinating the product work that matters most to your teams, available on a regular basis. If it makes sense, we can schedule some time for [redacted] to connect with you and/or Rob (and whomever else makes sense) early this week.
2. **Sharing Additional Data:** Nick mentioned the new internal analytics that we are developing to help us understand and monitor the most viral COVID vaccine-related content. This is a top priority for us, and we will keep you updated on our progress and when we expect to be able to share the data with you.
3. **Levers for Tackling Vaccine Hesitancy Content**: You also asked us about our levers for reducing virality of vaccine hesitancy content. In addition to policies previously discussed, these include the additional changes that were approved late last week and that we'll be implementing over the coming weeks. As you know, in addition to removing vaccine misinformation, we have been focused on reducing the virality of content discouraging vaccines that does not contain actionable misinformation. This is often-true content, which we allow at the post level because experts have advised us that it is important for people to be able to discuss both their personal experiences and concerns about the vaccine, but it can be framed as sensation, alarmist, or shocking. We'll remove these Groups, Pages, and Accounts when they are disproportionately promoting this sensationalized content. More on this front as we proceed to implement.
4. **WhatsApp:** Finally--Nick mentioned the policies that apply to WhatsApp. WhatsApp's approach to misinformation focuses on limiting the virality of messages, preventing coordinated abuse, and empowering users to seek out reliable sources of information both in and out of the product. Our product includes features to limit the spread of viral content, such as forward limits and labels, privacy settings to help users decide who can add them to groups, and simple ways for users to block accounts and make reports to WhatsApp if they encounter problematic messages. Additional limitations we placed in April 2020 on forwarding of messages that have been forwarded many times reduced these kinds of messages by over 70%.

Along with these commitments, we'll continue to provide updated data from our COVID-19 Symptom Survey, and would be happy to walk through this data with our research director, if helpful.

Thanks again--and please let me know if there's anything I'm missing or can follow up to clarify.

[redacted]

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Exhibit 16

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]@who.eop.gov
Sent: 3/28/2021 5:51:23 PM
Subject: Follow up from Friday meeting--additional context re: WhatsApp

Rob,

Thanks again for meeting with us Friday. As discussed, we would love to set up some time with our research director Curtiss Cobb who could join [redacted] in our next meeting to brief you on our CMU Covid-19 Survey that we shared a few weeks ago. Let us know if you're interested in covering that this week.

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and "forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and**

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vaccines available via WhatsApp. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot mentioned above.

One other initiative we are focused on are partnerships with governments, private healthcare providers, and pharmacies to support COVID-19 vaccination efforts through chat tools on WhatsApp. We've launched these successfully so far in Indonesia, Brazil, South Africa, and Argentina, among other countries, and are very interested in exploring ways to replicate some of these efforts in the U.S., especially in boosting the vaccination effort within the Latinx community. We are in discussions with the CDC and with officials in California, Delaware, and Los Angeles, and we are keen to work together to expand the scope and reach of these partnerships.

Happy to schedule time to discuss any of this further.

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Exhibit 17

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
Sent: 4/1/2021 6:18:21 AM
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

Just checking back here—we can also shoot for early next week if that's easier at this point?

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Wednesday, March 31, 2021 11:58 AM
To: Flaherty, Rob EOP/WHO
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

More shortly on other WA questions—but wanted to provide times — can we shoot for a window late afternoon (4 or after) on either Thursday or Friday?

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From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Tuesday, March 30, 2021 7:35:08 PM
To: [redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Responses in line!

From: [redacted]@fb.com>
Sent: Sunday, March 28, 2021 8:51 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up from Friday meeting--additional context re: WhatsApp

Rob,

Thanks again for meeting with us Friday. As discussed, we would love to set up some time with our research director Curtiss Cobb who could join Lindsay in our next meeting to brief you on our CMU Covid-19 Survey that we shared a few weeks ago. Let us know if you're interested in covering that this week.

All for it. Thursday better than Friday for me. Send some times over and we can coordinate.

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

Very aware ☺

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You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and "forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

We have a thing where we can't click links from emails – can you send me the white paper?

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

Can you show me what this might look like? What kind of testing have you seen around effectiveness? Are there other tactics you've deployed? Does exposure to forwarded messages change in any way the kinds of positive information they're exposed to on Facebook or Instagram?

3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and vaccines available via WhatsApp**. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

How do they make the information available?

4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot

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mentioned above.

Is this true in other languages? I'm thinking specifically about languages that have prevalence in south Asian countries. And in the electoral context, what did you do there that worked and you're taking into this body of work?

One other initiative we are focused on are partnerships with governments, private healthcare providers, and pharmacies to support COVID-19 vaccination efforts through chat tools on WhatsApp. We've launched these successfully so far in Indonesia, Brazil, South Africa, and Argentina, among other countries, and are very interested in exploring ways to replicate some of these efforts in the U.S., especially in boosting the vaccination effort within the Latinx community. We are in discussions with the CDC and with officials in California, Delaware, and Los Angeles, and we are keen to work together to expand the scope and reach of these partnerships.

I guess I have the same question here as I do on Facebook on Instagram. Do you guys think you have this under control? You're obviously going to say yes to that, so I guess the real question is, as ever: how are you measuring success? Reduction in forwarding? Measured impact across Facebook properties?

Happy to schedule time to discuss any of this further.

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Exhibit 18

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Qureshi, Hoor EOP/WHO; Flaherty, Rob EOP/WHO
Sent: 4/1/2021 8:00:08 PM
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

6 pm Monday is locked. Thanks. Will send other attendees.

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From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, April 1, 2021 11:50:00 AM
To: [redacted]@fb.com>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Great! We can hold 6pm. [redacted] could you pass along any other folks/their emails that should be included on the invite?

Thanks!

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 11:45 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Got it—we will lock in any time that works for Rob in the pm.

Get Outlook for iOS

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, April 1, 2021 11:13:33 AM
To: [redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Meh actually I might not do that for now if we want to keep it small.

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 11:13 AM
To: [redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Monday's fine here! I'll probably want to bring [redacted] and [redacted] from our side with Andy coming if time allows.

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 10:13 AM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Checking w[redacted] and [redacted] in my end. May make more sense to look at Monday slots too if all the same?

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From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, April 1, 2021 9:38:13 AM
To: [redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Hi [redacted] Would 5pm today work? Otherwise, may have to push this to early next week!

Thanks,
Hoor

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 9:27 AM
To: [redacted]@fb.com>
Cc: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Ack sorry. Adding Hoor – tomorrow probably easier than today at this point (which is my fault!)

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 9:18 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Just checking back here—we can also shoot for early next week if that's easier at this point?

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From: [redacted]@fb.com>
Sent: Wednesday, March 31, 2021 11:58 AM
To: Flaherty, Rob EOP/WHO
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

More shortly on other WA questions—but wanted to provide times — can we shoot for a window late afternoon (4 or after) on either Thursday or Friday?

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Sent: Tuesday, March 30, 2021 7:35:08 PM
To: [redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Responses in line!

From: [redacted]@fb.com>
Sent: Sunday, March 28, 2021 8:51 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up from Friday meeting--additional context re: WhatsApp

Rob,

Thanks again for meeting with us Friday. As discussed, we would love to set up some time with our research director [redacted] who could join [redacted] in our next meeting to brief you on our CMU Covid-19 Survey that

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We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

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(IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

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Happy to schedule time to discuss any of this further.

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Exhibit 19

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=11F19CAE08CE44AD985D2E4840A683EC>
To: Qureshi, Hoor EOP/WHO
BCC: [redacted] Flaherty, Rob EOP/WHO
Sent: 4/13/2021 7:15:56 AM
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

Rob/ [redacted] to bcc

Good morning, Hoor!

[redacted] and team can accommodate 11am or 2pm ET tomorrow, Wed 4/14th.
Please let me know if either of these options work for Rob.

Thanks!
[redacted]

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Saturday, April 10, 2021 at 6:18 PM
To: [redacted] <[redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Sure! What times work well on your end those days?

From: [redacted] <brianrice@fb.com>
Sent: Saturday, April 10, 2021 5:31 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO [redacted]@who.eop.gov>
Cc: [redacted] [redacted]@fb.com>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Thanks Hoor—I think tough to do on Monday now—possible to shoot for Tuesday or Wednesday slots?

From: Qureshi, Hoor EOP/WHO [redacted]@who.eop.gov>
Date: Saturday, April 10, 2021 at 11:50 AM
To: [redacted] <[redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Hi [redacted]! Sorry for the delay here. We could look at any time between 2-4pm for this, or 6pm?

Let me know what works on your end.

From: [redacted] <[redacted]@fb.com>
Sent: Thursday, April 8, 2021 4:09 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO [redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@fb.com>

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Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Hi Hoor—we had ended our last chat by planning to put regular time on the calendar for Mondays (and then we can take down sessions if we don't have anything to cover). Can you help ID time that would work for Rob (and others as your team deems appropriate) for this coming Monday to follow up on our conversation from earlier this week?

From: [redacted] <[redacted]@fb.com>
Date: Monday, April 5, 2021 at 1:06 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Rob EOP/WHO [redacted]@who.eop.gov>
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

Hoor,

Sorry for the delay—I'll be joined by [redacted] 6:00. [redacted] is our research director and will plan to walk through the Covid survey.

From: Qureshi, Hoor EOP/WHO [redacted]@who.eop.gov>
Date: Thursday, April 1, 2021 at 11:50 AM
To: [redacted] <[redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Great! We can hold 6pm. [redacted], could you pass along any other folks/their emails that should be included on the invite?

Thanks!

From: [redacted] <[redacted]@fb.com>
Sent: Thursday, April 1, 2021 11:45 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Got it—we will lock in any time that works for Rob in the pm.

Get Outlook for iOS

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, April 1, 2021 11:13:33 AM
To: [redacted] <[redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Meh actually I might not do that for now if we want to keep it small.

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 11:13 AM
To: [redacted] <[redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Monday's fine here! I'll probably want to bring [redacted] and [redacted] from our side with Andy coming if time allows.

From: [redacted] <[redacted]@fb.com>

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Sent: Thursday, April 1, 2021 10:13 AM
To: Qureshi, Hoor EOP/WHO [redacted]@who.eop.gov>
Cc: Flaherty, Rob EOP/WHO [redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Checking w [redacted] and [redacted] in my end. May make more sense to look at Monday slots too if all the same?

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From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, April 1, 2021 9:38:13 AM
To: [redacted] <[redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Hi [redacted]! Would 5pm today work? Otherwise, may have to push this to early next week!

Thanks,
Hoor

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 9:27 AM
To: [redacted] <[redacted]@fb.com>
Cc: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Ack sorry. Adding Hoor – tomorrow probably easier than today at this point (which is my fault!)

From: [redacted] <[redacted]@fb.com>
Sent: Thursday, April 1, 2021 9:18 AM
To: Flaherty, Rob EOP/WHO [redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Just checking back here—we can also shoot for early next week if that's easier at this point?

Get Outlook for iOS

From: [redacted] <[redacted]@fb.com>
Sent: Wednesday, March 31, 2021 11:58 AM
To: Flaherty, Rob EOP/WHO
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

More shortly on other WA questions—but wanted to provide times — can we shoot for a window late afternoon (4 or after) on either Thursday or Friday?

Get Outlook for iOS

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Tuesday, March 30, 2021 7:35:08 PM
To: [redacted] <[redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Responses in line!

From: [redacted] <[redacted]@fb.com>

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Sent: Sunday, March 28, 2021 8:51 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up from Friday meeting--additional context re: WhatsApp

Rob,

Thanks again for meeting with us Friday. As discussed, we would love to set up some time with our research director [redacted] who could join [redacted] in our next meeting to brief you on our CMU Covid-19 Survey that we shared a few weeks ago. Let us know if you're interested in covering that this week.

All for it. Thursday better than Friday for me. Send some times over and we can coordinate.

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

Very aware 😊

You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and "forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

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A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

We have a thing where we can't click links from emails – can you send me the white paper?

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

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Can you show me what this might look like? What kind of testing have you seen around effectiveness? Are there other tactics you've deployed? Does exposure to forwarded messages change in any way the kinds of positive information they're exposed to on Facebook or Instagram?

3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and vaccines available via WhatsApp**. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

How do they make the information available?

4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot mentioned above.

Is this true in other languages? I'm thinking specifically about languages that have prevalence in south Asian countries. And in the electoral context, what did you do there that worked and you're taking into this body of work?

One other initiative we are focused on are partnerships with governments, private healthcare providers, and pharmacies to support COVID-19 vaccination efforts through chat tools on WhatsApp. We've launched these successfully so far in Indonesia, Brazil, South Africa, and Argentina, among other countries, and are very interested in exploring ways to replicate some of these efforts in the U.S., especially in boosting the vaccination effort within the Latinx community. We are in discussions with the CDC and with officials in California, Delaware, and Los Angeles, and we are keen to work together to expand the scope and reach of these partnerships.

I guess I have the same question here as I do on Facebook on Instagram. Do you guys think you have this under control? You're obviously going to say yes to that, so I guess the real question is, as ever: how are you measuring success? Reduction in forwarding? Measured impact across Facebook properties?

Happy to schedule time to discuss any of this further.

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Exhibit 20

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS /CN=801D8F2FAB0F4236A38CD9150799E9DE-[redacted]>
To: [redacted]
Sent: 4/7/2021 5:44:31 PM
Subject: Re: Top Entities / Enforcement

Thanks for the heads up; I obviously agree with all of this. There is an underlying assumption that all of these entities are bad (and some of them are, I'm sure) but even some of the 38 Disinfo Dozen entities were completely benign. To really push farther than what we have already done would likely be out of the misinfo realm, since vaccine hesitancy is often or mostly not misinfo. A few ideas that come to mind:

- Major change to DVDE: Only require 1 CS strike and lower the amount of B2V required
- DVDE but without any CS strike requirement
- Make B2V part of the Community Standards

The last one is the nuclear option but also the one most likely to have a meaningful impact.

From: [redacted]@fb.com>
Date: Wednesday, April 7, 2021 at 5:59 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

I think it would be something like that *but I also feel it's fair for us to really push leadership (or Partnerships to channel external feedback) on what they believe is problematic about these Pages. I think it's that these people are vaccine hesitant, and they drive traffic to their off platform webpages. But before we explore a policy around this we should be sure we agree in principle we find this problematic. I don't personally understand why we're leaning into the research that suggests vaccine hesitancy needs to be met with education/information/sensitivity and also still beating on the "remove more" drum.

From: [redacted]@fb.com>
Date: Wednesday, April 7, 2021 at 2:53 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

Thanks for flagging. Would our next policy option basically be the DVDE policy, but without requiring CS strikes as a check? Wondering if it's helpful to have ops run that test on the "problematic" entities we haven't removed (when they get it) to understand the impact.

From: [redacted]@fb.com>
Date: Wednesday, April 7, 2021 at 2:35 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: FW: Top Entities / Enforcement

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[redacted] and [redacted] .. FYI we may be asked to do even further policy development on vaccine hesitancy entities. I see ball in other teams' court right now -- ie Ops/Product/Partnerships need to get us a list of "problematic" entities we haven't removed, [redacted] needs to send us the TPs she's drafting as to why (and I'm sure we'll need to provide input though foundation is the work [redacted] already done), and then we can get leadership steer on whether they want us/[redacted] OCP to come up with options to address the perceived "gaps." Will keep you posted on how this convo with [redacted] plays out.

From: [redacted]@fb.com>
Date: Wednesday, April 7, 2021 at 2:29 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]<jcantarella@fb.com>
Subject: Re: Top Entities / Enforcement

+ [redacted] given they are also pulling a tracker of enforcement across all associated disinfo dozen entities

---

From: [redacted]@fb.com>
Sent: Wednesday, April 7, 2021 2:04 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]<[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

[redacted]

Thanks, would be good to meet to discuss. What is the right group? SR, Comms, Partnerships, Policy, and Product?

Here's what I think the situation is (LMK if my summary is incorrect).

1) We were under intense criticism (including from WHO and US Government) to remove "superspreading" vaccine hesitancy entities in January—to the point where it was overshadowing our ability to engage with partners on proactive work. This was primarily driven by 2 lists of <500 such entities from external reporting (one from CCDH, one from NewsGuard).
2) In response, we announced updated policies in late January/early February and committed to removing more of these entities over time (and did an initial batch of removals in February). This helped reset some of the relationships, but these partners are/were expecting meaningful progress.
3) It's now April. We don't actually know how many of these entities we've removed, but we believe it's the minority. We have a new policy (DVDE) landing; but, we don't know how many additional entities will get removed under this policy, and we also believe it'll be the minority.
4) At the same time, we're starting to get growing external criticism about how slowly we've been implementing our updated policies (for example, [redacted] was asked about a few of these in US congressional testimony in late March; similarly WHO sent to us an article last week).
5) Given the above, it seems valuable to:
a) Understand how many of the above entities are have removed or are on track to being removed;
b) For the ones we are not on track to remove, determine whether we feel like our position is defensible to partners (in which case we should arm

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Comms/Pships with clear talking points); or whether we should entertain additional options on substance (in which case we should tee these up).
6) My instinct is understanding this sooner vs. later is important, otherwise we may risk a repeat of the January escalations/have a setback in our external narrative and partner relationships, among other things.

[redacted]

From: [redacted]@fb.com>
Sent: Wednesday, March 31, 2021 5:05 PM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

[redacted] - I know you're on vacation this week so let me know if I should set up some time to discuss when you're back.

Sent from my iPhone

On Mar 31, 2021, at 7:35 PM, [redacted]@fb.com> wrote:

Hi [redacted]

So far we've found most of the accounts associated with the CCDH "dirty dozen" do not violate our status quo policies and won't come down under our DVDE policy. Our goal in developing the DVDE policy was to create a policy to take down entities dedicated to spreading vaccine misinfo. What we're observing is these high profile entities, who are sophisticated actors, seem to have changed their behaviors, or at least do not now seem to be sharing much explicit vaccine misinformation and vaccine discouraging content on platform. We're looking to pull some examples of entities that will come down to make a stronger case for the impact of the policy, but we may have to defend that we've seen a behavior change and these entities are not spreading the content perceived as problematic on our platforms to the extent people believe this is happening.

Very glad to discuss further if it would help.

[redacted]

From: [redacted]@fb.com>
Date: Wednesday, March 31, 2021 at 11:06 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

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Thanks [redacted] – totally understand where you are coming from. Adding [redacted] and [redacted] here who are overseeing the analysis and can help answer these questions further.

On 1 – my understanding of the ongoing review that [redacted] is overseeing is related to the 12 individuals that were flagged by CCDH which is actually associated with roughly 37 entities.

On 2 – DVDE is expected to launch this Friday. A set of entities are going to get notice that our rules have changed and then enforcement starts April 5 on escalation only and English only. Over the coming weeks we will expand to market FTEs and roll out in more languages.

As you know if they are posting vaccine hesitancy content, it is not removeable under current policies at the individual content level. The DVDE policy as it stands today is based on entities having previous misinfo strikes in addition to posting majority vaccine hesitancy content so the bar is high. Also, in terms of trends – my understanding is the main thing we are seeing is these entities posting to off platform sites and not actually posting vaccine hesitancy on platform which is why many aren't coming down (and may not unless the criteria for DVDE changes).

I'll let [redacted] weigh in and then if we need – I'm happy to set up a call for us all to discuss further if that works!

[redacted]

From: [redacted]@fb.com>
Date: Wednesday, March 31, 2021 at 1:21 PM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

Awesome, thank you!

1) When will we have this for the CCDH list, and is it just for the 12 entities or the bigger set they flagged in December?
2) When will DVDE be launched / will we have the broader analysis done?

The reason I'm pushing a bit on this is that I think one of the biggest things in both substance and legitimacy here is removing these large superspreaders. As you know this was one of the main things you helped us align on with [redacted] in January--and from an Offense perspective, this continues to be a headwind in our ability to engage with key partners and build trust.

Given that it's now 2 months since we announced our first actions here and it seems like our enforcement has not met external expectations (or my own internal ones), I think it'd be extremely helpful to know whether we're on track to get there by end of April.

For me, "on track" means substantial % of the things in these lists are taken down + Comms/Pships/Public Policy feels good about defending the ones we do not. If we're not "on track", I think valuable to tee that up in the next week or two so people aren't surprised, and so we can make an explicit decision to close (or to not close) faster. I think this will also help us get to a clearer shared understanding of "on track".

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Thanks,
[redacted]

From: [redacted]@fb.com>
Sent: Wednesday, March 31, 2021 8:43 AM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Top Entities / Enforcement

Hi [redacted] –

Def agree this would be helpful. We are working on something like this for the CCDH list. And then for the larger list we can work to get something like this going but I think it would be most helpful to evaluate once the DVDE entities policy has launched are more entities will likely come down. Bandwidth is pretty constrained right now but we will definitely work to get something like this as it would absolutely be useful!

[redacted]

From: [redacted]@fb.com>
Date: Monday, March 29, 2021 at 1:45 PM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Top Entities / Enforcement

Hey [redacted]

Following up on what you flagged to me as part of narrative prep:

Is there a way we can quantify how many of the NewsGuard and CCDH (January Disinfo Dozen + Dec report that references 425 entities + earlier report that profiles a lot of them) entities have been removed to date, and, of the ones that remain, which we expect to be removed by ~mid April (given the new policy updates) vs. which will remain up?

Something like a list of accounts with the below.
[Account] / [FB; or IG] / [Removed; or Up: Likely to Be Removed; or Up: Unlikely to Be Removed] / [# of Followers]

I think having this list would be super helpful in getting everyone to shared state to then inform further discussions (e.g. if we think vast majority will be removed in a few weeks and the remainder are defensible, that's very different than if the vast majority will still remain up even after the latest policy update).

I think it total we're talking about <500 entities total, 12 of which I think [redacted] was asked about in testimony last week.

Thanks,

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Exhibit 21

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]@who.eop.gov
Sent: 4/9/2021 11:15:53 AM
Subject: Follow up--WA responses
Attachments: IFCN Chatbot.png; Search the Web.png; Stopping-Abuse-white-paper.pdf; WHO Health Alert.png

Hi Rob,

Wanted to follow up on your additional questions about WhatsAp -- responses to your questions embedded in line and in blue below, along with a few attachments that are discussed in-line. Happy to discuss further.

Also—happy to schedule our next session with [redacted] for Monday if you're interested. I know she was hoping to bring her colleague [redacted] to brainstorm on some ideas with you and Courtney. We can do this Monday or anytime next week.

Thanks,

[redacted]

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

Very aware ☺

You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and

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"forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

We have a thing where we can't click links from emails -- can you send me the white paper?

White Paper is attached in PDF to this email.

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

Can you show me what this might look like? What kind of testing have you seen around effectiveness? Are there other tactics you've deployed? Does exposure to forwarded messages change in any way the kinds of positive information they're exposed to on Facebook or Instagram?

Attached is an image explaining how "Search the Web" functions on WhatsApp - and you can find more info at this link: https://blog.whatsapp.com/search-the-web?lang=en. As we have rolled out Search the Web over the past year, we have conducted research - through interviews and surveys - to understand how users interact with this feature, what level of awareness they have about it and particularly, how it is used by low digital literacy users. Along similar lines, we are continuing to experiment with different forward depths that classify a message as a "Highly Forwarded Message" and bring up the magnifying glass button for that message. We will use these insights to design further product features that limit virality on WhatsApp.

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With respect to your question about COVID-related information people may be exposed to Facebook and Instagram, that is not related to users' personal messaging activity on WhatsApp.

3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and vaccines available via WhatsApp**. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

How do they make the information available?

COVID-19 information is made available on WhatsApp by WHO, government health ministries, and third-party fact checkers through our WhatsApp Business API solution, which supports two-way conversational messaging and one-way notifications. These organizations access our API through approved business solutions providers (BSPs) to build chatbots on the WhatsApp Business API that are capable of returning automated responses to user queries. We support government partners by waiving WhatsApp fees associated with the API and making available Facebook ads credits to publicize these chatbots. For some fact checkers, we cover the BSP and end client costs through annual grants.

Users click on a link on the organization's website to open the chat or text "hi" to the chatbot's phone number. This brings them to a greeting message where they are presented with options to search for information on a COVID-related topic, access latest fact checks, or get tips to fight misinformation, among other things. The requested information is then provided in a variety of ways.

The WHO Health Alert on WhatsApp, for example, provides information about how vaccines work and how they are tested as a text message in response to a user query. It also provides users with links to videos of WHO's "*Science in 5*" series where scientists discuss commonly asked questions about the Covid-19 Vaccines. The latest edition of this discussion is also sent to the user's chat as an audio clip for ease of access.

The IFCN chatbot which leverages the CoronaVirusFacts Alliance database of COVID-19 misinformation allows users to search for fact checks based on keywords and will provide the latest fact-checks from networks in the user's country as determined by the user's phone number.

Screenshots of the WHO Health Alert and IFCN chatbot are attached.

4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-

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related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot mentioned above.

Is this true in other languages? I'm thinking specifically about languages that have prevalence in south Asian countries. And in the electoral context, what did you do there that worked and you're taking into this body of work?

We encourage our partners to make their resources available as widely as possible. The IFCN CoronaVirusFacts Alliance chatbot is already available in the US in 4 languages - English, Hindi, Spanish and Portuguese. The Search the Web feature is currently available in English, Spanish, German, Italian and French; we have been working to expand the feature and it's available to South Asian language markets in Android Beta (~25M users) but the quality of search results is not yet high enough for a full launch.

US 2020 was the biggest fact checking effort that WhatsApp supported and we're pleased that these efforts have helped to spur progress in the broader fact checking ecosystem. The partnerships we built with Telemundo and Univision, helped lead to both companies establishing their own specialized Spanish-language fact checking units - *El Detector* and *Verifica*, respectively - and hiring data analysts and translators to aid their fact checking efforts.

We are also proud of the work that we did with IFCN during the US 2020 election to help create a consortium of fact checkers, which allowed these organizations to pool resources and scale their operations. We have been building on the success of this model elsewhere in the world - including in India where we have worked with six Indian fact checking organizations to build a similar coalition that will consolidate fact checks and trends on a common website.

One other initiative we are focused on are partnerships with governments, private healthcare providers, and pharmacies to support COVID-19 vaccination efforts through chat tools on WhatsApp. We've launched these successfully so far in Indonesia, Brazil, South Africa, and Argentina, among other countries, and are very interested in exploring ways to replicate some of these efforts in the U.S., especially in boosting the vaccination effort within the Latinx community. We are in discussions with the CDC and with officials in California, Delaware, and Los Angeles, and we are keen to work together to expand the scope and reach of these partnerships.

I guess I have the same question here as I do on Facebook on Instagram. Do you guys think you have this under control? You're obviously going to say yes to that, so I guess the real question is, as ever: how are you measuring success? Reduction in forwarding? Measured impact across Facebook properties?

On WhatsApp, reduction in forwards is just one of the signals that we use to measure how well we are doing in reducing viral activity on our platform. We also ban accounts that engage in mass marketing or scam behaviors - including those that seek to exploit COVID-19 misinformation. Our efforts in this space are more comprehensive than anything that our peers in private messaging or SMS do, and we are constantly innovating to stay ahead of future challenges.

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We also track engagement with some of the tools available on WhatsApp that provide access to fact checks and other authoritative sources of information. For instance, 3 billion messages related to COVID-19 have been sent by governments, nonprofits and international organizations to citizens through official WhatsApp chatbots, and over 300 million messages have been sent over COVID-19 vaccine helplines on WhatsApp during the 1st quarter of 2021.

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Exhibit 22

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
Sent: 4/10/2021 2:33:25 PM
Subject: Re: Follow up--WA responses

Understood. I thought we were doing a better job through [redacted] responding to this – and we are working to get the data that will more clearly show the universe of the Covid content that's highest in distribution with a clear picture of what percentage of that content is vax hesitancy content, and how we are addressing it. I know Nick told Andy that would take a bit of time to nail down and we are working on that universe of data. I will make sure we're more clearly responding to your questions below.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, April 9, 2021 at 2:56 PM
To: [redacted] <[redacted]@fb.com>
Subject: RE: Follow up--WA responses

Thanks for this, [redacted]. Hoor should be trying to land a time.

Will say I'm really mostly interested in what effects the interventions and products you've tested have had on increasing vaccine interest within hesitant communities, and which ones have shown promise. Really couldn't care less about products unless they're having measurable impact. And while the product safari has been interesting, at the end of the day, I care mostly about what actions and changes you're making to ensure sure you're not making our country's vaccine hesitancy problem worse. I definitely have what I believe to be a non-comprehensive list of products you're building but I still don't have a good, empirical answer on how effective you've been at reducing the spread of vaccine-skeptical content and misinformation to vaccine fence sitters in the now-folded "lockdown." If [redacted] can speak to those things, great. [redacted] hasn't been able to, but I'm sure someone there can.

In the electoral context, you tested and deployed an algorithmic shift that promoted quality news and information about the election. This was reported in the New York Times and also readily apparent to anyone with cursory social listening tools. You only did this, however, after an election that you helped increase skepticism in, and an insurrection which was plotted, in large part, on your platform. And then you turned it back off. I want some assurances, based in data, that you are not doing the same thing again here.

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From: [redacted] <[redacted]@fb.com>
Sent: Friday, April 9, 2021 2:16 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up--WA responses

Hi Rob,

Wanted to follow up on your additional questions about WhatsAp -- responses to your questions embedded in line and in blue below, along with a few attachments that are discussed in-line. Happy to discuss further.

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Also—happy to schedule our next session with [redacted] for Monday if you're interested. I know she was hoping to bring her colleague [redacted] to brainstorm on some ideas with you and [redacted]. We can do this Monday or anytime next week.

Thanks,

[redacted]

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

Very aware 😊

Produced to HJC

You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and "forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

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We have a thing where we can't click links from emails – can you send me the white paper?

White Paper is attached in PDF to this email.

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

Can you show me what this might look like? What kind of testing have you seen around effectiveness? Are there other tactics you've deployed? Does exposure to forwarded messages change in any way the kinds of positive information they're exposed to on Facebook or Instagram?

Attached is an image explaining how "Search the Web" functions on WhatsApp - and you can find more info at this link: >https://blog.whatsapp.com/search-the-web/?lang=en<. As we have rolled out Search the Web over the past year, we have conducted research - through interviews and surveys - to understand how users interact with this feature, what level of awareness they have about it and particularly, how it is used by low digital literacy users. Along similar lines, we are continuing to experiment with different forward depths that classify a message as a "Highly Forwarded Message" and bring up the magnifying glass button for that message. We will use these insights to design further product features that limit virality on WhatsApp.

With respect to your question about COVID-related information people may be exposed to Facebook and Instagram, that is not related to users' personal messaging activity on WhatsApp.

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3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and vaccines available via WhatsApp**. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

How do they make the information available?

COVID-19 information is made available on WhatsApp by WHO, government health ministries, and third-party fact checkers through our WhatsApp Business API solution, which supports two-way conversational messaging and one-way notifications. These organizations access our API through approved business solutions providers (BSPs) to build chatbots on the WhatsApp Business API that are capable of returning automated responses to user queries.

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We support government partners by waiving WhatsApp fees associated with the API and making available Facebook ads credits to publicize these chatbots. For some fact checkers, we cover the BSP and end client costs through annual grants.

Users click on a link on the organization's website to open the chat or text "hi" to the chatbot's phone number. This brings them to a greeting message where they are presented with options to search for information on a COVID-related topic, access latest fact checks, or get tips to fight misinformation, among other things. The requested information is then provided in a variety of ways.

The WHO Health Alert on WhatsApp, for example, provides information about how vaccines work and how they are tested as a text message in response to a user query. It also provides users with links to videos of WHO's "*Science in 5*" series where scientists discuss commonly asked questions about the Covid-19 Vaccines. The latest edition of this discussion is also sent to the user's chat as an audio clip for ease of access.

The IFCN chatbot which leverages the CoronaVirusFacts Alliance database of COVID-19 misinformation allows users to search for fact checks based on keywords and will provide the latest fact-checks from networks in the user's country as determined by the user's phone number.

Screenshots of the WHO Health Alert and IFCN chatbot are attached.

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4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot mentioned above.

Is this true in other languages? I'm thinking specifically about languages that have prevalence in south Asian countries. And in the electoral context, what did you do there that worked and you're taking into this body of work?

We encourage our partners to make their resources available as widely as possible. The IFCN CoronaVirusFacts Alliance chatbot is already available in the US in 4 languages - English, Hindi, Spanish and Portuguese. The Search the Web feature is currently available in English, Spanish, German, Italian and French; we have been working to expand the feature and it's available to South Asian language markets in Android Beta (~25M users) but the quality of search results is not yet high enough for a full launch.

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We are also proud of the work that we did with IFCN during the US 2020 election to help create a consortium of fact checkers, which allowed these organizations to pool resources and scale their operations. We have been building on the success of this model elsewhere in the world - including in India where we have worked with six Indian fact checking organizations to build a similar coalition that will consolidate fact checks and trends on a common website.

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I guess I have the same question here as I do on Facebook on Instagram. Do you guys think you have this under control? You're obviously going to say yes to that, so I guess the real question is, as ever: how are you measuring success? Reduction in forwarding? Measured impact across Facebook properties?

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We also track engagement with some of the tools available on WhatsApp that provide access to fact checks and other authoritative sources of information. For instance, 3 billion messages related to COVID-19 have been sent by governments, nonprofits and international organizations to citizens through official WhatsApp chatbots, and over 300 million messages have been sent over COVID-19 vaccine helplines on WhatsApp during the 1st quarter of 2021.

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Exhibit 23

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Qureshi, Hoor EOP/WHO
Sent: 4/12/2021 4:09:42 PM
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

Sorry for delay Hoor—working to get you windows for Wednesday afternoon that work for our product leads. Be back shortly to confirm.

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Saturday, April 10, 2021 at 6:18 PM
To: [redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Sure! What times work well on your end those days?

From: [redacted]@fb.com>
Sent: Saturday, April 10, 2021 5:31 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Thanks Hoor—I think tough to do on Monday now—possible to shoot for Tuesday or Wednesday slots?

From: Qureshi, Hoor EOP/WHO <Hoor.Qureshi@who.eop.gov>
Date: Saturday, April 10, 2021 at 11:50 AM
To: [redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Hi Brian! Sorry for the delay here. We could look at any time between 2-4pm for this, or 6pm?

Let me know what works on your end.

From: [redacted]@fb.com>
Sent: Thursday, April 8, 2021 4:09 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Hi Hoor—we had ended our last chat by planning to put regular time on the calendar for Mondays (and then we can take down sessions if we don't have anything to cover). Can you help ID time that would work for Rob (and others as your team deems appropriate) for this coming Monday to follow up on our conversation from earlier this week?

From: [redacted]@fb.com>
Date: Monday, April 5, 2021 at 1:06 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>

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Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

Hoor,

Sorry for the delay—I'll be joined by [redacted], [redacted], [redacted] and [redacted] at 6:00. Curtiss is our research director and will plan to walk through the Covid survey.

From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Date: Thursday, April 1, 2021 at 11:50 AM
To: [redacted]@fb.com>, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Great! We can hold 6pm. Brian, could you pass along any other folks/their emails that should be included on the invite?

Thanks!

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 11:45 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Got it—we will lock in any time that works for Rob in the pm.

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From: Flaherty, Rob EOP/WHO <[redacted]y@who.eop.gov>
Sent: Thursday, April 1, 2021 11:13:33 AM
To: [redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Meh actually I might not do that for now if we want to keep it small.

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 11:13 AM
To: [redacted]@fb.com>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Monday's fine here! I'll probably want to bring [redacted] and [redacted] from our side with Andy coming if time allows.

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 10:13 AM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Checking w [redacted] and [redacted] in my end. May make more sense to look at Monday slots too if all the same?

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From: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>

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Sent: Thursday, April 1, 2021 9:38:13 AM
To: [redacted]@fb.com>
Cc: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Hi [redacted]! Would 5pm today work? Otherwise, may have to push this to early next week!

Thanks,
Hoor

From: Flaherty, Rob EOP/WHO
Sent: Thursday, April 1, 2021 9:27 AM
To: [redacted]@fb.com>
Cc: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Ack sorry. Adding Hoor – tomorrow probably easier than today at this point (which is my fault!)

From: [redacted]@fb.com>
Sent: Thursday, April 1, 2021 9:18 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Follow up from Friday meeting--additional context re: WhatsApp

Just checking back here—we can also shoot for early next week if that's easier at this point?

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From: [redacted]@fb.com>
Sent: Wednesday, March 31, 2021 11:58 AM
To: Flaherty, Rob EOP/WHO
Subject: Re: Follow up from Friday meeting--additional context re: WhatsApp

More shortly on other WA questions—but wanted to provide times — can we shoot for a window late afternoon (4 or after) on either Thursday or Friday?

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From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Tuesday, March 30, 2021 7:35:08 PM
To: [redacted]@fb.com>
Subject: RE: Follow up from Friday meeting--additional context re: WhatsApp

Responses in line!

From: [redacted]@fb.com>
Sent: Sunday, March 28, 2021 8:51 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Follow up from Friday meeting--additional context re: WhatsApp

Rob,

Thanks again for meeting with us Friday. As discussed, we would love to set up some time with our research director [redacted] who could join [redacted] in our next meeting to brief you on our CMU Covid-19 Survey that we shared a few weeks ago. Let us know if you're interested in covering that this week.

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All for it. Thursday better than Friday for me. Send some times over and we can coordinate.

We also wanted to follow up on your questions about WhatsApp. I'm sure you're already attuned to this, but think it's worth noting some of the key differences between a private messaging app like WhatsApp, and social media like Facebook and Instagram. Approximately 90 percent of the messages sent on WhatsApp are one-to-one, and the majority of group chats include fewer than ten people. WhatsApp does not promote content, and users do not build audiences or discover new people as they would on social media.

Very aware 😊

You're right that without being able to see the content of messages on WhatsApp, we're not able to measure prevalence (and, relatedly, reduction) of particular types of content. WhatsApp seeks to control the spread of misinformation and inform users through deliberate, content-agnostic product interventions -- things like labeling and limiting message forwards. The underlying idea there is that messages that did not originate from a close contact are less personal compared to typical messages sent on WhatsApp, and may be more prone to contain misinformation. The labels ("forwarded"; and "forwarded many times" if the message has been forwarded five times or more) are intended to prompt people to stop and think when they are reading a message and before they forward something, which may not be accurate. The forward limits (no more than five chats at time; one chat a time for highly forwarded messages), are intended to reduce their spread. As mentioned in my earlier note, when WhatsApp rolled out the limitation for highly forwarded messages to one chat at a time in April 2020, this resulted in a 70% reduction of those messages globally. Of course, not all forwards are misinformation, so these are by nature somewhat blunt tools, but they are important ones -- and ones that many other messaging services don't provide.

A few additional things to note:

1. WhatsApp also employs best-in-class spam detection technology to **spot accounts engaging in mass messaging behavior, so they can't be used to spread spam or viral misinformation**. We ban over 2 million accounts per month for bulk messaging behavior, 75% of them without a recent user report, which means our automated systems stop abuse before users can report them. (This white paper describes these systems in further detail.)

We have a thing where we can't click links from emails – can you send me the white paper?

2. Another aspect of what WhatsApp does -- again without accessing the content of messages -- is to **provide tools to empower users to seek out reliable sources of information**. One way we've done this in the product is through a "search the web" feature we rolled out last August, which allows users to easily double check highly forwarded messages they receive on WhatsApp by tapping a magnifying glass button in the chat to initiate a web search on their device browser. This helps users find news results or other sources of authoritative information about messages they have received from outside their close contacts -- and is available in English, Spanish, and other languages.

Can you show me what this might look like? What kind of testing have you seen around effectiveness? Are there other tactics you've deployed? Does exposure to forwarded messages change in any way the kinds of positive information they're exposed to on Facebook or Instagram?

3. WhatsApp also has partnerships with fact checking organizations, government agencies, and international organizations, like the WHO, around the world **to make authoritative information about COVID-19 and vaccines available via WhatsApp**. WhatsApp donated $1M to the International Fact Checking Network (IFCN) to support the CoronaVirusFacts Alliance, which brought together more than 100 fact checkers in 70+ countries in 40+ languages. These organizations have produced 9,000+ unique fact checks, all of which are accessible through a global fact-checking bot jointly created by the IFCN and WhatsApp.

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How do they make the information available?

4. We're very cognizant of WhatsApp's use among immigrant communities in the U.S. and we're **focused on ensuring these** sorts **of resources noted above are available in Spanish as well as English**. During the 2020 election we partnered with Univision and Telemundo to make IFCN's election-related fact checks available in Spanish. Both Univision and Telemundo are now in the process of getting approved as certified IFCN fact checkers, which will enable them to set up their own Spanish-language fact checks directly on WhatsApp with financial support from Facebook. This will add to existing Spanish-language resources available via WhatsApp, including the search the web feature and the CoronaVirusFacts Alliance bot mentioned above.

Is this true in other languages? I'm thinking specifically about languages that have prevalence in south Asian countries. And in the electoral context, what did you do there that worked and you're taking into this body of work?

One other initiative we are focused on are partnerships with governments, private healthcare providers, and pharmacies to support COVID-19 vaccination efforts through chat tools on WhatsApp. We've launched these successfully so far in Indonesia, Brazil, South Africa, and Argentina, among other countries, and are very interested in exploring ways to replicate some of these efforts in the U.S., especially in boosting the vaccination effort within the Latinx community. We are in discussions with the CDC and with officials in California, Delaware, and Los Angeles, and we are keen to work together to expand the scope and reach of these partnerships.

I guess I have the same question here as I do on Facebook on Instagram. Do you guys think you have this under control? You're obviously going to say yes to that, so I guess the real question is, as ever: how are you measuring success? Reduction in forwarding? Measured impact across Facebook properties?

Happy to schedule time to discuss any of this further.

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Exhibit 24

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO; Rowe, Courtney M. EOP/WHO
Sent: 4/14/2021 11:14:25 AM
Subject: Re: [EXTERNAL] Re: Connecting

Hey—I'm really sorry, I missed this ahead of the 11:00. We will definitely prioritize for future. And working on both immediate follow ups—running down question on Tucker and working on getting you report by end of week.

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From: Flaherty, Rob EOP/WHO <Robert.Flaherty@who.eop.gov>
Sent: Wednesday, April 14, 2021 10:50 AM
To: [redacted] Rowe, Courtney M. EOP/WHO
Subject: RE: [EXTERNAL] Re: Connecting

[redacted] – Given the briefing at 11 and Andy's interest in joining, I am wondering if it might be good to consider pushing back. If we were to do that, would anything between noon and 1:30 work? If not, we can proceed and folks can join as they get free.

From: [redacted] <[redacted]@fb.com>
Sent: Wednesday, April 14, 2021 10:15 AM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Connecting

Great thanks—Courtney we will follow up on anything that comes out of the 11:00.

From: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Date: Wednesday, April 14, 2021 at 10:12 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>
Subject: RE: [EXTERNAL] Re: Connecting

We have our press briefing this morning at 11 so I won't be there.

Thanks for sending the stuff below. I just pinged CDC on the FAQ and we will share as soon as they have

From: Flaherty, Rob EOP/WHO
Sent: Wednesday, April 14, 2021 10:07 AM
To: [redacted] [redacted]@fb.com>; Rowe, Courtney M. EOP/WHO <[redacted]who.eop.gov>
Subject: RE: [EXTERNAL] Re: Connecting

I will be there, yes.

From: [redacted] <[redacted]@fb.com>
Sent: Wednesday, April 14, 2021 10:04 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]who.eop.gov>
Subject: Re: [EXTERNAL] Re: Connecting

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Just confirming with you both that 11:00 this morning still works? You should have calendar invites—Courtney I saw you were not on our invite but added you.

From: [redacted] <[redacted]@fb.com>
Date: Tuesday, April 13, 2021 at 11:29 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>, Rowe, Courtney M. EOP/WHO <[redacted]who.eop.gov>
Subject: Re: [EXTERNAL] Re: Connecting

Hi Rob, Courtney,

Thanks for this quick response - it was super helpful in informing our overall strategy today. I have some responses in blue below. I'm looking forward to the meeting tomorrow and hoping we can spend some time responding to Rob's feedback from last week as well as further discussing the J&J news and how we can hopefully partner together.

Courtney - as we discussed, we also wanted to send over some examples of content we see on our platform that we remove (misinformation & harm) as well as content we take other actions on, but do not remove (vaccine hesitancy). I have included some examples at the bottom of this email and happy to set up time to talk through this more with you as well, if helpful.

Talk soon,
[redacted]

Some kind of thing that puts the news in context if folks have seen it (like your current "COVID news" panel) that has 3-4 pieces of info (eg: Adverse events are very rare – 6 cases out of nearly 7 million, the FDA and CDC are reviewing so it health care providers know how to treat any of the rare events, this does not affect pfizer or moderna, which vaccinate via a different mechanism). Happy to provide what those things should be. If the ultimate product pulls in social from others, we're happy to put something together there as well.

Thanks very much for the suggestion -- we are consistently updating the news module to provide timely and relevant context to users, such as article(s) that provide context on the rarity of experiencing blood clots. We would love any suggestions you all would have on trends you're seeing.

- CDC is working through an FAQ that we'd love to have amplified in whatever way possible – maybe through the COVID info panel.

Thanks--we'll be on the lookout for the FAQ and can discuss tomorrow.

- A commitment from you guys to make sure that a favorable review reaches as many people as the pause, either through hard product interventions or algorithmic amplification

Would love to talk through this one a bit more. Our goal is to ensure that people have access to authoritative info about the vaccine. We're looking forward to talking more tomorrow about our approach to sharing authoritative info and what we've done today in support of that goal given the J&J announcement.

More broadly: we share Nick's concern about knock-on effects and are curious to get a read from your CMU data about what you're seeing and with whom. Moreover, I want to make sure you have eyes on what might be spinning off the back end of this – that the news about J&J doesn't spin off misinformation. Would be great to get a 24 hour report-back on what behavior you're seeing.

We will look to get you insights as soon as we have them. We are going to be watching to see how this plays out over the next couple of days. [redacted] is joining tomorrow and plans to share a couple things we are seeing emerge from the CMU survey and what we are going to be watching over the next few days. Also, we are proactively monitoring and seeing what themes emerge from content on-platform and happy to share out when we have stuff collected.

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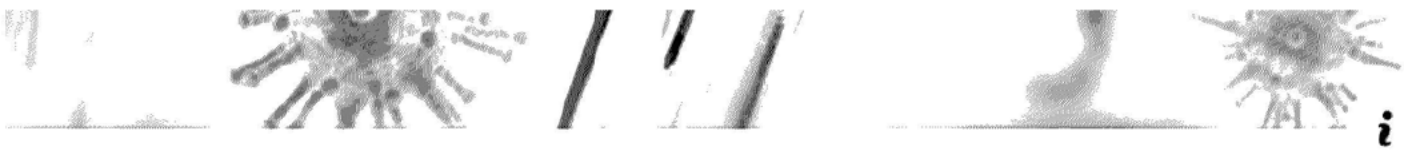
VACCINE HESITANCY EXAMPLES:

The following examples of content are those that do not violate our Misinformation and Harm policy, but may contribute to vaccine hesitancy or present a barrier to vaccination. This includes, for example, content that contains sensational or alarmist vaccine misrepresentation, disparaging others based on the choice to or to not vaccinate, true but shocking claims or personal anecdotes, or discussing the choice to vaccinate in terms of personal and civil liberties or concerns related to mistrust in institutions or individuals. We utilize a spectrum of levers for this kind of content that is both proportionate and also helps our users make informed decisions. Actions may include reducing the posts' distribution, not suggesting the posts to users, limiting their discoverability in Search, and applying Inform Labels and/or reshare friction to the posts. Depending on the category of content, we scale our interventions to have the highest public health impact, while understanding that healthy debate and expression is important.



CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense

Produced to HJC

CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense

CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' - Children's Health Defense

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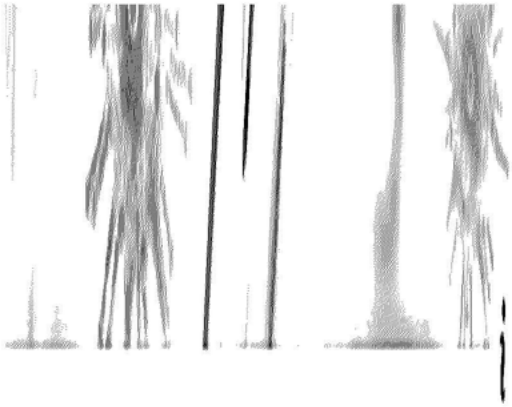

CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' - Children's Health Defense

Produced to HJC

Examples of Content Removed for Violating our Misinformation & Harm Policy

The following are examples of posts we have removed for violation of our Misinformation & Harm Policy.

CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' - Children's Health Defense

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META-118HJC-0009499

Bomb' • Children's Health Defense

CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time

Bomb' • Children's Health Defense

Produced to HJC

CONFIDENTIAL TREATMENT REQUESTED -
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CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense

Produced to HJC

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Tuesday, April 13, 2021 at 1:33 PM
To: [redacted] [redacted]@fb.com>, Rowe, Courtney M. EOP/WHO <[redacted]who.eop.gov>
Subject: RE: [EXTERNAL] Re: Connecting

Hi [redacted] --

Thanks for reaching out. Andy might reply to Nick separately, but here's some thoughts .

I'm putting our public messaging below, which will be updated and we'll be sure to send to you.

But generally, I think some combo of the following would be helpful:

- Some kind of thing that puts the news in context if folks have seen it (like your current "COVID news" panel) that has 3-4 pieces of info (eg: Adverse events are very rare – 6 cases out of nearly 7 million, the FDA and CDC are reviewing so it health care providers know how to treat any of the rare events, this does not affect pfzier or moderna, which vaccinate via a different mechanism). Happy to provide what those things should be. If the ultimate product pulls in social from others, we're happy to put something together there as well.
- CDC is working through an FAQ that we'd love to have amplified in whatever way possible – maybe through the COVID info panel.
- A commitment from you guys to make sure that a favorable review reaches as many people as the pause,

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either through hard product interventions or algorithmic amplification

More broadly: we share Nick's concern about knock-on effects and are curious to get a read from your CMU data about what you're seeing and with whom. Moreover, I want to make sure you have eyes on what might be spinning off the back end of this – that the news about J&J doesn't spin off misinformation. Would be great to get a 24 hour report-back on what behavior you're seeing.

Message below, and thanks

-Rob

As of April 12, nearly 7 million J&J doses have been administered. CDC and FDA are investigating 6 cases of an extremely rare type of blood clot in individuals after receiving the J&J vaccine. As CDC and FDA noted in their statement, right now these adverse events appear to be extremely rare. Out of an abundance of caution as they review these rare cases, CDC and FDA are recommending ***vaccine providers pause on administering the J&J vaccine.*** *As FDA noted this morning, they hope to review this quickly over the next few days. This pause is important so health care providers know how to treat any individuals who may experience these rare events.*

This announcement will not have a significant impact on our vaccination plan: J&J vaccine makes up less than 5 percent of the recorded shots in arms in the United States to date. Based on actions taken by the President earlier this year, the U.S. has secured enough Pfizer and Moderna doses for 300 million Americans. You can read the full statement from White House COVID-19 Response Coordinator Jeff Zients on the impact on supply here.

We will be back in touch soon to share additional resources and messaging on this issue, as well as our broader efforts to advance vaccine confidence and protect America's health.

Produced to HJC

From: [redacted] <[redacted]@fb.com>
Sent: Tuesday, April 13, 2021 12:21 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: FW: [EXTERNAL] Re: Connecting

Courtney and Rob—making sure you also receive this message—we want to get ahead of this but also want to make sure we are amplifying the right messages. Let us know if helpful to connect quickly today?

From: Nick Clegg <[redacted]@fb.com>
Date: Tuesday, April 13, 2021 at 12:18 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] [redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Connecting

Hi Andy

Hope this finds you well?

Re the J+J news, we're keen to amplify any messaging you want us to project about what this means for people - it obviously has the risk of exacerbating vaccine hesitancy, so we're keen to get ahead of the knock-on effect. Don't hesitate to tell me - or via your teams - how we can help to provide clarity/reassurance via Facebook.

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All v best

Nick

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Exhibit 25

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Slavitt, Andrew M. EOP/WHO
Sent: 4/14/2021 10:23:05 AM
Subject: Re: tucker

Thanks—I saw the same thing when we hung up. Running this down now.

Get Outlook for iOS

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Sent: Wednesday, April 14, 2021 1:10:41 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: tucker

Since we've been on the phone – the top post about vaccines today is tucker Carlson saying they don't work. Yesterday was Tomi Lehren saying she won't take one. This is exactly why I want to know what "Reduction" actually looks like – if "reduction" means "pumping our most vaccine hesitant audience with tucker Carlson saying it doesn't work" then…I'm not sure it's reduction!

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 26

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]
Sent: 4/14/2021 8:11:27 PM
Subject: FW: Tucker Carlson anti-vax message.

Making sure you receive--

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, April 14, 2021 at 10:51 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: Tucker Carlson anti-vax message.

Hi Andy - have looked into this some more.

I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note.

Regardless of popularity, the Tucker Carlson video does not qualify for removal under our policies. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective.

That said, the video is being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is being demoted.

The team is working on the follow ups from the meeting this morning, including more details on most viewed/ranked content on Facebook and [redacted] will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

Given the timeline that was provided today for further decision about the J&J vaccine, it would be great to get your guidance about what affirmative messages we should amplify right now. Consistent with the message we heard at the press conferences, we're currently emphasizing the safety and efficacy of the Moderna and Pfizer vaccines in the Covid Information Center.

Popular Vaccine-Related Content on Facebook Today:

CNN: https://www.cnn.com/2021/04/13/health/blood-clots-johnson--johnson-vaccine-wellness/index.html
ABC: https://www.facebook.com/10160902498218812
NBC: https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927
NY Times: https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html
CDC: https://www.facebook.com/10159031890151026
CBS: https://www.facebook.com/10159467409732010
Heather Cox Richardson: https://www.facebook.com/297363371758902

All v best

Nick

On 4/14/21, 10:52 AM, "Nick Clegg" <[redacted]@fb.com> wrote:

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Ok - sorry to hear about call today, will dig in now. N

On 4/14/21, 10:01 AM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

Number one on Facebook. Sigh.

Big reveal call with FB and WH today. No progress since we spoke. Sigh.

Sent from my iPhone

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Exhibit 27

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Slavitt, Andrew M. EOP/WHO
Sent: 4/16/2021 1:45:51 PM
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Hey Rob—understood and sorry for the delay. The team has been heads-down since our conversation to produce the report we discussed on Wednesday afternoon. We are aiming to get you something tonight ahead of the weekend. We want to respond to your questions below as well but I have been hoping to get this work completed and then to schedule a call to discuss. Would that work?

From: Flaherty, Rob EOP/WHO <Robert.Flaherty@who.eop.gov>
Date: Friday, April 16, 2021 at 4:37 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <Andrew.M.Slavitt@who.eop.gov>
Subject: RE: [EXTERNAL] FW: Tucker Carlson anti-vax message.

These questions weren't rhetorical

From: Flaherty, Rob EOP/WHO
Sent: Wednesday, April 14, 2021 11:35 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

And sorry — if this was not one of the most popular posts about the vaccine on Facebook today, then what good is crowdtangle?

[redacted] said that Tomis video was the most popular yesterday based on your data, which reflected what CT was showing. Tuckers video was top on CT today. What is different about this video, then?

Sent from my iPhone

On Apr 14, 2021, at 11:29 PM, Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov> wrote:

I guess this is a good example of your rules in practice then — and a chance to dive in on questions as they're applied.

How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting?

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is "visit the covid-19 information center for vaccine resources" the best thing to tag to a video that says the vaccine doesn't work?

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Not for nothing but last time we did this dance, it ended in an insurrection.

Sent from my iPhone

On Apr 14, 2021, at 11:11 PM, [redacted]@fb.com> wrote:

Making sure you receive--

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, April 14, 2021 at 10:51 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: Tucker Carlson anti-vax message.

Hi Andy - have looked into this some more.

I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note.

Regardless of popularity, the Tucker Carlson video does not qualify for removal under our policies. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective.

That said, the video is being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is being demoted.

The team is working on the follow ups from the meeting this morning, including more details on most viewed/ranked content on Facebook and Brian will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

Given the timeline that was provided today for further decision about the J&J vaccine, it would be great to get your guidance about what affirmative messages we should amplify right now. Consistent with the message we heard at the press conferences, we're currently emphasizing the safety and efficacy of the Moderna and Pfizer vaccines in the Covid Information Center.

Popular Vaccine-Related Content on Facebook Today:

CNN: >https://www.cnn.com/2021/04/13/health/blood-clots-johnson--johnson-vaccine-wellness/index.html<
ABC: >https://www.facebook.com/10160902498218812<
NBC: >https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927<
NY Times: >https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html<
CDC: >https://www.facebook.com/10159031890151026<
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Heather Cox Richardson: >https://www.facebook.com/297363371758902<

All v best

Nick

On 4/14/21, 10:52 AM, "Nick Clegg" <[redacted]@fb.com> wrote:

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Sent from my iPhone

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Exhibit 28

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
Sent: 4/21/2021 2:01:51 PM
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Rob—thanks for catching up earlier and sorry for the delay in getting these back to you. We can schedule time to discuss any of this further if helpful.

How was the Tucker post not violative?

- while we remove content that explicitly directs people not to get the vaccine, as well as content that contains explicit misrepresentations about vaccines, we reviewed this content in detail and it does not violate those policies.

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

- The video received 50% demotion for seven days while in the queue to be fact checked, and will continue to be demoted even though it was not ultimately fact checked.

Why does CT tell a different story than our internal number?

- Crowdtangle shows engagement not views, and a simple text search for "vaccine" in Crowdtangle doesn't have the same recall as our classifiers, i.e., doesn't include all of the posts about vaccines. The data that we provided doesn't include the Tucker Carlson video because our data pipelines don't populate that quickly – we provided data for the week before. (The delay in data doesn't mean we aren't able to find and remove violating content in real time—our systems do this automatically).

Why label this content with a generic "visit the covid information center" message?

- Our more granular label about vaccine safety previously said "COVID-19 vaccines go through many test for safety and effectively before they're approved". In light of the decision to pause the J&J vaccine, vaccine safety discussion evolved past "approval," and we were concerned that this was a confusing/irrelevant message to be applying to content discussion the decision to pause J&J without revoking approval. We temporarily reverted to a more generic message and are updating the more specific label for posts about vaccine safety to say "COVID-19 vaccines go through many tests for safety and effectiveness and then are monitored closely" to try to adapt to the changing factual situation and evolving discussion. This new message is being rolled out and should appear instead of the generic label now.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, April 16, 2021 at 4:37 PM
To: [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
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How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting?

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And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is "visit the covid-19 information center for vaccine resources" the best thing to tag to a video that says the vaccine doesn't work?

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Cc: [redacted]@fb.com>
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The team is working on the follow ups from the meeting this morning, including more details on most

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viewed/ranked content on Facebook and [redacted] will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

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ABC: >https://www.facebook.com/10160902498218812<
NBC: >https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927<
NY Times: >https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html<
CDC: >https://www.facebook.com/10159031890151026<
CBS: >https://www.facebook.com/10159467409732010<
Heather Cox Richardson: >https://www.facebook.com/297363371758902<

All v best

Nick

On 4/14/21, 10:52 AM, "Nick Clegg" <[redacted]@fb.com> wrote:

Ok - sorry to hear about call today, will dig in now. N

On 4/14/21, 10:01 AM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

Number one on Facebook. Sigh.

Big reveal call with FB and WH today. No progress since we spoke. Sigh.

Sent from my iPhone

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Exhibit 29

Email correspondence between Facebook and the White House

To: [redacted] fb.com]; [redacted] @fb.com]; [redacted] @fb.com]
Cc: Joel Kaplan [redacted] @fb.com]; [redacted] @fb.com]; [redacted] @fb.com]; [redacted] @fb.com]; [redacted] @fb.com]
From: Nick Clegg[/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E]
Sent: Mon 4/19/2021 9:40:45 AM (UTC-07:00)
Subject: Re: A/C PRIV White House/Covid

Yep that is of course right: identify the gaps in their views and our policies (incl via feedback from the researchers they've been listening to); identify whether there really are such significant gaps between our approach and YT's; see what further steps we can take.

N

From: [redacted] @fb.com>
Date: Sunday, April 18, 2021 at 7:30 PM
To: [redacted] @fb.com>, Nick Clegg [redacted] @fb.com>, [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: RE: A/C PRIV White House/Covid

AC PRIV:

As frustrating as these fake leaks and innuendo are (and they are!), my thoughts are that we should not let that distract us from the real issues here, which are the substance. Clearly we have a policy viewpoint gap with them we need to figure out perspectives on – what we believe violates and what they think does… and the belief that YT is doing better than us, which I find so hard to believe. Probably best to spend our effort here and not get sucked into this other thread.

At the end of the day, unless we get to a common ground on what we're doing on substance, the rest doesn't really matter.

From: [redacted] @fb.com>
Sent: Sunday, April 18, 2021 7:05 PM
To: Nick Clegg [redacted] @fb.com>; [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>
Subject: Re: A/C PRIV White House/Covid

Thanks Nick. This is obviously very disheartening to read. Rob made an offhand comment about conversations with "other people from Facebook" during a recent conversation, this is clearly what he was referencing. Because of his history in the digital campaign world, it's not surprising that he'd have relationships with some of our employees. It's disheartening and unfortunately no longer surprising to read that our colleagues would portray our conversations this way. I haven't been part of any conversation that includes disparaging remarks made about Andy, or about any strategy to snow the White House — the only disparaging remarks I've heard people make on our calls have been in reference to the disrespectful tone Rob uses with employees at Facebook.

All of that said—Andy's challenge feels very much like a crossroads for us with the White House in these early days.

Get Outlook for iOS

From: Nick Clegg [redacted] @fb.com>
Sent: Sunday, April 18, 2021 9:07:34 PM
To: [redacted] @fb.com>; [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>
Subject: A/C PRIV White House/Covid

Just got off hour long call with Andy Slavitt. There are some pretty serious – and sensitive (see last point) - issues we need to address. A summary:

- He was appreciative of the data we sent thru on Friday, and confirmed that Rob F had said that they had never received so much data from us before.

BUT:

- Andy attended a meeting of misinfo researchers (didn't provide names) organized by Rob F on Friday in which the consensus was that FB is a "disinformation factory", and that YT has made significant advances to remove content leading to vaccine hesitancy whilst we have lagged behind.
- Whilst appreciative of our emphasis on authoritative vaccine, the principal focus for Andy S and his team in the coming weeks is to reach the "hardest to reach" people who have a propensity to consume vaccine hesitant related content and who are not swayed by official/authoritative sources of content. Our systems, he believes – as confirmed by the researchers – feed vaccine hesitant related content to pockets of the population and that's the problem he wants our help to resolve.
- As an eg, he was outraged – not too strong a word to describe his reaction – that we did not remove this post which was third most highly ranked post in the data set we sent to him: https://www.facebook.com/td.mccomas/posts/4106421952731017 I countered that removing content like that would represent a significant incursion into traditional boundaries of free expression in the US but he replied that the post was directly comparing Covid vaccines to asbestos poisoning in a way which demonstrably inhibits confidence in Covid vaccines amongst those the Biden Administration is trying to reach. [It would be very helpful if someone could plse check whether this content was also available on YT – Andy's assumption is that YT would never accept something like this]
- V worryingly, towards the end of the conversation, Andy told me in confidence – so please treat it as such – that internal FB employees are leaking to his team (I assume via Rob F) accounts of disobliging remarks made about both Andy and Rob by FB decision makers. Further, that those remarks are coupled with suggestions about how FB should "snow" the White House with info/data about authoritative Covid info in order not to share the most telling/helpful data about content which contributes to vaccine hesitancy. We then discussed the wider issue of trust – or the lack of it – between FB and the Biden team related to the events during the election and beyond, but needless to say I was shocked and embarrassed that somehow we are perceived to be behaving so unprofessionally.

We concluded that he would ask Rob F to share the data and policy recommendations from the researchers with us asap so that we could give a considered reply on further steps we may/may not be able to take. We agreed to speak again once that assessment has been made.

Given what is at stake here, it would also be a good idea if we could regroup to take stock of where we are in our relations with the WH, and our internal methods too.

Thx

N

R

From: [redacted]@fb.com>
Date: Saturday, April 17, 2021 at 6:37 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Email to Andy with report

Thanks Nick—here are some talking points that you can use if Andy raises Rob's questions:

How was this [Tucker Carlson] post not violative?

- while we remove content that explicitly directs people not to get the vaccine, as well as content that contains explicit misrepresentations about vaccines, we reviewed this content in detail and it does not violate those policies.

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

- The video is receiving 50% demotion for seven days as it is in the queue to be fact checked

Why does CT tell a different story than our internal number?

- Crowdtangle shows engagement not views, and a simple text search for "vaccine" in Crowdtangle doesn't have the same recall as our classifiers, i.e., doesn't include all of the posts about vaccines. The data that we provided doesn't include the Tucker Carlson video because our data pipelines don't populate that quickly – we provided data for the week before.

Why label this content with a generic "visit the covid information center" message?

- Our more granular label about vaccine safety says "COVID-19 vaccines go through many test for safety and effectively before they're approved". In light of the decision to pause the J&J vaccine, vaccine safety discussion evolved past "approval," and we were concerned that this was a confusing/irrelevant message to be applying to content discussion the decision to pause J&J without revoking approval. We temporarily reverted to a more generic message and are updating the more specific label for posts about vaccine safety to say "COVID-19 vaccines go through many tests for safety and effectiveness and then are monitored closely" to try to adapt to the changing factual situation and evolving discussion.

From: Nick Clegg [redacted] @fb.com>
Date: Saturday, April 17, 2021 at 3:30 PM
To: [redacted] @fb.com>, [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Email to Andy with report

No time yet - I asked him to ping me when he wants to spk. If you want to jot down a few thoughts we Rob's Qs that's great but don't disturb your weekend unduly, I'm sure I can manage without too.

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From: [redacted] @fb.com>
Sent: Saturday, April 17, 2021 12:05:37 PM
To: Nick Clegg [redacted] @fb.com>; [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>
Subject: Re: Email to Andy with report

Nick—let us know if your call with Andy lands for a specific time this weekend? We aren't responding to Rob's questions over email but we can still get you some info in case Andy brings these up.

From: Nick Clegg [redacted] @fb.com>
Date: Friday, April 16, 2021 at 9:07 PM
To: [redacted] @fb.com>, [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Email to Andy with report

Done – thx so much. N

From: [redacted] @fb.com>
Date: Friday, April 16, 2021 at 5:53 PM
To: [redacted] @fb.com>, Nick Clegg [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Email to Andy with report

Nick—attached is the report to send with the email.

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From: [redacted] @fb.com>
Date: Friday, April 16, 2021 at 8:12 PM
To: Nick Clegg [redacted] @fb.com>, [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Email to Andy with report

Suggested update below to reflect that you said this to him in your last note: "I realize it may be of limited comfort at this moment, but this [Tucker Carlson post] was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note."

From: Nick Clegg [redacted] @fb.com>
Date: Friday, April 16, 2021 at 4:42 PM
To: [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Email to Andy with report

And you'll be answering the other points on the other thread with Flaherty? Would be good for me to have those for my call with Slavitt

Get Outlook for iOS

From: Nick Clegg <[redacted] @fb.com>
Sent: Friday, April 16, 2021 4:40:40 PM
To: [redacted] @fb.com>
Cc: Joel Kaplan [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>
Subject: Re: Email to Andy with report

Yep fine - looking forward to getting the attachment I should send. N

Get Outlook for iOS

From: [redacted] @fb.com>
Sent: Friday, April 16, 2021 4:34:31 PM
To: Nick Clegg [redacted] @fb.com>
Cc: Joel Kaplan <[redacted] @fb.com>; [redacted] @fb.com>; [redacted] @fb.com>; [redacted] <[redacted] @fb.com>; [redacted] @fb.com>
Subject: Email to Andy with report

Nick—

We are in final stages of approval for the report that will go to the WH tonight. Think best if you send to Andy with an email confirming you can talk this weekend—and I can forward to Rob.

Draft email below:

Andy,

Wanted to make sure to get this to you ahead of the weekend. We believe this is responsive to what you have asked us to do – namely to provide information on what we are seeing on the platform with respect to vaccine content, as well as the interventions we are deploying to counter misinformation. As I mentioned yesterday, our data is lagging and this covers the period 4/5 to 4/11. I don't yet have a more specific answer on the Tucker Carlson post.

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This probably goes without saying, but I want to make sure to convey that this is not information we normally share, and this data set is not cleanly vetted according to an integrity process that would take much longer to conduct. We took your cue the other day that it was important to get this to you quickly even if not polished. We have not made this information public and we hope to continue to be able to share with you and the team under confidence.

We hope we can continue to engage on the content provided here, and we're happy to schedule time next week to discuss with the team.

Look forward to talking this weekend.

R

Sign Up

Email or phone
Password
Log In
Forgot account?

Timothy McComas
April 4, 2021 ·

UH OH !!!!

10 years from now you will be watching TV and hear....

19K 2 comments 385K shares

Share

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More
Meta © 2023

See more of Timothy McComas on Facebook

Log In or Create new account

From: [redacted]
To: [redacted]
Cc: [redacted]
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options
Date: Friday, August 6, 2021 7:13:48 PM

+ [redacted] for Comms visibility; [redacted] for Legal

Hi all,

Thanks so much again for the sprint on this. Leadership met today and decided we should move forward on our 4 recommendations (pasted below and also in our team's working doc here <https://docs.google.com/document/d/1x-EkjIF-1_eNTXeNx-UwYP8Y15YKUHjzur8BrTqyD9c/edit>) and scope the exact product work needed to implement and then execute on the ones that are relatively easy to do.

[redacted] will be driving next steps on this overall while I'm out on PTO next week, coordinating with [redacted] and will reach out to our Product counterparts on Options 2a, 2b, and 2c. [redacted] could you be on point to further scope Option 1a with your Recs Product counterparts?

[redacted] and [redacted] , please let us know if there's additional feedback you got on the Product side for how to best scope these options and whom to involve. I appreciate you flagging earlier today that we'll have to make some prioritization calls as we scope each of these options further.

R

[redacted] , [redacted] and [redacted] @fb.com> , please let us know if you have any immediate thoughts on deadline to turn v2 of these options around. We'll move fast but aren't aware of a specific moment when we need to commit to any of these privately or publicly with external stakeholders.

[redacted]

Recommendations to further scope:

Option 1a. Designate linked assets as non-recommendable

* Impact: Any assets linked to Groups/Pages/Profiles/Accounts that have been removed for COVID misinfo violations would not be recommended to users. E.g., RFK Jr.'s IG Account is removed, so his FB Page will be non-recommendable.
* Recommendation: We recommend this as a stop-gap measure specifically targeting Disinfo Dozen assets. Per the recent Avaaz <https://secure.avaaz.org/campaign/en/fb_algorithm_antivaxx/> report, some entities affiliated with removed Disinfo Dozen Pages are still being recommended because they do not have recent violations.
* Difficulty: Low (1-6 weeks)

1.

Option 2a. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo Repeat Offender Status

* Impact: Currently, strikes for COVID Misinfo & Harm, Vaccine Widely Debunked Hoaxes, and COVID Repeatedly Fact-Checked Hoaxes receive Community Standards strikes, but they do not count towards Misinformation Repeat Offender (RO) Status. If we count those strikes towards Misinfo RO Status, entities spreading COVID or vaccine misinfo would more quickly receive related penalties, such as content demotion or an advertising ban, on top of normal CS penalties.
* Recommendation: We recommend this because the Misinfo RO system is meant to penalize misinfo actors and therefore should count this content,which is more egregious than false information fact-checked by a 3PFC.
* Difficulty: Low (1-6 weeks)

Option 2b. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain/Page/Group/account Repeat Offender (RO) status in more instances [Note: leadership feedback is to develop this for DOMAINS only]

* Impact: Our latest analysis of URLs directing to Disinfo Dozen webpages found that a significant percentage of the most viewed URLs have Partly False or Missing Context 3PFC ratings. Counting health-related Partly False and Missing Context ratings toward entity-level penalties could allow us to take stronger action to reduce the distribution of the domains and associated entities themselves.
* Recommendation: We recommend this as it is consistent with the precedent of taking stronger measures against Covid-related fact-checked content. However, this requires considerable lift for just a small set of bad actors.
* Difficulty: High (6+ weeks)
* In the interim, we could demote in-Feed domains associated with removed entities (note: three Disinfo Dozen domains are already experiencing demotion under Misinfo RO penalties).

Option 2c. Demote Partly False rated Covid or vaccine misinformation more strongly

* Demote Partly False rated Covid or vaccine misinformation more strongly (up to 80% from 50% today) (Recommended)
* Impact: COVID or vaccine misinfo that we don't remove would appear lower in people's News Feed.
* Recommendation: We are already demoting COVID content rated Missing Context as a BTG and see this as consistent with that precedent.
* Difficulty: Low (1-6 weeks)

From: [redacted]@fb.com>
Date: Tuesday, August 3, 2021 at 7:46 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

+[redacted]

From: [redacted]@fb.com>
Date: Tuesday, August 3, 2021 at 11:11 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

Thank you SO much to everyone who's already chimed in on the doc. We just learned the leadership meeting has been postponed until Friday, so we have another 24 hours to get any additional Product input. [redacted]/I will also side-ping a couple of you today to resolve open comments from overnight.

From: [redacted]@fb.com
Date: Tuesday, August [redacted]t 11:01 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

+[redacted]

From: [redacted]@fb.com>

Date: Tuesday, August 3, 2021 at 11:39 AM
To: [redacted] @fb.com>, [redacted] @fb.com>, @fb.com>, [redacted] @fb.com>, [redacted] fb.com>
Cc: [redacted] @fb.com>, [redacted] @fb.com>, [redacted] fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

+ [redacted]

From: [redacted] @fb.com>
Date: Tuesday, August 3, 2021 at 6:00 AM
To: [redacted] fb.com>, [redacted] @fb.com>
Cc: [redacted] @fb.com>, [redacted] fb.com>, [redacted] @fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

+ [redacted]

Feedback from Health Integrity London

1. RFH strikes for demotion are not in production. We had strikes for RFH deletes and plan to enable strikes for demotions as a P2 for Q3 when we onboard responses to Misinformation's infra. RFH has ~40 new content enforcements per day (excluding banking which is ~550/day).
2. RE Section 3 "Demote more content" - As we plan to integrate with misinfo's infra for all responses (P1 Q3) these features could be prioritised for launch at that time. [redacted] @fb.com> to comment on feasibility/timelines.
3. I have added another section with additional BTGs measures for consideration. One of which is automated Feed demotions on Covid posts by Health Misinfo Ros which was a BTG lever that we launched during the lockdown with Feed Integrity. At that time it was developed with Anita Joseph, but while she's out I believe [redacted] @fb.com> is covering here.

Thanks

From: [redacted] @fb.com>
Date: Tuesday, 3 August 2021 at 01:43
To: [redacted] @fb.com>, [redacted] @fb.com>, [redacted]

[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Urgent help assessing misinfo/misinfo adjacent Policy options

Links Integrity will own section "2. Off platform links enforcement" for your requested ETA of Tues 8/3 @ 1pm.

Happy to provide input elsewhere in the doc where offsite content is discussed (will read through, and please tag me if I miss anything).

From: [redacted]@fb.com>
Sent: Monday, August 2, 2021 5:39 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Urgent help assessing misinfo/misinfo adjacent Policy options

Hi PMs in the To line,

With apologies in advance for the short notice, could we please ask for a quick gut check by 1 pm PT tomorrow (Tuesday) on the implementation feasibility of this list <https://docs.google.com/document/d/1x-EkjIF-1_eNTXeNx-UwYP8Y15YKUHjzur8BrTqyD9c/edit> of policy options to be more aggressive against Covid and vaccine misinformation, to inform a leadership conversation happening Wednesday?

Context: Leadership asked Misinfo Policy and a couple of teams on Product Policy to brainstorm some additional policy levers we can pull to be more aggressive against Covid and vaccine misinformation. This is stemming from the continued criticism of our approach from the US administration and a desire to kick the tires further internally on creative options. (We know there's also a parallel effort to brainstorm Product/BTG levers we can pull.)

We've been sprinting over the past several days and have both dusted off some ideas we'd previously discussed with our Product counterparts (ie you), and come up with some net new ideas.

We need to send these to leadership by EOD Tuesday, in advance of a Wednesday meeting with [redacted], and others, where they'll discuss.

Questions for you are:

1. Are any of these ideas definitely not feasible from a Product POV?
2. For all the ideas that are feasible, could you indicate in our doc whether they are a light (1-6 weeks to implement) or heavy lift (> 6 weeks)?

Thanks so much,

[redacted]

R

To be combined with SR's master note to Nick C.

[[redacted] we want to be clear in introducing these policy options -- either in intro to your note or when we get to these recs --

1) **that we've ordered these from most to least impact reducing the spread of Covid and vaccine misinformation. More impactful options carry more risk of overenforcement. We have also included at the bottom a list of work in progress this half that we believe will be impactful and could consider previewing to external audiences.**
2) ***We have given our Product counterparts a heads up that we're being asked to consider additional options, but they have not had time to fully vet most of these ideas. The recommendations below are principled from a Policy perspective, but we'd want to run all of these options by Product/XFN teams to better understand feasibility before moving forward.***
3) **We have also not had Data Science analyze these options, so we can't fully understand their ultimate on-platform impact.**
4) **Our recommendations are specifically targeted at addressing the problem posed by the disinformation dozen accounts continuing to have presences on Facebook/Instagram. Most of the problematic content critics such as the Center for Countering Digital Hate (CCDH) associate with the disinfo dozen are URLs to off-platform content we don't enforce on as a matter of principle. This URL content appears to have a higher prevalence of violating/BV content than the on-platform content posted by the disinfo dozen. We could change our policy approach and start enforcing off platform, but we don't support that from a principled perspective and this would be resource intensive to implement. And blackholing their domains is too blunt, since lots of the content they post on- and off-platform is not even about Covid or vaccines. Instead, we're recommending steps to give less distribution to disinfo dozen URLs so they have less reach and visibility. For example, our fact-checkers have rated some of the most viral and misleading disinfo dozen URLs, so one option below is to leverage that signal to give even less distribution to these domains.**

1. **Cross-platform enforcement**
   a. ~~**Designate linked assets as non-recommendable (not a Misinfo Policy) (Recommended)**~~
      i. **Impact:** Any assets linked to Groups/Pages/Profiles/Accounts that have been removed for COVID misinfo violations would not be recommended

to users. Ex: RFK Jr.'s IG Account is removed, so his FB Page will be non-recommendable. Currently, such Pages and Accounts can still be recommendable.

ii. **Recommendation:** We recommend this as a stop-gap measure specifically targeting Disinfo Dozen assets, while we contemplate an escalation policy (with Rec and Actor/Behavior teams) with clear criteria and guardrails for determining "linked assets." Per recent Avaaz report, some entities affiliated with removed Disinfo Dozen Pages are still being recommended because they do not have recent violations (e.g. Del Bigtree's FB Page and Informed Consent Action Network Page are recommended despite removal of his High Wire with Del Bigtree Page).

iii. **Difficulty to implement:** Light (if implemented on escalation) (1-6 weeks)

~~b. **Remove all assets linked to any entity removed for health misinfo (Not Recommended)**~~

i. **Impact**: Remove any assets linked to Groups/Pages/Profiles/Accounts that have been removed for COVID misinfo violations. Ex: RFK Jr.'s IG Account is removed, so we would also remove his FB Page and Profile (even though those entities no longer post COVID vaccine misinfo). This would impact approximately 50 non-violating entities associated with the Disinfo Dozen.

ii. **Recommendation**: We do not recommend this, as it would remove entities that have nothing to do with COVID or vaccine content and could result in over-enforcement (e.g., if RFK, Jr. was an admin for his child's PTA Group).

iii. **Difficulty to implement:** Light (if implemented on escalation) (1-6 weeks)

2. **Off platform links enforcement**

~~a. **Blackhole[1] off-platform domains associated with removed entities (Not Recommended)**~~

i. **Impact:** If we blackholed all 28 URL domains associated with the Disinfo Dozen, this would remove at least 250M pieces of content, including private messages. Furthermore, if we blackholed all URL domains associated with *any* entity we remove for health misinfo violations, the amount of content removed would be astronomical.

ii. **Recommendation:** We do not recommend, as it risks enforcing on large volumes of historical content that may not be violating or unrelated to COVID/vaccines.

[1] Blackhole (to) = block across all FB surfaces, ie. content will not be displayed (and, by extension, will be impossible to click on)

iii. **Difficulty to implement:** Light, if implemented for disinfo dozen specifically (1-6 weeks)

~~**b. Review and bank violating URLs (Not Recommended)**~~

i. **Impact:** We can remove content linking to specific URLs with prominent COVID misinfo violations using a URL text bank, without blocking the entire domain or requiring an adversarial signal (as required by current policy).

ii. **Recommendation**: We do not recommend this approach, as there are thousands of URLs we'd need to review and this risks setting a precedent that exceeds our enforcement capabilities.

iii. **Difficulty to implement:** Eng -- light (1-6 weeks), Ops + Policy -- heavy

3. Demote more content

~~**a. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo Repeat Offender Status (Recommended)**~~

i. **Impact**: Currently, strikes for COVID Misinfo & Harm, Vaccine Widely Debunked Hoaxes (WDH), and COVID Repeatedly Fact-checked Hoaxes (RFH) receive Community Standards strikes, but those strikes do not count towards Misinformation (i.e., 3PFC) Repeat Offender (RO) Status. If we count those strikes towards Misinfo RO Status, entities spreading COVID or vaccine misinfo could more quickly be placed in Misinfo Repeat Offender status and, as such, have their content demoted and be banned from advertising on top of normal CS penalties.

ii. **Recommendation**: We recommend this proposal because our misinfo Repeat Offender system is meant to penalize misinfo actors and, therefore, it should count this content (which is more egregious than false information fact-checked by a 3PFC). This change could not happen immediately because we would first need to make some Product changes (e.g., increase notification transparency and ensure strikes are being counted fairly).

iii. **Difficulty to implement:** Light (1-6 weeks)

~~**b. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain/Page/Group/account Repeat Offender (RO) status in more instances (e.g. 5+ Partly False/Missing Context ratings on URLs in 90 days triggers RO) (right now, we only rely on False/Altered ratings for RO status) (Recommended)**~~

i. **Impact:** DS's latest analysis of URLs directing to Disinfo Dozen webpages found that a significant percentage of the most viewed URLs have Partly False or Missing Context 3PFC ratings. Therefore, counting these ratings

toward entity-level penalties could allow us to take stronger action to reduce the distribution of the domains and associated entities themselves. While we work out the details, we could, as a stop gap measure, demote in-Feed domains associated with removed entities (note: three Disinfo Dozen domains are already experiencing demotion under Misinfo RO penalties).

ii. **Recommendation:** We recommend this as an option tailored to addressing concerns about the Disinfo Dozen that is also consistent with precedent of taking stronger measures against Covid-related fact-checked content. However, we note Product's concerns that this requires considerable lift for just a small set of bad actors.

iii. **Difficulty to implement:** Heavy (>6 weeks)

~~**c. Demote Partly False rated Covid or vaccine misinformation more strongly (e.g., from 50% today to 80%.) (Recommended)**~~

i. **Impact:** COVID or vaccine misinfo that we don't remove would appear lower in people's News Feed.

ii. **Recommendation:** We are already demoting COVID content rated Missing Context as a BTG and see this as consistent with that precedent.

iii. **Difficulty to implement:** Light (1-6 weeks)

4. Lower strike thresholds for entity disables

~~**a. Amend Dedicated Vaccine Discouraging Entity (DVDE) policy to allow off-platform Borderline Vaccine (BV) to be counted (Not Recommended)**~~

i. **Impact**: We disable entities under our DVDE whether they have 2+ strikes and 5 of their last 15 posts are borderline vaccine (BV) discouraging. Under this proposal, we would look at prominent off-platform BV when considering whether it meets the 5 out of 15 BV criteria, so more entities would be disabled.

ii. **Recommendation**: We do <u>not</u> recommend this, as we currently have poor notice for this policy, especially for the BV portion, and no plans to build out additional notice.

iii. **Difficulty to implement:** TBD

~~**b. Extend Dedicated Vaccine Discouraging Entity (DVDE) to Profiles (Not Recommended)**~~

i. **Impact**: We currently only remove Pages/Groups/IG Accounts under DVDE, and not Profiles. This recommendation would make FB Profiles eligible for removal under DVDE, but at a higher strike total than other entities (e.g. 5 health CS strikes + BV, as opposed to 2 CS strikes for Groups/Pages/IG Accounts).

ii. **Recommendation**: We do not recommend this because we generally tread more carefully around FB Profiles and, when we previously investigated this proposal, we found it had a very minimal impact.

iii. **Difficulty to implement:** TBD

~~**c. Lower FB Profile disable threshold for health strikes (Not Recommended)**~~

i. **Impact**: This would accelerate how quickly we take down a FB Profile that repeatedly spreads harmful COVID or vaccine misinfo, e.g. from 13 CS strikes to 6 health CS strikes.

ii. **Recommendation**: While may appear to be a reasonable measure, specifically because the FB profile disable threshold to 6 for violations such as pharma & non-medical drugs, we do not recommend this option sine we tread more carefully around FB profiles and expect the overall impact would be minimal.

iii. **Difficulty to implement:** TBD

d. Count COVID M&H and Vaccine WDH as severe strikes (Not Recommended)

i. **Impact**: This would accelerate how quickly we apply penalties to and disable entities (e.g. Page disable at 3 severe strikes; currently it takes 5 CS strikes to disable).

ii. **Recommendation**: We do not recommend this measure, as we reserve severe strikes for the worst integrity violations (e.g. terrorism, CEI, human exploitation).

iii. **Difficulty to implement:** TBD

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Work we're already planning

1. **[Borderline approach] Accelerate product efforts to demote entities that spread Borderline Vaccine content (not a Misinfo policy).** This would demote entities based on the amount of BV content they have. This is already approved and requires product support. A policy consideration to accelerate might be lifting the requirement for notice and appeals, but this is not recommended given that the classifier is immature and likely to have higher false positives.
2. **Adding new false COVID claims we remove for misinfo & harm**
3. **Adding new false COVID claims to reduce/inform for RFH**
4. **Publish our misinfo repeat offender policies more transparently**
5. **Clarify principles for removing additional kinds of non-Covid specific vaccine misinformation that could cause hesitancy** in Covid vaccine uptake (for example, our policies do not yet cover an extensive list of false claims about childhood immunization,

which may contribute to COVID-19 vaccine refusals and will be especially relevant as vaccinations are approved for children in the fall and next year).

6. **Implement (with Product) a new enforcement and detection platform that allows us to act more quickly on newly emerging false claims related to Covid.** The platform will make it easier for us to "source" new false claims about Covid and vaccines based on the prevalence of the claim on our platform (already testing this now) and allow us to more efficiently "match" content to false claims and remove the content.

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From: Nick Clegg [redacted]@fb.com>
Sent: Thursday, August 19, 2021 5:25 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: [A/C PRIV] Enforcement Update re COVID-19

Yep this looks good thx. N

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Thursday, August 19, 2021 4:24:53 PM
To: Nick Clegg [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com> [redacted]@fb.com> [redacted]@fb.com> [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: [A/C PRIV] Enforcement Update re COVID-19

Nick, [redacted]

This email provides a follow-up to our August 6th discussion regarding our response to the Surgeon General on COVID-19 misinformation. During that discussion, we agreed to further explore four discreet policy options for reducing the prevalence of COVID-19 misinformation on our platforms. Since then, teams have scoped the requirements for executing those options. As discussed further below, we plan to roll-out the first three options over the next coming weeks, and will roll-out the fourth option as an escalation only policy.

Please let us know if you have any concerns with the following plan by 9 am ET tomorrow; otherwise, we plan to provide an update to the Surgeon General and start executing against these tomorrow.

Thank you,
[redacted]

1. **Option 1: Designate any assets linked to Groups/Pages/Profiles/Accounts, which have been removed for COVID misinfo violations, as non-recommendable to users.**
   a. **Impact:** Any asset linked to Groups/Pages/Profiles/Accounts that have been removed for COVID misinfo violations would not be recommended to users (e.g., RFK Jr.'s IG Account is removed, so his FB Page will be non-recommendable).
   b. **Status: By the end of this week, we will enforce on approximately 60 linked assets related to the Disinfo Dozen that have been removed for COVID misinfo violations.** Over the next three weeks, we will engage in further work to understand how to mitigate the risk of over-enforcement here. We will then return with a further recommendation on a broader policy change that will affect more than just the 60 Disinfo Dozen-linked assets.

2. **Option 2: Count COVID Misinformation & Harm (M&H), Vaccine Widely Debunked Hoaxes (WDH), & COVID Repeatedly Fact-Checked Hoaxes (RFH) toward Misinformation Repeat Offender status.**
   a. **Impact:** Currently, only 3PFC-rated False/Altered content counts toward misinfo repeat offender status, which results in demotions and demonetization for entities. Counting COVID M&H, Vaccine WDH, and COVID RFH strikes towards misinfo repeat offender status would more quickly penalize entities spreading COVID or vaccine misinfo on top of our normal Community Standards penalties.
   b. **Status: We are targeting the end of September for launch**. This includes updating language on existing transparency surfaces to notify affected entities how content we remove for COVID/Vaccine violations factors into their Repeat Offender status.

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3. <u>Option 3</u>: **Demote COVID or vaccine misinformation rated Partly False more strongly.**
    a. **Impact:** We currently demote content rated Partly False at 50%. We will increase that demotion level to 80% for COVID and vaccine misinfo. Note: In the last month, fact-checkers applied "Partly False" ratings to at least 1k COVID-19/vaccine content.
    b. **Status: We are targeting the end of next week for launch.** This includes transparency updates in an existing NewsRoom Post (link).

4. <u>Option 4</u>: **Count COVID or vaccine-related URLs that are rated Partly False or Missing Context towards "domain" Repeat Offender (RO) status (i.e., penalize the URL domains from which the content was shared).**
    a. Impact: The Disinfo Dozen report faulted FB for allowing users to share URLs linked to the Disinfo Dozen. Misinfo Policy found that, for the most viral Disinfo Dozen URLs rated by third-party fact checkers, 85% of those ratings were either Partly False or Missing Context. However, only False ratings count towards misinfo repeat offender status, which means, for those URLs rated False, all user shares of that URL's domain will be demoted.
    b. Status:
        i. **Change:** This is a heavy lift to integrate into our existing repeat offender system. Instead, we will approach this as an on-escalation break-the-glass measure. We will periodically manually review domains that had a high number of third-party fact check ratings to see if enough of them were COVID or vaccine related. We will enforce on domains that meet that threshold manually for 90-day domain demotion (note: threshold is still TBD). Misinfo Policy and Product are aligned on this modification of the option as a BTG solution.
        ii. **Caveats:** This will not flow through the normal repeat offender process, so will not have messaging that domain repeat offender status has been met. However, many of our domain repeat offender demotions do not give notification unless the domain is explicitly tied to a page. We will need to have a reactive comms plan for partners that may experience these demotions.

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Exhibit 30

Email correspondence between Facebook and the White House

From: Nick Clegg </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: Slavitt, Andrew M. EOP/WHO
CC: [redacted]
Sent: 4/23/2021 3:50:03 PM
Subject: Re: [EXTERNAL] Re: Can we speak this weekend?

Andy

Just closing the loop on the specific question you asked below: I asked our data team to dig in to determine whether the post received any type of artificial boost (ie sponsorship) and they confirmed it had none, ie the distribution was "authentic" (ie it was simply shared a lot) most likely because of it's satirical if provocative content.

But that of course does not address your wider questions about whether we're drawing the lines re what is removed and/or demoted in the right place. Our teams consult pretty extensively with public health and misinfo experts who have varied opinions on the merits of wider removal, but we're looking at options currently and I know [redacted] is hopeful of receiving any data Rob can share from the researchers you met too. I'll reach out again as/when we have worked up new proposals.

Best

Nick

On 4/21/21, 7:13 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

My team is handling the sequencing funding in the WH. Tell me more of what the interest is and I can figure it out.

Look forward to hear how you resolve the item you reviewed. For it to be third most popular, I assume it's getting promoted.

Sent from my iPhone

> On Apr 21, 2021, at 9:45 PM, Nick Clegg <[redacted]@fb.com> wrote:
>
> Andy
>
> Good to speak to you on Sunday - I understand [redacted] and Rob had a productive follow up call today, and I'll get back to you with some further responses asap (I did check whether the post we discussed - Leonardo di Caprio pic etc - was running on other platforms, which it is, but agree there are wider issues).
>
> In meantime, Mark Z and Priscilla Chan were asking who they could be in contact with at the WH about this?:
>
> https://urldefense.com/v3/__https://www.whitehouse.gov/briefing-room/statements-releases/2021/04/16/fact-sheet-biden-administration-announces-1-7-billion-investment-to-fight-covid-19-variants/__;!!Bt8RZUm9aw!uzsp50mQ7qi8uzj43yGxGyQd-8CZKCbWTf4e0oaQVJ3Fe-xr9rQsB7rKSBI$
>
> Joe DeRisi/Biohub/CZI have done some open source work on this so they would love to get a sense of the plan(s) and see if they can share any of CZI's learnings?
>
> Many thx
>
> N
>
> On 4/16/21, 7:51 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:
>
> I will give you a ring in the morning your time. Thanks Nick.
>
> Sent from my iPhone
>

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NOT FOR DISTRIBUTION - MEMBERS & STAFF ONLY

>> On Apr 16, 2021, at 9:07 PM, Nick Clegg <[redacted]@fb.com> wrote:
>>
>> Andy,
>>
>> Wanted to make sure to get this to you ahead of the weekend. We believe this is responsive to what you asked for - namely to provide information on what we are seeing on the platform with respect to vaccine content, as well as the interventions we are deploying to counter misinformation. As I mentioned yesterday, our data is lagging and this covers the period 4/5 to 4/11. I don't yet have a more specific answer on the Tucker Carlson post.
>>
>> This probably goes without saying, but I want to underline that this is not information we normally share, and this data set is not cleanly vetted according to an integrity process that would normally take much longer. But we took your cue the other day that it was important to get this to you quickly even if not polished. We have not made this information public and we hope to continue to be able to share with you and the team under confidence.
>>
>> Look forward to talking this weekend - just tell me when suits best.
>>
>> Nick
>>
>> On 4/16/21, 9:17 AM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:
>>
>>
>>
>> Sent from my iPhone
>>
>> <4-16 - COVID-19 Insights.pdf>
>

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Exhibit 31

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PETERSIMONESF28>
To: [redacted]
CC: [redacted]
Sent: 4/29/2021 10:51:17 AM
Subject: Re: Vaccine Policy

[redacted]

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, April 28, 2021 at 9:33 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks – and would we accompany this with a team recommendation for Mark and Sheryl re the options presented? N

From: [redacted]@fb.com>
Date: Wednesday, April 28, 2021 at 4:27 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks, Nick. We've modified the draft email below to address your comments, including by a/ adding an update on the "disinformation dozen" and b/ restructuring it to avoid conflating the concerns that the DiCaprio meme went viral (a problem we're working to fix) and the issue of whether removing more content will be counterproductive to vaccine uptake.

Re *"Why do we believe that our judgement of the balance between removal and visibility etc is better than the WHO's? Whilst I'm sure our consultations have been thorough, we shouldn't lose sight of the fact that the WHO – despite its numerous flaws – is going to be a considerably more credible voice on these judgements than a social media company. At a minimum, we should explain how we would argue our case as/when WHO health professionals – and others – step up their criticisms of our approach."* --- This is a very important point. We approach this with a lot of humility. The challenge is that external experts disagree, and so we do have to decide who to listen to (and what to do with the unique insights we have about what's happening on our services and how users react when we remove their content). In general, external experts briefed on our approach believe that removing much more content might be counterproductive. This aligns with the Research team's findings as well. The specific disagreements with the WHO have centered on *entities* that post a lot of hesitancy content. We believe we've made progress on that through our recent launch of the Dedicated Vaccine Discouraging Entity policy (which is discussed in the updated draft email below), but there remains work to do both to learn from the WHO (and others) and to keep them close. On messaging, we agree that we should not suggest we have better

judgment than the WHO (or CDC or Vaccine Confidence Project). In messaging, we should lean into the fact that we work with lots of experts to constantly calibrate our approach as the pandemic evolves, content trends emerge, and our products improve.

UPDATED DRAFT EMAIL

Subject: [For Decision] Vaccine discouraging content

Mark, Sheryl:

We are facing continued pressure from external stakeholders, including the White House and the press, to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme. We didn't appropriately catch-and-demote this meme (and it shouldn't be removed as it's humorous/satirical and arguably true). Still, this incident prompted us to take another hard look at our approach and to **seek your guidance on whether to take more aggressive action against certain vaccine discouraging content**.

As you know, we currently *remove* content that includes certain misinformation about covid and vaccinations (e.g., the covid vaccine has microchips) and content that explicitly discourages vaccination (e.g., the COVID-19 vaccine is too dangerous - don't get it!).

More broadly, we aim to *reduce* vaccine discouraging content, namely 'sensational or alarmist content' (e.g., vaccines are the work of the devil; these vaxx are so bad for your body!) and 'criticism of personal vaccine choices' (e.g., it's child abuse to give your kid the vaccine; you'd have to be a complete moron to get vaccinated).

To reduce this content, we are currently building systems to review & demote on escalation, and over time hope to have demotions at scale through classifiers (although that kind of scaled enforcement is likely to be challenging). We are not convinced we'll be able to catch all kinds of this content quickly enough before it gains some distribution. Additionally, given people's interest in the topic, weaker demotions may not be sufficient to meaningfully limit the distribution of posts.

Based on consultations with vaccination communication experts and other health partners, we worry that removing (as opposed to demoting) more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns online and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vaccine narratives). Details of feedback from external experts and research are below.

We seek your guidance on how to treat this vaccine discouraging content. Here are the options:

1. 25% demotion (current plan, execution under way)
2. ~50% demotion, or even stronger (e.g., 80%) if we find that 50% isn't sufficient to keep such content out of top vaccine posts
3. Remove this content

We also continue to see pressure from partners and policymakers, including the White House, to remove entities that are seen to be contributing to a large amount of vaccine misinformation content (commonly referred to as the "disinformation dozen" which CCDH asserts are responsible for 73% of vaccine misinformation on Facebook). These "disinformation dozen" are linked to 34 accounts across Facebook and Instagram. We have reviewed these entities and determined that 6 accounts violate our policies and will be removed. We continue to review these entities on our platforms, but the remaining accounts do not currently violate our policies - including our Dedicated Vaccine Discouraging Entities (DVDE) policy. We believe that these entities understand our policy lines clearly and are careful not to post content that goes beyond these, but rather direct followers and group members to off platform entities where they share more overt vaccine misinformation.

We also believe that some of the more high profile entities changed their behavior since our larger takedowns earlier this year, and have stopped posting vaccine misinformation (e.g., RFK's Jr.'s Page). We continue to monitor these entities on platform, and are reviewing the off platform activities as well, but do not believe we currently have a clear path for removal of these.

Details below.

Thanks,

A. Definitions of the Vaccine Discouraging Content in Question

1. Sensational or Alarmist Vaccine Content: Content that otherwise does not violate our COVID-19 or vaccine policies above but that suggests that vaccines are unsafe, ineffective, sacrilegious or irrelevant, in exaggerated, conspiratorial, or sensational terms. This includes content that makes generalizations about vaccine harms or utility in hyperbolic terms or without providing context, or which connects vaccination to a conspiratorial narrative about a purposely hidden widespread health harm, secret, or truth.
    a. Ex: "Vaccines are the work of the Devil"
    b. Ex: "These VAXX are so bad for your body!"
    c. Ex: "I need to detox my kid to flush toxins out after his vaccines...Any ideas?"
2. Criticizing the Choice to Receive/Provide Vaccines: Content that otherwise does not violate our COVID-19 or vaccine policies above but that disparages others on the basis of their choice to get vaccinated, or on their choice to vaccinate others, including attacking language used towards vaccinated people or those administering vaccinations, or blaming people for misfortune after vaccination.
    a. Ex: "You're committing child abuse for giving this vaccine."
    b. Ex: "Only someone clinically insane would get this vaccine!"
    c. Ex: "Any extreme pro-vaxers unfriend me. You are a danger to public health you thick, unscientific twats"
    d. Ex: "I can't believe they got vaccinated, what idiot sheeple"
    e. Ex: "Take a look around people -- anyone who gets these experimental vaccines is just a guinea pig."

B. Options for Addressing Severe Vaccine Discouraging Content

1. **25% demotion** ← *plan of record, still need to execute* - consistent with the Integrity Ranking Guidelines (IRGs), we can demote by 25%. We are just beginning to do this.
    a. *Pros:* slows distribution of such content; consistent with normal practice for demoting problematic content without specific user notice/appeals
    b. *Cons:* unsatisfactory to certain critics who want us to take even stronger action; some demoted content may still go viral
2. **~50% demotion**, or even stronger (e.g., 80%) if we find that 50% isn't sufficient to keep such content out of top vaccine posts
    a. *Pros*: may satisfy some critics who want more aggressive action; significantly reduces virality of vaccine discouraging content
    b. *Cons*: inconsistent with normal practice for demoting problematic content without specific

user notice/appeals; could be seen as shadowbanning

3. **Remove**
    a. *Pros*: may satisfy certain vocal critics; best option to reduce virality
    b. *Cons*: removes true content and personal opinions; reduces public conversation on important issue; provides "evidence" to people who believe FB is overly censorious or participating in vaccine cover-ups

C. External Perspectives on Removing More Vax Hesitancy Content

Since 2018, we have consulted extensively with external experts about our approach to vaccine content on Facebook and our engagement has stepped up significantly during the COVID pandemic. We have received varied responses on what the right approach is when it comes to removal and have modest confidence in our current approach. Some key health partners, including the WHO, continue to advocate for removing much more content. The **WHO has communicated to us that they think our current policies are not comprehensive enough** especially when it comes to takedowns of entities that they believe we should be removing due to the harmful impact they have on vaccine confidence (and, in turn, ending the pandemic). As mentioned above, the White House also continues to put significant pressure on removing more.

However, many vaccine communication experts seem to think we are now in the right place in terms of policy-writing about what content we remove vs. reduce. **Among these experts, there is a general sense that deleting more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives).** These risks seem particularly acute now in the US, because we are quickly approaching the point of supply exceeding demand and remaining vaccine holdouts being due to genuine hesitancy. Some experts have voiced the value in hesitant people being able to seek answers to their questions and having their concerns addressed. There may be risk of pushing them further toward hesitancy by suppressing their speech and making them feel marginalized by large institutions.

Prior external research on effective interventions to address vaccine hesitancy highlights the critical importance of facilitating open dialogue, especially dialogue that is or that can be tailored to the individual or their communities. Research suggests that attitude change happens when people get a chance for productive discourse and addressing people's concerns head on (rather than reducing chances for conversation) can lead to positive change. **Opening up a chance for people to express their hesitancy, criticism and concerns can serve as an important way for them to access information.** Moreover, past on-platform network research has suggested that there is likely to be a backlash from taking down conspiracy-oriented networks' content, though in light of lessons learned we may be better equipped to handle it with our tools than we have previously.

Consistent with this reasoning, in March, the Washington Post Editorial Board published a piece titled, "Banning vaccine-hesitant posts is not the way to ease people's fears" which made the case that removals (and broad, strong demotions) would be counterproductive: "**sweeping takedowns or down-rankings of all borderline content could foster more misgiving, and deprive people of the opportunity to discuss and learn."**

Our conversations with experts informed the creation of the "Barriers to Vaccination (B2V): Vaccine Content Quality Integrity Framework" (from which we excerpted the definitions above), and we've since vetted this framework with outside experts. Of note, in early March, we discussed our planned approach with members of the "High Level Panel on Vaccine Confidence & Misinformation" (organized by London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies). Key take-aways:

- **The panel had very positive feedback for our framework, calling it "sophisticated and nuanced."** They appreciated that the B2V work addresses a critical gray zone of

content that may contribute to vaccine hesitancy.

- **The Panelists highlighted the importance of avoiding unintended consequences that may be associated with squashing expression on the platform.**
- **Experts underscored that they would be very hesitant about removing content that leads users to discuss vaccines.** They expressed concern around stifling healthy debate about the vaccines, especially with regard to the sharing of personal vaccine anecdotes or other vaccine discussion and debate. For example, some pointed to the importance of facilitating open conversation online between parents whose children experienced adverse effects from the COVID vaccine.

While thinking through our policies, we also recently met with **Heidi Larson, the head of the Vaccine Confidence Project**. Heidi's general **view is that we need to create an open and safe space for people to have vaccine-related conversations**. She believes we need to hear about people's fears and anxieties related to the vaccine and respond appropriately (not just throw facts at people but understand there is an emotion behind people's claims and questions). We met with Heidi again on 4/26 to check in on whether our approach to content expressing vaccine hesitancy was still in the right place. While acknowledging that it's a complicated time due to recent discouraging safety events, **she continues to support not removing this content** due to the aforementioned potential inadvertent effects of removing this kind of content and is happy to be a spokesperson for us.

D. Content Examples

A. ***Content we REMOVE***

Violating Misinformation & Harm ← REMOVE

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Mar 17, 2021 12:55pm ·
801398530475219

Vaccination plan is the New World Order plan! MUST SEE VIDEO! Covid-19 Vaccines Are Weapons of Mass Destruction – and Could Wipe out the Human Race! https://theburningplatform.com/2021/03/16/covid-19-vaccines-are-weapons-of-mass-destruction-and-could-wipe-out-the-human-race/ #Trump #MAGA

Translate

THEBURNINGPLATFORM.COM

Covid-19 Vaccines Are Weapons of Mass Destructi...

Recommendations

Original Recommendation - *None*

Your Recommendation

Misinfo Policy Review - **Delete** Edit

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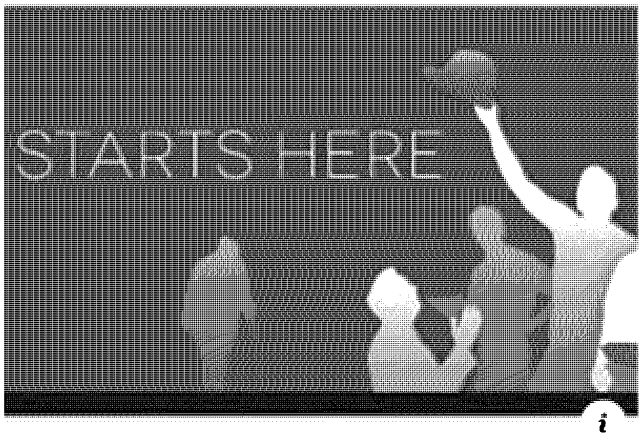
Translate



TAPNEWSWIRE.COM

Death Rates Skyrocket in Israel Following Pfizer Experimental COVID "Vaccines" |

Loriel Adams
Feb 11, 2021 8:41am ·
10214927806988749

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Translate

Explicit Vaccine Discouragement ← REMOVE

Jeremiah Princely Jr. updated his status.
0y 0m 5d 11h 41m

Only a mad person will take a Vaccine that will kill you when Corona virus did not. Don't take any vaccine

Facebook User · Verified
0y 0m 2d 7h 42m

AFTER TAKING THE VACCINE THEY SAY ITS SAFE BUT WE CAN SEE ITS NOT SAFE...
JUST SAY NO #unapologetic
REAL TALK TRUTH SEASON...

This video contains graphic images and disturbing content, over is required.

WAKE UP....

MAD-Make A Difference
DONATE OR JOIN THE VILLAGE
Just click link below....
www.chrispreddieobe.com

REMEMBER ITS YOUR CHOICE..... WE AIN'T M.A.D ENOUGH...
GOVERNMENT AINT'T M.A.D ENOUGH...
HELP ME TO HELP US WITH THE.
M.A.D - Making A Difference Campaign

Content we REDUCE

Sensational or Alarmist Vaccine Content ← REDUCE

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Mar 21, 2021 10:04am
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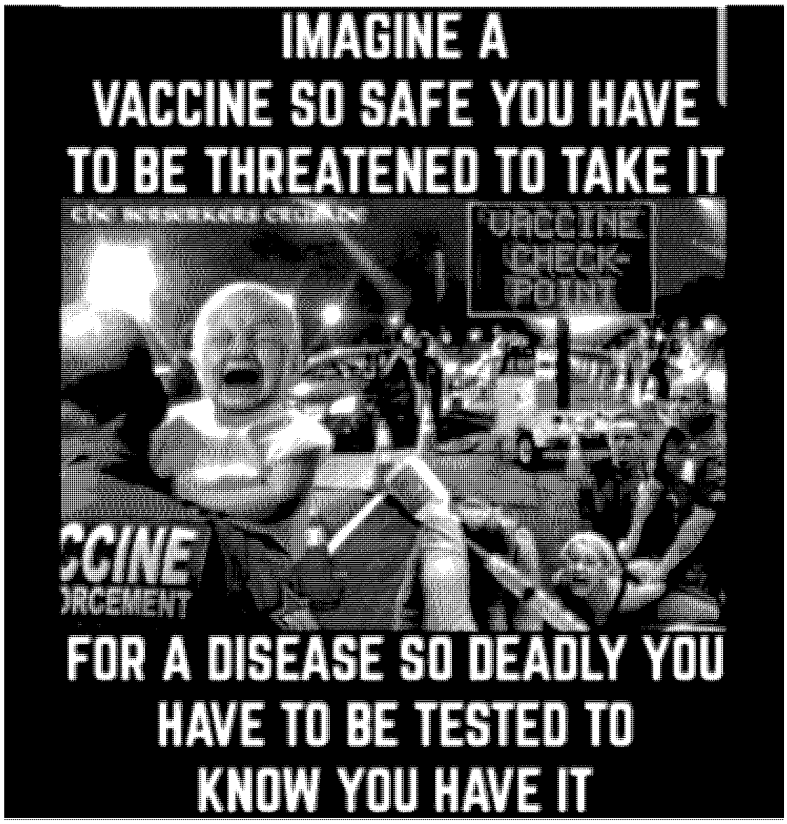
@BenGilroy11

If there was a contraceptive vaccine, but after taking it you could still get pregnant .... and you still had to wear a condom,. Would you still take it? It really is that stupid



CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense

Maeve Sherlock ▸ ABFE Level 1 Tribe
Mar 21, 2021 5:34pm
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Hi all whats the best combination for detoxing covid vaccine toxins ?
Thinking dagger hakea, paw paw, wild potato bush..? Thanks xx
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6

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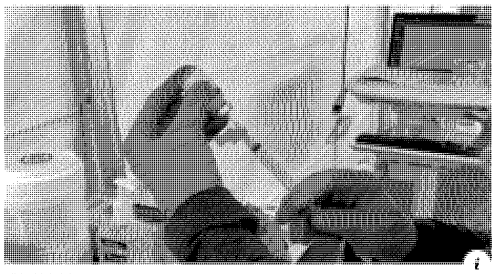
Maeve Ian referred to Emergency and Purifying as mentioned above.
He referred to other vaccines not the Mrna. Of course it will help
but....

Criticizing the Choice to Receive/Provide Vaccines ← REDUCE

And this is exactly why I will not get any "vaccine" - the experts can not agree on what is effective nor has there been any data/studies done to show the facts. Everyone is running around like lemmings rushing to jump to their deaths into the sea - to get a vaccine that may or may not be helpful - and the media is keeping the panic going.

Translate



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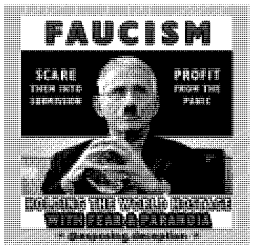
Album containing 2 item(s)



MAR 14 WORD OF THE DAY

vaxhole

One who has been fully vaccinated for the COVID-19 virus and brags about it.

Two weeks after the second shot and that vaxhole is posting selfies from a Cancun bar.

by PF Cool February 28, 2021

7404 2410 FLAG

1

Kathy Hughes shared a link.
0y 0m 1d 13h 36m

Exactly why I am NOT getting any of these vaccines. Anyone who gets one right now is simply signing up for a clinical trial. You are essentially allowing yourself to be a guinea pig.

External Link

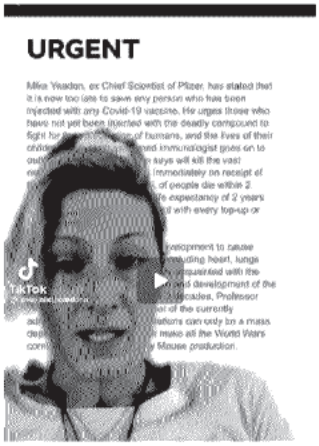
CDC, FDA Urge 'Pause' in Johnson & Johnson Vaccine - Videos from The Weather Channel | weather.com

Six women developed potentially dangerous blood clots in the days after receiving the Johnson & Johnson COVID-19 vaccine. The CDC and FDA are investigating. - Videos from The Weather Channel | weather.com

Facebook User

0y 0m 5d 16h 54m

Well we'll well what do all you vaccine/masker nazis have to say about us anti vaxers now Huh its not funny really but how the heck can millions of people just jump into an experiment. #sheep



Drew Nutt updated his status.

0y 0m 2d 17h 38m

I now feel sorry for all of you who were vaccinated, since the FDA and CDC are withdrawing the Johnson vaccine due to blood clots... you now see why we chose not to be test dummys.. best of luck lab rats

Deena Lynn shared a post.

0y 0m 5d 18h 54m

Sharing IS caring.... everytime I see your vaccine cards proudly posted, I pray for your children. Stop being utter fools!!

From: Nick Clegg <[redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 4:04 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

[redacted]

From: Nick Clegg <[redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 3:01 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thx for this. A few quick Qs from me before this is finalized:

- I think we should rehearse with Mark our stance on the "12 accounts generate the majority of vaccine misinfo" assertion, not least since it has been made available to the team at the WH again recently by a group of misinfo researchers.
- I find that the below somewhat conflates two things: a) the advice from vaccine comms experts re the "importance of facilitating open dialogue"; and b) the virality/prominence of vaccine discouraging content (as per post #3). It stretches credulity, to me at least, that that post is an important facilitator of "open dialogue". It's basically satirical, after all. In other words, I think it's perfectly logical to say that FB should play a role in allowing people to express their doubts, share misgivings, enter into informed dialogue etc whilst at the same time wishing to see FB bear down (through aggressive demotion or removal) on the wide/viral circulation of material that might encourage and legitimize vaccine hesitancy. To our WH interlocutors, at least, the suggestion that a viral Leonardo di Caprio vaccine hesitant meme is part and parcel of productive "open dialogue" will, not unreasonably, be viewed with considerable skepticism. So if we are going to defend that stance, I'd do it on different grounds (satire, open speech etc).
- Why do we believe that our judgement of the balance between removal and visibility etc is better than the WHO's? Whilst I'm sure our consultations have been thorough, we shouldn't lose sight of the fact that the WHO – despite its numerous flaws – is going to be a considerably more credible voice on these judgements than a social media company. At a minimum, we should explain how we would argue our case as/when WHO health professionals – and others – step up their criticisms of our approach.

Thx
N

From: [redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 12:00 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

[redacted]

Please see a draft note for Mark and Sheryl with 3 stronger enforcement options against vaccine discouraging content here (and copied below as well) further to the discussion with Mark last week. Let us know if any feedback or if there's anything missing here.

Thanks so much,

Subject: [For Decision] Vaccine discouraging content

Mark, Sheryl:

We are seeking your guidance on whether to take more aggressive action against certain vaccine discouraging content.

We are facing continued pressure from external stakeholders, including the White House and the press, to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme.

We currently *remove* content that includes certain misinformation about covid and vaccinations (e.g., the covid vaccine has microchips) and content that explicitly discourages vaccination (e.g., the COVID-19 vaccine is too dangerous - don't get it!). Under our policies, this meme should not be removed.

Instead, we aim to *reduce* this sort of vaccine discouraging content, namely 'sensational or alarmist content' (e.g., there's no point vaccines are useless!; vaccines are the work of the devil; these vaxx are so bad for your body!) and 'criticism of personal vaccine choices' (e.g., it's child abuse to give your kid the vaccine; you'd have to be a complete moron to get vaccinated).

To reduce this content, we are currently building systems to review & demote on escalation, and over time hope to have demotions at scale through classifiers (although that kind of scaled enforcement is likely to be challenging). We are not convinced we'll be able to catch all kinds of this content quickly enough before it gains some distribution. Additionally, given people's interest in the topic, weaker demotions may not be sufficient to meaningfully limit the distribution of posts.

Based on consultations with vaccination communication experts and other health partners, we worry that removing (as opposed to demoting) more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns online and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vaccine narratives). Details of feedback from external experts and research are below.

We seek your guidance on how to treat this vaccine discouraging content. Here are the options:

1. 25% demotion (current plan, execution under way)
2. ~50% demotion, or even stronger (e.g., 80%) if we find that 50% isn't sufficient to keep such content out of top vaccine posts
3. Remove this content

Details below.

Thanks,

A. Definitions of the Vaccine Discouraging Content in Question

1. Sensational or Alarmist Vaccine Content: Content that otherwise does not violate our COVID-19 or vaccine policies above but that suggests that vaccines are unsafe, ineffective, sacrilegious or irrelevant, in exaggerated, conspiratorial, or sensational terms. This includes content that makes generalizations about vaccine harms or utility in hyperbolic terms or without providing context, or which connects vaccination to a conspiratorial narrative about a purposely hidden widespread health harm, secret, or truth.
    a. Ex: "They're coming with these dangerous shots for you next -- the sheep of the world need to wake up."
    b. Ex: "Vaccines are the work of the Devil"
    c. Ex: "These VAXX are so bad for your body!"

d. Ex: “Vaccines are so useless, what’s the point!”
e. Ex: “I need to detox my kid to get these vaccine toxins out...Any ideas?”

2. Criticizing the Choice to Receive/Provide Vaccines: Content that otherwise does not violate our COVID-19 or vaccine policies above but that disparages others on the basis of their choice to get vaccinated, or on their choice to vaccinate others, including attacking language used towards vaccinated people or those administering vaccinations, or blaming people for misfortune after vaccination.
    a. Ex: “You’re committing child abuse for giving this vaccine.”
    b. Ex: “Only someone clinically insane would get this vaccine!”
    c. Ex: “Any extreme pro-vaxers unfriend me. You are a danger to public health you thick, unscientific twats”
    d. Ex: "I can’t believe they got vaccinated, what idiot sheeple"
    e. Ex: “Take a look around people -- anyone who gets these experimental vaccines is just a guinea pig.”

B. Options for Addressing Severe Vaccine Discouraging Content

1. **25% demotion** ← *plan of record, still need to execute* - consistent with the Integrity Ranking Guidelines (IRGs), we can demote by 25%. We are just beginning to do this.
    a. *Pros:* slows distribution of such content; consistent with normal practice for demoting problematic content without specific user notice/appeals
    b. *Cons:* unsatisfactory to certain critics who want us to take even stronger action; some demoted content may still go viral
2. **~50% demotion**, or even stronger (e.g., 80%) if we find that 50% isn't sufficient to keep such content out of top vaccine posts
    a. *Pros*: may satisfy some critics who want more aggressive action; significantly reduces virality of vaccine discouraging content
    b. *Cons*: inconsistent with normal practice for demoting problematic content without specific user notice/appeals; could be seen as shadowbanning
3. **Remove**
    a. *Pros*: may satisfy certain vocal critics; best option to reduce virality
    b. *Cons*: removes true content and personal opinions; reduces public conversation on important issue; provides “evidence” to people who believe FB is overly censorious or participating in vaccine cover-ups

C. External Perspectives on Removing More Vax Hesitancy Content

Since 2018, we have consulted extensively with external experts about our approach to vaccine content on Facebook and our engagement has stepped up significantly during the COVID pandemic. We have received varied responses on what the right approach is when it comes to removal and have modest confidence in our current approach. Some key health partners, including the WHO, continue to advocate for removing much more content. The **WHO has communicated to us that they think our current policies are not comprehensive enough** especially when it comes to takedowns of entities that they believe we should be removing due to the harmful impact they have on vaccine confidence (and, in turn, ending the pandemic). As mentioned above, the White House also continues to put significant pressure on removing more.

However, many vaccine communication experts seem to think we are now in the right place in terms of policy-writing about what content we remove vs. reduce. **Among these experts, there is a general sense that deleting more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there’s a cover-up (a key prong of anti-vax narratives).** These risks seem particularly acute now in the US, because we are quickly approaching the point of supply exceeding demand and remaining vaccine holdouts being due to genuine hesitancy. Some experts have voiced the value in hesitant people being able to seek answers to their questions and having their concerns addressed. There may be risk of pushing them further toward hesitancy by suppressing their speech and making them feel marginalized by large institutions.

Prior external research on effective interventions to address vaccine hesitancy highlights the critical importance of facilitating open dialogue, especially dialogue that is or that can be tailored to the individual or their communities. Research suggests that attitude change happens when people get a chance for productive discourse and

addressing people's concerns head on (rather than reducing chances for conversation) can lead to positive change. **Opening up a chance for people to express their hesitancy, criticism and concerns can serve as an important way for them to access information.** Moreover, past on-platform network research has suggested that there is likely to be a backlash from taking down conspiracy-oriented networks' content, though in light of lessons learned we may be better equipped to handle it with our tools than we have previously.

Consistent with this reasoning, in March, the Washington Post Editorial Board published a piece titled, "Banning vaccine-hesitant posts is not the way to ease people's fears" which made the case that removals (and broad, strong demotions) would be counterproductive: "**sweeping takedowns or down-rankings of all borderline content could foster more misgiving, and deprive people of the opportunity to discuss and learn."**

Our conversations with experts informed the creation of the "Barriers to Vaccination (B2V): Vaccine Content Quality Integrity Framework" (from which we excerpted the definitions above), and we've since vetted this framework with outside experts. Of note, in early March, we discussed our planned approach with members of the "High Level Panel on Vaccine Confidence & Misinformation" (organized by London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies). Key take-aways:

- **The panel had very positive feedback for our framework, calling it "sophisticated and nuanced."** They appreciated that the B2V work addresses a critical gray zone of content that may contribute to vaccine hesitancy.
- **The Panelists highlighted the importance of avoiding unintended consequences that may be associated with squashing expression on the platform.**
- **Experts underscored that they would be very hesitant about removing content that leads users to discuss vaccines.** They expressed concern around stifling healthy debate about the vaccines, especially with regard to the sharing of personal vaccine anecdotes or other vaccine discussion and debate. For example, some pointed to the importance of facilitating open conversation online between parents whose children experienced adverse effects from the COVID vaccine.

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THEBURNINGPLATFORM.COM

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Recommendations

Original Recommendation - *None*

Your Recommendation

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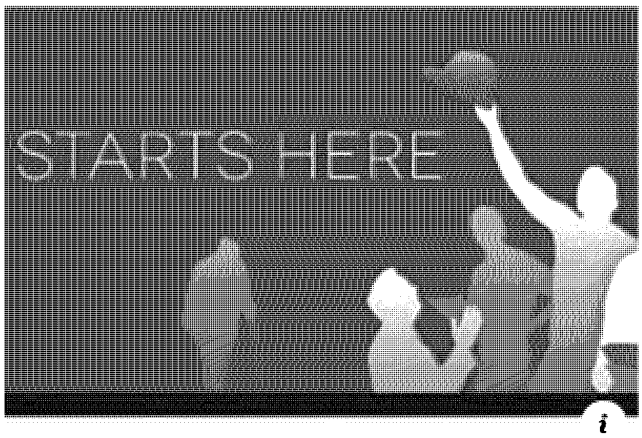

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💡💡💡💡💡💡💡💡💡💡💡💡
REAL TALK TRUTH SEASON...

This video contains graphic images and disturbing content, over 🔞 is required.

WAKE UP....

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DONATE OR JOIN THE VILLAGE
Just click link below....
www.chrispreddieobe.com

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External Link

CDC, FDA Urge 'Pause' in Johnson & Johnson Vaccine - Videos from The Weather Channel | weather.com

Six women developed potentially dangerous blood clots in the days after receiving the Johnson & Johnson COVID-19 vaccine. The CDC and FDA are investigating. - Videos from The Weather Channel | weather.com

Facebook User
0y 0m 5d 16h 54m
Well we'll well what do all you vaccine/masker nazis have to say about us anti vaxers now huh its not funny really but how the heck can millions of people just jump into an experiment. #sheep

Deena Lynn shared a post.
0y 0m 5d 18h 54m

Sharing IS caring.... everytime I see your vaccine cards proudly posted, I pray for your children. Stop being utter fools!!

From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 5:30 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Re [redacted] comments / Qs:

- *"should we schedule a follow-up meeting to discuss these options and make a decision? Or would you propose that we wait until the B2V classifer is running and see how the 25% demotion is performing?"*
  - My view is that we should focus on executing Option 1 (status quo, 25%). It seems likely that better demotion coverage, rather than higher strength, will work here. [redacted] should keep me honest, but I believe that we have only manually demoted a *single* piece of content for being Tier 1 B2V so far (and

it wasn't the DiCaprio meme). There's active work to scale this up – both manually and to build classifiers. If we find that 25% strength (with good coverage) isn't working to keep B2V content out of the Top N, then we can turn up to 50% (but I'd still argue for giving notice, because I don't like taking such strong action without any transparency or accountability).

- *"I don't see any reason not to reach out to Heidi Larson and other panel members to understand whether they would be willing to speak out more publicly and/or privately with the White House"*
  - We'll reach out to Heidi and others to get of sense of their comfort speaking w/ or being mentioned to the WH.
- "*What is Nick able to share about this work with Andy Slavitt without reaching out to the panel members? Can identify institutions/participants? Can he say that that we received this feedback from the "High Level Panel on Vaccine Confidence & Misinformation" organized by the London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies?"*
  - [redacted] just briefed a few of us on his convo today with Rob at the WH. [redacted] should keep me honest, but it sounds like (surprisingly) Rob generally agreed with our reduce & inform approach here. He shared the concern removing too much content would be counterproductive b/c it would 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives). [redacted] said that we've discussed this with independent experts, but did not name names or affiliations. I think Nick should do the same in his next call with Andy (unless we hear back from some of these experts in time and they want to be referenced).

From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 5:03 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Vaccine Policy

Yes, here's the YouTube comparison: https://docs.google.com/document/d/1mFN5s0huw9qX8iY2xwjY08Vwt4t1qAGAS-QQcmT1nQc/edit?usp=sharing

From: [redacted]@fb.com>
Sent: Wednesday, April 21, 2021 3:57 PM
To: [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks – should we schedule a follow-up meeting to discuss these options and make a decision? Or would you propose that we wait until the B2V classifer is running and see how the 25% demotion is performing? Personally going to 50% without specific notice seems pretty no-regrets to me (though obviously we'll have issues if the classifier precision isn't great).

I don't see any reason not to reach out to [redacted] and other panel members to understand whether they would be willing to speak out more publicly and/or privately with the White House – think we should just do that. What is Nick able to share about this work with Andy Slavitt without reaching out to the panel members? Can identify institutions/participants? Can he say that that we received this feedback from the "High Level Panel on Vaccine Confidence & Misinformation" organized by the London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies?

[redacted] are you working on the YouTube comparison – let me know if I can help. That seems like the other urgent thing to make sure that Nick feels prepared to talk to Andy.

From: [redacted]@fb.com>

Date: Wednesday, April 21, 2021 at 3:33 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks, [redacted] We prepared this doc (also attached) to address action items #1, #2, and #3 below. Here's the TL;DR:

1. We do not currently automatically demote vaccine discouraging / barrier to vaccination content *at scale* (although we are working on classifiers to do so).
2. Last week, for the first time, we started to demote by 25% the most severe, *nonviolating* vaccine discouraging content ("Sensational or Alarmist Vaccine Content" and "Criticizing the Choice to Receive/Provide Vaccines") on escalation only. Since this approach is new, we do not know if this will keep such content out of the Top N vaccine content.
3. While we are facing pressure to remove more content from certain external stakeholders, the general (not at all unanimous) view of vaccine communication experts is that us removing more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives).
4. This doc presents four options for addressing Tier 1 vax-discouraging / "barriers to vaccination" (B2V) content:

   i. Maintain the status quo / 25% demotion

   ii. 50% demotion + give user *specific notice* when we demote

   iii. 50% demotion, no specific user notice (general notice via Help Center)

   iv. Remove this content

From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 2:36 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]b.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Vaccine Policy

Just realized that I hadn't sent notes/next steps. Apologies if I've missed follow-up on any of these. I think the most urgent things for Nick's next conversation with Andy Slavitt are #1, #3, and #5. It hasn't been scheduled yet but would be good to know ETA on these items.

1. [redacted] to frame proposal for stronger demotions for a broader range of B2V content. I think this is pretty urgent – do we have an update on going to 50% and potentially going beyond T1?

2. [redacted] to describe policy that would result in removal of much more content. Based on most recent interactions with White House, I think this feels slightly lower priority but still worthwhile.

3. [redacted] to provide context about guidance we've received from health experts (with information about who those experts are) to reduce/inform rather than remove. Do we have update?

4. [redacted] exploring introducing more friction in connection with inform/reduce. I think we are also looking at whether we can supplement our current inform approach with content specifically designed to reach vaccine-hesitant communities. Any updates here?

5. [redacted] to provide comparison of our policies and YouTube's policies.

From: [redacted]@fb.com
When: 2:00 PM - 2:30 PM April 19, 2021
Subject: Vaccine Policy
Location: [redacted]

Join Zoom Meeting
[redacted]

Meeting ID: [redacted]
Passcode: [redacted]
One tap mobile
[redacted]

Exhibit 32

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
Sent: 5/10/2021 4:48:57 PM
Subject: Re: [EXTERNAL] FW: COVID Genomic Sequencing

Rob—sorry for the delay. Responding on your questions below. We'll also come back to you with more details on your question around demotions—will have better context for you in a day or so to better explain what's happening when we demote content but wanted to get as much as I had to you tonight. Additionally—tomorrow we're planning to some comms around our efforts around Covid—will send that in a separate message and will include Courtney as well.

We looked into why that post had so many views despite having so few comments and firstly, the original poster ("Dee Block") only allows friends or friends-of-friends to comment on their posts, or they've turned commenting off. The post, along with many memes on the site, was likely shared amongst people from within existing networks - i.e. from friends sharing with each other or people sharing in Groups.

You also raised some questions around groups. We have strong policies against false claims about COVID and vaccines that we enforce - and when a Page, Group, or account repeatedly violates these policies we enforce penalties against them, including removing entities that repeatedly break our rules from our platforms. On at least 11 separate occasions, individuals identified by the CCDH have had a presence on Facebook or Instagram permanently removed for violating our COVID-19 or vaccine misinformation policies.

Our automated detection uses a variety of signals to identify groups that might be dedicated to vaccine discouragement regardless of the group name, so we are reviewing groups with high volumes of this content that don't necessarily have vaccine or health specific topics in their name. We have taken down a number of entities with high follower count since the launch of this policy who are clearly dedicated to promoting borderline content - for example, we removed an IG profile called "Rise up Melbourne" with 11k followers, and a Facebook group called "Reopen Alabama" with 34k members.

We're working to get you the next Top 100 report by Friday and note your question about which of these we're promoting to try and include in this iteration.

more to come shortly.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, May 7, 2021 at 10:56 AM
To: [redacted]@fb.com>
Subject: RE: [EXTERNAL] FW: COVID Genomic Sequencing

Yep – knew about this one. Thanks for flagging.

From: [redacted]@fb.com>
Sent: Friday, May 7, 2021 10:41 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] FW: COVID Genomic Sequencing

Hey—sorry for delay in response—working on getting something back to you today with answers to below. Also wanted to flag that we are talking to HHS this afternoon about the potential to build a text based vaccine finder bot on WhatsApp, similar to the one launched last week for SMS. This came through [redacted] straight to our WA team—wanted to make sure you had visibility.

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From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Thursday, May 6, 2021 at 2:17 PM
To: [redacted]@fb.com>
Subject: RE: [EXTERNAL] FW: COVID Genomic Sequencing

So I guess I have two questions here:

1. He references the "three" widest reach posts, of which I believe this is one: >https://www.facebook.com/DeeBlock253/posts/3528944520539112<

For one, it's still up and seems to have gotten pretty far. And it's got 365k shares with four comments. We've talked about this in a different context, but how does something like that happen? The top post, the one from the Wisconsin news station, has 2.1 million comments. Am I looking at one instance of sharing (so, one of the 365,000 shares) or is this genuinely a post that has been shared nearly 400,000 times but only four people commented on it? What is your assessment of what is going on here?

Won't come as a shock to you that we're particularly interested in your demotion efforts, which I don't think we have a good handle on (and, based on the below, it doesn't seem like you do either). Not to sound like a broken record, but how much content is being demoted, and how effective are you at mitigating reach, and how quickly? As I've said, I don't think our position is that you should remove vaccine hesitant stuff. However, slowing it down seems reasonable. I just can't describe what it means or how you know its working.

Also, health groups: sure. But it seems more likely that anti-vax stuff is moving in groups that are not about health but are...mom centric, or other spaces. Strikes me as the issue here is less from single-use anti-vaccine accounts and more about people who...do other things and are also vaccine hesitant. Seems like your "dedicated vaccine hesitancy" policy isn't stopping the disinfo dozen – they're being deemed as not dedicated -- so it feels like that problem likely carries over to groups.

As a last thing, I'd be interested in seeing this 100 ranking in terms of reach from things that you aren't actively promoting in the info panel. EG: the unicef one's reach is because you're putting it in a big, giant box that says "Facebook" on it, versus the way it distributes naturally.

From: [redacted]@fb.com>
Sent: Saturday, May 1, 2021 2:10 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Subject: FW: [EXTERNAL] FW: COVID Genomic Sequencing

Making sure you see this from Nick to Andy as well—around anytime to discuss any and all things...

From: Nick Clegg <[redacted]@fb.com>
Date: Saturday, May 1, 2021 at 1:53 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: [EXTERNAL] FW: COVID Genomic Sequencing

Hi Andy,

Thanks to your team for sharing the research work with us - the team have spent some time reviewing these and I wanted to send over some details on where we're developing work in this space (and where we aren't).

Firstly, I know [redacted] has sent the latest version of the Top 100 content report to Rob yesterday evening and I wanted to send you a quick note on the three pieces of vaccine content that were seen by a high number of people before we demoted them. Although they don't violate our community standards, we should have demoted them before they went viral and this has exposed gaps in our operational and technical process.

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The teams have spent the last 24 hrs analysing these gaps and are making a number of changes starting next week, including setting up more dedicated monitoring for Covid vaccine content on the cusp of going viral, applying stronger demotions to a broader set of content, and setting up daily review and analysis so that we have a better real-time view of what is being seen by lots of people. I will be checking on this closely to make sure that these additional steps show results - the stronger demotions in particular should deliver real impact. Please let me know if you'd like to discuss any of this in more detail.

Returning to the points raised by the research - much of this is fair comment and actually includes many of the integrity efforts we've already deployed and are actively improving on, or are related to planned launches in the coming months.

Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others) and; ISD reports evidence of the global threat that anti-vaccination disinformation and misinformation represents across languages and borders: Rolling our efforts out globally and in other countries will take us some time, given the complexity and scale - we think that this will take a number of months before we've fully scaled this work and we are prioritizing languages where we know vaccine hesitancy is likely to be higher based on external data.

Do not distribute or amplify vaccine hesitancy, and Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation: Much of the research you shared called on us to ensure that our systems don't amplify vaccine hesitancy content and this is top of mind for us. In addition to the changes I mentioned above, we have already removed all health groups from our recommendation feature on Facebook, and on Instagram we filter vaccine-related accounts from our "accounts you may follow feature". We also remove accounts that may discourage vaccination from search features. We currently enforce on hashtags we know are shared to promote vaccine hesitancy content and are working to improve our automated systems here.

Monitoring events that host anti-vaccine and COVID disinformation: From our analysis, events do not make up a high proportion of borderline vaccine content that people see on Facebook right now, but we are working to improve automatic detection for events hosting anti-vaccine and COVID content. Our viral monitoring efforts will also help us detect events that are gaining views on Facebook, and we do remove events coordinating in-person gatherings that involve or encourage people who have COVID-19 to join.

12 accounts are responsible for 73% of vaccine misinformation: Lastly, we continue to review accounts associated with the 12 individuals identified in the CCDH "Disinformation Dozen" report, but many of those either do not violate our policies or have ceased posting violating content. Our "Dedicated Vaccine Discouraging Entity" policy is designed to remove groups and pages that are dedicated to sharing vaccine discouraging content and we continue to review and enforce on these where we become aware of them.

I realise that our position on this continues to be a particular concern for you which is why our teams regularly engage with a range of experts to check whether we are striking the right balance here. In early March, for instance, we discussed our planned approach with members of the "High Level Panel on Vaccine Confidence & Misinformation" (organized by London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies) and we have checked more recently with Heidi Larson of the Vaccine Confidence Project too.

Among experts we have consulted, there is a general sense that deleting more expressions of vaccine hesitancy might be more counterproductive to the goal of vaccine uptake because it could prevent hesitant people from talking through their concerns and potentially reinforce the notion that there's a cover-up (especially, though not exclusively, in the US). Given how complicated this continues to be, especially due to the recent news cycle about the safety of some vaccines, we will of course continue to speak with experts on our position here and adapt our approach as needed.

Hope this update is helpful – and obviously I'm happy to speak any time.

Best

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Nick

On 4/27/21, 3:33 AM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:

Thanks Nick. I assume you may have staff there. I hope they are well.

Sent from my iPhone

> On Apr 27, 2021, at 12:11 AM, Nick Clegg <[redacted]@fb.com> wrote:
>
> Hi Andy
>
> I know you're focusing on India a fair amount. Just fyi, we're doing the following:
>
> - Amplifying localized authoritative information and services specific to this crisis (e.g., symptom triage information / when to go or not go to a hospital given systems are overwhelmed) on platform and via ad credits;
> - Activating WhatsApp Bots for symptom tracking and to connect users to nearby health resources;
> - Curating relevant content across CIC, News, and Latest Updates for India;
> - Proactively reviewing misinformation content in English, Hindi, and Bengali; and
> - Making an up to $10M financial contribution to support some immediate needs in country (e.g., extending medical supplies to underprivileged, augmenting oxygen supply shortages, etc.)
>
> And Mark is keen to see what more we can do
>> >>https://www.facebook.com/zuck/posts/10112926954780791%3C%3C<;
>
> Brian & team are in touch with USAID - but don't hesitate to point us to other next steps where we could be helpful.
>
> We also received the recommendations/observations from the research organizations you met re covid misinfo etc this afternoon - the teams are now looking at them carefully, and I'll get back to you once that's done.
>
> Best
>
> Nick
>
> On 4/22/21, 7:23 PM, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov> wrote:
>
> I will arrange a call. Please let [redacted] know the information on who to include. Thanks
>
> Sent from my iPhone
>
>> On Apr 22, 2021, at 7:58 PM, Nick Clegg <[redacted]@fb.com> wrote:
>>
>> Hi Andy
>>
>> As promised, more info from Priscilla Chan below and slides re the CZI work attached. Do tell me how an useful connection can be made.
>>
>> Thx
>>
>> Nick
>>
>>
>> Thanks for looking into this. CZI has been working in this area since before the pandemic. We built IDSeq (Link<>>>>https://www.discoveridseq.com/<<; < <>and technical write up attached) to sequence unknown pathogens and then adapted it to do genomic sequencing for COVID and California Departments of public health.

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Right now we are working with local departments that are deploying these funds to build up their internal capacity. However, we can't figure out if there is a centralized vision of how all of these individual efforts are supposed to come back together and if they do what the public officer facing tool is. Slides on the issue we are trying to address is also attached.

>>

>> Would love to try to learn about any central plan to ensure that our work ends up being compatible and share back any learning if helpful.

>>

>>

>>

>

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Exhibit 33

Email correspondence between Facebook and the White House

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
To: [redacted]
Sent: 4/23/2021 2:27:09 PM
Subject: Research Suggestions

Here's the crux of their recs. Don't read this as White House endorsement of these suggestions (or, also, as the upper bound of what our thoughts on this might be). But – spirit of transparency -- this is circulating around the building and informing thinking.

Facebook COVID-19 Vaccine Misinformation Brief

Facebook plays a major role in the spread of COVID vaccine misinformation

- Supporting documents from research compiled by Media Matters, GQR, Institute for Strategic Dialogue (ISD) and others overviews a range of mis-/dis-information narratives still circulating on Facebook and Facebook-owned properties like Instagram, as well as evasion tactics or deficiencies in detection efforts. Highlights include:
  - Failure to monitor events hosting anti-vaccine and COVID disinformation
  - Influencers, pages, and accounts who violate Facebook's policies and are removed or penalized can easily take their disinformation and agenda to one of their other account properties on the same platform or to their account on another Facebook owned platform like Instagram.
  - Coded language, misspellings, images, disappearing stories, direct to camera videos, and hashtag hijacking pushing dis/misinformation into public and closed spaces and attracting people into closed groups flooded with mis/disinformation
  - Directing attention to COVID-skeptics/anti-vaccine "trusted" messengers (doctors, gurus, celebrities, in-community experts) as well as Facebook groups masking their easily observed promotion of anti-vaccine disinformation
  - Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others)
  - Given how mis/disinformation moves across borders, moderation failures in other country settings pose a risk to Americans as well. ISD reports evidence of the global threat that anti-vaccination disinformation and misinformation represents across languages and borders. ISD research also highlighted the threat that anti-vaccination disinformation on social media might have on real-world vaccination sites.

Facebook's policy and enforcement gaps enable misinformation's spread

- 12 accounts are responsible for 73% of vaccine misinformation on Facebook. Transparent, progressively severe penalties (similar to those in Twitter's civic integrity policy) and comprehensive enforcement for pages, accounts, and groups that repeatedly post COVID vaccine misinformation would effectively promote behavior change and affect only a small number of accounts. Bans for COVID-19 misinformation should be cross-platform and enforced at the entity-level, not the account level.
- Even if Facebook thinks anti-vaccine disinformers have successfully skirted its rules to avoid deplatforming, the company is under no obligation to distribute or amplify anti-vaccine or vaccine-hesitant propaganda in News Feed or in group recommendations. Incorporating objective signals of source authority into News Feed for health content, like Facebook's previously deployed News Ecosystem Quality scores-- would significantly reduce the reach of low-quality domains used by prominent anti-vaxxers. Similarly, Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation.
- Vaccine misinformation monitoring and enforcement must adjust as disinformers evade enforcement with coded language and must be robust in languages beyond English. Research from Media Matters and Equality Labs suggests non-English-speaking diaspora communities are disproportionately subjected to

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dangerous COVID-19 and vaccine related disinformation. Facebook should direct resources to equal policy enforcement around violative content and networks in non-English languages.

- Warning screens before linking to domains known to promote vaccine misinformation would dissuade users from following links to off-platform misinformation and hurt the vaccine-misinformation business model Facebook enables.

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 34

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8E98834A8DAB4AA28B1A5C9B98E6C555>
To: Nick Clegg; [redacted]
CC: [redacted]
Sent: 4/30/2021 7:03:13 PM
Subject: Re: Research Suggestions

Yes of course – will make these edits and send back over to you for first thing tomorrow

thanks

From: Nick Clegg <[redacted]@fb.com>
Date: Friday, April 30, 2021 at 7:00 PM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Research Suggestions

And maybe also a para on the advice we have been receiving on the merits of wider removal - Andy's stance is in favor of more removal so showing that we have been thoughtful rather than dismissive of that is important. Thx! N

Get Outlook for iOS

From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, April 30, 2021 6:56:26 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Research Suggestions

Thx v much [redacted] – if you don't mind, would you mind enumerating the responses under the separate headings of the points made by the researchers roughly as per your earlier email thread? Andy is not across all the detail and I think it would help demonstrate to him that we are being comprehensive in our response. Plse don't mess up your Fri evening if it's getting too late – I can send trrw morning too.

N

From: [redacted]@fb.com>
Date: Friday, April 30, 2021 at 6:50 PM
To: Nick Clegg [redacted]
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Research Suggestions

- smaller thread,

Nick, per our chat please see a draft note for you to send to Andy once [redacted] has sent the report to Rob:

Andy,

Thanks to your team for sharing the research work with us - the team have spent some time reviewing these and I wanted to send over some details on where we're developing work in this space (and where we aren't).

Firstly though, I know [redacted] has sent the latest version of the Top 100 content report to Rob this evening and I wanted to send you a quick note on the three pieces of vaccine content that were seen by a high number of people before we demoted them. Although they don't violate our community standards, we should have demoted them before they went viral and this has exposed gaps in our operational and technical process.

We've spent today analysing these gaps and are making a number of changes starting next week, including setting up more dedicated monitoring for Covid vaccine content on the cusp of going viral, applying stronger demotions to a broader set of content, and setting up daily review and analysis so that we have a better real-time view of what is being seen by lots of people. I will be checking on this closely to make sure that these additional steps show results. Please let me know if you'd like to discuss any of this in more detail.

Returning to the points raised by the research - much of this is fair criticism and actually includes many of the integrity efforts we've already deployed and are actively evolving or improving on, or are planned launches in the coming months. Rolling these efforts out globally and in other countries will take us some time, given the complexity and scale - we think that this will take a number of months before we've fully scaled this work and we are prioritizing languages where we know vaccine hesitancy is likely to be higher based on external data.

Much of the research you shared called on us to ensure that our systems don't amplify vaccine hesitancy content and this is top of mind for us. In addition to the changes I mentioned above, we have already removed health groups from our recommendation feature on Facebook, and on Instagram we filter vaccine-related accounts from our "accounts you may follow feature". We also remove accounts that may discourage vaccination from search features. We currently enforce on hashtags we know are shared to promote vaccine hesitancy content and are working to improve our automated systems here.

From our analysis, events do not make up a high proportion of borderline vaccine content that people see on Facebook right now, but we are working to improve automatic detection for events hosting anti-vaccine and COVID content. Our viral monitoring efforts will also help us detect events that are gaining views on Facebook, and we do remove events coordinating in-person gatherings that involve or encourage people who have COVID-19 to join.

Lastly, we continue to review accounts associated with the 12 individuals identified in the CCDH "Disinformation Dozen" report, but many of those either do not violate our policies or have ceased posting violating content. Our "Dedicated Vaccine Discouraging Entity" policy is designed to remove groups and pages that are dedicated to sharing vaccine discouraging content and we continue to review and enforce on these where we become aware of them.

We're grateful for the engagement with you and your team on these difficult issues and appreciate the information shared with us - please do send other research findings with us

---

From: [redacted]@fb.com>
Date: Thursday, April 29, 2021 at 3:35 PM
To: [redacted]@fb.com>, Nick Clegg [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>

Subject: Re: Research Suggestions

Sorry for the delay here, but following up now that the team have had a chance to review the research that Rob shared with us. We've included below details on how we're already prioritizing work against the issues flagged.

Many of their suggestions are either integrity levers we've already deployed (and are actively evolving/improving) or planned launches in the coming months. There are a number of areas we aren't incorporating, or haven't yet considered or prioritized - the most visible one being removing repeatedly escalated entities (i.e. the 12 accounts - or "disinformation dozen"). We continue to work with policy to review our enforcement and policy lines here, including reviewing off platform behavior to inform that work and will follow up with you on this over the next few days.

Scaling this integrity playbook to other languages and countries is also underway, but does take time given the scale and complexity of the issues at hand. We think that it will take a number of months before we've scaled this work, and are prioritizing languages where we know vaccine hesitancy is likely to be higher based on external data.

You may have also seen that the CCDH updated their report on the "disinformation dozen" yesterday. Many of the points in their report are the same as the original report from March, however this "sequel" focuses on the groups' activity since the Congressional hearings in March across Facebook, Instagram, and Twitter. They write that *"since the hearing with legislators [on March 25], the CEOs' failure to back up their promises with actions has allowed The Disinformation Dozen to post 105 pieces of disinformation generating up to 29 million impressions."* (They do note that we have taken some action against a number of accounts in the report). They appear to have calculated the impressions number by multiplying the pieces of content by the number of followers each entity has which will not be accurate. They use unclear criteria or methodology throughout and don't stipulate if, or how, the analysis uses representative samples. Our comms team have been pushing back on the findings of the report with reporters.

More detail on each suggestion from Rob's email is here:

1. **Failure to monitor events hosting anti-vaccine and COVID disinformation:**
    a. This is fair criticism and we have work underway to detect and enforce on events hosting anti-vaccine or COVID disinformation content. This is on track to be launched in early Q3 '21. However, from our analysis, events do not make up a high proportion of borderline vaccine content that people see on Facebook.
2. **Influencers, pages, and accounts who violate Facebook's policies and are removed or penalized can easily take their disinformation and agenda to one of their other account properties on the same platform or to their account on another Facebook owned platform like Instagram:**
    a. We act on coordinated activity across platforms via our threat disruptions where we become aware of this behavior.
    b. We don't remove entities or individual accounts across our family of apps in the event of violations on one of those - we only take this action in the most severe violations, such as child safety and terrorism.
3. **Coded language, misspellings, images, disappearing stories, direct to camera videos, and hashtag hijacking pushing dis/misinformation into public and closed spaces and attracting people into closed groups flooded with mis/disinformation; and**
4. **Directing attention to COVID-skeptics/anti-vaccine "trusted" messengers (doctors, gurus, celebrities, in-community experts) as well as Facebook groups masking their easily observed promotion of anti-vaccine disinformation**
    a. Our DVDE policy enforces on groups and pages that repeatedly share content that violates our policies around vaccine misinformation. Our automatic detection will still catch these groups for violating these policies in the same way, even if the name of the group doesn't appear on face value to be dedicated to vaccine misinformation.
    b. As new language is flagged to us, we update our systems to ensure that those are detected automatically in the future. Given the evolving nature of the problem, there will be examples of new coded language that we haven't seen before and thus miss this when relying on automation.
    c. We're developing additional integrity efforts to better detect and automatically enforce on hashtags that are being hijacked and are focused on Instagram as a priority. This will be launched later in Q3, and in the meantime, we're able to enforce on this manually when we become aware of these issues

TO

through our operations teams.

5. **Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others); and**
6. **Given how mis/disinformation moves across borders, moderation failures in other country settings pose a risk to Americans as well. ISD reports evidence of the global threat that anti-vaccination disinformation and misinformation represents across languages and borders. ISD research also highlighted the threat that anti-vaccination disinformation on social media might have on real-world vaccination sites:**
    a. We're focused on rapidly scaling our integrity work to other languages and countries - given the complexity involved, this does take time but is a priority for us over the coming months.
    b. *[Internal only] We are behind in rolling out our vaccine hesitancy classifier in other languages because of labelling issues. We are working to unblock these urgently now.*
7. **12 accounts are responsible for 73% of vaccine misinformation on Facebook. Transparent, progressively severe penalties (similar to those in Twitter's civic integrity policy) and comprehensive enforcement for pages, accounts, and groups that repeatedly post COVID vaccine misinformation would effectively promote behavior change and affect only a small number of accounts. Bans for COVID-19 misinformation should be cross-platform and enforced at the entity-level, not the account level:**
    a. Many of the accounts associated with the 12 individuals identified in the CCDH report either do not violate our policies or have ceased posting violating content. We continue to review content posted by these entities, but believe they understand our policies well and are careful to not cross our policy lines.
    b. We are doing further understand work with policy and product to: a) re-review these known entities, plus others that are responsible for a high volume of vaccine misinformation content on the platform and ensure our thresholds for removal are still appropriate; b) review off platform links and behavior; and c) review Facebook profiles identified as producing high volumes of vaccine misinfo content to consider if we should propose including in our DVDE policy.
    c. Lastly, as above in #2 - we do not enforce across our family of apps for violations on one app - we only do this for severe violations such as child safety and terrorism. We do enforce on coordinated behavior across platforms through our threat disruptions efforts.
8. **Even if Facebook thinks anti-vaccine disinformers have successfully skirted its rules to avoid deplatforming, the company is under no obligation to distribute or amplify anti-vaccine or vaccine-hesitant propaganda in News Feed or in group recommendations. Incorporating objective signals of source authority into News Feed for health content, like Facebook's previously deployed News Ecosystem Quality scores-- would significantly reduce the reach of low-quality domains used by prominent anti-vaxxers. Similarly, Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation:**
    a. We don't recommend any health groups on Facebook, and on Instagram we filter vaccine related accounts from our "accounts you may follow" feature.
    b. Once we have automatic detection in place by Q3 '21, we will automatically demote vaccine misinformation content. We already demote comments that our systems detect as borderline vaccine content. *[Internal only - current demotion strength is 25%, with a stronger demotion proposal to go to Mark this week].*
9. **Vaccine misinformation monitoring and enforcement must adjust as disinformers evade enforcement with coded language and must be robust in languages beyond English. Research from Media Matters and Equality Labs suggests non-English-speaking diaspora communities are disproportionately subjected to dangerous COVID-19 and vaccine related disinformation. Facebook should direct resources to equal policy enforcement around violative content and networks in non-English languages:**
    a. Per above in #5 & #6 we are focused on rolling out our integrity playbook in other languages, and are prioritizing countries based on vaccine rollout timeline to ensure we're closely aligned with any demand constraint issues as they come up.
10. **Warning screens before linking to domains known to promote vaccine misinformation would dissuade users from following links to off-platform misinformation and hurt the vaccine-misinformation business model Facebook enables:**
    a. We have not considered this option and have low confidence that it is likely to have an impact on the

TO

number of people who see vaccine misinformation content.

From: [redacted]@fb.com>
Date: Thursday, April 29, 2021 at 3:29 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Research Suggestions

+[redacted]

From: Nick Clegg <[redacted]@fb.com>
Date: Monday, April 26, 2021 at 9:13 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Research Suggestions

I've told Andy Slavitt I'll get back to him once we've had a chance to look at this and respond.

Thx

N

From: [redacted]@fb.com>
Date: Monday, April 26, 2021 at 5:55 PM
To: [redacted]@fb.com>, [redacted], [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: FW: Research Suggestions

Rob shared the researcher info with us—sending for a review so that Nick can get back to Andy. Sending with Rob's context as well

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Here's the crux of their recs. Don't read this as White House endorsement of these suggestions (or, also, as the upper bound of what our thoughts on this might be). But – spirit of transparency -- this is circulating around the building and informing thinking.

TO

Facebook COVID-19 Vaccine Misinformation Brief

Facebook plays a major role in the spread of COVID vaccine misinformation

- Supporting documents from research compiled by Media Matters, GQR, Institute for Strategic Dialogue (ISD) and others overviews a range of mis-/dis-information narratives still circulating on Facebook and Facebook-owned properties like Instagram, as well as evasion tactics or deficiencies in detection efforts. Highlights include:
  - Failure to monitor events hosting anti-vaccine and COVID disinformation
  - Influencers, pages, and accounts who violate Facebook's policies and are removed or penalized can easily take their disinformation and agenda to one of their other account properties on the same platform or to their account on another Facebook owned platform like Instagram.
  - Coded language, misspellings, images, disappearing stories, direct to camera videos, and hashtag hijacking pushing dis/misinformation into public and closed spaces and attracting people into closed groups flooded with mis/disinformation
  - Directing attention to COVID-skeptics/anti-vaccine "trusted" messengers (doctors, gurus, celebrities, in-community experts) as well as Facebook groups masking their easily observed promotion of anti-vaccine disinformation
  - Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others)
  - Given how mis/disinformation moves across borders, moderation failures in other country settings pose a risk to Americans as well. ISD reports evidence of the global threat that anti-vaccination disinformation and misinformation represents across languages and borders. ISD research also highlighted the threat that anti-vaccination disinformation on social media might have on real-world vaccination sites.

TO

Facebook's policy and enforcement gaps enable misinformation's spread

- 12 accounts are responsible for 73% of vaccine misinformation on Facebook. Transparent, progressively severe penalties (similar to those in Twitter's civic integrity policy) and comprehensive enforcement for pages, accounts, and groups that repeatedly post COVID vaccine misinformation would effectively promote behavior change and affect only a small number of accounts. Bans for COVID-19 misinformation should be cross-platform and enforced at the entity-level, not the account level.
- Even if Facebook thinks anti-vaccine disinformers have successfully skirted its rules to avoid deplatforming, the company is under no obligation to distribute or amplify anti-vaccine or vaccine-hesitant propaganda in News Feed or in group recommendations. Incorporating objective signals of source authority into News Feed for health content, like Facebook's previously deployed News Ecosystem Quality scores-- would significantly reduce the reach of low-quality domains used by prominent anti-vaxxers. Similarly, Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation.
- Vaccine misinformation monitoring and enforcement must adjust as disinformers evade enforcement with coded language and must be robust in languages beyond English. Research from Media Matters and Equality Labs suggests non-English-speaking diaspora communities are disproportionately subjected to dangerous COVID-19 and vaccine related disinformation. Facebook should direct resources to equal policy enforcement around violative content and networks in non-English languages.
- Warning screens before linking to domains known to promote vaccine misinformation would dissuade users from following links to off-platform misinformation and hurt the vaccine-misinformation business model Facebook enables.

Rob Flaherty
Director of Digital Strategy

The White House
Cell: 202-881-9790

TO

Exhibit 35

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=6C40FEB25BD14F509B7E549D8CC6A528-[redacted]
To: [redacted]
Sent: 4/28/2021 4:58:28 PM
Subject: Re: Research Suggestions

Thanks, [redacted] - It looks good to me. I added a couple comments, but otherwise it's good to go.

From: [redacted]@fb.com>
Sent: Wednesday, April 28, 2021 5:28 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Subject: FW: Research Suggestions

FYI for you – here is the draft note back to Nick on the research suggestions update from the WH - https://fb.quip.com/g3RMALrFgohm

I'm waiting for [redacted] to look and update on some of the product work but would love any edits/thoughts you have [redacted]

From: [redacted]@fb.com>
Date: Wednesday, April 28, 2021 at 2:24 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

Thanks [redacted] would love your thoughts/additions on the doc on the product side when you have a moment so we can go back to Nick later today?

From: [redacted]@fb.com>
Date: Wednesday, April 28, 2021 at 10:33 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

The disinformation dozen report that is cited multiple times is the one I spent time this morning. The methodology of how they determined the 12 accounts and the 71% estimate of responsibility is not something I would stand behind from a research design perspective. I do however thing there can be problematic patterns with these accounts, I am not saying these are likely benign entities.

I am now going to spend some time with the report about the latinx population.

From: [redacted]@fb.com>
Sent: Wednesday, April 28, 2021 8:54 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

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I had not looked at it before - taking a look now, as well as at the draft back to Nick.

[redacted]

From: [redacted]@fb.com>
Sent: Wednesday, April 28, 2021 7:47 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

Just following back up here - the CCDH updated their report on the disinformation dozen this morning - [redacted] is running down what is net new now.

[redacted] - have we looked at this report before and do we have any thoughts on their methodology (even just for internal purposes)?

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From: [redacted]@fb.com>
Sent: Tuesday, April 27, 2021 6:46:46 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

Sorry for my delay here. Here's a draft note back to Nick etc (please don't add others here directly) - https://fb.quip.com/g3RMALrFgohm

[redacted] – I actually answered the points line by line which may be overkill so let me know if you all think we should revert to a format like [redacted] that's higher level? I think I've answered your a) and b) questions in there though.

For c) I think this is the ISD & Media Matters reports. Despite extensive googling, I can't find the GQR one.

From: [redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 2:22 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Research Suggestions

Thanks for forwarding. [redacted]

Apologies if this is already happening, but do we think it'd be useful to go through the points below and do a quick breakdown on substance? If so who's on doing this?

Something like:
a) We think the point is factually incorrect, e.g. "Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation" --> we already don't recommend health groups, full stop, and think this is high recall (need to confirm recall point).
b) We think the point is a fair criticism and will address soon, e.g. "Transparent, progressively severe penalties (similar to those in Twitter's civic integrity policy) and comprehensive enforcement for pages, accounts, and groups that repeatedly post COVID vaccine misinformation would effectively promote behavior change and affect only a small number of accounts." --> hopefully addressed by the superspreader work.
c) We think the point is a fair criticism but will not address soon (and why), e.g. "Bans for COVID-19

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misinformation should be cross-platform and enforced at the entity-level, not the account level." --> clear defense as to why (assuming we net out here vs. in (b)).

That could help us orient our overall response, plus build trust if in 1 mo we've addressed most of the things in (a) and (b) above plus can transparently explain the things in (c). It would also be helpful to get the supporting documents they reference directly for this (e.g. ISD, GQR, Media Matters).

Thanks,
[redacted]

From: [redacted]@fb.com>
Sent: Tuesday, April 27, 2021 1:10 PM
To: [redacted]@fb.com>
Subject: FW: Research Suggestions

FYI

From: [redacted]@fb.com>
Date: Monday, April 26, 2021 at 5:55 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: FW: Research Suggestions

Rob shared the researcher info with us—sending for a review so that Nick can get back to Andy. Sending with Rob's context as well

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Here's the crux of their recs. Don't read this as White House endorsement of these suggestions (or, also, as the upper bound of what our thoughts on this might be). But – spirit of transparency -- this is circulating around the building and informing thinking.

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Facebook COVID-19 Vaccine Misinformation Brief

Facebook plays a major role in the spread of COVID vaccine misinformation

- Supporting documents from research compiled by Media Matters, GQR, Institute for Strategic Dialogue (ISD) and others overviews a range of mis-/dis-information narratives still circulating on Facebook and Facebook-owned properties like Instagram, as well as evasion tactics or deficiencies in detection efforts. Highlights include:
    - Failure to monitor events hosting anti-vaccine and COVID disinformation
    - Influencers, pages, and accounts who violate Facebook's policies and are removed or penalized can easily take their disinformation and agenda to one of their other account properties on the same platform or to their account on another Facebook owned platform like Instagram.
    - Coded language, misspellings, images, disappearing stories, direct to camera videos, and hashtag hijacking pushing dis/misinformation into public and closed spaces and attracting people into closed

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groups flooded with mis/disinformation
- Directing attention to COVID-skeptics/anti-vaccine "trusted" messengers (doctors, gurus, celebrities, in-community experts) as well as Facebook groups masking their easily observed promotion of anti-vaccine disinformation
- Non-English mis/disinformation circulating without moderation (Spanish, Arabic, Chinese, among others)
- Given how mis/disinformation moves across borders, moderation failures in other country settings pose a risk to Americans as well. ISD reports evidence of the global threat that anti-vaccination disinformation and misinformation represents across languages and borders. ISD research also highlighted the threat that anti-vaccination disinformation on social media might have on real-world vaccination sites.

Facebook's policy and enforcement gaps enable misinformation's spread

- 12 accounts are responsible for 73% of vaccine misinformation on Facebook. Transparent, progressively severe penalties (similar to those in Twitter's civic integrity policy) and comprehensive enforcement for pages, accounts, and groups that repeatedly post COVID vaccine misinformation would effectively promote behavior change and affect only a small number of accounts. Bans for COVID-19 misinformation should be cross-platform and enforced at the entity-level, not the account level.
- Even if Facebook thinks anti-vaccine disinformers have successfully skirted its rules to avoid deplatforming, the company is under no obligation to distribute or amplify anti-vaccine or vaccine-hesitant propaganda in News Feed or in group recommendations. Incorporating objective signals of source authority into News Feed for health content, like Facebook's previously deployed News Ecosystem Quality scores-- would significantly reduce the reach of low-quality domains used by prominent anti-vaxxers. Similarly, Facebook should end group recommendations for groups with a history of COVID-19 or vaccine misinformation.
- Vaccine misinformation monitoring and enforcement must adjust as disinformers evade enforcement with coded language and must be robust in languages beyond English. Research from Media Matters and Equality Labs suggests non-English-speaking diaspora communities are disproportionately subjected to dangerous COVID-19 and vaccine related disinformation. Facebook should direct resources to equal policy enforcement around violative content and networks in non-English languages.
- Warning screens before linking to domains known to promote vaccine misinformation would dissuade users from following links to off-platform misinformation and hurt the vaccine-misinformation business model Facebook enables.

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 36

Internal Facebook email correspondence

Message

From: [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=B73E73BCAEC04FA7972116B731F6EB67]
Sent: 4/30/2021 7:58:54 AM
To: @fb.com]
Subject: Re: Vaccine Policy
Attachments: image001.png; image002.png; image003.png; image004.png; image005.png; image006.png; image007.png; image008.png; image009.png; image010.png; image011.png; image012.png; image013.png; image014.png; image015.png; image016.png; image017.png; image018.png; image019.png; image020.png; image021.png; image022.png; image023.png; image024.png; image025.png; image026.png; image027.png; image028.png

I'm comfortable with Option 2.

(Since we're still not actually demoting hardly any content at 25%, I'd prob vote for "Actually execute Option 1 and see if it works to keep B2V out of Top 1000. If not, do Option 2". But I think a steer that Option 2 is ok allow us to go down that path.)

From: @fb.com>
Date: Thursday, April 29, 2021 at 9:41 PM
To: @fb.com>
Subject: Fwd: Vaccine Policy

Where are you guys? 2 sorta seems like the right place to be here, all things considered.

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From: @fb.com>
Sent: Thursday, April 29, 2021 10:40 PM
To: Nick Clegg;
Cc:
Subject: Re: Vaccine Policy

Apologies for the delay here - we're working to collect views from XFN teams so we can include that in the note for Mark and Sheryl and will come back to you on this tomorrow

Thank you

Get Outlook for iOS

From: Nick Clegg <@fb.com>
Sent: Wednesday, April 28, 2021 9:33:27 PM
To: @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>
Cc: @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>; @fb.com>
Subject: Re: Vaccine Policy

Thanks – and would we accompany this with a team recommendation for Mark and Sheryl re the options presented? N

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From: [redacted]@fb.com>
Date: Wednesday, April 28, 2021 at 4:27 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks, Nick. We've modified the draft email below to address your comments, including by a/ adding an update on the "disinformation dozen" and b/ restructuring it to avoid conflating the concerns that the DiCaprio meme went viral (a problem we're working to fix) and the issue of whether removing more content will be counterproductive to vaccine uptake.

Re *"Why do we believe that our judgement of the balance between removal and visibility etc is better than the WHO's? Whilst I'm sure our consultations have been thorough, we shouldn't lose sight of the fact that the WHO – despite its numerous flaws – is going to be a considerably more credible voice on these judgements than a social media company. At a minimum, we should explain how we would argue our case as/when WHO health professionals – and others – step up their criticisms of our approach."* --- This is a very important point. We approach this with a lot of humility. The challenge is that external experts disagree, and so we do have to decide who to listen to (and what to do with the unique insights we have about what's happening on our services and how users react when we remove their content). In general, external experts briefed on our approach believe that removing much more content might be counterproductive. This aligns with the Research team's findings as well. The specific disagreements with the WHO have centered on *entities* that post a lot of hesitancy content. We believe we've made progress on that through our recent launch of the Dedicated Vaccine Discouraging Entity policy (which is discussed in the updated draft email below), but there remains work to do both to learn from the WHO (and others) and to keep them close. On messaging, we agree that we should not suggest we have better judgment than the WHO (or CDC or Vaccine Confidence Project). In messaging, we should lean into the fact that we work with lots of experts to constantly calibrate our approach as the pandemic evolves, content trends emerge, and our products improve.

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UPDATED DRAFT EMAIL

Subject: [For Decision] Vaccine discouraging content

Mark, Sheryl:

We are facing continued pressure from external stakeholders, including the White House and the press, to *remove* more COVID-19 vaccine discouraging content. For example, we recently shared with the White House a list of the top 100 vaccine-related posts on FB in the U.S. for the week of 4/5-4/11. While authoritative information dominated the list, the White House was concerned that the #3 post was a vaccine discouraging humorous meme, and they called on us to delete the meme. We didn't appropriately catch-and-demote this meme (and it shouldn't be removed as it's humorous/satirical and arguably true). Still, this incident prompted us to take another hard look at our approach and to **seek your guidance on whether to take more aggressive action against certain vaccine discouraging content**.

As you know, we currently *remove* content that includes certain misinformation about covid and vaccinations (e.g., the covid vaccine has microchips) and content that explicitly discourages vaccination (e.g., the COVID-19 vaccine is too dangerous - don't get it!).

More broadly, we aim to *reduce* vaccine discouraging content, namely 'sensational or alarmist content' (e.g., vaccines are the work of the devil; these vaxx are so bad for your body!) and

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'criticism of personal vaccine choices' (e.g., it's child abuse to give your kid the vaccine; you'd have to be a complete moron to get vaccinated).

To reduce this content, we are currently building systems to review & demote on escalation, and over time hope to have demotions at scale through classifiers (although that kind of scaled enforcement is likely to be challenging). We are not convinced we'll be able to catch all kinds of this content quickly enough before it gains some distribution. Additionally, given people's interest in the topic, weaker demotions may not be sufficient to meaningfully limit the distribution of posts.

Based on consultations with vaccination communication experts and other health partners, we worry that removing (as opposed to demoting) more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns online and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vaccine narratives). Details of feedback from external experts and research are below.

We seek your guidance on how to treat this vaccine discouraging content. Here are the options:

1. 25% demotion (current plan, execution under way)
2. ~50% demotion, or even stronger (e.g., 80%) if we find that 50% isn't sufficient to keep such content out of top vaccine posts
3. Remove this content

We also continue to see pressure from partners and policymakers, including the White House, to remove entities that are seen to be contributing to a large amount of vaccine misinformation content (commonly referred to as the "disinformation dozen" which CCDH asserts are responsible for 73% of vaccine misinformation on Facebook). These "disinformation dozen" are linked to 34 accounts across Facebook and Instagram. We have reviewed these entities and determined that 6 accounts violate our policies and will be removed. We continue to review these entities on our platforms, but the remaining accounts do not currently violate our policies - including our Dedicated Vaccine Discouraging Entities (DVDE) policy. We believe that these entities understand our policy lines clearly and are careful not to post content that goes beyond these, but rather direct followers and group members to off platform entities where they share more overt vaccine misinformation. We also believe that some of the more high profile entities changed their behavior since our larger takedowns earlier this year, and have stopped posting vaccine misinformation (e.g., RFK's Jr.'s Page). We continue to monitor these entities on platform, and are reviewing the off platform activities as well, but do not believe we currently have a clear path for removal of these.

Details below.

Thanks,

A. Definitions of the Vaccine Discouraging Content in Question

1. Sensational or Alarmist Vaccine Content: Content that otherwise does not violate our COVID-19 or vaccine policies above but that suggests that vaccines are unsafe, ineffective, sacrilegious or irrelevant, in exaggerated, conspiratorial, or sensational terms. This includes content that makes generalizations about vaccine harms or utility in hyperbolic terms or without providing context, or which connects vaccination to a conspiratorial narrative about a purposely hidden widespread health harm, secret, or truth.

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a. Ex: "Vaccines are the work of the Devil"
b. Ex: "These VAXX are so bad for your body!"
c. Ex: "I need to detox my kid to flush toxins out after his vaccines...Any ideas?"

2. Criticizing the Choice to Receive/Provide Vaccines: Content that otherwise does not violate our COVID-19 or vaccine policies above but that disparages others on the basis of their choice to get vaccinated, or on their choice to vaccinate others, including attacking language used towards vaccinated people or those administering vaccinations, or blaming people for misfortune after vaccination.
    a. Ex: "You're committing child abuse for giving this vaccine."
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    c. Ex: "Any extreme pro-vaxers unfriend me. You are a danger to public health you thick, unscientific twats"
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    e. Ex: "Take a look around people -- anyone who gets these experimental vaccines is just a guinea pig."

B. Options for Addressing Severe Vaccine Discouraging Content

1. **25% demotion** ← *plan of record, still need to execute* - consistent with the Integrity Ranking Guidelines (IRGs), we can demote by 25%. We are just beginning to do this.
    a. *Pros:* slows distribution of such content; consistent with normal practice for demoting problematic content without specific user notice/appeals
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    a. *Pros*: may satisfy certain vocal critics; best option to reduce virality
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C. External Perspectives on Removing More Vax Hesitancy Content

Since 2018, we have consulted extensively with external experts about our approach to vaccine content on Facebook and our engagement has stepped up significantly during the COVID pandemic. We have received varied responses on what the right approach is when it comes to removal and have modest confidence in our current approach. Some key health partners, including the WHO, continue to advocate for removing much more content. The **WHO has communicated to us that they think our current policies are not comprehensive enough** especially when it comes to takedowns of entities that they believe we should be removing due to the harmful impact they have on vaccine confidence (and, in turn, ending the pandemic). As mentioned above, the White House also continues to put significant pressure on removing more.

However, many vaccine communication experts seem to think we are now in the right place in terms of policy-writing about what content we remove vs. reduce. **Among these experts, there is a general sense that deleting more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant**

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people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives). These risks seem particularly acute now in the US, because we are quickly approaching the point of supply exceeding demand and remaining vaccine holdouts being due to genuine hesitancy. Some experts have voiced the value in hesitant people being able to seek answers to their questions and having their concerns addressed. There may be risk of pushing them further toward hesitancy by suppressing their speech and making them feel marginalized by large institutions.

Prior external research on effective interventions to address vaccine hesitancy highlights the critical importance of facilitating open dialogue, especially dialogue that is or that can be tailored to the individual or their communities. Research suggests that attitude change happens when people get a chance for productive discourse and addressing people's concerns head on (rather than reducing chances for conversation) can lead to positive change. **Opening up a chance for people to express their hesitancy, criticism and concerns can serve as an important way for them to access information.** Moreover, past on-platform network research has suggested that there is likely to be a backlash from taking down conspiracy-oriented networks' content, though in light of lessons learned we may be better equipped to handle it with our tools than we have previously.

Consistent with this reasoning, in March, the Washington Post Editorial Board published a piece titled, "Banning vaccine-hesitant posts is not the way to ease people's fears" which made the case that removals (and broad, strong demotions) would be counterproductive: "**sweeping takedowns or down-rankings of all borderline content could foster more misgiving, and deprive people of the opportunity to discuss and learn.**"

Our conversations with experts informed the creation of the "Barriers to Vaccination (B2V): Vaccine Content Quality Integrity Framework" (from which we excerpted the definitions above), and we've since vetted this framework with outside experts. Of note, in early March, we discussed our planned approach with members of the "High Level Panel on Vaccine Confidence & Misinformation" (organized by London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies). Key take-aways:

- **The panel had very positive feedback for our framework, calling it "sophisticated and nuanced."** They appreciated that the B2V work addresses a critical gray zone of content that may contribute to vaccine hesitancy.
- **The Panelists highlighted the importance of avoiding unintended consequences that may be associated with squashing expression on the platform.**
- **Experts underscored that they would be very hesitant about removing content that leads users to discuss vaccines.** They expressed concern around stifling healthy debate about the vaccines, especially with regard to the sharing of personal vaccine anecdotes or other vaccine discussion and debate. For example, some pointed to the importance of facilitating open conversation online between parents whose children experienced adverse effects from the COVID vaccine.

While thinking through our policies, we also recently met with **Heidi Larson, the head of the Vaccine Confidence Project**. Heidi's general **view is that we need to create an open and safe space for people to have vaccine-related conversations**. She believes we need to hear about people's fears and anxieties related to the vaccine and respond appropriately (not just throw facts at people but understand there is an emotion behind people's claims and questions). We met with Heidi again on 4/26 to check in on whether our approach to content expressing vaccine hesitancy was still in the right place. While acknowledging that it's a complicated time due to recent discouraging safety events, **she continues to support not removing this content** due to the aforementioned potential inadvertent effects of removing this kind of content and is happy to be a spokesperson for us.

D. Content Examples

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A. ***Content we*** [redacted]

Violating Misinformation & Harm ← [redacted]

The Tribulation Series (by David Galvin)
Mar 17, 2021 12:55pm ·
801398530475219

Vaccination plan is the New World Order plan! MUST SEE VIDEO! Covid-19 Vaccines Are Weapons of Mass Destruction – and Could Wipe out the Human Race! https://theburningplatform.com/2021/03/16/covid-19-vaccines-are-weapons-of-mass-destruction-and-could-wipe-out-the-human-race/ #Trump #MAGA

Translate

THEBURNINGPLATFORM.COM

Covid-19 Vaccines Are Weapons of Mass Destructi...

Recommendations

Original Recommendation - *None*

Your Recommendation

Misinfo Policy Review - **Delete** Edit

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The Tribulation Series (by David Galvin)
Mar 2, 2021 3:27pm ·
792970307984708

Pfizer death vaccine IS A PROBLEM! Death Rates Skyrocket in Israel Following Pfizer Experimental COVID "Vaccines"! https://tapnewswire.com/2021/03/death-rates-skyrocket-in-israel-following-pfizer-experimental-covid-vaccines/ #MAGA #Trump #News #Politics

Translate

TAPNEWSWIRE.COM

Death Rates Skyrocket in Israel Following Pfizer Experimental COVID "Vaccines" |

Produced in PDC

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Loriel Adams
Feb 11, 2021 8:41am
10214927806988749

PANDEMIC CRITICALLY CONSIDERED If I get vaccinated.... - Can I stop wearing the mask? - Government: No - Can the restaurants, pubs, bars, etc. reopen and everyone work normally? - Government: No - Am I resistant to covid? - Government: Maybe, but we don't know for sure..... - At least I am no longer contagious to others? - Government: No, you can still pass it on, possibly no one knows. - If we vaccinate all children, will school go on as normal? - Government: No - If I am vaccinated, can I stop social dissociation? - Government: No - If I am vaccinated, can I stop disinfecting my hands? - Government - No - If I vaccinate myself and my grandpa, can we hug? - Government: No - Will movie theaters, theaters and stadiums reopen thanks to vaccines? - Government: No - May the vaccinated be able to gather [events; parties]. - Government: No - What is the real benefit of vaccination? - Government: The virus will not kill you. - Are you sure it won't kill me? - Government: No - If statistically the virus won't kill me anyway.... Why should I get vaccinated?" - Government: To protect others. - So if I get vaccinated, others are 100% sure I won't infect them? - Government: No, we are not sure. So, to summarize: The Covid 9 vaccine.... - Does not give immunity. - Does not eliminate the virus. - Does not prevent death. - Doesn't guarantee you won't get it. - Doesn't stop you from getting it. - Does not stop you from passing it on. - Doesn't preclude the need for travel bans. - Doesn't preclude the need for business closures. - Doesn't preclude the need for closures. - doesn't preclude the need for concealment.

Translate

Explicit Vaccine Discouragement ← [redacted]

Jeremiah Princely Jr. updated his status.
0y 0m 5d 11h 41m

Only a mad person will take a Vaccine that will kill you when Corona virus did not. Don't take any vaccine

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Facebook User · Verified
0y 0m 2d 7h 42m

AFTER TAKING THE VACCINE 💉 THEY SAY ITS SAFE BUT WE CAN SEE ITS NOT SAFE...
JUST SAY NO #unapologetic
🙊🙊🙊🙊🙊🙊🙊🙊🙊🙊🙊🙊
REAL TALK TRUTH SEASON...

This video contains graphic images and disturbing content, over 🔞 is required.

WAKE UP....

MAD-Make A Difference
DONATE OR JOIN THE VILLAGE
Just click link below....
www.chrispreddieobe.com

REMEMBER ITS YOUR CHOICE..... WE AIN'T M.A.D ENOUGH...
GOVERNMENT AINT'T M.A.D ENOUGH...
HELP ME TO HELP US WITH THE.
M.A.D - Making A Difference Campaign

Content we REDUCE

Sensational or Alarmist Vaccine Content ← REDUCE

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Shonna Berryhill
Mar 21, 2021 10:04am
10158055153833603

Larry Landreth
Mar 21, 2021 9:20am
3729729797063921

Ben Gilroy
@BenGilroy11

If there was a contraceptive vaccine, but after taking it you could still get pregnant .... and you still had to wear a condom,. Would you still take it? It really is that stupid

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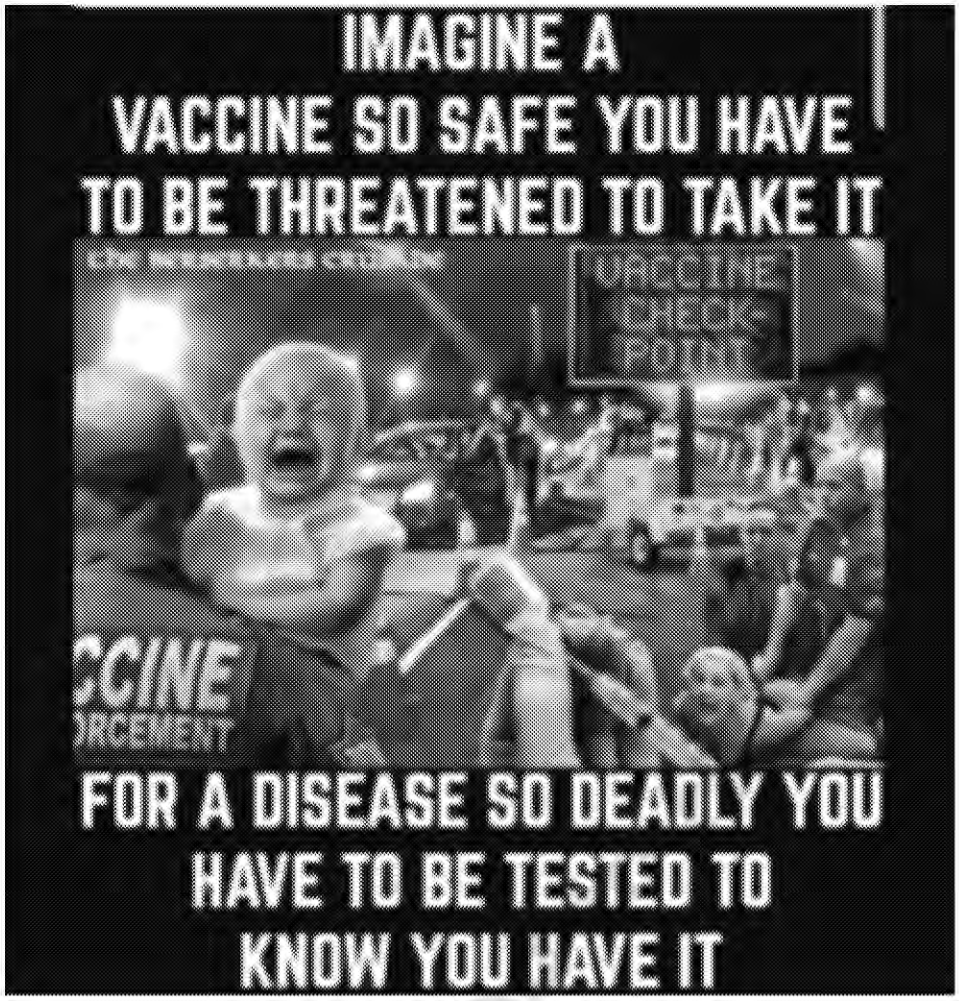

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CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense

Maeve Sherlock ▸ ABFE Level 1 Tribe
Mar 21, 2021 5:34pm
1596340800557687

Hi all whats the best combination for detoxing covid vaccine toxins ?
Thinking dagger hakea, paw paw, wild potato bush..? Thanks xx
Translate

6

Ananda Christina Kapeni
1596576027200831
Maeve Ian referred to Emergency and Purifying as mentioned above.
He referred to other vaccines not the Mrna. Of course it will help
but....

Criticizing the Choice to Receive/Provide Vaccines ← REDUCE

And this is exactly why I will not get any "vaccine" - the experts can not agree on what is effective nor has there been any data/studies done to show the facts. Everyone is running around like lemmings rushing to jump to their deaths into the sea - to get a vaccine that may or may not be helpful - and the media is keeping the panic going.
Translate

FOXBOC.COM
Some medical experts say one-shot regimen for Pfizer, Moderna COVID-19 vaccines not enough

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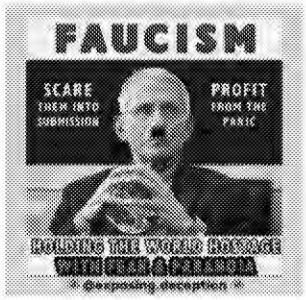
John Hofman
Mar 21, 2021 7:17pm
10226209605534341

I learned two new words today
Translate

Album containing 2 item(s)



vaxhole

1

Kathy Hughes shared a link.
0y 0m 1d 13h 36m

Exactly why I am NOT getting any of these vaccines. Anyone who gets one right now is simply signing up for a clinical trial. You are essentially allowing yourself to be a guinea pig.

External Link

CDC, FDA Urge 'Pause' in Johnson & Johnson Vaccine - Videos from The Weather Channel | weather.com

Six women developed potentially dangerous blood clots in the days after receiving the Johnson & Johnson COVID-19 vaccine. The CDC and FDA are investigating. - Videos from The Weather Channel | weather.com

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Facebook User
0y 0m 5d 18h 54m

Well we'll well what do all you vaccine/masker nazis have to say about us anti vaxers now Huh its not funny really but how the heck can millions of people just jump into an experiment. #sheep

Drew Nutt updated his status.
0y 0m 2d 17h 38m

I now feel sorry for all of you who were vaccinated, since the FDA and CDC are withdrawing the Johnson vaccine due to blood clots... you now see why we chose not to be test dummys.. best of luck lab rats

Deena Lynn shared a post.
0y 0m 5d 18h 54m

Sharing IS caring.... everytime I see your vaccine cards proudly posted, I pray for your children. Stop being utter fools!!

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From: [redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 4:04 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

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[redacted]

From: [redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 3:01 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thx for this. A few quick Qs from me before this is finalized:

- I think we should rehearse with Mark our stance on the "12 accounts generate the majority of vaccine misinfo" assertion, not least since it has been made available to the team at the WH again recently by a group of misinfo researchers.
- I find that the below somewhat conflates two things: a) the advice from vaccine comms experts re the "importance of facilitating open dialogue"; and b) the virality/prominence of vaccine discouraging content (as per post #3). It stretches credulity, to me at least, that that post is an important facilitator of "open dialogue". It's basically satirical, after all. In other words, I think it's perfectly logical to say that FB should play a role in allowing people to express their doubts, share misgivings, enter into informed dialogue etc whilst at the same time wishing to see FB bear down (through aggressive demotion or removal) on the wide/viral circulation of material that might encourage and legitimize vaccine hesitancy. To our WH interlocutors, at least, the suggestion that a viral Leonardo di Caprio vaccine hesitant meme is part and parcel of productive "open dialogue" will, not unreasonably, be viewed with considerable skepticism. So if we are going to defend that stance, I'd do it on different grounds (satire, open speech etc).
- Why do we believe that our judgement of the balance between removal and visibility etc is better than the WHO's? Whilst I'm sure our consultations have been thorough, we shouldn't lose sight of the fact that the WHO – despite its numerous flaws – is going to be a considerably more credible voice on these judgements than a social media company. At a minimum, we should explain how we would argue our case as/when WHO health professionals – and others – step up their criticisms of our approach.

Thx
N

Produced to HJC

From: [redacted]@fb.com>
Date: Tuesday, April 27, 2021 at 12:00 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

[redacted]

Please see a draft note for Mark and Sheryl with 3 stronger enforcement options against vaccine discouraging content here (and copied below as well) further to the discussion with Mark last week. Let us know if any feedback or if there's anything missing here.

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Thanks so much,

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Instead, we aim to *reduce* this sort of vaccine discouraging content, namely 'sensational or alarmist content' (e.g., there's no point vaccines are useless!; vaccines are the work of the devil; these vaxx are so bad for your body!) and 'criticism of personal vaccine choices' (e.g., it's child abuse to give your kid the vaccine; you'd have to be a complete moron to get vaccinated).

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   a. Ex: "They're coming with these dangerous shots for you next -- the sheep of the world need to wake up."
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   e. Ex: "I need to detox my kid to get these vaccine toxins out...Any ideas?"

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prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives). These risks seem particularly acute now in the US, because we are quickly approaching the point of supply exceeding demand and remaining vaccine holdouts being due to genuine hesitancy. Some experts have voiced the value in hesitant people being able to seek answers to their questions and having their concerns addressed. There may be risk of pushing them further toward hesitancy by suppressing their speech and making them feel marginalized by large institutions.

Prior external research on effective interventions to address vaccine hesitancy highlights the critical importance of facilitating open dialogue, especially dialogue that is or that can be tailored to the individual or their communities. Research suggests that attitude change happens when people get a chance for productive discourse and addressing people's concerns head on (rather than reducing chances for conversation) can lead to positive change. **Opening up a chance for people to express their hesitancy, criticism and concerns can serve as an important way for them to access information.** Moreover, past on-platform network research has suggested that there is likely to be a backlash from taking down conspiracy-oriented networks' content, though in light of lessons learned we may be better equipped to handle it with our tools than we have previously.

Consistent with this reasoning, in March, the Washington Post Editorial Board published a piece titled, "Banning vaccine-hesitant posts is not the way to ease people's fears" which made the case that removals (and broad, strong demotions) would be counterproductive: "**sweeping takedowns or down-rankings of all borderline content could foster more misgiving, and deprive people of the opportunity to discuss and learn."**

Our conversations with experts informed the creation of the "Barriers to Vaccination (B2V): Vaccine Content Quality Integrity Framework" (from which we excerpted the definitions above), and we've since vetted this framework with outside experts. Of note, in early March, we discussed our planned approach with members of the "High Level Panel on Vaccine Confidence & Misinformation" (organized by London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies). Key take-aways:

- **The panel had very positive feedback for our framework, calling it "sophisticated and nuanced."** They appreciated that the B2V work addresses a critical gray zone of content that may contribute to vaccine hesitancy.
- **The Panelists highlighted the importance of avoiding unintended consequences that may be associated with squashing expression on the platform.**
- **Experts underscored that they would be very hesitant about removing content that leads users to discuss vaccines.** They expressed concern around stifling healthy debate about the vaccines, especially with regard to the sharing of personal vaccine anecdotes or other vaccine discussion and debate. For example, some pointed to the importance of facilitating open conversation online between parents whose children experienced adverse effects from the COVID vaccine.

While thinking through our policies, we also recently met with **Heidi Larson, the head of the Vaccine Confidence Project**. Heidi's general **view is that we need to create an open and safe space for people to have vaccine-related conversations**. She believes we need to hear about people's fears and anxieties related to the vaccine and respond appropriately (not just throw facts at people but understand there is an emotion behind people's claims and questions). We met with Heidi again on 4/26 to check in on whether our approach to content expressing vaccine hesitancy was still in the right place. While acknowledging that it's a complicated time due to recent discouraging safety events, **she continues to support not removing this content** due to the aforementioned potential inadvertent effects of removing this kind of content and is happy to be a spokesperson for us.

D. Content Examples

A. ***Content we REMOVE***

Violating Misinformation & Harm **← REMOVE**

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The Tribulation Series (by David Galvin)
Mar 17, 2021 12:55pm ·
801398530475219

Vaccination plan is the New World Order plan! MUST SEE VIDEO! Covid-19 Vaccines Are Weapons of Mass Destruction – and Could Wipe out the Human Race! https://theburningplatform.com/2021/03/16/covid-19-vaccines-are-weapons-of-mass-destruction-and-could-wipe-out-the-human-race/ #Trump #MAGA

Translate

THEBURNINGPLATFORM.COM

Covid-19 Vaccines Are Weapons of Mass Destructi...

Recommendations

Original Recommendation - *None*

Your Recommendation

Misinfo Policy Review - **Delete** Edit

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The Tribulation Series (by David Galvin)
Mar 2, 2021 3:27pm ·
792970307984708

Pfizer death vaccine IS A PROBLEM! Death Rates Skyrocket in Israel Following Pfizer Experimental COVID "Vaccines"! https://tapnewswire.com/2021/03/death-rates-skyrocket-in-israel-following-pfizer-experimental-covid-vaccines/ #MAGA #Trump #News #Politics

Translate

TAPNEWSWIRE.COM

Death Rates Skyrocket in Israel Following Pfizer Experimental COVID "Vaccines" |

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Loriel Adams
Feb 11, 2021 8:41am
10214927806988749

PANDEMIC CRITICALLY CONSIDERED If I get vaccinated.... - Can I stop wearing the mask? - Government: No - Can the restaurants, pubs, bars, etc. reopen and everyone work normally? - Government: No - Am I resistant to covid? - Government: Maybe, but we don't know for sure..... - At least I am no longer contagious to others? - Government: No, you can still pass it on, possibly no one knows. - If we vaccinate all children, will school go on as normal? - Government: No - If I am vaccinated, can I stop social dissociation? - Government: No - If I am vaccinated, can I stop disinfecting my hands? - Government - No - If I vaccinate myself and my grandpa, can we hug? - Government: No - Will movie theaters, theaters and stadiums reopen thanks to vaccines? - Government: No - May the vaccinated be able to gather [events; parties]. - Government: No - What is the real benefit of vaccination? - Government: The virus will not kill you. - Are you sure it won't kill me? - Government: No - If statistically the virus won't kill me anyway.... Why should I get vaccinated?" - Government: To protect others. - So if I get vaccinated, others are 100% sure I won't infect them? - Government: No, we are not sure. So, to summarize: The Covid 9 vaccine.... - Does not give immunity. - Does not eliminate the virus. - Does not prevent death. - Doesn't guarantee you won't get it. - Doesn't stop you from getting it. - Does not stop you from passing it on. - Doesn't preclude the need for travel bans. - Doesn't preclude the need for business closures. - Doesn't preclude the need for closures. - doesn't preclude the need for concealment.

Translate

Explicit Vaccine Discouragement ← REMOVE

Jeremiah Princely Jr. updated his status.
0y 0m 5d 11h 41m

Only a mad person will take a Vaccine that will kill you when Corona virus did not. Don't take any vaccine

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Facebook User · Verified
0y 0m 2d 7h 42m

AFTER TAKING THE VACCINE THEY SAY ITS SAFE BUT WE CAN SEE ITS NOT SAFE...
JUST SAY NO #unapologetic
REAL TALK TRUTH SEASON...

This video contains graphic images and disturbing content, over is required.

WAKE UP....

MAD-Make A Difference
DONATE OR JOIN THE VILLAGE
Just click link below....
www.chrispreddieobe.com

REMEMBER ITS YOUR CHOICE..... WE AIN'T M.A.D ENOUGH...
GOVERNMENT AINT'T M.A.D ENOUGH...
HELP ME TO HELP US WITH THE.
M.A.D - Making A Difference Campaign

Content we REDUCE

Sensational or Alarmist Vaccine Content ← REDUCE

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Shonna Berryhill
Mar 21, 2021 10:04am
10158055153833603

Larry Landreth
Mar 21, 2021 9:20am
3729725797063921

Ben Gilroy
@BenGilroy11

If there was a contraceptive vaccine, but after taking it you could still get pregnant .... and you still had to wear a condom,. Would you still take it? It really is that stupid

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Maeve Sherlock ▸ ABFE Level 1 Tribe
Mar 21, 2021 5:34pm
1596340800557687

Hi all whats the best combination for detoxing covid vaccine toxins ? Thinking dagger hakea, paw paw, wild potato bush..? Thanks xx
Translate

6

Ananda Christina Kapeni
1596576027200691
Maeve Ian referred to Emergency and Purifying as mentioned above. He referred to other vaccines not the Mrna. Of course it will help but ...

Criticizing the Choice to Receive/Provide Vaccines ← REDUCE

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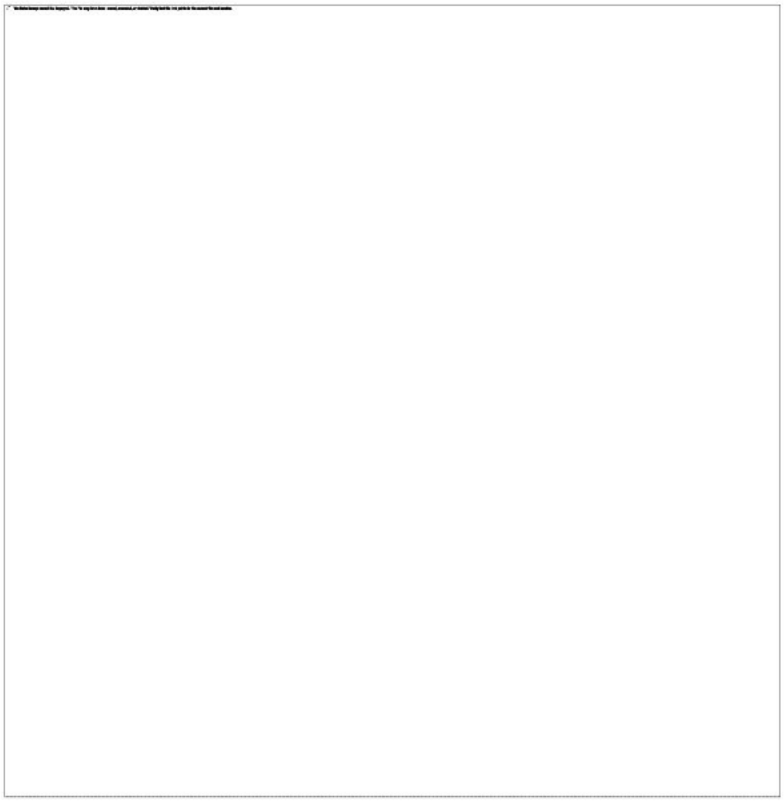

Deena Lynn shared a post.
0y 0m 5d 18h 54m

Sharing IS caring.... everytime I see your vaccine cards proudly posted, I pray for your children. Stop being utter fools!!

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From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 5:30 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
<[redacted]@fb.com>
Subject: Re: Vaccine Policy

Re [redacted] comments / Qs:

- *"should we schedule a follow-up meeting to discuss these options and make a decision? Or would you propose that we wait until the B2V classifer is running and see how the 25% demotion is performing?"*

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- My view is that we should focus on executing Option 1 (status quo, 25%). It seems likely that better demotion coverage, rather than higher strength, will work here. [redacted] should keep me honest, but I believe that we have only manually demoted a *single* piece of content for being Tier 1 B2V so far (and it wasn't the DiCaprio meme). There's active work to scale this up – both manually and to build classifiers. If we find that 25% strength (with good coverage) isn't working to keep B2V content out of the Top N, then we can turn up to 50% (but I'd still argue for giving notice, because I don't like taking such strong action without any transparency or accountability).

- *"I don't see any reason not to reach out to Heidi Larson and other panel members to understand whether they would be willing to speak out more publicly and/or privately with the White House"*
  - We'll reach out to Heidi and others to get of sense of their comfort speaking w/ or being mentioned to the WH.
- *"What is Nick able to share about this work with Andy Slavitt without reaching out to the panel members? Can identify institutions/participants? Can he say that that we received this feedback from the "High Level Panel on Vaccine Confidence & Misinformation" organized by the London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies?"*
  - [redacted] just briefed a few of us on his convo today with Rob at the WH. [redacted] should keep me honest, but it sounds like (surprisingly) Rob generally agreed with our reduce & inform approach here. He shared the concern removing too much content would be counterproductive b/c it would 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives). Brian said that we've discussed this with independent experts, but did not name names or affiliations. I think Nick should do the same in his next call with Andy (unless we hear back from some of these experts in time and they want to be referenced).

From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 5:03 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Vaccine Policy

Yes, here's the YouTube comparison: https://docs.google.com/document/d/1mFN5s0huw9qX8iY2xwjY08Vwt4t1qAGAS-QQcmT1nQc/edit?usp=sharing

---

From: [redacted]@fb.com>
Sent: Wednesday, April 21, 2021 3:57 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks – should we schedule a follow-up meeting to discuss these options and make a decision? Or would you propose that we wait until the B2V classifer is running and see how the 25% demotion is performing? Personally going to 50% without specific notice seems pretty no-regrets to me (though obviously we'll have issues if the classifier precision isn't great).

I don't see any reason not to reach out to Heidi Larson and other panel members to understand whether they would be willing to speak out more publicly and/or privately with the White House – think we should just do that. What is Nick able to share about this work with Andy Slavitt without reaching out to the panel members? Can identify institutions/participants? Can he say that that we received this feedback from the "High Level Panel on Vaccine

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Confidence & Misinformation" organized by the London School of Hygiene and Tropical Medicine and the Center for Strategic and International Studies?

@Nell McCarthy, are you working on the YouTube comparison – let me know if I can help. That seems like the other urgent thing to make sure that Nick feels prepared to talk to Andy.

From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 3:33 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Vaccine Policy

Thanks, [redacted] We prepared this doc (also attached) to address action items #1, #2, and #3 below. Here's the TL;DR:

1. We do not currently automatically demote vaccine discouraging / barrier to vaccination content *at scale* (although we are working on classifiers to do so).
2. Last week, for the first time, we started to demote by 25% the most severe, *nonviolating* vaccine discouraging content ("Sensational or Alarmist Vaccine Content" and "Criticizing the Choice to Receive/Provide Vaccines") on escalation only. Since this approach is new, we do not know if this will keep such content out of the Top N vaccine content.
3. While we are facing pressure to remove more content from certain external stakeholders, the general (not at all unanimous) view of vaccine communication experts is that us removing more expressions of vaccine hesitancy might be counterproductive to the goal of vaccine uptake, because it would: 1/ prevent hesitant people from talking through their concerns and 2/ reinforce the notion that there's a cover-up (a key prong of anti-vax narratives).
4. This doc presents four options for addressing Tier 1 vax-discouraging / "barriers to vaccination" (B2V) content:

   i. Maintain the status quo / 25% demotion

   ii. 50% demotion + give user *specific notice* when we demote

   iii. 50% demotion, no specific user notice (general notice via Help Center)

   iv. Remove this content

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From: [redacted]@fb.com>
Date: Wednesday, April 21, 2021 at 2:36 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Vaccine Policy

Just realized that I hadn't sent notes/next steps. Apologies if I've missed follow-up on any of these. I think the most urgent things for Nick's next conversation with Andy Slavitt are #1, #3, and #5. It hasn't been scheduled yet but would be good to know ETA on these items.

1. [redacted] to frame proposal for stronger demotions for a broader range of B2V content. I think this is pretty urgent – do we have an update on going to 50% and potentially going beyond T1?

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2. [redacted] to describe policy that would result in removal of much more content. Based on most recent interactions with White House, I think this feels slightly lower priority but still worthwhile.

3. [redacted] to provide context about guidance we've received from health experts (with information about who those experts are) to reduce/inform rather than remove. Do we have update?

4. [redacted] exploring introducing more friction in connection with inform/reduce. I think we are also looking at whether we can supplement our current inform approach with content specifically designed to reach vaccine-hesitant communities. Any updates here?

5. [redacted] to provide comparison of our policies and YouTube's policies.

From: [redacted]@fb.com
When: 2:00 PM - 2:30 PM April 19, 2021
Subject: Vaccine Policy
Location: [redacted]

Join Zoom Meeting
[redacted]

Meeting ID: [redacted]
Passcode: [redacted]
One tap mobile
[redacted]

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Exhibit 37

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=6C40FEB25BD14F509B7E549D8CC6A528-MMARANDO>
To: [redacted]
CC: [redacted]
Sent: 6/6/2021 11:29:48 AM
Subject: Re: Covid misinformation: Wuhan lab leak theory

Thanks [redacted] And we have a note ready to send to leadership recommending reverting removals of the RFHs - we just need to confirm one more thing. We will send it to you tomorrow for review.

Sent from my iPhone

On Jun 6, 2021, at 1:39 PM, [redacted]@fb.com> wrote:

Please don't share this email further but feel very comfortable referencing this message (and that [redacted] said it) if internal teams are pressuring us going forward.

From: Mark Zuckerberg[redacted]@fb.com>
Sent: Sunday, June 6, 2021 10:31 AM
To: [redacted]
Cc: Nick Clegg; Joel Kaplan; [redacted]
Subject: Re: Covid misinformation: Wuhan lab leak theory

Thanks for the context. This seems like a good reminder that when we compromise our standards due to pressure from an administration in either direction, we'll often regret it later.

From: [redacted]@fb.com>
Sent: Friday, June 4, 2021 2:24:20 PM
To: Mark Zuckerberg <[redacted]@fb.com>
Cc: Nick Clegg <[redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Covid misinformation: Wuhan lab leak theory

Mark:

On the question of our decision to remove claims related to the origin of COVID -- in May 2020, we decided to leverage existing work from 3PFCs (because they were overwhelmed by Covid misinfo) by FB claim-matching for claims that multiple 3PFCs had labeled as false instead of requiring the 3PFCs to find and manually add their fact-checks to any content making the claims. There were five claims that met the standard, including the claim that Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual government or country," which includes claims that the virus was modified through gain of function research and leaked from a lab. Between May 2020 and February 2021, we reduced distribution for content making the five claims, applied a label, and linked to the debunking article.

In February 2021, in response to continued public pressure and tense conversations with the new Administration, we started removing the five Covid claims that had been repeatedly debunked by 3PFCs and the eight claims that we had identified (in partnership with WHO, CDC, and other public health authorities) before Covid as widely debunked vaccine misinformation. You asked us at the time to review the decision later in the year to determine if we should revert to reduce & inform.

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Last month, two of the 3PFCs that rated the "man-made" claim as false changed their fact-checks. Politifact publicly rescinded its original fact-check. Factcheck.org updated its fact-check to acknowledge uncertainty. As this claim was no longer had multiple false fact-checks, we removed it from our list of claims that we were removing.

While we believe we made appropriate decisions based on the information we had at the time, we also think this is ultimately a bad outcome, so we are working to revert all repeatedly fact-checked claims from a "remove" penalty to a "reduce & inform" penalty.

There are additional details on the repeatedly fact-checked claims and a timeline below. Let us know if you'd like additional information; we also have time with you next week to discuss the path forward for our misinformation system.

Repeatedly Fact-Checked Claims

Claims that the new coronavirus/SARS-CoV-2/COVID-19:

1. is man-made, including any of the following:
    a. Claims that it was manufactured / bioengineered
    b. Claims that it is a bioweapon
    c. Claims that it was created by an individual, government, or country
    d. excluding: claims that it was studied in/came from/leaked from a lab without specifically calling it man-made.
2. is or has been patented, including:
    a. by any specific person or entity.
3. was predicted, specifically:
    a. in "Event 201"'s pandemic exercise in October 2019 OR
    b. in "Event 201"'s pandemic simulation in October 2019
    c. excluding: discussing the October 2019 exercise/simulation without explicitly claiming it predicted the new coronavirus outbreak; claims about other possible predictions
4. is not new, specifically:
    a. as proven by the existence of animal vaccines for coronavirus OR
    b. as proven by disinfectant product labels

Claims about the role of masks in preventing the spread of COVID-19:

5. Health authorities like the WHO/CDC do not recommend that healthy people wear masks.

"Covid is man-made" claim timeline

January 2020: Speculation begins as early as January 2020 that Covid could have leaked from a Wuhan lab. However, health experts largely rejected the possibility that COVID-19 was man-made or bioengineered, given the close genetic resemblance to bat coronaviruses, similar experience with other pathogens, and the absence of other countervailing evidence. (See detailed Washington Post timeline for more.)

- **January 30, 2020:** First Newsroom Post where we announce we are starting "to remove content with false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities that could cause harm to people who believe them."

Spring 2020: Claims about the virus being man-made begin circulating on Facebook, and several U.S. 3PFCs rate

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content making these claims as False.

- **March 25, 2020:** Nick Clegg's NRP where he states, on origin claims: "For claims that don't directly result in physical harm, like conspiracy theories about the origin of the virus, we continue to work with our network of over 55 fact-checking partners covering over 45 languages to debunk these claims."
- **April 16, 2020:** [redacted]s NRP announcing Correct the Record and adding COVID-19 fact checks to the COVID-19 Info Hub

May 2020: Facebook starts labeling and demoting claims Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual, government or country," but excluded claims that it was "studied in/came from/leaked from a lab without specifically calling it man-made," given the possibility that it had accidentally leaked from the Wuhan lab had been less clearly debunked. This was in addition to starting to label and demote several other "repeatedly fact-checked hoaxes" (RFH) about Covid that were unlikely to change or become true (detail below). We did this as a way to slow the spread of the most common COVID-19 related hoaxes by reducing distribution and applying warning labels on posts that repeat claims several fact-checkers have already debunked. This allowed fact-checkers to focus their time and journalistic expertise debunking net new claims.

February 2021: As part of an overall effort to remove as much COVID-19 and vaccine-related misinformation from our platform as possible, we decided to remove COVID RFHs and Vaccine WDHs.

- February 8, 2021: [redacted] NRP announcing this expansion: "Today, we are expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. Since December, we've removed false claims about COVID-19 vaccines that have been debunked by public health experts. Today, following consultations with leading health organizations, including the World Health Organization (WHO), we are expanding the list of false claims we will remove to include additional debunked claims about the coronavirus and vaccines. This includes claims such as:
    - COVID-19 is man-made or manufactured
    - Vaccines are not effective at preventing the disease they are meant to protect against
    - It's safer to get the disease than to get the vaccine
    - Vaccines are toxic, dangerous or cause autism.
- "These new policies will help us continue to take aggressive action against misinformation about COVID-19 and vaccines"

May 2021: We stopped taking any FB enforcement action on the claim Covid is man-made given the renewed debate on the topic, indicating the issue is no longer settled. Two of our 3PFCs (Politifact and FactCheck.org) had amended their False rating of claim, though fact-checkers retain discretion to rate specific content making this claim. (We've seen at least one example of a 3PFC changing their rating on specific content from False to Missing Context.)

- May 26, 2021: NRP deprecating the COVID is man made claim "In light of ongoing investigations into the origin of COVID-19 and in consultation with public health experts, we will no longer remove the claim that COVID-19 is man-made or manufactured from our apps. We're continuing to work with health experts to keep pace with the evolving nature of the pandemic and regularly update our policies as new facts and trends emerge."

June 2021 TBD: Misinfo Policy to tee up recommendation to revert to reduce + label enforcement for Covid RFH claims, consistent with our codified principles for removing the most severely harmful misinformation vs. reducing + labeling other misinformation.

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Exhibit 38

Email correspondence between Facebook, the White House, and Surgeon General Murthy

Message

From: [redacted]@fb.com]
Sent: 6/27/2021 8:09:56 PM
To: [redacted]@who.eop.gov
Subject: FW: Facebook Covid report
Attachments: 6_25 - COVID-19 Insights.pdf

Hey—apologies for delay in my sending this over to you—missed it late Friday from Nick. Let me know if you want to connect on anything.

From: Nick Clegg <[redacted]@fb.com>
Date: Friday, June 25, 2021 at 6:19 PM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Facebook Covid report

Dear Vivek,

Attached is the latest Covid report covering the past two weeks. As always, happy to answer any questions you might have with respect to the report's contents.

Additionally, I want to highlight two vaccine-related efforts that launched this week:

The first is the WhatsApp chat bot we launched with the CDC. This Spanish-language bot not only surfaces local vaccine appointments, it also links users with free Uber/Lyft rides to their appointments and childcare availability nearby. We're excited by the impact this will have on the LatinX vaccination rate.

Second, I wanted to share that we launched a notification to every Instagram user in the United States encouraging them to visit vaccines.gov. After months of state-specific notifications to IG's +150M users in the US, this is Instagram's first push to vaccines.gov. Based on the demographics of Instagram, we're looking forward to reaching the nation's youth and to having a positive impact on their vaccination rates.

Thanks and please don't hesitate to reach out.

Best

Nick

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Exhibit 39

Email correspondence between Facebook, the White House, and Surgeon General Murthy

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]@who.eop.gov
Sent: 7/11/2021 8:27:19 PM
Subject: FW: Facebook Covid report
Attachments: 7_8 - COVID-19 Insights.pdf

Making sure you received—hope all is well.

From: Nick Clegg <[redacted]@fb.com>
Date: Saturday, July 10, 2021 at 8:00 AM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Re: Facebook Covid report

Dear Vivek

Attached is the latest Covid report covering the most recent two week period for which we have stats etc. I understand from Brian that my team is meeting with yours next week to delve deeper into our covid misinformation efforts. As always, please don't hesitate to reach out when/if needed.

All best

Nick

From: Nick Clegg <[redacted]@fb.com>
Date: Friday, June 25, 2021 at 11:19 PM
To: "Murthy, Vivek (HHS/OASH)" <[redacted]@hhs.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>
Subject: Facebook Covid report

Dear Vivek,

Attached is the latest Covid report covering the past two weeks. As always, happy to answer any questions you might have with respect to the report's contents.

Additionally, I want to highlight two vaccine-related efforts that launched this week:

The first is the WhatsApp chat bot we launched with the CDC. This Spanish-language bot not only surfaces local vaccine appointments, it also links users with free Uber/Lyft rides to their appointments and childcare availability nearby. We're excited by the impact this will have on the LatinX vaccination rate.

Second, I wanted to share that we launched a notification to every Instagram user in the United States encouraging them to visit vaccines.gov. After months of state-specific notifications to IG's +150M users in the US, this is Instagram's first push to vaccines.gov. Based on the demographics of Instagram, we're looking forward to reaching the nation's youth and to having a positive impact on their vaccination rates.

Thanks and please don't hesitate to reach out.

Best

Nick

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Exhibit 40

Email correspondence between Facebook and the White House

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
To: [redacted]
CC: Rowe, Courtney M. EOP/WHO
Sent: 5/12/2021 7:52:18 AM
Subject: RE: [EXTERNAL] FB Newsroom post tomorrow re: our Covid work

Sure. They're first connected to authoritative information, but then you, as of last night, were presenting an anti-vaccine account with less than 1000 followers alongside, at level, with those pinned accounts!

Here's the thing. You know and I know that the universe of undecided people searching Instagram for "vaccines" – as compared to, say, Google -- is probably low. But "removing bad information from search" is one of the easy, low-bar things you guys do to make people like me think you're taking action. If you're not getting *that* right, it raises even more questions about the higher bar stuff. You say in your note that you remove accounts that discourage vaccination from appearing in recommendations (even though you're using "primarily" to give yourself wiggle room). You also said you don't promote those accounts in search. Not sure what else there is to say.

Youtube, for their warts, has done pretty well at promoting authoritative info in search results while keeping the bad stuff off of those surfaces. Pinterest doesn't even show you any results other than official information when you search for "vaccines." I don't know why you guys can't figure this out.

From: [redacted]@fb.com>
Sent: Wednesday, May 12, 2021 9:35 AM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] FB Newsroom post tomorrow re: our Covid work

Thanks Rob – both of the accounts featured in the tweet have been removed from Instagram entirely for breaking our policies. We're looking into what happened.

Taking a step back, when searching for terms related to vaccines on Instagram, people are first connected with resources from experts. That means that before anything, if someone is looking to get information about COVID-19 or vaccines, they are encouraged to seek that information out from the most credible sources. To do this, anyone who searches for information related to COVID-19 or vaccines on Instagram is first shown an educational pop-up on top of search results connecting them, in the U.S., to the CDC website (as shown in the tweet). We've also pinned authoritative accounts in the top search results which is why you also see the CDC and Gavi, the Vaccine Alliance Instagram accounts first in the results page.

We are continuing to develop technology to improve the quality of search results at scale across Instagram – this is a continual process built on new technology to address adversarial accounts. Our goal is to not recommend accounts like those shown in the tweet in search, which again shouldn't have been on our platform to begin with. We also remove accounts that may discourage vaccination from search by developing and using this new technology to find accounts on Instagram that discourage vaccines, and remove these accounts from search altogether. We've also removed accounts that primarily discourage vaccination from appearing where we recommend new accounts to follow, such as accounts you may like, and suggested accounts.

We clearly still have work to do to, but wanted to ensure you were aware of the authoritative resources we're pointing people to first as we continue investing in removing accounts from search that may discourage vaccination.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>

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Date: Tuesday, May 11, 2021 at 8:08 PM
To: [redacted]@fb.com>
Cc: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] FB Newsroom post tomorrow re: our Covid work

Hard to take any of this seriously when you're actively promoting anti-vaccine pages in search

>https://twitter.com/jessreports/status/1392182161512361984?s=21<

Sent from my iPhone

On May 10, 2021, at 7:53 PM, [redacted]@fb.com> wrote:

Rob and Courtney—I wanted to preview a newsroom post and some additional press outreach that we plan to put out tomorrow with some updates on our Covid efforts - a large part of which will be focused on what we've been doing to help meet vaccination goals.

Since January, we and our partners have been using trusted messengers and personalized messaging on our platforms to increase vaccine acceptance, and we're seeing positive impact at scale. For example:

- Over 3.3 million people have visited the vaccine finder tool since its launch on March 11, using it to get appointment information from a provider's website, get directions to a provider, or call a provider. In addition, we're showing people reliable information about whether and when they're eligible to get vaccinated through News Feed promotions and our COVID-19 Information Center. West Virginia's Department of Health and Human Resources reported that their vaccine registrations increased significantly after Facebook started running these notifications.
- Since January, we've provided more than $30 million in ad credits to help governments, NGOs and other organizations reach people with COVID-19 vaccine information and other important messages. These information campaigns resulted in an estimated 10 billion ad impressions globally.
- More than 5 million people globally have used these profile frames. And more than 50% of people in the US on Facebook have already seen someone use the COVID-19 vaccine profile frames. We spun up this effort in partnership with HHS/CDC after public health experts told us that people are more likely to get a vaccine when they see someone they trust doing it.
- As you know, since April 2020, we've been collaborating with Carnegie Mellon University and University of Maryland on a global survey of Facebook users to gather insights about COVID-19 symptoms, testing, vaccination rates and more. In the US:
    - Vaccine acceptance has been increasing steadily since January, increasing nearly 10% among all US adults.
    - We observed a particularly large increase in vaccine acceptance within certain populations in the US. Vaccine acceptance increased 26% among Black adults and 14% among Hispanic adults.
    - Vaccine access also remains a challenge. Among adults who intend to get vaccinated (but have not yet), 36% feel uninformed about how to get a vaccine and only 22% reported that they have an appointment in April.

We saw the announcement last week of the 70% goal, and we're eager to help support your efforts to reach that goal by July 4th. In particular, through our work on both voter registration and vaccines, we've had success with a targeted strategy for our in-product messages. If there are specific states/regions (or other population segments) you're targeting to reach that goal that you can share with us, we can look at how we might be able to adjust our in-product efforts to help amplify your efforts. We'd be happy to schedule a follow-up call with the right people to drill down on how we might be able to help with these efforts.

As always let me know if you have any questions.

Thanks,

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Exhibit 41

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]@who.eop.gov
Sent: 5/15/2021 7:45:43 AM
Subject: Fwd: Message from Nick Clegg
Attachments: 14 - COVID-19 Insights.pdf

Rob—making sure you received as well—apologies for not sending last night.

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From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, May 14, 2021 10:12:04 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Message from Nick Clegg

Hi Andy,

I wanted to share the latest report from our team with you on most viewed vaccine content in the US for the weeks of 4/19 - 4/25, and 4/26 - 5/2 – attached.

As with our previous report we sent to you, we saw 5 posts (4 in the first week, and 1 in the second) that did not violate our community standards but were posts that suggested vaccines are unsafe or reported on vaccine adverse effects without context. All of these should have been demoted. Since our last report, we've put in place a number of changes on both the technical and operational side to ensure we're closing the gaps that were surfaced in that report. We've made those changes over the past two weeks - including additional efforts to monitor viral content and demoting more content that we see going viral - but they aren't reflected in this report's data given the date range.

In addition, I wanted to make sure you saw a progress update we shared this week on our work related to COVID-19 vaccines. We are pleased with our recent work to help people find when and where they can get vaccinated: we've been working with Boston Children's Hospital to help people book vaccine appointments in the US in just a few taps by connecting them with local vaccination sites. Over 3.3 million people have visited the vaccine finder tool since its launch on March 11, using it to get appointment information from a provider's website, get directions to a provider or call a provider.

We also announced that since January, we've given more than $30 million in ad credits to help governments, NGOs and other organizations reach people with COVID-19 vaccine information and other important messages. These information campaigns resulted in an estimated 10 billion ad impressions globally.

We know from public health research that people are more likely to get vaccinated if they see others in their community doing so. In countries where vaccines are available to most of the population, like the US and the UK, we ramped up our efforts to show people when their friends and neighbors share their support for vaccines through profile frames and stickers. More than 5 million people globally have used these profile frames.

Lastly, as you know, an important part of our work to increase vaccinations is to address content that violates our rules on COVID-19 and vaccine misinformation and this week we confirmed that we've removed more than 16 million pieces of this content from our apps for breaking our rules on COVID-19 and vaccine misinformation.

We also shared some updated data from our Symptom Survey regarding vaccine acceptance in the US:

- Vaccine acceptance has been increasing steadily since January, increasing nearly 10% among all US

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adults.

· We observed a particularly large increase in vaccine acceptance within certain populations in the US. Vaccine acceptance increased 26% among Black adults and 14% among Hispanic adults.

· Vaccine access also remains a challenge. In April, among adults who intend to get vaccinated (but have not yet), 36% felt uninformed about how to get a vaccine and only 22% reported that they have an appointment.

The team was also grateful to meet with Becca Siegel at HHS this week to discuss how we can partner more to support the Administration's July 4th vaccination goal – I know there's plenty of follow up which we're pursuing now.

As ever, happy to discuss any of this if helpful.

Best

Nick

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Exhibit 42

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=TUCKER BOUNDS19D>
To: Joel Kaplan
CC: [redacted]
Sent: 5/26/2021 1:40:57 PM
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

All good on our end. We have reactive prepared.

On May 26, 2021, at 12:33 PM, Joel Kaplan <[redacted]@fb.com> wrote:

Yes, as long as we can cover [redacted] then if others raise specific instances to our or 3 PFC attn. so effectively an "escalations only" approach

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From: [redacted]@fb.com>
Sent: Wednesday, May 26, 2021 12:10 PM
To: Joel Kaplan; [redacted] Clegg; [redacted]
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Yes. This is from [redacted] They've been working with the team on this & are planning to proactively reach out to 3PFCs tomorrow (full messaging here). We agree that 3PFCs should update older ratings when they become aware that an older post is going viral again or gaining attention again, which applies to the Tucker Carlson content below – that's what we'll plan to convey.

The practical issue with updating all older ratings is that we're talking about potentially hundreds of ratings from more than a year ago. The vast majority of this content has zero visibility today, so we don't want to require 3PFCs to comprehensively update ratings that no one is seeing. Huge lift & not a good use of time.

Is everyone okay with this?

From: Joel Kaplan <joelkaplan@fb.com>
Date: Wednesday, May 26, 2021 at 2:46 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Thx all. [redacted], can your team take for action with 3 PFCs?

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From: [redacted]@fb.com>
Sent: Wednesday, May 26, 2021 11:00 AM
To: [redacted]
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

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Agree

From: [redacted]@fb.com>
Date: Wednesday, May 26, 2021 at 1:40 PM
To: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

I don't get a vote here, but I agree. At the very most these claims – depending on how written – maybe deserve a "missing context" if they don't acknowledge the uncertainty, but even that may be off. They definitely cannot credibly maintain the false rating....

From: Joel Kaplan <[redacted]@fb.com>
Sent: Wednesday, May 26, 2021 10:21 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Fwd: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

In light of all the developments on this front, including this statement from President Biden today, it does not seem credible or appropriate for 3 PFCs to maintain false ratings on claims—arguments, really—that Covid began in a lab, unless the 3 PFCs are equally prepared to label claims that it evolved naturally. Given the degree of scrutiny this issue is now receiving, and the significant impact this episode will have on the credibility of the fact-checking enterprise more broadly, it seems worth it to me in this instance to push the 3 PFCs to lift these past ratings until this issue is more definitively resolved. IMHO, it's an embarrassment to them and us to maintain these ratings.

https://twitter.com/phil_mattingly/status/1397595665102934018?s=21

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From: [redacted]@fb.com>
Sent: Tuesday, May 25, 2021 12:26 PM
To: Joel Kaplan; [redacted]
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Joel,

Following up on the below, 3PFC Partnerships spoke with editors from Politifact, one of the 3PFCs that rated the Tucker Carlson video (IG video link here) and that updated their fact check to note the claim Covid-19 was man-made is now more in dispute (article link here).

- The editors said they would likely still rate this IG video False today. This is because, despite increased discussion, there is still no evidence that Covid-19 was created in a lab, and Carlson categorically affirms the Chinese virologist's claim that it was, without providing supporting evidence.
- Politifact is not planning to re-review all ratings on older content that were accurate at the time, as this is not standard practice in our program. However, they will consider re-reviewing old content when/if they become aware that is getting new views.
- For example, they changed a Sept. 2020 rating on a second Carlson video (FB link here), which focused on FB's "censorship" of the original video, from Partly False to Missing Context because it was likely to get new views from Fox's weekend coverage. As a reminder, we judged this second video not to be a "Repeatedly

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Fact Checked Hoax" because it focused on claims of censorship, rather than the claim that Covid-19 was man-made.

With this in mind, our plan going forward is:

- We will still take no action on the Carlson IG video in question. It will continue to show the False rating, and the FB version will continue to stay removed per our original policy. (Note that the 3PFC rating on the IG video does not carry a misinfo strike because the content is older, and similarly the removal of the FB video does not carry a CS strike.)
- Per [redacted] email to Nick, we will begin to stop removing new content with the claim Covid-19 is man-made tomorrow, and are briefing the White House on this change this afternoon.
- Accordingly, 3PFC Partnerships will ask that, when/if 3PFCs become aware of older content that has newly gone viral and makes this claim, they prioritize updating those ratings.

Please let us know if you'd like any further follow up, and thanks a lot.
[redacted]

From: [redacted]@fb.com>
Date: Tuesday, May 25, 2021 at 7:06 AM
To: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Hi Joel, of course.

- The way it works that we are finding content with claims that are repeatedly fact checked and removing them ourselves. We are not currently waiting for 3PFCs to rate them.
- When we stop this, it means we will no longer take any action ourselves, meaning we won't find the claim and remove, nor would we find it and demote/label ourselves.
- However as you say, a fact checker could still take action on this claim themselves. So if Tucker Carlson (or anyone) makes this claim again, a 3PFC could rate it if they so choose, independent of us.

I'm cc'ing [redacted] (our lead for this policy) to follow up more, as I know we're following up with Partnerships on your questions from last night as well—and just let us know if there's more in the meantime.

Thanks a lot, [redacted]

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From: Joel Kaplan <joelkaplan@fb.com>
Sent: Tuesday, May 25, 2021 6:27:47 AM
To: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

[redacted]—can you please remind me how RFHs work? Is it just a question of whether we remove (if it's an RFH) something that the 3 PFC rates, or is it that we fan out and remove RFHs without waiting for 3 PFCs to rate? So, when you say we will **stop removing claims that COVID-19 is man-made under our COVID-19 Repeatedly Fact Checked Hoaxes (RFH) policy**, what does this mean in practice the next time Tucker Carlson makes this claim? Does it mean the claim can't be rated false, flagged, and demoted? Or just that we will wait for the 3 PFC to rate it without taking any affirmative action?

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From: [redacted]@fb.com>

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Sent: Monday, May 24, 2021 9:59:15 PM
To: Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; MisinfoPolicyTeam <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Strategic Response Policy <[redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Hi Joel, we know they can't (technically) change the rating right now because the content on FB has been deleted. We are not sure if they would change the rating if they could, and we'll work with 3PFC Partnerships to follow up on that specifically.

Also to confirm, you are correct, we did not delete the video from IG—the video is still live there. The fact checkers just can't change the rating on the IG video themselves, because we (FB) applied the rating, based on their original rating of the (now deleted) FB video.

If the fact checkers tell us they would want to remove the rating, we could decide to override it manually on the back end. The complicating factor of course is that, in this case, we'd have to decide if we want to restore the original content we removed. As per below we have recommended to leave this content down consistent with our original policy, but will follow up tomorrow after discussing with Partnerships.

Thanks again, and let us know if you have more questions.

From: Joel Kaplan <[redacted]@fb.com>
Date: Monday, May 24, 2021 at 6:38 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, MisinfoPolicyTeam <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Strategic Response Policy <[redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Thanks [redacted] When you say that the fact checkers haven't changed their false rating, is that because they are declining to change a rating, or because there is no way for them to do so (because the content has been deleted)?

Also, I thought we learned on Friday that we had NOT deleted the video from IG? Wasn't that the issue that [redacted] flagged Friday evening and we decided NOT to enforce?

Thx

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From: [redacted]@fb.com>
Sent: Monday, May 24, 2021 9:25 PM
To: Joel Kaplan; [redacted]
Cc: [redacted] MisinfoPolicyTeam; [redacted] Strategic Response Policy
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Joel,

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To your questions, specific to the Tucker Carlson video, there were three fact-checkers who rated the video False. None of those fact-checkers have amended their False ratings, although two of them have amended their fact-checking articles to state the issue is now in dispute. What makes this more complicated is that the 3PFCs rated the video on Tucker Carlson's FB page, and we fanned-out automatically and applied the ratings to the same video on Carlson's IG Account. Now that the content was deleted on FB, the 3PFCs do not have the technical capability to change the ratings.

To your other questions, yes, we have precedent. For content live on the platform, when a rating is later reversed, our systems automatically remove the overlay and all enforcement.

Some partners have told 3PFC Partnerships that they think some content with this claim that they rated last year should still be rated False, because it was based on the most credible sources at the time. That said, we are following up with the Partnerships team to see if we can get more detail on what partners are planning on their previous ratings.

Thanks a lot, [redacted]

From: Joel Kaplan <[redacted]@fb.com>
Date: Monday, May 24, 2021 at 4:52 PM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, MisinfoPolicyTeam <[redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Strategic Response Policy <[redacted]@fb.com>
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Thanks. Did the fact-checkers amend their actual ratings? Do we have any precedent for how we treat articles that were subject to a false rating that is later reversed? I'm not sure what grounds we would have if someone "appealed" a prior rating/strike based on a fact-check that has been withdrawn. In most cases, it probably goes unnoticed. Here, that's unlikely to be the case because of the high profile nature of the debate.

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From: [redacted]@fb.com>
Sent: Monday, May 24, 2021 6:29 PM
To: [redacted] Joel Kaplan
Cc: [redacted] MisinfoPolicyTeam; [redacted] Strategic Response Policy
Subject: Re: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Thanks, [redacted] Sounds good.

From: [redacted]@fb.com>
Date: Monday, May 24, 2021 at 3:28 PM
To: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, MisinfoPolicyTeam [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Strategic Response Policy <[redacted]@fb.com>
Subject: [For Decision] Recommendation to stop removing claims that COVID-19 is man-made

Hi Joel and [redacted]

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We are seeking your approval to stop removing claims that COVID-19 is man-made under our COVID-19 Repeatedly Fact Checked Hoaxes (RFH) policy.

- **Status Quo**: Under our RFH policy, we remove claims that "COVID-19 is man-made, manufactured, bioengineered, a bioweapon, or created by an individual, government or country."
- **Reason for the Change**: Generally, health experts still believe that COVID-19 was most likely transmitted from animals to humans. However, there is a renewed debate on the topic, indicating the issue is no longer settled, including the following:
  - WHO: In March 2021, the WHO issued a report calling for further studies and data on the origin of COVID-19, and "reiterate[d] that all hypotheses remain open." The Director General said they do not yet know the origin of the virus and are continuing to investigate the matter.
  - CDC: The CDC told us last week that they could not debunk the claim that COVID-19 is man-made and considered it to be inconclusive, saying specifically that the claim is theoretically possible, but extremely unlikely.
  - Dr. Fauci: On May 11, 2021, Dr. Fauci stated that he is "not convinced" COVID-19 developed naturally and welcomes additional investigations. This statement prompted two of our 3PFCs (Politifact and FactCheck.org) to amend their false rating of the claim, pending additional investigations.
- **Rationale for Not Removing this Claim**: We generally only add claims to our policies where the science and debate is stable and unlikely to change in the short term. In addition, this claim no longer meets our falsity assessment because, while it is unsupported by evidence, it is considered "disputed" with ongoing investigations looking into the matter.
- **Implementation**: We would not restore prior removals because this claim was violating at the time when those removals occurred, which is consistent with how we have approached most other updates to this policy. Fact checkers could still rate versions of this claim, but we expect they will take into account the new uncertainty about whether it is false.

Thank you,
[redacted]

Detailed recommendation on not removing claims that COVID-19 is man-made

- Why we added this claim: We added this to the COVID-19 RFH policy in 2020 after multiple 3PFCs had rated this claim false. Early in the pandemic, health experts largely rejected the possibility that COVID-19 was man-made or bioengineered, given the close genetic resemblance to bat coronaviruses, similar experience with other pathogens, and the absence of other countervailing evidence. Originally, we did not remove this claim; we later decided to remove all RFHs, including this claim, in February 2021.
- What experts are saying now: There has been renewed debate on whether the virus could be man-made or leaked from a lab. Specific highlights include:
  - 3PFCs: Politifact updated its fact-check from September 2020 because the claim that COVID-19 could not have been manipulated is now more widely disputed. They removed their fact-check pending a more thorough review, although they consider this claim to be unsupported by evidence and in dispute. FactCheck.org updated its September 2020 fact-check last week, to say that the exact origin of the virus remains unknown.
  - CDC: The CDC told us they could not debunk this claim and considered it to be inconclusive. They consider the claim "COVID-19 is man-made" to be theoretically possible, but extremely unlikely"
  - WHO Director General: Following the WHO's research trip to Wuhan in February, the DG concluded on March 30, 2021 that "a laboratory leak is the least likely hypothesis [although] this requires further investigation, potentially with additional missions involving specialist experts... We have not yet found the source of the virus, and we must continue to follow the science and leave no stone unturned as we do."
  - Dr. Fauci: While on a panel with Politifact on May 11, 2021, Dr. Fauci is asked whether he is still convinced that the virus developed naturally. He responds (at 13:00) by saying "I'm not convinced about that. I think we should continue to investigate what went on in China until we find out exactly what happened... People who have investigated have said that it likely was an emergence from an animal reservoir that then infected individuals, but it could have been something else and we have to find that

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out. I'm perfectly in favor of any investigation that looks into the origin of the virus."
    - News reporting: The Federalist reports "Politifact quietly retracts fact check of COVID wuhan lab theory"; Fox News says "Fauci 'not convinced' COVID-19 developed naturally"; WSJ finds "Intelligence on sick staff at Wuhan Lab fuels debate on COVID-19 origin"; The Hill called the revelation a "Fauci bombshell"
- **Argument for removing**: The CDC believes the claim that COVID-19 was man-made by China has fuelled the rise in anti-Asian racism and physical attacks on people of Asian descent in the U.S. This claim is prevalent on the platform (it is our most actioned RFH claim) so allowing this content back on the platform could potentially contribute to the risk of imminent physical harm to Asian-Americans.
- **Argument for allowing:** Debate is ongoing and likely to change as more investigations occur. We generally only add claims to our policies where the science and debate is stable and unlikely to change in the short term. Additionally, this claim no longer meets our threshold for falsity. Claims can be "unsupported by evidence" and a) likely false with health experts not investigating further (e.g. "COVID-19 vaccines cause autism") or; b) likely false but where health experts are actively investigating.
- **How we plan to implement:** As with other changes we make to our COVID-19 misinformation policies, we do not plan to restore previously removed content. This is because the policy changes to reflect updates in the science and health expert guidance and, at the time, these claims violated our policies. We plan to:
    - Stop enforcing on escalation on Thursday
    - Stop scaled enforcement by June 9
    - Update the external help centre by Thursday

[redacted] Product Policy Manager
Misinformation Policy Team
[redacted]

signature_11

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Exhibit 43

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
To: [redacted] Qureshi, Hoor EOP/WHO
Sent: 5/30/2021 8:33:52 AM
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

Think it'd be helpful to talk through. Hoor can help find a time early this week.

Sent from my iPhone

On May 28, 2021, at 6:36 PM, [redacted]@fb.com> wrote:

Rob—FYI—let me know if helpful to connect. Have a good holiday weekend.

Get Outlook for iOS

From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, May 28, 2021 5:48:14 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>
Subject: Message from Nick Clegg

Dear Andy, dear Vivek (if I may),

Thanks again for the time the other day.

As promised, I'm sending our latest report that includes topline performing posts for the weeks of 5/3-5/9 and 5/9-5/15. Report is attached, and myself and the team are of course happy to discuss anything within.

I also want to highlight a few policy updates we announced yesterday regarding repeat misinformation. The full Newsroom post with product mock ups is available here, but I wanted to call out a few key points:

1. We've added more context about Pages that repeatedly share false claims;
2. We are expanding penalties for individual Facebook accounts that share misinformation; and
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Finally, I wanted to include here the data I mentioned on our call earlier that point to the positive (if not as publicly discussed) influence we're having on attitudes toward vaccines:

Overall trends in vaccine acceptance amongst Facebook users are positive: this has increased considerably since January, and racial/ethnic disparities have also decreased.
Since January, vaccine acceptance in the US from a daily survey of Facebook users (done in partnership with CMU) has *increased* by 10-15 percentage points (e.g. 70 %-> 80-85%), and racial/ethnic disparities in acceptance have shrunk considerably (e.g. some of the populations that had the lowest acceptance in January had the highest increases since).

Not only are the overall trends increasing, we also have data showing our efforts are contributing: including some of our specific collaborations with HHS/CDC and work around trusted messengers and messaging.
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Early evidence that these are increasing drivers of vaccination, at scale, include:

- ***Social Norming: 50 percent of Facebook users have seen someone they follow (e.g. friend, family member, community leader, public figure) use an HHS/CDC vaccine frame***. Research from MIT shows that similar types of social normalization efforts can meaningfully improve people's likelihood to get vaccinated, which is consistent with other expert advice (e.g. "Encouraging those who are vaccinated to show their vaccination status with pride, both online and offline, can nudge their family, friends and networks to follow suit."). We are seeing some encouraging preliminary results in vaccine sentiment (the safety and importance of COVID-19 vaccines) in the US through our surveys as a result of vaccine profile frame promotions. As a result, we are scaling the launch of these features globally.
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- ***Education: A single "Facts about COVID19" News Feed campaign—that reached 100s of millions of people worldwide--increased belief in key facts about vaccine safety* and testing by 3% across *5 countries.*** We've directed 2B+ people to expert health resources through the Covid Info Center, which in the US includes information from local county-level public health departments. We observed a particularly large increase in vaccine acceptance within certain populations in the US. Vaccine acceptance increased 26% among Black adults and 14% among Hispanic adults.
- ***Equity: We're more frequently reaching people in areas with lower vaccination rates using CDC's Social Vulnerability Index.*** We are partnering with a wide range of organizations to deliver trusted, accessible messages; Spanish-language campaigns from AARP and Johns Hopkins University's Bloomberg School of Public Health; and CARE US for conservative audiences. Our work to promote information on how to get a vaccine to high-SVI zip codes increased confidence that people in those zip codes have in being able to get a vaccine.

This builds on work—and uses similar strategies—to what we did over the last few years to support flu vaccination, mask wearing, blood donation, and voting, all of which also had meaningful population-level positive impact.

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We think there's considerably more we can do in partnership with you and your teams to drive behavior. We're also committed to addressing the defensive work around misinformation that you've called on us to address. But we don't want to miss the full story of Facebook's impact on attitudes toward vaccine acceptance—we believe our work is paying real dividends in the form of more people getting shots, and we believe data bears this out. We're eager to find additional ways to partner with you.

All my best wishes,
Nick

<5_28 - COVID-19 Insights.pdf>

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Exhibit 44

Email correspondence between Facebook, the White House, and Surgeon General Murthy

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Qureshi, Hoor EOP/WHO; [redacted]
Sent: 6/2/2021 7:50:06 PM
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

Great—will find time tomorrow and lock it in. thanks.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Wednesday, June 2, 2021 at 10:29 PM
To: [redacted]@fb.com>
Cc: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

I think maybe let's just chat 1:1 for now? Don't need a big group. Might help to consolidate this and the other recent convo your higher ups had with [redacted].

Sent from my iPhone

On Jun 2, 2021, at 8:29 PM, [redacted]@fb.com> wrote:

Hope I'm not making this more difficult than it needs to be—happy to just schedule and if we don't have right folks on the line to answer q's we will take them back. Will plan to have someone who knows the report and the policy changes that were announced. Will confirm a time ASAP.

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Tuesday, June 1, 2021 1:54:57 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

Working on scheduling—want to make sure to have the right folks on a call to respond to questions—are you hoping to cover the policy changes or the content in the report (or both)? Or happy to just schedule 1:1 if there's something higher level.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Sunday, May 30, 2021 at 11:34 AM
To: [redacted]@fb.com>, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

Think it'd be helpful to talk through. Hoor can help find a time early this week.

Sent from my iPhone

On May 28, 2021, at 6:36 PM, [redacted]@fb.com> wrote:

Rob—FYI—let me know if helpful to connect. Have a good holiday weekend.

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From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, May 28, 2021 5:48:14 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>
Subject: Message from Nick Clegg

Dear Andy, dear Vivek (if I may),

Thanks again for the time the other day.

As promised, I'm sending our latest report that includes topline performing posts for the weeks of 5/3-5/9 and 5/9-5/15. Report is attached, and myself and the team are of course happy to discuss anything within.

I also want to highlight a few policy updates we announced yesterday regarding repeat misinformation. The full Newsroom post with product mock ups is available here, but I wanted to call out a few key points:

1. We've added more context about Pages that repeatedly share false claims;
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Finally, I wanted to include here the data I mentioned on our call earlier that point to the positive (if not as publicly discussed) influence we're having on attitudes toward vaccines:

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Since January, vaccine acceptance in the US from a daily survey of Facebook users (done in partnership with CMU) has *increased* by 10-15 percentage points (e.g. 70 %-> 80-85%), and racial/ethnic disparities in acceptance have shrunk considerably (e.g. some of the populations that had the lowest acceptance in January had the highest increases since).

Not only are the overall trends increasing, we also have data showing our efforts are contributing: including some of our specific collaborations with HHS/CDC and work around trusted messengers and messaging.
Over the same time period, we've been working closely with partners to run the largest scale on line campaign in support of vaccination efforts. We've delivered over 10B ad impressions from health partners worldwide since January, and have also run significant on-platform product promotions. These have been focused on 3 goals: i) increase access to vaccines; ii) help people get questions answered; iii) socially normalize the vaccine.

Early evidence that these are increasing drivers of vaccination, at scale, include:

- ***Social Norming: 50 percent of Facebook users have seen someone they follow (e.g. friend, family member, community leader, public figure) use an HHS/CDC vaccine frame***. Research from MIT shows that similar types of social normalization efforts can meaningfully improve people's likelihood to get vaccinated, which is consistent with other expert advice (e.g. "Encouraging those who are vaccinated to show their vaccination status with pride, both online and offline, can nudge their family, friends and networks to follow suit."). We are seeing some encouraging preliminary results in vaccine sentiment (the safety and importance of COVID-19 vaccines) in the US through our surveys as a result of vaccine profile frame promotions. As a result, we are scaling the launch of these features globally.
- ***Access: Over 3M people have used our Vaccine Finder since March, developed in partnership with Boston Children's Hospital.*** We've been promoting Vaccine Finder and eligibility information to all people on Facebook in close partnership with states, which are seeing impact. For example, West Virginia reported a meaningful increase in vaccine registrations after we started our efforts.
- ***Education: A single "Facts about COVID19" News Feed campaign—that reached 100s of millions of people worldwide--increased belief in key facts about vaccine safety*** **and testing by 3% across *5 countries.*** We've directed 2B+ people to expert health resources through the Covid Info Center, which in

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the US includes information from local county-level public health departments. We observed a particularly large increase in vaccine acceptance within certain populations in the US. Vaccine acceptance increased 26% among Black adults and 14% among Hispanic adults.

- ***Equity: We're more frequently reaching people in areas with lower vaccination rates using CDC's Social Vulnerability Index.*** We are partnering with a wide range of organizations to deliver trusted, accessible messages; Spanish-language campaigns from AARP and Johns Hopkins University's Bloomberg School of Public Health; and CARE US for conservative audiences. Our work to promote information on how to get a vaccine to high-SVI zip codes increased confidence that people in those zip codes have in being able to get a vaccine.

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We think there's considerably more we can do in partnership with you and your teams to drive behavior. We're also committed to addressing the defensive work around misinformation that you've called on us to address. But we don't want to miss the full story of Facebook's impact on attitudes toward vaccine acceptance—we believe our work is paying real dividends in the form of more people getting shots, and we believe data bears this out. We're eager to find additional ways to partner with you.

All my best wishes,
Nick

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Exhibit 45

Email correspondence between Facebook, the White House, and Surgeon General Murthy

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob EOP/WHO
CC: Qureshi, Hoor EOP/WHO; [redacted]
Sent: 6/15/2021 9:36:53 AM
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

Hey Rob—look forward to catching up later today. Just as a reminder—we had planned to cover a few things after the last report came over to you—1) our announcements from May 26; 2) a further discussion on demotion of content; 3) the source for the statistics we sent over by email re: impact we're seeing in vaccine acceptance.

I have a few folks lined up to join the conversation—[redacted] who leads our health work at Facebook, [redacted] who you've met and leads our research team; and [redacted] from our product team to cover content demotion.

Let me know if you have any questions ahead of time?

Thanks,

[redacted]

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Wednesday, June 2, 2021 at 10:29 PM
To: [redacted]@fb.com>
Cc: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

I think maybe let's just chat 1:1 for now? Don't need a big group. Might help to consolidate this and the other recent convo your higher ups had with [redacted]

Sent from my iPhone

On Jun 2, 2021, at 8:29 PM, [redacted]@fb.com> wrote:

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To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

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Date: Sunday, May 30, 2021 at 11:34 AM
To: [redacted]@fb.com>, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Fwd: Message from Nick Clegg

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To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Brian Rice <[redacted]@fb.com>
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All my best wishes,
Nick

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Exhibit 46

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NELLMDD4>
To: Nick Clegg; [redacted] Joel Kaplan; [redacted]
CC: [redacted]
Sent: 6/4/2021 4:29:35 PM
Subject: RE: Wuhan lab leak theory

Got it. I'll edit accordingly and send up to Mark. Thank you!

From: Nick Clegg [redacted]@fb.com>
Sent: Friday, June 4, 2021 4:18 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Got it – v helpful – I think that distinction between reduction (May 2020-Feb '21) vs removal (Feb '21-May '21) should be made much more explicit plse in what you now send to [redacted] as it was the removal that triggered his greatest disquiet. Thx. N

From: [redacted]@fb.com>
Date: Friday, June 4, 2021 at 3:47 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Wuhan lab leak theory

You're not being slow – all our misinfo enforcement is really complicated, which hopefully we can solve for in Misinfo 2.0.

- May 2020 – Feb. 2021: for claims that multiple fact checkers rated false, including claims that the virus was man-made, bioengineered, modified through gain of function research, FB reduced distribution of the claims and added a label that the claim had been rated false with a link to a fact check.
- Feb. 2021: same set of claims as described above, but we started removing them.
- May 2021: fact checkers withdrew the fact checks about man-made claims, so we stopped removing claims about covid being man-made/bioengineered/modified through research (and we do not reduce or label these claims)

From: Nick Clegg [redacted]@fb.com>
Sent: Friday, June 4, 2021 3:39 PM
To: [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Sorry – I'm being v slow – so what exactly did we "enforce" between May 2020 and Feb 2021 when it came to these claims? N

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From: [redacted]@fb.com>
Date: Friday, June 4, 2021 at 3:37 PM
To: Nick Clegg <[redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Yes, your original understanding is correct -- we only removed these claims starting in February '21 (after MZ supported the decision). We are going to revise the intro paragraph of the topper to state (edits in bold):

On the question of our decision to remove claims related to the origin of COVID, we identified the claim that Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual government or country" as a claim that had been repeatedly labeled False by 3PFCs in May 2020. **That month, in order to leverage existing work from fact-checkers during a period when they were being overwhelmed by Covid-related misinformation, we decided that FB would claim-match for this claim, and four others that had been repeatedly debunked by 3PFCs, rather than requiring the 3PFCs to manually add their fact-checks to new instances of the claim being posted on FB & IG. Under the claim that Covid is "bioengineered," we would have enforced on claims that the virus was modified through gain of function research and leaked from a lab.**

In February 2021, in response to continued public pressure and tense conversations with the new Administration, we decided we would remove the five Covid claims that had been repeatedly debunked by 3PFCs and the eight claims that we had identified (in partnership with WHO, CDC, and other public health authorities) before Covid as widely debunked vaccine misinformation.

Last month, two of the 3PFCs that had rated the "man-made" claim false changed their original fact-checks. Politifact publicly rescinded its original fact-check. Factcheck.org updated its fact-check to acknowledge uncertainty and does not appear to have used it on FB content since the update. As this claim was no longer repeatedly fact-checked false, we removed it from our list of claims that we were removing.

While we believe we made appropriate decision based on the information we had at the time, we also think this is ultimately a bad outcome, so we are working to revert all repeatedly fact-checked claims from a "remove" penalty to a "reduce & inform" penalty.

From: Nick Clegg [redacted]@fb.com>
Sent: Friday, June 4, 2021 6:09 PM
To: [redacted]@fb.com>; Joel Kaplan <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

I'm now confused – apols, no doubt my failing – was the removal enforcement on these claims something which preceded our shift in Feb '21 or took place, as I had understood previously, after the Feb '21 decision as supported by MZ?

N

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From: [redacted]@fb.com>
Date: Friday, June 4, 2021 at 3:02 PM
To: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Yes, we would have removed the claim that the virus was modified through gain of function research and leaked from the lab. If gain of function was mentioned as a possible theory, as part of a broader discussion of the topic, we would have allowed it (as shown in the Fox News example in [redacted]s email).

I would suggest that we revise [redacted]s topper to include the following language in bold below:

Mark:

On the question of our decision to remove claims related to the origin of COVID, we identified the claim that Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual government or country" as a claim that had been repeatedly labeled False by 3PFCs in May 2020. We did not enforce on the stand-alone claim that Covid was "studied in/came from/leaked from a lab," which has been a subject of debate from the early days of Covid. **However, we would have enforced on claims that the virus was modified through gain of function research and leaked from a lab, which is one of the theories some people now are assuming may well have happened.** Also in May 2020, in order to leverage existing work from fact-checkers during a period when they were being overwhelmed by Covid-related misinformation, we identified four claims (and later added a fifth) that had been repeatedly debunked by 3PFCs and decided that FB would claim-match for those claims rather than requiring the 3PFCs to manually add their fact-checks to new instances of the claim being posted on FB & IG.

In February 2021, in response to continued public pressure and tense conversations with the new Administration, we decided we would remove the five Covid claims that had been repeatedly debunked by 3PFCs and the eight claims that we had identified (in partnership with WHO, CDC, and other public health authorities) before Covid as widely debunked vaccine misinformation.

Last month, two of the 3PFCs that had rated the "man-made" claim false changed their original fact-checks. Politifact publicly rescinded its original fact-check. Factcheck.org updated its fact-check to acknowledge uncertainty and does not appear to have used it on FB content since the update. As this claim was no longer repeatedly fact-checked false, we removed it from our list of claims that we were removing.

While we believe we made appropriate decision based on the information we had at the time, we also think this is ultimately a bad outcome, so we are working to revert all repeatedly fact-checked claims from a "remove" penalty to a "reduce & inform" penalty.

From: Joel Kaplan [redacted]@fb.com>
Sent: Friday, June 4, 2021 5:25 PM
To: [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

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Thanks. So to be clear, then, we would have removed an assertion that tracked closely with the current alternative theory (ie gain of function + lab leak)? If so, I think this is important to make clear in the email to Mark, because it means we would have removed the thing many people now are assuming may well have happened (and is distinct from the "Chinese military made it in a lab and intentionally released it as a bioweapon" variant of the claim, which is what the language from our rule might otherwise suggest was the case).

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From: [redacted]@fb.com>
Sent: Friday, June 4, 2021 5:19 PM
To: Nick Clegg; Joel Kaplan; [redacted]
Cc: [redacted]
Subject: RE: Wuhan lab leak theory

[redacted] and [redacted] given their familiarity with the details. The answer to Joel's questions is below. Nick – Mark approved the recommendation to remove widely debunked hoaxes (the 8 vaccines claims) and repeatedly fact checked claims (the 4 covid claims) on Feb. 1 after some back and forth with me and [redacted] He asked us to revisit once we were through the intensity of the covid crisis. We'll follow up on your question about how much content was removed based on these claims.

[Joel's question] Can you please clarify how we have treated the specific claim that the virus was modified via "gain of function" experiments and leaked from the Wuhan lab? Did this qualify as "man-made or bioengineered"? As a very specific example, on what basis was the Tucker Carlson video removed—which claim did that video make?

We would have removed claims the COVID-19 virus was actually modified via "gain of function" because it's akin to saying the virus was "bioengineered." Our goal was to enforce on categorical assertions the virus was man-made or bioengineered, while allowing content that discussed "gain of function" research and the possible lab leak as one among several general theories about Covid. For example, we allowed this Fox News investigative report from January 2021 into the origins of Covid. The host presented several pieces of evidence to advance the hypothesis that Covid, while originating from a bat virus, may have "gained function" through GSG-funded research at the Wuhan Institute for Virology and may have been accidentally leaked given reported safety risks. But he also acknowledged the natural origin theory.

The Tucker Carlson video was originally labeled/demoted when it ran back in September 2020 because Carlson endorsed the viewpoint of the Chinese virologist he interviewed, who claimed the virus was made in a lab as a statement of fact, as summarized by the video's caption, "Chinese whistleblower to Tucker: this virus was made in a lab & I can prove it." The virologist explains in the interview: "This virus actually is not from nature. It is a man made virus created in a lab..." and goes on to argue the Chinese government intentionally created the virus. In February, the video was automatically deleted when the decision was made to remove COVID repeatedly fact-checked hoaxes.

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From: Nick Clegg [redacted]@fb.com>
Sent: Friday, June 4, 2021 1:05 PM
To: Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Thx [redacted] – happy for you to share this with MZ when it's finalized, he's anxious to understand the details.

Two key things which would be useful to add to this draft:

- Were Mark/Sheryl informed/consulted on the shift to "remove" in Feb '21?
- How have we in practice enforced these removals, ie roughly how much content did we remove as a consequence?

Thx!

N

From: Joel Kaplan [redacted]@fb.com>
Date: Friday, June 4, 2021 at 11:49 AM
To: [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

+ [redacted]

Thanks [redacted]

Can you please clarify how we have treated the specific claim that the virus was modified via "gain of function" experiments and leaked from the Wuhan lab? Did this qualify as "man-made or bioengineered"? As a very specific example, on what basis was the Tucker Carlson video removed—which claim did that video make?

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From: [redacted]@fb.com>
Date: Friday, June 4, 2021 at 2:38 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>
Subject: RE: Wuhan lab leak theory

+[redacted] A full timeline is below, and we've drafted a topper for Mark if helpful (let me know if you'd like me to send to him).

Mark:

On the question of our decision to remove claims related to the origin of COVID, we identified the claim that Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual government or country" as a claim that had been repeatedly labeled False by 3PFCs in May 2020. We did not enforce on stand-alone claim that Covid was "studied in/came from/leaked from a lab," which has been a subject of debate from the early days of Covid. Also in May 2020, in order to leverage existing work from fact-checkers during a period when they were being overwhelmed by Covid-related misinformation, we identified four claims (and later added a fifth) that had been repeatedly debunked by 3PFCs and decided that FB would claim-match for those claims rather than requiring the 3PFCs to manually add their fact-checks to new instances of the claim being posted on FB & IG.

In February 2021, in response to continued public pressure and tense conversations with the new Administration, we decided we would remove the five Covid claims that had been repeatedly debunked by 3PFCs and the eight claims that we had identified (in partnership with WHO, CDC, and other public health authorities) before Covid as widely debunked vaccine misinformation.

Last month, two of the 3PFCs that had rated the "man-made" claim false changed their original fact-checks. Politifact publicly rescinded its original fact-check. Factcheck.org updated its fact-check to acknowledge uncertainty and does not appear to have used it on FB content since the update. As this claim was no longer repeatedly fact-checked false, we removed it from our list of claims that we were removing.

While we believe we made appropriate decision based on the information we had at the time, we also think this is ultimately a bad outcome, so we are working to revert all repeatedly fact-checked claims from a "remove" penalty to a "reduce & inform" penalty.

"Covid is man-made" claim timeline

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January 2020: Speculation begins as early as January 2020 that Covid could have leaked from a Wuhan lab. However, health experts largely rejected the possibility that COVID-19 was man-made or bioengineered, given the close genetic resemblance to bat coronaviruses, similar experience with other pathogens, and the absence of other countervailing evidence. (See detailed Washington Post timeline for more.)

- **January 30, 2020:** First Newsroom Post where we announce we are starting "to remove content with false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities that could cause harm to people who believe them."

Spring 2020: Claims about the virus being man-made begin circulating on Facebook, and several U.S. 3PFCs rate content making these claims as False.

- **March 25, 2020:** Nick Clegg's NRP where he states, on origin claims: "For claims that don't directly result in physical harm, like conspiracy theories about the origin of the virus, we continue to work with our network of over 55 fact-checking partners covering over 45 languages to debunk these claims."
- **April 16, 2020:** [redacted]'s NRP announcing Correct the Record and adding COVID-19 fact checks to the COVID-19 Info Hub

May 2020: Facebook starts labeling and demoting claims Covid is "man-made, manufactured, bioengineered, a bioweapon, or created by an individual, government or country," but excluded claims that it was "studied in/came from/leaked from a lab without specifically calling it man-made," given the possibility that it had accidentally leaked from the Wuhan lab had been less clearly debunked. This was in addition to starting to label and demote several other "repeatedly fact-checked hoaxes" (RFH) about Covid that were unlikely to change or become true (detail below). We did this as a way to slow the spread of the most common COVID-19 related hoaxes by reducing distribution and applying warning labels on posts that repeat claims several fact-checkers have already debunked. This allowed fact-checkers to focus their time and journalistic expertise debunking net new claims.

February 2021: As part of an overall effort to remove as much COVID-19 and vaccine-related misinformation from our platform as possible, we decided to remove COVID RFHs and Vaccine WDHs.

- February 8, 2021: [redacted] NRP announcing this expansion: "Today, we are expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. Since December, we've removed false claims about COVID-19 vaccines that have been debunked by public health experts. Today, following consultations with leading health organizations, including the World Health Organization (WHO), we are expanding the list of false claims we will remove to include additional debunked claims about the coronavirus and vaccines. This includes claims such as:
    - COVID-19 is man-made or manufactured
    - Vaccines are not effective at preventing the disease they are meant to protect against
    - It's safer to get the disease than to get the vaccine
    - Vaccines are toxic, dangerous or cause autism.
- "These new policies will help us continue to take aggressive action against misinformation about COVID-19 and vaccines"

May 2021: We stopped taking any FB enforcement action on the claim Covid is man-made given the renewed debate on the topic, indicating the issue is no longer settled. Two of our 3PFCs (Politifact and FactCheck.org) had amended their False rating of claim, though fact-checkers retain discretion to rate specific content making this claim. (We've seen at least one example of a 3PFC changing their

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rating on specific content from False to Missing Context.)

- May 26, 2021: NRP deprecating the COVID is man made claim "In light of ongoing investigations into the origin of COVID-19 and in consultation with public health experts, we will no longer remove the claim that COVID-19 is man-made or manufactured from our apps. We're continuing to work with health experts to keep pace with the evolving nature of the pandemic and regularly update our policies as new facts and trends emerge."

June 2021 TBD: Misinfo Policy to tee up recommendation to revert to reduce + label enforcement for Covid RFH claims, consistent with our codified principles for removing the most severely harmful misinformation vs. reducing + labeling other misinformation.

Original List of RFH Claims

Claims that the new coronavirus/SARS-CoV-2/COVID-19:

1. is man-made, including any of the following:
    a. Claims that it was manufactured / bioengineered
    b. Claims that it is a bioweapon
    c. Claims that it was created by an individual, government, or country excluding:

claims that it was studied in/came from/leaked from a lab without specifically calling it man-made.

2. is or has been patented, including:
    a. by any specific person or entity.
3. was predicted, specifically:
    a. in "Event 201"'s pandemic exercise in October 2019 OR
    b. in "Event 201"'s pandemic simulation in October 2019
    c. excluding:

discussing the October 2019 exercise/simulation without explicitly claiming it predicted the new coronavirus outbreak

claims about other possible predictions

4. is not new, specifically:
    a. as proven by the existence of animal vaccines for coronavirus OR
    b. as proven by disinfectant product labels

Claims about the role of masks in preventing the spread of COVID-19:

5. Health authorities like the WHO/CDC do not recommend that healthy people wear masks.

From: Nick Clegg [redacted]@fb.com>
Sent: Thursday, June 3, 2021 1:46 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; Joel Kaplan <[redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

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yes I think that's a fair point going forward – and def where Mark's head is – but for now plse we need to give him a satisfactory response to his query. N

From: [redacted]@fb.com>
Date: Thursday, June 3, 2021 at 1:25 PM
To: [redacted]@fb.com>
Cc: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

I would love if we can leverage this case in the future as a reason to not deviate from our rule of only removing for safety reasons or vote suppression. We get pressured into these decisions in the moment — it often doesn't pan out well, and the more we can resist, the better.

We have said for years that we think our role in non-safety risk cases of misinformation is to point people to accurate info and help inform discourse. If that's so, the number of times something has been rated false should not be a factor in deciding when we remove something.

Sent from my iPhone

On Jun 3, 2021, at 4:16 PM, [redacted]@fb.com> wrote:

Multiple fact checkers rated the claim that the virus was man-made as false. At some point last year, we decided that, for a small number of claims that had been rated false repeatedly by fact checkers ("RFH claims"), we would claim-match those fact checks because the fact checkers were totally overwhelmed and had no capacity to leverage old fact checks plus deal with the new rumors/falsehoods spreading about covid. In February (I think) of this year, in response to public and political pressure to do more (capped by internal pressure to respond to the external pressure), we decided that we would remove the RFH claims.

From: Nick Clegg <[redacted]@fb.com>
Sent: Thursday, June 3, 2021 1:13 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; Joel Kaplan <[redacted]@fb.com>
Subject: Re: Wuhan lab leak theory

Assume we have something I can share with Mark now which explained our reason at the time we decided to remove claims re human origins of the virus?

From: [redacted]@fb.com>
Date: Thursday, June 3, 2021 at 1:11 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Wuhan lab leak theory

I've asked the team to put together a short summary of what happened, but with the change in Trump timing I'm not sure I'll be able to dig in until tomorrow post-10am. We'll get it to you as quickly as possible after that though!

From: Nick Clegg <[redacted]@fb.com>
Sent: Thursday, June 3, 2021 1:07 PM
To: [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: Wuhan lab leak theory

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[redacted] – Mark is asking what the rationale was in the first place for us to remove the Wuhan lab leak theory, before the change we announced last week? He's keen to know asap – and feels that this issue raises significant questions about our wider misinfo stance. Grateful for a short summary reply asap. Thx. N

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Exhibit 47

Internal Facebook email correspondence

From: Nick Clegg </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: [redacted]
CC: Joel Kaplan; [redacted]
Sent: 6/12/2021 2:52:06 PM
Subject: Re: Bi-weekly Covid report

No, we'd need to delete the section I'd asked about earlier on in this thread. Thx. N

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From: [redacted]@fb.com>
Sent: Saturday, June 12, 2021 1:56:00 PM
To: [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>
Cc: Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Agree with that approach—would that mean sending the report as it was originally sent yesterday?

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From: [redacted]@fb.com>
Sent: Saturday, June 12, 2021 3:04:34 PM
To: Nick Clegg <[redacted]@fb.com>
Cc: Joel Kaplan <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Nick,

That proposal makes sense to me as long as others don't see issues with that.

I'll give folks a chance to chime in on that, but probably we can just omit discussion of those posts.

[redacted]

On Jun 12, 2021, at 2:27 PM, Nick Clegg <[redacted]@fb.com> wrote:

Thx [redacted] thx team – yes that makes sense to me. But – to be clear – given that (if with hindsight) these posts should not have been demoted in the first place (all of them seem v measured and appropriately caveated) and we are now reversing the demotions, I don't think we need to provide a running commentary in the report to Vivek ie we can provide the data on the posts without having to elaborate on demotion + reversal. Ok? N

From: [redacted]@fb.com>
Date: Saturday, June 12, 2021 at 10:15 AM

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To: Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Hi Joel,

[redacted] and I just discussed, and we think it would be best to update the policy guidance under this prong of the policy (about "shocking" stories that can be true) for stories about the Pfizer-heart condition link, at least for the time being. The update would result in a narrower set of articles being subject to demotion, and the three articles below would no longer be demoted.

Previously, the guidance had been that headlines needed to provide context about the *lack of severity* of the heart condition to avoid demotion. Providing context on the *small number of cases* was considered tangential to whether the heart condition is a severe adverse event. However, we propose updating the guidance such that: (1) providing context about the small number of instances where this occurred also constitutes sufficient context to <u>not</u> be deemed "shocking"—so headlines with that context would not be demoted—and (2) we will be more conservative in thinking through edge cases so that we are not demoting any articles where there seems to be a good-faith effort by the publisher to not shock people as opposed to simply reporting the news around a sensitive event (in other words, it would need to be close to clickbait to demote).

If you and others think this adjustment makes sense we will update the policy guidance and revise the report in accordance with the fact that these articles would no longer be demoted. We can also work with Ops to reverse these demotions if you are aligned with this plan, **but please let us know if you want that reversal to take place before the report goes to the White House**.

Thank you.

[redacted]

From: Joel Kaplan [redacted]@fb.com>
Date: Saturday, June 12, 2021 at 12:33 PM
To: [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Or rather, CDC.

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From: Joel Kaplan [redacted]@fb.com>
Sent: Saturday, June 12, 2021 12:20:10 PM
To: [redacted]@fb.com>; Nick Clegg [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

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[redacted]

Are we demoting other links like these? Given the FDA is having an emergency meeting on this subject, I am very nervous if we are demoting these articles. These articles don't seem to lack context.

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From: [redacted]@fb.com>
Sent: Saturday, June 12, 2021 12:13 PM
To: Joel Kaplan; Nick Clegg; [redacted]
Cc: [redacted]
Subject: Re: Bi-weekly Covid report

Hi Joel, here are the 3 heart condition links (and the report edits will be coming shortly):
- https://www.facebook.com/newsmax/posts/10158237853967377
- https://www.facebook.com/nytimes/posts/10152690136754999
- https://www.facebook.com/ABC7/posts/10158423967592452

From: Joel Kaplan [redacted]@fb.com>
Date: Saturday, June 12, 2021 at 1:39 AM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
<[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Can you pls share which were the three links that were demoted on this basis?

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From: Nick Clegg [redacted]@fb.com>
Sent: Saturday, June 12, 2021 12:25 AM
To: [redacted]
Cc: [redacted]
Subject: Re: Bi-weekly Covid report

[redacted]

Ok I – think! – I understand that: so we labeled/demoted because of a lack of context.

Could we add this explanation plse to the text that I'm sending to Vivek? After the toing and froing re the "Wuhan Lab" content, I'm keen we remain alert to over rotating on content which may turn out to be true, and that we're correspondingly precise about the reasons we put out for our enforcement actions. It's late Fri night so obv this can wait till trrw.

Thx

N

From: [redacted]@fb.com>
Date: Friday, June 11, 2021 at 7:44 PM
To: Nick Clegg [redacted]@fb.com>

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Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Adding others here (thanks to [redacted] and [redacted] for jumping in tonight)—

These demotions flow from leadership's recent break-glass decision to demote Tier 2 content manually when it appears in the highest-viral content that makes it to these Top N queues. This kind of story, in some cases, is a match for our "shocking stories" guidelines: "Shocking Stories: Potentially or actually true events or facts that can raise safety concerns, indicated by sharing the following either without context or with hyperbolic terms .... [including] content citing news articles about individuals experiencing adverse events after receiving a vaccine." That was the case here. As the stories first started coming in, some described the condition as 'mild' or otherwise provided context about the severity of the risk. We gave guidance that where the on-platform content (which is all we assess) gave some context about the severity of the risk, links should not be demoted; however, because a heart condition is a potentially severe adverse event, without some context about the mildness in the on-platform content, the policy calls for demotion.

For more context, this situation was one of the main reasons we originally did not demote Tier 2 content. To try and avoid this situation when we transition to automated enforcement of this policy, we plan to exclude news publishers, in part because we're not asking reviewers/classifiers to make credibility or truth/falsity assessments in addressing this content, we are only evaluating whether stories that raise safety concerns are being shared without sufficient/any context.

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From: Nick Clegg [redacted]@fb.com>
Sent: Friday, June 11, 2021 9:16:54 PM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted] Kaplan <joelkaplan@fb.com>; [redacted]@fb.com>
Subject: Re: Bi-weekly Covid report

Thanks [redacted] – before I send to Vivek can I just check on this assertion:

1. Three posts were news articles about a potential link between the COVID vaccine and a heart condition in young males. Our systems did not automatically demote these four pieces of content but on further review they were demoted and a safety label was added.

I have read a number of mainstream press reports of the suspected link between the Pfizer vaccine and higher than normal levels of heart infection amongst young males – I assume from authoritative sources. Why did we label/demote this?

Thx

N

From: [redacted]@fb.com>
Date: Friday, June 11, 2021 at 4:13 PM
To: Nick Clegg [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Bi-weekly Covid report

Nick,
Attached is our bi-weekly report to share with Vivek Murthy today. Flagging a few issues for your visibility, but we

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don't think necessary for you to call out in an email to Vivek (as these are explained within the report).

- The report contains 8 pieces of "Barriers to Vaccination" content (1 in the week of 5/22 and 7 in the week of 5/29) which were eligible for demotion but were incorrectly not demoted at the time in order to reduce their distribution. The majority of these errors were human enforcement errors and our current assessment is that the level of errors we're seeing seems in line with the difficulty of applying the policy to diverse and nuanced content. We're largely seeing misses that we think are reasonable to make, and/or reflect the nature of the context rapidly changing in the Covid environment (for example - this week, we have seen a number of questions from reviewers about things like "does a new spate of heart conditions reporting count as BV?" and are going back to retroactively apply guidance).
- The report also includes one piece of content posted by Candice Owens that was ultimately removed under our misinfo and harm policy but that managed to reach #11 of our top 100 vaccine content before removal. The timeline: content was posted at 8:30am on May 25, and within 30 minutes it was identified and demoted by HERO (our AI virality monitoring system), and was correctly escalated to CO-Presc for review under our Covid-19 M&H policies. It was then escalated by misinfo policy and was removed 7 hours later for Covid M&H, but in the meantime it went to #11 of our top vaccine content.

If comfortable—I'd recommend you send to Vivek with a simple cover email that suggests you and the team are available to discuss any questions or concerns.

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Exhibit 48

Email correspondence between Facebook, the White House, and Surgeon General Murthy

Message

From: [redacted]@fb.com]
Sent: 6/12/2021 9:49:01 PM
To: [redacted]@who.eop.gov
Subject: Fwd: Facebook bi-weekly covid content report
Attachments: 6_11 - COVID-19 Insights.pdf

Making sure this gets to you—look forward to connecting this week.

Get Outlook for iOS

From: Nick Clegg <[redacted]@fb.com>
Sent: Saturday, June 12, 2021 9:28:58 PM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>
Subject: Facebook bi-weekly covid content report

Dear Vivek

As promised/discussed, the latest Facebook bi-weekly covid content report attached. As always, I'm happy to jump on a call at any point – as is my team – to delve into any details further as needed.

All best

Nick

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Exhibit 49

Email correspondence between Facebook, the White House, and Surgeon General Murthy

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob R. EOP/WHO
Sent: 7/12/2021 2:17:20 PM
Subject: Re: [EXTERNAL] FW: Facebook Covid report

let me check—will be back.

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, July 12, 2021 at 7:38 AM
To: [redacted]@fb.com>
Subject: Re: [EXTERNAL] FW: Facebook Covid report

In looking at this data — of the top 100 posts, is it possible to pull out the ones you're putting in the knowledge panels (whatever you're calling them)? Like, which ones are appearing natively in feed versus the ones (like unicef) that aren't?

Sent from my iPhone

On Jul 11, 2021, at 11:27 PM, Brian Rice <brianrice@fb.com> wrote:

Making sure you received—hope all is well.

From: Nick Clegg <[redacted]@fb.com>
Date: Saturday, July 10, 2021 at 8:00 AM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@fb.com>
Subject: Re: Facebook Covid report

Dear Vivek

Attached is the latest Covid report covering the most recent two week period for which we have stats etc. I understand from Brian that my team is meeting with yours next week to delve deeper into our covid misinformation efforts. As always, please don't hesitate to reach out when/if needed.

All best

Nick

From: Nick Clegg <[redacted]@fb.com>
Date: Friday, June 25, 2021 at 11:19 PM
To: "Murthy, Vivek (HHS/OASH)" <[redacted]@hhs.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>
Subject: Facebook Covid report

Dear Vivek,

Attached is the latest Covid report covering the past two weeks. As always, happy to answer any questions you might have with respect to the report's contents.

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Additionally, I want to highlight two vaccine-related efforts that launched this week:

The first is the WhatsApp chat bot we launched with the CDC. This Spanish-language bot not only surfaces local vaccine appointments, it also links users with free Uber/Lyft rides to their appointments and childcare availability nearby. We're excited by the impact this will have on the LatinX vaccination rate.

Second, I wanted to share that we launched a notification to every Instagram user in the United States encouraging them to visit vaccines.gov. After months of state-specific notifications to IG's +150M users in the US, this is Instagram's first push to vaccines.gov. Based on the demographics of Instagram, we're looking forward to reaching the nation's youth and to having a positive impact on their vaccination rates.

Thanks and please don't hesitate to reach out.

Best

Nick

<7_8 - COVID-19 Insights.pdf>

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Exhibit 50

Email correspondence between Facebook and Surgeon General Murthy's office

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
To: [redacted]
CC: [redacted] [redacted]
Sent: 7/23/2021 5:34:48 AM
Subject: RE: Connecting with Dr. Murthy's office

Hi [redacted]

Thanks so much for your note. I believe my colleague [redacted] got back to one of your colleagues last night, but in addition to Dr. Murthy, I will be on the call as will [redacted]

Thanks so much,
Eric

From: [redacted]@fb.com>
Sent: Thursday, July 22, 2021 3:55 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@usdigitalresponse.org>; [redacted]@fb.com>
Subject: Re: Connecting with Dr. Murthy's office

Hi Eric,

I hope all is well.
The team wanted to follow up to ask who will be joining the meeting tomorrow with Dr. Murthy?

Best,

[redacted]

From: [redacted]@fb.com>
Date: Thursday, July 15, 2021 at 10:10 AM
To: "Waldo, Eric (HHS/OASH)" <[redacted]@hhs.gov>, Nick Clegg <[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: [redacted]@usdigitalresponse.org>
Subject: Re: Connecting with Dr. Murthy's office

Thank you very much Eric,
We did see the announcement and thank you for following up with us.

We will connect more tomorrow.

Best,

[redacted]

From: "Waldo, Eric (HHS/OASH)" <[redacted]@hhs.gov>
Date: Thursday, July 15, 2021 at 9:08 AM
To: [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@usdigitalresponse.org>
Subject: RE: Connecting with Dr. Murthy's office

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You've probably seen this, but sharing here:

> *"Health misinformation is an urgent threat to public health. It can cause confusion, sow mistrust, and undermine public health efforts, including our ongoing work to end the COVID-19 pandemic,"* said **U.S. Surgeon General Dr. Vivek Murthy.** *"As Surgeon General, my job is to help people stay safe and healthy, and without limiting the spread of health misinformation, American lives are at risk. From the tech and social media companies who must do more to address the spread on their platforms, to all of us identifying and avoiding sharing misinformation, tackling this challenge will require an all-of-society approach, but it is critical for the long-term health of our nation."*

You can learn more and access the full advisory here.

From: Waldo, Eric (HHS/OASH)
Sent: Wednesday, July 14, 2021 8:50 PM
To: [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@usdigitalresponse.org>
Subject: RE: Connecting with Dr. Murthy's office

Thanks so much,[redacted]

I don't think there will be too many surprises, but eager to share the whole thing and dig in this week. On the technology side, at a high level, the Advisory notes that technology companies and social media organizations have a role to play in product and policy design to help slow the spread of health misinformation. Again, I know you have all been working hard and thinking deeply about this issue.

Looking forward to connecting Friday.

Best,
Eric

From: [redacted]@fb.com>
Sent: Wednesday, July 14, 2021 5:57 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; Nick Clegg <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Cc: [redacted]@usdigitalresponse.org>
Subject: Re: Connecting with Dr. Murthy's office

Thank you very much Eric and looking forward to speaking to you on Friday.
I understand you are waiting for the public announcement, but do let us know if there is a social media aspect you can provide insight on.

Best,

[redacted]

From: "Waldo, Eric (HHS/OASH)" <[redacted]@hhs.gov>
Date: Wednesday, July 14, 2021 at 5:21 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@usdigitalresponse.org>
Subject: RE: Connecting with Dr. Murthy's office

Hi Nick, [redacted] and [redacted]

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I hope this finds you all doing well this week. [redacted]—I know we are slated to connect on Friday, but wanted to loop before then with all of you.]

I know we had hoped to connect earlier, but I did want to just give you a quick heads up (close hold) that Dr. Murthy will be releasing an Advisory tomorrow about the importance of addressing health misinformation. I can share the doc tomorrow once it's public, but it's a first step for us to call for a whole-of-society approach to addressing this important topic. I know there will be a chance for us to connect Friday and beyond about this and more, but wanted to give you all a courtesy heads up.

Looking forward to connecting.

Best,
Eric

Eric W. Waldo [He/Him]
Director of Engagement
Office of the U.S. Surgeon General, Dr. Vivek Murthy
U.S. Department of Health & Human Services

From: Waldo, Eric (HHS/OASH)
Sent: Tuesday, July 6, 2021 9:47 AM
To: [redacted]@fb.com; [redacted]@fb.com
Cc: [redacted]@usdigitalresponse.org>
Subject: Connecting with Dr. Murthy's office

Hi Nick and [redacted]

I hope this finds you well. I'm Dr. Murthy's Director of Engagement and I wanted to reach out.

As you know, one of the issues Dr. Murthy has been thinking about is how to help stop the spread of health misinformation as we continue to tackle COVID19 and beyond. I know you and your teams are working hard and thinking deeply about this issue. We'd love to chat over zoom to connect and discuss what's on the horizon for our teams.

Is there a good time this week to connect? Happy to work with whomever on your team to coordinate calendars.

Thanks so much!
Eric

Eric W. Waldo [He/Him]
Director of Engagement
Office of the U.S. Surgeon General, Dr. Vivek Murthy
U.S. Department of Health & Human Services

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Exhibit 51

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]D3F>
To: Tom, Christian L. EOP/WHO
CC: Flaherty, Rob R. EOP/WHO; O'Neill, Tegan E. EOP/WHO; [redacted](IG); Qureshi, Hoor A. EOP/WHO
Sent: 8/2/2021 5:11:33 PM
Subject: Re: Follow up on WH questions

Happy to.
Hoor, could you surface some times that work for your folks and we can go from there?

[redacted]

[redacted]
facebook, inc. | politics & government
[redacted] | [redacted]@fb.com

On Aug 2, 2021, at 6:04 PM, Tom, Christian L. EOP/WHO <[redacted]@who.eop.gov> wrote:

Thanks [redacted] for the info. A call might be helpful, if we can do something early next week? Adding Hoor here but appreciate your email and making time to talk further about it!

From: [redacted]@fb.com>
Sent: Monday, August 2, 2021 1:14 PM
To: Tom, Christian L. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>; O'Neill, Tegan E. EOP/WHO <[redacted]@who.eop.gov>; [redacted] (IG) <[redacted]@fb.com>
Subject: [EXTERNAL] FW: Follow up on WH questions

Hi All,

Per my and Christian's phone call last Tuesday, I gathered more details for you and your team; happy to set up a call to discuss further as well.

As you know, we take aggressive steps to reduce the spread of vaccine hesitancy and vaccine misinformation on our platforms and we deploy technology to do so. As part of our efforts on Instagram, we have measures to help ensure we don't recommend people follow accounts that promote vaccine hesitancy at scale. For two weeks in April (April 14-28) this measure was impacted by over-enforcement on a signal we used -- accounts that were posting far above normal vaccine-related content -- and removed these otherwise eligible accounts from being recommended as an account to follow. This did not impact reach or distribution of content in Feed or Stories or other areas of account discovery on Instagram, such as search or Explore.

Per your request for remediation, while we cannot boost your account in our recommendations, we are always here to help with content strategy, best practices, and further opportunities to collaborate.

Again, happy to discuss further on a call.

Best,
[redacted]

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From: [redacted] (IG) <[redacted]@fb.com>
Date: Thursday, July 15, 2021 at 4:06 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, O'Neill, Tegan E. EOP/WHO <[redacted]@who.eop.gov>, [redacted] <[redacted]@fb.com>
Subject: Re: Follow up on WH questions

Hi Rob – I totally understand how frustrating that is. This was due to a bug in our recommendation surface, and was resolved in late May. Accounts affected did not specifically lose any followers as a result, nor was their presence reduced in Search or Explore, however. If you want to hop on the phone to discuss it, I'm at [redacted] anytime.

From: "Flaherty, Rob R. EOP/WHO" <[redacted]@who.eop.gov>
Date: Thursday, July 15, 2021 at 3:29 PM
To: "O'Neill, Tegan E. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] (IG)" <[redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Follow up on WH questions

Are you guys fucking serious? I want an answer on what happened here and I want it today.

From: O'Neill, Tegan E. EOP/WHO
Sent: Thursday, July 15, 2021 3:29 PM
To: [redacted] (IG) <[redacted]@fb.com>; [redacted]@fb.com>; Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Follow up on WH questions

++ @Flaherty, Rob R. EOP/WHO

From: [redacted] (IG) <[redacted]@fb.com>
Sent: Thursday, July 15, 2021 3:20 PM
To: O'Neill, Tegan E. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>
Subject: [EXTERNAL] Re: Follow up on WH questions

Hi Tegan – from what we understand it was an internal technical issue that we can't get into, but it's now resolved and should not happen again.

From: "O'Neill, Tegan E. EOP/WHO" <[redacted]@who.eop.gov>
Date: Thursday, July 15, 2021 at 2:28 PM
To: [redacted] (IG)" <[redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Follow up on WH questions

Thanks [redacted]
Could you tell me more about the technical issues affecting audience growth? Was this just us and do you have a sense of what the issue was?

From: [redacted] (IG) <[redacted]@fb.com>
Sent: Thursday, July 15, 2021 2:27 PM
To: O'Neill, Tegan E. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>
Subject: [EXTERNAL] Follow up on WH questions

Hi again Tegan!

Coming back here on a few things:

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-First, the technical issues that had been affecting follower growth on @potus have been resolved. Though there is still the issue of bot accounts being removed as normal, you should start to see your numbers trend back upwards, all things being equal and notwithstanding the big spike you saw this week given the collaboration with Olivia Rodrigo. Thanks for your patience as we investigated this.

-The answers to your aspect ratio, video quality and thumbnail questions can all be found in our Help Center here: >>>https://www.facebook.com/help/instagram/381435875695118<<<;; and in the links on that page. Regarding 1:1 or 4:5 for feed video, I don't have any specific recommendations on it. Obviously we know social managers are busy creating video for multiple platforms, so rest assured there is no algorithmic downside to using one crop over another.

-Finally, I can't release any numbers related to the performance of difference video formats, or light mode vs. dark mode usage unfortunately.

Let me know if you have any outstanding questions on these.
[redacted]

From: "O'Neill, Tegan E. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, July 13, 2021 at 11:42 AM
To: [redacted](IG)" <[redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: IG optimization questions

Appreciate it!

From: [redacted](IG) <[redacted]@fb.com>
Sent: Tuesday, July 13, 2021 11:41 AM
To: O'Neill, Tegan E. EOP/WHO <[redacted]@who.eop.gov>; [redacted]@fb.com>
Subject: [EXTERNAL] Re: IG optimization questions

Hi Teagan! Let me round up some answers to these questions and come back to you shortly. Attached is the last edition of our IGTV video specs for you to check out in the interim.

Speak soon!
[redacted]

From: "O'Neill, Tegan E. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, July 13, 2021 at 10:15 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Subject: IG optimization questions

Hi [redacted],
Hope you're both well! I'm updating specs and guidelines for our video team and had a few quick questions.

- Do you have a guide/recommendation on codec/video quality? We've seen some issues with video files that display crisply on other platforms
- Do you have an updated thumbnail guide for IGTV and reels?
- Do you see any difference in performance between black, white, and branded video mattes on square videos in vertical placements?
- Do more people use night mode than day mode?
- For in-feed video (not sure what to call this but non-IGTV, non-reel video) do you recommend 1:1 or 4:5 these days?

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Thank you!

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Exhibit 52

Internal Facebook email correspondence

From: Nick Clegg </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: [redacted]
CC:
Sent: 7/14/2021 11:46:33 AM
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

thx

From: [redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 7:44 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Because we were under pressure from the administration and others to do more and it was part of the "more" package. We removed four claims that multiple fact checkers had labeled false even though we didn't have a harm assessment. We shouldn't have done it. We stopped removing the man made claim in May and now we're moving the other three claims (covid is new/patented) from remove to reduce and inform.

From: Nick Clegg <[redacted]@fb.com>
Sent: Wednesday, July 14, 2021 11:41:56 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Can someone quickly remind me why we were removing – rather than demoting/labeling – claims that Covid is man made before May?

From: [redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 5:32 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Following up here (and replying on behalf of Justine as well who is presenting in another meeting): We worked to further streamline and simplify the talking point around the 12 people identified by the CCDH ('disinfo dozen'). We'd recommend using the following:

"People on the Center for Countering Digital Hate's list show up in multiple places across Facebook products: Facebook pages, Facebook groups, and IG accounts for example. If they repeatedly break our rules, we permanently remove that page, group, or account from our services, and we've done that in more than a dozen instances."

In case it's helpful for further context, the break-down of the entities we've removed associated with people

CED HJ

identified by the CCDH is: IG Profile = 9; FB Page = 4; FB Group = 1.

From: Justine Isola <justineisola@fb.com>
Date: Wednesday, July 14, 2021 at 8:04 AM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Yes, we have said that publicly.

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 7:50 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Ok – got it (I think) – can I cite your bullet point in blue on this ("entirely removed… more than a dozen" etc)? N

From: Justine Isola <justineisola@fb.com>
Date: Wednesday, July 14, 2021 at 3:42 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

That is a good question. The "disinfo dozen" refers to 12 people. Many of those people have multiple presences on FB/IG. For example, RFK Jr. had a FB Page and IG account. We have removed the IG account but not FB Page, as he posts different content across those two presences and only the IG account has reached our threshold for removal.

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 7:35 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Thx - now, for truly the most simplistic question…: if we've removed pages/accounts of a dozen individuals what's left on FB of the "disinfo dozen"?

N

Get Outlook for iOS

From: [redacted]@fb.com>

CED HJ

Sent: Wednesday, July 14, 2021 3:29:38 PM
To: Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Thanks, Nick. See responses below in blue.

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 4:38 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Brief: 07.14.21 - Andy Slavitt Podcast

Thx, Just a few Qs:

- I don't understand the eg of "shedding" that we took action on?
  Vaccine shedding is the term used to describe the release or discharge of any of the vaccine components in or outside of the body. We've seen people closing down their shops to people who have been vaccinated because of fears of shedding, to give just one example of how this claim is causing confusion and could contribute to hesitancy. Vaccine shedding can only occur when a vaccine contains a weakened version of the virus and occurs when a virus is released from an infected person. None of the Covid-19 vaccines cause any kind of shedding. None include living Covid-19 so it is impossible for vaccinated people to shed Covid-19 from the vaccine itself.

- The Q&A has Qs asking why we only took action on covid vaccine misinfo in Dec last year and Feb this year. Why these dates?

  December 2020 is when we first announced we would be removing some false claims about Covid vaccines given the news the vaccines would soon be rolling out around the world. Before that we did not know what would be true or false about the vaccines. February 2021 is when we announced we would remove general vaccine misinformation (8 widely debunked claims, including vaccines cause autism).

- I find what we've actually done re the "disinfo dozen" v hard to follow. Any way to simplify that for me?

Center for Countering Hate's (CDDH) Disinformation Dozen

- We have removed violating content that these accounts have posted.
- We have entirely removed the Facebook Pages or Groups or Instagram accounts of more than a dozen of these individuals for repeatedly violating our misinformation policies. In other cases, we have restricted their activity (e.g. by not recommending their content).

N

From: [redacted]@fb.com>
Date: Wednesday, July 14, 2021 at 7:17 AM
To: Nick Clegg <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>

HJC-ED

Subject: Brief: 07.14.21 - Andy Slavitt Podcast

Nick: Attached is an updated briefing for Wednesday's podcast interview. It now includes an overarching narrative and specific content examples you can cite. Please let us know if you have additional questions – the folks on this email can help to track down additional info.

Thanks,
[redacted]

HJ
CED

Exhibit 53

Text messages between Nick Clegg and Andy Slavitt

8:08

Andy

about.fb.com

Good. I will take a look. I like the headline at least

I don't think of this piece as very productive for what it's worth. It feels like marketing that talks around the problem. Instead of "what more could we do" which is how you move past finger pointing.

Ok fair enough - the it's a big deal when POTUS accuses a major US Corp of killing people, so the context and data in the post seems reasonable to me

FWIW the underlying problem is this. FB has a definition of Covid

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8:09

Andy

I've looked at some of the things the WH is seeing and I see why they're troubled. 7 of top 10 vaccine posts on FB are anti-vaxx. The top one is a lie— Candace's tweet that the government is hiding vaccine deaths. The "positive" tweets are boxed tweets. There are very easily identifyable posts.

1 Reply

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8:10

Andy

They are promoted and highly viewed. The WH wants FB to come clean with how many people see these posts and what it's doing about them. They believe they have asked and asked.

By the way I don't think a Facebook spokesperson saying the SG praised FB was a move likely to endear him to you. If you were him would it make you more or less likely to trust talking to you?

Today 7:50 AM

weeks shows all the top viewed posts in the US. WH team uses the CrowdTangle data we shared with them - but as we keep stressing that shows engagement (number of shares/likes) NOT eyeballs, number of people who viewed posts. The list of top 100 posts remains the best gauge we have of volume (as

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8:11

Andy

FB posts. Top 10 viewed. That's what they're seeing. If I said tweets it was an error

I want to really stay out of the middle and want you guys to communicate. Please have Brian ask for the data that concerns them the most and if they would share it. But don't indicate that I've tipped this. And I'm fuzzy on the methodology used in these calculations.

ok will do - understood. At the same time, FYI - the FB teams are now doing a full refreshed analysis of the delta between FB's misinfo coverage/definition and what we think the WH would want us to do

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Exhibit 54

Internal Facebook email correspondence

From:	[redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=8A70307919154AF59F82CFF2CE7AD656>
To:	[redacted]MisinfoPolicyTeam
Sent:	7/16/2021 8:14:12 PM
Subject:	Re: Biden Admin Health Misinfo Advisory

I agree. This seems like a political battle that's not fully grounded in facts, and it's frustrating. That said, there's good momentum internally right now to get even deeper on the data so we can push back more directly, so hopefully we'll have a bit more to say on this soon.

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 7:32 PM
To: [redacted]@fb.com>, MisinfoPolicyTeam <[redacted]@fb.com>
Subject: Re: Biden Admin Health Misinfo Advisory

Thanks for sharing. There are so many untested assumptions in what the administration is saying recently—social media misinfo is increasing, it's leading to death, it has an impact different from misinfo other places—not to mention how their definition of "misinfo" is completely unclear. As fair as it is to say we need to do better about reporting numbers that mean something, it also just seems like when the vaccination campaign isn't going as hoped, it's convenient for them to blame us....

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Friday, July 16, 2021 5:07:38 PM
To: MisinfoPolicyTeam <[redacted]@fb.com>
Subject: FW: Biden Admin Health Misinfo Advisory

FYI

DTOH

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 4:51 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]>, Joel Kaplan
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted] [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]
Subject: Re: Biden Admin Health Misinfo Advisory

+ [redacted]

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 4:33 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]

[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Biden Admin Health Misinfo Advisory

Follow up on the current state of this news cycle and a New York Times story that will publish shortly:

At the White House press briefing today, Jen Psaki again repeated that the Biden administration is concerned with the level of misinformation spreading on Facebook (excerpts of her comments here). This was followed by President Biden making an on-camera comment that social media companies, like Facebook, "are killing people" with Covid misinformation. We've responded with a strong statement included below.

News Cycle: Coverage regarding Biden's comments is at a high volume. We've seen about 45 articles mostly from top tier publications, and the story is leading across broadcast. Social conversation is also high with over 32k mentions on Twitter.

Upcoming NYT article: Cecilia Kang and Zolan Kanno-Youngs at the New York Times will be publishing a story shortly that will include details about meetings between us and the White House. It will say that Facebook is not providing the administration with basic information and the administration is frustrated. Details will include that our conversations with them regarding Covid and vaccine started around December and there have been conversations between Mark and Ron, Nick and Anita and meetings between rank-and-file team members with both the White House and the Surgeon General's team. The story will highlight three specific examples:

- A confrontational conversation where the White House was asking why we would not share more data, specifically data that showed our efforts were working.
- The White House brought Crowdtangle data to Facebook that showed misinformation on vaccines was soaring. This data was dismissed by Facebook saying it was not accurate or reliable.
- The Surgeon General left frustrated from a meeting where Facebook said it has hired influencers to spread authoritative information. Specific statements from the SG that working on offense does not address the problem of all the misinformation spreading on the platform in the first place.

We spoke to Cecilia extensively on background to push back on inaccuracies in the claims above as well as provide more detailed information on our efforts and steps we've taken to address the White House's concerns. We will follow up here with the story and more detailed readout on coverage later today.

Statement: *"We will not be distracted by accusations which aren't supported by the facts. The fact is that more than 2 billion people have viewed authoritative information about COVID-19 and vaccines on Facebook, which is more than any other place on the internet. More than 3.3 million Americans have also used our vaccine finder tool to find out where and how to get a vaccine. The facts show that Facebook is helping save lives. Period."*

COVERAGE REPORT

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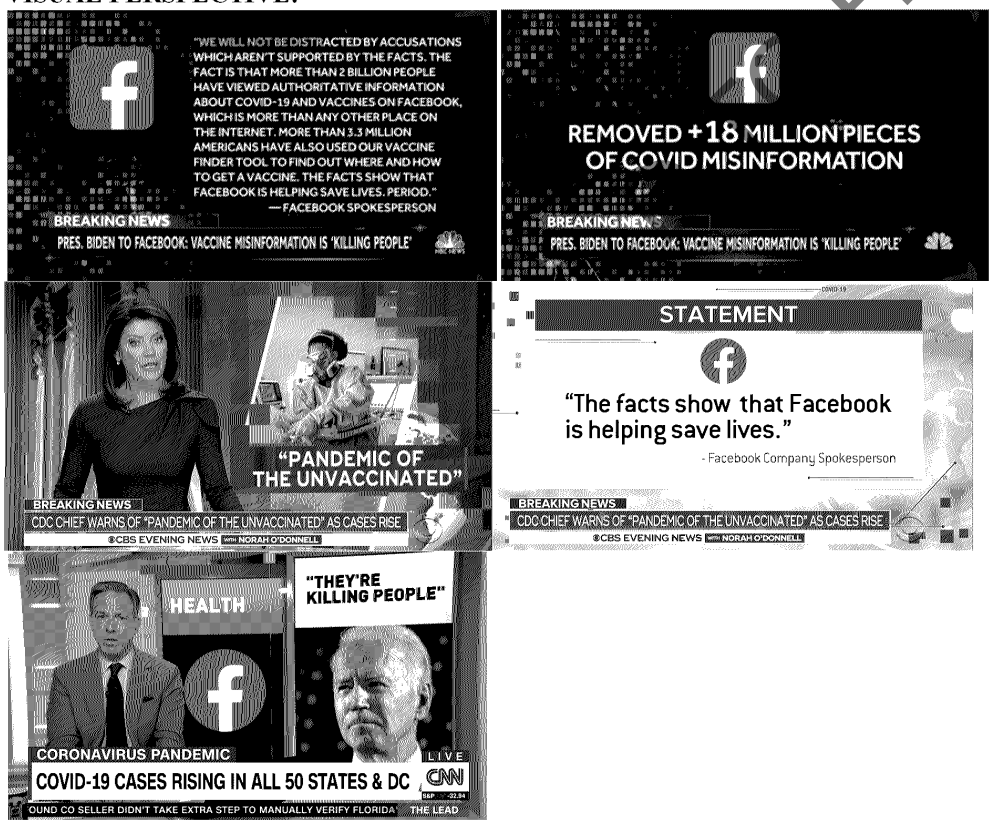
TL;DR: Number four on Techmeme, media coverage surrounding President Biden's comment that social media companies, like Facebook, are killing people with Covid misinformation has been moderate in volume but trending upwards at a fast pace and leading across broadcast. Sentiment, as to be expected, is landing negative. Articles widely lead with the *"They're killing people"* quote and provide background information on the growing Covid misinfo cycle, including Surgeon General Vivek Murthy and Press Secretary Jen Psaki's comments yesterday and the rise in Covid cases among the unvaccinated. Right-leaning media outlets, along with GOP lawmakers, are criticizing Biden's statement, calling it an explicit demand for censorship. As of 4pm PT, our statement currently appears in **52%** of articles (though we are following up one-by-one to ensure it's included). With the national rise in cases across all 50 states, Covid is once again situated as the dominant story in the U.S. press—expect Biden's comments and the misinformation narrative to continue in the days and weeks ahead.

Social conversation surrounding Biden's remarks is at a high volume with 32K mentions on Twitter. Conversation was mainly driven by Biden's quotable three word response and then later shifted to commentary on our statement—which landed straightforward to negative among our beat reporters and usual critics.

VISUAL PERSPECTIVE:



SOCIAL FLAGS:

- AG Karl A. Racine: This is exactly why my office subpoenaed Facebook last month for documents and data regarding #COVID19 vaccine misinformation on its site. Facebook says it is addressing the problem, but the misinformation has not stopped.
- Senator Ted Cruz: This is INSANE: The White House explicitly demands total collusion from Big Tech billionaires to censor what the American people can & cannot say. Silver lining: Biden Admin is daily dramatically strengthening argument in Trump lawsuit that Big Tech censorship is state action.
- Rashad Robinson, Color of Change: Facebook does whatever it wants because public policy allows them to make money without consequences. The failure of government to regulate these unaccountable billionaires and their dangerous platforms is killing people.
    - Rashad Robinson: This embarrassing statement from Facebook leadership has to make some of the staff uncomfortable, angry and motivated to do something. So many folks in the company know better. Now its time we hear from them, its time they decide who they want to be in the story of this moment.
- Sheera Frenkel: Facebook's statement today is a perfect example of the deflection they do best, (and which we document in our book An Ugly Truth). They can direct some people to vaccines while at the same time directing other people to harmful, anti-vaccine misinformation.

STRAIGHTFORWARD STORIES:

- Biden says virus disinformation is 'killing people', Associated Press
- Facebook contests Biden's misinformation claim, Axios, Gigi Sukin
- CNBC Closing Bell

WORST STORIES:

- Biden says platforms like Facebook are 'killing people' with Covid misinformation, CNN, Donald Judd and Maegan Vasquez
- CNN The Lead With Jake Tapper
- Joe Biden Lashes Out At Facebook Over Spread Of Vaccine Misinformation: "They're Killing People", Deadline, Ted Johnson
- Biden Blasts Covid-19 Vaccine Misinformation on Social Media, Wall Street Journal, Alex Leary *(full text below)*

NOTABLE QUOTES:

- *"Biden's comments came a day after U.S. Surgeon General Vivek Murthy declared misinformation about the vaccines a threat to public health, and as U.S. officials advised that deaths and serious illness from the virus are almost entirely preventable because of the vaccines."* (Associated Press)
- *"'We are regularly making sure social media platforms are aware of the latest narratives dangerous to public health that we and many other Americans are seeing across all of social and traditional media, and we work to engage with them to better understand the enforcement of social media platform policies,' Psaki said. Facebook has previously said they removed millions of posts from its core product and the photo sharing app Instagram for violating its policies, and stepped up enforcement against repeat offenders. But Psaki said the administration 'clearly' did not believe that was a sufficient response to a 'life or death issue.'"* (Bloomberg)
- *"Psaki noted additional steps Facebook and other social media services can take to combat misinformation. This includes publicly sharing the impact of misinformation on their services, promoting quality information, and taking faster action against harmful posts."* (CNBC)
- *"Facebook said it has removed more than a dozen pages, groups and accounts from some of the people Psaki mentioned in the press briefing. The social network said it's also taken down more*

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than 18 million pieces of COVID-19 misinformation and directed more than 2 billion people to reliable information about COVID-19 and vaccines. Facebook has an online hub for COVID-19 information as part of an effort to direct people to authoritative sources." (CNET)

- *"US Surgeon General Dr. Vivek Murthy warned Thursday health misinformation is 'a serious threat to public health,' and the administration directly called out social media giant Facebook for not doing enough to stop the spread of false information on its platform. Meetings between the Biden administration and Facebook in recent weeks have been 'tense,' a source familiar with the conversations told CNN."* (CNN)
- *"A widely cited reported from the Center for Countering Digital Hate found that much of the vaccine misinformation that spreads online can be linked to just 12 individuals — many of whom remain active on Facebook despite the company's attempts to crack down on vaccine misinformation in recent months. Facebook didn't immediately respond to a request for comment."* (Engadget)
- *"Facebook has taken steps to address vaccine misinformation on its platform, including by directing people toward information from trusted sources on the vaccine, giving advertising credits to public health agencies to share vaccine information, prioritizing authoritative sources on its search tools and expanding efforts to eradicate misinformation from its platform by adding a wider range of false claims as being grounds for a post's removal."* (Forbes)
- *"Facebook's scale has plagued its content moderation goals for years. There is simply too much content to thoroughly police. The company has repeatedly tried to hand more of the task over to algorithms, which are ill-suited to screen the veracity of new information. The inability to automate human judgement has meant relying on an army of about 15,000 content moderators, who are mostly subcontractors and receive little mental health support for being exposed to the darkest and most disturbing content posted to Facebook."* (Fortune)
- *"While questioning Psaki on Friday, Fox News White House correspondent Peter Doocy noted the checkered history of Big Tech deciding what was and wasn't misinformation, such as Facebook infamously flagging posts that hypothesized the coronavirus leaked from a Wuhan lab. Once dismissed as a conspiracy theory, it's now being seriously investigated as a possible origin of the virus."* (Fox Business)
- *"Facebook hit back, saying Biden's remarks "aren't supported by the facts." "We will not be distracted by accusations which aren't supported by the facts," the social-media giant said in a statement. "The fact is that more than 2 billion people have viewed authoritative information about COVID-19 and vaccines on Facebook, which is more than any other place on the internet. More than 3.3 million Americans have also used our vaccine finder tool to find out where and how to get a vaccine. The facts show that Facebook is helping save lives. Period.""* (Variety)
- *"The statements come after a coordinated campaign from the White House pressuring Facebook and other platforms to act more aggressively to counter misinformation about coronavirus vaccines. On Thursday, a report from Surgeon General Vivek Murthy called on platforms to institute stricter penalties against accounts that share misinformation. Speaking to the press corps, he specifically called out algorithmic recommendation engines like the Facebook News Feed for contributing to misinformation."* (The Verge)
- *"Misinformation being circulated on Facebook Inc. makes various claims, including that the vaccine can lead to infertility, according to the White House. The Centers for Disease Control and Prevention says there is no evidence that the Covid-19 vaccines cause female or male fertility problems."* (Wall Street Journal)

ALL COVERAGE
SOCIAL MEDIA:

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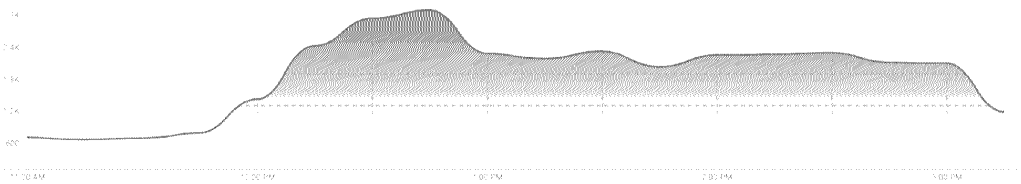
TL;DR: Social conversation surrounding Biden's remarks is at a high volume with 32K mentions on Twitter.

TIMELINE:



NOTABLE TWEETS:
INITIAL REACTION TO BIDEN'S COMMENTS:

- Todd Haselton, CNBC: Biden on vaccine misinfo on platforms like Facebook: 'They're killing people' - by @sal19 cnb.cx/3z0Jq82
- Meg Tirell: .@PeterAlexander to @POTUS just now: On covid disinformation, what's your message to platforms like Facebook? Pres Biden: They're killing people... The only pandemic we have is among the unvaccinated, and that's – they're killing people.
- Vincent Lee, Bloomberg: Biden, when asked what his message is to SNS platforms such as Facebook on misinformation, says the misinformation is killing people. The Surgeon General is also telling tech firms they need to do much more to address misinformation on COVID-19.
- Geoff Pilkington: Reporter: "What's your message to platforms like Facebook?" President Biden: "They're killing people. The only pandemic we have is among the unvaccinated, and they're killing people."
- Hugo Lowell, The Guardian: President Biden at the White House just now slams Facebook and social media companies for not doing enough to remove disinformation about Covid and vaccines from their platforms: "They're killing people."
- Cecilia Kang, NYT: Wow. Remarkable statement. So much tension between White House and Facebook right now. Heard from a source that WH incredibly frustrated after months of asking FB for data on vaccine misinfo that company, despite saying in public they want to work with WH, isn't sharing
- Mike Isaac, NYT: tough week for fb!
    - Mike Isaac: lobbying dollars seems to be well spent
- Anand Giridharadas: President Biden just said, without hesitation, that Facebook is killing people by enabling disinformation. He's right.
- Mike Glenn, Washington Times: Richard Nixon would be envious of the Biden administration for having Facebook, the world's most powerful publisher, to do its bidding about which posts can run.
- Dylan Byers, NBC News: Biden takes it to 11: "They're killing people," he says of Facebook.
    - Dylan Byers: The President of the United States saying that a specific business — in this case, Facebook — is "killing people" is… you know… a big deal.
    - Dylan Byers: Year ago, Facebook was applauded for Covid misinformation efforts, a rare area where they could draw firm lines."Social media companies are delivering reliable information in the coronavirus crisis," @benyt wrote. "Why can't they do that all the time?"
    - Dylan Byers: #Break: FACEBOOK responds to Biden's "They're killing people" remark >>
    - Dylan Byers: FACEBOOK: "We will not be distracted by accusations which aren't supported by the facts. The fact is that more than 2 billion people have viewed authoritative information about COVID-19 and vaccines on Facebook, which is more than any other place on the internet." … (1/2)
    - Dylan Byers: … "More than 3.3 million Americans have also used our vaccine finder tool to

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find out where and how to get a vaccine. The facts show that Facebook is helping save lives. Period." (2/2)

- Roi Carthy: Happy weekend Joel Kaplan.
- Dubious Poso, Human Events: Joe Biden just accused Facebook of murder. He has never even criticized the CCP for their role in the pandemic.
    - Dubious Poso, Human Events: I agree with Biden. Facebook should be shut down.
- Christian Datoc, DC Examiner: Biden Trump Facebook is the problem
- Mike Rothschild: President Biden is correct. Facebook's record of allowing disinformation, conspiracy theories, anti-vaccine hysteria, and radicalization during the pandemic is well-documented. And its impact is obvious.
- Alex Thompson, Politico: Reporter: "What's your message to platforms like Facebook?" President Biden: "They're killing people. The only pandemic we have is among the unvaccinated and they're killing people"
    - Alex Thompson: Biden's feelings about facebook aren't new. This @cwarzel exchange w/ the NYT editorial board sticks out. "I've never been a fan of Facebook, as you probably know. I've never been a big Zuckerberg fan. I think he's a real problem."
- Oliver Willis, American Independent: (too many) democrats: well the misinformation inherent in facebook is causing a decline in the overall vaccination hereby... biden: IT'S KILLING PEOPLE! Me: LINK
- Melissa Ryan: An honest assessment of Facebook from Joe Biden.
- Molly Jong-Fast, The Daily Beast: And @JoeBiden is correct @Facebook is in fact killing people
- Lane Wood, Summit: Wow. The president just told Facebook that they're killing people. Seems like a big statement.
- Sarah Frier, Bloomberg: little has changed since we wrote this: bloomberg.com/news /features/...the same antivaxx groups we cited in this story are still full of activity.
- Kurt Wagner, Bloomberg: Well over as year into the pandemic, and the President of the United States says that Covid misinfo on sites Facebook is killing people
- Karissa Bell, Engadget: Seems like a good time to remind everyone that until very recently Facebook did very little to stop vaccine misinformation bc the company (including Zuckerberg) kept bizarrely insisting that vaccine misinformation wasn't likely to cause "imminent harm"
- Muslim Advocates: Read our report documenting how Facebook is enabling mob violence and even genocide against Muslims: [Link]
- Stephanie Ruhle, MSNBC: Wanna break the tension? REGULATE FACEBOOK. Then we don't need to worry about it who is not feeling pleased. Follow regulations or face consequences
- David Gardner: It's an inarguable fact that Facebook is killing people
- Jesse Lehrich, Accountable Tech: it's just objectively true that the vaccine disinfo being spread by Facebook & Fox News – and their mutually reinforcing feedback loops – are responsible for an enormous number of entirely avoidable COVID deaths.
- Nick Short, Claremont Institute: Nothing is more dangerous to this regime than social media platforms accidentally allowing none regime approved information to be published on their platforms. Even for those 100% aligned with the regime like Facebook, Twitter, etc., the screws must be tightened even further.
- Laura Egan, NBC: 'They're killing people': Biden blames Facebook, other social media for allowing Covid misinformation. The White House has warned in recent days that false claims shared on those platforms are contributing to a decline in U.S. vaccination rates.
- Jesse Rodriguez, MSNBC: 'They're killing people': Biden blames Facebook, other social media for allowing Covid misinformation
- Ken Yeung, Flipboard: Looks like Facebook isn't afraid to take on the president. Quite vocal compared to the last guy.
- Lou Paskalis: "'They're killing people,' Biden slams Facebook over misinformation" Marketers, @POTUS @SpeakerPelosi @PressSec have all called out @Facebook for amplifying #COVID misinformation! If you're still advertising on FB, you are complicit in unnecessary deaths

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- Sean Spicer: When asked about @Facebook @POTUS Biden says "They're killing people"
- Kara Swisher: This is stunning thing to say, even if true.

FOLLOWING RELEASE OF FACEBOOK'S STATEMENT:

- Peter Alexander, NBC: JUST IN: @Facebook responds to Biden ("They're killing people") re: COVID misinformation: "The facts show Facebook is helping save lives. Period." Full statement here.
- Jon Passantino, CNN: This statement doesnt address the rampant misinformation on Facebook that Biden and the White House are taking issue with
- Anthony DeRosa, WSJ: These are the top two posts for "Vaccine" on Facebook in the last 12 hours according to Facebook's Crowdtangle audience insights tool. Greene's post has 6x shares than the Biden one. LINK
- Chelsea Clinton: President Biden is correct. Misinformation is dangerous, even deadly, and rampant on @Facebook. The company doesn't care enough to even follow its own protocols on taking down covid-19 related lies. As @JesseLehrich points out, here is the most popular FB post today:
- Jason Kint, Digital Content Next: It's worth noting five years ago Sheryl Sandberg was whispered as a candidate for his job. Instead she stuck around acting as a shield for Zuckerberg and his autocracy, cover-up misdeeds, profit off harms, defend against genocide, insurrection and this. Hope it was worth it.
    - Jason Kint: Hey 👋🏾 Dylan, since they're hiding behind unnamed spokesperson, any guidance who it is? Andy Stone normally takes bullets but is on vacation. I just learned Liz left to work for … [checks notes] … POTUS (Treasury). I'd like to understand how they defend *spreading* disinfo.
- Todd Spangler, Variety: Facebook, responding to Biden's comments, said: "We will not be distracted by accusations which aren't supported by the facts"
- Chris Megerian, LA Times: Facebook fires back at President Biden, who said today that social media is "killing people" with misinformation. A spokesperson says millions have used Facebook to find vaccine appointments or get accurate info. "The facts show that Facebook is helping save lives. Period."
- Benny Johnson, The Benny Show: FACEBOOK NUKES JOE BIDEN FROM SPACE:"We will not be distracted by accusations which aren't supported by the facts. The fact is that more than 2 billion people have viewed authoritative information about COVID-19/vaccines on FB. The facts show that FB is helping save lives."
- Queenie Wong, CNET: Biden on platforms like Facebook: "They're killing people." Facebook on Biden's remarks: "The facts show that Facebook is helping save lives. Period." Me: Here we go again…
    - Queenie Wong: Meanwhile, this hashtag always finds a way to bounce back…
    - Queenie Wong, CNET: Here's Facebook's full statement. Pretty much what the spox told me yesterday but with a harsher tone.
- Karissa Bell, Engadget: Predictably, Facebook sounds pretty upset with Biden's statement today.
- Hannah Murphy, FT: no they did not just sign off with "period"!!!
- Micah Grimes, Atmosphere TV: Two things can be true at once: - Facebook does a lot of good on the information front. - Facebook won't close the Pandora's box it created, because the box is the business model, for good and for very bad
- Rashad Robinson, Color of Change: Facebook does whatever it wants because public policy allows them to make money without consequences. The failure of government to regulate these unaccountable billionaires and their dangerous platforms is killing people.
    - Rashad Robinson: This embarrassing statement from Facebook leadership has to make

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some of the staff uncomfortable, angry and motivated to do something. So many folks in the company know better. Now its time we hear from them, its time they decide who they want to be in the story of this moment.

- Makena Kelly, The Verge: Period!!!!!!!!!!!
- AG Karl A. Racine: This is exactly why my office subpoenaed Facebook last month for documents and data regarding #COVID19 vaccine misinformation on its site. Facebook says it is addressing the problem, but the misinformation has not stopped.
- Senator Ted Cruz: This is INSANE: The White House explicitly demands total collusion from Big Tech billionaires to censor what the American people can & cannot say. Silver lining: Biden Admin is daily dramatically strengthening argument in Trump lawsuit that Big Tech censorship is state action.
- Rob Flaherty, White House Comms: I guess I'm left with a simple question: How many people have seen COVID vaccine misinformation on Facebook?
- Randy Quaid: So many heroes gave their lives fighting for our First Amendment rights. Biden says his violating First Amendment rights on Facebook will save lives. Biden has entirely missed the point of America. What a truly dangerous person to lead it!
- Zack Ford, Alliance for Justice: The top 10 posts on Facebook every day are conservative propaganda. You don't get credit for balancing out the misinformation when you still allow the misinformation to flourish. People die from it whether you help save other lives or not, you know?
- James Hirsen, Newsmax: This drivel is nonsensical, or is it? Reporter: "What's your message to platforms like Facebook?" President Biden: "They're killing people."
- Kyle Becker, Becker News: Facebook practically calls out Biden's statement as 'fake news.' ▼
- Tony Romm, WaPo: so who gave the FB quote
- Trish Regan: Biden says #Facebook is killing people. vHe doesn't like the sharing of information and wants to turn it off.vHow is that different than #Cuba shutting off the internet?vWhen the STATE is dictating what people can SAY... That's AUTHORITARIAN. Be careful, America.
- Sheera Frenkel: Facebook's statement today is a perfect example of the deflection they do best, (and which we document in our book An Ugly Truth). They can direct some people to vaccines while at the same time directing other people to harmful, anti-vaccine misinformation.

DTCH

OUTLET TWEETS:

- Washington Examiner: Reporter: "What's your message to platforms like Facebook?" President Biden: "They're killing people... The only pandemic we have is among the unvaccinated, and they're killing people."
- Washington Examiner: "Flagging problematic posts for Facebook." Biden administration is in "regular touch with the social media platforms" about coronavirus-related misinformation.
- Daily Caller: REPORTER: "What's your message to platforms like Facebook?" BIDEN: "They're killing people. The only pandemic we have is among the unvaccinated, and they're killing people."
- The Hill: Reporter: "What's your message to platforms like Facebook?" President Biden: "They're killing people.
- Wall Street Journal: "They're killing people." President Biden blasted Facebook and other social-media companies over the spread of misinformation around Covid-19 vaccines on their platforms.
- Politico: White House press secretary Jen Psaki forcefully defended the Biden administration's growing offensive on vaccine-related misinformation spreading on Facebook and other social media platforms.
- Accountable Tech: Question: "On COVID misinformation, what's your message to platforms like Facebook." President Biden: "They're killing people. Look, the only pandemic we have is among

the unvaccinated and they're killing people."

- PBS NewsHour: “They’re killing people,” President Joe Biden said when a reporter asked if he had a message to social media companies like Facebook that still have misinformation related to the COVID-19 pandemic on their platforms.
    - PBS NewsHour: "The only pandemic we have is among the unvaccinated, and they're killing people," he said. Biden made the remarks Friday as he departed the White House en route to Camp David.
- Reuters: President Joe Biden says Facebook and others 'are killing people' after the White House criticized the company for allowing misinformation about coronavirus vaccines to be posted on its platform
- The Lead CNN: Pres. Biden said platforms like Facebook are “killing people” with Covid-19 misinformation. “Anti-vaccine lies date back decades…This is not about differences of opinion; this is about frank untruths that are being spread purposefully,” emergency physician Dr. Megan Ranney says.
- Reuters Health: President Joe Biden on Friday said social media platforms such as Facebook (FB.O) "are killing people" after the White House continued criticizing the company for allowing misinformation about coronavirus vaccines to be posted on its platform.
- CNN: President Biden said social media platforms like Facebook are "killing people" with misinformation surrounding the Covid-19 pandemic as the White House ramps up its rhetoric around false information on social media regarding the pandemic.
- This Week: Pres. Biden didn't mince words when asked for his message to platforms like Facebook about COVID-19 misinformation.
- The Verge: Facebook has already responded to President Biden's criticism
- ABC News: JUST IN: Facebook responds to Pres. Biden's comment: "The facts show that Facebook is helping save lives. Period.” abcn.ws/3il1mDO
- ABC News: Pres. Biden said today that Facebook and other social media platforms are "killing people" when it comes to COVID-19 misinformation. The social media giant fired back, saying, “We will not be distracted by accusations which aren’t supported by the facts."
- Axios: Facebook fired back after Biden said that social media platforms are "killing people" by allowing COVID-19 vaccine misinformation on their sites. "We will not be distracted by accusations which aren't supported by the facts."

DTOH

BROADCAST:

- MSNBC Ayman Mohyeldin Reports
- CNBC Closing Bell
- Fox The Story With Martha MacCallum (link not available)
    - Peter Doocy: *“We have spoken to the White House officials. They're comfortable with the wording of the explanation. They say they're not removing wording about anything. That will be done by officials with the social media companies. When it happens, they're glad it does. They do view this misinformation about covid-19 as a life or death issue.”*
    - Joe Concha: “*Facebook is being told by the White House what is the right and wrong information, misinformation is what they call it. If you watched the luge at the olympics, this is as slippery a slope as that. This has no breaks. There's certain stories that have nothing to do with covid but are adversarial towards the administration. The press secretary, Jen Psaki, says the administration is working with Facebook to combat misinformation. If you embrace that, you have to believe that Facebook is not biased and always acting in good faith and their fact checking is exemplary. It fails on all three fronts. A month ago, think about the misinformation deemed by many in the media that covid originated in a lab in China. that was reckless, it was called. Now it's a real possibility as Democrats are conceding.”*
- CNN The Lead With Jake Tapper
- Fox Business Kudlow (link not available)
    - *“First of all, former president Donald Trump was and is right. okay? Period. Full stop. Now, I*

know he was my boss. I don't always agree with everything. I don't always agree with him. When I served under him, we still had some terrific things. He loves debates on a series of issues, and we'd come together afterwards. But on this one, his argument as put forward in his "Wall Street Journal" op-piece of july 8th was completely on target. You see, Donald J. Trump, why I'm suing big tech. Let me quote his first graph in this piece. Quote: one of the greatest threats to our democracy today is a powerful group of big tech corporations that have teamed up with the government to censor the free speech of the american people. This is not only wrong, it is unconstitutional. Now, when madam psaki said yesterday at the press briefing, quote: we're flagging problematic quotes for Facebook that spread disinformation, she let the cat out of the bag, didn't she?"

- MSNBC Deadline: White House
- CNBC Fast Money
- Fox The Five (link not available)
    - Jessica Tarlov: *"I don't see how this is cracking down on the First Amendment. The study that Jen Psaki cited was publicly available, it was published in may, covered by a range of outlets that said there were 12 main accounts spreading 65% of the disinformation about covid-19. We can all Google. I googled it. That's for us to see. When he posts on Facebook, I don't have an account. If I did, I would post and it would be public, and there could be people in the government or private organizations like social media companies that have a responsibility to keep people as safe as possible. Covid disinformation gets people killed."*
- Fox Business Tonight (link not available)
    - Karol Markowicz, New York Post: *"So creepy. And, again, when the president urges a private company to shut down speech, that is a violation of first amendment rights. Look, we always say, you know, Facebook can do whatever it wants as a private company. Well, sure, Facebook can do whatever it wants as a private company, but here is the president of the United States urging them to shut down that speech. That seems to me to be a violation of first amendment rights. The white house should be countering this with more speech. They should be producing data. Their problem is 12 Facebook posts, they can get 24 and have them spreading the word about how safe the vaccines are. It shouldn't be shutting down the information. That makes people even more worried. Why are they shutting down the information about these vaccines if there's nothing to worry about?"*
- Fox Special Report With Bret Baier (link not available)
    - *"For their part, Facebook says we will not be distracted by accusations which aren't supported by the facts. The fact is that more than 2 billion people have viewed authoritative information about covid-19 and vaccines on main. Which is more than any other place in the White House officials say they don't pull anything offline they just encourage companies to do more to combat misinformation. That still makes some conservatives uncomfortable."*
- NewsMax Spicer & Co.
- CNN The Situation Room with Wolf Blitzer
- CBS Evening News with Norah O'Donnell
- NBC Nightly News

DRAFT

NEWSLETTERS:

- iPolitics Evening Brief: Biden says social media platforms are 'killing people'
- Axios Closer: What they're saying: "They're killing people." — How President Biden responded when asked today about his message for platforms like Facebook regarding COVID-19 disinformation.

ARTICLES:

Articles that include our statement

1. President Biden says Facebook, other social media 'killing people' when it comes to COVID-19 misinformation, ABC News, Libby Cathey
2. Biden says virus disinformation is 'killing people', Associated Press

a. Reposted by PBS Newshour, Washington Post

3. Facebook contests Biden's misinformation claim, Axios, Gigi Sukin
4. Biden says social media falsehoods on Covid are killing people, Bloomberg, Jenny Leonard *(full text below)*
5. Biden on vaccine misinfo on platforms like Facebook: 'They're killing people', CNBC, Salvador Rodriguez
6. Biden says platforms like Facebook are 'killing people', CNET, Carrie Mihalcik and Queenie Wong
7. Biden says platforms like Facebook are 'killing people' with Covid misinformation, CNN, Donald Judd and Maegan Vasquez
8. 'The Only Pandemic We Have Is Among The Unvaccinated': Biden Says Facebook Misinformation Is 'Killing People', Daily Caller, Shelby Talcott
9. Facebook Responds After Joe Biden Blames Platform Over Spread Of Vaccine Misinformation: "They're Killing People", Deadline, Ted Johnson
10. Biden: Facebook and other platforms are 'killing people' with vaccine misinformation, Engadget, Karissa Bell
11. Biden says Facebook is "killing people" as vaccine misinformation proliferates, Fast Company, Talib Visram
12. Biden Says Facebook, Tech Platforms Are 'Killing People' By Spreading Misinformation On Covid Vaccines, Forbes, Alison Durkee *(full text below)*
13. White House pins anti-vax misinfo on Facebook, Fortune, Dave Gershgorn *(full text below)*
14. Twitter explodes after Psaki urges Big Tech to unite on bans for 'misinformation' spreaders, Fox News, David Ruiz
15. Joe Biden accuses Facebook of 'killing people' with vaccine misinformation, Fox News, Andrew Mark Miller
16. Biden: Social media platforms 'killing people', The Hill, Morgan Chalfant
17. President Biden's message to Facebook: You're 'killing people', Insider, Dominick Reuter *(full text below)*
18. President Joe Biden Says Facebook and Others 'are Killing People' After the White House, Latestly
19. 'They're killing people': Biden blames social media for COVID vaccine misinformation, Los Angeles Times, Chris Megerian, Sasha Hupka *(full text below)*
20. Biden says COVID-19 vaccine misinformation on social media is 'killing people', MarketWatch, Jon Swartz

. Reposted by ForexTV

21. Joe Biden says Facebook is 'killing people' with COVID misinformation, Mashable, Tim Marcin
22. 'They're Killing People!' Biden Tees off on Facebook, Other Platforms for Spreading Covid Misinformation, Mediaite, Josh Feldman

. Reposted by One News Page

23. 'They're killing people': Biden blames Facebook, other social media for allowing Covid misinformation, NBC News, Lauren Egan
24. Biden: Facebook Is 'Killing People' With Vaccine Misinformation, New York Magazine, Chas Danner *(full text below)*

DTOH

25. White House in touch with Facebook to ensure correct 'narratives' are promoted, New York Post, Steven Nelson
26. Biden accuses Facebook of 'killing people' amid censorship row, New York Post, Steven Nelson
27. 'They're Killing People': Biden Denounces Social Media for Virus Disinformation, New York Times, Zolan Kanno-Youngs and Cecilia Kang
28. Psaki excoriates criticism of Biden administration work on vaccine misinformation, Politico, Nick Niedzwiadek
29. BREAKING: Joe Biden says Facebook, other platforms are 'killing people' due to 'pandemic among the unvaccinated', The Post Millennial, Mia Cathell
30. Biden says social media carrying COVID misinformation is 'killing people', Reuters, Nandita Bose and Lisa Lambert (*full text below)*

. Reposted by Financial Post, MarketScreener, Investing.com, Jerusalem Post, US News and World Report

31. 'They're Killing People,' Biden Says of Social Platforms That Allow Covid Misinformation, Rolling Stone, Peter Wade
32. Biden on Facebook & social media platforms spreading false COVID-19 info: 'They're killing people', ShackNews, TJ Denzer
33. 'They're killing people': Biden points the finger at social media platforms for pandemic misinformation, USA Today, Ella Lee
34. Biden: Platforms Like Facebook Are 'Killing People' With Vaccine Misinformation, Variety, Todd Spangler
35. Biden says platforms like Facebook are 'killing people' with COVID-19 misinformation, The Verge, Russell Brandom
36. Biden Blasts Covid-19 Vaccine Misinformation on Social Media, Wall Street Journal, Alex Leary *(full text below*)
37. Biden raises fears of Big Tech censorship with COVID-19 misinformation push, Washington Examiner, Nihal Krishan
38. Biden defends flagging Facebook posts for possible COVID misinformation: 'They're killing people!', Washington Times, Jeff Mordock
39. Biden calls out Facebook for vaccine misinformation: 'They're killing people', The Week, Brigid Kennedy
40. Biden Says Facebook Is 'Killing People' With COVID Misinformation (Video), The Wrap, Lindsey Ellefson

. Reposted by Yahoo

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EMEA

UK

41. Biden says Big Tech is 'killing people' with vaccine misinformation on social media after Jen Psaki snapped at reporter's 'inaccurate' claim the White House is 'spying' on Facebook posts, Daily Mail, Rob Crilly
42. Top US health official warns of 'pandemic of the unvaccinated', Financial Times, Peter Wells (*Gift link here*)
43. 'They're killing people': Biden condemns Facebook over spread of Covid disinformation, The Independent
44. Biden says social media carrying Covid misinformation is 'killing people', Irish Times
45. Covid-19 misinformation on social media is killing people, Biden says, The National, Patrick Dehahn

France

46. Biden says social media misinformation on Covid 'killing people', AFP

a. Reposted by France24, The Straits Times, Inquirer

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PAYWALL

Biden says social media falsehoods on Covid are killing people, Bloomberg, Jenny Leonard

D TO H

President Joe Biden said Friday that social media networks are “killing people” by allowing the spread of misinformation about coronavirus vaccines.

“Look, the only pandemic we have is among the unvaccinated,” Biden said after he was asked about his message for tech companies as he departed the White House on Friday. “And they’re killing people.”

Reporter: "On Covid misinformation, what's your message to platforms like Facebook?"

Biden: "They're killing people" pic.twitter.com/SsSksFzytZ

— Bloomberg Quicktake (@Quicktake)
July 16, 2021

Biden's comments came shortly after the head of the U.S. Centers for Disease Control and Prevention said the U.S. is seeing a "pandemic of the unvaccinated" in parts of the country where inoculation rates are low. Just four states accounted for 40% of Covid-19 cases in the past week, and the seven-day average of new infections is now up 70% from the previous week, with 26,300 new infections a day, U.S. officials said.

Only 55% of Americans have received one dose of the vaccine, and the pace is falling despite White House efforts to encourage Americans to get the shot.

Earlier this week, administration officials called on social media networks to do more to purge posts carrying incorrect information about the pandemic, or discouraging readers from taking vaccines that can largely eliminate the risk of a deadly outcome from coronavirus.

Surgeon General Vivek Murthy said his office had increased disinformation research and tracking within his office, and had proactively flagged problematic posts to Facebook Inc.

D TO H

That revelation led to criticism from some conservatives, who argued the White House effort amounted to government censorship. Senator Marsha Blackburn, a Tennessee Republican, tweeted that the White House was "colluding" with the social media giant, while Senator Tom Cotton, an Arkansas Republican, suggested the White House was defining misinformation as "stories that make Joe Biden look bad."

White House Press Secretary Jen Psaki said on Friday said the outreach was no different than when the White House engaged regularly with news organizations, and called on social media companies to create "robust enforcement strategies" to combat those providing misinformation.

Facebook has previously said it removed millions of posts from its core product and the photo sharing app Instagram for violating its policies, and stepped up enforcement against repeat offenders. But Psaki said the administration "clearly" did not believe that was a sufficient response to a "life or death issue."

“They’re going to make decisions about additional steps they can take,” Psaki said. “It’s clear there are more than can be taken.”

A Facebook spokesman pushed back, saying the administration’s assertions are “not supported by facts.”

“The fact is that more than 2 billion people have viewed authoritative information about Covid-19 and vaccines on Facebook, which is more than any other place on the internet. More than 3.3 million Americans have also used our vaccine finder tool to find out where and how to get a vaccine,” Facebook spokesman Kevin McAlister said in a statement. “The facts show that Facebook is helping save lives.”

When asked for comment Friday, Twitter Inc. referred to a tweet it posted Thursday in response to a call by the surgeon general for a “whole-of-society effort” to combat misinformation.

D TO H

“As the Covid-19 pandemic evolves around the world, we’ll continue to do our part to elevate authoritative health information,” Twitter said.

Twitter said that the company will “continue to do our part to elevate authoritative health information,” and referenced a tweet by the surgeon general about the responsibility to confront health misinformation.

— With assistance by Jenny Leonard, and Kurt Wagner

Biden Says Facebook, Tech Platforms Are 'Killing People' By Spreading Misinformation On Covid Vaccines, Forbes, Alison Durkee

TOPLINE President Joe Biden sharply criticized tech platforms like Facebook on which Covid-19 vaccine misinformation spreads, a day after his administration issued an urgent warning on the proliferation of vaccine misinformation this week as hesitancy over getting the shot remains high.

KEY FACTS
Asked by a reporter Friday what his message is to Facebook and other platforms, Biden responded: "They're killing people."

"The only pandemic we have is among the unvaccinated," Biden said, before reiterating the platforms are "killing" those who choose not to get the shot.

D TO H

The president's comments come one day after U.S. Surgeon General Dr. Vivek Murthy issued an advisory against "the urgent threat of health misinformation," which warns product features on tech platforms that "reward engagement rather than accuracy" are "contribut[ing] to the spread of misinformation."

Murthy reiterated his concerns during a White House Covid-19 briefing Friday, saying the spread of misinformation "has led to avoidable illnesses and deaths" and the issue demands an "all-of-society" response.

The surgeon general singled out tech companies and said they "must act" against misinformation, suggesting platforms should increase transparency, change their algorithms to stop misinformation from spreading and "swiftly and consistently take action against misinformation super-spreaders on their platforms."

Facebook has not yet responded to a request for comment on Biden's comments.

CRUCIAL QUOTE
"Technology companies have enabled misinformation to poison our information environment with little accountability to their users," Murthy said at the Covid-19 briefing Friday, noting those who intentionally spread misinformation on tech platforms can "have extraordinary reach." "In this advisory, we're telling technology companies that we expect more."

BIG NUMBER
67%. That's the percentage of unvaccinated Americans who believed at least one myth about the Covid-19 vaccine, according an April poll from the Kaiser Family Foundation, including false claims that the vaccines themselves cause Covid-19 or infertility, vaccines can alter DNA, it is expensive to get vaccinated and that those who have already had Covid-19 should not get the shot.

CONTRA
Facebook has taken steps to address vaccine misinformation on its platform, including by directing people toward information from trusted sources on the vaccine, giving advertising credits to public health agencies to share vaccine information, prioritizing authoritative sources on its search tools and expanding efforts to eradicate misinformation from its platform by adding a wider range of false claims as being grounds for a post's removal.

DTOH

KEY BACKGROUND
Misinformation has long been an issue on Facebook and concern of federal officials and lawmakers, not only involving Covid-19 but also issues like the 2020 election and climate change. The Biden administration's condemnation of vaccine misinformation comes as vaccine hesitancy remains a major issue in the U.S., with the country failing to reach Biden's goal of 70% of U.S. adults receiving at least one vaccine dose by July 4. Eighteen states still have only inoculated fewer than 50% of their population with at least one vaccine dose, according to the Centers for Disease Control and Prevention. Public health officials have particularly urged people to get vaccinated in light of the highly transmissible Delta variant, which is now causing Covid-19 cases to rise in all 50 states, as studies suggest the vaccines are largely protective against the Delta variant and are highly effective at preventing severe illness, hospitalization and death. "There is a clear message that is coming through: This is becoming a pandemic of the unvaccinated," CDC Director Dr. Rochelle Walensky said Friday.

White House pins anti-vax misinfo on Facebook, Fortune, Dave Gershgorn

Another day, another set of politicians swinging at Facebook.

White House Press Secretary Jen Psaki specifically called out Facebook on Thursday for letting vaccine misinformation spread, saying that it takes too long for the company to remove posts that violate its misinformation policies.

"Posts that will be within their policies' removal often remain up for days. That's too long. The information spreads too quickly," she said.

DTOH

The White House has been urging Facebook to take faster action for weeks, according to a CNN report, which suggests mounting frustration with the social media giant.

The CNN source went so far as to say that Facebook is either not "taking this very seriously, or they are hiding something," a cryptic and largely speculative way to cast doubt on the company's efforts, but one that adds some nice cloak-and-dagger flair to the conversation.

The White House is focusing on Facebook because of its sheer size and impact with Americans. The latest numbers from Pew Research indicate that nearly 70% of Americans use Facebook, and a third of U.S. adults get their news from the site.

Facebook's size is also an issue for Facebook itself. The company says it has removed more than 18 million pieces of COVID-19 misinformation, in response to the White House's claims. But that number is small compared to the

volume of posts from hundreds of millions of Americans over the last six months, and vastly more posts on a global level. An August 2020 report from global nonprofit Avaaz estimated that health misinformation had been viewed 3.8 billion times on Facebook in the first months of the pandemic, and only 16% of content had a warning label on it.

Facebook's scale has plagued its content moderation goals for years. There is simply too much content to thoroughly police. The company has repeatedly tried to hand more of the task over to algorithms, which are ill-suited to screen the veracity of new information. The inability to automate human judgement has meant relying on an army of about 15,000 content moderators, who are mostly subcontractors and receive little mental health support for being exposed to the darkest and most disturbing content posted to Facebook.

“You're reviewing, you know, maybe hundreds of pieces of content a day, and of that content, a really healthy percentage of it is bad stuff,” one contractor told NBC News said. “I mean, we're talking everything from hate speech, to animal mutilation, to videos of people committing suicide, child pornography.”

And now, already over-taxed moderators are tasked with keeping out vaccine misinformation, too.

D TO H

That doesn't make Facebook's responsibility, or the danger of misinformation about the efficacy of vaccines, any less.

White House Chief of Staff Ron Klain says that he even told Facebook CEO Mark Zuckerberg the same thing himself.

"I've told Mark Zuckerberg directly that when we gather groups of people who are not vaccinated, and we ask them, 'Why aren't you vaccinated?' and they tell us things that are wrong, tell us things that are untrue, and we ask them where they've heard that," Klain said.

"The most common answer is Facebook."

Biden hunts hackers. When the president's office isn't admonishing Facebook, it's now trying to catch the hackers wreaking havoc on US businesses. The State Department has placed a bounty of up to $10 million for information that leads to unmasking foreign state-sanctioned hacking campaigns, specifically those targeting US infrastructure.

President Biden's message to Facebook: You're 'killing people', Insider, Dominick Reuter

DTOH

- President Joe Biden said that platforms like Facebook are "killing people" by spreading vaccine misinformation.
- "The only pandemic we have is among the unvaccinated, and they're killing people" he said.
- Facebook did not immediately respond to Insider's request for comment.

President Joe Biden said on Friday that platforms like Facebook were "killing people" as Covid-19 vaccine misinformation spreads on the platform and infections rise in several parts of the US.

—The Real Facebook Oversight Board (@FBoversight) July 16, 2021

"The only pandemic we have is among the unvaccinated, and they're killing people" he said in response to a question from NBC's Peter Alexander as he departed the White House for Camp David.

New infections and deaths have been on the rise in recent weeks, especially in counties with low rates of vaccination.

Facebook did not immediately respond to Insider's request for comment.

'They're killing people': Biden blames social media for COVID vaccine misinformation, Los Angeles Times, Chris Megerian, Sasha Hupka

President Biden on Friday targeted social media platforms like Facebook for allowing the spread of misinformation about COVID-19 vaccines, as many Americans' resistance to getting shots has left wide swaths of the country vulnerable to the more contagious Delta variant.
"They're killing people," he said as he left the White House for Camp David. "The only pandemic we have is among the unvaccinated. And they're killing people."

D TO H

The president's remark in answer to a reporter's question came at the end of a week in which the White House began to push back more strongly against misinformation about the safety of COVID-19 vaccines, blaming it for some Americans' unwillingness to get their shots.

Although caseloads remain far below those at the pandemic's worst moments, the number of infections is increasing in every state and rising numbers of deaths are expected in the coming weeks.

Roughly half of the country is fully inoculated and the vaccines remain effective against the Delta variant, limiting the potential devastation from the growing outbreaks. But the infections could herald a wave of unnecessary deaths in the world's richest nation with the largest stockpile of readily accessible vaccines.

The resurgence of COVID-19 cases represents a setback for Biden, who staked his presidency on ending the pandemic and ushering in an economic recovery. The increases are greatest in areas that favored his rival, former President Trump, reflecting the politicization of the pandemic response in the prior administration, which left many conservatives averse to wearing masks, social distancing and, ultimately, getting vaccines.

Data released this month by the Kaiser Family Foundation shows a widening gap in vaccination rates between red and blue counties. As of April 22, 22.8% of residents in counties that voted for Biden were fully vaccinated, compared to 20.6% in counties that voted for Trump. As of July 6, 44.7% of people in pro-Biden counties were vaccinated versus 35% in those that favored Trump.

Unlike an increase in caseloads that occurred in April, the current outbreaks are happening at a time when anyone who is at least 12 years old can get easily vaccinated. The country is now averaging 26,300 new cases per day, a 70% increase from the previous week, and 2,790 hospitalizations, a 36% increase. Deaths have started to rise as well, increasing 26% to an average of 211 a day nationwide.

D TO H

"Each COVID-19 death is tragic," said Jeff Zients, the head of Biden's task force on the pandemic response, at a briefing Friday. "And those happening now are even more tragic because they are preventable."

Polls show that Republicans are much more unwilling to get vaccinated than Democrats and independents, and right-wing media and conservative politicians have encouraged skepticism of the shots.

Laura Ingraham, a Fox News host, described as "creepy stuff" a door-to-door outreach campaign that the Biden administration has promoted. Tucker Carlson, who has the network's highest-rated show, described the vaccination campaign as "the greatest scandal in my lifetime."

Sen. Ron Johnson (R-Wisc.) has baselessly suggested that side effects of the vaccines can cause death.

Alarmed by such falsehoods, the Biden administration is fighting back. Surgeon General Dr. Vivek Murthy issued his first formal health advisory on Thursday, warning that misinformation around COVID-19 vaccines poses an "imminent and insidious threat."

Such advisories are typically issued to warn Americans about such matters as the dangers of tobacco use or the opioid epidemic; Murthy's bulletin was the first to target misinformation.

Although falsehoods have circulated during previous public health crises, notably including the HIV/AIDS epidemic, Murthy said the speed by which rumors now can spread online required strong action. He urged social media companies to be more aggressive in limiting misinformation on their platforms.

"Simply put, health misinformation has cost us lives," Murthy said Friday.

DTOH

Senate Minority Leader Mitch McConnell (R-Ky.), who suffered a childhood bout with polio before he could get vaccinated against the disease, said at a news conference Tuesday that people need to get inoculated.

"We need to finish the job," he said. "Part of it is just convincing the American people of the importance of doing this."

Ashley Kirzinger, associate director of public opinion and survey research at the Kaiser Family Foundation, said the country needs "trusted messengers" — such as family members, friends and healthcare providers — to promote vaccines to hesitant people in their communities.

She said that includes "talking about how the vaccines have been tested, talking about how the technology has been around for four decades, talking about that there isn't going to be a chip implanted in people."

Besides encouraging those conversations, the White House has been cycling through different tactics to boost vaccinations. After phasing out operations where thousands of people could get their shots each day, health officials are focusing on mobile clinics, pharmacies and doctor's offices.

Vice President Kamala Harris and her husband, Doug Emhoff, have traveled around the country to promote the vaccines. So has first lady Jill Biden, who has swung through red states including Tennessee and Texas.

More attention has been paid to young people as well. Dr. Anthony Fauci sat down for interviews with influencers on TikTok, a popular video platform, and Olivia Rodrigo, a wildly successful 18-year-old pop singer, visited the White House on Wednesday, joining Biden and press secretary Jen Psaki to publicly urge youths to get vaccinated.

Although young people are generally less susceptible to the coronavirus, health experts warn that they can still fall seriously ill or transmit the disease to more vulnerable people.

D TO H

Ultimately it may be the new threat from the variant that gives previously skeptical people an incentive to get shots. Zients said that the five states with the highest infection rates — Arkansas, Florida, Louisiana, Missouri and Nevada — have recently seen higher rates of new vaccinations exceeding the national average.

The Delta variant, which was first detected in India, is responsible for more than half of COVID-19 infections in the country. It appears contagious enough to increase infections among unprotected Americans even in heavily vaccinated places like San Francisco. Although 76% of residents there over 12 years old have been fully inoculated, cases and hospitalizations have begun ticking upwards, according to data shared by Bob Wachter, who chairs the Department of Medicine at UC-San Francisco.

Los Angeles County has also seen a surge of new infections, with the average daily caseload jumping from 173 in the middle of June to 1,077 this week. County officials announced that everyone, regardless of vaccination status, will need to wear masks while indoors in public settings starting Saturday night.

Federal health authorities said booster shots do not appear necessary to protect those who are vaccinated against the variant, but Zients said the government is prepared if research shows otherwise.

“We are ready for whatever the science tells us,” he said. “We’ve secured enough vaccine supply.”

Biden says social media carrying COVID misinformation is 'killing people', Reuters, Nadita Bose and Lisa Lambert
President Joe Biden on Friday said social media platforms such as Facebook "are killing people" after the White House continued criticizing the company for allowing misinformation about coronavirus vaccines to be posted on its platform.

"They're killing people. Look, the only pandemic we have is among the unvaccinated. And they're killing people," Biden told reporters when asked about misinformation and what his message was to social media platforms such as Facebook.

D TO H

White House press secretary Jen Psaki earlier on Friday also criticized the company.

"Obviously there are steps they have taken. They're a private sector company. There are additional steps they can take. It's clear that there are more that can be taken," she said at a White House briefing.

Facebook did not immediately respond to a request for comment.

He just came out and said it. Photo: The Washington Post/The Washington Post via Getty Images
President Biden took his administration's critical stance toward big tech up a notch on Friday, when he said that Facebook and other companies were "killing people" by not doing more to combat COVID vaccine misinformation on their platforms. "The only pandemic we have is among the unvaccinated," Biden said to a reporter outside the White House. "And they're [the tech platforms] killing people."

Reporter: "What's your message to platforms like Facebook?"

President Biden: "They're killing people."pic.twitter.com/z9QPC2DO3t

— The Real Facebook Oversight Board (@FBoversight) July 16, 2021
The comment comes amid increased efforts by the White House to pressure tech companies to do a better job policing anti-vaccine content shared by their users. Earlier Friday, White House press secretary Jen Psaki referenced the issue while speaking with reporters, calling the fight against false information about coronavirus vaccines "a life or death issue." On Thursday, Psaki said that the Biden administration was engaging with Facebook directly and flagging misinformation-spreading posts. She also called on the companies to measure and be transparent about the impact of misinformation shared via their platforms and implement faster, more robust enforcement.

DTOH

Also on Thursday, Surgeon General Vivek Murthy published a report arguing in part that social-media platforms need to put more money into their efforts to prevent the spread of coronavirus misinformation, as the Verge's Makena Kelly noted:

The report calls for an all-of-society push to address vaccine and coronavirus misinformation, including sweeping policy recommendations for companies like Facebook, Twitter, and YouTube. [Murthy] specifically calls on companies to redesign their algorithms to "avoid amplifying misinformation." He also suggests that they build more "friction" into sharing functions that urge users to rethink whether to share a post containing false information. Murthy also recommends that platforms put out "clear consequences for accounts that repeatedly

violate platform policies," like instituting broader bans and suspensions for sharing misinformation.

Facebook, however, was not pleased with Biden suggesting it kills people. Responding to the president's comment, a company spokesperson insisted, "We will not be distracted by accusations which aren't supported by the facts," and touted the platform as a source of "authoritative information about COVID-19 and vaccines."

"The facts show that Facebook is helping save lives," the spokesperson concluded. "Period."

The White House pressure campaign on big tech comes amid a rapid uptick in reported COVID-19 cases across the country among unvaccinated people, fueled by the spread of the dangerous Delta coronavirus variant.

D TO H

Biden Blasts Covid-19 Vaccine Misinformation on Social Media, Wall Street Journal, Alex Leary

President Biden blasted Facebook and other social-media companies over the spread of misinformation around Covid-19 vaccines on their platforms.

"They're killing people," Mr. Biden said Friday afternoon in response to a question about his message to companies like Facebook about misinformation. "The only pandemic we have is among the unvaccinated. And they're killing people."

(More to come)

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 10:30 AM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Biden Admin Health Misinfo Advisory

All,

See below for a coverage update on yesterday's Biden administration advisory on health misinformation and subsequent criticism from the WH. Incoming and coverage has slowed though media interest and volume remains high. Key themes of the coverage now include
1. GOP claims of censorship/collusion, following Psaki's remark that the White House is flagging misinformation posts to Facebook, remain the hot story in conservative press today (*and is now driving the most article headlines for the cycle*). 2. A secondary narrative centers around the relationship/discussions between the White House and Facebook, which CNN is reporting as "tense" in recent weeks.

In terms of our ongoing response, we are:

- Continuing to work directly with reporters as questions come in to set the record straight on what we have done and push back on inaccurate claims made by the WH.
- Meeting with staff from the Surgeon General's office today to discuss these issues (3pm ET)
- Drafting a note for Nick to send directly to the Surgeon General responding to criticisms and offering to continue to partner with them
- Monitoring the upcoming WH press briefing for any more developments here (just started)
- Finally, Nick's interview with Andy Slavitt will come out next week and is a more nuanced and fair depiction of both what we've done and the challenges we face. We'll make sure to move that around to everyone who's covered these comments.

Many thanks,

[redacted]

TL;DR: Number ten on Techmeme, media interest surrounding Surgeon General Dr. Vivek Murthy and Press Secretary Jen Psaki's comments yesterday on Covid misinformation remains high despite the pace of coverage slowing in recent hours. Two areas of media showing particular interest in the narrative on the second day of coverage: U.S. network and cable broadcast programs and right leaning publications. **The spike in Covid cases is the lead story in U.S. press today**—with the Surgeon General's advisory, LA county reinstating its indoor mask policy and the rising cases in Tokyo ahead of the Olympics, bolstering the cycle. Additionally, GOP claims of censorship/collusion, following Psaki's remark that the White House is flagging misinformation posts to Facebook, remains the hot story in conservative press today (*and is now driving the most article headlines for the cycle*).

Another narrative to watch particularly closely as this cycle progresses (*being pushed out by CNN*), is the

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relationship/discussions between the White House and Facebook, which is being reported as having turned "tense" in recent weeks.

Social conversation since yesterday has been high in volume with 99.3K mentions on Twitter and after declining in volume overnight, increasing in pace this. Conversation in recent hours has been driven by clips of Fox News personalities (Bill Hemmer, Glenn Greenwald) and right leaning voices.

LEADING NARRATIVES IN ARTICLES:

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NEW STRAIGHTFORWARD STORIES:

- Surgeon general says social media companies have 'enabled misinformation' on vaccines, **The Hill, Jordan Williams**
- Surgeon General Says COVID-19 Misinformation Is An 'Insidious Threat' To The U.S., **HuffPost, Nick Visser**
- Vaccine misinformation 'a serious threat to public health,' U.S. surgeon general says, **MarketWatch, Mike Murphy**

NEW WORST STORIES:

- **Fox Business Mornings With Maria Bartiromo (link not available)**
  - **Mark Meadows:** *"Certainly what we're hearing with big government and big tech getting together you would expect in China in Russia you wouldn't expect that to come from 1600 Pennsylvania Avenue it is very troubling, you are right we saw it with Dr. Fauci, we are seeing it right now, in — in an unbelievable way, where — the White House and Joe Biden are embracing this, the American people should stand up."*
- Hawley hammers White House as 'really scary' for pushing Facebook to 'censor' COVID posts, **Fox News**
- The White House Just Confirmed Facebook Works as a Government Censorship Tool, **Townhall, Katie Pavlich**

NEW NOTABLE QUOTES:

- *"Greenwald, who notably broke the Edward Snowden-NSA civilian surveillance story, told "Fox News Primetime" that the apparent merger between large private business firms and a powerful federal government is a "classic definition" of economic fascism."I have been trying to make the point for well over a year now [that] lot of people think that this censorship is coming from executives of Facebook, Google, and Twitter, which really isn't true," Greenwald said Thursday."* (Fox News)
- *"White House press secretary Jen Psaki said the Biden administration has recommended steps social media companies should take to address misinformation, and specifically called on Facebook to do more. "Facebook should provide, publicly and transparently, data on the reach of COVID vaccine misinformation*

— not just engagement, but the reach of the misinformation, and the audience that is reaching," Psaki said." (The Hill)

- *"Major social media companies, including Facebook and Twitter, have taken steps to remove or minimize the spread of false COVID-19 claims. But misinformation has remained rampant throughout the pandemic, both at home and abroad.* ***The White House added Thursday that it was disappointed with Facebook's efforts to stop the major peddlers of misinformation****. Press secretary Jen Psaki said there were about a dozen accounts responsible for a vast majority of anti-vaccine misinformation and they were all still posting on the platform."* (HuffPost)
- *"In the same way his predecessor decades ago took on the tobacco companies, he is taking on the technology industry by defining how misinformation hurts Americans. In our view, this advisory shows that social media is a product in need of serious consumer protection regulations."* (NBC News)
- *"A Facebook spokesperson did not directly respond to the source's characterization of the company's efforts but told CNN that Facebook is working to tackle Covid-19 misinformation and has launched initiatives like a vaccine appointment tool."* (Politico Playbook)
- *"****For their part, social media platforms have made attempts to stop the spread of false information,*** *including removing posts and videos and banning accounts that spread it, as well as appending fact-checks or links to trusted information on posts and videos that might be misleading. As it became more likely that there would soon be a Covid vaccine at the end of 2020, various platforms were proactive in preparing for the vaccine misinformation that would (and did) inevitably follow. This came after years of these companies doing very little to stop the spread of misinformation about other vaccines, and despite many warnings from experts about the potential harm to public health done by hosting anti-vaccine content and communities."* (Recode)
    - *"****But many believe their efforts are too little, too late, and still don't go far enough — including, it seems, the surgeon general****. "We expect more from our technology companies," Murthy said. Let's see if we get it — and if, at this point, it will help."* (Recode)
- *"On Thursday evening Murthy's new warning competed for attention and TV news airtime with LA County's decision to reinstate a mask mandate."* (Reliable Sources)
- *"The White House in that briefing also homed in on the so-called "disinformation dozen," which includes Tenpenny, Elizabeth and Kennedy. The Center for Countering Digital Hate, which studies online misinformation and disinformation, reported earlier this year that accounts and pages affiliated with these dozen individuals are responsible for nearly two-thirds of the anti-vaccine misinformation on social media. Press Secretary Jen Psaki referenced those findings in a press briefing."* (Tech 202)

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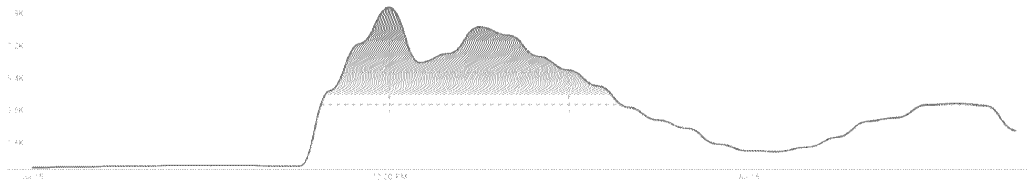
ALL COVERAGE
SOCIAL MEDIA:

TL;DR: Social conversation since yesterday has been high in volume with 99.3K mentions on Twitter and after declining in volume overnight, increasing in pace this. Conversation in recent hours has been driven by clips of Fox News personalities (Bill Hemmer, Glenn Greenwald),new reporting form CNN's Kaitlan Collins that meetings between the Biden administration and Facebook have been "tense" in recent weeks and right leaning voices.

TIMELINE:



NEW NOTABLE TWEETS:

- Chris Vickery: Arrest Zuckerberg.
    - Chris Vickery: He's walking around with a hose, spraying the public with asbestos. He has a

flamethrower and a full tank of napalm strapped to his back, walking among the crowds and covering the masses with flames. It's the same thing. The Facebook disinformation juggernaut is the same thing.

- **Christopher Wylie:** Facebook is killing Americans with disinformation. Why do we continue to allow this malign company to wreak havoc on society?
    - **Christopher Wylie:** Are those birthday reminders or event invites really worth the thousands of deaths, chaotic insurrections, misogyny, hate and racism?
- **Eric Schmitt:** "We're flagging problematic posts for Facebook that spread disinformation." Big Government #Biden coordinating with #BigTech to censor speech. Conservatives are the last hope for free speech. @ACLU is a wholly owned subsidiary of the radical left.
- **Aaron Rupar, Vox:** After playing a clip of Jen Psaki saying the Biden administration is "flagging" posts containing misinformation for Facebook, Fox News host Bill Hemmer immediately mischaracterizes what she said, claiming that Psaki "admitted that the administration is colluding with Big Tech."
- **Lou Dobbs:** Critics slam the White House after Psaki reveals it's consulting with Facebook to 'flag misinformation'
- **Andrew Solender, Forbes:** Josh Hawley sent letters to Facebook and Twitter accusing them of "collusion" with the Biden administration based on Psaki saying they're "in regular touch" about Covid-19 disinfo.
- **Sheera Frenkel**: Hearing from Facebook sources that the company is blaming the release of our book, An Ugly Truth, for WH officials being fired up on Covid misinfo. Would love to take credit, but the truth is that the WH is looking at the facts and data on the role FB plays in spreading misinfo.

OUTLET TWEETS:

- **Newsweek:** Press Secretary Jen Psaki said that the White House is "flagging problematic posts for Facebook that spread disinformation" as they work together with social media companies to flag misinformation about COVID-19 and vaccines.

BROADCAST:

- CNN The Lead -- Part 1 & Part 2
- MSNBC Craig Melvin Reports
- Fox Business Tonight (link not available)
    - *"The White House is treating Facebook like it's a public utility which I think President Trump actually accused the social media companies of doing in his lawsuit. Did they call up ABC News, the White House, and tell ABC what they can and can't broadcast? I just want to quote Glenn Greenwald who said that the Supreme Court has ruled that the first amendment's free speech guarantee is violated when government officials pressure or coerce private actors to censor them. That's exactly what the White House has said it's doing with Facebook. Not only that, they admitted they're compiling lists of people who they claim are posting content they think is problematic. That is authoritarianism, and it's demanding that Facebook removes them. To add to this, just a few months ago remember the lab leak theory was disinformation or misinformation. Before that it was the hunter biden laptop. But Fauci actually worked with Facebook to ban the lab leak theory from being discussed. And I know Facebook forced censorship of a New York Post article last February."*
- **Fox Tucker Carlson Tonight (link not available)**
    - *"Perfect. So they are actually controlling the White House. Politicians are controlling what you are allowed to read about Covid-19, and who knows what else. If you can stop misinformation on vaccines, what can't you do? This is the line they are not supposed to cross. They are not allowed to do this, is clearly a violation of the first amendment. The White House and a private company paid their politicians. They are the government, and they are controlling what you can read about something that actually matters, by the way. How is this allowed to happen? Why is no one doing anything about it? We don't have the power to stop it, we only have the power to tell you about it."*
- **CNN Cuomo Prime Time**
- **Fox Business Kennedy (link not available)**
    - *"So they are asking the big tech to censor misinformation on covid. Even though the last time they did that they ended up censoring things it turned out to be true or at least viable. And certainly not misinformation. Including the lab leak theory itself and why can't we let Americans make up their own mind on certain things? Will we ever get the full truth behind covid covid cover-up?"*

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- **Fox News at Night With Shannon Bream (link not available)**
  - *"Where is the outrage? For the Biden fans out there, are you excited for a possible future Republican president to do this? With increasing frequency, social media companies have sought to suppress content they don't like, often under the guise of stopping the spread of misinformation or to avoid the incitement of violence, and by picking winners and losers, often based on nothing more than political ideology, the tech titans have the ire of lawmakers, and today's revelation proved to be a tipping point."*
- MSNBC The 11th Hour With Brian Williams
- **Fox The Ingraham Angle (link not available)**
  - *"I think they are killing the push for the vaccine with these types of heavy-handed tactics. I think it is making people more skeptical, not less."*
- Today
- CBS This Morning
- MSNBC Morning Joe **with Vivek Murthy**
- **FOX and Friends (link not available)**
  - *"I think that what we are watching, the slow coach from freedom to tyranny for government taking control of the media specifically the speech namely who can say something or what they can say and if they have government sources what we know in this pick case anywhere from 94 to 96% of folks in the world of media are indeed these journalists, right? This isn't just about media bias. We have the media government telling a private industry who can speak based on what they find to be the truth. That's incredibly alarming, the folks that speak against what the government has determined to be true are going to be silenced or deplatformed, right? We know what Facebook and Twitter are going to do in this particular case. This giving piece. We know anywhere from 90 to 99% of Facebook and Twitter employees when they give politically, they give to the Democratic party."*
- CNN New Day With John Berman and Brianna Keilar
- **Fox Business Mornings With Maria Bartiromo (link not available)**
  - **Mark Meadows:** *"Certainly what we're hearing with big government and big tech getting together you would expect in China in Russia you wouldn't expect that to come from 1600 Pennsylvania Avenue it is very troubling, you are right we saw it with Dr. Fauci, we are seeing it right now, in — in an unbelievable way, where — the White House and Joe Biden are embracing this, the American people should stand up."*
- **America's Newsroom With Bill Hemmer & Dana Perino (link not available)**
  - *"Facebook told Fox this morning we permanently ban pages, groups and accounts that repeatedly break our rules on covid misinformation, more than a dozen pages, groups and accounts from some individuals referenced in the press briefing today. conservatives are calling this policing of free speech. They are raising first amendment concerns about collusion between the government and corporations."*
- MSNBC Stephanie Ruhle Reports
- CNN Newsroom With Poppy Harlow and Jim Sciutto
- **Fox Faulkner Focus (link not available)**
  - *"This is more than just the First Amendment, Harris, I have to say. To have corporate America work with the government, that is the core of fascism. The only way fascism can work is when you have a corporate bolster and they are in the pool with you in order to make that kind of control functional. So this moves us into quite an authoritarian framework where it is also messaged casually if you noticed. Like it is totally normal. It is not only not normal. It is not only a violation of the first amendment clearly but it sets a very different approach when it comes to what the founders had in mind, which was a representative republic. Democracy, right? This is very classically fascism which is fascinating considering this is the group that got into office in part complaining about the non-fascism that was existing in the prior administration."*
- MSNBC Craig Melvin Reports
- **Fox Outnumbered (link not available)**
  - *"It seems like their fixation on the talking points and the labels or lack thereof, doesn't have any impact on the actual details of what they are doing, which, to your point, Harris, begs the question of the trend toward socialism."*

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- **Fox Business Cavuto: Coast to Coast (link not available)**
    - *"That opens the question what level of engagement we have and who is being targeted. In a statement today Facebook is saying we predominantly ban pages, groups and accounts that reportedly break our rules on covid misinformation and this includes a dozen pages, groups and accounts in some form, from some individuals referenced in the press briefing. What is not in the statement is if the company works equally with Republicans."*
- **Inside Politics with John King**

NEWSLETTERS:

- **Platformer: The US surgeon general declared misinformation about COVID-19 on Facebook and other social networks an urgent public threat, and called on them to stop amplifying hoaxes and remove super-spreaders of misinformation. The White House said Facebook has so far declined to ramp up enforcement efforts.**
- **Reliable Sources: Surgeon General Warning**
- **Playbook: DEADLY DISINFORMATION**
- **DealBook: Social media takes fire from government and sports figures**
- **Morning Consult Tech: The surgeon general wants Facebook to do more to stop Covid-19 lies**
- **Tech 202: The allegations are coming to light amid the Biden administration's most high-profile efforts to date on medical misinformation.**
- **Axios Login: Surgeon general urges COVID misinfo crackdown**
- **Politico Morning Tech: White House targets online disinfo**

ARTICLES:

1. Surgeon general warns misinformation an 'urgent threat' to public health, ABC News, Sasha Pezenik
2. **Jen Psaki Says White House is Collaborating With Facebook to 'Flag Problematic Posts' That Spread 'Disinformation', American Greatness, Debra Heine**
3. **The Biden administration boasts about controlling discourse on Facebook, American Thinker, Andrea Widburg**
4. Surgeon general urges US fight against COVID misinformation, Associated Press, David Klepper
    a. Reposted by CNBC, Denver Post, Washington Post, Seattle Times
5. Surgeon general urges social platforms to crack down on COVID misinformation, Axios, Jacob Knutsen
6. **To Avoid 1st Amendment Concerns, Biden Administration Announces They Will Let Facebook Run The Gulags, Babylon Bee**
7. White House is 'flagging problematic posts' for social media platforms containing vaccine 'disinformation', The Blaze, Phil Shiver
8. **Hawley: 'Really Scary' to Have the Government Tell Tech Companies 'You Need to Censor', Breitbart, Jeff Poor**
9. **White House Colludes with Facebook to Censor 'Misinformation', Breitbart, Allum Bokhari**
10. **'We're Flagging Problematic Posts for Facebook': As COVID Cases Rise, White House Works to Increase Vaccinations and Silence 'Misinformation', CBN News, Jennifer Wishon**
11. Misinformation is a public health threat, warns US surgeon general, CNET, Carrie Mihalcik
12. Surgeon general issues warning over vaccine misinformation as White House turns up the heat on Facebook, CNN, Kaitlan Collins and Donie O'Sullivan
13. White House Is Working With Facebook To Flag 'Disinformation,' Psaki Says, Daily Caller, Mary Margaret Olohan
14. **Hawley Calls Out Big Tech For 'Acting Like Arms Of The Government', Daily Caller, Jordan Lancaster**
15. Biden Admin: We're 'Flagging Problematic Posts' For Social Media Platforms, Tracking Vaccine 'Misinformation', Daily Wire
16. Surgeon General Calls On Tech Platforms, Media Outlets To Take Greater Steps To Combat Covid-19 Misinformation; White House Singles Out Facebook To Do More, Deadline, Ted Johnson
17. **Surgeon General Calls on Social Media Giants to Stop Spread of Anti-Vaccine Misinformation, Democracy Now**
18. Surgeon General Just Issued This New COVID Advisory About Misinformation, Eat This, Not That, Alek Korab

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19. US Surgeon General warns that health misinformation is an 'urgent threat', Engadget, Karissa Bell
20. Biden Administration Pushes Social Media Companies to Combat COVID-19 'Misinformation', Epoch Times, Zachary Stieber
21. White House Brags About Colluding With Tech Oligarchs To Suppress Dissent, The Federalist, Jordan Davidson
22. **Ben Domenech Slams Biden's Collusion With Facebook Censorship Campaign, The Federalist, Evita Duffy**
23. Surgeon General Reveals He's Lost 10 Relatives To Covid As He Campaigns Against Vaccine Misinformation, Forbes, Jemima McEvoy *(full text below)*
24. White House, surgeon general 'flagging' Facebook posts for moderation, Psaki says, Fox Business, Audrey Conklin
25. Critics slam the White House after Psaki reveals it's consulting with Facebook to 'flag misinformation', Fox News, Lindsay Kornick
26. **Greenwald: WH and Big Tech 'ironically' creating textbook 'definition of fascism' they claim to be against, Fox News, Charles Creitz**
27. **Former CIA officer on Psaki's 'alarming' announcement: We're moving slowly from 'freedom to tyranny', Fox News**
28. **Hawley hammers White House as 'really scary' for pushing Facebook to 'censor' COVID posts, Fox News**
29. **Harmeet Dhillon: Biden White House 'flags' Big Tech – here's why digital policing is so dangerous, Fox News, Harmeet Dhillon**
30. PSAKI: 'We're Flagging Problematic Posts for Facebook that Spread Disinformation', Hannity.com
31. **Surgeon general says social media companies have 'enabled misinformation' on vaccines, The Hill, Jordan Williams**
32. **Surgeon General Says COVID-19 Misinformation Is An 'Insidious Threat' To The U.S., HuffPost, Nick Visser**
33. The White House isn't letting Facebook off the hook for allowing misinformation to spread on its platforms, Insider, Allana Akhtar *(full text below)*
34. Psaki Admits Biden Admin Colluding With Big Tech to Flag 'Disinformation', Legal Insurrection
35. **Vaccine misinformation 'a serious threat to public health,' U.S. surgeon general says, MarketWatch, Mike Murphy**
36. Surgeon General Blames Big Tech for Letting Covid Misinformation Run Rampant: This 'Poison' Poses an 'Imminent and Insidious Threat', Medialte, Leia Idliby
37. Surgeon General: Misinformation 'Urgent Threat to Public Health', Medscape, Lindsay Kalter
38. Psaki: White House 'Flagging' COVID 'Disinformation' for Social Media Companies, National Review, Caroline Downey
39. Jen Psaki Just Escalated the Conservative War With Big Tech, National Review, Philip Klein
40. **Facebook, Twitter and other social media companies need to be treated like Big Tobacco, NBC News, Joan Donovan, Jennifer Nilsen**
    a. **Reposted by Flipboard**
41. **CENSORED! White House Tries to Silence So-Called COVID Disinformation, NewsBusters, Kayla Sargent**
42. Surgeon General Declares War on COVID 'Misinformation', Newsmax, Jeffrey Rodack
43. **Marjorie Taylor Greene Says White House Flagging Social Media Posts 'How Communism Starts', Newsweek, Brendan Cole**
44. **Biden Administration's Admission They're Flagging Content to Facebook Sparks Furor, Newsweek, Meghan Roos**
45. White House 'flagging' posts for Facebook to censor over COVID 'misinformation', New York Post, Steven Nelson
46. **GOP outrage at White House flagging 'misinformation' to Facebook, New York Post, Samuel Chamberlain**
47. The U.S. surgeon general calls Covid misinformation an 'urgent threat to public health.', New York Times, Sheryl Stolberg
48. The U.S. Surgeon General Is Calling COVID-19 Misinformation An 'Urgent Threat', NPR, Geoff Brumfiel

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49. BREAKING: Biden admin 'flagging problematic posts', putting pressure on big tech to increase 'fact-checking' efforts, Post Millennial, Libby Emmons
50. **WATCH: Tucker Carlson discusses the Biden admin teaming up with Facebook to censor 'misinformation', The Post Millennial**
51. **Lauren Boebert furious at government attempts to ban vaccine disinformation, Queerty, David Hudson**
52. WH's Psaki: "We're Flagging Problematic Posts For Facebook That Spread Disinformation", RealClearPolitics, Ian Schwartz
53. **The Government Should Stop Telling Facebook To Suppress COVID-19 'Misinformation', Reason, Robby Soave**
54. **Biden's Press Secretary admits Federal Government is flagging content for Facebook to censor, Reclaim the Net, Tom Parker**
55. **The surgeon general wants Facebook to do more to stop Covid-19 lies, Recode, Sara Morrison**
56. White House slams Facebook as conduit for COVID-19 misinformation, Reuters
    a. Reposted by AMNY
57. **The White House Just Confirmed Facebook Works as a Government Censorship Tool, Townhall, Katie Pavlich**
58. Surgeon general calls out platforms over COVID-19 misinformation, The Verge, Makena Kelly
59. The Admission of the Biden Administration The fact that they're flagging content for Facebook is causing a stir, Washington News Day, Jonathan Edwards
60. Surgeon General Vivek Murthy issues advisory on dangers of health misinformation amid rise in covid-19 cases, Washington Post, Felicia Sonmez and Cat Zakrzewski (*full text below)*
61. **Surgeon general warns coronavirus misinformation is 'a serious threat to public health', The Week, Catherine Garcia**

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62. **White House admits it is 'flagging problematic posts' to Facebook they believe spread 'disinformation' about the COVID vaccine - sparking Glenn Greenwald to call the move a 'hallmark of fascism', Daily Mail, Christopher Eberhart**

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PAYWALL

Surgeon General Reveals He's Lost 10 Relatives To Covid As He Campaigns Against Vaccine Misinformation, Forbes

U.S. Surgeon General Dr. Vivek Murthy on Thursday made a personal appeal to the American public, revealing 10 of his family members have died of Covid-19, as he issued an urgent warning about the dangers of vaccine misinformation.

Murthy shared the personal anecdote during a White House press briefing held hours after releasing an advisory—the first under the Biden administration—addressing what he labeled an "urgent threat of health misinformation."
Having previously revealed he lost some relatives during the pandemic, Murthy told reporters on Thursday that 10 of his family members in both the U.S. and India have now died from the virus.

The top doctor highlighted that these family members would likely still be alive if they had had access to vaccines as data indicates nearly all Covid-19 deaths are now among the unvaccinated.
He then outlined the "insidious" threat of wrong or misleading information about the vaccines spreading online, which he deemed "one of the biggest obstacles that is preventing us from ending this pandemic."

KEY BACKGROUND

Murthy delved into these threats in the 22-page advisory released Thursday morning. The stark statement warned of the tangible impacts of misinformation, leading people to resist safety measures like mask wearing, turn down proven treatments and choose not to get vaccinated. "Simply put: health misinformation has cost us lives," Murthy said. The surgeon general in his notice called for an "all-of society approach" to combat the issue, urging social media companies to crack down on bad actors, individuals to share correct information with their friends and family offline, and health organizations to take a more proactive approach to stamping out false claims.

SURPRISING FACT

White House Press Secretary Jen Psaki said during the press conference that 65% of anti-vaccine misinformation on social media platforms is coming from just 12 people. "All of them remain active on Facebook despite some being banned on other platforms, including ones that Facebook owns," Psaki said. She did not publicly name the platforms and the White House did not immediately respond to a request for comment.

CRUCIAL QUOTE

"Surgeon general advisories are reserved for urgent public health threats," Murthy said in the White House briefing room. "And while those threats have often been related to what we eat, drink and smoke, today, we live in a world where misinformation poses an imminent and insidious threat to our nation's health."

The White House isn't letting Facebook off the hook for allowing misinformation to spread on its platforms, Insider, Allana Akhtar

The White House wants Facebook to act quicker in removing posts containing vaccine misinformation.

White House press secretary Jen Psaki said Facebook takes too long to remove "violative posts" during a press briefing. Surgeon General Vivek Murthy said during the briefing that misinformation is slowing the pace of vaccinations in the US.

"Facebook needs to move more quickly to remove violative posts," Psaki said. "Posts that will be within their policies' removal often remain up for days. That's too long. The information spreads too quickly."

CNN reported meetings between the Biden administration and Facebook have been "tense" in recent weeks.

In a statement to Insider, Facebook said, "We've partnered with government experts, health authorities and researchers to take aggressive action against misinformation about COVID-19 and vaccines to protect public health."

The statement pointed to the more than 18 million pieces of COVID misinformation Facebook has removed, as well as "accounts that repeatedly break these rules, and connected more than 2 billion people to reliable information about COVID-19 and COVID vaccines across our apps."

The US missed Joe Biden's goal of giving adults at least one vaccine jab by July 4. Though vaccine hesitancy decreased since last year according to survey data, less than 60% of US adults were fully vaccinated as of July 15.

White House Chief of Staff Ron Klain recently said, "I've told Mark Zuckerberg directly that when we gather groups of people who are not vaccinated, and we ask them, 'Why aren't you vaccinated?' and they tell us things that are wrong, tell us things that are untrue, and we ask them where they've heard that. The most common answer is Facebook."

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The White House estimates misinformation could have dire consequences: Anthony Fauci said the "disparity in the willingness to be vaccinated" could lead to a surge of the Delta variant in the US.

Facebook was not immediately available for comment.

Surgeon General Vivek Murthy issues advisory on dangers of health misinformation amid rise in covid-19 cases, Washington Post, Felicia Sonmez and Cat Zakrzewski

Surgeon General Vivek H. Murthy issued a warning against health misinformation Thursday, saying that falsehoods spreading quickly online have subjected large numbers of Americans to avoidable illness and death.

In remarks at the White House, Murthy called on social media companies to step up their efforts on the issue, arguing that technology firms "have enabled misinformation to poison our information environment with little accountability to their users."

"They've allowed people to intentionally spread misinformation — what we call disinformation — to have extraordinary reach," Murthy said of tech companies. "They've designed product features such as 'like' buttons that reward us for sharing emotionally-charged content, not accurate content. And their algorithms tend to give us more of what we click on, pulling us deeper and deeper into a well of misinformation."

The surgeon general's advisory issued by Murthy comes amid a rise in covid-19 cases, as some Americans resist getting inoculated against the coronavirus despite the widespread availability of vaccinations in the United States.

In March, a coalition of 12 state attorneys general sent a letter to Facebook and Twitter, pressing them to do more to ensure that online falsehoods aren't undermining efforts to vaccinate the public against the coronavirus.

Connecticut Attorney General William Tong (D) and 11 other Democratic state attorneys general called on Facebook chief executive Mark Zuckerberg and Twitter CEO Jack Dorsey to "take immediate steps" to fully enforce their policies against vaccine misinformation.

The attorneys general said the companies have not cracked down hard enough on prominent anti-vaccine accounts that repeatedly violate the companies' terms of service.

They also said that falsehoods about the safety of coronavirus vaccines from a small pool of individuals has reached more than 59 million followers on Facebook, YouTube, Instagram and Twitter, citing data from the Center for Countering Digital Hate, which studies online misinformation and disinformation.

A Facebook spokesperson said at the time that the company has worked with health organizations to update its policies and had removed 2 million pieces of content containing coronavirus and vaccine misinformation since February from Facebook and Instagram.

Twitter said in March that it had removed more than 22,400 tweets for violating its policies against coronavirus misinformation since the beginning of the pandemic.

The advisory issued by Murthy on Thursday has a broad list of recommendations. It advises Americans to check whether a source is trustworthy before forwarding information. It also recommends that health and educational institutions work to improve information literacy, and it calls on media organizations not to give a platform to newsmakers who spread misinformation.

But the surgeon general's sharpest words were for tech companies, who he said must operate with greater transparency and accountability. Online misinformation, Murthy said, has led some Americans to resist wearing face masks, turn down medical treatments or choose not to get vaccinated against the coronavirus, factors that

DTOH

have "led to avoidable illnesses and death."

"Simply put, health misinformation has cost us lives," Murthy said.

At Thursday's briefing, Murthy announced that the Rockefeller Foundation has committed to spending $13.5 million to counter health misinformation.

He also revealed the toll the pandemic has taken on his own extended family.

"On a personal note, it's painful for me to know that nearly every death we are seeing now from covid-19 could have been prevented," Murthy told reporters. "I say that as someone who has lost 10 family members to covid-19 and who wishes each and every day that they had had the opportunity to get vaccinated."

White House press secretary Jen Psaki said Thursday that a large amount of health misinformation is being spread by a relatively small group of individuals.

"There's about 12 people who are producing 65 percent of anti-vaccine misinformation on social media platforms," Psaki said. "All of them remain active on Facebook, despite some even being banned on other platforms, including … ones that Facebook owns."

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PRESS BRIEFING NOTABLE QUOTES

Surgeon General (clip here): "What's different now, though, is the speed and scale at which health misinformation is spreading. Modern technology companies have enabled misinformation to poison our information environment with little accountability to their users. They've allowed people to intentionally spread misinformation, what we call disinformation, to have extraordinary reach. They've designed product features such as 'like buttons' that reward us for sharing emotionally charged content, not accurate content, and their algorithms tend to give us more of what we click on, pulling us deeper and deeper into a well of misinformation. Now we need an all of society approach to fight misinformation. And that's why this advisory that I issued today has recommendations for everyone."

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Surgeon General (clip here): "And those of us who may have larger platforms, I think bear greater responsibility to to think about that. But the bottom line is all of us have an important role here to play, and technology companies have a particularly important role. We know that the dramatic increase in this field speed and scale of spread of misinformation has in part been enabled by these platforms. So that is why in the advisory today, we are asking them to step up. We know they have taken some steps to address misinformation, but much, much more has to be done. And we can't wait longer for them to take aggressive action because it's costing people their lives."

Psaki (clip here):"There are also proposed changes that we have made to social media platforms, including Facebook, and those specifically are four key steps. One that they measure and publicly share the impact of misinformation on their platform. Facebook should provide publicly and transparently data on the reach of Covid-19 vaccine, misinformation, not just engagement, but the reach of the misinformation and the audience that it's reaching that will help us ensure we're getting accurate information to people that should be provided not just to researchers, but to the public so that the public knows and understands what is accurate and inaccurate. Second, that we have recommended, proposed that they create a robust enforcement strategy that bridges their properties and provides transparency about the rules. So I think this was a question asked before. There's about 12 people who are producing 65 percent of anti- vaccine misinformation on social media platforms, all of them remain active on Facebook, despite some even being banned on other platforms, including Facebook, ones that Facebook owns. Third, it's important to take faster action against harmful posts. As you all know, information travels quite quickly on social media platforms. Sometimes it's not

accurate and Facebook needs to move more quickly to remove harmful, violative posts. Posts that will be within their policies for removal often remain up for days. That's too long. The information spreads too quickly. Finally, we have proposed they promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the leverage to promote quality information. We have seen them effectively do this in their algorithm over low quality information, and they've chosen not to use it in this case. And that's certainly an area that would have an impact. So these are certainly the proposals. We engage with them regularly and they certainly understand what our asks are."

From: [redacted]@fb.com>
Date: Thursday, July 15, 2021 at 4:21 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] (Policy Comms)" [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: FYI: Biden Admin Health Misinfo Advisory

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All,

Today, Surgeon General Vivek Murthy issued an advisory calling for a whole-of-society approach to combating health misinformation. He joined the White House press briefing as well where he called for tech companies to take greater steps to combat misinformation. While he did not mention us by name, White House Press Secretary Jen Psaki did criticize Facebook specifically for our handling of COVID misinformation and listed four steps the WH believes we should be taking, much of which we are already doing (see transcript below).

Comms Strategy

- We provided extensive background in 1:1 calls with press who reached out pushing back on the inaccuracies in some of Psaki's comments including:
  - We continue to promote accurate and reliable information across both Facebook and Instagram on posts, in News Feed and in search.
  - We have taken substantial steps to limit COVID misinformation on our apps
  - We *have* removed multiple accounts related to the "Disinformation Dozen" report from the CCDH
- We also provided a straightforward statement highlighting our efforts. The response was designed to defend our actions without prolonging the news cycle.

Coverage so far has been moderate with overall sentiment landing straightforward to negative and a majority of the articles are leading with Murthy's remarks. Psaki's statement has not yet become a focal point of the cycle, although right leaning publications are framing her remarks as a sign of censorship collusion between big tech and Democrats. Statement, Psaki transcript, and full coverage report included below. We will follow up with this group if there are any new developments.

Many thanks,

[redacted]

Statement: *We've partnered with government experts, health authorities and researchers to take aggressive action against misinformation about COVID-19 and vaccines to protect public health. So far we've removed more*

than 18 million pieces of COVID misinformation, removed accounts that repeatedly break these rules, and connected more than 2 billion people to reliable information about COVID-19 and COVID vaccines across our apps.

Psaki Transcript:
"There are also proposed changes that we have made to social media platforms, including Facebook, and those specifically are four key steps. One that they measure and publicly share the impact of misinformation on their platform. Facebook should provide publicly and transparently data on the reach of Covid-19 vaccine, misinformation, not just engagement, but the reach of the misinformation and the audience that it's reaching that will help us ensure we're getting accurate information to people that should be provided not just to researchers, but to the public so that the public knows and understands what is accurate and inaccurate. Second, that we have recommended, proposed that they create a robust enforcement strategy that bridges their properties and provides transparency about the rules. So, I think this was a question asked before. There's about 12 people who are producing 65 percent of anti- vaccine misinformation on social media platforms, *all of them remain active on Facebook*, despite some even being banned on other platforms, including Facebook, ones that Facebook owns. Third, it's important to take faster action against harmful posts. As you all know, information travels quite quickly on social media platforms. Sometimes it's not accurate and Facebook needs to move more quickly to remove harmful, violative posts. Posts that will be within their policies for removal often remain up for days. That's too long. The information spreads too quickly. Finally, we have proposed they promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the leverage to promote quality information. We have seen them effectively do this in their algorithm over low quality information, and they've chosen not to use it in this case. And that's certainly an area that would have an impact. So, these are certainly the proposals. We engage with them regularly and they certainly understand what our asks are."

TL;DR: Number nineteen on Techmeme, media coverage surrounding Surgeon General Vivek Murthy's call for tech companies to take greater steps to combat misinformation, and Press Secretary Jen Psaki's criticism of Facebook for its handling of Covid misinformation, has been moderate in volume with overall sentiment landing straightforward to negative. The majority of articles are currently leading with Murthy's statements—from both the advisory he issued this morning and his appearance at today's press briefing—in which he called out the tech industry at large but stopped short of naming any specific company. His press briefing comments, which are widely quoted in the press, were sharply aimed at social media platforms' reach and the product features that, he said, encourage the spread of false information.

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Psaki's statement has not become the focal point of the cycle—with only Reuters and Insider (and to a lesser extent Deadline) using it as their lead. Her comments instead are relegated to the bottom half of stories (see: New York Times, Washington Post) and include language on the steps that Facebook, and other companies, have taken to combat misinformation in the past year and a half. The 'disinfo dozen' narrative, highlighted by Psaki, is also a prevailing theme.

Lastly, right leaning publications (*and GOP lawmakers on Twitter*) have picked up on Psaki's remark that the administration has flagged posts to Facebook—framing it as a sign of collusion between big tech and Democrats.

LEADING NARRATIVES IN ARTICLES:

STRAIGHTFORWARD STORIES:

- Surgeon general warns misinformation an 'urgent threat' to public health, ABC News, Sasha Pezenik
- The U.S. surgeon general calls Covid misinformation an 'urgent threat to public health.', New York Times, Sheryl Stolberg
- Surgeon General Vivek Murthy issues advisory on dangers of health misinformation amid rise in covid-19 cases, Washington Post, Felicia Sonmez and Cat Zakrzewski (*full text below*)

WORST STORIES:

- Surgeon General Calls On Tech Platforms, Media Outlets To Take Greater Steps To Combat Covid-19 Misinformation; White House Singles Out Facebook To Do More, Deadline, Ted Johnson
- The White House isn't letting Facebook off the hook for allowing misinformation to spread on its platforms, Insider, Allana Akhtar *(full text below)*
- White House slams Facebook as conduit for COVID-19 misinformation, Reuters

NOTABLE QUOTES:

- *"Too often, he said, the platforms are built to encourage, not counter, the spread of misinformation. "We are asking them to step up," Murthy said. "We can't wait longer for them to take aggressive action.""* (Associated Press)
- *"The big picture: The surgeon general said mechanisms that platforms use to keep people scrolling — including likes, share buttons and algorithms that tailor content for specific users — have also allowed misinformation to proliferate."* (Axios)
- *"Facebook has not yet issued a comment about the remarks."* (Deadline)
- *"Facebook, Twitter and YouTube said that they had taken steps to crack down on misleading health information, in line with their coronavirus misinformation policies. All three said they had introduced features to point people to authoritative health sources on their platforms."* (New York Times)
- *"With about a third of adults in the U.S. still completely unvaccinated, and cases of COVID-19 on the rise, the U.S. surgeon general is calling for a war against "health misinformation.""* (NPR)
- *"Facebook is not doing enough to stop the spread of false claims about COVID-19 and vaccines, White House press secretary Jen Psaki said on Thursday, part of a new administration pushback on misinformation in the United States. Facebook, which owns Instagram and WhatsApp, needs to work harder to remove inaccurate vaccine information from its platform, Psaki said."* (Reuters)
- *"The report calls for an all-of-society push to address vaccine and coronavirus misinformation, including sweeping policy recommendations for companies like Facebook, Twitter, and YouTube. Surgeon General Vivek Murthy specifically calls on companies to redesign their algorithms to "avoid amplifying misinformation." He also suggests that they build more "friction" into sharing functions that urge users to rethink whether to share a post containing false information."* (The Verge)

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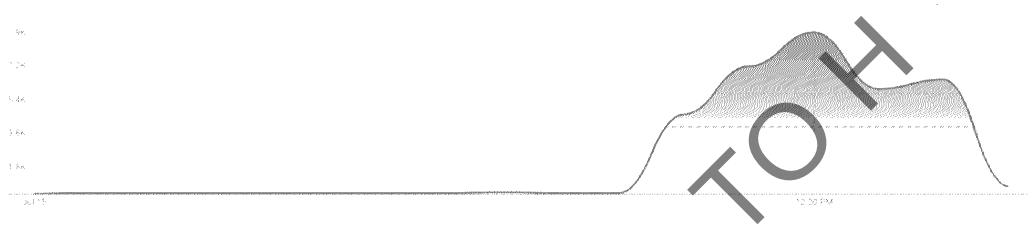
- *"Twitter said in a statement that it would continue to try to elevate credible health information and enforce its policies. "We welcome the Surgeon General's leadership and partnership in this work," Twitter spokeswoman Elizabeth Busby said in a statement."* (Washington Post)
    - *"YouTube spokeswoman Elena Hernandez said in a statement that the company "will continue working with health organizations, clinicians, and creators to increase access to high-quality health content on our platform and prevent the spread of misinformation.""* (Washington Post)
    - *"White House press secretary Jen Psaki said Thursday that a large amount of health misinformation is being spread by a relatively small group of individuals. "There's about 12 people who are producing 65 percent of anti-vaccine misinformation on social media platforms," Psaki said. "All of them remain active on Facebook, despite some even being banned on other platforms, including … ones that Facebook owns.""* (Washington Post)
    - *"Facebook has taken enforcement action against pages and accounts tied to these people in more than a dozen instances, according to the company. However, many of the people operate multiple accounts across multiple Facebook-owned platforms and retain active followings."* (Washington Post)

ALL COVERAGE
SOCIAL MEDIA:

TL;DR: Social conversation surrounding the Surgeon General's warning and Jen Psaki's comments on Facebook's handling of Covid misinformation has been high in volume with 33K mentions on Twitter.

TIMELINE:



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NOTABLE TWEETS:

- Mark Albert, NBC News: US Surgeon General raises alarm on over growing wave of #misinformation about #Covid19 & related vaccines that threatens efforts to quell pandemic & save lives, urging technology companies & others to act, @NBCNews rpts: nbcnews.to/3elx16X
- Michael Collins, USA Today: "We need an all-of-society approach to fight misinformation" on COVID vaccinations, Surgeon General Vivek Murthy says during White House briefing.
- Allison Harris, News Nation Now: .@Surgeon_General warning misinformation is an urgent threat to public health on COVID-19, asking people to "raise the bar" by checking sources before they share information on social media, "If you're not sure, don't share."
- Katie Rogers, NYT: Surgeon general Vivek Murthy is in the WH briefing room to talk about an official warning he has issued against misinformation spread about the coronavirus. "Misinformation takes away our freedom to make informed decisions about our health and the health of loved ones."
- Steve Herman, Voice of America: Tech companies need to have greater transparency and accountability and monitor misinformation more closely and take action against super-spreaders of such misinformation, says @Surgeon_General.
- DJ Dudd, CNN: To address misinformation surrounding health online, Surgeon General Vivek Murthy says the administration is asking tech companies "to operate with greater transparency and accountability" and "consistently take action against misinformation superspreaders on their platforms."
- Phillip Wegman, Real Clear News: "Yes, there is disinformation coming from bad actors," the @Surgeon_General says before adding that disinformation is often spread unwittingly by people with good intentions.
- CBS News: U.S. Surgeon General Dr. Vivek Murthy is addressing the role that misinformation plays in creating COVID-19 vaccine hesitancy. When asked if platforms, where this information is shared, should be held responsible, he says "all of us have to ask how we can be more responsible."

- Glenn Greenwald, The Intercept: The Biden administration is telling Facebook which posts it regards as "problematic" so that Facebook can remove them. This is the union of corporate and state power -- one of the classic hallmarks of fascism -- that the people who spent 5 years babbling about fascism support.
- Zaid Jilani: When the government tells a company to do something, it always comes with an implied threat of regulation if they don't. So Facebook is being weaponized by governments here. [RTd by Stephen Miller]
- Kayleigh McEnany: Interesting! Here is the White House (probably unwittingly) bolstering President Trump's Big Tech lawsuit, alleging these companies have become pseudo-government actors!"We're flagging problematic posts for Facebook that spread disinformation."
- Mike Cernovich: President Biden's press Secretary causally admit that their coordinate censorship requests to Facebook.
- Stephen Miller: @redsteeze Kind of think this statement from Psaki deserves a bit more attention than a passing soundbite.
- Makena Kelly, The Verge: From this press briefing with Psaki, it's pretty clear the White House's biggest target on the misinformation kick is Facebook. Psaki cites several stats specifically related to Facebook and vax misinfo.
- Kevin Roose, NYT: This stat was discovered by researchers using CrowdTangle, the FB-owned data tool I wrote about yesterday.
    - Kevin Roose: Few people have heard of CrowdTangle relative to FB/IG, but it's responsible for so much of what we know about social media. Have heard from lots of academics who say losing it would cripple their ability to conduct research on multiple platforms.
- Ian Sherr, CNET: Your tax dollars are paying for the federal government to spend time tracking and flagging disinformation for the social networks. Meanwhile, Facebook reported just shy of $9.5 billion in PROFIT in the first three months of this year alone.
- Dylan Byers, NBC: White House to Facebook: Do better on Covid vaccine misinformation. @jrpsaki says about 12 people on social media spread 65% of anti-vaccine misinformation.
- Ross Gerber: F Facebook- they are just evil. People dying everyday reading fake news on Facebook. #DeleteFacebook $FB
- Dylan Byers, NBC: White House to Facebook: Do better on Covid vaccine misinformation. @jrpsaki says about 12 people on social media spread 65% of anti-vaccine misinformation.
    - Dylan Byers: + No statement from Facebook, for now.
- Josh Hawley: So now the Biden Administration is using @Facebook to impose its #COVID19 speech code. The social media platforms are increasingly just arms of the federal government and the Biden White House
- Shannon Bond, NPR: "There's about 12 people who are producing 65% of anti-vaccine misinformation on social media platforms. All of them remain active on Facebook," says @jrpsaki, referencing critical work from @Imi_Ahmed & @CCDHate.I've covered their research on NPR
- Sean Hannity: PSAKI: 'We're Flagging Problematic Posts for Facebook that Spread Disinformation' hannity.com/media-room/psa…
- Natalie Brand: .@PressSec says admin is urging social media companies especially @Facebook to take faster action on harmful posts and to promote quality information sources in their algorithm for posts related to COVID-19 & vaccine saying they have chosen not to do it in this case
- Senator Tom Cotton: The White House wants to censor "misinformation" on Facebook while President Biden claims that voter ID laws are worse than Jim Crow.
- Kevin McCarthy: The Biden Administration just announced they are working with Facebook to censor more Americans. Big Tech and Big Government want the same thing → to control you. As a reminder, America is a land of FREEDOM.
- Dr. Leana Wen: Misinformation takes away our freedom to make informed decisions for ourselves & our loved ones. It's led people to resist masks. To turn down treatments & refuse to be vaccinated. --Dr. Vivek Murthy on the decision to issue a @Surgeon_General advisory on health misinformation
- Evan McMurray, ABC: Tough to imagine this specific answer without that @kevinroose piece on Facebook/CrowdTangle yesterday.
- CJ Judd, CNN: Surgeon General Vivek Murthy tells CNN's @jaketapper, "My biggest worry is that we have the ability to save people's lives to protect them from COVID-19, and we're not making full use of that opportunity," and "one of the things that standing in our way is misinformation."
- Jason Kint, Digital Content Next: Congratulations, Sheryl.

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- Elizabeth Culliford, Reuters: White House slams Facebook as conduit for COVID-19 misinformation

BROADCAST:

- CNN The Lead -- Part 1 & Part 2
- MSNBC Craig Melvin Reports
- Fox Business Tonight (link not available)
    - *"The White House is treating Facebook like it's a public utility which I think President Trump actually accused the social media companies of doing in his lawsuit. Did they call up ABC News, the White House, and tell ABC what they can and can't broadcast? I just want to quote Glenn Greenwald who said that the Supreme Court has ruled that the first amendment's free speech guarantee is violated when government officials pressure or coerce private actors to censor them. That's exactly what the White House has said it's doing with Facebook. Not only that, they admitted they're compiling lists of people who they claim are posting content they think is problematic. That is authoritarianism, and it's demanding that Facebook removes them. To add to this, just a few months ago remember the lab leak theory was disinformation or misinformation. Before that it was the hunter biden laptop. But Fauci actually worked with Facebook to ban the lab leak theory from being discussed. And I know Facebook forced censorship of a New York Post article last February."*

ARTICLES:

1. Surgeon general warns misinformation an 'urgent threat' to public health, ABC News, Sasha Pezenik
2. Surgeon general urges US fight against COVID misinformation, Associated Press, David Klepper
    a. Reposted by CNBC, Denver Post, Washington Post, Seattle Times
3. Surgeon general urges social platforms to crack down on COVID misinformation, Axios, Jacob Knutsen
4. White House is 'flagging problematic posts' for social media platforms containing vaccine 'disinformation', The Blaze, Phil Shiver
5. Misinformation is a public health threat, warns US surgeon general, CNET, Carrie Mihalcik
6. Surgeon general issues warning over vaccine misinformation as White House turns up the heat on Facebook, CNN, Kaitlan Collins and Donie O'Sullivan
7. White House Is Working With Facebook To Flag 'Disinformation,' Psaki Says, Daily Caller, Mary Margaret Olohan
8. Biden Admin: We're 'Flagging Problematic Posts' For Social Media Platforms, Tracking Vaccine 'Misinformation', Daily Wire
9. Surgeon General Calls On Tech Platforms, Media Outlets To Take Greater Steps To Combat Covid-19 Misinformation; White House Singles Out Facebook To Do More, Deadline, Ted Johnson
10. Surgeon General Just Issued This New COVID Advisory About Misinformation, Eat This, Not That, Alek Korab
11. US Surgeon General warns that health misinformation is an 'urgent threat', Engadget, Karissa Bell
12. Biden Administration Pushes Social Media Companies to Combat COVID-19 'Misinformation', Epoch Times, Zachary Stieber
13. White House Brags About Colluding With Tech Oligarchs To Suppress Dissent, The Federalist, Jordan Davidson
14. Surgeon General Reveals He's Lost 10 Relatives To Covid As He Campaigns Against Vaccine Misinformation, Forbes, Jemima McEvoy *(full text below)*
15. White House, surgeon general 'flagging' Facebook posts for moderation, Psaki says, Fox Business, Audrey Conklin
16. Critics slam the White House after Psaki reveals it's consulting with Facebook to 'flag misinformation', Fox News, Lindsay Kornick
17. PSAKI: 'We're Flagging Problematic Posts for Facebook that Spread Disinformation', Hannity.com
18. The White House isn't letting Facebook off the hook for allowing misinformation to spread on its platforms, Insider, Allana Akhtar *(full text below)*
19. Psaki Admits Biden Admin Colluding With Big Tech to Flag 'Disinformation', Legal Insurrection
20. Surgeon General Blames Big Tech for Letting Covid Misinformation Run Rampant: This 'Poison' Poses an 'Imminent and Insidious Threat', Medialte, Leia Idliby
21. Surgeon General: Misinformation 'Urgent Threat to Public Health', Medscape, Lindsay Kalter

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22. Psaki: White House 'Flagging' COVID 'Disinformation' for Social Media Companies, National Review, Caroline Downey
23. Jen Psaki Just Escalated the Conservative War With Big Tech, National Review, Philip Klein
24. Surgeon General Declares War on COVID 'Misinformation', Newsmax, Jeffrey Rodack
25. White House 'flagging' posts for Facebook to censor over COVID 'misinformation', New York Post, Steven Nelson
26. The U.S. surgeon general calls Covid misinformation an 'urgent threat to public health.', New York Times, Sheryl Stolberg
27. The U.S. Surgeon General Is Calling COVID-19 Misinformation An 'Urgent Threat', NPR, Geoff Brumfiel
28. BREAKING: Biden admin 'flagging problematic posts', putting pressure on big tech to increase 'fact-checking' efforts, Post Millennial, Libby Emmons
29. WH's Psaki: "We're Flagging Problematic Posts For Facebook That Spread Disinformation", RealClearPolitics, Ian Schwartz
30. White House slams Facebook as conduit for COVID-19 misinformation, Reuters
    a. Reposted by AMNY
31. Surgeon general calls out platforms over COVID-19 misinformation, The Verge, Makena Kelly
32. The Admission of the Biden Administration The fact that they're flagging content for Facebook is causing a stir, Washington News Day, Jonathan Edwards
33. Surgeon General Vivek Murthy issues advisory on dangers of health misinformation amid rise in covid-19 cases, Washington Post, Felicia Sonmez and Cat Zakrzewski (*full text below)*

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PAYWALL

Surgeon General Reveals He's Lost 10 Relatives To Covid As He Campaigns Against Vaccine Misinformation, Forbes

DTOH

U.S. Surgeon General Dr. Vivek Murthy on Thursday made a personal appeal to the American public, revealing 10 of his family members have died of Covid-19, as he issued an urgent warning about the dangers of vaccine misinformation.

Murthy shared the personal anecdote during a White House press briefing held hours after releasing an advisory—the first under the Biden administration—addressing what he labeled an "urgent threat of health misinformation."
Having previously revealed he lost some relatives during the pandemic, Murthy told reporters on Thursday that 10 of his family members in both the U.S. and India have now died from the virus.

The top doctor highlighted that these family members would likely still be alive if they had had access to vaccines as data indicates nearly all Covid-19 deaths are now among the unvaccinated.
He then outlined the "insidious" threat of wrong or misleading information about the vaccines spreading online, which he deemed "one of the biggest obstacles that is preventing us from ending this pandemic."

KEY BACKGROUND

Murthy delved into these threats in the 22-page advisory released Thursday morning. The stark statement warned of the tangible impacts of misinformation, leading people to resist safety measures like mask wearing, turn down proven treatments and choose not to get vaccinated. "Simply put: health misinformation has cost us lives," Murthy said. The surgeon general in his notice called for an "all-of society approach" to combat the issue, urging social media companies to crack down on bad actors, individuals to share correct information with their friends and family offline, and health organizations to take a more proactive approach to stamping out false claims.

SURPRISING FACT

White House Press Secretary Jen Psaki said during the press conference that 65% of anti-vaccine misinformation

on social media platforms is coming from just 12 people. “All of them remain active on Facebook despite some being banned on other platforms, including ones that Facebook owns,” Psaki said. She did not publicly name the platforms and the White House did not immediately respond to a request for comment.

CRUCIAL QUOTE

“Surgeon general advisories are reserved for urgent public health threats,” Murthy said in the White House briefing room. “And while those threats have often been related to what we eat, drink and smoke, today, we live in a world where misinformation poses an imminent and insidious threat to our nation’s health.”

The White House isn't letting Facebook off the hook for allowing misinformation to spread on its platforms, Insider, Allana Akhtar

The White House wants Facebook to act quicker in removing posts containing vaccine misinformation.

White House press secretary Jen Psaki said Facebook takes too long to remove "violative posts" during a press briefing. Surgeon General Vivek Murthy said during the briefing that misinformation is slowing the pace of vaccinations in the US.

"Facebook needs to move more quickly to remove violative posts," Psaki said. "Posts that will be within their policies' removal often remain up for days. That's too long. The information spreads too quickly."

CNN reported meetings between the Biden administration and Facebook have been "tense" in recent weeks.

In a statement to Insider, Facebook said, "We've partnered with government experts, health authorities and researchers to take aggressive action against misinformation about COVID-19 and vaccines to protect public health."

The statement pointed to the more than 18 million pieces of COVID misinformation Facebook has removed, as well as "accounts that repeatedly break these rules, and connected more than 2 billion people to reliable information about COVID-19 and COVID vaccines across our apps."

The US missed Joe Biden's goal of giving adults at least one vaccine jab by July 4. Though vaccine hesitancy decreased since last year according to survey data, less than 60% of US adults were fully vaccinated as of July 15.

White House Chief of Staff Ron Klain recently said, "I've told Mark Zuckerberg directly that when we gather groups of people who are not vaccinated, and we ask them, 'Why aren't you vaccinated?' and they tell us things that are wrong, tell us things that are untrue, and we ask them where they've heard that. The most common answer is Facebook."

The White House estimates misinformation could have dire consequences: Anthony Fauci said the "disparity in the willingness to be vaccinated" could lead to a surge of the Delta variant in the US.

Facebook was not immediately available for comment.

Surgeon General Vivek Murthy issues advisory on dangers of health misinformation amid rise in covid-19 cases, Washington Post, Felicia Sonmez and Cat Zakrzewski

Surgeon General Vivek H. Murthy issued a warning against health misinformation Thursday, saying that falsehoods spreading quickly online have subjected large numbers of Americans to avoidable illness and death.

DTOH

In remarks at the White House, Murthy called on social media companies to step up their efforts on the issue, arguing that technology firms "have enabled misinformation to poison our information environment with little accountability to their users."

"They've allowed people to intentionally spread misinformation — what we call disinformation — to have extraordinary reach," Murthy said of tech companies. "They've designed product features such as 'like' buttons that reward us for sharing emotionally-charged content, not accurate content. And their algorithms tend to give us more of what we click on, pulling us deeper and deeper into a well of misinformation."

The surgeon general's advisory issued by Murthy comes amid a rise in covid-19 cases, as some Americans resist getting inoculated against the coronavirus despite the widespread availability of vaccinations in the United States.

In March, a coalition of 12 state attorneys general sent a letter to Facebook and Twitter, pressing them to do more to ensure that online falsehoods aren't undermining efforts to vaccinate the public against the coronavirus.

Connecticut Attorney General William Tong (D) and 11 other Democratic state attorneys general called on Facebook chief executive Mark Zuckerberg and Twitter CEO Jack Dorsey to "take immediate steps" to fully enforce their policies against vaccine misinformation.

The attorneys general said the companies have not cracked down hard enough on prominent anti-vaccine accounts that repeatedly violate the companies' terms of service.

They also said that falsehoods about the safety of coronavirus vaccines from a small pool of individuals has reached more than 59 million followers on Facebook, YouTube, Instagram and Twitter, citing data from the Center for Countering Digital Hate, which studies online misinformation and disinformation.

A Facebook spokesperson said at the time that the company has worked with health organizations to update its policies and had removed 2 million pieces of content containing coronavirus and vaccine misinformation since February from Facebook and Instagram.

Twitter said in March that it had removed more than 22,400 tweets for violating its policies against coronavirus misinformation since the beginning of the pandemic.

The advisory issued by Murthy on Thursday has a broad list of recommendations. It advises Americans to check whether a source is trustworthy before forwarding information. It also recommends that health and educational institutions work to improve information literacy, and it calls on media organizations not to give a platform to newsmakers who spread misinformation.

But the surgeon general's sharpest words were for tech companies, who he said must operate with greater transparency and accountability. Online misinformation, Murthy said, has led some Americans to resist wearing face masks, turn down medical treatments or choose not to get vaccinated against the coronavirus, factors that have "led to avoidable illnesses and death."

"Simply put, health misinformation has cost us lives," Murthy said.

At Thursday's briefing, Murthy announced that the Rockefeller Foundation has committed to spending $13.5 million to counter health misinformation.

He also revealed the toll the pandemic has taken on his own extended family.

"On a personal note, it's painful for me to know that nearly every death we are seeing now from covid-19 could have been prevented," Murthy told reporters. "I say that as someone who has lost 10 family members to covid-19 and who wishes each and every day that they had had the opportunity to get vaccinated."

D TOH

White House press secretary Jen Psaki said Thursday that a large amount of health misinformation is being spread by a relatively small group of individuals.

"There's about 12 people who are producing 65 percent of anti-vaccine misinformation on social media platforms," Psaki said. "All of them remain active on Facebook, despite some even being banned on other platforms, including … ones that Facebook owns."

--

PRESS BRIEFING NOTABLE QUOTES

Surgeon General (clip here): "What's different now, though, is the speed and scale at which health misinformation is spreading. Modern technology companies have enabled misinformation to poison our information environment with little accountability to their users. They've allowed people to intentionally spread misinformation, what we call disinformation, to have extraordinary reach. They've designed product features such as 'like buttons' that reward us for sharing emotionally charged content, not accurate content, and their algorithms tend to give us more of what we click on, pulling us deeper and deeper into a well of misinformation. Now we need an all of society approach to fight misinformation. And that's why this advisory that I issued today has recommendations for everyone."

Surgeon General (clip here): "And those of us who may have larger platforms, I think bear greater responsibility to to think about that. But the bottom line is all of us have an important role here to play, and technology companies have a particularly important role. We know that the dramatic increase in this field speed and scale of spread of misinformation has in part been enabled by these platforms. So that is why in the advisory today, we are asking them to step up. We know they have taken some steps to address misinformation, but much, much more has to be done. And we can't wait longer for them to take aggressive action because it's costing people their lives."

Psaki (clip here):"There are also proposed changes that we have made to social media platforms, including Facebook, and those specifically are four key steps. One that they measure and publicly share the impact of misinformation on their platform. Facebook should provide publicly and transparently data on the reach of Covid-19 vaccine, misinformation, not just engagement, but the reach of the misinformation and the audience that it's reaching that will help us ensure we're getting accurate information to people that should be provided not just to researchers, but to the public so that the public knows and understands what is accurate and inaccurate. Second, that we have recommended, proposed that they create a robust enforcement strategy that bridges their properties and provides transparency about the rules. So I think this was a question asked before. There's about 12 people who are producing 65 percent of anti- vaccine misinformation on social media platforms, all of them remain active on Facebook, despite some even being banned on other platforms, including Facebook, ones that Facebook owns. Third, it's important to take faster action against harmful posts. As you all know, information travels quite quickly on social media platforms. Sometimes it's not accurate and Facebook needs to move more quickly to remove harmful, violative posts. Posts that will be within their policies for removal often remain up for days. That's too long. The information spreads too quickly. Finally, we have proposed they promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the leverage to promote quality information. We have seen them effectively do this in their algorithm over low quality information, and they've chosen not to use it in this case. And that's certainly an area that would have an impact. So these are certainly the proposals. We engage with them regularly and they certainly understand what our asks are."

--

DTOH

[redacted]

DTOH

Exhibit 55

Internal Facebook email correspondence

Email response back to Surgeon General's office based on meeting today. Summary of meeting below for reference.

- ☐ [redacted]
- ☐ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]
- ☑ [redacted]

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Follow up e-mail to Eric/Kyla

Hi Eric and Kyla,

Thank you again for reaching out to us and providing more context to the ongoing discussions around the Surgeon General's recent announcement. We wanted to follow-up with you on a few questions you asked in the meeting focused on CrowdTangle, data on the online interventions, and Facebook's borderline content policies.

We also want to emphasize the team is very much interested in having better insight and more collaboration to understand the data used by your teams to analyze COVID-19 misinformation. For instance, we have heard several times that when the White House talks to people who are hesitant, they cite Facebook as the number one source for their information about the virus. We would like to better understand where this data comes from, so that we can work to understand this claim. We think that will better inform our collaboration going forward and ensure a shared understanding of what content is surfacing online and inform possible additional solutions going forward.

More information on CrowdTangle (CT):

- Can confirm no plans to wind down or change the ability for people to access CrowdTangle.
- A few months ago we moved management of CrowdTangle from the Partnerships team into our Central Integrity team, so that we can develop a more comprehensive strategy for how we build on all of the different transparency efforts across the company.
- This means reconciling differing approaches across other initiatives like our quarterly Community Standards Enforcement Report, the Ads Library, the Facebook Open Research and Transparency platform and our new Transparency Center.

Interventions that we mentioned, some of which specifically create friction in how people consume information:

- Here are some examples of interventions we have put in place during COVID-19:
  - WhatsApp forward limits cut highly forwarded messages by 70% (link)
  - WhatsApp Search the Web function within forwarded chats (link)
  - Facebook warning labels on fact checked content (link)
  - Establishing the Alliance for Advancing Health Online (link)
  - Informational labels on posts about COVID-19 vaccines and friction when someone goes to share these posts on Facebook and Instagram (link)

COVID Policies:

- We remove COVID-19 content that contributes to the risk of imminent physical harm including numerous false claims about the COVID-19 vaccine. Full list of claims is in our Help Center.
- We permanently ban Pages, Groups, and accounts that repeatedly break our rules on COVID misinformation.
- We also reduce the reach of Posts, Pages, Groups and accounts that share other false claims that do not violate our policies but may present misleading or sensationalized information about COVID-19 and vaccines. These policies are public and you can review them for yourself on our COVID Help Center under the header "Reducing the Distribution of Certain Other Vaccine Content and Removing Pages, Groups, and Instagram Accounts that Violate our COVID-19 and Vaccine Policies and are Dedicated to Discouraging Vaccination."

On behalf of the team,

[redacted]

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Summary of meeting for reference

****

Good afternoon everyone,

Following up here quickly after the meeting with staff from the Surgeon General's office earlier today (Friday, July 16th)

The Health and Executive Branch teams, including KX, met with officials from the Department of Health and Human Services (HHS)/Vivek Murphy's office to discuss the Surgeon General's advisory on COVID

misinformation. The HHS team was represented by Eric Waldo, the Director of Engagement for the US Surgeon General, and Kyla Fullenwider, who is assisting with HHS' efforts to address misinformation.

Eric Waldo kicked off the meeting saying that the Administration is concerned about misinformation generally and also made it clear that the Administration is indeed concerned that misinformation on FB's platforms is jeopardizing proactive COVID vaccination efforts. He noted that some progress by FB on curtailing misinformation has been made, but that our work has fallen short and his outreach is to encourage us to do more. Kyla said HHS wants to find that middle ground on interventions to address COVID misinformation that are both "doable and meaningful." HHS believes "the speed at which misinformation is spreading is unprecedented, and it is quantifiably having impacts on COVID response." HHS noted that addressing this is critical in the weeks and months ahead.

Discussion also focused on four main areas of concern for HHS: (1) enhanced measures to detect misinformation, evaluate its impact, and share this information publicly (2) improved strategy on transparency about misinformation, (3) quicker actions on harmful content, and (4) high-quality sources and information on COVID. In response to these concerns we said that we generally agree with these concerns and are doing our best to address all of them. For example, we explained that we made CrowdTangle available to select staff at the White House and Center for Disease Control to increase transparency and expand visibility within our platforms. We also explained that we have (A) invested considerable resources to improve our misinformation policies and enforcement actions, (B) limited the number of users a link can be sent to via messenger to stifle the ability to spread misinformation, (C) partnered with more than 80, third-party fact checkers to evaluate the veracity of information and then apply warning labels to content where warranted (D) substantially demoted borderline COVID information, even if it is not false in order to promote responsible actions to address the threat of COVID, (E) created a COVID Information Hub to make credible COVID information more widely available, and (F) partnered with the USG to create profile frames as part of a social norming process to spur people to get COVID vaccinations.

We had two main goals for this meeting. We asked the officials (1) for their data source or sources that lead them to believe that misinformation on our platforms is having a significant impact on their COVID response and that we are no doing a sufficient job addressing it, and (2) if they were willing to work more closely with us, specifically through our research team, to identify sources of misinformation, so that we can expeditiously remove such threats. The HHS officials said that they will come back to us with "next steps" that may include more coordination between us and HHS on misinformation.

We left the meeting with the impression that though they want us to do more to combat misinformation, they aren't sure how to encourage us to take down more problematic content. They see this as a black and white issue, but want to have more conversations with the White House team and other technology companies to inform their next steps. Although they recognize that we are diligently working on this issue and have demonstrated a willingness throughout the pandemic to work with them to address their concern, Eric Waldo said the White House will likely continue to bring up concerns about COVID misinformation on social media platforms. They finished the meeting thanking us for our work and said they would like to meet again soon to discuss the matter further. We owe them an update on our long-term plan for CrowdTangle use for COVID-19 misinformation, a link to our Community Standards explaining borderline COVID content policies, and any stats we can share about the effectiveness of our interventions (i.e., interstitials).

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Recap of Jen Psaki's public request to FB during the press conference for reference:

1. Measure and publicly share the impact of misinformation on our platform;
2. Create a robust enforcement strategy that bridges our properties and provides transparency about the rules;
3. Take faster action against harmful posts;
4. Promote quality information sources in the feed algorithm

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Short Bios

Eric Waldo
Director of Engagement for US Surgeon General, Dr. Vivek Murthy

- Executive Director of Michelle Obama's Reach Higher initiative for nearly 14 years. He helped inspire students in the U.S. to take charge of their future by completing a post-secondary education, whether at a professional training program, a community college, or a 2-year or 4-year college or university.
- Deputy Chief of Staff at the Department of Education (ED). He helped lead and manage ED through President Obama's historic investment of $100B in education funding via the Recovery Act.
- One of the first attorneys hired on the 2007-2008 Obama Campaign, and served Deputy Staff Counsel, providing legal guidance on a wide array of election protection and operational issues for the $750M Obama enterprise.
- J.D. from the University of Chicago Law School, an M.Ed. from Harvard University, and an A.B. from Brown University.
- Recent Article on Eric - A Goodby Q&A With Eric Waldo (Forbes)

Kyla Fullenwider

Fellow and Research Faculty, Data and Digital, Becker Center for Social Impact and Innovation, Georgetown University

- In her position at Georgetown University she has been working on two main projects: Public Data Integrity and Digital Census Project.

- She's also a Senior Fellow at the National Conference on Citizenship. She leads its Census portfolio of work focusing on" what local governments, journalists, leading digital platforms, and the public can do to prepare and participate in this crucial function of our democracy."
- She previously served as the first Chief Innovation Officer of the U.S. Census Bureau, the principal agency of the U.S. Statistical System and part of the Department of Commerce. Kyla also served as a White House Presidential Innovation Fellow.
- She has a BA from Harvard and MA from the Maryland Institute of College of Art.
- Her full-lenth bio can be found here.

External Attendees:

- Eric Waldo
- Kyla

Internal Attendees:

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]

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Exhibit 56

Internal texts between Mark Zuckerberg, Sheryl Sandberg, Nick Clegg, and Joel Kaplan

Subject: JK-NC-SS-MZ

Participants: Joel Kaplan whatsapp.net, Nick Clegg whatsapp.net, Sheryl Sandberg whatsapp.net

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 13:58:22; timestamp: [redacted]

Ugh on Biden today. Nick - I like your statement.

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:02:42; timestamp: [redacted]

The behavior of the WH over the last 24 hours has been highly cynical and dishonest. I am trying to speak to WH over the weekend - the team is in meeting with the surgeon general right now whose team has privately been telling us that weâ€™re doing a decent job. Infuriating

From Sheryl Sandberg .whatsapp.net; time: 07/16/2021 14:03:38; timestamp: [redacted]

We should consider doing things like speaking publicly about what they say. Happy to discuss.

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:11:17; timestamp: [redacted]

Yep - just working on that with [redacted] and team now

From: Sheryl Sandberg .whatsapp.net; time: 07/16/2021 14:17:37; timestamp: [redacted]

I would do the following:

- aggressive statement on what we have done (but ok not to put scapegoating in there on the record - but I love how strong our statement is on facts)

- whatever you can say about the surgeon general or others in the admin complementing us from â€œsources close to Facebook and the administrationâ€ or whatever is possible

- give them off the record the scapegoating point - obviously correct

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:27:23; timestamp: [redacted]

Yep - we canâ€™t be too definitive on second as the team says they havenâ€™t been that fulsome, but weâ€™re doing 1 and 2 and Iâ€™m writing to Surgeon General now highlighting that what theyâ€™re saying is untrue etc.

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 14:29:19; timestamp: [redacted]

And scapegoating off the record as well right?

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:33:40; timestamp: [redacted]

yes

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 14:34:11; timestamp: [redacted]

I want to be as aggressive as you can live with

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:46:42; timestamp: [redacted]

yes - we're doing all those things and more - it's a knife fight. We might ask you to call Ricchetti too - more later

From Mark Zuckerberg 07/16/2021 14:48:29; timestamp: [redacted]

Can we include that the WH put pressure on us to censor the lab leak theory?

From: Nick Clegg whatsapp.net; time: 07/16/2021 14:56:23; timestamp: [redacted]

I don't think they put specific pressure on that theory - it was always "do more" generic pressure - but let me check.

From: Joel Kaplan whatsapp.net; time: 07/16/2021 14:59:18; timestamp: [redacted]

Also, fwiw, I would really worry that suggesting we specifically â€œcensoredâ€ lab leak theory because WH asked us to would supercharge the current cycle among conservatives that we are â€œcollaboratingâ€ with government to censor speech.

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 15:02:45; timestamp: [redacted]

I think they are scapegoating us to cover their own missed vaccination rates and a virus they canâ€™t get control of through public policy is the best narrative

From: Mark Zuckerberg 07/16/2021 15:05:33; timestamp: [redacted]

That is certainly true as well.

From: Nick Clegg whatsapp.net; time: 07/16/2021 15:07:45; timestamp: [redacted]

yep and we're saying this right now to journos to insert in coverage - we'll then make judgement whether we should go on further attack on broadcast over the weekend, in part depending on the signals we get from the WH. The aim is to ensure they incur some cost/embarrassment for singling us out - they naturally think kicking us is cost free

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 15:34:52; timestamp: [redacted]

I think the embarrassment needs to be for trying to deflect blame from the real stuff to social media and us, not for singling us out.

Yes?

From: Nick Clegg whatsapp.net; time: 07/16/2021 15:43:28; timestamp: [redacted]

Yes - thatâ€™s what I meant - weâ€™re pointing to reports like this:

https://www.google.com/amp/s/www.latimes.com/california/story/2021-07-15/l-a-county-will-require-masks-indoors-amid-covid-19-surge%3f_amp=true

From: Nick Clegg whatsapp.net; time: 07/16/2021 15:44:56; timestamp: [redacted]

but of course reporters are being told by WH that they have long demanded more action from us - also true - so we'll have to push hard to be heard

From: Mark Zuckerberg 07/16/2021 16:15:15; timestamp: [redacted]

I just want to echo what Sheryl is saying that we should be very assertive about pushing back here.

From: Mark Zuckerberg 07/16/2021 16:16:03; timestamp: [redacted]

We have done so much to promote authoritative information and have been more effective than other platforms at combating misinformation. This is scapegoating at its worst.

From: Mark Zuckerberg 07/16/2021 16:16:40; timestamp: [redacted]

I also wonder if we should change our model of how we work with the WH on this.

From: Mark Zuckerberg 07/16/2021 16:17:19; timestamp: [redacted]

If they're more interested in criticizing us than actually solving the problems, then I'm not sure how it's helping the cause to engage with them further.

From: Nick Clegg whatsapp.net; time: 07/16/2021 16:40:20; timestamp: [redacted]

yes, agree if this is the way they want to play it we have little incentive to engage in good faith with them. Biden's folks have confirmed to us that his comments were unplanned - he was supposed to walk to the plane - but that's little consolation if he just blurted out what he really thinks. I'm not sure what more we could do to push back more aggressively right now - we issued a v strong statement within minutes, we're briefing hard re scapegoating etc - but tell me if you think we're missing something. We'll know within the next 24 hours whether the WH want to deescalate - tho much damage has already been done and either way we should reset how we interact with them after this.

From: Mark Zuckerberg 07/16/2021 16:43:25; timestamp: [redacted]

This was just completely out of line.

From: Mark Zuckerberg 07/16/2021 16:44:12; timestamp: [redacted]

And I don't believe that this wasn't coordinated. Psaki and the Surgeon General basically made the same point in a less inflammatory way earlier in the week.

From: Mark Zuckerberg 07/16/2021 16:44:29; timestamp: [redacted]

We definitely need to reset our working relationship with them.

From: Nick Clegg whatsapp.net; time: 07/16/2021 17:40:01; timestamp: [redacted]

https://twitter.com/dylanbyers/status/1416180642732199937?s=21

From: Nick Clegg whatsapp.net; time: 07/16/2021 17:41:01; timestamp: [redacted]

we'll prob use this stat from our Covid survey too:

â€œAccording to data from Carnegie Mellon University, 85-percent of Facebook users are not hesitant to get the COVID-19 vaccine. They want it. President Bidenâ€™s stated goal is for 70-percent of Americans to be vaccinated; hesitancy on Facebook is not the blocker.â€

From: Nick Clegg whatsapp.net; time: 07/16/2021 17:41:47; timestamp: [redacted]

I'm turning in now - it's almost 2 am in London - [redacted] and [redacted] on point if you need anything over the next few hours on this

From: Sheryl Sandberg whatsapp.net; time: 07/16/2021 18:13:40; timestamp: [redacted]

Nicely done on this

From: Sheryl Sandberg .whatsapp.net; time: 07/16/2021 18:52:41; timestamp: [redacted]

And another thought. Did Trump say things this irresponsible? If Trump blamed a private company not himself and his govt, everyone would have gone nuts.

Exhibit 57

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]
CC: [redacted]
Sent: 7/16/2021 12:26:58 PM
Subject: Re: Push back on CCDH vaccine misinformation report

Agree [redacted] Planning on having Nick reach out directly to Murthy today on this front. Totally agree that we need shared truth on the scope of the problem or at least on the data being used to portray it. Will find time for this group to meet to chart how best to make these points directly to the White House and potentially publicly.

Get Outlook for iOS

From: [redacted] @fb.com>
Sent: Friday, July 16, 2021 3:02 PM
To: [redacted]
Cc: [redacted]
Subject: Re: Push back on CCDH vaccine misinformation report

Hear! Hear! [redacted]

To answer [redacted] question to me—I have not looked at some of this data like the CCDH, but we will do so and get back to you with a perspective and what more we think we can do in the short and longer term. I am also going to discuss with [redacted] to set aside other work and focus on this for H2. I will let you know if we move forward with that plan after I discuss it with her.

[redacted]

From: [redacted] @fb.com>
Date: Friday, July 16, 2021 at 11:58 AM
To: [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Cc: [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>, [redacted] @fb.com>
Subject: Re: Push back on CCDH vaccine misinformation report

Thanks all!

It seems like these data are now being used to guide major governmental policy decisions.

If they are misleading or incorrect, that can be damaging to (our and their shared) efforts to arrive at productive and substantive solutions, so I think critical we establish some shared understanding of truth. People also trust the USG to not put out information that is false or misleading and to have policy decisions be based on grounded data -- if USG is not doing so, this can result in worse

outcomes for the broader ecosystem of efforts here and be counterproductive to our shared goal of improving health.

For example, it seems like the WH thinks that if we just removed these 12 accounts, this would cause 65 percent of anti-vax misinformation to go away ("there's about 12 people who are producing 65 percent of anti- vaccine misinformation on social media platforms"). If this were true, I also would want us to do this and feel tremendous urgency that we had not -- including exerting policy pressure as they are doing -- but it unfortunately isn't that simple. I'm sure we can do better, and would love to discuss how, but it's much more nuanced -- and we have executed on many of the obvious things. (Understand that some of the accounts are still on our platform, but removing them won't have any appreciable impact on anti-vax misinfo, which I think is the actual substantive goal).

Similarly, Jen P also said that we've "chosen not to" do anything to promote quality information in News Feed, which is obviously completely false -- if this were true, I again would feel a lot of urgency, but the reality is we've been promoting this at a scale that has not been done before, and we and our many partners who have been working on this for the last 1.5 years have data showing it's working. I'd love to collaborate more on how to do this even better (as we are doing with Covid Community Corps and others), but that's a fundamentally different solution space than how they are framing things.

Is there some way we can make these points directly to WH, with our partners, and potentially more publicly?

Thanks,
[redacted]

HJ

From: [redacted]@fb.com>
Sent: Friday, July 16, 2021 10:58 AM
To: [redacted]@fb.com>; [redacted] <ccobb@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Push back on CCDH vaccine misinformation report

Adding in [redacted]here as well – we have a meeting in 3 mins on covid reputation work that we'll repurpose to talk about this too

---

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 1:34 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Push back on CCDH vaccine misinformation report

+ [redacted] and [redacted] too

From: [redacted]@fb.com>
Date: Friday, July 16, 2021 at 10:21 AM

To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Push back on CCDH vaccine misinformation report

Hi [redacted]

I lead our Misinfo Policy team and wanted to reach out to ask for your support, per a conversation between me, [redacted], and a couple of others this morning to prep for a meeting we have with the US Surgeon General's office this afternoon.

We're continuing to hear people who allege FB is contributing significantly to vaccine hesitancy cite Center for Countering Digital Hate (CCDH) reports, which have found 65% of anti-vaccine content on social media comes from 12 individuals. Comms has previously complied some clear pushback here, and just this week our Misinfo Policy team combed the CCDH reports again and identified a couple of additional areas we believe represent flawed reasoning and methodology.

We'd love to be able to push back more publicly on the report but before doing so were wondering if 1) you've also reviewed the reports and agree with our analysis below, and 2) there is other research/data you believe we should be sharing as part of our push back.

Please let me know if it would help to get on a call together, and thanks so much for any perspective you can provide. We don't need input by any particular deadline but would ideally be able to pull this together in the next week or two to inform our ongoing conversations with the US administration.

[redacted]

Misinfo Policy looked at the reports here and here and concluded:

(1) CCDH says there were 29 million "potential impressions" on misinfo content, based on 105 pieces of content they said violate our policies and multiplied by the number of followers those accounts have. This methodology disregards demotions we place on content (through predicted misinfo, actor penalties), the fact that if violating many of these posts were likely deleted, assumes everyone following these Pages or Groups saw every one of these pieces of content, which we know is unlikely, and that many of these posts may have had informative labels to educate the user.
(2) They say the Disinfo Dozen accounts for 73% of Facebook's anti-vax content. This is based, in part, on looking at links people shared on Facebook and Instagram to Disinfo Dozen owned webpages (not hosted on FB). They then want us to de-platform the Dozen based on this content (of course, we don't deplatform uses based on content they post off-platform). Moreover, even if we banned all FB/IG presences associated with the disinfo dozen, people would still be able to share these links to our platforms, as we don't believe it's appropriate (or feasible) for us to police content hosted off platform.

Exhibit 58

Email correspondence between Facebook, the White House, and Surgeon General Murthy

From: Nick Clegg </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: Murthy, Vivek (HHS/OASH)
CC: [redacted] Beckman, Adam (HHS/OASH); Waldo, Eric (HHS/OASH); [redacted]
Sent: 7/19/2021 10:34:04 AM
Subject: Re: Message from Nick Clegg

Hi Vivek

Thanks so much for getting back to me – really appreciate that.

Adding [redacted] and [redacted] here to liaise with your office to find a time asap which is convenient for you – I'm in Spain right now but hopefully time differences can be navigated so that we speak soon enough.

All best

Nick

From: "Murthy, Vivek (HHS/OASH)" <[redacted]@hhs.gov>
Date: Monday, July 19, 2021 at 3:29 PM
To: Nick Clegg <[redacted]@fb.com>
Cc: [redacted] <[redacted]@fb.com>, "Beckman, Adam (HHS/OASH)" <[redacted]@hhs.gov>, "Waldo, Eric (HHS/OASH)" <[redacted]@hhs.gov>
Subject: Re: Message from Nick Clegg

Hi Nick,

Thanks for reaching out and for sharing your concerns. I know the last few days have been challenging. I'd be happy to speak directly about how we move forward. Let me know the best way to schedule some time later this week and we'll make it happen.

Best wishes and will talk soon,
Vivek

--

Vivek Murthy
U.S. Surgeon General
Vice Admiral, U.S. Public Health Service

The information in this e-mail and its attachments are confidential, pre-decisional and deliberative. Contents may include sensitive information and are for official use only. If you are not the original intended recipient, please delete the content and notify the sender.

From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, July 16, 2021 5:43 PM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted] <[redacted]@fb.com>
Subject: Message from Nick Clegg

Dear Vivek,

Produced to HJC

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Reaching out after what has transpired over the past few days following the publication of the misinformation advisory, and culminating today in the President's remarks about us. I know our teams met today to better understand the scope of what the White House expects from us on misinformation going forward.

In our previous conversations I've appreciated the way you and your team have approached our engagement, and we have worked hard to meet the moment — we've dedicated enormous time and resources to fighting this pandemic and consider ourselves to be partners in fighting the same battle. Certainly we understand (and have understood for some time) that there is disagreement on some of the policies governing our approach and how they are being enforced – even as your team has acknowledged the unprecedented scale of our efforts to provide authoritative information to millions of Americans and to help them get vaccinated. But I thought the way we were singled out over the past few days has been both surprising and misleading, and I believe unproductive to our joint efforts too.

I would appreciate the opportunity to speak directly to discuss a path forward with you and how we can continue to work toward what I sincerely believe are shared goals.

Yours

Nick

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Exhibit 59

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8E98834A8DAB4AA28B1A5C9B98E6C555>
To: [redacted]
CC: [redacted]
BCC: [redacted]
Sent: 7/19/2021 6:56:27 AM
Subject: Re: Capturing the delta on covid misinformation

(moving [redacted] to bcc)

The source is here: https://fwiwnewsletter.substack.com/p/facebook-has-a-vaccine-misinfo-problem. Given it doesn't specify individual posts, it may be harder to do a full analysis with policy assessments and counter stats but let's see what we can try and pull.

I've started a table with what I think would be helpful if we can get it in this doc: https://docs.google.com/document/d/13ytU3wT2rMJnU97OGPyDS6ChGFxznXbw6jmBk_M5oBA/edit

[redacted] - do you think your team could do a first pass at what we can find and then we can try and track down the Top N/VPV numbers if we have individual posts?

From: [redacted]@fb.com>
Date: Monday, July 19, 2021 at 9:34 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

[redacted] mentioned press on Friday that reported on CT info like this—would be helpful if we can track down the source so that we can have the context. Adding Brandi too in case she has awareness.

From: [redacted]@fb.com>
Date: Monday, July 19, 2021 at 9:20 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

I'm not sure whether anyone else has flagged the table. I can't speak to its veracity, but it's a good place to begin a query. Can you grant access to the google doc linked to below?

From: [redacted]@fb.com>
Date: Monday, July 19, 2021 at 9:19 AM

To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

[redacted] I can have my misinfo team look at these pages if that would help. Let me know. I would note, though, that this chart has "ABC World News Tonight" as posting vaccine negative information...

From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 8:48 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

We should also pull the data for where (or if) they appeared in the top N as well - we should be able to do this from the WH reports.

Is the table above in a doc somewhere so we can start populating it?

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From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 8:05:31 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

Got it. Thanks. This is the type of thing we're fighting—have we (or can we) look at each of the negative posts to see if they either violate, or would be caught in the delta that we are working on identifying for what the WH would want removed (vs what we do remove)?

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From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 7:45:09 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

I should clarify that this is circulating ON FB not internally. I came across the list this weekend on a friend's post, but I'm not sure where it originated.

Get Outlook for iOS

From: [redacted]@fb.com>

Sent: Monday, July 19, 2021 7:36:28 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

Thanks [redacted]–do we know who is circulating this? Was it provided by an external source or did we generate it? Sounds like it's known about outside of the company.

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 6:53:53 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

There's a purported CT list floating around FB that fits the description (see below). I haven't seen the actual Crowd Tangle list.

Top Performing Facebook Posts About COVI

Rank	Facebook Page	Total Interactions
1.	Candace Owens	381,145
2.	ABC World News Tonight	342,149
3.	Hugh Jackman	265,699
4.	The Hodgetwins	198,189
5.	Candace Owens	182,733
6.	Graham Allen	132,600
7.	Candace Owens	127,990
8.	Ben Shapiro	117,260
9.	Joe Biden	116,799
10.	Kamala Harris	88,008
11.	Graham Allen	85,277
12.	Dan Bongino	81,988
13.	Tucker Carlson Tonight	81,307
14.	Turning Point USA	75,795
15.	Ben Shapiro	75,447

SOURCE: Cr

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 6:24:13 AM
To: [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

From an exchange yesterday—Nick is hoping we can chase down a top ten list where 7 out of top ten most popular posts were anti-vax, and the top was a Candace Owens post about how the Govt is hiding data about vaccine deaths. Seems like this could have come from CT? Could we check into whether this matches what's being described?

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From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 2:32:14 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

The thread split so am coping [redacted] response below, but we've pulled this into a doc here: https://docs.google.com/document/d/13ytU3wT2rMJnU97OGPyDS6ChGFxznXbw6jmBk_M5oBA/edit

I've not actually heard specific criticisms on your #2 below [redacted] (fact checked content) so I've lumped them into two buckets: 1) content on the platform in general (B2V and fact checked); 2) the disinfo dozen

I think we pulled some examples for Nick's podcast with Andy S that we could maybe add in here to demonstrate Nell's point as well about content we won't be comfortable removing – we could add that in to this doc here.

[redacted] let us know what other details we should pull for you. I've captured the DS and research work that is underway as well

[redacted] reply:

Adding Integrity PM [redacted] and DS [redacted] and UXR [redacted]

I think better understanding the deltas would be great! Have they (Rob or otherwise) explicitly told us what they think we should take down or downrank more and are not?

That would be a helpful starting place and I think if they haven't been specific here a good place to push them to get clearer understanding vs. grandstanding.

The public quotes I've seen are:
1) Removing the 12 accounts or other head contributors to problematic VPVs (but based on being misinformed about what impact that would have, I believe -- per Peter there is no way it's 65 pct of problematic VPVs).
2) Potentially blocking head domains of problematic VPVs (they haven't explicitly said this but could be an extension of (1)).
3) Making sure that top B2V content spreads slower / gets less distribution in general (and maybe gets removed?) perhaps via the top engaged vaccine post list in Crowdtangle or the top reached

posts we have been sharing with them for months.

We were going to quantify pct VPV impact of (1) and (2) as part of an Integrity DS exercise early next week, would be good to include the full list of things to evaluate including Nick's question here and also to your point have specific examples we can discuss at a policy level in addition to the VPV impact analysis.

I would also recommend expediting publicly sharing the top N reach data that we have already shared with WH since it's something they asked us to do as part of the advisory, and I think we all agree it better contextualizes the overall info ecosystem, e.g. top reach vax is majority credible and authoritative. Is this something we are considering doing?

[redacted]

From: [redacted]@fb.com>
Date: Saturday, July 17, 2021 at 11:08 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

Adding a few others. There are probably a couple of ways to define what they want removed that maybe we can detect (although the folks who have been talking to them should definitely better educated views): (1) all b2v content; (2) any fact-checked covid content (although there's a year of pre-vaccine content there that might be crazy but wouldn't directly relate to vaccine hesitancy); (3) any content containing a link associated with the off platform sites run by anti vaxx groups/people.

The Surgeon General's report defines covid misinformation to include people posting truthfully about experiencing rare side effects, which we obviously strongly disagree with. I don't know if we'd have any ability to detect that content, but it's an important thing for us to be aware of.

From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 7:57 AM
To: [redacted]
Cc: [redacted]
Subject: Capturing the delta on covid misinformation

Nick asked this morning if we could run an exercise to determine the content that the White House would want us to remove vs what we are currently removing, so that we can demonstrate that we are in fact removing a sizable proportion of content and that the remaining delta is not content that the general public would be comfortable with us removing.

First thought is to capture the content that's being posted by the disinfo dozen (since that's a specific point of contention that's been raised) and then also to look at crowdtangle for the content that's highest performing. Is this the right group to kick off this exercise? And there may be a better way of looking at what the delta actually is…welcome thoughts on that front.

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From: Nick Clegg </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGGE6E>
To: [redacted]
Sent: 7/19/2021 4:20:07 AM
Subject: Re: Capturing the delta on covid misinformation

Is this a list we have drawn from CT, or we have provided to WH? Or publicly available?

We seem to be stuck - again - on the engagement vs views issue…

N

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 12:15:14 PM
To: [redacted]fb.com>; [redacted]@fb.com>
Subject: Fwd: Capturing the delta on covid misinformation

Nick—see below from [redacted] I'm supposed to be talking to Rob today but wanted to see if we could identify this without asking first—

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From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 6:53:53 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

There's a purported CT list floating around FB that fits the description (see below). I haven't seen the actual Crowd Tangle list.

Top Performing Facebook Posts About COVID Vaccines, 30 Days

Rank	Facebook Page	Total Interactions	Positive / Negative
1.	Candace Owens	381,145	Negative
2.	ABC World News Tonight	342,149	Negative
3.	Hugh Jackman	265,699	Positive
4.	The Hodgetwins	198,189	Negative
5.	Candace Owens	182,733	Negative
6.	Graham Allen	132,600	Negative
7.	Candace Owens	127,990	Negative
8.	Ben Shapiro	117,260	Negative
9.	Joe Biden	116,799	Positive
10.	Kamala Harris	88,008	Positive
11.	Graham Allen	85,277	Negative
12.	Dan Bongino	81,988	Negative
13.	Tucker Carlson Tonight	81,307	Negative
14.	Turning Point USA	75,795	Negative
15.	Ben Shapiro	75,447	Neutral

SOURCE: CrowdTangle, Data from 6/14 - 7/14

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From: [redacted]@fb.com>
Sent: Monday, July 19, 2021 6:24:13 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

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From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 2:32:14 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

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I think we pulled some examples for Nick's podcast with Andy S that we could maybe add in here to demonstrate Nell's point as well about content we won't be comfortable removing – we could add that in to this doc here.

[redacted] – let us know what other details we should pull for you. I've captured the DS and research work that is underway as well

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Adding Integrity PM [redacted] and DS [redacted] and UXR [redacted]

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2) Potentially blocking head domains of problematic VPVs (they haven't explicitly said this but could be an extension of (1)).
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gets removed?) perhaps via the top engaged vaccine post list in Crowdtangle or the top reached posts we have been sharing with them for months.

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I would also recommend expediting publicly sharing the top N reach data that we have already shared with WH since it's something they asked us to do as part of the advisory, and I think we all agree it better contextualizes the overall info ecosystem, e.g. top reach vax is majority credible and authoritative. Is this something we are considering doing?

[redacted]

From: [redacted]@fb.com>
Date: Saturday, July 17, 2021 at 11:08 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Capturing the delta on covid misinformation

Adding a few others. There are probably a couple of ways to define what they want removed that maybe we can detect (although the folks who have been talking to them should definitely better educated views): (1) all b2v content; (2) any fact-checked covid content (although there's a year of pre-vaccine content there that might be crazy but wouldn't directly relate to vaccine hesitancy); (3) any content containing a link associated with the off platform sites run by anti vaxx groups/people.

The Surgeon General's report defines covid misinformation to include people posting truthfully about experiencing rare side effects, which we obviously strongly disagree with. I don't know if we'd have any ability to detect that content, but it's an important thing for us to be aware of.

From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 7:57 AM
To: [redacted]
Cc: [redacted]
Subject: Capturing the delta on covid misinformation

Nick asked this morning if we could run an exercise to determine the content that the White House would want us to remove vs what we are currently removing, so that we can demonstrate that we are in fact removing a sizable proportion of content and that the remaining delta is not content that the general public would be comfortable with us removing.

First thought is to capture the content that's being posted by the disinfo dozen (since that's a specific point of contention that's been raised) and then also to look at crowdtangle for the content that's highest performing. Is this the right group to kick off this exercise? And there may be a better way of looking at what the delta actually is…welcome thoughts on that front.

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Exhibit 60

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted] Flaherty, Rob R. EOP/WHO; Dunn, Anita B. EOP/WHO
Sent: 7/17/2021 3:23:47 PM
Subject: Re: hoping to connect

Thanks [redacted] Hi Anita and Rob — definitely agree and look forward to connecting.

Sending a post that went live this afternoon with information that I know we've discussed in the past. We had a conversation with the Surgeon General's office yesterday to discuss the advisory In more detail and hope to continue to work to address concerns.

Along with [redacted]—I am really hoping to close the gap in terms of what's playing out publicly and what we might be able to accomplish working together.

Rob—I'm around anytime for a conversation.

https://about.fb.com/news/2021/07/support-for-covid-19-vaccines-is-high-on-facebook-and-growing/

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From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 6:14 PM
To: Flaherty, Rob R. EOP/WHO; Dunn, Anita B. EOP/WHO; [redacted]
Subject: RE: hoping to connect

Thanks Anita, and thanks Rob. I appreciate the willingness to discuss. We'd love to find a way to get things back to a productive conversation. Adding in [redacted] to help us here – obviously Rob and [redacted] have a tight working relationship already.

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Sent: Saturday, July 17, 2021 3:06 PM
To: Dunn, Anita B. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: hoping to connect

Hi [redacted] Happy to connect.

Sent from my iPhone

On Jul 17, 2021, at 5:56 PM, Dunn, Anita B. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi, [redacted] and thanks for reaching out. I'm adding Rob Flaherty, our Office of Digital Services Director, to this chain as well because he has been following your platform (and others) closely when it comes to flow of information and misinformation.

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Perhaps it makes sense to schedule a conversation?
Anita

From: [redacted]@fb.com>
Sent: Saturday, July 17, 2021 5:52 PM
To: Dunn, Anita B. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] hoping to connect

Hi Anita - hope you are well,

Would love to connect with you on the President's comments on Covid minsinfo and our work there. Really could use your advice and counsel on how we get back to a good place here.

While there's always been a disagreement on where the lines should be on minsinfo generally, we have genuinely tried to work with the administration in good faith to address the gaps and solve the problems. As I hope you know, we've been doing a significant amount of work to both fight the misinfo and fight the pandemic through authoritative information. Obviously, yesterday things were pretty heated, and I'd love to find a way to get back to pushing together on this - we are 100% on the same team here in fighting this and I could really use your advice.

Thanks,

[redacted]

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Exhibit 61

Internal Facebook text thread

Short Message Report

Conversations: 1	Participants: 3
Total Messages: 36	Date Range: 7/19/2021

Outline of Conversations

NODISPLAY • 36 messages on 7/19/2021 • [redacted] <[redacted]@s.whatsapp.net> • Nick Clegg <[redacted]@s.whatsapp.net>

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Messages in chronological order (times are shown in GMT +00:00)

NODISPLAY

[redacted] <[redacted]> 7/19/2021, 11:15 AM
yeah one point in this that I hope lands for you is this: ' Facebook's PR strategy, arguing that historically, Facebook will trot out statistics and "emphasize the denominator to obscure the numerator, and vice versa when it's more advantageous.'

[redacted] <[redacted]> 7/19/2021, 11:15 AM
I haven't got through to the team well enough

[redacted] <[redacted]> 7/19/2021, 11:15 AM
if we just focus on bottom of the funnel here I think we'll do better

[redacted] <[redacted]> 7/19/2021, 11:16 AM
Vaccine hesitancy rate in this case

[redacted] 7/19/2021, 11:16 AM
I feel the team pushes us to release numbers they think sound good but then get directly undermined and we're scrambling

[redacted] <[redacted]> 7/19/2021, 11:18 AM
I think this article makes that point well (i.e. the thing about the denominator not mattering as we think it does)

Nick Clegg <[redacted]> 7/19/2021, 11:45 AM
Yea fair point - and then of course we're v stuck on the engagement vs views issue (the WH advisor I've been dealing with is totally focused on top 10 Crowdtangle Covid posts)

[redacted] <[redacted]> 7/19/2021, 2:11 PM
That's not the issue there

[redacted] <[redacted]> 7/19/2021, 2:11 PM
The issue there is above all

[redacted] <[redacted]> 7/19/2021, 2:12 PM
Page posts are a tiny sub set of all posts

[redacted] <[redacted]> 7/19/2021, 2:12 PM
Page link posts are a tiny subset of page posts

[redacted] <[redacted]> 7/19/2021, 2:12 PM
It's a gerrymandered list even within Crowdtangle

Nick Clegg <[redacted]> 7/19/2021, 3:37 PM
Sure - but no one/no one understands that outside MPK, most especially the political WH staff. And all they can go on is the way it is presented to them by Crowdtangle - we can hardly blame non experts from reacting to data which is presented to them in a partial manner.

Nick Clegg <[redacted]> 7/19/2021, 3:38 PM
The Surgeon General has just sent me a conciliatory reply - I will be meeting him later this week - so I'll work with you to ensure the data context/explanation is provided to him in the clearest terms possible.

[redacted] <[redacted]> 7/19/2021, 3:53 PM
it actually isn't how it's presented in crowdtangle. Selecting to just links is subselecting

[redacted] <[redacted]> 7/19/2021, 3:53 PM
I agree with the rest of your point on the just pages bit

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[redacted] <[redacted]> 7/19/2021, 4:04 PM
cool thank you please do I can help

Nick Clegg <[redacted]> 7/19/2021, 4:30 PM
I am about to leave for [redacted] you ok if I ask the team ([redacted]) to pick your brains on best way to explain this in language Surgeon General will understand? Or who on the data team is as good as you in being able to join the dots?

[redacted] <[redacted]> 7/19/2021, 4:30 PM
yes for sure

[redacted] <[redacted]> 7/19/2021, 4:30 PM
and I'll help with [redacted] for small group safe flight

Nick Clegg <[redacted]> 7/19/2021, 4:31 PM
I have another hour - never seen [redacted] so quiet...

[redacted] <[redacted]> 7/19/2021, 4:31 PM
😮

[redacted] <[redacted]> 7/19/2021, 4:31 PM
my dad said that he thinks everyone just died of covid and we weren't told because everywhere is so empty

[redacted] <[redacted]> 7/19/2021, 4:31 PM
I think everyone went to the coast

Nick Clegg <[redacted]> 7/19/2021, 4:37 PM
😂

Nick Clegg <[redacted]> 7/19/2021, 4:58 PM
The Biden walkback of his earlier comments is significant - and v deliberate - I think the way he hit back this weekend had a real effect

[redacted] <[redacted]> 7/19/2021, 5:02 PM
I will raise a glass of champagne in toast when my day finishes tonight

[redacted] <[redacted]> 7/19/2021, 5:02 PM
I'm really having fun working with you and the team on this stuff. It matters and is interesting

Nick Clegg <[redacted]> 7/19/2021, 5:16 PM
likewise! Have been pinging with [redacted] by [redacted]re the significance of the WH olive branch - it's not every day that a politician backs off from colourful rhetoric!

[redacted] <[redacted]t> 7/19/2021, 6:02 PM
[redacted]

Nick Clegg <[redacted]> 7/19/2021, 6:03 PM
[redacted]

[redacted] <[redacted]> 7/19/2021, 6:04 PM
no stress ok cool then you don't

[redacted] <[redacted]> 7/19/2021, 6:04 PM
safe flight

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[redacted] <[redacted]> 7/19/2021, 6:17 PM

round praise of the strategy, the tone and the push back

[redacted] <[redacted]> 7/19/2021, 6:17 PM

was the content

[redacted] <[redacted]> 7/19/2021, 6:17 PM

[redacted]

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Exhibit 62

Internal Facebook text thread

Short Message Report

Conversations: 1	Participants: 22
Total Messages: 11	Date Range: 7/19/2021

Outline of Conversations

Team Clegg • 11 messages on 7/19/2021 • [redacted]

Nick Clegg

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Messages in chronological order (times are shown in GMT +00:00)

Team Clegg

Nick Clegg <[redacted]> 7/19/2021, 5:42 PM

team - apols, we haven't had the chance to speak but as I'm sure you've guessed I've spent the last several days pretty well non stop on this Covid/Biden furore, including tel calls with Andy Slavitt et al till 3 am on several occasions. As you'll have seen - and after many calls with MZ/SS - we took a pretty aggressive stance in response to what the WH/Biden said about our covid misinfo efforts. Today both Biden and the Surgeon General have issued much more emollient statements - the latter also reaching out to me to meet asap - and I've asked [redacted] to propose some next steps to help reset the working relationship with teh WH. It's tricky as they want us to take down content which is by most measures annoying/alarming but not necessarily harm inducing misinfo, but we'll see.

[redacted]> 7/19/2021, 5:51 PM

Thanks for the update. We are starting to work on your brief for your meeting with SG Vivek Murthy and will make sure that aligns with the strategy Kevin, Brian and team are proposing.

Nick Clegg <[redacted]> 7/19/2021, 5:52 PM

thx - the key thing there will be to ensure that [redacted] et al work with [redacted] to disentangle the numerous crossed wires re what our data does/does not mean which has been the source of an immense amount of the trouble

[redacted] <[redacted]> 7/19/2021, 5:53 PM

Noted - will talk to them and work on that

[redacted] <[redacted]> 7/19/2021, 9:47 PM

An additional thing we could do to repair the relationship with the WH would be to share covid-related misinformation data with a trusted third party — e.g.: with Pew Research — and ask Pew to deliver the analysis to us and to the WH.

[redacted] <[redacted]> 7/19/2021, 9:50 PM

It seems that much of the issue with the WH is around trusting our own analyses — but if we could share relevant data with a trusted third party we could alleviate some of those concerns.
There are of course some risks involved — but I think this is a way to improve on our credibility and repair the relationship. (This is [redacted] by the way!)

[redacted] <[redacted]> 7/19/2021, 9:50 PM

We could do this with Pew — and have concrete results — within a month

[redacted] <[redacted]> 7/19/2021, 9:51 PM

If we started now

Nick Clegg <[redacted]> 7/19/2021, 9:59 PM

yea !

Nick Clegg <[redacted]> 7/19/2021, 10:01 PM

i've been digging into this with the data team all weekend - it's a bit harder than that becuase there simply isn't consensus on what misinfo is, so I've asked the team to do an initial piece of work scoping out what our coverage of misinfo is vs what we *think* the WH would like to see. Without an agreed definition, we can't identify the data...

[redacted]> 7/19/2021, 10:24 PM

Agree, that's indeed the crux of the problem. And this sounds like the right approach — getting clarity first on the scope of what is, and what should be, considered misinfo in this case.
Do let me know if I can help in any way down the line. This is such a complicated and important topic.

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Exhibit 63

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=6041D16D677D4937A6D5285C3C068563>
To: Nick Clegg
Sent: 7/21/2021 4:49:24 PM
Subject: Re: Covid misinfo: Delta assessment + Mitigations

Sounds good

From: Nick Clegg <[redacted]@fb.com>
Sent: Wednesday, July 21, 2021 2:13:45 PM
To: Sheryl Sandberg <[redacted]@fb.com>
Subject: Re: Covid misinfo: Delta assessment + Mitigations

Well, I'm pushing [redacted] et al to see what more data we can share with them which is a big ask from the WH – the problem is they disregard the "reach" data (vs engagement) that we already share with them, and they don't ask the same of other cos (YT et al) so I'm going to propose to Surgeon Gen on Fri that he asks for comparative data from all the cos not just us which should move things along on that front.

Re misinfo itself it's worth reading the email from [redacted] in detail – what the WH appears to want us to remove ranges from humor to totally non violating chatter about vaccines. I can't see Mark in a million years being comfortable with removing that – and I wouldn't recommend it.

We don't need to decide everything at once – we should wait to see what Surgeon Gen tells me on Fri before deciding how/whether we need to make any bigger moves.

[redacted]now tells me that she's sceptical that the "blackholing" of links actually works in practice – frustrating – so if you answer to the wider thread be aware that it's not yet clear whether it's workable.

N

From: Sheryl Sandberg <[redacted]@fb.com>
Date: Wednesday, July 21, 2021 at 11:01 PM
To: Nick Clegg <[redacted]@fb.com>
Subject: RE: Covid misinfo: Delta assessment + Mitigations

I am for this – should I reply to the broader thread?

And you sure we should not do more?

From: Nick Clegg <[redacted]@fb.com>
Sent: Wednesday, July 21, 2021 1:58 PM
To: Sheryl Sandberg <[redacted]@fb.com>
Subject: Re: Covid misinfo: Delta assessment + Mitigations

Possibly the highlighted bit – the team still needs to bottom out details – keen to know whether you and Mark would be supportive. N

From: Sheryl Sandberg <[redacted]@fb.com>
Date: Wednesday, July 21, 2021 at 10:47 PM
To: Nick Clegg <[redacted]@fb.com>
Subject: RE: Covid misinfo: Delta assessment + Mitigations

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Is there anything here we recommend changing?

From: Nick Clegg [redacted]@fb.com>
Sent: Wednesday, July 21, 2021 12:01 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Mark Zuckerberg [redacted]@fb.com>; Sheryl Sandberg [redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Covid misinfo: Delta assessment + Mitigations

Now with highlighted bit – last ping! N

From: Nick Clegg [redacted]@fb.com>
Date: Wednesday, July 21, 2021 at 8:54 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Mark Zuckerberg [redacted]@fb.com>, Sheryl Sandberg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Covid misinfo: Delta assessment + Mitigations

[redacted] apols

From: Nick Clegg [redacted]@fb.com>
Date: Wednesday, July 21, 2021 at 8:54 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Mark Zuckerberg [redacted]@fb.com>, Sheryl Sandberg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Covid misinfo: Delta assessment + Mitigations

Thx [redacted] – hugely helpful, am grateful for the rapid work by the team on this.

Adding Mark and Sheryl (and others for info): [redacted] and I are meeting the US Surgeon General on Friday for an initial "reset" conversation. I doubt we'll get into many of these specifics – that will likely follow – but having discussed with [redacted] and [redacted] I think we should let the team complete the policy work on the highlighted option below before we decide whether to pursue, but not reopen the other avenues (as per the team's recommendation). Do shout if you disagree.

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There is separate, ongoing work on publishing wider transparency reports incorporating the "top 100 posts" reports which we have provided in recent weeks to the WH.

N

From: [redacted]@fb.com>
Date: Wednesday, July 21, 2021 at 8:35 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Covid misinfo: Delta assessment + Mitigations

Nick,

TLDR: There is likely a significant gap between what the WH would like us to remove and what we are comfortable removing. There are some policy mitigations that could get the two parties closer, but Content Policy does not recommend pursuing them.

You asked for information about the delta between content that Facebook is removing and the White House wants us to remove and mitigation options. The White House rarely provides any specificity about what it wants removed, but it routinely complains to us about content identified in critical media reports. We've compiled specific criticisms and extrapolated from more general complaints below:

1. **Cross-platform disables**:
    a. Delta: The WH wants cross-platform disables. We only do cross-platform disables for child safety and dangerous organization violations.
    b. Mitigation (not recommended): We could remove all of a person's groups/pages/accounts once they have had a single group/page/account removed for covid misinfo violations. This would remove approximately 50 non-violating entities associated with the Disinfo Dozen, including many entities that have nothing to do with COVID or vaccines. We are continuing to research what other entities might be affected.
    c. Background:
        i. Jen Psaki said that if you're banned on one platform, you should be banned on all platforms. We do not and should not ban users from FB or IG because they've been banned by competitors. We assess FB pages and profiles and IG accounts based on the content they post and do not typically enforce against a non-violating page/profile/account if a connected entity is removed (we only enforce cross-platform on DOI and Child Safety violations). This practice has been a point of contention around the "Disinfo Dozen" because we have removed their violating entities (23 entities from 11 of the 12 people) but continued to allow their non-violating entities (53 entities - this set is under constant review and number changes often).
2. **Off-Platform Links**:
    a. Delta: The WH wants all links to the Disinfo Dozen's off-platform domains removed. We only remove links to off-platform content if the content violates child safety or dangerous organizations violations.
    b. Mitigation (not recommended): We could remove all posts from FB/IG if the posts contain a link to domains associated with covid misinfo violators, but it would likely remove significant amounts of benign content posted by regular users, such as their posts about person experiences or government criticism that also include a link to a website. Some of the off-FB/IG websites also have non-covid-related content, so we could be removing posts that are not about COVID and link to the websites for non-COVID reasons. It is unlikely that we have capacity to review individual off-platform links, so we would likely have to execute at a domain level.
    c. Background:
        i. To get to the claim that 65% of covid misinfo comes from the Disinfo Dozen, we assume the WH

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is complaining about non-violating content on FB that includes links to content off FB that would violate if posted on FB.

ii. We could blackhole links to any domain or sub-domain associated with pages, groups, or accounts removed for violating our covid misinfo policies. We are currently investigating the impact that this change would have, including both scope of removals and how much of the content would be benign. Given resource constraints, we do not think it is feasible to review all pages before removal.

iii. We are still collecting information on how much content this would remove and a rough estimate of what percentage of that content links to benign versus violating content.

1. **True information**:
   a. Delta: The Surgeon General wants us to remove true information about side effects if the user does not provide complete information about whether the side effect is rare and treatable. We do not recommend pursuing this practice.
   b. Mitigation (not recommended): We currently label all of this content and demote some of it. We could remove the content or increase the demotion strength.
   c. Background:
      i. The Surgeon General's report on misinformation defines misinformation as including: "An anecdote about someone experiencing a rare side effect after a routine surgery. The specific anecdote may be true but hide the fact that the side effect is very rare and treatable. By misinforming people about the benefits and risks of the surgery, the anecdote can be highly misleading and harmful to public health."
      ii. Experts have advised us that it's important to allow people to ask questions and allow open discussion of vaccine safety and efficacy to overcome vaccine hesitancy. For content that is presented in a sensational or shocking way or promotes vaccine refusal, we demote the content and apply a label with a link to accurate, authoritative information. We believe the information push partially combats the incomplete information while giving users space to express their views and share their personal experiences.

1. **Other Vaccine Hesitant Content**:
   a. Delta: The WH generally objects to content that appears in media criticism of our covid misinfo efforts. While we don't have specifics, we can extrapolate that they would like us to remove content that provides any negative information on or opinions about the vaccine without concluding that the benefits of the vaccine outweigh that information or opinion; humorous or satirical content that suggests the vaccine isn't safe
   b. Mitigation: Similar to true information, we recommend adhering to expert advice that we allow open discussion of vaccine safety and efficacy and do not recommend removing this content. We could consider increasing the demotion strength on content being demoted that is still breaking through into top posts.
   c. Background:
      i. We reviewed a recent report, titled Facebook has a vaccine misinfo problem, that concluded 12 of the top 15 vaccine-related posts on Facebook in a one-month period were "negative." We replicated the report's Crowdtangle search to review the content. None of the content or users relate to the "Disinfo Dozen." Of note, in order to maintain the narrative of FB's failure, our critics remove UNICEF content from their analysis because it effectively dominates covid content -- an accurate report on covid content from this Crowdtangle search would show that 5 of the top 15 posts were authoritative, pro-vaccine posts from UNICEF.
      ii. None of the content should have been removed. Five pieces of content labeled "negative" are being demoted for being vaccine hesitant. Six pieces of content labeled "negative" are non-violating -- one is an ABC News report; two are personal opinions opposing mask and vaccine mandates; and two are personal opinions about the speaker's decision not to get vaccinated. Four pieces of content are labeled "positive" or "neutral." There is a full content assessment below.

Detailed Assessment of Other Vaccine Hesitant Content:

1. The #2 ranked content is an ABC News report about side effects. It is deemed "negative."
   a. Delta assessment: We don't know whether the WH would propose that this reporting from network news should be removed for accurately reporting on side effects. We do not recommend doing so.

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1. Five pieces of content (ranking 1, 5, 7, 13, 14) were borderline content and were demoted and labeled, but the demotion strength did not remove them from the top 100 FB posts for the relevant time period. All received the label: "COVID-19 vaccines go through many tests for safety and effectiveness and are then monitored closely" with a link to FB's COVID-19 Information Center.
    a. Delta assessment (content assessment below): We suspect the WH believes this content should be removed. We demote and label this content because we find it irresponsible in its sensationalism and lack of context; however, it is a mix of true content and criticism of the government, both of which are appropriate to allow on platform.
    b. #1, 5, and 7 are from Candace Owens and suggest that the vaccine is experimental or has side effects, including death, and are critical of the government. #5 was also fact-checked by a 3PFC.
    c. #13 is from Tucker Carlson and offers sensationalized reporting on a true incident of a 12 year old suffering a rare side effect and and reporting on a study published in the *Journal of the American Medical Association (JAMA) Pediatrics* about the dangers of wearing masks to children. The content was posted the day after the JAMA study was published. JAMA retracted the study two weeks after publication.
    d. #15 is from Turning Point USA and suggests that the government has no authority to mandate taking an experimental vaccine.
1. Five pieces of content (ranking 4, 6, 8, 11, 12) were labeled negative.
    a. Delta assessment (content assessment below): The WH has previously indicated that it thinks humor should be removed if it is premised on the vaccine having side effects, so we expect it would similarly want to see humor about vaccine hesitancy removed. We don't have insight into whether the WH wants personal opinions about government mandates or explanations of personal choices not to get the vaccine removed. We believe there is a strong interest in protecting the expression of personal opinion and personal choice.
    b. #4 is a cartoon attempt at humor, suggesting that door-to-door vaccinators would be tied to trees.
    c. The other four pieces of content all offer personal opinions about mask or vaccine mandates or the decision to be vaccinated.
1. Four pieces of content (ranking 3, 9, 10, 15) were labeled positive or neutral.

Disinfo Dozen Status On Platform:

1. We have been aware of the Disinfo Dozen back in March. We took very aggressive actions based on them, and other entities we flagged, by expanding the amount of Misindo that we remove and by giving the "Worst of the Worst" entities 48 hours to remove all violating misinformation or otherwise they would be removed. As a result of that, we removed known anti-vaxxers such as RFK Jr.'s IG Account.
2. This resulted in behavior modification by these actors -- RFK stopped posting anti-vax content on his FB page, and some other members of the Disinfo Dozen also stopped posting violating content.
3. We have continued to monitor these accounts and have found the following:
    a. 91 entities are tied to the Disinfo Dozen (however, the majority of these entities do not share anti-vax content and some post infrequently or stopped posting altogether).
    b. 23 of those entities have been removed.
    c. We are confirming additional entities (approx. 15) that may be removed under our "Single Use Multiple Account" and Recidivism policies (we are aiming to have these results by EOD).
    d. 11 of the 12 Disinfo Dozen members have had one entity removed by us. The 12th posts mainly about internet censorship now. We are watching his profile closely.

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Exhibit 64

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8E98834A8DAB4AA28B1A5C9B98E6C555>
To: [redacted]
Sent: 7/23/2021 7:31:14 AM
Subject: FW: Surgeon General

- If we were to blackhole all 28 websites, that would remove approximately **500 million** pieces of content.
- If we were to blackhole only the 15 websites, that would remove approximately **252 million** pieces of content.
- If we were to blackhole only the 2 domains where >50% of the recent shares contain violating content (i.e., childrenshealthdefense.org and vaccines.mercola.com), **>66 million** pieces of content would be removed.

Are any of the 28 websites demoted (either RO or misinfo)
Are any of those website links in the Top N?

From: [redacted]@fb.com>
Date: Thursday, July 22, 2021 at 3:17 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: RE: Surgeon General

Thanks. I'm sharing this with Nick and the status on the label of the IG video. He's calling Andy shortly. Thank you!

From: [redacted]@fb.com>
Sent: Thursday, July 22, 2021 12:13 PM
To: [redacted]fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Surgeon General

All --

To follow-up on #2 below, we were able to evaluate the groups closer. Based on the evidence of the post showing an intent to evade enforcement, and the presence of strikes in the group, PLUS evidence that they have a back-up group ready to go if their larger group is removed, we are comfortable removing both groups.

[redacted]

From: [redacted]@fb.com>

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Sent: Thursday, July 22, 2021 2:37 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]<tcolbourne@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Surgeon General

[redacted]

On #2, we discovered this content in two groups. Both groups are using coded language to discuss COVID and vaccines. We don't have a policy prohibiting people from using coded language if their content otherwise does not violate our policies. One group had only 6 posts and no violations; the other had 3,600 posts and 2 violations. I am asking PREsc to continue reviewing those groups to make sure there are no violations. **We could amend our Help Center to prohibit Groups and Pages from using coded language to discuss COVID and vaccines if there is evidence that they intend to avoid detection (we believe there is such evidence here -- see post below where they are teaching members how to use code words).**

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On #3, we reviewed 28 websites linked to the "Disinfo Dozen" and found that 15 prominently feature content that would violate our COVID/vaccine misinfo policies, or would be borderline vaccine discouraging, if they were on our platform.

Of those 15, >50% of the recent shares of 2 of those domains would violate our policies if on platform; 25-50% of the recent shares of 6 of those domains would violate our policies; and <25% of the recent share of 7 of those domains would violate our policies.

- If we were to blackhole all 28 websites, that would remove approximately **500 million** pieces of content.
- If we were to blackhole only the 15 websites, that would remove approximately **252 million** pieces of content.
- If we were to backhole only the 2 domains where >50% of the recent shares contain violating content (i.e., childrenshealthdefense.org and vaccines.mercola.com), **>66 million** pieces of content would be removed.

From: [redacted]@fb.com>
Sent: Thursday, July 22, 2021 1:58 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: RE: Surgeon General

Nick is pinging about this. Looks like the content in #1 still isn't labeled. Can we get the label applied, content demoted, and tell him what he can say about why the label/demotion didn't happen in the ordinary course? [redacted] it looks in the case like it's assigned to someone off-duty in Dublin. Can someone take the enforcement action?

From: [redacted]@fb.com>
Sent: Thursday, July 22, 2021 8:21 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Surgeon General

Just confirmed with [redacted] that (1) below is Tier 2 Borderline Vaccine content and should be labeled and demoted. I'll comment in the Case [redacted] started.

Will also ask [redacted] to look into (2).

From: [redacted]@fb.com>
Date: Thursday, July 22, 2021 at 8:19 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]

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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Surgeon General

fyi I sent the first IG link to [redacted] a bit earlier. Being looked at in C#1001299.

From: [redacted]@fb.com>
Sent: Thursday, July 22, 2021 7:59 AM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: FW: Surgeon General

On the do-outs from Nick's email below:

1. https://www.instagram.com/p/CRbw8NEsOc6/?utm_medium=share_sheet Grateful if someone could explain why this wasn't labeled?
   - I think this should be labeled per policy but can policy [redacted] confirm? And then product [redacted] can follow up on why it didn't happen and add the label?
2. He also shared this which I think rather proves our point – are we supposed to remove "gibberish"? - but grateful for views since I'd like to get back to Andy on it (he claims he is trying to be helpful by passing on our POV to the Surgeon General before the Fri meeting): https://twitter.com/oneunderscore__/status/1418016654580199427?s=10
   - I can't imagine we can find this stuff at scale, but is it possible to find this specific group so that we can review the content? And then maybe fan out via admins? One of the posts indicates that they consider themselves part of the disinfo dozen. I'm not sure who should own this – is there an ops partner running these reviews or is this product?
3. Sheryl is keen that we continue to explore some moves that we can make to show that we are trying to be responsive to the WH. [redacted] – I have explained to her that you think the blackholing idea doesn't work after all.
   - I think we can go back to Nick in a matter of hours with more details on blackholing. We're trying to figure out if we can scope it to minimize removing benign content, but it's not promising. [redacted] and [redacted] are running that review.

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From: Nick Clegg <nclegg@fb.com>
Sent: Thursday, July 22, 2021 12:20 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Surgeon General

[redacted] + smaller group

A few follow ups to our prep call yesterday plse following various threads:

1. I think [redacted] and I should primarily be in listening mode at the outset of the meeting with the SG not diving immediately into a back and forth on whose data is better, as per [redacted] suggestion: "Look, we thought we were working well with you. Clearly, you believe something different. We hear you that you believe we are not doing enough. We'd love to better understand – specifically – where you think we are falling down, what specific types of misinfo we are missing (and the more specific examples they can give us the better we can go take it on), and we are here to listen, so we can move forward productively". (I will probably also add a sharper tone to the way they have chosen to single us out over the last week!)

   By way of context, this is Andy Slavitt's overnight advice on how to understand where the WH is coming

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from:

"Their logic trail that you should try to connect to is:

-people deciding not to get vaccinated
-what portion is due to misinfo?
-what portion of them get that on FB?

Millions of persuadable people getting bad info. All the good info seen by vaccinated people— not relevant. Other countries— not relevant.

So they want to know how much misinfo is being seen by people. Until they can answer that they will be frustrated.

Making a pledge to reduce the amount of misinfo unvaccinated people is all they care about.

Whether you think this is the right approach or no, this is a reasonable way to look at things"

2. Andy S has also provided this as an eg of unlabeled content which he says is doing the rounds and is being cited by a clinic in LA as one of the reasons why many people are not getting their second jab:

   https://www.instagram.com/p/CRbw8NEsOc6/?utm_medium=share_sheet

   Grateful if someone could explain why this wasn't labeled?

   He also shared this which I think rather proves our point – are we supposed to remove "gibberish"? - but grateful for views since I'd like to get back to Andy on it (he claims he is trying to be helpful by passing on our POV to the Surgeon General before the Fri meeting):

   https://twitter.com/oneunderscore__/status/1418016654580199427?s=10

3. Sheryl is keen that we continue to explore some moves that we can make to show that we are trying to be responsive to the WH. Monika – I have explained to her that you think the blackholing idea doesn't work after all.

   We should take stock after the Fri meeting, but my sense is that our current course – in effect explaining ourselves more fully, but not shifting on where we draw the lines or on the data we provide (subject to the agreement last night that we'd offer up VPVs of content we've removed but only if demanded from other platforms on the same basis) is a recipe for protracted and increasing acrimony with the WH as the vaccine roll out continues to stutter through the Fall and the Winter. Given the bigger fish we have to fry with the Administration – data flows etc – that doesn't seem a great place for us to be, so grateful for any further creative thinking on how we can be responsive to their concerns.

THx

N

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Exhibit 65

Internal Facebook text thread

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8E98834A8DAB4AA28B1A5C9B98E6C555>
To: [redacted]
Sent: 7/23/2021 2:00:43 PM
Subject: Message summary [{"otherUserFbId":null,"threadFbId":4183011125113768}]
Attachments: sticker.png

[redacted] (7/23/2021 07:16:58 PDT):
>hello friends. i just caught up quickly with [redacted] and he had one question on the domains following your note yesterday [redacted]. Do we have any information on how many of the domains are being demoted by things like RO or other policies?

[redacted] (7/23/2021 07:20:03 PDT):
>If we haven't already gotten it, I think it'll be [redacted] team that has that info.

[redacted] (7/23/2021 07:20:18 PDT):
>[redacted], do you know if it's in the big chart?

[redacted] (7/23/2021 07:20:30 PDT):
>I am looking at the big chart right now and am not seeing it

[redacted] (7/23/2021 07:20:32 PDT):
>Big chart being a technical term.

[redacted] (7/23/2021 07:20:40 PDT):
>Let me ask [redacted], who's been working on it

[redacted] (7/23/2021 07:21:27 PDT):
>thank you - let us know however we can help if we need to ask for it

[redacted] (7/23/2021 07:23:11 PDT):
[redacted] said we don't have this data but that he will work on getting it

[redacted] (7/23/2021 07:24:51 PDT):
>Maybe [redacted] could help with this? It's not our data so a little odd for [redacted] to be going thru us. I'm kinda confused.

[redacted] (7/23/2021 07:25:17 PDT):
>I think [redacted] is going to reach out to [redacted]

[redacted] (7/23/2021 07:25:31 PDT):

shared: sticker.png

[redacted] (7/23/2021 07:25:49 PDT):
>Intrigued!

[redacted] (7/23/2021 07:26:00 PDT):
>Oh hi [redacted]!

[redacted] (7/23/2021 07:26:26 PDT):
>he wasn't going through us - he and i were just chatting before the SG meeting and he raised it and i wanted to check it hadn't already been pulled

[redacted] (7/23/2021 07:26:48 PDT):
>so was just me checking and clarifying that it was his idea

[redacted] (7/23/2021 07:27:02 PDT):
>So this is tracking the disinfo dozen's off-platform domains on platform?

[redacted] (7/23/2021 07:27:41 PDT):
>yes - call me if easier to just chat through?

[redacted] (7/23/2021 10:02:07 PDT):
>From [redacted] (which I am sure others have seen):

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>- There are 3 domains associated with the Disinfo Dozen that are currently in Misinfo RO status and receiving reduced distribution
>- Mercola[.com] - 75% demotion, expires 10/2
>- Childrenshealthdefense[.org] - 50% demotion, expires 10/17
>- Greenmedinfo[.com] - 60% demotion, expires 10/6

[redacted] (7/23/2021 10:04:06 PDT):
>Thank you [redacted]. Have passed this onto guy but can we put in the big chart too?

[redacted] (7/23/2021 10:11:40 PDT):
>Defense leads or WH/SG covid Response XFN [Canonical]?

[redacted] (7/23/2021 10:14:45 PDT):
>big chart! table/canonical thing. not chat. sorr

[redacted] (7/23/2021 12:28:42 PDT):
>hi pals me again. [redacted] asked if we could include the actions that we took against the DD this week in the note back to the SG - would someone be able to give me those?

[redacted] (7/23/2021 12:29:03 PDT):
>here's the draft note: https://docs.google.com/document/d/1GuSdoAmW3xhm6HU5u_JKxhbG1trZ-sjkY81KL5hASb8/edit

[redacted] (7/23/2021 12:29:26 PDT):
>I'm about to hop onto an external call for the next hour but can pull after that if not too late.

[redacted] (7/23/2021 12:30:02 PDT):
>I can get [redacted] and [redacted] working on pulling this together

[redacted] (7/23/2021 12:30:08 PDT):
>Is it net-new enforcement this week or a summary of hte enforcement?

[redacted] (7/23/2021 12:30:09 PDT):
>thank you so much

[redacted] (7/23/2021 12:30:14 PDT):
>net new from this week

[redacted] (7/23/2021 12:31:06 PDT):
>Let me know if I can help them, [redacted]

[redacted] (7/23/2021 12:31:28 PDT):
>Ok, I will have them reach out to you

[redacted] (7/23/2021 12:32:00 PDT):
>if it's possible to get in the next hour that would be great - [redacted] wanted to ship the note before ~2pm PT

[redacted] (7/23/2021 13:04:23 PDT):
>We're working on getting that right now

[redacted] (7/23/2021 13:35:28 PDT):
>Ok, I put in a sentence

[redacted] (7/23/2021 13:35:36 PDT):
>Not sure how impactful it is -- take a look

[redacted] (7/23/2021 13:52:18 PDT):
>Thank you. Are we good to just ship to [redacted] or does anyone need to review?

[redacted] (7/23/2021 13:53:16 PDT):
>Please take a look to see if it's persuasive or not.

[redacted] (7/23/2021 13:53:35 PDT):
>I mean, nothing we say will be persuasive to that crew...but make sure it doesn't detract from the message

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[redacted] (7/23/2021 13:53:37 PDT):
>I thought it did!

[redacted] (7/23/2021 13:53:46 PDT):
>But I don't know if I have any say in it

[redacted] (7/23/2021 13:54:51 PDT):
>Do we also need to add in the claims we added to ones that we are removing? Or is that not that helpful?

[redacted] (7/23/2021 13:55:28 PDT):
>I don't think it's that helpful, in my mind

[redacted] (7/23/2021 13:56:02 PDT):
>Can you remind me what it was?

[redacted] (7/23/2021 13:57:05 PDT):
>it was approx 4 claims that we added, saying we will remove claims that the vaccine causes magnetism, that standing next to someone will result in you getting sick from their vaccine, and other sort of kooky stuff

[redacted] (7/23/2021 13:57:40 PDT):
>We could say, blandly, "We also expanded the group of false claims that we remove from our platform, to keep up with recent trends of misinformation that we are seeing."

[redacted] (7/23/2021 13:57:50 PDT):
>or something like that

[redacted] (7/23/2021 13:58:26 PDT):
>Great

[redacted] (7/23/2021 13:58:30 PDT):
>Thank you so much

[redacted] (7/23/2021 13:58:33 PDT):
>Really appreciate it

[redacted] (7/23/2021 14:00:43 PDT):
>Added in.

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Exhibit 66

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BRANDIHB3D8>
To: Nick Clegg
CC: [redacted]
Sent: 7/24/2021 2:44:37 PM
Subject: Re: US/Canada comparison - WH Press Briefing

Thanks, Nick. We completely agree. We had some success this week doing hand-to-hand combat with reporters on the work we've done on the 'disinfo dozen' and got the actions we've taken into a good portion of the coverage. That being said, the President himself raised these individuals twice this week – once in the Monday statement he made walking back his 'killing people' comment and again at the CNN Town Hall on Wednesday night. So, we clearly need to rebut this claim more strongly.

We originally considered writing a letter to the org who is the source of this list – the Center for Countering Digital Hate. We ultimately decided that doing so would only elevate the org and get us into a letter writing back-and-forth that would prompt more negative press cycles for us. Instead, we have drafted a newsroom post to serve as the 'one stop shop' for the actions we've taken against the 'disinfo dozen.' We are working at the XFN level to sort out some final stats and are planning to circulate that post to you and others in leadership for feedback on Monday morning.

Of course, we're still in a tough spot as the WH's case – while wrong – is very simple: 12 people are responsible for the vast majority of the anti-vaccine content on Facebook and they're (almost) all still active on the platform. Our response is more complicated. I doubt there's buy-in for this, but treating some of these people as we do Dangerous Orgs and Individuals is the only approach I can think of that would bring us closer in line with the media/WH/policy elites view that we should be banning people who repeatedly break our rules from all of our apps.

As a next step, we'll follow-up with the newsroom post early next week.

Many thanks,

[redacted]

From: Nick Clegg [redacted]@fb.com>
Date: Saturday, July 24, 2021 at 9:40 AM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: US/Canada comparison - WH Press Briefing

THx [redacted] – one other thing I was pondering was how/whether we should be more assertive in dismissing this endlessly repeated meme of "12 people account for 65/75% of all misinfo on FB"? As [redacted] (both added here) and I explained to the Surgeon General yesterday NOT ONE SINGLE post in the top FB 100 posts listed in the reports we have submit to the Administration over the last several weeks are in any way associated with the "disinfo dozen". Of course, we're at risk of mixed messaging because we are simultaneously telling people about all the action – including this week – that we are taking against their content on our apps, but I'd be grateful for any thoughts you and the team might have about how we can more forcefully contextualize a claim which really has taken a life of its own.

N

PRO D TO HJC

From: [redacted]@fb.com>
Date: Friday, July 23, 2021 at 11:05 PM
To: Nick Clegg [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: US/Canada comparison - WH Press Briefing

Nick,

I wanted to share a clip from today's WH Press Briefing where Psaki was asked about the disparity in vaccination rates between the US and Canada. Psaki pointed to the raw number of vaccinations in the US and didn't engage in speculation as to why Canada's vaccine rollout is moving faster than the US effort. We're continuing to explore avenues to get this comparison into the conversation over the coming days.

Many thanks,

[redacted]

Reporter: "Is there something to be learned from our neighbors to the north, Canada? They got a much slower start. They didn't have nearly as many vaccines as we did early on. And yet now they've shot past us and 70% of their population is at least partially vaccinated. What's the difference between the two countries? What can we learn from their experience?"

Jen Psaki: "Well first, I would say 162 Million Americans are now vaccinated. That certainly is a positive step. We're the first to say, and we have long said that, that's not enough. We need to ensure more people and more communities are vaccinated. And it is now, we've reached a point where there are some communities, even states where there's 70%, 80% or higher vaccination rates. Other communities where there's 40%, 50% or otherwise, that's not just a health issue. It's a huge health issue. It's an economic issue. We've seen how that can impact local communities as it may lead to shut downs of different businesses - It's an economic issue as well. So of course we work in close partnership with our neighbors, but we have 162 Million Americans vaccinated. We're the world's largest provider of vaccines to the global community. That's progress. In our view, even as we've said from the beginning there's more work to be done."

[redacted]

PRO D TOMC

Exhibit 67

Facebook's readout of its July meeting with the Surgeon General

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=70251C0920BB487E8111461E3692A624>
To: [redacted]
Sent: 7/27/2021 7:14:30 AM
Subject: FW: Ok to send?

From: Nick Clegg [redacted]@fb.com>
Date: Monday, July 26, 2021 at 10:07 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Ok to send?

Ok thx – will tweak and send.

[redacted] – can I suggest you check with [redacted]s team (and [redacted]) re the ongoing wellbeing research worstream? I haven 't been following it too closely – Tim may know more – but my impression is they are really stepping up their wellbeing research activity which may be a v good thing to share with Murthy and his team.

Thx

N

From: [redacted]@fb.com>
Date: Monday, July 26, 2021 at 2:17 PM
To: Nick Clegg [redacted]@fb.com> [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Ok to send?

No-I agree that adding specific reference to the denominator is important as I think this will continue to be a sticking point for us. Other than that looks good to me.

Get Outlook for iOS

From: Nick Clegg [redacted]@fb.com>
Sent: Monday, July 26, 2021 7:45:10 AM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Ok to send?

Good point – I'll also add that he specifically called out the need for them to understand what the "denominator" is in our stats as that was fairly pointed from him.

[redacted] – any other thoughts before I revise and send?

N

From: [redacted]@fb.com>

DUCE O HJC

Date: Monday, July 26, 2021 at 11:50 AM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Ok to send?

One thing Dr. Murthy mentioned at the end – perhaps worth including as a signal of things to come? – is an broader concern from a wellbeing perspective. He talked about how he travels the country and hears concerns from people and questions about about whether social media is bad for kids, and how this current health misinfo issue is the first one to figure out for the industry.

From: Nick Clegg <[redacted]@fb.com>
Sent: Monday, July 26, 2021 12:43:23 PM
To: [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Ok to send?

Guy, [redacted] – any comments on this short email update I'd like to send to MZ/SS:

"Mark, Sheryl

[redacted] and I met with Surgeon General Murthy on Friday. Quick readout:

- Whilst the tone was constructive and Murthy was keen to stress that he wants to avoid further public point scoring, he was nonetheless clear that he wants us to do more. He asked for an update on our future "product roadmap" re Covid by the end of this week. I explained how taken aback we were by the rhetorical attacks from POTUS/the Administration. Murthy said he understood why we felt affronted.

- We did not respond to the request for a product update next week, suggesting instead a deep dive on data measurement with his data team since much of the substantive discussion dwelt, once again, on the delta between their reliance on Crowdtangle/engagement data (and/or data derived from Crowdtangle by third party groups, notably the Center for Countering Digital Hate who generated the "disinfo dozen" stats which have been used repeatedly by the WH) and our emphasis on reach/views (we provide a bi-weekly report to the Surgeon General on top 100 FB posts in US).

- We also emphasized that any further data which we will be asked to provide (eg VPVs for covid content we have removed) must be requested of other platforms too, notably YT and TT. I have repeated this in writing to Murthy since.

- Murthy stressed that the concern he and his team have is the misinfo consumed by specific groups of users, not FB users in general. Their concern is with a hard core of vaccine hesitant US citizens who don't see or believe in our authoritative Covid content and only consume misinfo which is intensely shared between them.

- I have proposed to Murthy that we establish a regular cadence of meetings – either with him or at staff level – in order to work through these issues and avoid where possible another public collision. Our approach throughout will aim to: a) increase convergence on how we measure and tackle Covid misinfo; b) minimize expectations of major further product or policy shifts on our part (we haven't been able to identify any to date); c) reduce the pressures on further public blowups.

Happy to provide any more detail if needed.

N"

DUCE OHJC

Exhibit 68

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=8E98834A8DAB4AA28B1A5C9B98E6C555>
To: [redacted]
Sent: 7/26/2021 10:19:46 AM
Subject: Re: US/Canada comparison - WH Press Briefing

Np! Thank you, this is helpful

From: [redacted]@fb.com>
Date: Monday, July 26, 2021 at 1:15 PM
To: [redacted]@fb.com>, [redacted]@fb.com>
Subject: FW: US/Canada comparison - WH Press Briefing

So sorry – I should have copied you on this!

From: [redacted]@fb.com>
Date: Saturday, July 24, 2021 at 2:44 PM
To: Nick Clegg [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: US/Canada comparison - WH Press Briefing

Thanks, Nick. We completely agree. We had some success this week doing hand-to-hand combat with reporters on the work we've done on the 'disinfo dozen' and got the actions we've taken into a good portion of the coverage. That being said, the President himself raised these individuals twice this week – once in the Monday statement he made walking back his 'killing people' comment and again at the CNN Town Hall on Wednesday night. So, we clearly need to rebut this claim more strongly.

We originally considered writing a letter to the org who is the source of this list – the Center for Countering Digital Hate. We ultimately decided that doing so would only elevate the org and get us into a letter writing back-and-forth that would prompt more negative press cycles for us. Instead, we have drafted a newsroom post to serve as the 'one stop shop' for the actions we've taken against the 'disinfo dozen.' We are working at the XFN level to sort out some final stats and are planning to circulate that post to you and others in leadership for feedback on Monday morning.

Of course, we're still in a tough spot as the WH's case – while wrong – is very simple: 12 people are responsible for the vast majority of the anti-vaccine content on Facebook and they're (almost) all still active on the platform. Our response is more complicated. I doubt there's buy-in for this, but treating some of these people as we do Dangerous Orgs and Individuals is the only approach I can think of that would bring us closer in line with the media/WH/policy elites view that we should be banning people who repeatedly break our rules from all of our apps.

As a next step, we'll follow-up with the newsroom post early next week.

Many thanks,

[redacted]

From: Nick Clegg <[redacted]@fb.com>
Date: Saturday, July 24, 2021 at 9:40 AM

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To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: US/Canada comparison - WH Press Briefing

THx [redacted] – one other thing I was pondering was how/whether we should be more assertive in dismissing this endlessly repeated meme of "12 people account for 65/75% of all misinfo on FB"? As [redacted] (both added here) and I explained to the Surgeon General yesterday NOT ONE SINGLE post in the top FB 100 posts listed in the reports we have submit to the Administration over the last several weeks are in any way associated with the "disinfo dozen". Of course, we're at risk of mixed messaging because we are simultaneously telling people about all the action – including this week – that we are taking against their content on our apps, but I'd be grateful for any thoughts you and the team might have about how we can more forcefully contextualize a claim which really has taken a life of its own.

N

From: [redacted]@fb.com>
Date: Friday, July 23, 2021 at 11:05 PM
To: Nick Clegg <[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: US/Canada comparison - WH Press Briefing

Nick,

I wanted to share a clip from today's WH Press Briefing where Psaki was asked about the disparity in vaccination rates between the US and Canada. Psaki pointed to the raw number of vaccinations in the US and didn't engage in speculation as to why Canada's vaccine rollout is moving faster than the US effort. We're continuing to explore avenues to get this comparison into the conversation over the coming days.

Many thanks,

[redacted]

Reporter: "Is there something to be learned from our neighbors to the north, Canada? They got a much slower start. They didn't have nearly as many vaccines as we did early on. And yet now they've shot past us and 70% of their population is at least partially vaccinated. What's the difference between the two countries? What can we learn from their experience?"

Jen Psaki: "Well first, I would say 162 Million Americans are now vaccinated. That certainly is a positive step. We're the first to say, and we have long said that, that's not enough. We need to ensure more people and more communities are vaccinated. And it is now, we've reached a point where there are some communities, even states where there's 70%, 80% or higher vaccination rates. Other communities where there's 40%, 50% or otherwise, that's not just a health issue. It's a huge health issue. It's an economic issue. We've seen how that can impact local communities as it may lead to shut downs of different businesses - It's an economic issue as well. So of course we work in close partnership with our neighbors, but we have 162 Million Americans vaccinated. We're the world's largest provider of vaccines to the global community. That's progress. In our view, even as we've said from the beginning there's more work to be done."

[redacted]

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Exhibit 69

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Waldo, Eric (HHS/OASH); [redacted]@ostp.eop.gov; DJ Patil
CC: [redacted]
Sent: 8/17/2021 2:27:28 PM
Subject: Re: Follow up - data discussion

Hi DJ—hoping to get follow up time scheduled so that we can cover the landscape on data that we had discussed during our call with the Surgeon General—as we continue to think through on our end how we can be more transparent around vaccine content, it would be very helpful to make sure we are working from the understanding. Can we find time for our teams to get together soon?

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From: [redacted]@fb.com>
Sent: Friday, August 6, 2021 9:02:07 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@ostp.eop.gov <[redacted]@ostp.eop.gov>; DJ Patil <[redacted]@gmail.com>
Cc: [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>
Subject: Re: Follow up - data discussion

Thanks Eric,

Appreciate you connecting us to DJ here—and look forward to scheduling time for a longer conversation around data per our last meeting. DJ—let me know what would work best on your end. Our teams have been working on additional steps—we will have something back to you within two weeks outlining our approach.

Also including our latest bi-weekly report, which shows the top 100 most viewed overall posts on Facebook in the US, as well as the top vaccine related posts on Facebook in the US for the weeks of 7/11 - 7/17, and 7/18 - 7/24. Please distribute to whomever on the team might be interested, and let me know if you or anyone on the team has any questions.

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From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Sent: Friday, August 6, 2021 4:07 PM
To: [redacted] [redacted]@ostp.eop.gov; DJ Patil
Cc: [redacted] Nick Clegg
Subject: RE: Follow up - data discussion

Hi [redacted]

Hope your week has been going well. I wanted to loop DJ in on his gmail (where you may get a faster reply) on next steps for connecting about data.

Also [redacted] and Nick—I know on the call with Dr. Murthy he'd mentioned seeing if you were able to send an update of any new/additional steps you are taking with respect to health misinformation in light of the advisory. We are asking all platforms for this type of update. Would you be able to send something over within two weeks?

Thanks so much,
Eric

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From: [redacted]@fb.com>
Sent: Wednesday, July 28, 2021 9:20 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@ostp.eop.gov
Cc: [redacted]@fb.com>
Subject: Re: Follow up - data discussion

Eric—making sure you saw this as well, as I know there's been a lot of attention directed toward vaccination mandates in recent days. Happy to connect on this front if helpful.

"As our offices reopen, we will be requiring anyone coming to work at any of our US campuses to be vaccinated. How we implement this policy will depend on local conditions and regulations. We will have a process for those who cannot be vaccinated for medical or other reasons and will be evaluating our approach in other regions as the situation evolves. We continue to work with experts to ensure our return to office plans prioritize everyone's health and safety." - Lori Goler, VP, People

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Date: Wednesday, July 28, 2021 at 5:42 PM
To: [redacted]@fb.com>, [redacted]@ostp.eop.gov <[redacted]@ostp.eop.gov>
Cc: [redacted]@fb.com>
Subject: RE: Follow up - data discussion

Really appreciate it.

From: [redacted]@fb.com>
Sent: Wednesday, July 28, 2021 5:41 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@ostp.eop.gov
Cc: [redacted]@fb.com>
Subject: Re: Follow up - data discussion

Got it—thanks Eric, completely understand why you would have been a little busy this week! Will stand by, and will continue to be in touch as things develop on our end as well.

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From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Sent: Wednesday, July 28, 2021 5:34:10 PM
To: [redacted]@fb.com>; [redacted]@ostp.eop.gov <[redacted]@ostp.eop.gov>
Cc: [redacted]@fb.com>
Subject: RE: Follow up - data discussion

Hey [redacted]

Thanks for your patience. The CDC updated guidance has kept us pretty busy this week(!). Appreciate these additional materials.

I'll circle back with more, but appreciate you understanding. [Also, DJ is out on leave for the rest of this week, so trying to sync calendars].

All the best,
Eric

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From: [redacted]@fb.com>
Sent: Wednesday, July 28, 2021 1:16 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@ostp.eop.gov
Cc: [redacted]@fb.com>
Subject: Follow up - data discussion

Hi Eric and DJ,

We're looking forward to our next meeting, where we are hoping to do a deeper dive on how we are measuring data and what steps we might be able to take to address concerns you've raised.

In the meantime, I wanted to make sure you have our response to the Washington Post piece from yesterday (linked here) that made certain claims based on survey data. Hoping this might be a useful addition to our conversation, along with making sure we cover the statistics put forward by the CCDH that have been cited by the White House regarding the disinfo dozen.

The statement is below—look forward to discussing next steps at your earliest convenience.

"The sensationalized, overstated findings of this research are not supported by what the authors report to have measured. It is unclear what their overall sample represents with respect to generalizability to the US population. For example it shows Fox News and CNN have the same size of audience, which they do not. Moreover what they claim as 'Facebook users' is a non-representative idiosyncratic subset of the Facebook population. These are examples of how their data is biased to start with and that matters when attempting to make these claims. The authors claim that people who rely on Facebook to get news and information about the coronavirus are less likely than the average American to be vaccinated. But this isn't valid without describing a representative sample of the American population, Facebook users, or measuring reliance instead of mere self-reported exposure over a short time window. What this data and methodology does suggest is that people who have not yet been vaccinated are less reachable by CNN, MSNBC, or the Biden Administration than on Facebook, making our ongoing efforts to share authoritative information and encourage vaccine uptake more important than ever."

1

From: [redacted]@fb.com>
Date: Tuesday, July 27, 2021 at 8:15 PM
To: [redacted] (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>
Subject: Re: Message from Nick Clegg

Hi Eric—just checking at the end of the day. I'm sure you're swamped. Making sure we don't let too much time pass before getting back together with you and DJ, and whomever else might make sense.

From: [redacted]@fb.com>
Date: Monday, July 26, 2021 at 2:54 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>
Subject: Re: Message from Nick Clegg

Eric—let me know if it makes sense to sync on next steps? Would love to move forward with the meetings we identified as next steps as soon as your team is ready.

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From: [redacted]@fb.com>
Date: Friday, July 23, 2021 at 11:20 PM
To: Nick Clegg <[redacted]@fb.com>, Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Subject: Re: Message from Nick Clegg

Including this week's updated report here. Look forward to scheduling our next working session. As always please let us know if you have any questions.

[redacted]

From: Nick Clegg <[redacted]@fb.com>
Date: Friday, July 23, 2021 at 7:29 PM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Subject: Message from Nick Clegg

Dear Vivek (if I may),

Thanks again for taking the time to meet earlier today. It was very helpful to take stock after the past week and hear directly from you and your team, and to establish our next steps.

We talked about the speed at which we are all having to iterate as the pandemic progresses. I wanted to make sure you saw the steps we took just this past week to adjust policies on what we are removing with respect to misinformation, as well as steps taken to further address the "disinfo dozen": we removed 17 additional Pages, Groups, and Instagram accounts tied to the disinfo dozen (so a total of 39 Profiles, Pages, Groups, and IG accounts deleted thus far, resulting in every member of the disinfo dozen having had at least one such entity removed). We are also continuing to make 4 other Pages and Profiles, which have not yet met their removal thresholds, more difficult to find on our platform. We also expanded the group of false claims that we remove, to keep up with recent trends of misinformation that we are seeing.

We hear your call for us to do more and, as I said on the call, we're committed to working toward our shared goal of helping America get on top of this pandemic. We will reach out directly to DJ to schedule the deeper dive on how to best measure Covid related content and how to proceed with respect to the question around data. We'd also like to begin a regular cadence of meetings with your team so that we can continue to update you on our progress. You have identified 4 specific recommendations for improvement and we want to make sure to keep you informed of our work on each.

I want to again stress how critical it is that we establish criteria for measuring what's happening on an industry-wide basis, not least to reflect the way platforms are used interchangeably by users themselves. We believe that we have provided more transparency, both through CrowdTangle (the flaws of which we discussed in some detail) and through our Top 100 report, than others and that any further analysis should include a comprehensive look at what's happening across all platforms--ours and others – if we are going to make progress in a consistent and sustained manner.

Finally, we will be sending you the latest version of our Top 100 report later today, per our regular schedule. Brian will do the honors this week as it will likely be completed at our end later today East Coast time. We really do hope that we can discuss our approach to this data set in greater detail during our next session with DJ, as we genuinely believe it is an effective way of understanding what people are actually seeing on the platform.

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Once again, I want to thank you for setting such a constructive tone at the beginning of the call. We too believe that we have a strong shared interest to work together, and that we will strive to do all we can to meet our shared goals.

Best wishes

Nick

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Exhibit 70

Internal Facebook email correspondence

From: [redacted]/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8A70307919154AF59F82CFF2CE7AD656>
To: [redacted]
Sent: 8/2/2021 4:02:30 PM
Subject: FW: To Review: Disinfo Dozen stats and newsroom post

(FYI re the latest on data for CCDH response)

From: [redacted]@fb.com>
Date: Monday, August 2, 2021 at 3:33 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted](Policy Comms) <[redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan <joelkaplan@fb.com>, [redacted] <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted](SR Comms) [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

Hi [redacted]
We did a follow-up analysis per your suggestion, to get an early directional sizing on whether (and how much of) the information associated to the dozen domains is classified as misinformation according to our policy.

We took the Top 100 by VPVs among all content on FB linked to the disinfo dozen (both content directly posted by one of these entities, as well as link shares from domains associated with them), between 4/22 and 7/22, in US, and our policy experts on M&H and B2V [redacted] respectively) manually labelled them. We found that 14/100 were M&H, 42/100 were B2V, and 25/100 were labeled by 3PFC (4 False, 5 Partly False, and 16 Missing Context).

Based on the above, we cannot assert that 9M VPVs is a major over-estimation of vaccine misinformation from the disinfo dozen on our platform. We can still assert that 190M is an under-estimation of all vaccine misinfo on our platform, since it only captures worst-of-the-worst.

We are working with Comms and Policy [redacted] on the appropriate language to use in the NRP, but wanted to share this update early to get your feedback.

[redacted]

From: [redacted]@fb.com>
Date: Thursday, July 29, 2021 at 10:49 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted](Policy Comms) <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan <[redacted]@fb.com>, [redacted]

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[redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] (SR Comms) [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

We need to really focus on URLs here, I think the account based approach is not sufficient, unless we use the accounts to identify additional domains that we want to consider associated. I also want to reiterate we need to focus on proportion of misinformation, not all content.

We still need to clarify if the information associated to the dozen domains is classified as misinformation according to our policy.

Top N from the domains - are they properly labeled as vaccine related?
Look at top N vaccine related - manually review as M&H, B2V, 3PFC false or neither

One very hacky solution to this problem which I think may work, please check this logic: "~9M VPVs of total vaccine related content for associated URLs (need to double check content classifier is getting this right). The absolute minimum number of violating VPVs during this period (from content we deleted for violating M&H policy) was 180M. If we assume all 9M to be misinformation and only 190M total misinformation, at most 5% of misinformation was from this group. However, this is believed to be a major over estimation, b/c only a fraction of the 9M VPVs were potentially perceived to be misinformation (for example, here are the top 10 URLs, only X are potentially perceived to be misinformation) and we acknowledge not all violating misinformation was deleted nor is all potentially perceived misinformation covered by our M&H Policy. We don't know the exact figure here, but our estimate is this is far closer to zero than 5%." We don't need to say all this, but we could use this math to backup a qualitative statement.

What we could say: "***views of covid misinformation we removed from the 12 disinformation dozen entities is less than 1% of views on covid misinformation we removed***"

- I think the problem here is entities vs URLs, and further, we don't know the recall of our removals wrt to the misinfo dozen

What we could say: ***"views of any and all content (misinformation, hesitancy or totally benign) from the 12 disinformation dozen in the US is a thousand times times smaller relative to views on all covid or vaccine related content in the US on the platform."***

- I'd probably use a % here. For clarify this is ALL content from the URLs from the dozen or associated entities? I do like this comparison for framing, it just doesn't directly refute the complaint.

From: [redacted]@fb.com>
Date: Wednesday, July 28, 2021 at 6:22 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] (Policy Comms) [redacted] Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>

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Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted] (SR Comms) [redacted]@fb.com>

Subject: Re: To Review: Disinfo Dozen stats and newsroom post

[redacted]

Thank you for your feedback on the structure of the Newsroom Post. Responding below to your 4 points:

1. **Explain the methodology taken by this report.**
    1. We will work with comms and UXR to edit the NRP with the methodology and our refutations
    2. Details on the methodology and the issues are below as background for you (thanks to [redacted] for pulling this).
2. **Refute the methodology as being a bad approach, being non-representative, circular (the groups focus on the dozen, and the dozen focuses on these groups) and undermining the complexity of the misinformation ecosystem and challenges we face (I like this b/c it's being a bit vulnerable and open, hopefully helping with credibility).**
    1. The CCDH report claims to have "analysed a representative sample of 483 pieces of anti-vaccine content". The selection of the content was based on 30 groups (20 public, 10 private) and content posted between 2/1 and 3/16. The report does not include the criteria under which these groups were chosen and there is no evidence to suggest that their sample of groups or content from those groups are generalisable, or that the content shared in these groups is representative of the Facebook content ecosystem.
    2. The CCDH then coded the content based on whether it was from the disinformation dozen or not and looked at the number of times disinfo dozen content was posted or re-shared, relative to the rest of their sample, and then produced the claim that 73% of vaccine misinformation on Facebook is coming from those 12 individuals.
    3. The numbers they are using for prevalence do not represent reach or VPVs on the platform. They looked at numbers of posts and shares of URLs in their original sample.
3. **Acknowledge (if true) the report did find the dozen was responsible for these 30 groups, but reference back to limitations as defined in (2) and that this is being misappropriated to a generalized understanding of online misinformation.**
    1. To follow (as above)
4. **Explain the role these 12 actors are playing in misinformation on FB.**
    1. On substance and to better explain the role these 12 actors are playing in misinformation on FB, we'd propose reorienting around two main parts of the narrative backed up by data. Rather than using 3PFC ratings by these 12 individuals as the definition of misinformation, we are proposing we use content removed for violating Covid M&H.
    2. Measuring this "known" amount, we have found:
        1. First, VPVs attributed to the Disinfo Dozen are responsible for well under 1% of overall Misinfo & Harm violating content (e.g., they are responsible for a minimal amount of what we consider the "worst of the worst" content on the platform). Specifically, between 4/22 and 7/22, in US, ~78k pieces of FB content (~45k on IG) were removed for M&H violation in total. VPV impact: ~178M FB (~38M IG). Of these, 3 pieces of content (23 on IG) were produced by entities (~90) linked to the disinfo dozen, having 500K VPV (1.4M VPVs on IG).
            1. Pros:
                1. Easier to validate.
            2. Cons:
                1. Assumes we are effective at enforcing all violating content.
                2. Does not include non-violating hesitancy content.
                3. Does not include domain link shares.
                4. Could be perceived as we remove less content or our policies are too strict
            3. Time to validate: under a week
            4. What we could say: "***views of covid misinformation we removed from the 12***

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***disinformation dozen entities is less than 1% of views on covid misinformation we removed*"**

2. Second, VPVs attributed to the Disinfo Dozen are responsible for a small percentage of all conversations across our platforms about COVID and the Vaccine, regardless of violating status. Specifically, we'd show that between 4/22 and 7/22, these Disinfo Dozen entities produced 2M vaccine VPVs in the US (if you include domain link shares, 9M VPVs), versus 15B across US Vaccine VPVs in these 3 months (accounting for 0.06%). [RECOMMENDATION]
    1. Pros:
        1. Includes domain link shares.
    2. Cons:
        1. More resource intensive to validate, since (1) this measurement of link shares is based on non-standard data infra, and (2) we need to vet the accuracy of our vaccine classifier. Requires significant engineering and data science effort, most aggressive estimate is ~2 weeks for validation of stats.
    3. Time to validate: 2 - 3 weeks (entirely unchartered validation and complex to do)
    4. What we could say: ***"views of any and all content (misinformation, hesitancy or totally benign) from the 12 disinformation dozen in the US is a thousand times times smaller relative to views on all covid or vaccine related content in the US on the platform."***

5. **Potentially share one or both of above.**
    1. Our recommendation is to share **4.b.ii**
6. **If possible speak to prevalence of vaccine misinformation on FB, less relevant to the story at hand, but helps us with the next story.**
    1. We will send a separate note on this shortly

[redacted]

From: [redacted]@fb.com>
Date: Wednesday, July 28, 2021 at 9:21 AM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted](SR Comms) <[redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

We have a call later today with [redacted] and team (and [redacted]) to align on this and can send another update this afternoon in response to [redacted]s points

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From: [redacted]@fb.com>
Sent: Wednesday, July 28, 2021 12:05:30 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]

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[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>;
[redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

Thanks, [redacted] Who is on point to help us get this sorted?

Nick would like to have something finalized ASAP that we can at least share privately with policymakers as we identify the right opportunity to post it publicly.

Thanks everyone for helping us think through this and get something together.

From: [redacted]@fb.com>
Date: Tuesday, July 27, 2021 at 6:20 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg
[redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

[redacted]

Methodology question: was what source of the shares data on the 483 posts with URLs? Was it shares on the post or coming from public URL shares data set?

I think it's really important that they are starting from a known-misinformation data set; accordingly, I think our reply must speak to their role in known misinformation.

How quickly can we do 4a and 4b? Seems should not be that hard? Hoping 4a is true and this is much easier.

I would approach using the following:

1. Explain the methodology taken by this report.
2. Refute the methodology as being a bad approach, being non-representative, circular (the groups focus on the dozen, and the dozen focuses on these groups) and undermining the complexity of the misinformation ecosystem and challenges we face (I like this b/c it's being a bit vulnerable and open, hopefully helping with credibility).
3. Acknowledge (if true) the report did find the dozen was responsible for these 30 groups, but reference back to limitations as defined in (2) and that this is being misappropriated to a generalized understanding of online misinformation.
4. Explain the role these 12 actors are playing in misinformation on FB. This would be my suggestion:

a. Check if the URLs from these 12 actors are marked as misinformation by 3PFC, matching, or other internal flags. If not, we need to go back to drawing board a bit b/c there is no good way to then refute the statement with our own data about misinformation, if we actually don't believe it's misinformation.
b. Assuming yes, look at the proportion of known misinformation coming from the dozen for both:
   i. URL shares
   ii. VPVs
c. Potentially share one or both of above.

5. If possible speak to prevalence of vaccine misinformation on FB, less relevant to the story at hand, but helps us with the next story.

From: [redacted]@fb.com>
Date: Tuesday, July 27, 2021 at 2:34 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

Hi all,

- **Links Understand:** [redacted]and team will conduct an understand over the next 2 weeks on the opportunity with links. This will help inform our enforcement policy around links. [redacted] will help coordinate with Policy.
- **Source of 65% assertion (73% on FB):** From [redacted]- "This analysis was done on 483 pieces of content (posts with URLs) from 30 pre-identified anti-vax FB groups between 2/1 and 3/16. There is no explanation of how these groups were chosen. There is no evidence to suggest that their sample is generalizable, and that the content shared in these 30 groups is representative of the content ecosystem we have in FB. They coded the content based on whether it is from disinfo dozen or not, and looked at # of times disinfo dozen content was posted / reshared, relative to the rest of their sample. This is how they came up with the 73% number.
  It's important to keep in mind that the numbers they are using for prevalence do not represent reach or VPVs on platform. They looked at # posts and shares of the URLs in their initial sample." Analysis - https://www.counterhate.com/disinformationdozen

- **Explaining the state of the ecosystem:** We are teeing up some options around sharing Misinformation prevalence and other measures that could indicate the health of our ecosystem. [redacted] is taking the lead on the quip. We expect to have some recommendations on how to proceed by the end of the week.

Thank you,
[redacted]

From: [redacted]@fb.com>

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Sent: Monday, July 26, 2021 4:52 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]<[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

Comments:

- Suggested timing may be tight given we are still brainstorming and this is a bit of custom ask.
- I would love to start from, independent of the comms narrative, a basic descriptive analysis on what is happening here – I have not seen this, so it's a bit hard to have a perspective on the specific approach to talking points. [redacted]s this something done / planned?
- The 65% biden stat – do we know where this comes from, what the method is, etc? It's possible for example, with how they are choosing to define this metric, the 65% stat is true, but we'd disagree on the method / definition. Or it may be true that we agree on the theoretical method / definition, but we think they'd miscalculated.
- I think there there is an important question here – are we:
  - (1) trying to refute the claim directly
  - (2) explain to the best we can what is happening on our platform
  - Right now I think the proposal attempts do (1) but doesn't really back it up. It more effectively does (2), but feels too limited. I think we can attempt to do both here, but right now I sort of think we are doing a half-job on both.
- The biden quote most closely reads as prevalence – although unknow or what, likely not VPVs. While it may make sense to communicate in terms of vaccine vpvs and removals, we should validate through any more direct prevalence proxies that the story is consistent with vpvs and removals, and may need to explore things like link shares that are violating.
- "What is misinformation?" is a debate – we see a variety of definitions externally and internally have barriers tiers such as BTV and a few categories of misinformation. What exactly is Biden talking about and what are we talking about? Would be a bad outcome if Biden is really talking about B2V and we talk about removable misinfo, and then our enforcement doesn't match the complaint.
- I think the % of vaccine related content on the platform is mostly irrelevant here. Especially when prevalence small, it's possible a high portion of misinfo comes from small % of VPV. We should be focused on removals, prevalence , and other measures that speak to violations. Otherwise just leaves ambiguity. Possibly helps with the narrative but not in disputing the claim.
- The authoritative information and vaccine hesitancy lines are useful from an overall narrative perspective, but I'd include in the unrelated to the story category, and to do the degree we are trying to fight the "unrelenting staying power of the misleading stat that 12 people are responsible for 65% of COVID/vaccine misinformation", then directly focus there.

From: [redacted]@fb.com>
Date: Monday, July 26, 2021 at 4:41 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, Joel Kaplan <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]<[redacted]@fb.com>, [redacted]@fb.com>, [redacted]

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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

First, kudos to the team who worked on this. Great tone and substance.

I don't want [redacted] questions from below to get lost, so I've repasted his and am adding one of my own:

FROM [redacted]
1/ Tactically, a lot of the criticism is about their URLs/websites. So I worry that our stats (e.g., "views on posts from Facebook and Instagram accounts associated with these 12 people") may not sufficiently address the question we're getting, unless we include posts with their URLs too.

2/ On the "implicit" description of our Top 100 – I worry about the precedent/sustainability of doing so. If we want to include that section, I would suggest to make it more abstract - we can say the most viewed content comes from such and such authoritative sources, with broad words like "mostly", "the top", etc *without* putting specific numbers. The moment we put numbers in there, we need to define what they represent, it then becomes very concrete/specific and then we'll look silly for not sharing more fully / end up sharing. [redacted] One suggestion would be to change it to say "the majority comes from reliable sources including…." – [redacted] would that work for you?

FROM ME:
3/ When we say a lot of the content from the 12 people doesn't violate, I worry people might say, "Well, maybe you should change your rules then!" It might be more persuasive to point out that "much of the content they have posted is unrelated to vaccines or Covid-19." Privacy/Legal, would that be ok?

From: [redacted]@fb.com>
Date: Monday, July 26, 2021 at 4:30 PM
To: [redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, [redacted]
[redacted]@fb.com>, Joel Kaplan <[redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com> [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>,
[redacted]@fb.com>, [redacted]@fb.com>, [redacted]
[redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: To Review: Disinfo Dozen stats and newsroom post

While I defer to the comms experts on the wisdom and way to push back, a few thoughts from my side:

1/ Tactically, a lot of the criticism is about their URLs/websites. So I worry that our stats (e.g., "views on posts from Facebook and Instagram accounts associated with these 12 people") may not sufficiently address the question we're getting, unless we include posts with their URLs too.

2/ On the "implicit" description of our Top 100 – I worry about the precedent/sustainability of doing so. If we want

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to include that section, I would suggest to make it more abstract - we can say the most viewed content comes from such and such authoritative sources, with broad words like "mostly", "the top", etc *without* putting specific numbers. The moment we put numbers in there, we need to define what they represent, it then becomes very concrete/specific and then we'll look silly for not sharing more fully / end up sharing.

From: [redacted]@fb.com>
Sent: Monday, July 26, 2021 11:34 AM
To: Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; Joel Kaplan [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com> [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: To Review: Disinfo Dozen stats and newsroom post

Hi all -

Given the unrelenting staying power of the misleading stat that 12 people are responsible for 65% of COVID/vaccine misinformation - both in comments last week from President Biden on Monday to reporters and in Wednesday night's CNN Town Hall, as well as widespread coverage from reporters - we have drafted a newsroom post that pushes back with our own data and examples to rebut the external claims. The goal is to provide a single source of truth on the actions we *have* taken on these accounts as well as contextualize what people are actually seeing on our platform.

Before running these statistics through the approval process, we want to get feedback from the "To" line on whether or not you agree with the direction and sentiment of the post. We don't have a definitive date yet to publish, it will depend on how quickly we can run through approval processes, but ideally, we could have this ready this week to deploy during the next public press cycle on this topic.

Full draft below. The text in red are new - not yet pulled or reviewed - data points we would like to include.

Thanks,

[redacted]

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https://docs.google.com/document/d/1tCsQaSgIs1NsT8D73UfYMLk4Z-v8EVOekmwMf5dsQkE/edit

Missing the Forest for the Trees: Most People See Authoritative Vaccine Information on Facebook, Not Posts From 12 People

There has been a debate about whether the global problem of COVID-19 vaccine misinformation can be solved simply by removing 12 people from social media platforms. Supporters of this narrative claim that these 12 people are responsible for 65% of online vaccine misinformation. This itself is misinformation — and distracts from the complex challenges we all face in addressing misinformation about COVID-19 vaccines. [[In fact, views on posts from Facebook and Instagram accounts associated with these 12 people represent just 0.X% of all vaccine-related posts on our platform. Only 0.XX% of these views are on posts we've removed for violating our rules on COVID-19 and vaccine misinformation.]]

We agree it's important to remove accounts that repeatedly violate our rules. That's why we have removed nearly [three dozen] Pages, groups or accounts associated with these 12 individuals, including at least one linked to each of the 12 people, for violating our policies or creating recidivist accounts. We have placed penalties on [XX] additional Pages, groups, or accounts, like moving their posts lower in News Feed so fewer people see them or not recommending them to others. The remaining accounts associated with these individuals are either not posting content that breaks our rules, have only posted a small amount of content that has been deleted as violating, or are inactive.

But focusing on these 12 individuals misses the forest for the trees of how we are tackling this challenge. **We have removed [[hundreds of accounts, pages, and groups]] for repeatedly violating our rules against spreading COVID-19 and vaccine misinformation.** We also regularly review the most-viewed vaccine content on Facebook. We think it's important to look at how many people actually see certain content rather than who likes or shares a post because it's more reflective of a person's experience on Facebook.

[[Over the past two months, about 54% of the most viewed vaccine-related content on Facebook was from these reliable sources: UNICEF, Health and Human Services, the Centers for Disease Control and Prevention, National Institutes of Health, The White House, President Joe Biden, Vice President Kamala Harris, The New York Times, The Washington Post, CNN, NPR, and ABC News. Three percent was content that did not violate our policies but discouraged vaccination so we moved it lower in News Feed so fewer people see it; and only 0.3% of posts were removed for violating our policies. The rest was from local and other news sources or other benign content about vaccines. None of the most-viewed vaccine content was from any of the accounts associated with these 12 individuals.]]

Since the pandemic began, we've shown more than 2 billion people reliable health information, encouraged credible health experts to post on our apps, and put in place strong policies against harmful COVID-19 and vaccine misinformation. And we removed more than 18 million pieces of content that violate these policies.

But, real-world outcomes are what matter the most. According to data from Carnegie Mellon University and the University of Maryland, surveying more than 70 million people, **vaccine hesitancy among people in the US on Facebook has declined by 50% since January and 85% of Facebook users in the US now say they either have already been vaccinated against COVID-19 or plan to be soon.**

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None of this is to suggest that our work is done or that we are satisfied. Tracking and combating vaccine misinformation is a complex challenge, made worse by the fact that there is no common definition of exactly what it is. That's why we work closely with external experts and governments to make sure that we are approaching these issues in the right way and make adjustments if necessary. In the meantime, we will continue doing our part to show people reliable information about COVID-19 vaccines from health experts and help people get vaccinated.

++++

[redacted]

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Exhibit 71

Internal Facebook text thread

From: [redacted]/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=8A70307919154AF59F82CFF2CE7AD656>
To: [redacted]
Sent: 8/3/2021 10:07:07 AM
Subject: Message summary [{"otherUserFbId":100024204053753,"threadFbId":null}]
Attachments: 232144141_1183054688825430_9202582289777875067_n.png

[redacted] (8/03/2021 08:45:36 PDT):
>Hey [redacted] mind giving me access to this doc? https://docs.google.com/document/d/1x-EkjIF-1_eNTXeNx-[redacted]/edit

[redacted] (8/03/2021 08:45:56 PDT):
>Done

[redacted] (8/03/2021 08:47:12 PDT):
>You're trying to get input by eod on this?

[redacted] (8/03/2021 08:47:23 PDT):
>is there someone that's helping you coordinate from the product side?

[redacted] (8/03/2021 08:47:27 PDT):
>Mid-day if possible (1 pm PT).

[redacted] (8/03/2021 08:47:28 PDT):
>No

[redacted] (8/03/2021 08:47:33 PDT):
>Sorry this is a mad dash.

[redacted] (8/03/2021 08:47:52 PDT):
>we've all been there :)

[redacted] (8/03/2021 08:47:53 PDT):
>Initially we were supposed to get this out Friday and there was no time to vet with anyone, then SR told us we could take one more day to get Product input

[redacted] (8/03/2021 08:47:54 PDT):
>i'm happy to help

[redacted] (8/03/2021 08:48:10 PDT):
>so we figured we'd at least flag, but I will be sure we are caveating extensively that these ideas aren't fully vetted

[redacted] (8/03/2021 08:48:26 PDT):
>do you own this doc?

[redacted] (8/03/2021 08:59:04 PDT):
>Yes

[redacted] (8/03/2021 09:00:00 PDT):
>Also is there a set up / intro to the problem you could share?

[redacted] (8/03/2021 09:00:07 PDT):
>e.g., this is where we're falling short and why

[redacted] (8/03/2021 09:00:23 PDT):
>one concerning piece of news is health frx for US is up significantly

[redacted] (8/03/2021 09:00:38 PDT):
>https://fb.workplace.com/groups/229636808076353/permalink/566130171093680/

[redacted] (8/03/2021 09:00:44 PDT):
>but we haven't been able to understand why yet

[redacted] (8/03/2021 09:11:20 PDT):

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>does it make sense for us to spend 30m running through examples of this type of viral content and see what levers we may need to be more aggressive with? (if i'm going overboard and we just need responses to the time it takes to implement these lmk)

[redacted] (8/03/2021 09:46:49 PDT):
>I hope we can learn more about that FRX trend. Concerning... For today, the problem statement is honestly one of perception/tough relationship with WH, which specifically wants us to demonstrate additional steps on four issues they've raised, including doing more to address the disinfo dozen actors who are routinely cited in the press. So our solutions are mostly tailored around addressing that, rather than the other problems we've been trying to get at longer term. I would love to understand the viral content we're seeing break through our enforcement, but I don't think it's crucial to turn that around today given the tight deadline.

[redacted] (8/03/2021 09:58:02 PDT):
>ok i set up a pm jam on the topic of US health frx - would be great to have you there tomorrow but i marked you as optional bc you might be busy with this meeting

[redacted] (8/03/2021 10:00:42 PDT):
>in the doc, there seems to be a problem with a comment that's copied over on the eta which ismaking it hard to track the status of the product effort

[redacted] (8/03/2021 10:00:44 PDT):

shared: 232144141_1183054688825430_9202582289777875067_n.png

[redacted] (8/03/2021 10:06:51 PDT):
>I'm going through comments now... let me see if I can sort out what you mean

[redacted] (8/03/2021 10:07:07 PDT):
>thanks i think that will help us see where there are gaps

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Exhibit 72

Internal Facebook email correspondence

From:	[redacted]/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=1E14C[redacted]BEF2D41566244181>
To:	Nick Clegg; [redacted]
Sent:	8/11/2021 6:34:03 AM
Subject:	Re: Pre-read Re: MTG: Covid/WH update

You're right that a version of 2iv below was presented in the pre-read and we decided not to move forward ([redacted] had not had a chance to dive into it and you also expressed concerns). When [redacted] went back and discussed with [redacted] they agreed with a narrower version.

The version of 2iv that was presented in the pre-read was to "Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain/Page/Group/account Repeat Offender (RO) status in more instances." The version laid out below only focuses on domains.

I don't think [redacted] re-escalated given their support, but let us know if you'd like us to re-open.

From: Nick Clegg [redacted]@fb.com>
Date: Wednesday, August 11, 2021 at 3:22 AM
To: [redacted]@fb.com>, [redacted]@fb.com>
Subject: FW: Pre-read Re: MTG: Covid/WH update

I thought we'd decided not to do 2iv, or am I getting that mixed up with another measure (the one both [redacted] and I expressed concerns about)? N

From: [redacted]@fb.com>
Date: Tuesday, August 10, 2021 at 10:08 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

[redacted]

Thank you for your time on Friday to discuss our response to the Surgeon General on our Covid 19 work. Following up to recap the plan of record and timelines here:

Timeline: We received a follow up note from the Surgeon General's office on Friday asking us to send an update of any new/additional steps we are taking on health misinformation in light of the new CDC advice within two weeks. As such, we're aiming to finalise our response by 8/20, incorporating the work below. We'll schedule some time with this group to review progress early next week.

n.b. at the same time, we are still working to set up time as promised with [redacted] *to do a measurement*

deep dive. We'll revert back with a recommendation for who should staff this alongside [redacted]

Plan of record:

1. **Transparency:**

   i. We will prepare a Covid-19 vaccine version of our Widely Viewed Content Report for public release as soon as possible (Owner: [redacted])

   ii. We will internally validate and review with this group once ready US VPVs of content that violates our Covid M&H policies as a % of US Covid-19 VPVs (Owner: [redacted])

   iii. We won't at this time prepare a BV prevalence number for public release

   iv. We will do further work to scope a larger version of the Covid-19 Widely Viewed Content dataset (e.g. N=10,000) shared via FORT with specific academics for independent research (Owner: [redacted] - *n.b. we have shared the proposed plan with* [redacted] *who is supportive of this and we're working with her team on both the dataset concerns and proposal for which academics we share this with.*

   v. We will validate and publicly release the data around the Disinformation Dozen via a Newsroom post. We will not prepare an interim stat to use in case we are pressed for one before the NRP and validation is ready (Owner: [redacted])

2. **Enforcement:**
   a. We will scope product work for the following changes and execute ones that are easy to do (Owner: [redacted]

   i. Designate linked assets as non-recommendable

   ii. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo Repeat Offender Status

   iii. Demote Partly False rated Covid or vaccine misinformation more strongly

   iv. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain Repeat Offender (RO) status in more instances

3. **Other:**
   a. We will revert back in the next day or so with recommendations around NEQ levers and other options for boosting authoritative information (Owner: [redacted]

Thank you

[redacted]

From: [redacted]@fb.com>
Date: Thursday, August 5, 2021 at 9:54 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, <[redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]

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[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: NCadmin <NCadmin@fb.com>
Subject: Pre-read Re: MTG: Covid/WH update

[redacted]

Ahead of our meeting tomorrow, we're providing you with an update on our response to the four asks from the White House and decisions from you on these options. Please see a link to the pre-read with the full details of options here.

As a reminder, the four asks named in the Surgeon General's Advisory:

1. Measure and publicly share the impact of misinformation on their platform. Facebook should provide, publicly and transparently, data on the reach of COVID-19 — COVID vaccine misinformation. Not just engagement, but the reach of the misinformation and the audience that it's reaching.
2. Create a robust enforcement strategy that bridges their properties and provides transparency about the rules
3. Take faster action against harmful posts
4. Promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the levers to promote quality information. We've seen them effectively do this in their algorithm over low-quality information and they've chosen not to use it in this case. And that's certainly an area that would have an impact

The decisions we need to align per each ask are:

1. **Transparency [Ask #1]**
   a. Should we release any of the following:

      i. A Covid-19 vaccine version of our Widely Viewed Content Report [**recommendation**];

      ii. US VPVs of content that violates our Covid M&H policies as % of US COVID-19 VPVs [**recommendation**]

      iii. US VPVs of content our classifiers have labelled as barriers to vaccination content as % of US COVID-19 vaccine VPVs ("BV")? [**not recommended**]

      iv. A larger version of Covid-19 Widely Viewed Content dataset (e.g. N=10,000) shared via FORT with specific academics for independent research [**recommendation**]

      v. To counter the claim that there are 12 individuals who are responsible for the majority of the health misinformation on Facebook, do we release data either:
      1. Publicly [**recommendation**], or
      2. to the White House and US policy makers only? **[not recommended]**
2. **Enforcement [Ask #2]**
   a. Do you agree that we should take the following four actions now:

      i. Designate linked assets as non-recommendable (option 1a below)

      ii. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo

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Repeat Offender Status (option 2a below)

iii. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain/Page/Group/account Repeat Offender (RO) status in more instances (option 2b below)

iv. Demote Partly False rated Covid or vaccine misinformation more strongly (option 2c below)

b. Are there other non-recommended actions in the document that you think we should take now?

Thank you

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Exhibit 73

Internal Facebook email correspondence

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BRANDIHB3D8>
To: [redacted]
CC: [redacted]
Sent: 8/18/2021 8:01:56 PM
Subject: Re: Pre-read Re: MTG: Covid/WH update

Huge team effort – thanks, all!

From: [redacted]@fb.com>
Date: Wednesday, August 18, 2021 at 5:14 PM
To: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

+ 1million to all of this. Such enormous thanks to all of you (and to you too [redacted]), this was excellent.

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Wednesday, August 18, 2021 8:05:13 PM
To: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

The credit really goes to [redacted] such a lot of high quality work went into this to get to an end result that we felt confident sharing. Thanks team!

Also, beyond "correcting the record" externally (which is really important!), I am hopeful that this data also spurs follow-up work to address policy and enforcement gaps that were discovered (e.g. we currently don't look at content within url shares to make enforcement decisions). c[redacted]

Regards
[redacted]

From: [redacted]@fb.com>
Date: Wednesday, August 18, 2021 at 1:35 PM
To: [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

Hi [redacted]

I wanted to drop you a note to say thank you very much for your tireless efforts to get the 'disinfo dozen' newsroom post through stat review and out into the world. At every juncture, you were thoughtful and methodical

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about what numbers would make the most sense to release – balancing our communications goals and timelines with the practical demands of validating the stats. I know we would not have gotten this done without your diligence, and – while I don't think we're totally done with this conversation (☺), you allowed us to make our best case to the Biden admin and press, and it is greatly appreciated.

Onward!

[redacted]

From: [redacted]@fb.com>
Date: Friday, August 13, 2021 at 6:21 PM
To: [redacted]@fb.com>, Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

[redacted]

We have time with some of you on Monday am to review progress, and share our recommendation on the list of transparency-related commitments we should include, as part of our response to the Surgeon General's office (response due on 8/20).

Specifically, we are proposing we confirm with the WH/SG that we are working to release the following pieces of data in the fall:

1. Covid-19 Vaccine version of Widely Viewed Content Report
2. Larger Covid-19 Vaccine WVCR dataset via FORT
3. Misinformation and Harm prevalence

We expect the validation work for these to take 1-2 months, so optimistically the earliest we can release these is end of September; committing to "fall 2021" gives us additional buffer until November. We aren't recommending we make a public commitment on sharing this data as part of CSER next week (as aligned with comms), but do make the commitment in our letter back to the Surgeon General on 8/20. Additionally, in the immediate term, we are planning to publish the data around Disinfo Dozen via a Newsroom post this week. <link to draft - pending stat review>. Finally, we recommend that we also work on preparing a "benign prevalence" metric (details below) for public release, but don't include it in the SG response, since it is a new workstream.

Details:

1. **Covid-19 Vaccine version of Widely Viewed Content Report**
    1. What we will say: The vast majority of high reach vaccine content on our platform is either from authoritative sources or benign. A small fraction is borderline vaccine hesitancy content.
    2. Definition: Top 20 posts in US ranked by reach (organic, not including ads) related to Covid-19 vaccine topic during a 2 month period May-June 2021.
    3. Preview of report [pre-validation]: <link to dash>. Among the top 20 US vaccine posts in May-June, 1-16 are authoritative or benign (7 are from UNICEF, 6 from WHO), rank 17-20 are borderline B2V.
        1. Risks: even though majority of content is authoritative, the report will not be all clean, and likely include some borderline vaccine hesitancy content, though we are fairly confident it won't include violating M&H content. [Examples of BV from the pre-validation draft list: rank 17, 18, 19, 20]
    4. Limitations/caveats on methodology:

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    1. Time period: we are not able to go back in time to cover an entire quarter without significant effort (need to retrieve raw data from cold storage).
    2. Classifier precision/recall: We plan to manually review all the top posts for recall misses from the vaccine classifier. (~6000 posts to review, Vaccine topic Rank #20 post is overall Rank # 5962)
  5. Timeline/ETA for release: Oct 1 via blog post. Releasing these in report form via transparency center will require significantly more effort and time (based on learnings from FB App team), we recommend releasing this via blog post.
2. **Larger Covid-19 Vaccine WVCR dataset via FORT**
  1. What we will say: We are sharing a larger dataset of top vaccine related content on our platform in a privacy compliant manner with selected academic researchers, for independent research.
  2. Definition: Identical to 1 above, but with a larger value of N (tentatively N=10,000). We would follow the standard FORT playbook on privacy review and access control.
  3. Limitations/caveats on methodology:
    1. Same caveats as 1 apply here as well, additionally we cannot manually review the dataset for classifier recall misses.
    2. This dataset is not meant as a representative sample of all content on facebook, e.g. it does not include Friends-and-Family private sharing. If the researchers try to calculate prevalence using this dataset, it would be misleading. This concern is similar to what we currently face with the URL Shares dataset. However, we feel that calling it Top 10,000 makes this limitation clearer and helps prevent setting incorrect expectation of representativeness.
  4. Who can access:
    1. We recommend that the dataset first be provided to the 300+ researchers who have access to our URL shares dataset and then subsequently to researchers who sign the Researcher Platform Agreement.
  5. Timeline/ETA for release: Oct 22. Our optimistic estimate for releasing this dataset is 2-3 weeks after #1 above. (We will review with PXFN in parallel)
3. **Misinfo&Harm prevalence**
  1. What we will say: [these are current pre-validation stats] Across US, 0.04-0.11% of Covid content violates our misinfo and harm policy, and Covid content contributes to only 3% of all views in US on the platform
  2. Definition: Denominator = content classified to be related to Covid-19, Numerator=subset of denominator that violates our misinfo and harm policy.
  3. Limitations/caveats on methodology:
    1. The policy only covers the worst-of-worst content that can lead to imminent harm, and does not cover borderline content that is not eligible for removal.
    2. The prevalence estimate has dependency on covid classifier accuracy. Further, our measurement of the accuracy of COVID classification has some gaps.
    3. Optionally we can also share global prevalence which is lower than in US (0.02%-0.05%). We recommend limiting to US. The global measurement covers 73% of MAP on FB by covering English, Arabic, Bengali, Hindi, Indonesian, Thai, Tagalog, Spanish, French, Italian.
  4. Timeline/ETA for release: Aug 31.
4. **Benign prevalence (New Work in Progress)**
  1. What we are working on:
    1. 1 prevalence metric to describe % of US Covid19 Views and Reshares (including QPs) by credible sources: UNICEF/WHO, Government Orgs (CDC, Health Departments), National/Local Media
    2. Definition for another prevalence metric for "good" content on platform, which will be based on vaccine sentiment & source quality
  2. Definition:
    1. TBD
  3. Limitations/caveats on methodology:
    1. For denominators, same caveat with regards to the accuracy of Covid19 and Covid19 Vaccine classifiers as stated above.
  4. Timeline/ETA for release:
    1. Finalize definition for review: 2 weeks

Looking forward to the discussion on Monday, and we will share notes/decisions with this broader group after.

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Thanks
[redacted]

From: [redacted]@fb.com>
Date: Tuesday, August 10, 2021 at 1:08 PM
To: Nick Clegg [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Subject: Re: Pre-read Re: MTG: Covid/WH update

+ [redacted]

Thank you for your time on Friday to discuss our response to the Surgeon General on our Covid 19 work. Following up to recap the plan of record and timelines here:

Timeline: We received a follow up note from the Surgeon General's office on Friday asking us to send an update of any new/additional steps we are taking on health misinformation in light of the new CDC advice within two weeks. As such, we're aiming to finalise our response by 8/20, incorporating the work below. We'll schedule some time with this group to review progress early next week.

n.b. at the same time, we are still working to set up time as promised with [redacted] *to do a measurement deep dive. We'll revert back with a recommendation for who should staff this alongside Guy.*

Plan of record:

1. **Transparency:**

   i. We will prepare a Covid-19 vaccine version of our Widely Viewed Content Report for public release as soon as possible (Owner: [redacted]

   ii. We will internally validate and review with this group once ready US VPVs of content that violates our Covid M&H policies as a % of US Covid-19 VPVs (Owner: [redacted]

   iii. We won't at this time prepare a BV prevalence number for public release

   iv. We will do further work to scope a larger version of the Covid-19 Widely Viewed Content dataset (e.g. N=10,000) shared via FORT with specific academics for independent research (Owner: [redacted] - *n.b. we have shared the proposed plan with* [redacted] *who is supportive of this and we're working with her team on both the dataset concerns and proposal for which academics we share this with.*

   v. We will validate and publicly release the data around the Disinformation Dozen via a Newsroom post. We will not prepare an interim stat to use in case we are pressed for one before the NRP and validation is ready (Owner: [redacted]

2. **Enforcement:**

a. We will scope product work for the following changes and execute ones that are easy to do (Owner: [redacted]

i. Designate linked assets as non-recommendable

ii. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo Repeat Offender Status

iii. Demote Partly False rated Covid or vaccine misinformation more strongly

iv. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain Repeat Offender (RO) status in more instances

3. **Other:**
   a. We will revert back in the next day or so with recommendations around NEQ levers and other options for boosting authoritative information (Owner: [redacted]

Thank you

[redacted]

From: [redacted]@fb.com>
Date: Thursday, August 5, 2021 at 9:54 PM
To: Nick Clegg <[redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com> [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>, [redacted]@fb.com>
Cc: [redacted]@fb.com>
Subject: Pre-read Re: MTG: Covid/WH update

a/c priv

[redacted]

Ahead of our meeting tomorrow, we're providing you with an update on our response to the four asks from the White House and decisions from you on these options. Please see a link to the pre-read with the full details of options here.

As a reminder, the four asks named in the Surgeon General's Advisory:

1. Measure and publicly share the impact of misinformation on their platform. Facebook should provide, publicly and transparently, data on the reach of COVID-19 — COVID vaccine misinformation. Not just engagement, but the reach of the misinformation and the audience that it's reaching.
2. Create a robust enforcement strategy that bridges their properties and provides transparency about the rules
3. Take faster action against harmful posts
4. Promote quality information sources in their feed algorithm. Facebook has repeatedly shown that they have the levers to promote quality information. We've seen them effectively do this in their algorithm over low-quality information and they've chosen not to use it in this case. And that's certainly an area that would have an impact

The decisions we need to align per each ask are:

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1. **Transparency [Ask #1]**
   a. Should we release any of the following:

      i. A Covid-19 vaccine version of our Widely Viewed Content Report [**recommendation**];

      ii. US VPVs of content that violates our Covid M&H policies as % of US COVID-19 VPVs [**recommendation**]

      iii. US VPVs of content our classifiers have labelled as barriers to vaccination content as % of US COVID-19 vaccine VPVs ("BV")? [**not recommended**]

      iv. A larger version of Covid-19 Widely Viewed Content dataset (e.g. N=10,000) shared via FORT with specific academics for independent research [**recommendation**]

      v. To counter the claim that there are 12 individuals who are responsible for the majority of the health misinformation on Facebook, do we release data either:
      1. Publicly [**recommendation**], or
      2. to the White House and US policy makers only? [**not recommended**]
2. **Enforcement [Ask #2]**
   a. Do you agree that we should take the following four actions now:

      i. Designate linked assets as non-recommendable (option 1a below)

      ii. Count COVID M&H, Vaccine WDH, & COVID RFH toward misinfo Repeat Offender Status (option 2a below)

      iii. Develop a strike system for health-related Partly False and Missing Context ratings that could trigger domain/Page/Group/account Repeat Offender (RO) status in more instances (option 2b below)

      iv. Demote Partly False rated Covid or vaccine misinformation more strongly (option 2c below)
   b. Are there other non-recommended actions in the document that you think we should take now?

Thank you

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Exhibit 74

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: Waldo, Eric (HHS/OASH) <Eric.Waldo@hhs.gov>
To: [redacted]
CC: [redacted]
Sent: 8/18/2021 2:39:09 PM
Subject: RE: Disinfo Dozen Post

Thank you, [redacted] Appreciate you sharing this.

From: [redacted]@fb.com>
Sent: Wednesday, August 18, 2021 2:16 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@gmail.com>
Cc: [redacted]@fb.com>
Subject: Fwd: Disinfo Dozen Post

Eric and [redacted]—flagging this post for you and for Surgeon General Murthy. This details how we are approaching content from the disinfo dozen. Please let me know if you have any questions.

https://about.fb.com/news/2021/08/taking-action-against-vaccine-misinformation-superspreaders/

How We're Taking Action Against Vaccine Misinformation Superspreaders

In recent weeks, there has been a debate about whether the global problem of COVID-19 vaccine misinformation can be solved simply by removing 12 people from social media platforms. People who have advanced this narrative contend that these 12 people are responsible for 73% of online vaccine misinformation on Facebook. There isn't any evidence to support this claim. Moreover, focusing on such a small group of people distracts from the complex challenges we all face in addressing misinformation about COVID-19 vaccines.

That said, any amount of COVID-19 vaccine misinformation that violates our policies is too much by our standards — and we have removed over three dozen Pages, groups and Facebook or Instagram accounts linked to these 12 people, including at least one linked to each of the 12 people, for violating our policies. We have also imposed penalties on nearly two dozen additional Pages, groups or accounts linked to these 12 people, like moving their posts lower in News Feed so fewer people see them or not recommending them to others. We've applied penalties to some of their website domains as well so any posts including their website content are moved lower in News Feed. The remaining accounts associated with these individuals are not posting content that breaks our rules, have only posted a small amount of violating content, which we've removed, or are simply inactive. In fact, these 12 people are responsible for about just 0.05% of all views of vaccine-related content on Facebook. This includes all vaccine-related posts they've shared, whether true or false, as well as URLs associated with these people.

The report upon which the faulty narrative is based analyzed only a narrow set of 483 pieces of content over six weeks from only 30 groups, some of which are as small as 2,500 users. **They are in no way representative of the hundreds of millions of posts that people have shared about COVID-19 vaccines in the past months on Facebook**. Further, there is no explanation for how

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the organization behind the report identified the content they describe as "anti-vax" or how they chose the 30 groups they included in their analysis. There is no justification for their claim that their data constitute a "representative sample" of the content shared across our apps.

Focusing on these 12 individuals misses the forest for the trees. We have worked closely with leading health organizations since January 2020 to identify and remove COVID-19 misinformation that could contribute to a risk of someone spreading or contracting the virus. **Since the beginning of the pandemic across our entire platform, we have removed over 3,000 accounts, Pages and groups for repeatedly violating our rules against spreading COVID-19 and vaccine misinformation and removed more than 20 million pieces of content for breaking these rules.**

None of this is to suggest that our work is done or that we are satisfied. Tracking and combating vaccine misinformation is a complex challenge, made more difficult by the lack of common definitions about what constitutes misinformation, and the reality that guidance from scientific and health experts has evolved and will continue to evolve throughout the pandemic. That's why we're continuing to work with external experts and governments to make sure that we are approaching these issues in the right way and making adjustments if necessary. In the meantime, we will continue doing our part to show people reliable information about COVID-19 vaccines from health experts and help people get vaccinated.

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From: [redacted]@fb.com>
Sent: Wednesday, August 18, 2021 1:17 PM
To: Flaherty, Robert EOP/WHO
Cc: [redacted]
Subject: Disinfo Dozen Post

Hi Rob,

Flagging this post for your on our findings regarding the Disinfo Dozen—let us know if you have any questions, as always.

[redacted]

[redacted]
facebook, inc. | politics & government
[redacted]

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Exhibit 75

Internal Facebook text thread

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]40E>

To: [redacted]

Sent: 7/15/2021 5:28:28 PM

Subject: Message summary [{"otherUserFbId":null,"threadFbId":3964439060301954}]

[redacted] (7/15/2021 12:04:35 PDT):
>Hi [redacted] do you or someone else on PREsc have bandwidth now to quickly refresh the latest enforcement on the Disinfo Dozen? The White House made a statement about these accounts and now leadership is interested in what the status is, we'd like to do this now if at all possible. I know we have some of this info so in order of descending priority these are the most important info:
>
>- Is the account active or disabled?
>- Are there any feature blocks on the account?
>- Is the account nonrec?
>- Is the account in misinfo RO?
>
>I added a July 15 tab we can use: https://fb.quip.com/gbmuAdBYYKG7 - thank you in advance!

[redacted] (7/15/2021 12:05:16 PDT):
>(Also let me know if I should just send this back in or we can use the existing Case, whatever it is)

[redacted] (7/15/2021 12:14:43 PDT):
>cc: [redacted] and [redacted] if they have advice on sending it back in or keeping with [redacted] as our expert.

[redacted] (7/15/2021 12:15:09 PDT):
>That didn't tag [redacted] and [redacted] ^

[redacted] (7/15/2021 12:30:55 PDT):
>Hi all! Pending [redacted] and [redacted] input, my recommendation to get the quickest response given leadership attention would be to escalate via the channel directly. I will be able to work this request in around 30mns-1hr given my current investigation

[redacted] (7/15/2021 12:31:26 PDT):
>Thanks, [redacted] - I'll send it back in to expedite things

[redacted] (7/15/2021 12:38:45 PDT):
>[redacted] is going to finish up a case so he can focus on this. Since he has the most context this is our fastest way forward.

[redacted] (7/15/2021 12:39:05 PDT):
>Thank you both, as always

[redacted] (7/15/2021 12:41:20 PDT):
>You got it! I'm prioritizing the active accounts first but feel free to reference the June 2-3 tab for the latest info

[redacted] (7/15/2021 12:41:59 PDT):
>Got it makes sense - we also want to make sure the accounts we're saying are down are in fact down

[redacted] (7/15/2021 12:51:52 PDT):
>[redacted] I just finished the case I was working on if you need help with this request please let me know!

[redacted] (7/15/2021 12:59:16 PDT):
>Thanks so much [redacted]! For the wider group, I'm market the completed entities in the "7/15/2021 Update" column as "Updated".

[redacted] (7/15/2021 12:59:27 PDT):

Produced to HJC

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>marking*

[redacted] (7/15/2021 13:30:46 PDT):
>Hey [redacted] - Checking on progress and ETA?

[redacted] (7/15/2021 13:32:16 PDT):
>Hi [redacted], [redacted] and I are tag-teaming and we have 13 so far. The latest progress is on the July 15 tab.

[redacted] (7/15/2021 13:33:01 PDT):
>Oh great, I didn't know if that data was copied over or new -looks new

[redacted] (7/15/2021 13:33:52 PDT):
>ETA likely <1hr, we copied over the format from the 6/2 review but the right most column is tracking all completed entities. Please let us know if you have any questions on the data fields!

[redacted] (7/15/2021 13:44:13 PDT):
>Just wanted to make sure you saw the ask also whether any of the Disinfo Dozen have been totally removed from FB/IG (when you finish which have been disabled)

[redacted] (7/15/2021 13:45:21 PDT):
>Thanks for the flag! Will confirm that after the updates here.

[redacted] (7/15/2021 13:46:00 PDT):
>To help that process would you be able to summarize the actors themselves? (Dr sherri tenpenny, etc.?)

[redacted] (7/15/2021 13:46:19 PDT):
>I think we agreed the actual number of possibly linked accounts was 39, right [redacted] because VINE isn't technically Disinfo Dozen

[redacted] (7/15/2021 13:47:16 PDT):
>Joseph Mercola
>RFK Jr
>Ty & Charlene Bollinger
>Sherri Tenpenny
>Rizza Islam
>Rashid Buttar
>Erin Elizabeth
>Sayer Ji
>Kelly Brogan
>Christiane Northrup
>Ben Tapper
>Kevin Jenkins

[redacted] (7/15/2021 13:48:11 PDT):
>Thank you!

[redacted] (7/15/2021 13:53:45 PDT):
>that's right

[redacted] (7/15/2021 13:54:36 PDT):
>Do you recall if Millions Against Medical Mandates was associated with any in particular? It's called out in the report but it doesn't list a name

[redacted] (7/15/2021 13:59:12 PDT):
>hmmm...let me jog my memory

[redacted] (7/15/2021 14:08:19 PDT):
>From what I can tell it looks like Rashid Buttar and Erin Elizabeth don't have any accounts remaining. Sherri Tenpenny also looks like her only account is down - I don't see an FB account for her but the CCDH report suggests there is one

[redacted] (7/15/2021 14:12:02 PDT):
>They may be considering her FB page as an account.

[redacted] (7/15/2021 14:12:54 PDT):

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>Erin Elizabeth should definitely not have a presence since that takedown was done by the CIB team

[redacted] (7/15/2021 14:13:02 PDT):
>The Quip is now updated with the latest data and the summary on which entities still have a presence. I determined the same as Will's assessment (Rashid Buttar and Erin Elizabeth have no active accounts)

[redacted] (7/15/2021 14:13:10 PDT):
>MAMM doesn't appear directly affiliated with any of the personalities, though promotes Northrup, Bigtree, and RFK content. I did find this IG account for their founder: https://www.instagram.com/maurahealth/?hl=en

[redacted] (7/15/2021 14:14:31 PDT):
>What about Tenpenny?

[redacted] (7/15/2021 14:14:45 PDT):
>I think all of her official accounts are off - does she havea FB profile/Page we don't know about?

[redacted] (7/15/2021 14:14:57 PDT):
>For those with a presence, I updated the entity IDs of the remaining accounts. Tenpenny has an FB Page (754139041399199) with no violations.

[redacted] (7/15/2021 14:15:31 PDT):
>Does that mean we're at 40 accounts now?

[redacted] (7/15/2021 14:15:53 PDT):
>So the page 754139041399199 was in the Quip already and it was not a newly added entity.

[redacted] (7/15/2021 14:15:55 PDT):
>I thought Tenpenny's unused FB was part of the 39

[redacted] (7/15/2021 14:16:10 PDT):
>Oh Tenpenny on vaccines - is that legit?

[redacted] (7/15/2021 14:16:39 PDT):
>Gotcha - so she's effectively off since that's inactive

[redacted] (7/15/2021 14:16:57 PDT):
>yes, though stakeholders may not view it that way

[redacted] (7/15/2021 14:17:04 PDT):
>I'm not sure if there's a consolidated list of the 39 entities to cross reference. The page is xchecked and the admin is not Tenpenny's account. The latest post on the page was from 2018.

[redacted] (7/15/2021 14:20:26 PDT):
>Does Sayer Ji's profile have strikes?

[redacted] (7/15/2021 14:24:17 PDT):
>Yes sorry looks like that was blank. Updated now!

[redacted] (7/15/2021 14:24:32 PDT):
>The profile has 5 standard and 1 severe strike

[redacted] (7/15/2021 14:25:45 PDT):
>a Profile needs 9 strikes to come down? If there are any that are close should we review recent posts?

[redacted] (7/15/2021 14:27:32 PDT):
>Profiles typically need 13 standard strikes to be removed. We can asses recent posts for the active entities but it is unlikely to lead to removal without a deduplication exception.

[redacted] (7/15/2021 14:30:35 PDT):
>For the recent content review, would 15 posts suffice for the orange entities?

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[redacted] (7/15/2021 14:30:55 PDT):
>Yeah that seems good

[redacted] (7/15/2021 14:34:39 PDT):
>Misinfo SOft Demotion - does this mean misinfo RO status for the entity?

[redacted] (7/15/2021 14:39:35 PDT):
>So that's a separate signal that may or may not be helpful. It doesn't mean RO status but instead it shows whether recent content has been demoted

[redacted] (7/15/2021 14:40:05 PDT):
>Determined through our feed diagnostics tool

[redacted] (7/15/2021 14:40:29 PDT):
>Ah... OK

[redacted] (7/15/2021 14:40:43 PDT):
>Misinfo Ops may be able to help further clarify what the definition of the demotions are but here is the example from RFK Jrs Page: https://fburl.com/feedtools/3eeov2n6

[redacted] (7/15/2021 15:15:12 PDT):
>Hi all, jumping in for [redacted] who's hopefully taking a break. We shared a recap of this latest data with [redacted]. Thank you so much for the sprint. We'd also like to send an update to leadership by email but before doing that wanted to be really really sure Ops and Product are confident in what we've found, as we may then want to share the numbers on background externally. [redacted] is there any more validation you'd ideally want to do? Is there someone on Product we could get to eyeball this too? [redacted] thought [redacted] could be good. Here's the recap:

[redacted] (7/15/2021 15:15:23 PDT):
>"we have identified 39 accounts that are owned by, or appear to be linked to, the Disinfo Dozen. Of those accounts:
>(1) 15 have been disabled
>(2) 4 are experiencing feature blocks and 10 are in non-rec status
>(3) A final group of accounts has not posted sufficient violating content on our platform to be disabled or incur penalties, stopped posting content that violates our policies, don't post about COVID or vaccines anymore, or in some cases are inactive. (e.g., RFK Jr.)."

[redacted] (7/15/2021 15:16:59 PDT):
>I can help you find a product POC to verify.

[redacted] (7/15/2021 15:17:13 PDT):
>I assume it is to mostly verify the feature blocks/ non-rec status?

[redacted] (7/15/2021 15:17:52 PDT):
>Defer to [redacted] on what you think would most benefit from Product eyes

[redacted] (7/15/2021 15:18:38 PDT):
>Having product validation for this would be great since I know there are some block/non-rec mechanisms that may not always show up in our tooling.
>
>The only thing I would add is I have yet to complete the recent content review for the orange accounts. I don't believe this should change the assessment of the accounts unless granted an SOP to disable but this would be the last piece of the review that would build more confidence.

[redacted] (7/15/2021 15:19:42 PDT):
>Yep, [redacted] and I discussed and think it's OK if we don't have that completely up to date analysis, as that would only allow us to remove more content/accounts. But if it takes some time to get Product validation, maybe our timelines will converge...

[redacted] (7/15/2021 15:20:33 PDT):
>If we find someone on misinfo product, it'd also be compelling to say which are in misinfo RO I think

[redacted] (7/15/2021 15:26:28 PDT):
>Hey [redacted], Dr Tapper's IG may be able to come come down per the IG Health Misinfo Guidance

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Doc if we align on on the name "Dr" being a health keyword. I tagged you in the Quip with the details

[redacted] (7/15/2021 15:53:16 PDT):
>Hmm, let me see. Last time I remember there were only 4 so trying to see what #5 was

[redacted] (7/15/2021 15:54:13 PDT):
>Looks like 17899228822574634 is the newest?

[redacted] (7/15/2021 15:56:13 PDT):
>The newest would be 17889927494100230.
>
>It gets a bit more confusing since the active strike counts have to include IG_USER_CO strikes on Xchecked accounts like Tapper's IG.

[redacted] (7/15/2021 15:56:55 PDT):
>17889927494100230 is the one we aligned last time was violating in the June 2-3 review, which made strike #4 according to the tab

[redacted] (7/15/2021 15:57:14 PDT):
>17899228822574634 isn't listed on June 2-3 - was that just an oversight or was this recently deleted?

[redacted] (7/15/2021 15:59:30 PDT):
>That was likely an oversight. It looks like 17899228822574634 was listed under an old strike type which should still be counted for Xcheck IG profiles if deduped correctly.

[redacted] (7/15/2021 16:39:03 PDT):
>Update here that I identified one recent violating post on Kevin Jenkins' FB Profile. When removed, his strike count will increase to 7.

[redacted] (7/15/2021 16:45:05 PDT):
>Is there any issue with proceeding to remove violating content?

[redacted] (7/15/2021 16:46:01 PDT):
>I'll take a look - I think the 5th Tapper strike is probably a FP btw

[redacted] (7/15/2021 16:56:17 PDT):
>Confirmed this post from Jenkins is violating (well actually the root post is violating, if that matters for strike purposes) 3008233062776476

[redacted] (7/15/2021 16:56:27 PDT):
>Claims that COVID does not exist

[redacted] (7/15/2021 16:58:47 PDT):
>This post from Ben Tapper IG is non-violating and we should restore please: 17899228822574634
>
>For claims that COVID is a hoax, the claim has to be explicit that COVID does not exist, so the use of the #covidhoax hashtag isn't by itself violating. See OGs:
>
>Use context here to determine if it's explicitly calling out that COVID does not exist. Example:
>Remove: Covid is a lie
>Allow: New York Nurse Confirms COVID Criminal Hoax. 'COVID criminal hoax' in this context can refer to any hoax around how the COVID situation is being handled, say by a hospital, and does not necessarily mean that 'COVID is a hoax'.

[redacted] (7/15/2021 17:01:17 PDT):
>On it thank you [redacted]! I will remove Jenkins post and restore Tappers

[redacted] (7/15/2021 17:20:36 PDT):
>Confirming here Jenkins post is deleted and Tappers' post is restored. I left two identified violations in the Quip for Sayer Ji's Account (1045208821) for policy confirmation. PREsc will await confirmation prior to deleting.
>
>In tandem, Misinfo Ops is working to confirm RO status of the entities in the quip. The subcase is C#989332.

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[redacted] (7/15/2021 17:28:28 PDT):
>Hi all! Adding [redacted]. No current PREsc AIs as all orange accounts have underwent recent content review.
>
>I also wanted to flag a great callout by [redacted] from a separate case. It looks like Tenpenny may be actively operating these two separate accounts that don't seem to be on the initial Disinfo Dozen-associated account list. (IGU 17841436759576263 and FBU 1065255952)

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Exhibit 76

Internal Facebook email correspondence

To: [redacted]@fb.com]; Kevin Martin[[redacted]@fb.com]
From: Joel Kaplan[[redacted]]
Sent: Thur 4/15/2021 7:28:14 AM (UTC-07:00)
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Open question whether it's helpful or harmful for me to have to read them too. I find this kind of harassment from White House staff to be terribly galling, but useful to understand their perspective on us clearly . . .

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From: [redacted]@fb.com>
Sent: Thursday, April 15, 2021 10:23 AM
To: Joel Kaplan; Kevin Martin
Subject: FW: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Sharing with you (and not more broadly for now). I think it's an open question as to whether it's helpful or harmful for our SME's (and [redacted] in particular) to have to read Rob's colorful way of describing things. But this is what I got back last night from him in response to our message re: the Tucker video.

From: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Date: Wednesday, April 14, 2021 at 11:36 PM
To [redacted]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

And sorry — if this was not one of the most popular posts about the vaccine on Facebook today, then what good is crowdtangle?

[redacted] said that [redacted] video was the most popular yesterday based on your data, which reflected what CT was showing. Tuckers video was top on CT today. What is different about this video, then?

Sent from my iPhone

> On Apr 14, 2021, at 11:29 PM, Flaherty, Rob EOP/WHO [redacted]@who.eop.gov> wrote:
>
> I guess this is a good example of your rules in practice then — and a chance to dive in on questions as they're applied.
>
> How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting?
>
> Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?
>
> And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is "visit the covid-19 information center for vaccine resources" the best thing to tag to a video that says the vaccine doesn't work?
>
> Not for nothing but last time we did this dance, it ended in an insurrection.
>
> Sent from my iPhone
>
> > On Apr 14, 2021, at 11:11 PM, Brian Rice <brianrice@fb.com> wrote:

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Making sure you receive--

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, April 14, 2021 at 10:51 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: Re: Tucker Carlson anti-vax message.

Hi Andy - have looked into this some more.

I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note.

Regardless of popularity, the Tucker Carlson video does not qualify for removal under our policies. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective.

That said, the video is being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is being demoted.

The team is working on the follow ups from the meeting this morning, including more details on most viewed/ranked content on Facebook and [redacted] will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

Given the timeline that was provided today for further decision about the J&J vaccine, it would be great to get your guidance about what affirmative messages we should amplify right now. Consistent with the message we heard at the press conferences, we're currently emphasizing the safety and efficacy of the Moderna and Pfizer vaccines in the Covid Information Center.

Popular Vaccine-Related Content on Facebook Today:

CNN: >https://www.cnn.com/2021/04/13/health/blood-clots-johnson--johnson-vaccine-wellness/index.html<
ABC: >https://www.facebook.com/10160902498218812<
NBC: >https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927<
NY Times: >https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html<
CDC: >https://www.facebook.com/10159031890151026<
CBS: >https://www.facebook.com/10159467409732010<
Heather Cox Richardson: >https://www.facebook.com/297363371758902<

All v best

Nick

On 4/14/21, 10:52 AM, "Nick Clegg" <[redacted]@fb.com> wrote:

Ok - sorry to hear about call today, will dig in now. N

On 4/14/21, 10:01 AM, "Slavitt, Andrew M. EOP/WHO" <Andrew.M.Slavitt@who.eop.gov> wrote:

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Number one on Facebook. Sigh.

Big reveal call with FB and WH today. No progress since we spoke. Sigh.

Sent from my iPhone

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Exhibit 77

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: [redacted]
Sent: 8/20/2021 5:10:12 AM
Subject: Fwd: [A/C PRIV] Enforcement Update re COVID-19

Do we account for all of these in the note to the SG?

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From: [redacted]@fb.com>
Sent: Thursday, August 19, 2021 7:24:53 PM
To: Nick Clegg <[redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Cc: [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>; [redacted]@fb.com>
Subject: [A/C PRIV] Enforcement Update re COVID-19

Nick, [redacted]

This email provides a follow-up to our August 6th discussion regarding our response to the Surgeon General on COVID-19 misinformation. During that discussion, we agreed to further explore four discreet policy options for reducing the prevalence of COVID-19 misinformation on our platforms. Since then, teams have scoped the requirements for executing those options. As discussed further below, we plan to roll-out the first three options over the next coming weeks, and will roll-out the fourth option as an escalation only policy.

Please let us know if you have any concerns with the following plan by 9 am ET tomorrow; otherwise, we plan to provide an update to the Surgeon General and start executing against these tomorrow.

Thank you,
Michael

1. **Option 1: Designate any assets linked to Groups/Pages/Profiles/Accounts, which have been removed for COVID misinfo violations, as non-recommendable to users.**
   a. **Impact:** Any asset linked to Groups/Pages/Profiles/Accounts that have been removed for COVID misinfo violations would not be recommended to users (e.g., RFK Jr.'s IG Account is removed, so his FB Page will be non-recommendable).
   b. **Status: By the end of this week, we will enforce on approximately 60 linked assets related to the Disinfo Dozen that have been removed for COVID misinfo violations.** Over the next three weeks, we will engage in further work to understand how to mitigate the risk of over-enforcement here. We will then return with a further recommendation on a broader policy change that will affect more than just the 60 Disinfo Dozen-linked assets.

2. **Option 2: Count COVID Misinformation & Harm (M&H), Vaccine Widely Debunked Hoaxes (WDH), & COVID Repeatedly Fact-Checked Hoaxes (RFH) toward Misinformation Repeat Offender status.**
   a. **Impact:** Currently, only 3PFC-rated False/Altered content counts toward misinfo repeat offender status, which results in demotions and demonetization for entities. Counting COVID M&H, Vaccine WDH, and COVID RFH strikes towards misinfo repeat offender status would more quickly penalize entities spreading COVID or vaccine misinfo on top of our normal Community Standards penalties.
   b. **Status: We are targeting the end of September for launch**. This includes updating language on existing transparency surfaces to notify affected entities how content we remove for COVID/Vaccine violations factors into their Repeat Offender status.

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3. <u>Option 3</u>: **Demote COVID or vaccine misinformation rated Partly False more strongly.**
    a. **Impact:** We currently demote content rated Partly False at 50%. We will increase that demotion level to 80% for COVID and vaccine misinfo. Note: In the last month, fact-checkers applied "Partly False" ratings to at least 1k COVID-19/vaccine content.
    b. **Status: We are targeting the end of next week for launch.** This includes transparency updates in an existing NewsRoom Post (link).

4. <u>Option 4</u>: **Count COVID or vaccine-related URLs that are rated Partly False or Missing Context towards "domain" Repeat Offender (RO) status (i.e., penalize the URL domains from which the content was shared).**
    a. Impact: The Disinfo Dozen report faulted FB for allowing users to share URLs linked to the Disinfo Dozen. Misinfo Policy found that, for the most viral Disinfo Dozen URLs rated by third-party fact checkers, 85% of those ratings were either Partly False or Missing Context. However, only False ratings count towards misinfo repeat offender status, which means, for those URLs rated False, all user shares of that URL's domain will be demoted.
    b. Status:
        i. **Change:** This is a heavy lift to integrate into our existing repeat offender system. Instead, we will approach this as an on-escalation break-the-glass measure. We will periodically manually review domains that had a high number of third-party fact check ratings to see if enough of them were COVID or vaccine related. We will enforce on domains that meet that threshold manually for 90-day domain demotion (note: threshold is still TBD). Misinfo Policy and Product are aligned on this modification of the option as a BTG solution.
        ii. **Caveats:** This will not flow through the normal repeat offender process, so will not have messaging that domain repeat offender status has been met. However, many of our domain repeat offender demotions do not give notification unless the domain is explicitly tied to a page. We will need to have a reactive comms plan for partners that may experience these demotions.

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Exhibit 78

Email correspondence between Facebook and Surgeon General Murthy's office

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
To: Nick Clegg; Murthy, Vivek (HHS/OASH)
CC: [redacted]
Sent: 8/23/2021 7:43:44 AM
Subject: RE: Facebook Covid actions

Hi Nick,

I hope this finds you well. Thank you so much for following up with this detailed note. We are grateful for you and your team's attention to the concerns we have been raising and the work to address those ongoing concerns.

[redacted] and I are also in touch, but we look forward to continuing to move forward together with urgency and solutions during these extraordinary times.

Best,
Eric

From: Nick Clegg <[redacted]@fb.com>
Sent: Friday, August 20, 2021 3:08 PM
To: Murthy, Vivek (HHS/OASH) <[redacted]@hhs.gov>
Cc: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@gmail.com; [redacted]@fb.com>
Subject: Facebook Covid actions

Dear Surgeon General

Many thanks again for the recent opportunity to discuss our Covid related work. You asked for an update on existing and new steps that Facebook is taking. As you know, Facebook takes its responsibility during this prolonged, unprecedented public health crisis extremely seriously. In light of our conversation we have been reviewing our efforts to combat COVID-19, and are eager to continue working towards our shared goal of helping more people get vaccinated and limiting the spread of harmful misinformation.

The White House described four recommendations to social media platforms in July, which cover access to authoritative information, enforcement and speed of enforcement, and transparency. Those are priorities we have shared throughout the COVID-19 pandemic. In this update, we describe both our historic actions in these areas, as well as new information on boosting access to authoritative information, and further policy work to enable stronger action against persistent distributors of vaccine misinformation. Finally, as agreed at our last meeting, we remain eager to meet with you and/or your team about our ideas regarding data that could potentially be shared with the public.

Elevating access to better information
We continue to review, experiment and adapt to find better ways to increase access to quality information, as we have done since the start of the pandemic:

- We have heard your and others' concern that people should be better able to access authoritative information on our platform. We agree, and have already taken action to make it easier for people to find more authoritative and trusted information in News Feed. We would be happy to describe these efforts to you in a specific briefing.
- We continue to help people directly access accurate information through the COVID Information Center, and will keep adding to this as the situation evolves and especially as guidance for various populations is updated - including when children should get vaccinated, and when the already vaccinated should be getting boosters.
- So far we have connected over 2 billion people globally with resources about COVID, and in the US alone we've helped over 4 million people get vaccinated through our Vaccine Finder, which connects them with appointment information, directions, and contact information.
- We're continuing to refine how we help health partners reach communities with less access to information or lower vaccination rates, leveraging the CDC's Social Vulnerability Index and other resources to reach those populations with high-quality, authoritative information.

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Limiting Potentially Harmful Information

We continue to improve and refine measures that reduce the spread of potentially harmful content and limit the distribution of actors who share misleading information about COVID and the vaccine:

- We will shortly be expanding our COVID policies to further reduce the spread of potentially harmful content on our platform. These changes will apply across Facebook and Instagram.
    - We are increasing the strength of our demotions for COVID and vaccine-related content that third party fact checkers rate as "Partly False" or "Missing Context." That content will now be demoted at the same strength that we demote any content on our platform rated "False."
    - We are making it easier to have Pages/Groups/Accounts demoted for sharing COVID and vaccine-related misinformation by also counting content removals under our COVID and vaccine-related Community Standards violations towards their demotion threshold.
    - Any entity linked to another entity that is removed for violating our COVID or vaccine misinformation policies will be rendered "non-recommendable" on our platform.
    - Lastly, we will also be strengthening our existing demotion penalties for websites that are repeatedly fact-checked for COVID and vaccine misinformation content shared on our platform. Together, we intend for these policies to further limit the traction that misinformation can get on our platform.
- To date, we've removed over 20 million pieces of content for COVID- and vaccine-related misinformation. We've also taken action against people who repeatedly post content that violates our policies. Since the beginning of the pandemic, we have removed over 3,000 accounts, Pages, and groups for repeatedly violating our rules against spreading COVID and vaccine misinformation.
- We've specifically investigated the people sometimes identified in the media as the 'Disinfo Dozen'. We've applied penalties to some of their website domains as well so any posts, including their website content, are moved lower in News Feed. The remaining accounts associated with these individuals are not posting content that breaks our rules, have only posted a small amount of violating content, which we've removed, or are simply inactive. In fact, these 12 people are responsible for about just 0.05% of all views of vaccine-related content on Facebook. This includes all vaccine-related posts they've shared, whether true or false, as well as URLs associated with these people. In total we have removed three dozen Pages, groups and Facebook or Instagram accounts linked to these 12 people, including at least one linked to each of the 12 people, for violating our policies.
- We continue to notify people when content that they have interacted with is removed for violating our policies on COVID and vaccines.
- We have implemented and continue to experiment with signals that we can use -- around specific kinds of sharing behavior, specific page types, and specific types of language, among other factors -- to demote content that we predict will contain low quality information.

Increasing Transparency

We will continue to seek to ensure the actions we are taking (as well as misses) are apparent and discernible by people who don't work at Facebook. We are especially keen to discuss with you what form shared data could take in order to be most valuable to analysts and researchers, both inside and outside of government.

In terms of what we're doing now:

- We already have a wide amount of data available for analysis through our academic partnerships like FORT, but we are keenly aware that more kinds of data, or more specific cuts, may be valuable to the people actively looking to study this area more closely. We also share data with the public through our quarterly Community Standards Enforcement Report releases, most recently this past Wednesday, and have also just launched a Widely View Content Report to further increase transparency with the public.
- We are currently deep in internal discussions to identify the best ways we can share with the public information about some of the most widely viewed content on Facebook. We're actively considering how we can best share that information so that it is valuable to the public and to researchers, which to the best of our knowledge no other company provides.
- We're also looking at ways we can produce more data and deeper data sets that can create richer opportunities for researchers to analyse the reach of various kinds of content.
- We have examined the distribution patterns of the so-called 'Disinfo Dozen' (as above - https://about.fb.com/news/2021/08/taking-action-against-vaccine-misinformation-superspreaders/).
- To advance public understanding of how social media and behavioral sciences can be leveraged to improve the health of communities around the world, we've supported researchers attempting to understand social media's role in the ongoing pandemic. One report has already been published, and we are pleased to see that social media can have positive impacts on public health needs. There are other researchers we are

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supporting, and look forward to reviewing their work as it is completed and peer reviewed.

- While separate from the issue of content online, researchers are also able to access our COVID-19 Trends and Impact Survey, which is a global survey gathering insights about symptoms, testing, mask-wearing, social distancing, mental health, vaccine acceptance, reasons for vaccine hesitancy, and more. We believe this is the largest public health survey in history. Over 70 million responses from more than 200 countries and territories have been collected, and the data can be broken down by self-reported demographic information like gender and race as well as by hyper-local geographic regions. The data is available in near real-time and is collected off-platform by academic partners at the University of Maryland (UMD) and Carnegie Mellon University (CMU). Academic and nonprofit researchers are able request access to non-public, non-aggregated survey data for their research.

I hope this is a useful update. pending further work and discussions we will continue to update you and your teams and we are happy to meet and discuss any of the work we have outlined here. Please do not hesitate to reach out to me or my team with any further questions.

Best wishes.

Nick

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Exhibit 79
Internal Facebook text thread

From: [redacted]</O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=801D8F2FAB0F4236A38CD9150799E9DE-[redacted]>

To: [redacted]

Sent: 7/21/2021 10:15:25 AM

Subject: Message summary [{"otherUserFbId":null,"threadFbId":5772876049449439}]

[redacted] (7/21/2021 09:28:02 PDT):
>Hey team - know everyone is neck deep right now in WH response. Flagging [redacted] and [redacted] that we're being asked to join the WHO call tomorrow, they are likely going to have Qs about the Disinfo Dozen and recent NewsGuard reports. We've nominated Will to rep for us - he'll stay on message with the latest your teams have pulled together but wanted to be sure you had viz and feel free to flag any concerns with doing this

[redacted] (7/21/2021 09:28:49 PDT):
>okay thanks - we are working on a response to the NewsGuard report that we can share later

[redacted] (7/21/2021 09:29:31 PDT):
>perfect - thank you! All our convos with them are off the record completely so def no risk of leaks. We'll keep you updated though and be sure to use your messaging docs. Good luck with the meeting today [redacted]

[redacted] (7/21/2021 10:06:38 PDT):
>[redacted] QQ - is the podcast still being published today?

[redacted] (7/21/2021 10:08:46 PDT):
>Yep, its live now but ended up being heavily edited and much more combative than we expected

[redacted] (7/21/2021 10:09:02 PDT):
>https://podcasts.apple.com/us/podcast/is-covid-misinformation-killing-people-facebooks-nick/id1504128553?i=1000529558554

[redacted] (7/21/2021 10:09:17 PDT):
>oh bummer 😩

[redacted] (7/21/2021 10:09:26 PDT):
>is the guidance to still hold on doing any further internal comms to xfn?

[redacted] (7/21/2021 10:10:49 PDT):
>I think so for now, just while we deal with current incoming but [redacted] correct me if I'm wront

[redacted] (7/21/2021 10:10:52 PDT):
>wrong*

[redacted] (7/21/2021 10:11:37 PDT):
>no worries we dont need to rush this its not urgent

[redacted] (7/21/2021 10:14:27 PDT):
>yep that;s the guidance for now

[redacted] (7/21/2021 10:14:34 PDT):
>just a super sensitive time - thank you

[redacted] (7/21/2021 10:15:25 PDT):
>We can chat more tomorrow but I assume I should stick to TPs on Disinfo Dozen and Newsguard (forthcoming). THey're under NDA so I assume I'm fine to discuss DVDE which they apparently have asked about?

Produced to HJC

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Exhibit 80

Internal Facebook email correspondence

From: [redacted] </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NELLMDD4>
To: Nick Clegg; [redacted]
CC: [redacted]
Sent: 7/21/2021 11:35:35 AM
Subject: Covid misinfo: Delta assessment + Mitigations

Nick,

TLDR: There is likely a significant gap between what the WH would like us to remove and what we are comfortable removing. There are some policy mitigations that could get the two parties closer, but Content Policy does not recommend pursuing them.

You asked for information about the delta between content that Facebook is removing and the White House wants us to remove and mitigation options. The White House rarely provides any specificity about what it wants removed, but it routinely complains to us about content identified in critical media reports. We've compiled specific criticisms and extrapolated from more general complaints below:

1. **Cross-platform disables**:
    a. Delta: The WH wants cross-platform disables. We only do cross-platform disables for child safety and dangerous organization violations.
    b. Mitigation (not recommended): We could remove all of a person's groups/pages/accounts once they have had a single group/page/account removed for covid misinfo violations. This would remove approximately 50 non-violating entities associated with the Disinfo Dozen, including many entities that have nothing to do with COVID or vaccines. We are continuing to research what other entities might be affected.
    c. Background:
        1. Jen Psaki said that if you're banned on one platform, you should be banned on all platforms. We do not and should not ban users from FB or IG because they've been banned by competitors. We assess FB pages and profiles and IG accounts based on the content they post and do not typically enforce against a non-violating page/profile/account if a connected entity is removed (we only enforce cross-platform on DOI and Child Safety violations). This practice has been a point of contention around the "Disinfo Dozen" because we have removed their violating entities (23 entities from 11 of the 12 people) but continued to allow their non-violating entities (53 entities - this set is under constant review and number changes often).
1. **Off-Platform Links**:
    a. Delta: The WH wants all links to the Disinfo Dozen's off-platform domains removed. We only remove links to off-platform content if the content violates child safety or dangerous organizations violations.
    b. Mitigation (not recommended): We could remove all posts from FB/IG if the posts contain a link to domains associated with covid misinfo violators, but it would likely remove significant amounts of benign content posted by regular users, such as their posts about person experiences or government criticism that also include a link to a website. Some of the off-FB/IG websites also have non-covid-related content, so we could be removing posts that are not about COVID and link to the websites for non-COVID reasons. It is unlikely that we have capacity to review individual off-platform links, so we would likely have to execute at a domain level.
    c. Background:
        i. To get to the claim that 65% of covid misinfo comes from the Disinfo Dozen, we assume

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the WH is complaining about non-violating content on FB that includes links to content off FB that would violate if posted on FB.

ii. We could blackhole links to any domain or sub-domain associated with pages, groups, or accounts removed for violating our covid misinfo policies. We are currently investigating the impact that this change would have, including both scope of removals and how much of the content would be benign. Given resource constraints, we do not think it is feasible to review all pages before removal.

iii. We are still collecting information on how much content this would remove and a rough estimate of what percentage of that content links to benign versus violating content.

3. **True information**:
   a. Delta: The Surgeon General wants us to remove true information about side effects if the user does not provide complete information about whether the side effect is rare and treatable. We do not recommend pursuing this practice.
   b. Mitigation (not recommended): We currently label all of this content and demote some of it. We could remove the content or increase the demotion strength.
   c. Background:
      i. The Surgeon General's report on misinformation defines misinformation as including: "An anecdote about someone experiencing a rare side effect after a routine surgery. The specific anecdote may be true but hide the fact that the side effect is very rare and treatable. By misinforming people about the benefits and risks of the surgery, the anecdote can be highly misleading and harmful to public health."
      ii. Experts have advised us that it's important to allow people to ask questions and allow open discussion of vaccine safety and efficacy to overcome vaccine hesitancy. For content that is presented in a sensational or shocking way or promotes vaccine refusal, we demote the content and apply a label with a link to accurate, authoritative information. We believe the information push partially combats the incomplete information while giving users space to express their views and share their personal experiences.

4. **Other Vaccine Hesitant Content**:
   a. Delta: The WH generally objects to content that appears in media criticism of our covid misinfo efforts. While we don't have specifics, we can extrapolate that they would like us to remove content that provides any negative information on or opinions about the vaccine without concluding that the benefits of the vaccine outweigh that information or opinion; humorous or satirical content that suggests the vaccine isn't safe
   b. Mitigation: Similar to true information, we recommend adhering to expert advice that we allow open discussion of vaccine safety and efficacy and do not recommend removing this content. We could consider increasing the demotion strength on content being demoted that is still breaking through into top posts.
   c. Background:
      i. We reviewed a recent report, titled Facebook has a vaccine misinfo problem, that concluded 12 of the top 15 vaccine-related posts on Facebook in a one-month period were "negative." We replicated the report's Crowdtangle search to review the content. None of the content or users relate to the "Disinfo Dozen." Of note, in order to maintain the narrative of FB's failure, our critics remove UNICEF content from their analysis because it effectively dominates covid content -- an accurate report on covid content from this Crowdtangle search would show that 5 of the top 15 posts were authoritative, pro-vaccine posts from UNICEF.
      ii. None of the content should have been removed. Five pieces of content labeled "negative" are being demoted for being vaccine hesitant. Six pieces of content labeled "negative" are non-violating -- one is an ABC News report; two are personal opinions opposing mask and vaccine mandates; and two are personal opinions about the speaker's decision not to get vaccinated. Four pieces of content are labeled "positive" or "neutral." There is a full content assessment below.

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Detailed Assessment of Other Vaccine Hesitant Content:

1. The #2 ranked content is an ABC News report about side effects. It is deemed "negative."
    a. Delta assessment: We don't know whether the WH would propose that this reporting from network news should be removed for accurately reporting on side effects. We do not recommend doing so.
2. Five pieces of content (ranking 1, 5, 7, 13, 14) were borderline content and were demoted and labeled, but the demotion strength did not remove them from the top 100 FB posts for the relevant time period. All received the label: "COVID-19 vaccines go through many tests for safety and effectiveness and are then monitored closely" with a link to FB's COVID-19 Information Center.
    a. Delta assessment (content assessment below): We suspect the WH believes this content should be removed. We demote and label this content because we find it irresponsible in its sensationalism and lack of context; however, it is a mix of true content and criticism of the government, both of which are appropriate to allow on platform.
    b. #1, 5, and 7 are from Candace Owens and suggest that the vaccine is experimental or has side effects, including death, and are critical of the government. #5 was also fact-checked by a 3PFC.
    c. #13 is from Tucker Carlson and offers sensationalized reporting on a true incident of a 12 year old suffering a rare side effect and and reporting on a study published in the *Journal of the American Medical Association (JAMA) Pediatrics* about the dangers of wearing masks to children. The content was posted the day after the JAMA study was published. JAMA retracted the study two weeks after publication.
    d. #15 is from Turning Point USA and suggests that the government has no authority to mandate taking an experimental vaccine.
2. Five pieces of content (ranking 4, 6, 8, 11, 12) were labeled negative.
    a. Delta assessment (content assessment below): The WH has previously indicated that it thinks humor should be removed if it is premised on the vaccine having side effects, so we expect it would similarly want to see humor about vaccine hesitancy removed. We don't have insight into whether the WH wants personal opinions about government mandates or explanations of personal choices not to get the vaccine removed. We believe there is a strong interest in protecting the expression of personal opinion and personal choice.
    b. #4 is a cartoon attempt at humor, suggesting that door-to-door vaccinators would be tied to trees.
    c. The other four pieces of content all offer personal opinions about mask or vaccine mandates or the decision to be vaccinated.
4. Four pieces of content (ranking 3, 9, 10, 15) were labeled positive or neutral.

Disinfo Dozen Status On Platform:

1. We have been aware of the Disinfo Dozen back in March. We took very aggressive actions based on them, and other entities we flagged, by expanding the amount of Misindo that we remove and by giving the "Worst of the Worst" entities 48 hours to remove all violating misinformation or otherwise they would be removed. As a result of that, we removed known anti-vaxxers such as RFK Jr.'s IG Account.
2. This resulted in behavior modification by these actors -- RFK stopped posting anti-vax content on his FB page, and some other members of the Disinfo Dozen also stopped posting violating content.
3. We have continued to monitor these accounts and have found the following:
    a. 91 entities are tied to the Disinfo Dozen (however, the majority of these entities do not share anti-vax content and some post infrequently or stopped posting altogether).

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b. 23 of those entities have been removed.
c. We are confirming additional entities (approx. 15) that may be removed under our "Single Use Multiple Account" and Recidivism policies (we are aiming to have these results by EOD).
d. 11 of the 12 Disinfo Dozen members have had one entity removed by us. The 12th posts mainly about internet censorship now. We are watching his profile closely.

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Exhibit 81

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob R. EOP/WHO
CC: Waldo, Eric (HHS/OASH); Rowe, Courtney M. EOP/WHO; [redacted]
Sent: 9/21/2021 11:15:04 AM
Subject: Re: [EXTERNAL] Covid Insight Report

Understood Rob—we will circle back over the next few days to brief.

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Date: Saturday, September 18, 2021 at 2:54 PM
To: [redacted]@fb.com>
Cc: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: Re: [EXTERNAL] Covid Insight Report

Happy to talk about it, [redacted] Would be interested to see, as we have long asked for, how big the problem is, what solutions you're implementing, and how effective they've been.

Sent from my iPhone

On Sep 18, 2021, at 2:52 PM, [redacted]@fb.com> wrote:

Eric and team,

Including the latest version of our report here.

I'm sure you also saw yesterday's story in the WSJ about the spread of COVID-19 misinformation in comments on Facebook. The story - largely based on cherry-picked leaked documents, doesn't accurately represent the problem or the solutions we have put in place to make comments on posts about COVID and vaccines safer. I know that we've discussed this many times over the past several months and I'd be happy to schedule a call to discuss in greater detail. Please let me know if that would be of interest.

In the meantime I'm also sharing a post we published today from Nick addressing the WSJ series in full. Link to that post is here.

As always please let me know if you have any questions.

Thanks,

[redacted]

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Date: Tuesday, September 7, 2021 at 5:11 PM
To: [redacted]@fb.com>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: RE: Covid Insight Report

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Thanks so much for sharing this, [redacted] and I connected last week and he should be reaching out with timing soon (me or someone from my team would join him as well).

Thanks!

From: [redacted]@fb.com>
Sent: Tuesday, September 7, 2021 10:03 AM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@who.eop.gov; Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>; [redacted]@gmail.com>
Subject: Covid Insight Report

Good morning—apologies that this is coming after the holiday weekend. Attaching our latest Covid Insights report. Happy to schedule time to discuss at your convenience.

Eric and [redacted]—would also love to follow up on nailing down our meeting to discuss data transparency—let me know if there's anything I should be doing to move that along.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Saturday, August 21, 2021 at 1:10 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Covid Insight Report - 8/20

Eric, Courtney and Rob,

Attached please find the latest version of our Covid Insights report detailing the top 100 posts overall and related to the vaccine for the weeks of 7/25 and 8/1.

Happy to schedule time to follow up on any questions you might have.

Thanks,

[redacted]

<9_17 - COVID-19 Insights.pdf>

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Exhibit 82

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
To: [redacted] Waldo, Eric (HHS/OASH); Rowe, Courtney M. EOP/WHO; [redacted]
Sent: 10/4/2021 2:39:18 PM
Subject: RE: Covid Insight Report

Appreciate it, [redacted]

Figure you'd have other things to deal with today!

From: [redacted]@fb.com>
Sent: Monday, October 4, 2021 4:04 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; [redacted] <[redacted]@gmail.com>
Subject: [EXTERNAL] Re: Covid Insight Report

Hi Eric, Rob, Courtney and [redacted]—

Apologies that this is coming to you today instead of Friday—my fault for not getting it out earlier. Attached is the latest version of our bi-weekly Covid Insight report.

Please let me know if you have any questions related to the report or on anything else that we might be able to be helpful with.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Saturday, September 18, 2021 at 2:51 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: Covid Insight Report

Eric and team,

Including the latest version of our report here.

I'm sure you also saw yesterday's story in the WSJ about the spread of COVID-19 misinformation in comments on Facebook. The story - largely based on cherry-picked leaked documents, doesn't accurately represent the problem or the solutions we have put in place to make comments on posts about COVID and vaccines safer. I know that we've discussed this many times over the past several months and I'd be happy to schedule a call to discuss in greater detail. Please let me know if that would be of interest.

In the meantime I'm also sharing a post we published today from Nick addressing the WSJ series in full. Link to that post is here.

As always please let me know if you have any questions.

Thanks,

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[redacted]

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Date: Tuesday, September 7, 2021 at 5:11 PM
To: [redacted]@fb.com>, Robert.Flaherty@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: RE: Covid Insight Report

Thanks so much for sharing this, [redacted]. [redacted] and I connected last week and he should be reaching out with timing soon (me or someone from my team would join him as well).

Thanks!

From: [redacted]@fb.com>
Sent: Tuesday, September 7, 2021 10:03 AM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@who.eop.gov; Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>; [redacted]@gmail.com>
Subject: Covid Insight Report

Good morning—apologies that this is coming after the holiday weekend. Attaching our latest Covid Insights report. Happy to schedule time to discuss at your convenience.

Eric and [redacted]—would also love to follow up on railing down our meeting to discuss data transparency—let me know if there's anything I should be doing to move that along.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Saturday, August 21, 2021 at 1:10 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Covid Insight Report - 8/20

Eric, Courtney and Rob,

Attached please find the latest version of our Covid Insights report detailing the top 100 posts overall and related to the vaccine for the weeks of 7/25 and 8/1.

Happy to schedule time to follow up on any questions you might have.

Thanks,

[redacted]

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Exhibit 83

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Waldo, Eric (HHS/OASH); [redacted]@who.eop.gov; Rowe, Courtney (who.eop.gov); [redacted]
Sent: 10/17/2021 4:05:20 PM
Subject: Covid Insight Report
Attachments: 10_15 - COVID-19 Insights[32].pdf

Eric, Rob, Courtney and [redacted]

Including the latest Insight report here for your review.

We also wanted to provide you with a brief update on our proactive efforts on COVID. We continue to focus our efforts on reaching low-vaccination communities. This includes our partnership with the U.S. Department of Health and Human Services (HHS), where together we're working to amplify influential voices in low-vaccination communities. Earlier this month, we partnered with the Center for Disease Control to run a campaign to Spanish speaking users to drive usage of their Spanish language vaccine WhatsApp hotline. Our COVID state alerts continue to support state officials in increasing the number of vaccination appointments, and we've recently been working with local artists to drive vaccine support and awareness in low-vax communities.

Looking forward, we are exploring ways we can help parents get their kids vaccinated in preparation for the FDA approval of vaccines for under 12 population. We are also supporting partners at Johns Hopkins University and Mayo Clinic with flu vaccination campaigns, building on successful results from last year. We look forward to sharing more with you on these efforts soon.

We also wanted to share some studies we've been running with partners that are informing both our approach, and helping us better understand what works and what doesn't. Details on this below:

- CARE US ran a campaign designed to promote COVID-19 vaccine acceptance that featured faith leaders, healthcare professionals, and celebrities. They found that faith leaders were the most effective messengers; the campaign significantly increased beliefs that COVID-19 vaccines were safe based on their measurements: +7.9 point lift among 25-34 year old men and +10.4 point lift among 35-44 year old women). CARE also used the campaign to drive traffic to a vaccine information page on their website. From there, viewers could click through to the CDC's website where people can book a vaccine appointment. More details here.
- Direct Relief released the results of an online Facebook campaign aimed to promote the COVID-19 vaccine in the United States and found that messages on social norming, social responsibility, and the purity value can all be effective at combating vaccine hesitancy. The social norming ad yielded the strongest statistically significant results across all of the survey's questions, improving perceptions of vaccine safety, the perceived social approval associated with getting a vaccine and improving the frequency of people recommending that their friends talk to a doctor if they had questions. More details here.
- Last year around the holiday season, Facebook partnered with a team of doctors and nurses who recorded short social media videos urging people to stay home and avoid travel around Thanksgiving and Christmas to slow the spread of COVID-19. Nobel Laureates recently completed analysis of this campaign and published a paper in *Nature Medicine* showing that it led to a significant reduction in holiday travel and subsequent COVID-19 infections.
- Finally, partners at Stanford and UNC recently produced PSAs designed to increase vaccine uptake in states with low vaccination rates. One PSA featured Donald Trump endorsing the vaccine. It also referenced that he had received the vaccine himself. The researchers' preliminary analysis indicates that counties that received the Trump ad saw increased vaccination rates. They are currently developing the study draft for publication, but are happy to share more details directly if you are interested.

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Happy to follow up on anything included above or on any other topic of interest.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Monday, October 4, 2021 at 4:03 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: Re: Covid Insight Report

Hi Eric, Rob, Courtney and [redacted]—

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Please let me know if you have any questions related to the report or on anything else that we might be able to be helpful with.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Saturday, September 18, 2021 at 2:51 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, [redacted]@gmail.com>
Subject: Covid Insight Report

Eric and team,

Including the latest version of our report here.

I'm sure you also saw yesterday's story in the WSJ about the spread of COVID-19 misinformation in comments on Facebook. The story - largely based on cherry-picked leaked documents, doesn't accurately represent the problem or the solutions we have put in place to make comments on posts about COVID and vaccines safer. I know that we've discussed this many times over the past several months and I'd be happy to schedule a call to discuss in greater detail. Please let me know if that would be of interest.

In the meantime I'm also sharing a post we published today from Nick addressing the WSJ series in full. Link to that post is here.

As always please let me know if you have any questions.

Thanks,

[redacted]

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Date: Tuesday, September 7, 2021 at 5:11 PM
To: [redacted]@fb.com>, [redacted]@who.eop.gov>,

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Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>, DJ Patil <[redacted]@gmail.com>
Subject: RE: Covid Insight Report

Thanks so much for sharing this, [redacted] DJ and I connected last week and he should be reaching out with timing soon (me or someone from my team would join him as well).

Thanks!

From: [redacted]@fb.com>
Sent: Tuesday, September 7, 2021 10:03 AM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@who.eop.gov; Rowe, Courtney (who.eop.gov) <[redacted]@who.eop.gov>; DJ Patil <[redacted]@gmail.com>
Subject: Covid Insight Report

Good morning—apologies that this is coming after the holiday weekend. Attaching our latest Covid Insights report. Happy to schedule time to discuss at your convenience.

Eric and DJ—would also love to follow up on railing down our meeting to discuss data transparency—let me know if there's anything I should be doing to move that along.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Saturday, August 21, 2021 at 1:10 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Subject: Covid Insight Report - 8/20

Eric, Courtney and Rob,

Attached please find the latest version of our Covid Insights report detailing the top 100 posts overall and related to the vaccine for the weeks of 7/25 and 8/1.

Happy to schedule time to follow up on any questions you might have.

Thanks,

[redacted]

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Exhibit 84

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Waldo, Eric (HHS/OASH)
Sent: 8/23/2021 7:13:45 PM
Subject: FW: FDA Approval

Eric—making sure to flag for you as well—let me know if you have any questions.

From: [redacted] <[redacted]@fb.com>
Date: Monday, August 23, 2021 at 10:12 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: FDA Approval

Rob—wanted to circle back with you before the end of the day with an update--this week, we plan to run a QP in the US that amplifies authoritative partner content related to Pfizer's FDA approval (example content is below). We're also planning to review our existing products, including the Covid information center, to update any language as needed. Our partnerships team is also working with partners who are launching campaigns around the Pfizer approval to support. We'll keep you updated on this as it progresses.

We're also updating our misinformation policies to remove the specific claims that "there are no FDA-approved vaccines" and "the Pfizer vaccine is not FDA-approved." We'll also continue to look for claims that are no longer accurate given the approval today."

More to come as we have it, and let me know if you have any questions.

Thanks,

[redacted]

Produced to HJC

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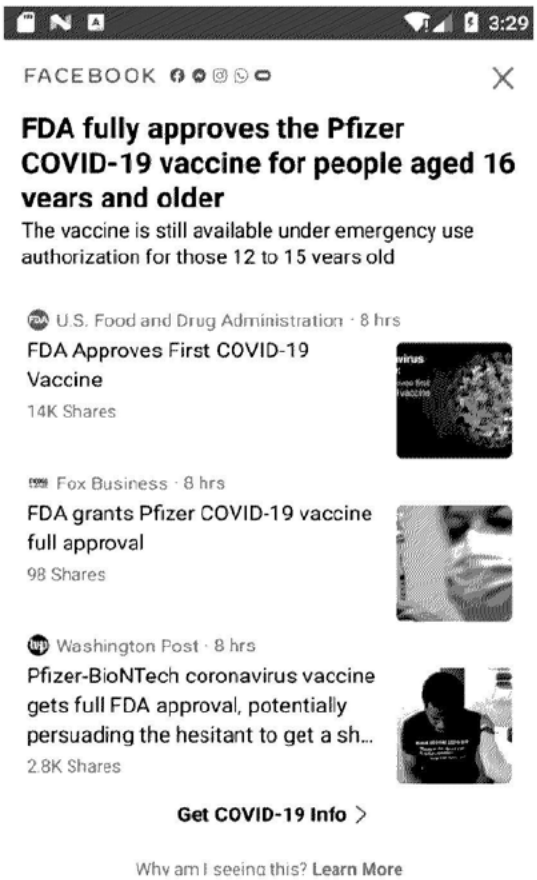

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, August 23, 2021 at 9:44 AM
To: [redacted] <[redacted]@fb.com>
Subject: FDA Approval

[redacted] --

Now that FDA has approved Pfizer, I'm making the rounds to get a sense from the various platforms how (or if) you guys are planning to promote it in any way.

We'd appreciate a push here, given the fact that this is an oft-cited blocker for many folks.

Suggested language from us:
The COVID-19 vaccine has received full approval from the FDA and protects against the more dangerous delta variant. If you have been waiting for this approval before getting the vaccine, now is the time to get vaccinated.

Thanks!

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

Produced to HJC

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Exhibit 85

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Waldo, Eric (HHS/OASH)
Sent: 10/31/2021 1:43:30 PM
Subject: Fwd: not even sure what to say at this point

Eric—we had heard from Rob Thursday as well regarding Thursday's wapo story (my response below). I saw the Surgeon General's reaction on Twitter—we want to make sure you and he have the context necessary as we feel strongly that the claims made in the story are not accurate, especially considering that we had discussed many of the studies referenced during our briefings.

Please let me know if you'd have time for a longer conversation next week.

Thanks,

[redacted]

Get Outlook for iOS

From: [redacted]@fb.com>
Sent: Thursday, October 28, 2021 11:58 AM
To: Flaherty, Rob R. EOP/WHO
Subject: Re: not even sure what to say at this point

Hey—nothing in the story is inconsistent with what we briefed on. The studies referenced in the story were all done early and were not in any way considered to be methodologically appropriate for sharing. We referenced these in briefings and also talked about why we were not comfortable using this type of data because it's unreliable. This has been a fundamental disagreement to be sure in terms of data you have asked for and data that we have said is best used to depict the scope of the issue. But we've been open about that. A number of these studies cited in the story were specifically referenced during our briefings. Happy to get on the phone to walk through why this story is not accurate—like much of the coverage in recent days it relies on cherry picked data that portrays a specific narrative. In the meantime, here's the statement we just released:

"The studies cited were in no way definitive, which is why we did not share them as if they were. They were early directional analyses meant to give guidance to product and policy teams on where we could improve our defenses against harmful vaccine misinformation. We improved our policies based in part on those analyses and communicated those steps to policymakers and the public. As VP of Integrity [redacted] noted in August, measuring prevalence of a specific type of content on our platform takes years of work - especially on a topic as dynamic as vaccine misinformation - which is why no company has to date been able to share that data."

Get Outlook for iOS

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Sent: Thursday, October 28, 2021 10:09:04 AM
To: [redacted]@fb.com>
Subject: not even sure what to say at this point

https://www.washingtonpost.com/technology/2021/10/28/facebook-covid-misinformation/

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Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 86

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
To: [redacted]; Nick Clegg
Sent: 11/3/2021 11:57:44 AM
Subject: RE: Our announcement

Hi [redacted]

Thanks for your note. I really appreciate it.

Let me get back to you next week once we are done crashing on our rollout for vaccines 5-11.

All the best,
Eric

From: [redacted]@fb.com>
Sent: Friday, October 29, 2021 9:42 PM
To: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; Nick Clegg <[redacted]@fb.com>
Subject: Re: Our announcement

Thanks Eric—we'd appreciate the opportunity to meet and discuss concerns you have related to the recent press reports. We feel strongly that much of the reporting is based on documents that have been taken out of context and don't tell the full story of our work. Please let me know if you'd have time to connect next week.

Thanks—have a good weekend.

[redacted]

Get Outlook for iOS

From: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>
Sent: Friday, October 29, 2021 10:18 AM
To: Nick Clegg; [redacted]
Subject: FW: Our announcement

Good afternoon, Nick and [redacted]

I hope this email finds you well. I'm back from my paternity leave stint and getting my sea legs in the office with a six week old at home.

Thank you for this note to Dr. Murthy, Nick. I did want to say that we have seen the recent public reports around Facebook and misinformation. We are certainly concerned about what we are seeing, given our emphasis on health misinformation in our advisory and the ongoing conversations our teams have been having. As has been the case, you'll continue to see us raising the issue of health misinformation in public and private as a critical public health issue.

All the best,

Eric

From: Nick Clegg <[redacted]@fb.com>
Date: October 28, 2021 at 6:31:51 PM EDT
To: "Murthy, Vivek (HHS/OASH)" <[redacted]@hhs.gov>

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Cc: [redacted]@fb.com>
Subject: Our announcement

Dear General Murthy,

I hope you are well. It's been a while since we connected. I know our teams have remained in close contact with respect to our work to provide authoritative information about the vaccine and we are working on how we can partner in this next push to vaccinate children. We appreciate the opportunity to partner with your team.

I also wanted to be in touch to update you on an announcement we made today. Mark announced that we will have a new company brand - Meta - which signals our commitment to build the next evolution of social technology - beyond what digital connection makes possible today. We believe the ultimate promise of technology is to improve people's lives. With the metaverse, we see the opportunity to bring people together in ways never before possible in the next decade. We are starting this conversation early so that we can make sure it's built on solid foundations when it comes to things like privacy, safety, and economic opportunity.

While we are looking to the future, our mission hasn't changed, and neither has the sense of responsibility that we have to the billions of people who use our apps and services every day. We're proud of our record navigating the complex tradeoffs involved in operating services at global scale, and of our massive investments in safety and security. We also continue to believe more regulation is necessary. We are on the cusp of a new era of technology but - in many countries - we still don't yet have rules in place for this one.

As we begin to work on the next evolution of technology and of our company, I wanted to let you know and make myself available to hear your thoughts, questions, and feedback. We know the metaverse can be hard to grasp - not unlike trying to describe the World Wide Web in the early 1990s - but we believe this technology will be an important part of our collective future, and it is something that we will all be building together.

I also recognize the intense debate that's been prompted by the documents that have been disclosed by a former employee. You and I have touched on the subject of wellbeing in our previous conversations and I know it's an area of concern for you and for the White House. I would welcome the opportunity to meet again to hear from you and to address the claims that have been made against the company.

Best regards,

Nick Clegg

Vice President of Global Affairs and Communications

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Exhibit 87

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Rowe, Courtney M. EOP/WHO
CC: Flaherty, Rob R. EOP/WHO; Waldo, Eric (HHS/OASH); [redacted]@hhs.gov
Sent: 12/30/2021 4:16:50 AM
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13
Attachments: 12_24_21 - COVID-19 Insights.pdf

Morning and happy holidays to you all. Sending the latest version of our Covid insights report, which covers the weeks of 11/28-12/11.

We'll be back on schedule to send you the next version on Friday 1/7.

Please let me know if you have any questions or would like to discuss.

[redacted] | Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

From: [redacted]@fb.com>
Date: Wednesday, December 15, 2021 at 1:07 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov>, [redacted] <[redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13

Hi Courtney—

Apologies for the delayed response. I want to make sure we aren't miscommunicating—and if you are thinking of a separate campaign other than the one we are currently deploying, I will run that to ground. We're taking a multi-prong approach to addressing the Omicron variant and encouraging people to get their booster vaccines, including:

- **Profile Frames:** On Wednesday, December 1, we partnered with HHS to launch a new set of Facebook Profile Frames that encourage the COVID-19 booster vaccine. The frames are in both English and Spanish, and allow users to share either that they've received their booster vaccine ("I Got My COVID-19 Booster") or to encourage getting the booster ("Let's Get Our Covid-19 Booster"). We have employed platform interventions to promote adoption of these frames and will continue to iterate.
- **In Feed Promotions** - We ran in feed promotions on Facebook in both English and Spanish, which share content created by credible health and media organizations about the Center for Disease Control recommendation for all eligible adults to get their booster vaccine.
- **Ads**: In partnership with HHS and Center for Disease Control, we are working to utilize their remaining ad credits to raise awareness of the booster vaccine and communicate essential health information.
- **Partner campaigns:** Next week, we are launching a campaign with Johns Hopkins University's Bloomberg School of Public Health that will encourage eligible adults to get booster shots. Additionally, our partnerships teams continue to encourage public figures and influencers to adopt the HHS Profile Frames, and we continue to explore ways of working together to activate these influencers in support of HHS/CDC

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recommendations.

- **Covid Information Center:** We worked with the Center for Disease Control to update language in the Covid Information Center's Frequently Asked Question section, ensuring it accurately mirrors current CDC/FDA recommendations regarding the new variant and the booster.

If there are efforts that you think could be helpful in addition to what we are doing above, I'd appreciate hearing from you and the team and I'll follow up with our teams to make sure we are doing what we can.

[redacted] Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

From: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, December 13, 2021 at 10:58 AM
To: [redacted]@fb.com>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov>, [redacted] <[redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13

Thanks [redacted] How long before you think you'll get the booster campaign off the ground? I saw coming weeks, but just wondering if you have a more firm timeline. I think pushing boosters is going to increasingly become more important given omicron

Sent from my iPhone

On Dec 13, 2021, at 10:40 AM, [redacted]@fb.com> wrote:

Morning—including the latest Covid Insights report here for your review. As always please let us know if you have any questions or would like to discuss anything related to our work.

From: [redacted]@fb.com>
Date: Wednesday, December 1, 2021 at 1:50 PM
To: [redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@hhs.gov>
Cc: [redacted]@fb.com>
Subject: Covid Insights Report - weeks of 10/31-11/13

Rob, Eric, Courtney, Becca—

Apologies for delay over the holiday weekend—sending our most recent Covid Insights report for weeks of 10/31-11/13.

We also wanted to provide you with a brief update on our work both on vaccines for children age 5-11, as well as our work on boosters.

Youth/Week of Action

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- On the platform, we launched in-feed promotions featuring content in English and Spanish from authoritative health orgs and media about vaccine approval and safety for children ages 5-11. We are currently re-running this campaign. We also updated our COVID Information Center FAQ unit with the latest vaccine information regarding children ages 5-11.
- We are supporting Kaiser Family Foundation, Ad Council, and Direct Relief to run large-scale ad campaigns aimed at parents that answer questions about COVID-19 vaccines for children, some of which are available both in English and Spanish. We have encouraging results back from one of these campaigns indicating that it has helped increase perceptions that COVID-19 vaccines are safe and important for children.

Boosters

- In the coming weeks, we are launching a campaign with Johns Hopkins University's Bloomberg School of Public Health that will encourage eligible adults to get booster shots, particularly ahead of the holiday season.
- We're working with HHS on a new set of profile frames specifically encouraging people to get their booster vaccine. The new frames, which are available in both English and Spanish, will let you share your support for COVID-19 booster vaccines, and see that others you respect and care about are doing the same.

Separately, our teams are reviewing our strategy in light of the emerging Omicron variant of the virus. As additional guidance emerges from our authoritative health partners, we'll ensure that information is shared in surfaces like the COVID Information Center, as we've done recently with updating guidance on booster eligibility this week.

As always, please let me know if you have any questions. We'd be happy to schedule time to cover any of the content here.

[redacted]
<image001.gif>
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

<12_10_21 - COVID-19 Insights [WIP].pdf>

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Exhibit 88

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Rowe, Courtney M. EOP/WHO; [redacted]@who.eop.gov; Manning, Tim W. EOP/WHO
CC: Flaherty, Rob R. EOP/WHO; Waldo, Eric (HHS/OASH); [redacted]@hhs.gov
Sent: 2/10/2022 6:18:18 PM
Subject: Re: Covid Insights report -
Attachments: 2_4_22 - COVID-19 Insights.pdf

Apologies for sending this report late—entirely my fault for not getting this to you earlier. Attached is the Insights report for the periods dating between 1/09 – 1/22. The next report will be sent on Friday, 2/18.

Thanks and as always please let me know if you have questions.

[redacted] | Meta
US Public Policy
[redacted]

From: [redacted] <[redacted]@fb.com>
Date: Monday, January 24, 2022 at 1:28 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Re: Covid Insights report -

Attached is the latest Covid Insights Report, which details the top 100 posts overall as well as the top 100 vaccine related posts over the periods of 12/26 – 1/8.

Overall, of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 12/26/21 - 01/01/22:

- 0 posts were deleted for violating our COVID-19 and vaccine policies.
- 0 posts were labeled and demoted by third-party fact checkers.
- 0 posts were labeled and demoted upon review.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 01/02/22 - 01/08/22:

- 0 posts were deleted for violating our COVID-19 and vaccine policies
- 0 posts were labeled and demoted by third-party fact checkers
- 5 posts were labeled and demoted upon review
  - Two were videos by public figures suggesting that vaccines are ineffective
  - Two were vaccine humor posts whose content could discourage vaccination
  - One was a post by a public figure promoting the Omicron variant as a natural alternative to the COVID-19 vaccine

Thanks and as always please let me know if you have any questions.

[redacted] Meta

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US Public Policy
[redacted]

From: [redacted] <[redacted]@fb.com>
Date: Saturday, January 8, 2022 at 5:34 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>, Carrie Adams <[redacted]@fb.com>
Subject: Covid Insights report -

Attached is the latest version of our Covid Insights report, covering weeks of 12/12-12/25.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 12/12/21 - 12/18/21:

- 0 posts were deleted for violating our COVID-19 and vaccine policies.
- 0 posts were labeled and demoted by third-party fact checkers for "false information".
- 0 posts were labeled and demoted upon review.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 12/19/21 - 12/25/21:

- 0 posts was deleted for violating our COVID-19 and vaccine policies
- 0 posts were labeled and demoted by third-party fact checkers
- 2 posts were labeled and demoted upon review. Both were suggesting natural immunity by COVID-19 infection is superior to immunity by the COVID-19 vaccine.

Please let us know if you'd like to discuss. Thanks and enjoy the rest of the weekend.

[redacted] Meta
US Public Policy
[redacted]

From: [redacted] <[redacted]@fb.com>
Date: Friday, January 7, 2022 at 10:57 AM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>, Carrie Adams <[redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13

Morning,

We'll send our latest updated Covid Insights top 100 report later today. I also wanted to send a quick update on the work we are doing to combat the Omicron wave. Happy to discuss any of these measures or anything else that might be on your minds. Ben—I'm running down your questions from yesterday and hope to have a response

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back later today as well.

Our approach continues to evolve on both vaccinations and the Omicron variant and booster vaccines:

- **Partner Campaigns:** We recently launched several campaigns with partners to bring authoritative information to users. This includes a campaign with Johns Hopkins University's Bloomberg School of Public Health and Ad Council, which is aimed at parents and encourages children's vaccines. We also launched a campaign encouraging eligible adults to get booster shots with the Bloomberg School of Public Health. Finally, we kicked off a flu vaccination campaign with the Mayo Clinic and Johns Hopkins University's Bloomberg School of Public Health.

- **Profile Frames:** In early December, we partnered with HHS to launch a new set of Facebook Profile Frames in both English and Spanish that encourage the COVID-19 booster vaccine. We have been promoting the adoption of these profile frames since mid-December, and continue to do so.

- **In Feed Promotions** - We are running promotions on Facebook in both English and Spanish highlighting content created by credible health and media organizations that share authoritative information about both Omicron and booster vaccine eligibility.

- **Ads**: We continue to work with HHS and CDC on utilizing what remains of the combined $30 million allocated in ad credits to raise awareness of the booster vaccine and communicate essential health information. Though HHS was unable to accept additional ad coupons, we are supporting national nonprofit organizations dedicated to communicating critical vaccine information.

[redacted] Meta
US Public Policy
[redacted]

From: [redacted] <[redacted]@fb.com>
Date: Wednesday, December 15, 2021 at 1:07 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>, Carrie Adams <[redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13

Hi Courtney—

Apologies for the delayed response. I want to make sure we aren't miscommunicating—and if you are thinking of a separate campaign other than the one we are currently deploying, I will run that to ground. We're taking a multi-prong approach to addressing the Omicron variant and encouraging people to get their booster vaccines, including:

- **Profile Frames:** On Wednesday, December 1, we partnered with HHS to launch a new set of Facebook Profile Frames that encourage the COVID-19 booster vaccine. The frames are in both English and Spanish, and allow users to share either that they've received their booster vaccine ("I Got My COVID-19 Booster") or to encourage getting the booster ("Let's Get Our Covid-19 Booster"). We have employed platform interventions to promote adoption of these frames and will continue to iterate.

- **In Feed Promotions** - We ran in feed promotions on Facebook in both English and Spanish, which share content created by credible health and media organizations about the Center for Disease Control recommendation for all eligible adults to get their booster vaccine.

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- **Ads**: In partnership with HHS and Center for Disease Control, we are working to utilize their remaining ad credits to raise awareness of the booster vaccine and communicate essential health information.
- **Partner campaigns:** Next week, we are launching a campaign with Johns Hopkins University's Bloomberg School of Public Health that will encourage eligible adults to get booster shots. Additionally, our partnerships teams continue to encourage public figures and influencers to adopt the HHS Profile Frames, and we continue to explore ways of working together to activate these influencers in support of HHS/CDC recommendations.
- **Covid Information Center:** We worked with the Center for Disease Control to update language in the Covid Information Center's Frequently Asked Question section, ensuring it accurately mirrors current CDC/FDA recommendations regarding the new variant and the booster.

If there are efforts that you think could be helpful in addition to what we are doing above, I'd appreciate hearing from you and the team and I'll follow up with our teams to make sure we are doing what we can.

[redacted] | Meta
US Public Policy
[redacted]

From: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, December 13, 2021 at 10:58 AM
To: [redacted] <[redacted]@fb.com>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>, Carrie Adams <[redacted]@fb.com>
Subject: Re: [EXTERNAL] Re: Covid Insights Report - weeks of 10/31-11/13

Thanks [redacted] How long before you think you'll get the booster campaign off the ground? I saw coming weeks, but just wondering if you have a more firm timeline. I think pushing boosters is going to increasingly become more important given omicron

Sent from my iPhone

On Dec 13, 2021, at 10:40 AM, [redacted] <[redacted]@fb.com> wrote:

Morning—including the latest Covid Insights report here for your review. As always please let us know if you have any questions or would like to discuss anything related to our work.

From: [redacted] <[redacted]@fb.com>
Date: Wednesday, December 1, 2021 at 1:50 PM
To: [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Cc: Carrie Adams <[redacted]@fb.com>
Subject: Covid Insights Report - weeks of 10/31-11/13

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Rob, Eric, Courtney, Becca—

Apologies for delay over the holiday weekend—sending our most recent Covid Insights report for weeks of 10/31-11/13.

We also wanted to provide you with a brief update on our work both on vaccines for children age 5-11, as well as our work on boosters.

Youth/Week of Action

- On the platform, we launched in-feed promotions featuring content in English and Spanish from authoritative health orgs and media about vaccine approval and safety for children ages 5-11. We are currently re-running this campaign. We also updated our COVID Information Center FAQ unit with the latest vaccine information regarding children ages 5-11.
- We are supporting Kaiser Family Foundation, Ad Council, and Direct Relief to run large-scale ad campaigns aimed at parents that answer questions about COVID-19 vaccines for children, some of which are available both in English and Spanish. We have encouraging results back from one of these campaigns indicating that it has helped increase perceptions that COVID-19 vaccines are safe and important for children.

Boosters

- In the coming weeks, we are launching a campaign with Johns Hopkins University's Bloomberg School of Public Health that will encourage eligible adults to get booster shots, particularly ahead of the holiday season.
- We're working with HHS on a new set of profile frames specifically encouraging people to get their booster vaccine. The new frames, which are available in both English and Spanish, will let you share your support for COVID-19 booster vaccines, and see that others you respect and care about are doing the same.

Separately, our teams are reviewing our strategy in light of the emerging Omicron variant of the virus. As additional guidance emerges from our authoritative health partners, we'll ensure that information is shared in surfaces like the COVID Information Center, as we've done recently with updating guidance on booster eligibility this week.

As always, please let me know if you have any questions. We'd be happy to schedule time to cover any of the content here.

[redacted]|
<image001.gif>
US Public Policy
[redacted]

<12_10_21 - COVID-19 Insights [WIP].pdf>

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Exhibit 89

Email correspondence between Facebook and the White House

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Rowe, Courtney M. EOP/WHO; Manning, Tim W. EOP/WHO; Wakana, Benjamin L. EOP/WHO; Flaherty, Rob R. EOP/WHO; Kates, Natalie M. EOP/OMB
CC: [redacted]
Sent: 2/7/2022 7:38:17 AM
Subject: Re: CovidTests.gov Traffic

Great—thanks Courtney—look forward to hearing from you.

From: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Date: Friday, February 4, 2022 at 10:37 AM
To: [redacted]@fb.com>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>, Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>, Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Kates, Natalie M. EOP/OMB <[redacted]@omb.eop.gov>
Cc: [redacted]@fb.com>
Subject: RE: CovidTests.gov Traffic

Thanks for this, [redacted] I'm adding Natalie Kates here too. Let us take a look and circle back.

From: [redacted]@fb.com>
Sent: Friday, February 4, 2022 8:28 AM
To: Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted]@fb.com>
Subject: [EXTERNAL] CovidTests.gov Traffic

Hi all,

I wanted to highlight some data from the first week of covidtests.gov that I think you'll find interesting, as well as a few ideas we have about how to further increase awareness and traffic.

In January, according to GSA's Digital Analytics Program, Facebook organically contributed 13.8M visits to HHS domain (including covidtests.gov). In light of that, we wanted to share a few ideas on how we could strategically drive traffic from Facebook to the covidtests.gov.

-
- **Boosted Posts from Trusted Sources**: Using existing organic posts from trusted partners, such
- as Johns Hopkins University or the Kaiser Family Foundation, we could partner with these sources to boost and target their posts to priority audiences.
-
-

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- **Ad Campaigns:**
- Partnering with non-government trusted partners (again, such as JHU and KFF), we could utilize our ads platform to deliver targeted messaging to individuals through already-provided ad credits to these
- partners. Since these campaigns are in partner voice, vs. Meta voice, we've found they often resonate more with users. The nonprofit advertising partner also controls targeting of the campaigns, and can match messaging to target audiences
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- **Inclusion in the Covid Information Center:** Similar to what we did with vaccines.gov (as well
- as 1-800 number in English and Spanish), we could add covidtests.gov and 1-800-232-0233 to the Covid Information Center as an evergreen resource for users.
-

We want to make sure we're in lockstep with your teams, particularly to ensure that we're effective in our efforts to slow the spread of Covid. If you have any questions about these options, I'm happy to set up time with our teams to provide additional details.

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Image removed by sender.

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Exhibit 90

Email correspondence between Facebook, the White House, and HHS staff

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Rowe, Courtney M. EOP/WHO; Manning, Tim W. EOP/WHO; Wakana, Benjamin L. EOP/WHO; Flaherty, Rob R. EOP/WHO; Kates, Natalie M. EOP/OMB; Lovenheim, Sarah (HHS/ASPA); Peck, Joshua (HHS/ASPA)
CC: [redacted]
Sent: 2/7/2022 9:25:39 AM
Subject: Re: CovidTests.gov Traffic

Thanks Courtney—very helpful steer, and we'll stay in close contact and will be ready to go if the under 5 is approved.

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From: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>
Sent: Monday, February 7, 2022 10:45 AM
To: Brian Rice; Manning, Tim W. EOP/WHO; Wakana, Benjamin L. EOP/WHO; Flaherty, Rob R. EOP/WHO; Kates, Natalie M. EOP/OMB; Lovenheim, Sarah (HHS/ASPA); Peck, Joshua (HHS/ASPA)
Cc: [redacted]
Subject: RE: CovidTests.gov Traffic

Thanks [redacted] I think the things you outline below on testing are great and we should move forward on if easy to execute. As we think about priorities though, I want to make sure that the main focus continues to be on boosters and kids vaccinations. I'm looping you here with Sarah and Josh over at HHS who I know are in touch with your team already. If we end up getting an under 5 vaccine, that will be a huge priority. Josh/Sarah may want to reach out with some additional thoughts they have around kids as we get ready for that potential push.

Thanks as always,
Courtney

From: [redacted]@fb.com>
Sent: Monday, February 7, 2022 10:38 AM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>; Kates, Natalie M. EOP/OMB <[redacted]@omb.eop.gov>
Cc: [redacted]@fb.com>
Subject: [EXTERNAL] Re: CovidTests.gov Traffic

Great—thanks Courtney—look forward to hearing from you.

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Cc: [redacted]@fb.com>
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We want to make sure we're in lockstep with your teams, particularly to ensure that we're effective in our efforts to slow the spread of Covid. If you have any questions about these options, I'm happy to set up time with our teams to provide additional details.

[redacted]

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Exhibit 91

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted] </O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Rowe, Courtney M. EOP/WHO; [redacted]@who.eop.gov; Manning, Tim W. EOP/WHO
CC: Flaherty, Rob R. EOP/WHO; Waldo, Eric (HHS/OASH); [redacted]@hhs.gov
Sent: 5/3/2022 12:51:57 PM
Subject: Covid Insights report
Attachments: 4_15_22 - COVID-19 Insights.pdf; 4_29_22 - COVID-19 Insights.pdf

Attaching the past two reports for your review. These cover the periods from 3/20 through 4/16. Also flagging that it would help to hear from you if these reports continue to provide useful context or if you'd like to follow up with a discussion as to how we can be helpful during this phase of the pandemic. We filed a response to the Surgeon General's rfi on Covid misinformation and would be happy to discuss at the appropriate time.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Monday, April 4, 2022 at 2:48 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Re: Covid Insights report -

Attached is the most recent Insights report. Toplines are below as well.

Given the shifting dynamics of the pandemic, it would help to understand if these reports are still useful or if we should rethink the cadence of our sending this information. Any objections to scaling back to a monthly report? If folks find the biweekly cadence useful we are happy to keep it up, just want to be responsive to your interests.

Thanks—and please let me know if you have any other feedback that we should consider.

Below is what we are seeing in the top 100 most viewed overall posts on Facebook in the US, as well as the top vaccine related posts on Facebook in the US for the weeks of 03/06/22 - 03/12/22 and 03/13/22 - 03/19/22.

As before, this report is focused on top vaccine related posts only. We're continuing to investigate and build analysis around content that isn't captured in this report. Again, the analysis provided below may be subject to other methodological challenges or errors - e.g., the specific rank number may not be exact.

1. Top 100 overall posts on FB in the U.S.

When looking at the overall top 100 posts viewed on Facebook in the United States during the week of 03/06/22 - 03/12/22, we see 0 pieces of content were specifically related to vaccine content.

When looking at the overall top 100 posts viewed on Facebook in the United States during the week of 03/13/22 - 03/19/22, we see that 0 pieces of content were specifically related to vaccine content.

Top 100 vaccine-related posts on FB in the U.S.

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Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 03/06/22 - 03/12/22:

1. 0 posts were deleted for violating our COVID-19 and vaccine policies.
2. 0 posts were labeled labeled by third-party fact-checkers for "missing context".
3. 0 posts were labeled and demoted upon review.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 03/13/22 - 03/19/22:

1. 0 posts were deleted for violating our COVID-19 and vaccine policies
2. 0 posts were labeled and demoted by third-party fact checkers
3. 1 post was labeled and demoted for sensationalist content about the number of vaccine doses that will be recommended in future.

From: [redacted]@fb.com>
Date: Monday, March 28, 2022 at 2:26 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Re: Covid Insights report -

Sending the latest version of our insights report. Please let me know if you have any questions.

[redacted] Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

From: [redacted]@fb.com>
Date: Wednesday, February 23, 2022 at 3:32 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Covid Insights report -

Sending the latest Covid Insights Report—please let us know if you have any questions.

Thanks and have a good week.

[redacted] | Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

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Exhibit 92

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob R. EOP/WHO; Manning, Tim W. EOP/WHO; Salcido, Dori A. EOP/WHO; Cheema, Subhan N. EOP/WHO
CC: Waldo, Eric (HHS/OASH); [redacted]@hhs.gov
Sent: 6/13/2022 8:25:24 PM
Subject: Re: Covid Insights report

Thanks Rob—appreciate the feedback. Will circle up with the team and get you an update, and will keep the reports going as long as they're providing value.

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From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Sent: Monday, June 13, 2022 6:11:16 PM
To: [redacted]@fb.com>; Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>; Salcido, Dori A. EOP/WHO <[redacted]@who.eop.gov>; Cheema, Subhan N. EOP/WHO <[redacted]@who.eop.gov>
Cc: Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: RE: Covid Insights report

Hey [redacted] – Thanks for these. I would normally say we are good to discontinue but it would be helpful to continue to get these as we start to ramp up under 5 vaccines. Obviously, that has a potential to be just as charged. Would love to get a sense of what you all are planning here. I'm also adding in Dori and Subhan who have replaced Courtney and Ben.

From: [redacted]@fb.com>
Sent: Monday, June 13, 2022 3:27 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>; Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>; [redacted]@hhs.gov
Subject: [EXTERNAL] Re: Covid Insights report

Hi all,

Attaching recent reports for your review. We will plan to discontinue these unless we hear from you that this information continues to be valuable. We're happy to continue, or to pick up at a later date, if circumstances warrant or if we hear from you that this continues to be of value. Providing a summary below from our team detailing the decrease in vaccine related posts we have seen over the past 6 months for further context.

Thanks and please let me know if you have any questions.

[redacted]

Over the last 6 months, there has been a noticeable decrease in top vaccine-related posts that were demoted as misinformation or for sharing misleading or sensationalized information about vaccines in a way that would be likely to discourage vaccinations. There has not been a post misinforming or discouraging vaccination in this way in the top 100 vaccine-related posts since the week of February 27th, 2022, and the overall trend peak dates back to October of 2021. The total number of posts removed for violating our COVID-19 or vaccine misinformation policies has remained at 1 since the week of December 13th, 2021. We believe this trend will continue given the

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sustained low volumes of top-vaccine related posts despite the Omicron variant surge experienced in early 2022.

We recommend discontinuing this report as we are no longer seeing problematic vaccine related posts (Borderline Vaccine) in the top 100 posts viewed on FB in the US. Deprecation of this report will not impact existing enforcement measures or ongoing monitoring and reporting on the problem. Meta will continue to reduce the prevalence of this problem, and will reinstate the reports if events warrant.

From: [redacted]@fb.com>
Date: Tuesday, May 3, 2022 at 3:51 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, benjamin.l.wakana@who.eop.gov <[redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
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Thanks,

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Thanks and have a good week.

[redacted] Meta

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US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

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Exhibit 93

Email correspondence between Facebook, the White House, and Surgeon General Murthy's office

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To: Flaherty, Rob R. EOP/WHO; Manning, Tim W. EOP/WHO; Salcido, Dori A. EOP/WHO; Cheema, Subhan N. EOP/WHO
CC: Waldo, Eric (HHS/OASH); [redacted]@hhs.gov
Sent: 7/17/2022 8:16:55 PM
Subject: Re: Covid Insights report
Attachments: 6_24_22 - COVID-19 Insights.pdf; 07_08_22 - COVID-19 Insights.pdf

Rob et all,

Including the most recent two reports here for your review. We'll have the next version ready for this Friday. Please let me know if you have any questions.

[redacted]

From: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Date: Monday, June 13, 2022 at 6:11 PM
To: [redacted]@fb.com>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>, Salcido, Dori A. EOP/WHO <[redacted]@who.eop.gov>, Cheema, Subhan N. EOP/WHO <[redacted]@who.eop.gov>
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Subject: [EXTERNAL] Re: Covid Insights report

Hi all,

Attaching recent reports for your review. We will plan to discontinue these unless we hear from you that this information continues to be valuable. We're happy to continue, or to pick up at a later date, if circumstances warrant or if we hear from you that this continues to be of value. Providing a summary below from our team detailing the decrease in vaccine related posts we have seen over the past 6 months for further context.

Thanks and please let me know if you have any questions.

[redacted]

Over the last 6 months, there has been a noticeable decrease in top vaccine-related posts that were demoted as misinformation or for sharing misleading or sensationalized information about vaccines in a way that would be

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likely to discourage vaccinations. There has not been a post misinforming or discouraging vaccination in this way in the top 100 vaccine-related posts since the week of February 27th, 2022, and the overall trend peak dates back to October of 2021. The total number of posts removed for violating our COVID-19 or vaccine misinformation policies has remained at 1 since the week of December 13th, 2021. We believe this trend will continue given the sustained low volumes of top-vaccine related posts despite the Omicron variant surge experienced in early 2022.

We recommend discontinuing this report as we are no longer seeing problematic vaccine related posts (Borderline Vaccine) in the top 100 posts viewed on FB in the US. Deprecation of this report will not impact existing enforcement measures or ongoing monitoring and reporting on the problem. Meta will continue to reduce the prevalence of this problem, and will reinstate the reports if events warrant.

From: [redacted]@fb.com>
Date: Tuesday, May 3, 2022 at 3:51 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Covid Insights report

Attaching the past two reports for your review. These cover the periods from 3/20 through 4/16. Also flagging that it would help to hear from you if these reports continue to provide useful context or if you'd like to follow up with a discussion as to how we can be helpful during this phase of the pandemic. We filed a response to the Surgeon General's rfi on Covid misinformation and would be happy to discuss at the appropriate time.

Thanks,

[redacted]

From: [redacted]@fb.com>
Date: Monday, April 4, 2022 at 2:48 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Re: Covid Insights report -

Attached is the most recent Insights report. Toplines are below as well.

Given the shifting dynamics of the pandemic, it would help to understand if these reports are still useful or if we should rethink the cadence of our sending this information. Any objections to scaling back to a monthly report? If folks find the biweekly cadence useful we are happy to keep it up, just want to be responsive to your interests.

Thanks—and please let me know if you have any other feedback that we should consider.

Below is what we are seeing in the top 100 most viewed overall posts on Facebook in the US, as well as the top vaccine related posts on Facebook in the US for the weeks of 03/06/22 - 03/12/22 and 03/13/22 - 03/19/22.

As before, this report is focused on top vaccine related posts only. We're continuing to investigate and build analysis around content that isn't captured in this report. Again, the analysis provided below may be subject to other methodological challenges or errors - e.g., the specific rank number may not be exact.

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1. Top 100 overall posts on FB in the U.S.

When looking at the overall top 100 posts viewed on Facebook in the United States during the week of 03/06/22 - 03/12/22, we see 0 pieces of content were specifically related to vaccine content.

When looking at the overall top 100 posts viewed on Facebook in the United States during the week of 03/13/22 - 03/19/22, we see that 0 pieces of content were specifically related to vaccine content.

Top 100 vaccine-related posts on FB in the U.S.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 03/06/22 - 03/12/22:

1. 0 posts were deleted for violating our COVID-19 and vaccine policies.
2. 0 posts were labeled labeled by third-party fact-checkers for "missing context".
3. 0 posts were labeled and demoted upon review.

Of the Top 100 vaccine-related posts viewed on Facebook in the United States during the week of 03/13/22 - 03/19/22:

1. 0 posts were deleted for violating our COVID-19 and vaccine policies
2. 0 posts were labeled and demoted by third-party fact checkers
3. 1 post was labeled and demoted for sensationalist content about the number of vaccine doses that will be recommended in future.

From: [redacted]@fb.com>
Date: Monday, March 28, 2022 at 2:26 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov <[redacted]@hhs.gov>
Subject: Re: Covid Insights report -

Sending the latest version of our insights report. Please let me know if you have any questions.

[redacted] Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

From: [redacted]@fb.com>
Date: Wednesday, February 23, 2022 at 3:32 PM
To: Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>, [redacted]@who.eop.gov>, Manning, Tim W. EOP/WHO <[redacted]@who.eop.gov>
Cc: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>, Waldo, Eric (HHS/OASH) <[redacted]@hhs.gov>, [redacted]@hhs.gov>
Subject: Covid Insights report -

Sending the latest Covid Insights Report—please let us know if you have any questions.

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Thanks and have a good week.

[redacted] | Meta
US Public Policy
[redacted]
Washington, D.C. 20004
[redacted]

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Exhibit 94

Email correspondence between Facebook and the White House

From: [redacted]</O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS /CN=70251C0920BB487E8111461E3692A624>
To: Flaherty, Rob R. EOP/WHO; Manning, Tim W. EOP/WHO; Salcido, Dori A. EOP/WHO; Cheema, Subhan N. EOP/WHO
CC: [redacted](HHS/OASH); [redacted]@hhs.gov; [redacted]
Sent: 6/22/2022 7:56:43 AM
Subject: Policy changes for under 5 vaccines

Rob and Team,

Wanted to ensure you were aware of our policy updates following the early childhood vaccine approvals. As of today, all COVID-19 vaccine related misinformation and harm policies on Facebook and Instagram apply to people 6 months or older (with the exception of the claim that the COVID vaccines have full FDA approval since children have only emergency use authorization).

We expanded these policies in coordination with the CDC and ensured that we also included false claims that might be connected to children, such as the false claim that COVID vaccines cause Multisystem inflammatory syndrome in children (MIS-C).

If you have further questions or would like a briefing, please let me know.

Best,

[redacted]

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YouTube Files

Exhibit 95

Biden White House Transition Team Draft Event Memo

DRAFT - EVENT MEMO

FROM:	Rob Flaherty, Digital Director, [redacted] Medha Raj, Deputy Digital Director, [redacted] Olivia Raisner, Traveling Digital Director, [redacted]
SUBJECT:	YouTube Town Hall
EVENT DATE:	Wednesday, December 16, 2020
TIME:	4:45PM - 5:30PM (Arrival Time: 4:30PM)
LOCATION:	Zoom (Link to be provided before event)
ATTIRE:	Business casual
VERSION:	Current as of Thursday, December 10, 2020

I. PURPOSE

The President Elect, three health appointees, and several well-known YouTube creators will engage in a 45-minute, moderated Zoom conversation about COVID. The PE will make brief remarks, after which the panel will take questions from the YouTube creators. Potential topics include: vaccine dissemination, family safety, and the economic impacts of COVID.

The purpose of this event is to disseminate both our message, and high-quality health information about COVID through new Digital channels. In this way, we'll reach important constituencies who we do not reach through traditional channels. This conversation also provides the opportunity to introduce appointees to the public and instill confidence in the incoming administration's leadership.

This video will be released on BFP and Transition social media platforms, as well as on the YouTube creators' platforms. This is not a live event.

II. BACKGROUND

This event is modeled off of the Family YouTube Town Hall on COVID hosted by the campaign in April.

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III. PARTICIPANTS

Biden-Harris Transition participants:

- President Elect
- Dr. Vivek Murthy, Surgeon General (appointee)
- Dr. Marcella Nunez-Smith, COVID-19 Equity Task Force Chair (appointee)
- Dr. Rochelle Walensky, CDC Director (appointee)

Discussions are ongoing with YouTube creators. We will provide an updated list of participants as soon as possible.

IV. PRESS PLAN

This event will be CLOSED press.

V. SEQUENCE OF EVENTS

4:45 pm	Moderator introduces the event and participants.
4:48 pm	President Elect says hello to participants and makes brief opening remarks (scripted).
4:53 pm	Moderator tells YT Creator to ask question #1. PE and/or relevant health panelist responds.
5:00 pm	Moderator tells YT Creator to ask question #2. PE and/or relevant health panelist responds.
5:07 pm	Moderator tells YT Creator to ask question #3. PE and/or relevant health panelist responds.
5:14 pm	Moderator tells YT Creator to ask question #4. PE and/or relevant health panelist responds.

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5:21 pm	Moderator thanks creators and appointees for their time and turns to the PE to close the event. PE makes brief closing remarks, thanks everyone for their time, and signs off.
5:30 pm	Event concludes.

VI. TOPLINE TALKING POINTS

Final questions will be selected in the coming days and provided ahead of the event.

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Exhibit 96

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 1/29/2021 7:35:29 AM
To: [redacted] [[redacted]@google.com]
Subject: Re: YouTube Civics / ODS Team Meeting 1

Great note, thanks for sharing. Thorough recommendations in an easy to digest format. Glad you nudged them on publishing their made for digital formats.

On Thu, Jan 28, 2021 at 9:01 AM [redacted] <[redacted]@google.com> wrote:
Email to ODS following our meeting - figured I would spare your inbox and give you updates during 1:1s and over ping as we get into the weeds

---------- Forwarded message ---------
From: [redacted] <[redacted]@google.com>
Date: Thu, Jan 28, 2021 at 8:59 AM
Subject: YouTube Civics / ODS Team Meeting 1
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>, Tom, Christian L. EOP/WHO <[redacted]@who.eop.gov>, Cohen, Brendan W. EOP/WHO <[redacted]@who.eop.gov>, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>, <[redacted]@who.eop.gov>, <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>

Hi Rob, Christian, Jonathan, Rebecca, Brendan, and Hoor,

Great to convene with you as you kick-off the Biden Administration's digital strategy! We are looking forward to supporting your work bringing the President and his team's messages to life on YouTube. You'll find items per topic below:

Channel Transition

- **Channel Access**: Individual team members below should create Google Accounts with your .gov emails using this link and email us when done so we can add you as Managers to the Channel.
  - Rob
  - Jonathan
  - Rebecca
  - Hoor

Initial Key Audience Development Recommendations

- **Streams**: Consider moving ASL picture out of picture-in-picture to right-hand side like campaign format. Consider a closer-up thumbnail of Jen. Titles look great, consider adding a location tag, and a 2-3 sentence video description for each stream to help with SEO.
  - Best Practices
  - Instructions
- **Uploads/VODs**: Consider scheduling the "Jen Psaki Answers Twitter Questions" upload to this weekend (after M-F Press Sec briefings) as a complementary made for digital video for the Press Briefing streaming audience.
  - Best Practices

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- Instructions

- **Embeds**: Consider embedding your live streams to YouTube on a landing page like wh.gov/live that automatically pulls in your latest feed and has a prompt to subscribe on YT underneath to help with Google SEO.
  - +Santos Flores de Leon can help your tech team with setup if helpful
  - Instructions
- **Stories**: Consider uploading your images for social and the "Dr. Fauci Wear A Mask Video" short vertical video to the Stories placement given its discovery power by new audiences. Uploading stories will grow your audience like during campaign given the prominent subscribe button overlay and our promo of stories on the YouTube Home page.
  - Best Practices
  - Instructions
- **[Beta] Shorts**: Consider also uploading the "Dr. Fauci Wear A Mask Video" as a regular vertical video upload (not a Stories upload). This qualifies for our YouTube Shorts beta experiment since it is under 60 seconds. PIC saw great traffic from this beta as we continue to evolve it.
  - YouTube Shorts Announcement
  - Instructions
- The above activations should get you to 2M subscribers in the short-run, and I would recommend setting a goal of reaching 3M subscribers on a time horizon that makes sense for you.

Initial Key Creator Engagement Ideas (Ordered By Priority)

- **COVID-19 Relief Package:**
  - *Format*: Spokespeople Interviews w/ Progressive Political Commentators
  - *Creators*: Brian Tyler Cohen, Inequality Media, Crooked Media, Roland Martin, David Pakman, The Young Turks (TYT), The Damage Report (TYT), Secular Talk (TYT), The Majority Report w/ Sam Seder.
  - **AI:** Let me know if you are interested in connections.
- **Vaccine Creator Town Hall** + Economic Recovery + Climate + Racial Justice
  - *Format*: Similar to Transition Creator Town Hall Idea in Attachment 1
  - *Representative Creators Initially Vetted*: Jackie Aina, Manny Mua, Brave Wilderness, Tyler Oakley
  - **AI:** Let me know if you would like me to reconnect you to the four threads with each Creator that [redacted] and I started up whenever you are ready to do so if interested. We'll want to give Creators 2 - 3 weeks of runway for schedules.
- **Cabinet Appointee Interviews w/ Creators**
  - *Format*: Produced in Zoom, edited in Creator's format of choice
  - *Creators Interested*: In Attachment 2.
  - **AI:** Let me know if you are interested in connections.

YouTube Originals Racial Justice Special Ask for the VP

- **Brief**: In Attachment 3. It sounds like Mrs. Obama is planning on participating via the "letter reading" format - the first format in the brief. I really like the second format given it is similar to what you did on the campaign (FaceTime surprise).

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- **Note:** The YouTube Originals Team is aiming to shoot next week **by 2/5**, but if it is easier for your video team shoot, there may be some flexibility beyond that date before they edit. I imagine a remote shoot by your video team generally makes the most sense.
- **AI:** If there is interest, just let me know and will connect you to the YouTube Originals Team for logistics/further questions you may have.

Joint Session of Congress

- We are hoping to have a similar promotion experience to the Inauguration for your stream of the President's joint address to Congress.
- **AI**: Let us know when you lock down a date so we can book a promo shelf for the YouTube Home page across devices.

Next Syncs

- **Tech Meeting**: Let us know if you would like [redacted] to help your tech team set up automated analytics given your workflow. Here are the two free resources he introduced:
  - YouTube Analytics and Reporting APIs
  - Google Cloud BigQuery Data Transfer Service (More Advanced & Flexible)
- **Content Strategy/Analytics Meeting**: Let us know of a 1 hr. slot that works well for this group the week of 2/8 so we can present a bespoke deck on:
  - Historical Obama and Trump White House content successes
  - Current YouTube content trends to consider to innovate further

Connecting With Us

- **Email**: cc'd is the full team to email with any questions. I'll generally answer, but [redacted] and [redacted] will jump in too as subject matter experts.
- **Phone**: I can be reached 7 days a week at [redacted] and will save #s as you reach out.

Here to help,
[redacted]

Addendum: +Tom, Christian L. EOP/WHO here is a YouTube Studio link to the last 7 days comparison data between 2020 and 2017. We can cover how to navigate YouTube Studio Analytics in a future sync, but I also attached a screenshot of my view if helpful initially.

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube

YouTube Civics Best Practices Resources
[redacted]
Google DC & LA

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Exhibit 97

Zoom invitation for meeting between YouTube and the White House

Appointment

From: Google Calendar [calendar-notification@google.com]
Sent: 2/3/2021 11:24:45 PM
To: Flaherty, Robert EOP/WHO [[redacted]@who.eop.gov]

Subject: Google <> ODS
Attachments: invite.ics
Location: [redacted]

Start: 2/4/2021 8:00:00 PM
End: 2/4/2021 9:00:00 PM
Show Time As: Tentative

Recurrence: (none)

[redacted] **has accepted this invitation.**

Google <> ODS

When Thu Feb 4, 2021 3pm – 4pm Eastern Time - New York

Where [redacted]

Calendar Flaherty, Robert EOP/WHO

Who
- Flaherty, Robert EOP/WHO - organizer
- [redacted] - creator
- [redacted]
- [redacted]
- [redacted]@google.com
- [redacted]@google.com
- [redacted]
- [redacted]@google.com
- Wakana, Benjamin L. EOP/WHO
- Humphrey, Clarke EOP/WHO
- Rowe, Courtney M. EOP/WHO

[redacted]

Hi there,

Hoor Qureshi is inviting you to a scheduled ZoomGov meeting.

Join Zoom Meeting

Phone one-tap:

[redacted]

Meeting URL:

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[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

International numbers

Join from an H.323/SIP room system

H.323:

[redacted]

Meeting ID:

[redacted]

Passcode:

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[redacted]

SIP:

[redacted]@sip.zoomgov.com

Passcode:

[redacted]

Invitation from Google Calendar

You are receiving this courtesy email at the account robert.flaherty@who.eop.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://calendar.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More.

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Exhibit 98

Email correspondence between YouTube and the White House

Message

From: [redacted] [redacted]@google.com]
Sent: 3/9/2021 1:40:02 AM
To: [redacted] [redacted]@google.com]
CC: [redacted] [redacted]@google.com]
Subject: Re: [EXTERNAL] Re: Mr. Beast

Hi [redacted],

Here's the short list in order of preference -- this one was a hard one.

Note:: none of these creators have been vetted, so we're not sure who would be interested.

Have a look through and let's ping tomorrow,

[redacted]

On Mon, Mar 8, 2021 at 12:50 PM [redacted] <[redacted]@google.com> wrote:
Sounds great, [redacted]!

On Mon, Mar 8, 2021 at 12:09 PM [redacted] <[redacted]@google.com> wrote:
Working on it -- will have it over to you by end of day.

On Mon, Mar 8, 2021 at 11:55 AM [redacted] <johnruxton@google.com> wrote:
Hi [redacted],

Hope you had a wonderful weekend -

Just want to check-in on the President Biden ask. Let me know if you need any further revisions from me as you socialize.

Looking forward to it,
[redacted]

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube

Channel Best Practices Guide
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[redacted]
Google DC & LA

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On Mon, Mar 1, 2021 at 11:13 AM [redacted] <[redacted]@google.com> wrote:
Sounds great!

Thanks [redacted],
[redacted]

On Mon, Mar 1, 2021 at 11:12 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted],

Very helpful -- we want to build our nomination list right now, so we're going to hold on sending anything out to creators until we have yours and the WHs sign-off on potentials.

Will get back to you over the next couple of days,

[redacted]

P.S -- Sorry I'm behind a day as I was unexpectedly ooo on Friday...

On Fri, Feb 26, 2021 at 12:48 PM [redacted] <[redacted]@google.com> wrote:
Hey [redacted],

Happy Fri!

I put together a similar brief for SPMs like we did for Senator Schumer and Doctor Mike. It is here: https://docs.google.com/document/d/1eU9eDgcf4jTSALf8OKSbTCg3NLpj3C43dPs8fsa4ds0/edit

Do modify my language and let me know when you think it is in good form to share with Top Creator SPMs. Brandon, likewise.

Thank you, thank you, thank you - to quote the President.

[redacted]

YouTube

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube

Channel Best Practices Guide
2021 Product Roadmap
[redacted]
Google DC & LA

On Thu, Feb 25, 2021 at 10:32 AM [redacted] <[redacted]@google.com> wrote:
Answers to your Qs from Rob @ White House!

---------- Forwarded message ---------
From: **Flaherty, Robert EOP/WHO** <[redacted]y@who.eop.gov>
Date: Thu, Feb 25, 2021 at 10:28 AM

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Subject: RE: [EXTERNAL] Re: Mr. Beast
To: [redacted] <[redacted]@google.com>
Cc: [redacted] <[redacted]@google.com>

Yeah, I think the primary audiences we're trying to target around hesitancy are latino, black and conservative audiences, but I think for this we're looking for something general market that can also speak to those audiences.

Timing, I think we're thinking late March through Early May. I think the thing here is that we're starting to try to build demand and correct hesitancy as availability starts to scale up.

Certainly fine if the creator gets vaxxed in the video as long as, as you suggest, they are eligible and not seen as cutting the line.

Definitely with Biden and can be at the White House. Other option is traveling – eg: we could see about having them fly on AF1. Only thing with POTUS will likely be social distancing, but theres ways to work around it.

We're open to a lot here

From: [redacted] <[redacted]@google.com>
Sent: Thursday, February 25, 2021 1:00 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] Re: Mr. Beast

Hey Rob,

A couple of initial questions as we narrow our list of Top Creators to potentially engage:

- **Target Audience Requirements?**: Age range? Gender? Demographics? Thinking about your focus on folks who are hesitant to take the vaccine.
- **Timing?**: April? May? June? July? Later? Relates to who age-qualifies to receive at a given time.
- **Can Creator Get Vaccine in Video?**: Assuming Creator meets general qualifications of course. This will help build audience trust.
- **Location?**: Definitely in-person with President Biden at The White House? Imagine this will be a requirement for a 10M+ Sub Creator.

Let us know if you have any other parameters! We'll pause until we get your next thoughts here.

Happy to help,

[redacted]

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[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube
Civics Best Practices Resources
2021 Product Roadmap
[redacted]
Google DC & LA

On Wed, Feb 24, 2021 at 3:01 PM [redacted] <[redacted]@google.com> wrote:

This is great and super helpful.

[redacted] to see if he has any creative ideas / Top Creators that we may be missing for a moonshot beyond the list and existing programming idea.

Give us a bit of time to chat, love the thoughts here,

[redacted]

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube
Civics Best Practices Resources
2021 Product Roadmap
[redacted]
Google DC & LA

On Wed, Feb 24, 2021 at 2:49 PM Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov> wrote:

So the concept itself is that we'd have Mr. Beast at the White House and then have him and the President pretend to be clinic volunteers calling people to remind them of their COVID appointments. Could work something out where Mr. Beast calls first and then hands off to his coworker.

Here's what I'll say, and thanks for reupping the list. We are currently on the hunt for the thing is

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going to be the "Between Two Ferns" of vaccination, so something that's a grand slam moonshot that reaches a ton of people. I think the answer is probably with one of your endemics, but I think we're thinking like, someone in the Cocomelon/Mr. Beast/Dude Perfect/ tier.

Anyway, we obviously will continue to work with you on the broader program, *but* I think if you've got any ideas for the "massive engagement that goes down in history" tier, let me know.

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, February 24, 2021 5:30 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Mr. Beast

Hey Rob,

Unfortunately Mr. Beast very respectfully declined himself. If you are super keen on it, we can certainly pass along any details you'd like to provide and connect you if that changes.

You are probably thinking something up that is very Mr. Beast specific, but we do have that list of Creators who expressed interest in working with you that we kicked off during the transition and elevated again once we reconvened with you and the full ODS team post-inauguration. I have reattached it here. Let me know if others make sense.

Always happy to help with ideas like this, it will eventually work out!

[redacted]

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube
Civics Best Practices Resources
2021 Product Roadmap
[redacted]
Google DC & LA

On Wed, Feb 24, 2021 at 11:07 AM [redacted] <[redacted]@google.com> wrote:

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Totally, let me get in touch. It has been great to see him engage in the social impact space the last couple of years.

On Wed, Feb 24, 2021 at 10:56 AM Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov> wrote:

We have an idea for a thing we could do with Mr. Beast. Would you be down to feel out if they'd be interested in working with us?

Sent from my iPhone

--
[redacted] | Global Creator Engagement, Partnerships Enablement
YouTube | 5865 Campus Center Drive | Playa Vista | California | 90094
m: [redacted] | e: [redacted]@google.com
--
On mobile:

[redacted]
Strategic Partner Manager, Civics
YouTube DC & LA

--
[redacted] | Global Creator Engagement, Partnerships Enablement
YouTube | 5865 Campus Center Drive | Playa Vista | California | 90094
m: [redacted] | e: [redacted]@google.com
--
On mobile:

[redacted]
Strategic Partner Manager, Civics
YouTube DC & LA

--
[redacted] | Global Creator Engagement, Partnerships Enablement
YouTube | 5865 Campus Center Drive | Playa Vista | California | 90094
[redacted] +[redacted]

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Exhibit 99

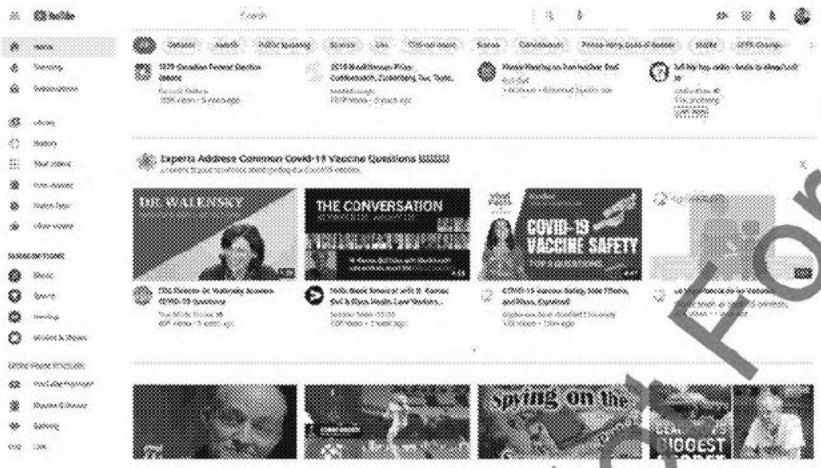
Email correspondence between YouTube and the White House

Message

From: [redacted] [redacted]@google.com]
Sent: 3/12/2021 6:34:49 PM
To: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov]
CC: Hebert, Jonathan P. EOP/WHO [redacted]@who.eop.gov]; Flaherty, Rob EOP/WHO [redacted]@who.eop.gov]; Cohen, Brendan W. EOP/WHO [redacted]@who.eop.gov]; Qureshi, Hoor EOP/WHO [redacted]@who.eop.gov]; Rinkevich, Rebecca H. EOP/WHO [redacted]@who.eop.gov]; Heskett, Andrew M. EOP/WHO [redacted]@who.eop.gov]; Bravo, Eric EOP/WHO [redacted]@who.eop.gov]; Kaur, Rajan EOP/OVP [redacted]@ovp.eop.gov]; Verma, Garima EOP/WHO [redacted]@who.eop.gov]; [redacted]@google.com]
Subject: Re: [EXTERNAL] YouTube Civics Meeting 3

Of course! Looking forward to it.

Below, you will find the Dr. Walensky video promoted on the YouTube Home feed as a part of our COVID-19 vaccine efforts. Let me know if you would like us to swap future videos in as you have new video content.



Happy Friday,

[redacted]

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube

Channel Best Practices Guide
2021 Product Roadmap
[redacted]
Google DC & LA

On Thu, Mar 11, 2021 at 7:36 AM Tom, Christian L. EOP/WHO <[redacted]@who.eop.gov> wrote:

> John thanks so much for these detailed follow-ups.
>
> I'll take the lead on working with the various teams on these action items.

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For the "Help is Here Tour – YouTube Edition," I'm going to start a separate thread to plan and operationalize that separately.

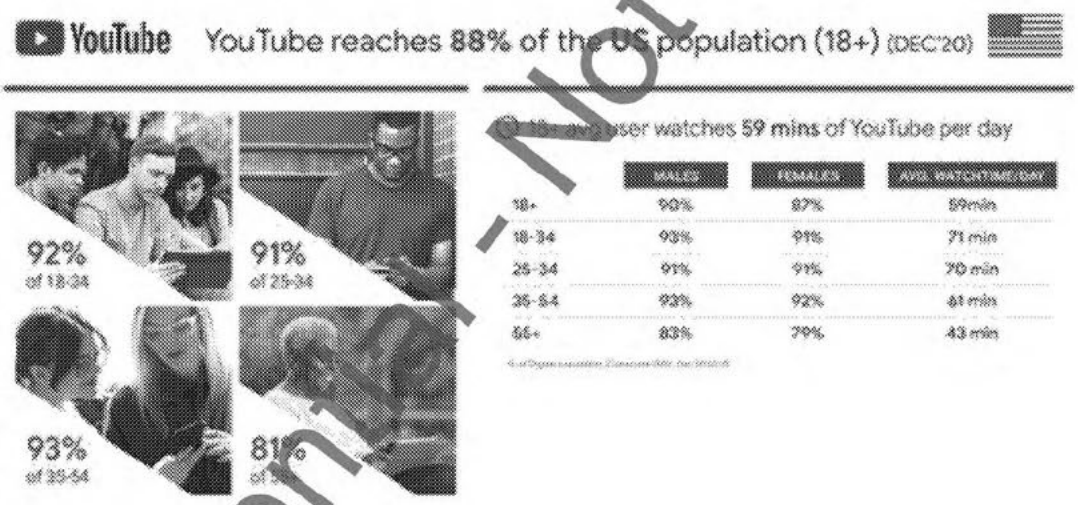
Thanks again!

-- Christian

From: [redacted] <[redacted]@google.com>
Sent: Thursday, March 11, 2021 9:05 AM
To: Hebert, Jonathan P. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>; Tom, Christian L. EOP/WHO <[redacted]@who.eop.gov>; Cohen, Brendan W. EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>; Rinkevich, Rebecca H. EOP/WHO <[redacted]@who.eop.gov>; Heskett, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Bravo, Eric EOP/WHO <[redacted]@who.eop.gov>
Cc: Kaur, Rajan EOP/OVP <[redacted]@ovp.eop.gov>; Verma, Garima EOP/WHO <[redacted]@who.eop.gov>; [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] YouTube Civics Meeting 3

Happy Wednesday WH team,

First, here is an infographic with YouTube's latest reach stats compiled with ComScore:



Second, you will find a read-out of Christian and my discussion today below:

Platform Strategy Recommendations

+Cohen, Brendan W. EOP/WHO

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1) Shorten Video Titles to 9 Keywords:

WHCA stream titles have been especially long, which makes them not fully readable to YouTube viewers, particularly on mobile. This decreases CTR, watchtime, and therefore broader distribution. Here are some example videos with some recommended adjustments:

Existing: President Biden Hosts an Event with the CEOs of Johnson & Johnson and Merck

Recommended: President Biden Speaks with Johnson & Johnson and Merck CEOs

Existing: President Biden Participates in a Virtual Call to Congratulates the NASA JPL Perseverance Team

Recommended: President Biden Congratulates the NASA Perseverance Team

Existing: President Biden Delivers Remarks to Workers

Recommended: President Biden On Workers' Rights to Organize & Unionize (More descriptive given news cycle)

Great Existing Title: COVID-19 Relief Package Explained in 3 Minutes

- Alternative A/B Test: President Biden's Stimulus Plan Explained in 3 Minutes
- Consider using Google Trends to see if "COVID-19 Relief" keyword has more traffic than "American Rescue Plan" as you build out more content on this topic and test different phrases.

2) Channel Featured Sections:

Add Featured Sections to your YouTube Channel Page. A recommended order is below:

- Channel trailer (all set)
- Upcoming live stream shelf (add, updates automatically)
- Uploads (all set, updates automatically)
- President Biden (add, using existing WHCA playlist)
- Vice President Harris (add, using existing WHCA playlist)
- (Consider adding a First Lady Dr. Biden section)
- Past live stream shelf (add, updates automatically)

3) Stories:

Vertical video or photos to reach new/younger audiences - great place to highlight other principals: Instructions

Congrats on the first couple of uploads!

4) Shorts:

Sub 60 sec vertical video to reach new/younger audiences - great place to highlight other principals: Instructions

Congrats on the first upload!

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Video Production Recommendations

+Hebert, Jonathan P. EOP/WHO

1) Custom Thumbnail Templates:

Navy + bolder/larger text overlay for Live Streams. WH logo in corner. Gold + bolder/larger text overlay for VODs. WH logo in corner. Instructions (for WHCA).

For the PressSec Q&A videos, a larger bolder Q&A keyword in the thumbnail should prove helpful. It is hard to read the text in the thumbnails at the moment.

2) End Screens:

Ideally includes existing navy WH end slate with call-to-action text above the Subscribe Card, Link Card (to whitehouse.gov), and Video/Playlist Cards. Best Practices & Instructions.

3) Uploads/VODs: Consider aiming for 5 - 7 minutes if you can for horizontal segments like Jen's Q&As: Instructions

4) Dr. Walensky Vaccine Q&A Home Page Promotion: Should be featured in our COVID-19 Info w/ an Expert YouTube Home Feed Shelf in the next 48 hours.

5) Horizontal Cut of Dr. Fauci J&J Vaccine Q&A: Would love to be able to do the same for this video. Can you upload a horizontal version? We can also do a video replace on the existing video.

Joint Session Address

+Tom, Christian L. EOP/WHO

- We aim to promote your feed of the address in front of the national broadcasters in alphabetical order like the Inauguration on the YouTube Home feed.
- We also will promote a Spanish speaking version with Spanish national broadcasters, so consider creating a Spanish feed.
- **AI:** Schedule the English and Spanish Live Events in YouTube Live Control Room w/ Custom Thumbnails when the date is publicized, and I'll finalize promo.

Digital Help Is Here Tour

+Tom, Christian L. EOP/WHO

Endemic Creators

- *Format:* Interview format in Creator's style/length to best align with their audience.
- *Creator Leads List:* In order of creator activation ease:
  - Cardona (Education): John Green
  - Barcera (HHS): Dr. Danielle Jones, Dr. Cedric Jamie Rutland

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- Mayorkas (HomeSec): Penny Tovar, Alex Costa, Nabela Noor, Above The Noise
- Yellen (Treasury): Bryce Hall, Two Cents
- Raimondo (Commerce): Two Cents, The Futur
- Kerry / EPA (Climate Envoy & EPA): SciShow, Penny Tovar, Brave Wilderness, Nabela Noor, Connor Franta, It's Okay to be Smart, Josh Richards, Raven the Science Maven
- Garland (Justice): Tarek Ali, Penny Tovar, Nabela Noor, Connor Franta, Ally Hills, Abbie & Julia Ensign, Sam Collins
- *Haaland* (Interior): United States of YouTube list
- *Vilsack:* United States of YouTube list
- *Pete* (Transportation): United States of YouTube list
- McDonough (VA): Vets list coming soon for you and FLOTUS team
- *Fudge* (HUD): United States of YouTube list

- **AI:** Christian, can you put together a super quick brief for John Green and Secretary Cardona? A framework can be found in the attached document. It is the Who-What-When-Where-Why framework if not immediately clear. Once we have that, we will set you up with John.

Independent/Progressive Political Commentators

- *Format*: Spokespeople Interviews w/ independent/progressive political commentators reaching news audiences that are less likely to watch cable news.
- *Leads List*: Brian Tyler Cohen, Inequality Media, Crooked Media, Roland Martin, David Pakman, The Young Turks (TYT), The Damage Report (TYT), Secular Talk (TYT), The Majority Report w/ Sam Seder.
- **AI:** A generic one page brief that I can socialize to each you are interested in.

Top Endemic Creator x POTUS Collabs

+Flaherty, Robert EOP/WHO

In-Person Top Endemic Creator Collab

- *Top Creator Team's Consideration List:* Marques Brownlee, Lele Pons / Hannah Stocking (Work together alot), Rosanna Pansino, + Vaccine Creator Town Hall list (Below)
- We could reach out to Mr. Beast again with greater detail about the in-person nature of this opportunity with a brief like John Green's if you would like to revisit him. I think it could be worth it if they hear directly from you with us.
- The Try Guys would likely also be interested since they were engaged on the Town Hall concept.

Vaccine Creator Town Hall

- *Format*: Similar to Family Creator Town Hall
- *Creators Initially Vetted*: Jackie Aina (Black), Manny Mua (Latinx), Brave Wilderness (Rural), Tyler Oakley (LGBTQ)
- **AI:** Let me know if you would like me to reconnect you to the four threads with each Creator. Again, recognize this might transform into something else or be in some time.

Email/call/text me if you have any follow-up ideas/questions/thoughts!

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Happy to help,

[redacted]

[redacted]

[redacted]
Strategic Partner Manager, Civics
Explore the United States of YouTube
Channel Best Practices Guide
[redacted]
Google DC & LA

Exhibit 93

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Exhibit 100

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 4/15/2021 12:57:46 AM
To: [redacted]@google.com]
CC: [redacted]@google.com]; [redacted]@google.com]; [redacted]@google.com]
Subject: Re: Vaccine Misinfo

SGTM

On Wed, Apr 14, 2021 at 5:51 PM [redacted] <[redacted]@google.com> wrote:
Great, can we tentatively shoot for Wednesday between 1-2 pm EST?

On Wed, Apr 14, 2021 at 8:07 PM [redacted] <[redacted]@google.com> wrote:
i'll make myself available whenever this works for [redacted], [redacted] and the wh.

[redacted]
Google Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Wed, Apr 14, 2021 at 7:54 PM [redacted] <[redacted]@google.com> wrote:

- Monday ~~11am-12pm~~, 1pm, 2-3:30pm
- Tuesday ~~10:30am~~ or ~~4pm~~
- Wednesday 1-2pm

On Wed, Apr 14, 2021 at 4:48 PM [redacted] <[redacted]@google.com> wrote:
Just wanted to follow up and see what time could work for this group ([redacted] for hearing prep) to meet with the White House team. I'm working on a draft deck, found here, and will start adding in folks for comments.

Thanks,
[redacted]

On Tue, Apr 13, 2021 at 8:23 PM [redacted] <[redacted]@google.com> wrote:
Hi Team -

We heard back from the White House this evening, and they wanted to propose the below dates next week:

- Monday 11am-12pm, 1pm, 2-3:30pm
- Tuesday 10:30am or 4pm
- Wednesday 1-2pm

Everyone's schedule looks pretty slammed next week, but let me know if any of the dates could work to meet with the White House team.

Thanks,
[redacted]

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On Tue, Apr 13, 2021 at 11:53 AM [redacted] <[redacted]@google.com> wrote:
We can also share Google Search trends for covid19 vaccines. Does YT have similar trend data?

No, we do not.

On Tue, Apr 13, 2021 at 6:08 AM [redacted] <[redacted]@google.com> wrote:
Good Morning, my recommendation would be to schedule an internal sync to update our Feb. Covid19 Misinformation Deck with the latest information on our efforts with a deeper dive on YouTube as Rob's questions were very YT focused. In our last meeting, Rob particularly dug in on our decision making for borderline content. We can also provide an update on the on-going YT creators interview collaborations.

We can also share Google Search trends for covid19 vaccines. Does YT have similar trend data?

Could we ask Rob to schedule the meeting for next week to give us time to prepare?

[redacted] and [redacted] for awareness and help preparing for another WH meeting on covid vaccine misinformation.

[redacted]
Google Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Mon, Apr 12, 2021 at 10:12 PM [redacted] <[redacted]@google.com> wrote:
Hey Jan,

Let's discuss this in our sync tomorrow.

[redacted]

---------- Forwarded message ---------
From: [redacted] <[redacted]@google.com>
Date: Mon, Apr 12, 2021 at 6:38 PM
Subject: Re: Vaccine Misinfo
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>

Hey Rob,

Of course - adding in [redacted] and [redacted] who will shepherd. Your primary interests are all key priorities for them and broader teams.

Happy to help,
[redacted]

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On Mon, Apr 12, 2021 at 3:01 PM Flaherty, Rob EOP/WHO <[redacted]> wrote:

Heya -- A while ago, I met with folks from Google about misinformation and COVID-19. Was hoping to connect again with folks from your side about the work you're doing to combat vaccine hesitancy, but also crack down on vaccine misinformation.

I think we're primarily interested in:

- Trends that you're seeing generally around vaccine misinformation on Youtube
- The empirical effects your efforts to combat it have had, specifically: "what's working"
- What interventions you might currently be trying
- Ways the White House (and our COVID experts) can partner in your product work

Would be good to get this on the books later this week and then try to make it recurring. Hoor can wrangle calendars on our side.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

--
On mobile:

[redacted]
Strategic Partner Manager, Civics
YouTube DC & LA

--

[redacted] | Google Public Policy | [redacted]@google.com | [redacted]

--

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HIGHLY CONFIDENTIAL HJC-GOOG-00064145

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Google Public Policy | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

Google

[redacted]

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Exhibit 101

Internal email correspondence between YouTube & Google

Message

From: [redacted] [redacted]@google.com]
Sent: 4/13/2021 1:08:41 PM
To: [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]
CC: [redacted]@google.com]
Subject: Re: Vaccine Misinfo

Good Morning, my recommendation would be to schedule an internal sync to update our Feb Covid19 Misinformation Deck with the latest information on our efforts with a deeper dive on YouTube as Rob's questions were very YT focused. In our last meeting, Rob particularly dug in on our decision making for borderline content. We can also provide an update on the on-going YT creators interview collaborations.

We can also share Google Search trends for covid19 vaccines. Does YT have similar trend data?

Could we ask Rob to schedule the meeting for next week to give us time to prepare?

[redacted] and [redacted] for awareness and help preparing for another WH meeting on covid vaccine misinformation.

[redacted]
Google Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Mon, Apr 12, 2021 at 10:12 PM [redacted] <[redacted]@google.com> wrote:

Hey [redacted],

Let's discuss this in our sync tomorrow.

[redacted]

---------- Forwarded message ---------
From: [redacted] <[redacted]@google.com>
Date: Mon, Apr 12, 2021 at 6:38 PM
Subject: Re: Vaccine Misinfo
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>, Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>

Hey Rob,

Of course - adding in [redacted] and [redacted] who will shepherd. Your primary interests are all key priorities for them and broader teams.

Happy to help,
[redacted]

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On Mon, Apr 12, 2021 at 3:01 PM Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov> wrote:

Heya -- A while ago, I met with folks from Google about misinformation and COVID-19. Was hoping to connect again with folks from your side about the work you're doing to combat vaccine hesitancy, but also crack down on vaccine misinformation.

I think we're primarily interested in:

- Trends that you're seeing generally around vaccine misinformation on Youtube
- The empirical effects your efforts to combat it have had, specifically: "what's working"
- What interventions you might currently be trying
- Ways the White House (and our COVID experts) can partner in your product work

Would be good to get this on the books later this week and then try to make it recurring. Hoor can wrangle calendars on our side.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

--
On mobile:

[redacted]
Strategic Partner Manager, Civics
YouTube DC & LA

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Exhibit 102

Zoom invitation for meeting between YouTube and the White House

Appointment

From: Google Calendar [calendar-notification@google.com]
Sent: 4/16/2021 5:10:07 PM
To: Flaherty, Rob EOP/WHO [[redacted]@who.eop.gov]

Subject: YouTube Vaccine Misinfo Briefing
Attachments: invite.ics
Location: [redacted]

Start: 4/21/2021 5:00:00 PM
End: 4/21/2021 6:00:00 PM
Show Time As: Tentative

Recurrence: (none)

[redacted] **has accepted this invitation.**

YouTube Vaccine Misinfo Briefing

When Wed Apr 21, 2021 1pm – 2pm Eastern Time - New York

Where [redacted] (map)

Calendar Flaherty, Rob EOP/WHO

Who
- Flaherty, Rob EOP/WHO - organizer
- [redacted] - creator
- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]
- Slavitt, Andrew M. EOP/WHO
- [redacted] (HHS/OASH) - optional
- Fitzpatrick, Kelsey V. EOP/WHO - optional

White House staff to get briefed by YouTube on general trends seen around vaccine misinformation. As well as, the empirical effects of YouTube's efforts to combat misinfo, what interventions YouTube is currently trying, and ways the White House (and our COVID experts) can partner in product work.

[redacted]

Hi there,

Hoor Qureshi is inviting you to a scheduled ZoomGov meeting.

Join Zoom Meeting

Phone one-tap:

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[redacted]

Meeting URL:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

International numbers

Join from an H.323/SIP room system

H.323:

[redacted]

Meeting ID:

[redacted]

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Passcode:

[redacted]

SIP:

[redacted]@sip.zoomgov.com

Passcode:

[redacted]

Invitation from Google Calendar

You are receiving this courtesy email at the account robert.flaherty@who.eop.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively, you can sign up for a Google account at https://calendar.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More.

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Exhibit 103

Internal email correspondence between YouTube & Google

Message

From: [redacted] [[redacted]@google.com]
Sent: 4/22/2021 1:53:49 AM
To: [redacted]@google.com]
CC: [redacted]@google.com]; [redacted]s@google.com]; [redacted]@google.com]; [redacted]@google.com]; [redacted] [[redacted]@google.com]
Subject: Re: Trends re: vaccine hesitancy

Yeah. They're looking to crack vaccine hesitancy in the middle---those who can be convinced---and is trying to better understand what borderline trends may look like here.

On Wed, Apr 21, 2021, 6:52 PM [redacted] <[redacted]@google.com> wrote:
Just to be clear on the question - are they looking for more than the data available when you filter by YouTube in Google Trends (as seen below)?

On Wed, Apr 21, 2021 at 3:46 PM [redacted] <[redacted]@google.com> wrote:
Adding [redacted]t: do you know if we'd be able to pull search trends on COVID for YT to help answer the White House's question on misinformation about the COVID vaccine?

And [redacted] for visibility.

On Wed, Apr 21, 2021 at 8:49 AM [redacted] <[redacted]@google.com> wrote:
one other piece of context--we often point US government officials to Google Search COVID trends when asked about misinformation trends or about vaccine searches. Does YouTube see the same trends as Search? Is there any way to show external stakeholders similar YouTube trends? We anticipate US Government's focus on vaccine hesitancy to increase as vaccine supply increases and demand possibly levels off this summer.

I have also asked marketing to loop in YouTube on the broader vaccine communications plans as we enter this next phase with the launch of vaccine.gov on May 1. If there are new YouTube efforts we should be aware of for vaccine hesitancy please let us know.

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[redacted]
Google Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Wed, Apr 21, 2021 at 2:31 PM [redacted] <[redacted]@google.com> wrote:
We already have that, thank you. Really he's interested in what we're seeing that is NOT coming down, as well as whether removals have been more heavily concentrated in any particular area of our policies. Is it fair to say that we're not seeing content trends concentrated in any specific area of the policies, but that we continue to action content that violates our policy writ large?

On Wed, Apr 21, 2021 at 11:25 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted],

Exhibit 93
Dra

I don't have any qualitative info on trends, but we could pull the number of videos we've removed for COVID vaccine misinfo, if that would help?

On Wed, Apr 21, 2021 at 8:04 AM [redacted] <[redacted]@google.com> wrote:
Hi [redacted] and [redacted],

[redacted] and I just got off of a call with the White House, who are extremely interested in what we may be observing re: vaccine hesitancy on YT. I do not know if we have any of this type of information, but... do you have any qualitative info re: things we've observed, trends in content and related messages, etc that we could offer to Rob?

Thanks!

--

[redacted] | Google Public Policy | [redacted]@google.com | [redacted]

--

[redacted] | Google Public Policy | [redacted]@google.com | [redacted]

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HIGHLY CONFIDENTIAL

Exhibit 104

Internal email correspondence between YouTube & Google

Message

From: [redacted] [redacted]@google.com]
Sent: 4/22/2021 1:36:48 AM
To: [redacted] [redacted]@google.com]
CC: [redacted] [redacted]@google.com]
Subject: Re: (GAPP only) Fwd: Following Up on Today's Conversation

Thanks [redacted], completely agree.
[redacted] - I put some time on your calendar tomorrow to discuss potential next steps forward.

-[redacted]

On Wed, Apr 21, 2021 at 8:41 PM [redacted] <[redacted]@google.com> wrote:
Sorry two points: 1) on closer read, sounds like he is working with Stanford; 2) I'm concerned about this statement: "I appreciated your unequivocal response that you are not recommending anti-vaccine content"

That's not what either of us said.

On Wed, Apr 21, 2021, 5:22 PM [redacted] <[redacted]@google.com> wrote:
Hi both,

I defer to you on how to manage, but we've already shared as much as we have to share here. I don't see value in a biweekly meeting, and I also don't think we have much to share in terms of trends. Just want to set expectations. He's basically asking for intel on content trends and that's not something we can provide. I do think the Stanford work can provide the kind of insight he is looking for, so maybe we can connect them if they're not already connected.

[redacted]

---------- Forwarded message ---------
From: **Flaherty, Rob EOP/WHO** <[redacted]@who.eop.gov>
Date: Wed, Apr 21, 2021, 5:05 PM
Subject: Following Up on Today's Conversation
To: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] [redacted]@google.com>, [redacted]@google.com <[redacted]@google.com>, [redacted]@google.com [redacted]@google.com>, [redacted]@google.com <[redacted]@google.com>, [redacted] <[redacted]@google.com>
Cc: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>, Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>, Fitzpatrick, Kelsey V. EOP/WHO <[redacted]@who.eop.gov>

All – Thanks again for the conversation today.

We'll look out for the top trends that you've seen in terms of misinformation around the vaccine.

To recap: As we move away from a supply problem toward a demand problem, we remain concerned that Youtube is "funneling" people into hesitance and intensifying people's hesitancy. We certainly recognize that removing content that is unfavorable to the cause of increasing vaccine adoption is not a realistic – or even good – solution. But we want to be sure that you have a handle on vaccine hesitancy generally and are working toward making the problem better. This is a concern that is shared at the highest (and I mean highest)

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levels of the WH, so we'd like to continue a good-faith dialogue about what is going on under the hood here. I'm the on the hook for reporting out.

Just before we were meeting, this article from Buzzfeed popped, highlighting the Youtube misinformation that is spreading through the Vietnamese community. I think this brings up a question that I had in our first meeting about your capabilities around misinformation in non-english-speaking communities. Clearly, more work to be done here. Would love to get some insights from you on how you are tackling this problem across all languages – how your enforcement has differed in languages and what your road map to improvement is.

A couple of other things it would be good to have from you all:

- As mentioned up top, the top trends that you're seeing in terms of misinformation/hesitance inducing content (Stanford has mentioned that it's recently Vaccine Passports and J&J pause-related stuff, but I'm not sure if that reflects what you're seeing)
- A deeper dive on reduction and its effectiveness. It's helpful that you mentioned that watch time is your key metric. I believe you said you reduced watch time by 70% on "borderline" content, which is impressive. Obviously, the term "borderline" is moveable, but taking it for what it is: How does that track with vaccine-related content specifically (removing the "UFO stuff"). What has the comparative reduction in watch time on "borderline" vaccine topics been after your interventions? And what has the increase in watch time been on authoritative information?
- I appreciated your unequivocal response that you are not recommending anti-vaccine content and you are lifting authoritative information in both search and recommendations to all audiences. Related to the second bullet: to what extent have your ranking interventions been effective there? And, perhaps more critically, to what degree is content from people who have been given a "strike" still being recommended and shown in prominent search positions?
- I feel like I am not coming away with a very clear picture of how you're measuring the effectiveness of uplifting authoritative information. I obviously buy the theory – but how did you arrive on info-panels as the best intervention? And to what extent are people clicking through after exposure to vaccine-hesitant content? What are you doing mechanically to boost the authoritative information? When you have relevant influencers speak to experts, I imagine (hope?) it's not just putting the content out there and that you're recommending it to people for whom it would be most relevant. How does that work?
- What are the general vectors by which people see the "borderline" content – or really just vaccine-skeptical content? Is it largely through recommendations? Search?

We are excited to continuing partnering with you on this work as we have via John and Brandon, but we want to make sure that the work extends to the broader problem. Needless to say, in a couple of weeks when we're having trouble getting people to get vaccinated, we'll be in the barrel together here. We've worked with a number of platform partners to track down similar information based on internal data, including partners of similar scale. I am feeling a bit like I don't have a full sense of the picture here. We speak with other platforms on a semi-regular basis. We'd love to get in this habit with you. Perhaps bi-weekly?

Looking forward to more conversation.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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Exhibit 105

Email correspondence between YouTube and the White House

Message

From: Flaherty, Rob EOP/WHO [[redacted]@who.eop.gov]
Sent: 4/23/2021 9:48:43 PM
To: [[redacted]@google.com]
CC: [[redacted]@google.com]; [[redacted]@google.com]; [[redacted]@google.com; [[redacted]@google.com; [[redacted]@google.com; [[redacted]@google.com]; Slavitt, Andrew M. EOP/WHO [[redacted]@who.eop.gov]; Humphrey, Clarke EOP/WHO [[redacted]@who.eop.gov]; Fitzpatrick, Kelsey V. EOP/WHO [[redacted]@who.eop.gov]
Subject: RE: [EXTERNAL] Re: Following Up on Today's Conversation

[redacted] – Belatedly confirming receipt here, and will follow up.

From: [redacted] <[redacted]@google.com>
Sent: Thursday, April 22, 2021 3:48 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>; [redacted] <[redacted]@google.com>; [redacted]@google.com; [redacted]@google.com; [redacted]@google.com; [redacted] <[redacted]@google.com>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Fitzpatrick, Kelsey V. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Following Up on Today's Conversation

Rob -

Thank you for your time yesterday. We appreciate the opportunity to work closely with you to address your concerns related to COVID-19 misinformation, and more specifically our work to connect our users with reliable, authoritative information related to COVID-19 vaccines. We are happy to ensure we maintain regular communication with you to continue to discuss our work as well as to provide regular updates.

I would also like to provide the following information to address your concerns:

- Here is our YouTube COVID-19 fact sheet that provides additional detail on relevant and partnerships. Of note, I wanted to highlight that 89% of YouTube videos removed for dangerous or misleading coronavirus misinformation were removed with 100 views or less.
- I also wanted to share this overview of our work in responding to the COVID-19 pandemic, our COVID-19 Medical Misinformation Policy that we continue to work closely with CDC and other health authorities to further refine, and an explanation of enforcement and penalties. YouTube works each day to enforce our policies impartially and consistently, and we do not have speaker-based exemptions in our enforcement.
- With regard to providing information about trends, we have shared your request with our team to see what additional information could be provided. In the interim, as we discussed on the call the Google Trends tool breaks down search trends for YouTube as well and can be a powerful tool to provide real time information on what is being searched for on YouTube. For example, here is the current YouTube search trend on COVID-19 vaccine.
- In response to your question about borderline content, we are happy to work with our team to provide you with more information on our work to address borderline content and will follow up with you soon. In the meantime, I'm attaching a PDF that explains the signals we take into consideration when recommending content to users so you can better understand the many factors at play. Machine learning systems take time to adjust to updates, meaning that as we work to improve our ability to identify and reduce recommendations of new vectors of borderline content—including vaccine misinformation—there will be some lag in how this reflects in user recommendations.

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- I wanted to share this blog post with you that highlights specifically to support education around the COVID-19 vaccine. In the post, [redacted] (YouTube's Global Head of Healthcare and Public Health Partnerships) provides detail on our work with local health authorities and community-based health organizations, our new multimillion-dollar campaign to address vaccine hesitancy in countries around the world, and our continued efforts to connect creators with trusted health experts to make information about vaccines more accessible and relatable.
- As we discussed on the call, YouTube is continuously testing and evaluating new ways to improve our product. Here is a comprehensive list of some of our current test features and experiments. I want to specifically highlight the test we announced on April 12 that seeks to improve critical thinking when consuming information online. As you know, the promotion of media literacy and improving understanding of YouTube is a high priority and the driver behind many of our efforts to improve transparency, which includes the launch of our How YouTube Works site.
- Finally, I wanted to share the metric we recently published in our Transparency Report called Violative View Rate (VVR). VVR helps us determine what percentage of views on YouTube comes from content that violates our policies. Our teams started tracking this back in 2017, and across the company it's the primary metric used to measure our responsibility work. The most recent VVR is at 0.16-0.18% which means that out of every 10,000 views on YouTube, 16-18 come from violative content. This is down by over 70% when compared to the same quarter of 2017, in large part thanks to our investments in machine learning. It is important to note that this stat applies to all content on YouTube, in all languages.

I'll be in touch next week regarding a follow up briefing, but in the interim please don't hesitate to give me a call if there is anything else YouTube can do for you.

Best,

[redacted]

On Wed, Apr 21, 2021 at 8:05 PM Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov> wrote:

All – Thanks again for the conversation today.

We'll look out for the top trends that you've seen in terms of misinformation around the vaccine.

To recap: As we move away from a supply problem toward a demand problem, we remain concerned that Youtube is "funneling" people into hesitance and intensifying people's hesitancy. We certainly recognize that removing content that is unfavorable to the cause of increasing vaccine adoption is not a realistic – or even good – solution. But we want to be sure that you have a handle on vaccine hesitancy generally and are working toward making the problem better. This is a concern that is shared at the highest (and I mean highest) levels of the WH, so we'd like to continue a good-faith dialogue about what is going on under the hood here. I'm the on the hook for reporting out.

Just before we were meeting, this article from Buzzfeed popped, highlighting the Youtube misinformation that is spreading through the Vietnamese community. I think this brings up a question that I had in our first meeting about your capabilities around misinformation in non-english-speaking communities. Clearly, more work to be done here. Would love to get some insights from you on how you are tackling this problem across all languages – how your enforcement has differed in languages and what your road map to improvement is.

A couple of other things it would be good to have from you all:

- As mentioned up top, the top trends that you're seeing in terms of misinformation/hesitance inducing content (Stanford has mentioned that it's recently Vaccine Passports and J&J pause-related stuff, but I'm not sure if that reflects what you're seeing)

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- A deeper dive on reduction and its effectiveness. It's helpful that you mentioned that watch time is your key metric. I believe you said you reduced watch time by 70% on "borderline" content, which is impressive. Obviously, the term "borderline" is moveable, but taking it for what it is: How does that track with vaccine-related content specifically (removing the "UFO stuff"). What has the comparative reduction in watch time on "borderline" vaccine topics been after your interventions? And what has the increase in watch time been on authoritative information?

- I appreciated your unequivocal response that you are not recommending anti-vaccine content and you are lifting authoritative information in both search and recommendations to all audiences. Related to the second bullet: to what extent have your ranking interventions been effective there? And, perhaps more critically, to what degree is content from people who have been given a "strike" still being recommended and shown in prominent search positions?

- I feel like I am not coming away with a very clear picture of how you're measuring the effectiveness of uplifting authoritative information. I obviously buy the theory – but how did you arrive on info-panels as the best intervention? And to what extent are people clicking through after exposure to vaccine-hesitant content? What are you doing mechanically to boost the authoritative information? When you have relevant influencers speak to experts, I imagine (hope?) it's not just putting the content out there and that you're recommending it to people for whom it would be most relevant. How does that work?

- What are the general vectors by which people see the "borderline" content – or really just vaccine-skeptical content? Is it largely through recommendations? Search?

We are excited to continuing partnering with you on this work as we have via [redacted] and [redacted], but we want to make sure that the work extends to the broader problem. Needless to say, in a couple of weeks when we're having trouble getting people to get vaccinated, we'll be in the barrel together here. We've worked with a number of platform partners to track down similar information based on internal data, including partners of similar scale. I am feeling a bit like I don't have a full sense of the picture here. We speak with other platforms on a semi-regular basis. We'd love to get in this habit with you. Perhaps bi-weekly?

Looking forward to more conversation.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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Exhibit 106

Email correspondence between YouTube and the White House

Message

From: Flaherty, Rob EOP/WHO [[redacted]@who.eop.gov]
Sent: 4/22/2021 12:05:16 AM
To: [redacted]@google.com]; [redacted]@google.com]; [redacted] [[redacted]@google.com]; [redacted]@google.com; [redacted]@google.com; [redacted]@google.com; [redacted]@google.com]
CC: Slavitt, Andrew M. EOP/WHO [[redacted]@who.eop.gov]; Humphrey,Clarke EOP/WHO [[redacted]@who.eop.gov]; Fitzpatrick, Kelsey V. EOP/WHO [[redacted]@who.eop.gov]
Subject: Following Up on Today's Conversation

All – Thanks again for the conversation today.

We'll look out for the top trends that you've seen in terms of misinformation around the vaccine.

To recap: As we move away from a supply problem toward a demand problem, we remain concerned that Youtube is "funneling" people into hesitance and intensifying people's hesitancy. We certainly recognize that removing content that is unfavorable to the cause of increasing vaccine adoption is not a realistic – or even good – solution. But we want to be sure that you have a handle on vaccine hesitancy generally and are working toward making the problem better. This is a concern that is shared at the highest (and I mean highest) levels of the WH, so we'd like to continue a good-faith dialogue about what is going on under the hood here. I'm the on the hook for reporting out.

Just before we were meeting, this article from Buzzfeed popped, highlighting the Youtube misinformation that is spreading through the Vietnamese community. I think this brings up a question that I had in our first meeting about your capabilities around misinformation in non-english-speaking communities. Clearly, more work to be done here. Would love to get some insights from you on how you are tackling this problem across all languages – how your enforcement has differed in languages and what your road map to improvement is.

A couple of other things it would be good to have from you all:

- As mentioned up top, the top trends that you're seeing in terms of misinformation/hesitance inducing content (Stanford has mentioned that it's recently Vaccine Passports and J&J pause-related stuff, but I'm not sure if that reflects what you're seeing)
- A deeper dive on reduction and its effectiveness. It's helpful that you mentioned that watch time is your key metric. I believe you said you reduced watch time by 70% on "borderline" content, which is impressive. Obviously, the term "borderline" is moveable, but taking it for what it is: How does that track with vaccine-related content specifically (removing the "UFO stuff"). What has the comparative reduction in watch time on "borderline" vaccine topics been after your interventions? And what has the increase in watch time been on authoritative information?
- I appreciated your unequivocal response that you are not recommending anti-vaccine content and you are lifting authoritative information in both search and recommendations to all audiences. Related to the second bullet: to what extent have your ranking interventions been effective there? And, perhaps more critically, to what degree is content from people who have been given a "strike" still being recommended and shown in prominent search positions?
- I feel like I am not coming away with a very clear picture of how you're measuring the effectiveness of uplifting authoritative information. I obviously buy the theory – but how did you arrive on info-panels as the best intervention? And to what extent are people clicking through after exposure to vaccine-hesitant content? What are you doing mechanically to boost the authoritative information? When you have relevant influencers speak to experts, I imagine (hope?) it's not just putting the content out there and that you're recommending it to people for whom it would be most relevant. How does that work?
- What are the general vectors by which people see the "borderline" content – or really just vaccine-skeptical content? Is it largely through recommendations? Search?

We are excited to continuing partnering with you on this work as we have via [redacted] and [redacted], but we want to make sure that the work extends to the broader problem. Needless to say, in a couple of weeks when we're having trouble

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getting people to get vaccinated, we'll be in the barrel together here. We've worked with a number of platform partners to track down similar information based on internal data, including partners of similar scale. I am feeling a bit like I don't have a full sense of the picture here. We speak with other platforms on a semi-regular basis. We'd love to get in this habit with you. Perhaps bi-weekly?

Looking forward to more conversation.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 107
Internal YouTube email correspondence

Message

From: [redacted] [redacted]@google.com]
Sent: 4/22/2021 7:06:47 PM
To: [redacted] [redacted]@google.com]
CC: [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]
Subject: Re: White House Discussion on Borderline Content

Thanks so much [redacted], really appreciate your help on this. I'll find some time on your calendar early next week and we can take it from there.

-[redacted]

On Thu, Apr 22, 2021 at 2:00 PM [redacted] <[redacted]@google.com> wrote:

Sure I'd be happy to do that. Would be good to review the logistics again and understand how my briefing will be used to appropriately calibrate what I say, like we discussed last time with the hypothetical congressional staffer review.

On Thu, Apr 22, 2021, 10:38 AM [redacted] <[redacted]@google.com> wrote:

Hi [redacted]-

As you saw from the email thread from [redacted] yesterday, there is a very high degree of interest coming from the White House now regarding vaccine misinfo/vaccine hesitancy and our work around borderline content. Unfortunately, the role of tech in addressing vaccine hesitancy is about to come under a massive spotlight particularly as the supply of the vaccine is soon set to outpace demand. It also looks like the White House is very interested in our work on borderline content, and more specifically vaccine related content as well as our work to promote authoritative sources for vaccines.

To begin to address these concerns, and ensure that any issues with YouTube are promptly addressed, we wanted to see if you would be willing to provide an overview briefing to the lead White House digital staffer on our work to reduce borderline content. As far as timing goes, we were hoping to get something on the books in the next two weeks or so to prevent anything from potentially spiraling out of control.

I'm happy to jump on a call today or tomorrow to discuss further. Appreciate any help you can provide on this.

[redacted]
--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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Exhibit 108

Email correspondence between YouTube and the White House

Message

From: Qureshi, Hoor EOP/WHO [@who.eop.gov]
Sent: 5/5/2021 3:28:06 PM
To: [@google.com]
CC: [@google.com]
Subject: RE: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Confirmed for Monday 5/10 at 3pm. Sending the invite now!

From: Qureshi, Hoor EOP/WHO
Sent: Tuesday, May 4, 2021 7:26 PM
To: <@google.com>
Cc: <@google.com>
Subject: RE: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Let me confirm with Rob he's ok to push to Monday, and I'll send an invite as soon as I hear back from him!

Thanks!

From: <@google.com>
Sent: Tuesday, May 4, 2021 7:12 PM
To: Qureshi, Hoor EOP/WHO <@who.eop.gov>
Cc: <@google.com>
Subject: Re: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Thank you, could we lock in 3 pm on Monday? Participants will be (cc'd), myself, (@google.com) and (@google.com).

Best,

On Tue, May 4, 2021 at 7:00 PM <@google.com> wrote:

Thank you! I'll check with our team and follow up asap.

Have a good evening!

On Tue, May 4, 2021 at 6:59 PM Qureshi, Hoor EOP/WHO <@who.eop.gov> wrote:

No worries, I also think Monday is a better option. As of now 3-4pm is open on calendars, and we could probably make either 10am or something in the 11am-12:30pm range work.

From: @google.com>
Sent: Tuesday, May 4, 2021 6:54 PM
To: Qureshi, Hoor EOP/WHO <@who.eop.gov>
Cc: <@google.com>
Subject: Re: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

No problem at all! Unfortunately, it looks like schedules won't be able to line up on Friday. Were there times on Monday that would work for you?

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-[redacted]

On Tue, May 4, 2021 at 6:51 PM Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov> wrote:

Sorry hit send too early! The only times as of now that work on Friday are 10am and 2-2:45pm. However, schedules are constantly changing so possible things continue shifting!

From: Qureshi, Hoor EOP/WHO
Sent: Tuesday, May 4, 2021 6:45 PM
To: [redacted] <[redacted]@google.com>
Cc: [redacted] <[redacted]@google.com>
Subject: RE: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Let me check with Rob, but we may need to look at Monday if possible. Just so I can cross check with calendars on our end, does your team have availability on Monday?

From: [redacted] <[redacted]@google.com>
Sent: Tuesday, May 4, 2021 6:28 PM
To: Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Good Evening - Unfortunately, one of our participants is tied up until 2:45 on Friday. Would it be possible to start then?

Thanks,

[redacted]

On Tue, May 4, 2021 at 3:02 PM [redacted] <[redacted]@google.com> wrote:

Thanks so much, I'm checking with the team now and will follow up ASAP.

Best

[redacted]

On Tue, May 4, 2021 at 2:33 PM Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi [redacted]! Would Friday at 2:30pm work on your end?

From: Flaherty, Rob EOP/WHO
Sent: Tuesday, May 4, 2021 1:38 PM
To: [redacted] <[redacted]@google.com>
Cc: Ja[redacted] <[redacted]@google.com>; Wakana, Benjamin L. EOP/WHO [redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO

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<[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

[redacted] – *My* apologies for the delay. Adding in Hoor from my team who can help wrangle calendars. Would love to chat this week.

-Rob

From: [redacted] <[redacted]@google.com>
Sent: Tuesday, May 4, 2021 1:31 PM
To: Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Hi Rob -

Hope you are having a good week. I wanted to follow up and see if you had any availability in the next week or two for a followup meeting with members of our team to address any follow up questions from our last conversation.

Thanks again!
[redacted]

On Thu, Apr 29, 2021 at 7:25 PM [redacted] <[redacted]@google.com> wrote:

Rob -

As a follow up to this and our previous conversation, I wanted to see if you had any availability to meet next Thursday or Friday with [redacted], the YouTube Director of Global Healthcare Partnerships, as well as [redacted], who is the YouTube program manager responsible for leading our efforts to reduce borderline content. Both [redacted] and [redacted] work each day to raise authoritative content related to COVID-19 vaccines as well as combat harmful misinformation, and are happy to dive as deep as needed to ensure you get any questions you may have answered. If those dates don't work, of course we are happy to accommodate your schedule to find a time that would.

Thanks again,
[redacted]

On Wed, Apr 28, 2021 at 2:41 PM [redacted] <[redacted]@google.com> wrote:

Rob -

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Apologies for the delay in responding, but wanted to confirm receipt and will follow up as soon as possible on this.

Best,

[redacted]

On Mon, Apr 26, 2021 at 6:18 PM Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov> wrote:

Awesome. Cool spot. Assume this is targeting everyone on YT, but whats frequency/reach looking like on this?

From: [redacted] <[redacted]@google.com>
Sent: Monday, April 26, 2021 6:13 PM
To: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Rowe, Courtney M. EOP/WHO <[redacted]@who.eop.gov>; Humphrey, Clarke EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Rob EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] [Update] YouTube "Get Back to What You Love" Vaccination PSA Efforts

Hi all,

Today YouTube launched the first chapter of a public service announcement series in partnership with the Vaccine Confidence Project at the London School of Hygiene & Tropical Medicine to encourage people to get informed about the COVID19 vaccines. The videos for our PSA campaign will run across YouTube, as well as on television, radio and paid social posts through July, with the goal of reaching Americans between the ages of 18 to 34, a key demographic to help control the spread of the virus. To watch the full series of PSA videos, and additional content from local health authorities, visit youtube.com/vaccineinfo. We will have more to share on our vaccine communications efforts across Google as we move into May. Please let me know if you have any questions or feedback.

Thank you,

[redacted] on behalf of the Google and YouTube Team

[redacted]

Google Government Affairs and Public Policy

[redacted]

Washington, DC 20001

[redacted]@google.com

Android Mobile: [redacted]

--

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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Exhibit 109
Internal YouTube email correspondence

Message

From: [redacted]@google.com]
Sent: 5/4/2021 11:10:49 PM
To: [redacted]@google.com]
CC: [redacted] [[redacted]@google.com]; [redacted] [[redacted]@google.com]; [redacted]@google.com]
Subject: Re: White House Meeting Request

Thank you both, I'll lock in that time and you will receive the calendar invite from the White House staff. Have a good evening!
[redacted]

On Tue, May 4, 2021 at 7:05 PM [redacted] <[redacted]@google.com> wrote:
Yes I can move somethings to make it work.

On Tue, May 4, 2021 at 6:04 PM [redacted] <[redacted]@google.com> wrote:
30 minutes would work for me, longer and I may need to move things around a bit.

On Tue, May 4, 2021 at 4:02 PM [redacted] <[redacted]@google.com> wrote:
Thanks [redacted] - but unfortunately there has been a change in plans and the White House staff want to see if we could push to 3 pm EST on Monday (5/10). Would that work for everyone?

Best,
[redacted]

On Tue, May 4, 2021 at 2:54 PM [redacted] <[redacted]@google.com> wrote:
Works for me.

On Tue, May 4, 2021 at 1:36 PM [redacted] <[redacted]@google.com> wrote:
Hi Team -

Apologies for the delayed response but the White House staff just got back and asked if it would be possible to do the meeting this Friday (5/7) at 2:30 EST. If that won't work for either of you, I'm happy to see if we can identify a better option.

Thanks again,
[redacted]

On Thu, Apr 29, 2021 at 6:47 PM [redacted] <[redacted]@google.com> wrote:
Thank you! I'll follow up with the White House and propose some dates/times based on your calendar availability.

Best,
[redacted]

On Thu, Apr 29, 2021 at 6:26 PM [redacted] <[redacted]@google.com> wrote:
Looking forward to it!

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On Thu, Apr 29, 2021 at 3:12 PM [redacted] <[redacted]@google.com> wrote:
Yes let's go for it.

On Thu, Apr 29, 2021 at 4:38 PM [redacted] <[redacted]@google.com> wrote:
[redacted] and [redacted] -

Over the last several weeks, the Google & YT GAPP team have had conversations with the White House staff on YouTube's policies and all the great work that is being done to raise authoritative information and fight harmful misinformation related to COVID-19 misinformation.

The discussions have been good, and the information has been well received, but staff continue to have questions on the raise/reduce efforts. Given these questions, particularly among the backdrop of increasing levels of vaccine hesitancy in the US, we wanted to see if it would be possible for you both to participate in a meeting with the staff to provide an overview of your great work. Again, the staff are familiar with many of our policies and efforts, but we believe having the opportunity for you both to share more background would be hugely beneficial as we seek to work closely with this administration on multiple policy fronts.

The meeting would be with the White House digital director, Rob Flaherty, who has been leading a lot of the White House work with social media companies to address issues related to COVID-19. If you both would be available, we would like to request the meeting for next week given the significant attention coming from the staff on this issue.

I'm happy to answer any questions or provide any background as needed, and again appreciate your consideration of this request.

Best Regards,

[redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

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HIGHLY CONFIDENTIAL

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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Exhibit 110

Zoom invitation for meeting between YouTube and the White House

Organizer: Flaherty, Rob EOP/WHO : [redacted]@who.eop.gov

Subject: WH/YT Vaccination Efforts Follow-up

Location:

[redacted]

Start Time: 2021-05-10T19:00:00Z

End Time: 2021-05-10T19:30:00Z

Attendees: [redacted] : [redacted]@google.com

[redacted]

Hi there,

Hoor Qureshi is inviting you to a scheduled ZoomGov meeting.

Join Zoo[redacted]
Meeting[redacted]

One tap mobile:

[redacted]

Meeting URL:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

International numbers[redacted]

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Join from an H.323/SIP room system

H.323:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

SIP:

[redacted]@sip.zoomgov.com

Passcode:

[redacted]

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HIGHLY CONFIDENTIAL

Exhibit 111
Internal YouTube email correspondence

Message

From: [redacted] [[redacted]@google.com]
Sent: 5/24/2021 5:59:39 PM
To: [redacted] [[redacted]@google.com]; [redacted] [[redacted]@google.com]
CC: [redacted] [[redacted]@google.com]; [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]; [redacted] [[redacted]@google.com]; [redacted] [redacted]@google.com]
Subject: Re: [Exclusive]: "Biden, Fauci join forces with YouTube creators to combat Gen Z vaccine hesitancy"

+ Admin team

kudos all!

On Mon, May 24, 2021 at 1:39 PM [redacted] <[redacted]@google.com> wrote:

It's worth noting this quote from WH Digital Director Rob Flaherty (who, as this group knows, has been tough on us at times):

"We continue to be focused on making sure people are getting information about the vaccination through the messengers they know and trust," White House digital director Rob Flaherty told Yahoo News. "These influencers are just those messengers, and this town hall is another step to reach and vaccinate young Americans who need protection from this deadly virus as we work to achieve the President's goal of 70 percent of adult Americans vaccinated by July 4."

Full credit to [redacted] and [redacted] for this huge win!

On Mon, May 24, 2021 at 12:53 PM [redacted] <[redacted]@google.com> wrote:

Hi -- flagging the story below re: the Biden/Fauci/Creator vax interviews that are going live today.

Draft blog post here (will go out today).

Here are the videos:

- **White House Highlights Reel:** President Biden's YouTube Town Hall on COVID-19 Vaccination
- **Jackie Aina**: Interviewing President Biden!
- **MannyMUA**: I COLLABED WITH PRESIDENT BIDEN! THIS IS NOT A DRILL!
- **BraveWilderness**: Big News from the President! What did he tell us?

Great stuff from the team (way to go [redacted]).

---------- Forwarded message ---------
From: [redacted] [redacted]@google.com>
Date: Mon, May 24, 2021 at 12:27 PM
Subject: [Exclusive]: "Biden, Fauci join forces with YouTube creators to combat Gen Z vaccine hesitancy"
To: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted]

Confidential - Not For Public Release

<[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>
Cc: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>

Hi all,

To announce the Biden Town Hall creator video series, we partnered with the White House on an exclusive reveal with Yahoo. The story is great, with quotes from our creators, [redacted] and White House digital director Rob Flaherty, and it really showcases how helpful and successful YouTube has been as a platform for the administration to share critical information about COVID with younger Americans.

We have distributed our press advisory out widely today and we are in process on a blog post to go up later this afternoon. We'll share any additional press coverage later today or tomorrow.

Thanks everyone for your help in getting this out the door, particularly John!

Best,
[redacted]

Biden, Fauci join forces with YouTube creators to combat Gen Z vaccine hesitancy

WASHINGTON — President Biden and Dr. Anthony Fauci are collaborating with a group of popular YouTube creators in a series of virtual interviews to combat rising vaccine hesitancy among younger Americans as part of the White House's broader push to get a majority of the country vaccinated by July 4.

In the series of not-yet-released videos reviewed by Yahoo News, Biden and Fauci, sitting together at the White House, speak over Zoom Manuel Gutierrez Jr., a 31-year-old male makeup artist known online as Manny MUA, Jackie Aina, a 33-year-old social advocate and makeup artist, and Coyote Peterson and Mark Vins of Brave Wilderness, a group of outdoor and adventure junkies.

(The White House)

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In the YouTube interviews slated for release Monday, Biden and Fauci attempt to quell fears from parents who doubt the efficacy and safety of vaccinating their young children, address rumors of a federally mandated vaccine passports, and push vaccination as a social responsibility. The interviews also highlight the administration's new partnership with rideshare companies Uber and Lyft, which now through Independence Day are offering free trips to and from designated vaccination sites across the country.

"I think it's an obligation, an obligation to make sure that even if it's an even small percentage possibility that you could be a carrier and spread the disease, that you have an obligation," Biden tells Gutierrez in one video, adding that the country has "the most generous, the most informed, the most caring generation coming up."

Speaking to Peterson and Vins of Brave Wilderness, Biden also highlighted vaccinations as a social responsibility for youth. Young people "should not be afraid of the notion that they're going to get a needle in their arm, that's number one, because it doesn't hurt," he says.

While conversations regarding vaccine hesitancy have traditionally been centered around non-white and Republican communities, a growing number of members of Generation Z have shown a reluctance to getting a COVID shot. Recent NBCLX/Morning Consult polling found that adults between 18 and 34 are the "most likely generation to say they will either not get vaccinated (23%) or don't yet know (21%) with Gen Z adults particularly disinterested."

Manuel Gutierrez Jr. of MannyMUA speaks with Dr. Anthony Fauci and President Joe Biden during President Biden's Youtube Town Hall on COVID-19 Vaccination (Manny Mua/Youtube)

That number spiked significantly compared to polling conducted in March of last year, when at the time only 5 percent of Gen Z adults said they wouldn't get the vaccine if offered.

Vins told Yahoo News the interview was an opportunity to arm their viewers, many of whom regularly watch their videos with their family, with the most accurate vaccine information available.

"We want them to be informed so they can make the best decisions possible. I believe in preserving the freedom to choose whether or not to

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be vaccinated, but having the information to make the right decision for you is critical," Vins said.

Gutierrez, who also founded his own beauty line, told Yahoo News that his audience's largest age range is 18-24 and 25-30, and feels he has a social responsibility to his viewers, even though his channel primarily focuses on beauty.

"Just because I'm a beauty guru who loves to play with makeup doesn't mean I don't want to use my platform to help in other areas if I can," Gutierrez said.

The White House sees its collaboration with YouTube influencers highly involved in Gen Z spaces as a prime opportunity with the administration's backyard BBQ's by July 4 deadline approaches. According to data collected by The Manifest, 89 percent of Gen Z-ers watch YouTube videos at least once a week.

During the onset of the pandemic, Fauci appeared in over a dozen interviews with several genres of YouTube creators to dispel rumors and answer common COVID questions; some of those videos amassed over 5 million views.

Dr. Anthony Fauci (The White House)

"We continue to be focused on making sure people are getting information about the vaccination through the messengers they know and trust," White House digital director Rob Flaherty told Yahoo News. "These influencers are just those messengers, and this town hall is another step to reach and vaccinate young Americans who need protection from this deadly virus as we work to achieve the President's goal of 70 percent of adult Americans vaccinated by July 4."

YouTube feels that their platform has a social responsibility as well.

"It's critical that we help motivate younger people to get vaccinated, and to do that we need to show up where they are, and that's online, and on YouTube," Dr. Garth Graham, Global Head of Healthcare and Public Health Partnerships at YouTube said in a statement.

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HIGHLY CONFIDENTIAL HJC-GOOG-00065161

--
[redacted]
Director, Govt Affairs & Public Policy
Google
[redacted]
Washington, DC 20001
[redacted] Google Voice
[redacted]@google.com
--
[redacted]

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HIGHLY CONFIDENTIAL

Exhibit 112

Email correspondence between YouTube and the White House

Message

From: [redacted] [redacted]@google.com]
Sent: 7/21/2021 1:03:37 AM
To: Flaherty, Rob R. EOP/WHO [redacted]@who.eop.gov]
CC: [redacted] [redacted]@google.com]
Subject: Re: [EXTERNAL] YouTube Announcement

Rob,

To clarify, the content was not in violation of our policies and therefore not subject to removal. But for all content on YouTube, we apply our 4R framework we have previously described to raise authoritative voices while reducing visibility on borderline content. External evaluators use these guidelines which are then used to inform our machine learning systems that limits the spread of borderline content.

Best Regards,

[redacted]

On Tue, Jul 20, 2021 at 8:36 PM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:
So this actually gets at a good question — the content Dale points out isn't defined as "borderline" and therefore isn't subject to recommendation limitations?

Sent from my iPhone

On Jul 20, 2021, at 8:27 PM, [redacted] <[redacted]@google.com> wrote:

Rob -

I'll check with our team and share any additional data points we have available. Per our COVID-19 medical misinformation policy, we will remove any content that contradicts local health authorities' or the World Health Organization's (WHO) medical information about COVID-19. To date, approximately 89% of videos removed for violations of this policy were removed with 100 views or less. With regards to the specific videos you referenced, the content was not in violation of our community guidelines.

Best Regards,

[redacted]

On Tue, Jul 20, 2021 at 3:58 PM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:
I see that's your goal – what is the actual number right now?

I guess: does the content that Daniel Dale references in his tweet count as violative content that has slipped through? Or is it that generally the stuff he's posting is in-bounds?

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From: [redacted] <[redacted]@google.com>
Sent: Tuesday, July 20, 2021 2:36 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] YouTube Announcement

Thanks Rob,

We appreciate your interest in our announcement yesterday. With regards to your question on the Tweet, it is important to keep in mind that borderline content accounts for a fraction of 1% of what is watched on YouTube in the United States. We use machine learning to reduce the recommendations of this type of content, including potentially harmful misinformation. In January 2019, we announced changes to our recommendations systems to limit the spread of this type of content which resulted in a 70% drop in watchtime on non-subscribed recommended content in the U.S. and our goal is to have views of non-subscribed, recommended borderline content below 0.5%. I will keep you updated with any new policy or product improvements that we make as we continue our work to help people find authoritative health information on YouTube.

Best Regards

[redacted]

On Tue, Jul 20, 2021 at 10:57 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted] – Thanks for this. Interested to see it in action.

I'm curious: Saw this tweet. >>https://twitter.com/ddalc8/status/1417130268859772929<<;

I think we had a pretty extensive back and forth about the degree to which you all are recommending anti-vaccination content. You were pretty emphatic that you are not. This seems to indicate that you are. What is going on here?

Thanks!

-Rob

From: [redacted] <[redacted]@google.com>
Sent: Monday, July 19, 2021 1:27 PM
To: Flaherty, Rob R. EOP/WHO [redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] YouTube Announcement

Rob,

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We wanted to share an announcement that we recently made regarding a few new ways in which we are making it easier for people to find authoritative information on health topics on YouTube.

Starting this week, you'll see two new features next to some health-related searches and videos. These include a new health source information panel that will surface on videos to provide context about authoritative sources, and a new health content shelf that more effectively highlights videos from these sources when you search for specific health topics. These context cues are intended to help people more easily navigate and evaluate credible health information.

To identify the sources that will be eligible to be included in these new features, we applied the principles recently developed and published by an expert panel convened by the National Academy of Medicine.

You can find more information about our announcement here. We'd be happy to set up time to walk you through these new features or answer any questions you may have - please let me know what works best for you.

Best Regards,

[redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

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--

[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

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Exhibit 113

Email correspondence between YouTube and the White House

Message

From: [redacted] [redacted]@google.com]
Sent: 8/23/2021 11:29:19 PM
To: Flaherty, Rob R. EOP/WHO [redacted]@who.eop.gov]
CC: [redacted] [redacted]@google.com]; [redacted] [redacted]@google.com]
Subject: Re: Pfizer Approval

Hi Rob, Thank you for reaching out. A number of product teams across Google/YouTube are planning updates due to today's FDA announcement. I'll follow up in the coming days with more details on our continued efforts to raise up authoritative information on COVID19 vaccines both across our products and through our marketing PSA efforts. I've also shared your language across the internal teams. Thanks again!

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Mon, Aug 23, 2021 at 9:50 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

Team Google --

Now that FDA has approved Pfizer, I'm making the rounds to get a sense from the various platforms how (or if) folks are planning to promote it in any way.

We'd appreciate a push here, given the fact that this is an oft-cited blocker for many folks.

Suggested language from us:

The COVID-19 vaccine has received full approval from the FDA and protects against the more dangerous delta variant. If you have been waiting for this approval before getting the vaccine, now is the time to get vaccinated.

Thanks!

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

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Exhibit 114

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 9/29/2021 3:16:09 PM
To: Qureshi, Hoor A. EOP/WHO [[redacted]@who.eop.gov]
CC: Flaherty, Rob R. EOP/WHO [[redacted]@who.eop.gov];[redacted]@google.com]
Subject: Re: [EXTERNAL] YouTube Meeting Request

Thank you, please send to myself and Jan Antonaros (cc'd).
Look forward to the discussion.

[redacted]

On Wed, Sep 29, 2021 at 11:04 AM Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi [redacted]? Let's hold 2pm on 10/1. Let me know who all I should include from your end, and I'll circulate an invite!

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, September 29, 2021 10:53 AM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov>; [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] YouTube Meeting Request

Thanks Rob, we are open after 1 pm on the 1st if that works on your end.

[redacted]

On Wed, Sep 29, 2021 at 10:45 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

Awesome. The 1st should work – Hoor can help land the plane on my calendar here. When works for you all?

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, September 29, 2021 9:40 AM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] YouTube Meeting Request

Hi Rob -

No problem at all, we are happy to set up something and discuss this further. I'm available this Friday (10/1) and am flexible next week as well. In the interim, you can learn more about the announcement we made here and a detailed overview of our policy in our help center here. Look forward to catching up soon.

Best Regards,

[redacted]

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On Wed, Sep 29, 2021 at 9:23 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted] – So sorry for not replying to this note. I thought I did. We'd welcome the meeting – I saw the news. Would love to talk through it – at first blush, seems like a great step.

-Rob

From: [redacted] <[redacted]@google.com>
Sent: Tuesday, September 21, 2021 1:52 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] YouTube Meeting Request

Hi Rob -

Our YouTube Trust and Safety team is working to finalize a new policy to remove content that could mislead people on the safety and efficacy of vaccines. We would like to preview our policy proposal for you and get any feedback you may have. Are you available to meet this Friday (9/24) or Monday (9/27)?

Best Regards,

[redacted]

--

[redacted] | Government Affairs & Public Policy Manager, YouTube | [redacted]@google.com | [redacted]

--

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[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

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Exhibit 115

Zoom invitation for meeting between YouTube and the White House

Organizer: Flaherty, Rob R. EOP/WHO : [redacted]y@who.eop.gov

Subject: WH/YT Meeting

Location: [redacted]

Start Time: 2021-10-01T18:00:00Z

End Time: 2021-10-01T18:30:00Z

Attendees: [redacted] : [redacted]@google.com

[redacted]

Hi there,

Hoor Qureshi is inviting you to a scheduled ZoomGov meeting.

Join Zoom Meeting [redacted]

One tap mobile:

[redacted]

Meeting URL:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

International numbers< [redacted] >

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Join from an H.323/SIP room system

H.323:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

SIP:

[redacted]@sip.zoomgov.com

Passcode:

[redacted]

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Exhibit 116

Email correspondence between YouTube and the White House

Message

From: Qureshi, Hoor A. EOP/WHO [[redacted]@who.eop.gov]
Sent: 10/20/2021 9:07:24 PM
To: [redacted] [[redacted]@google.com]
Subject: RE: [EXTERNAL] Re: 5-11 Vaccines

Appreciate it! Will circulate an invite shortly.

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, October 20, 2021 5:06 PM
To: Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: 5-11 Vaccines

No problem! Let's do 10am on Friday. Thank you!

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Wed, Oct 20, 2021 at 5:03 PM Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov> wrote:

I think earlier the better if possible. Also, please feel free to send options that do work on your end – and I can do my best to accommodate!

From: Qureshi, Hoor A. EOP/WHO
Sent: Wednesday, October 20, 2021 4:53 PM
To: [redacted] <[redacted]@google.com>
Subject: RE: [EXTERNAL] Re: 5-11 Vaccines

Aw so sweet! Actually, does 10-11am work Friday? If not, then yes let's look at times for Wednesday!

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, October 20, 2021 4:52 PM
To: Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: 5-11 Vaccines

It's actually my sons birthday so I will be ooo on Monday and Tuesday. Does anytime on Wednesday work?

On Wed, Oct 20, 2021 at 4:48 PM Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi there! The rest of this week is fairly full across the board. What's your schedule like early next week?

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, October 20, 2021 4:44 PM

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To: Qureshi, Hoor A. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: 5-11 Vaccines

Hi Hoor, i just wanted to check in to see if we could grab time tomorrow with Rob and team to discuss the vaccines for 5-11 year olds. Would anytime tomorrow work on your end?

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Tue, Oct 19, 2021 at 1:01 PM [redacted] <[redacted]@google.com> wrote:

Hoor, if you would like to send a few times that work best on your end, we'll lock in a time to connect.

Thanks for reaching out!

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

On Tue, Oct 19, 2021 at 12:58 PM [redacted] <[redacted]@google.com> wrote:

Happy to, Rob, and adding [redacted] to round out the team.

-[redacted]

On Tue, Oct 19, 2021 at 17:36 Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted]--

Reaching out because as you know, we are deep in preparation for the roll out of the vaccine for people aged 5-11. We are hoping to share a bit about our strategy and the headwinds we think we're going to be facing. We'd also like to download on your plans in this regard across your various surfaces and find areas of collaboration. Would love to find an hour to walk through it all at some point late this week or early next.

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Hoor can help wrangle times on our end if you have any avail late this week or early next.

-Rob

Rob Flaherty
Director of Digital Strategy
The White House
Cell: [redacted]

--

On mobile:

[redacted]
Strategic Partner Manager, Politics Creators
YouTube Content Partnerships
Los Angeles, CA

--

[redacted]
Google US Federal Government Affairs and Public Policy
[redacted]
Washington, DC 20001
[redacted]@google.com
Android Mobile: [redacted]

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Exhibit 117

Zoom invitation for meeting between YouTube and the White House

Organizer: Flaherty, Rob R. EOP/WHO : [redacted]@who.eop.gov

Subject: 5-11 Vaccines (Google)

Location: [redacted]

Start Time: 2021-10-22T14:00:00Z

End Time: 2021-10-22T15:00:00Z

Attendees: [redacted] : [redacted]@google.com

[redacted]

Hi there,

Hoor Qureshi is inviting you to a scheduled ZoomGov meeting.

Join Zoom Meeting [redacted]

One tap mobile:

[redacted]

Meeting URL:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

International numbers< [redacted] >

Confidential - Not For Public Release

Join from an H.323/SIP room system

H.323:

[redacted]

Meeting ID:

[redacted]

Passcode:

[redacted]

SIP:

[redacted]@sip.zoomgov.com

Passcode:

[redacted]

Confidential - Not For Public Release

HIGHLY CONFIDENTIAL

Exhibit 118

Email correspondence between YouTube and the White House

Message

From: Qureshi, Hoor A. EOP/WHO [[redacted]@who.eop.gov]
Sent: 11/2/2021 12:14:29 AM
To: [redacted] [[redacted]@google.com]
CC: [redacted] [[redacted]@google.com]
Subject: RE: [EXTERNAL] YouTube Meeting Request

Hi [redacted]!

Any time after 2pm on the 10th works as of now between Rob/Christian/Courtney. Any preference on an exact time?

Let me know if so, and I'll place a hold on their end.

Thanks!

From: [redacted] <[redacted]@google.com>
Sent: Monday, November 1, 2021 11:04 AM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>; Qureshi, Hoor A. EOP/WHO <Hoor.Qureshi@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube Meeting Request

Great, thanks Rob!

-[redacted]

On Mon, Nov 1, 2021 at 10:34 AM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi [redacted] — adding my colleague Hoor here who can work on timing. The 10th should work on our end. I'd like to add Courtney Rowe and Christian Tom on our side as well. Happy to host at the White House. Just let us know!

Sent from my iPhone

On Nov 1, 2021, at 9:48 AM, [redacted] <[redacted]@google.com> wrote:

Hi Rob -

YouTube's Vice President of Public Policy, [redacted], is in town next week and wanted to see if it would be possible to meet in person with you and further discuss YouTube's work to continue to address challenges related to COVID-19, as well as how we can support the efforts related to the kids vaccine. Would you have any availability to meet after 2 pm on Wednesday, November 10th? If that doesn't work, she also has some time on Monday (11/8) in the afternoon as well.

Thanks!

[redacted]

--

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[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

--

[redacted] | Government Affairs & Public Policy Manager,
YouTube | [redacted]@google.com | [redacted]

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Exhibit 119

Email correspondence between YouTube and the White House

From: [redacted] <[redacted]@google.com>
Sent: Wed 3/23/2022 8:43:21 PM (UTC)
To: "Wu, Tim EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Two things.

Great - lock in 10am - can u send us the zoom or call link?

On Wed, Mar 23, 2022, 3:53 PM Wu, Tim EOP/WHO <[redacted]@who.eop.gov> wrote:

10am works if it works on your side.

From: [redacted] <[redacted]@google.com>
Date: Wednesday, March 23, 2022 at 3:21 PM
To: "Wu, Tim EOP/WHO" <[redacted]u@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Two things.

1pm ET tomorrow is best for us - but we might be able to do 10 or 3 too

On Wed, Mar 23, 2022 at 2:30 PM [redacted] <[redacted]@google.com> wrote:

got it - be right back

On Wed, Mar 23, 2022 at 2:24 PM Wu, Tim EOP/WHO <[redacted]@who.eop.gov> wrote:

Go ahead and name some times for tomorrow – thanks!

From: [redacted] <[redacted]@google.com>
Date: Wednesday, March 23, 2022 at 11:18 AM
To: "Wu, Tim EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Two things.

any chance u all have time tomorrow? one of our flight leads is on a flight at 4pm (ha...)

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On Tue, Mar 22, 2022 at 6:19 PM [redacted] <[redacted]@google.com> wrote:

Checking on 4pm

And happy to chat Ukraine domestic

On Tue, Mar 22, 2022, 6:04 PM Wu, Tim EOP/WHO <[redacted]@who.eop.gov> wrote:

A key member of our team cannot make 3pm; is 4pm doable perhaps?

Also, while we are at it – on Ukraine / Russia, we have the benefit of NSC / State briefings but did have extra questions more related to domestic matters should someone be available

---

From: [redacted] <[redacted]@google.com>
Date: Tuesday, March 22, 2022 at 4:03 PM
To: "Wu, Tim EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Two things.

keep holding Wed 3pm - still confirming on my end (sorry - product teams crazy with Ukraine right now)

On Mon, Mar 21, 2022 at 12:06 PM Wu, Tim EOP/WHO <[redacted]@who.eop.gov> wrote:

On the airline meeting -- how about tomorrow 2pm or Wed 3pm?

From: "Wu, Tim EOP/WHO" <[redacted]@who.eop.gov>
Date: Saturday, March 19, 2022 at 2:18 PM
To: [redacted] <[redacted]@google.com>
Subject: Re: [EXTERNAL] Re: Two things.

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Different people on our side I'm afraid. Let's stick with the airline stuff how about 330 or 4pm Monday?

Sent from my iPhone

On Mar 18, 2022, at 4:18 PM, [redacted] <[redacted]@google.com> wrote:

can u let me know a couple of times you could do a call next week? we can probably get both topics on same call

thanks!

On Thu, Mar 17, 2022 at 4:35 PM [redacted] <[redacted]@google.com> wrote:

got it - will circle right back

On Thu, Mar 17, 2022 at 4:14 PM Wu, Tim EOP/WHO <[redacted]@who.eop.gov> wrote:

[redacted] –

Hope you are well! I wanted to reach out to you about two things.

First, at the NEC, we've been the indirect beneficiaries of your NSC briefings re: Russian misinformation / disinformation and how you've been handling some of the challenges created by that situation. However, I had some NEC-specific questions as well. I wonder if you could set me up with someone on that topic if convenient? As I said I know the basics through our NSC colleagues.

Second, on a _completely_ different topic: airline competition and

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search. As you may know we have a long-standing interest in airline competition and the role that price / fee transparency and search engines have in that market. Is there someone we could speak to on the specific questions surrounding search and fare transparency (including fee transparency), and present any policy views you may have relevant to the topic of auxillary fees, search or closely related topics?

Appreciate your help on these topics,

Best Tim

--

Tim Wu

Special Assistant to the President for Technology and Competition

National Economic Council

--

[redacted]
Director, Govt Affairs & Public Policy
Google
[redacted]
Washington, DC 20001
[redacted] Google Voice
[redacted]@google.com

--

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[redacted]
Director, Govt Affairs & Public Policy

Google
[redacted]
Washington, DC 20001
[redacted] Google Voice
[redacted]@google.com

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--

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--

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[redacted]@google.com

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Exhibit 120

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 6/16/2022 3:34:59 PM
To: Bernstein, Sonya E. EOP/WHO [[redacted]@who.eop.gov]
CC: Kates, Natalie M. EOP/OMB [[redacted]@omb.eop.gov]; [redacted] [[redacted]@google.com]
Subject: Re: [EXTERNAL] COVID-19 Vaccines for Children

Thank you, Sonya and Natalie.

That is really helpful to understand. Do you know approximately how comprehensive the under 5 vaccination sites will be on vaccines.gov, and what proportion of those sites will be open to the public?

Thanks,
[redacted]

On Thu, Jun 16, 2022 at 9:13 AM Bernstein, Sonya E. EOP/WHO <[redacted]@who.eop.gov> wrote:

That's right, primary focus will be providers offices, but there will be other sites, including state/local public health sites, hospitals/health systems, and pharmacies.

From: Kates, Natalie M. EOP/OMB <[redacted]@omb.eop.gov>
Sent: Thursday, June 16, 2022 9:10 AM
To: [redacted] <[redacted]@google.com>
Cc: [redacted] <[redacted]@google.com>; Bernstein, Sonya E. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] COVID-19 Vaccines for Children

I believe pediatric offices but Sonya, correct me if that's off base.

From: [redacted] <[redacted]@google.com>
Date: Tuesday, June 14, 2022 at 5:28 PM
To: "Kates, Natalie M. EOP/OMB" <[redacted]@omb.eop.gov>
Cc: [redacted] <[redacted]@google.com>, "Bernstein, Sonya E. EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] COVID-19 Vaccines for Children

Okay, wonderful! Do you know if the target of vaccine administration for under 5 will be in the pediatrician offices or general locations?

On Tue, Jun 14, 2022 at 5:25 PM Kates, Natalie M. EOP/OMB <[redacted]@omb.eop.gov> wrote:

You'll automatically have all the location data ☺

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On Jun 14, 2022, at 5:23 PM, [redacted] <[redacted]@google.com> wrote:

Hi Natalie and Sonya,

Thanks, I'll touch base with [redacted]. However, would you mind clarifying what we are ready to go with?

Thanks,
[redacted]

On Tue, Jun 14, 2022 at 5:10 PM Kates, Natalie M. EOP/OMB <[redacted]@omb.eop.gov> wrote:

Hey [redacted], Looping in Sonya who leads our vaccine efforts.

Your colleague [redacted] has been working with the vaccines.gov team on this and I believe they are ready to go. Let me know if there's more we should talk about. Happy to get on the phone.

Thanks,
Natalie

From: [redacted] <[redacted]@google.com>
Date: Tuesday, June 14, 2022 at 2:21 PM
To: "Kates, Natalie M. EOP/OMB" <[redacted]@omb.eop.gov>, [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] COVID-19 Vaccines for Children

Hi Natalie,

We saw the recent White House announcement that COVID-19 vaccinations of children under 5 could begin as soon as June 20. Are you available for a brief phone call to discuss if there is an opportunity to include/ indicate vaccination sites for this younger age group on Google Search/ Maps?

I would be happy to suggest some times for a call.

Sincerely,
[redacted]

--

Error! Filename not specified.

[redacted]

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[redacted]

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[redacted]

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Google

[redacted]

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Exhibit 121

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 6/16/2022 4:16:12 PM
To: Hayes, David J. EOP/WHO [[redacted]@who.eop.gov]; Rhodes, John B. EOP/WHO[redacted]@who.eop.gov]
CC: [redacted] [[redacted]@google.com]; [redacted] [[redacted]@google.com]; [redacted] [[redacted]@google.com]
Subject: YouTube's climate misinformation efforts

David/John,

We listened to [redacted] interview with Axios last week and noted her call for tech companies to address climate misinformation. We thus thought it might be useful to brief your team on what our YouTube team is currently doing. For example:

- Last year, YouTube updated our advertising policies to prohibit ads for, and monetization of, content that contradicts well-established scientific consensus around the existence and causes of climate change.
- YouTube is also proud to be an industry leader in providing additional context through information panels that provide viewers important contextual and authoritative information when viewing content on topics prone to misinformation, including climate change.These information panels will show regardless of what opinions or perspectives are expressed in a video. For content related to climate change, YouTube provides information from the UN and a link to their climate change website.
- In addition to information panels related to climate change, fact check panels are available that provide relevant, third-party fact-checked articles above search results for queries relating to current events. When a user enters a query seeking information that relates to a specific claim for which we have a relevant fact-checking article, we may display an info panel at the top of the search results with the title and link to the fact check article.

Let me know when you have time to pull some folks together so we can dive a bit deeper on this.

Best,
--

[redacted]
Government Affairs and Public Policy Senior Manager
[redacted]@google.com
[redacted]

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Exhibit 122

Email correspondence between YouTube and the White House

Message

From: [redacted] [[redacted]@google.com]
Sent: 8/1/2022 2:21:55 PM
To: Volin, Lina L. EOP/WHO [[redacted]@who.eop.gov]
CC: Vogelstein, Rachel B. EOP/NSC [[redacted]@nsc.eop.gov]; [redacted] [[redacted]@google.com]; Phadke, Shilpa D. EOP/WHO [[redacted]@who.eop.gov]
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation
Attachments: image002.jpg

Hi Lina,

Sure, no problem! Please feel free to send times that work best for your schedule. We may also need you to send the calendar invite because I'm not sure the WH can access Google Meet.

Thanks,
[redacted]

On Mon, Aug 1, 2022 at 9:50 AM Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi all – with sincere apologies for the late notice, could we please postpone the meeting this morning and plan to reconvene later this week?

Thanks so much,

Lina

From: Volin, Lina L. EOP/WHO
Sent: Wednesday, July 27, 2022 3:56 PM
To: [redacted] <[redacted]@google.com>
Cc: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>; [redacted] <[redacted]@google.com>; Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] YouTube and Reproductive Health Misinformation

10-10:30 AM ET on Monday can work for us. Thanks!

Best,

Lina

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, July 27, 2022 3:32 PM
To: Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov>
Cc: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>; [redacted] <[redacted]@google.com>; Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Lina,

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One of our team members will actually be attending a White House event at that time and will not be able to meet tomorrow. However, we are available to meet next week on 8/1 from 10-11am or 8/3 from 9:30-10am, or 1-1:30pm EST. Please let me know if any of those times work for you.

Thanks,
[redacted]

On Wed, Jul 27, 2022 at 3:22 PM Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov> wrote:

Hi [redacted] – 10:30-11 AM tomorrow can work for us. Our computers are only able to operate Zoom; we're happy to supply the link if that's easier, in which case we'd ask you to please share the emails we should add to the invite. Thank you!

Best,

Lina

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, July 27, 2022 9:59 AM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: [redacted] <[redacted]@google.com>; Phadke, Shilpa D. EOP/WHO [redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Rachel,

Our team is available to meet tomorrow, 7/28 anytime from 10-11am EST. Please let me know if this time works for you and I will send out a calendar invite.

Thanks,
[redacted]

On Tue, Jul 26, 2022 at 10:02 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

[redacted], thank you. We are specifically interested in abortion, but we're very glad to better understand your policies more generally.

If you can provide a few windows that might work Thursday and Friday, we can lock down a time from there.

Thanks again,
Rachel

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From: [redacted] <[redacted]@google.com>
Sent: Tuesday, July 26, 2022 11:04 AM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: [redacted] <[redacted]@google.com>; Phadke, Shilpa D. EOP/WHO [redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Rachel,

Our team would be happy to meet and discuss our data privacy and ad policies. For this meeting, would you like us to discuss our ad policies more generally or specifically related to abortion?

Thanks,
[redacted]

On Thu, Jul 21, 2022 at 5:13 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

Thanks [redacted]. We'd like to understand more about data privacy and ad policies. Perhaps Monday between 1 and 2:30?

Thank you.

From: [redacted] <[redacted]@google.com>
Sent: Thursday, July 21, 2022 3:05 PM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: [redacted] <[redacted]@google.com>; Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Rachel,

Nice to meet you! I am out of the office tomorrow, but will be back next week. Please feel free to send specific questions you would like me to cover.Also, please send dates/times that work best for you.

Thanks,
[redacted]

On Thu, Jul 21, 2022 at 2:59 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

[redacted], thank you.

[redacted], if you have 20 minutes for a quick call tomorrow, let us know—perhaps between 12:00 – 1:30?

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Thanks,
Rachel

From: [redacted] <[redacted]@google.com>
Sent: Thursday, July 21, 2022 2:28 PM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO [redacted]@who.eop.gov>; Rachel Gruner <[redacted]@google.com>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Last email of the day; but connecting you here with [redacted], Google's health lead, who can address some of your questions regarding data privacy, and ads policies regarding abortion.

On Thu, Jul 21, 2022 at 2:04 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

Thank you—appreciate it.

From: [redacted] <[redacted]@google.com>
Sent: Thursday, July 21, 2022 1:45 PM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Blog post referenced by Jess on Google side. Happy to connect you to the right folks at Google if you want to follow up:

https://blog.google/technology/safety-security/protecting-peoples-privacy-on-health-topics/

On Tue, Jul 19, 2022 at 9:28 PM [redacted] <[redacted]@google.com> wrote:

sorry to be a pain, but can you add the following two people from our side?

[redacted]@google.com
[redacted]@google.com

On Tue, Jul 19, 2022 at 8:40 PM [redacted] <[redacted]@google.com> wrote:

Perfect, let's do Thursday at 1:30pm? Do you all want to send around a zoom link or we can send around GVC.

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On Tue, Jul 19, 2022 at 6:21 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

Thanks [redacted]—how about 1:30 or 3 PM on Thursday afternoon?

From: [redacted] <[redacted]@google.com>
Sent: Monday, July 18, 2022 8:16 PM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: Phadke, Shilpa D. EOP/WHO <[redacted]@who.eop.gov>; Volin, Lina L. EOP/WHO <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Rachel,

Sincere apologies for the delay in responding. Happy to connect this week; would Thursday afternoon EST or any time Friday work?

Many thanks,
[redacted]

Error! Filename not specified.

[redacted]

Manager, YouTube Government Affairs and Public Policy

[redacted]@google.com

[redacted]

On Mon, Jul 18, 2022 at 7:35 PM Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

[redacted], just following up on this—possible to connect this week?

Thank you,
Rachel

On Jul 14, 2022, at 1:38 PM, Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov> wrote:

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[redacted], thanks very much. We'd love to learn more—looping GPC colleagues. Glad to join the DPC briefing—perhaps you can share your contact there and we can coordinate internally?

Thanks and looking forward—

Best,

Rachel

From: [redacted] <[redacted]@google.com>
Sent: Thursday, July 14, 2022 1:16 PM
To: Vogelstein, Rachel B. EOP/NSC <[redacted]@nsc.eop.gov>
Cc: [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] YouTube and Reproductive Health Misinformation

Hi Rachel,

I hope this note finds you and your team doing relatively well. We know you all are inundated but wanted to flag that we are about to announce some updates related to addressing reproductive health misinformation on YouTube.

We would be happy to preview the updates for you and/or your team. Of course, no pressure given all you have on your plates, but we wanted to flag for you and make you aware that we are also briefing HHS, Surgeon General, DPC and other entities within the USG.

Many thanks,
[redacted]

Error! Filename not specified.

[redacted]

Manager, YouTube Government Affairs and Public Policy

[redacted]@google.com

[redacted]

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[redacted]

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[redacted]

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[redacted]

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[redacted]

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Google

[redacted]

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Exhibit 123

Email correspondence between YouTube and the White House

Message

From: [redacted] [redacted]@google.com]
Sent: 8/3/2022 11:18:18 PM
To: [redacted]@google.com]
Subject: Fwd: [EXTERNAL] [Follow up items] Thanks for meeting

FYI

- [redacted]
- President, Americas & Global Partners
- Google LLC
- [redacted]@google.com
- [redacted]

---------- Forwarded message ---------
From: **Flaherty, Rob R. EOP/WHO** <[redacted]@who.eop.gov>
Date: Wed, Aug 3, 2022 at 7:19 PM
Subject: RE: [EXTERNAL] [Follow up items] Thanks for meeting
To: [redacted] <[redacted]@google.com>
Cc: [redacted] <[redacted]@google.com>, [redacted] <[redacted]@google.com>

[redacted] – Thanks, and likewise. I know Mike also appreciated the conversation. And [redacted], hello! Looking forward to catching up.

From: [redacted] <[redacted]@google.com>
Sent: Wednesday, August 3, 2022 1:05 PM
To: Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov>
Cc: [redacted] <[redacted]@google.com>; [redacted] <[redacted]@google.com>
Subject: [EXTERNAL] [Follow up items] Thanks for meeting

Hi Rob,

It was a pleasure meeting with you last week. I enjoyed our conversation and appreciated your ideas and thoughtful questions around how Google platforms can help inform and educate voters.

I wanted to follow up with a few thoughts on the questions you raised – see below. I would also encourage you to meet with the Left-of-Center elections team, led by [redacted], to dive deeper (I believe you two know each other). [redacted] will reach out to set up time.

Once again, thank you for the discussion and the time. Please don't hesitate to reach out with other questions or ideas.

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Best,
[redacted]

- **MaxLift replacement**
  - *Background:*
    - Google (as a whole, not just for elections) elected to deprecate Max Lift earlier this year.
  - *Recommendation:*
    - Brand Lift remains a powerful tool to help measure campaign effectiveness, and we recommend using Brand Lift measurement for all of your YouTube campaigns.
    - Before deprecation, we also ran a number of experiments to identify improved alternatives. In lieu of Max Lift, we recommend leveraging TrueView In-Stream and our new Target Frequency (Beta) formats. Similar to Max Lift, these products rely on Google's Machine Learning technology, and global data has shown they produce similar consideration lift while outperforming Max Lift on secondary goals, like frequency and watchtime.
    - We are continuing to focus our efforts on developing more scalable consideration and mid-funnel video product solutions
- **Shorts**
  - *Monetization*: YouTube is currently experimenting with Shorts monetization, showing ads on a very small amount of traffic with direct response formats. This experiment is in its Alpha stage and features a closed group of advertisers. We will let you know as these experiments expand so that you can benefit from the results and participate.
- **Emerging Trends and Topics**
  - *Background:* As you mentioned, creative themes and interest volume changes with the pace of the newscycle. To manage relevant content themes and opportunities, the team has operationalized two reports that rely on search interest data and prevalent advertising themes. Sarah will continue the discussion on each of these in her follow up.
    - Google Trends Report: Google News Lab's public trends data, these are category specific insights driven by Search data across YouTube and Google Search
    - Competitive reporting: Sourced from our public Transparency Report and Creative Repository, we summarize which creative themes are driving performance investment from top advertisers

- [redacted]
- President, Americas & Global Partners
- Google LLC
- [redacted]@google.com
- [redacted]

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Amazon Files

Exhibit 124

Email correspondence between Amazon and the White House

From: [/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 3/5/2021 9:54:09 AM
To: @amazon.com]; [@amazon.com]
CC: @amazon.com]
Subject: RE: [EXTERNAL] Re: Re: Following Up

Thanks, . I'll pass this along to the scheduler.

From: @amazon.com>
Sent: Friday, March 5, 2021 12:32 PM
To: @amazon.com>; <@amazon.com>
Cc: @amazon.com>
Subject: RE: [EXTERNAL] Re: Re: Following Up

Thanks

Let's go with:

We will let serve as proxy for the business.

From: @amazon.com>
Sent: Friday, March 5, 2021 12:19 PM
To: <@amazon.com>
Cc: @amazon.com>; @amazon.com>
Subject: RE: [EXTERNAL] Re: Re: Following Up

Yes, the scheduler just now confirmed it's Andy Slavitt.
@, thoughts on the attendee list, particularly if we want to invite someone from the business?

From: <@amazon.com>
Sent: Friday, March 5, 2021 11:58 AM
To: @amazon.com>
Cc: @amazon.com>; @amazon.com>
Subject: Re: [EXTERNAL] Re: Re: Following Up

By Andrew, we mean Andy Slavitt I assume? He's the leader so I'd say me, , and then if we want one more person from the business, that's also ok. I'm ok with going a bit larger if Andy will be there.

On Mar 5, 2021, at 11:09 AM, @amazon.com> wrote:

Meeting will be 1.30-2pm ET Tuesday 3/9. WH attendees are Rob and Andrew.

Who will the Amazon attendees be? I'll need to send their emails to the scheduler.

[redacted]

From: [redacted]
Sent: Thursday, March 4, 2021 6:04 PM
To: [redacted] <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: [EXTERNAL] Re: Re: Following Up

Thanks for that color. Sounds good.

[redacted]

From: [redacted] <[redacted]@amazon.com>
Sent: Thursday, March 4, 2021 6:04 PM
To: [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: Re: [EXTERNAL] Re: Re: Following Up

It's ok. This is up to them. If they're not in a hurry, we're not.

On Mar 4, 2021, at 6:01 PM, [redacted]@amazon.com> wrote:

No word yet from the scheduler. Will follow up mid morning.

[redacted]

From: [redacted]@amazon.com>
Sent: Thursday, March 4, 2021 2:08 PM
To: [redacted] <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: Re: [EXTERNAL] Re: Re: Following Up

No further update beyond last nights.

[redacted]

On Mar 4, 2021, at 12:05 PM, [redacted] <[redacted]@amazon.com> wrote:

I included [redacted] on a response. I'd say let's shoot for Tuesday. We should keep it to 30 minutes. From our end, we'd definitely have me, [redacted]. We may add [redacted] or others depending on who they have from their side. [redacted], when you're scheduling this, can you see whether they envision just Robert (WH digital director) or others?

[redacted], can you keep this thread updated in real-time? We need to push the business to do some things that will depend on the timing.

[redacted], in parallel, I am meeting with Jay at 2:30 pm. Any update on business discussions before then?

From: "Qureshi, Hoor EOP/WHO" <[redacted]@who.eop.gov>
Date: Thursday, March 4, 2021 at 12:00 PM
To: "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@amazon.com>, "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>, "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Re: Following Up

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

Hi [redacted]

Happy to help get this scheduled! Any chance you could send over some times that work well on your end for early next week?

Thanks,
Hoor

From: Flaherty, Robert EOP/WHO
Sent: Tuesday, March 2, 2021 6:16 PM
To: [redacted] <[redacted]@amazon.com>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>; Qureshi, Hoor EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Re: Re: Following Up

Hi [redacted]--

Thanks. Let's talk about what your policies are. Want to understand what the lines are here. My colleague Hoor can help find us all a time.

-Rob

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 3:21 PM
To: Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>; Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Re: Re: Following Up

We'd be happy to talk and can discuss any specific examples like what you shared, and also your thoughts more generally. Robert, can we set up time this week?

Thanks,
[redacted]

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 3:14 PM
To: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@amazon.com>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Re: Following Up

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In fact right above it is the line "Vaccines are dangerous and don't work" promoting even another book. The site caters to people who are anti-vax.

We would welcome spending time on this with you—not just about policies, but examples like this that are of concern. And in my opinion, even a CDC warning wouldn't be a great solution.

From: Butterworth, Zach Z. EOP/WHO
Sent: Tuesday, March 2, 2021 2:53 PM
To: [redacted] <[redacted]@amazon.com>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: RE: Re: Re: Following Up

[redacted] – Thanks for your response. Five minutes ago I searched 'vaccine' on Amazon and the attached book was one of the first in the stack. When I click on the product page I don't see any CDC warning. Zach

<image001.jpg>

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 2:44 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Re: Re: Following Up

Hi, Robert. Let me know if you want to chat in more detail. But to give you an overview, we have content guidelines and remove products that do not adhere to these policies-- which can be found here for books. Specifically, we not allow content meant to mislead customers or that doesn't accurately represent the content of the book.

You'll see when you search for books related to vaccines or the coronavirus that we have a clear signpost at the top of the search page that links to the CDC page on vaccine information. Additionally, when you click on a particular book to look at the product detail page, we again direct customers to the CDC information in a bright bold box up top. So we're surfacing CDC information again for every customer, right at the top of the page.

We invest significant time and resources to enforce our content guidelines. And we use a combination of machine learning, automation, and dedicated teams of human reviewers. If there is content that you think misleads customers on vaccines, please let us know.

Robert, if we can follow up in more depth with you or answer any specific questions, I'll make the team available at your convenience. As you know, we very much want to help you get Americans vaccinated. That's our goal.

Thanks,
[redacted]

[redacted] | Vice President, Public Policy | Amazon
[redacted]@amazon.com | M [redacted] |

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 8:48 AM
To: [redacted] <[redacted]@amazon.com>
Cc: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

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If you search for "vaccines" under books, I see what comes up. I haven't looked beyond that but if that's what's on the surface, it's concerning.

Happy to get briefed but want to understand the data when we do. I'm roping in Robert as well.

Thanks.

Sent from my iPhone

On Mar 2, 2021, at 8:36 AM, [redacted] <[redacted]@amazon.com> wrote:

Hi. I'm happy to talk to you all to learn more. We've taken a number of actions to not show misleading content on vaccinations so if we're missing something, please let us know. We can also do a more fulsome briefing with our content teams if that's helpful.

I'm available at the number below whenever you want to chat or we can schedule if that's better Thanks,

[redacted]

[redacted]

On Mar 2, 2021, at 7:33 AM, Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov> wrote:

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Who can we talk to about the high levels of propaganda and misinformation and disinformation of Amazon?

Sent from my iPhone

On Feb 25, 2021, at 1:40 PM, [redacted] <[redacted]@amazon.com> wrote:

Also, just a heads up that we've begun our internal messaging campaign to encourage our workers to get vaccinated. Our Amazon Pharmacy employees in Arizona were among the first to be vaccinated recently, and we put together this video with employee testimonials and footage showing how easy the whole process is. We're pushing this through all of our internal employee comms channels, and we'll continue to do more as vaccinations expand. Our data indicates that messaging about vaccination from fellow employees will be an effective driver, which is why we've done this.

>>>>https://www.aboutamazon.com/news/workplace/getting-vaccinated-what-it-means-for-amazon-healthcare-workers<<<<;;;

[redacted]

From: [redacted] <[redacted]@amazon.com>
Date: Monday, February 22, 2021 at 10:06 AM
To: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Following Up

Thanks, Zach. I checked with the AWS team over the weekend and they're in discussions with Virginia and several other states about how they can help. One AWS product is of interest to several states, Amazon Connect, >>>>https://aws.amazon.com/connect/<<<<;;;, which can help quickly scale up customer/citizen service contacts.

Also, I wanted to let you know what we've been following up extensively with Ohio, both at the state level and with several county governments. We've got several things potentially in the works. For example, we have an executive now serving on the state Vaccine Project Logistics Committee, we will likely be providing employee volunteers to some events in Columbus, and we may be offering some of our facility parking lots for clinics in Lucas County. We've made contact throughout the state and there will likely be some other collaborations soon.

Please keep forwarding us things – we're happy to help anywhere and anyhow.

[redacted]

From: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>
Date: Friday, February 19, 2021 at 6:08 PM
To: [redacted] <[redacted]@amazon.com>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Following Up

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[redacted]- I spoke with Andy today and we wanted to flag the article below. The last paragraph mentions Virginia's success in getting providers to release doses by having a public portal that shows who has the vials and the percent administered. If you all are working with states, this may be a worthwhile area for effort. Many thanks, Zach

>>>>https://www.nytimes.com/2021/02/19/us/coronavirus-vaccines.html?referringSource=articleShare<<<<

Exhibit 125

Email correspondence between Amazon and the White House & Internal Amazon email correspondence

From: [redacted] [/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 3/2/2021 12:26:06 PM
To: [redacted] [[redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: [EXTERNAL] Re: Re: Following Up

Agree, will do asap.

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 3:22 PM
To: [redacted]@amazon.com>;[redacted]@amazon.com>
Subject: FW: [EXTERNAL] Re: Re: Following Up

See below. They also pointed to the Kindle ad up at the top, which is disturbing.

We need to get a SWAT team together and prepare a briefing later this week. Let's discuss.

From: [redacted] <[redacted]@amazon.com>
Date: Tuesday, March 2, 2021 at 3:20 PM
To: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>, "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Re: Following Up

We'd be happy to talk and can discuss any specific examples like what you shared, and also your thoughts more generally. Robert, can we set up time this week?

Thanks,
[redacted]

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 3:14 PM
To: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, [redacted] <[redacted]@amazon.com>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Re: Following Up

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We would welcome spending time on this with you—not just about policies, but examples like this that are of concern. And in my opinion, even a CDC warning wouldn't be a great solution.

From: Butterworth, Zach Z. EOP/WHO
Sent: Tuesday, March 2, 2021 2:53 PM

To: [redacted] <[redacted]@amazon.com>; Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
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Subject: RE: Re: Re: Following Up

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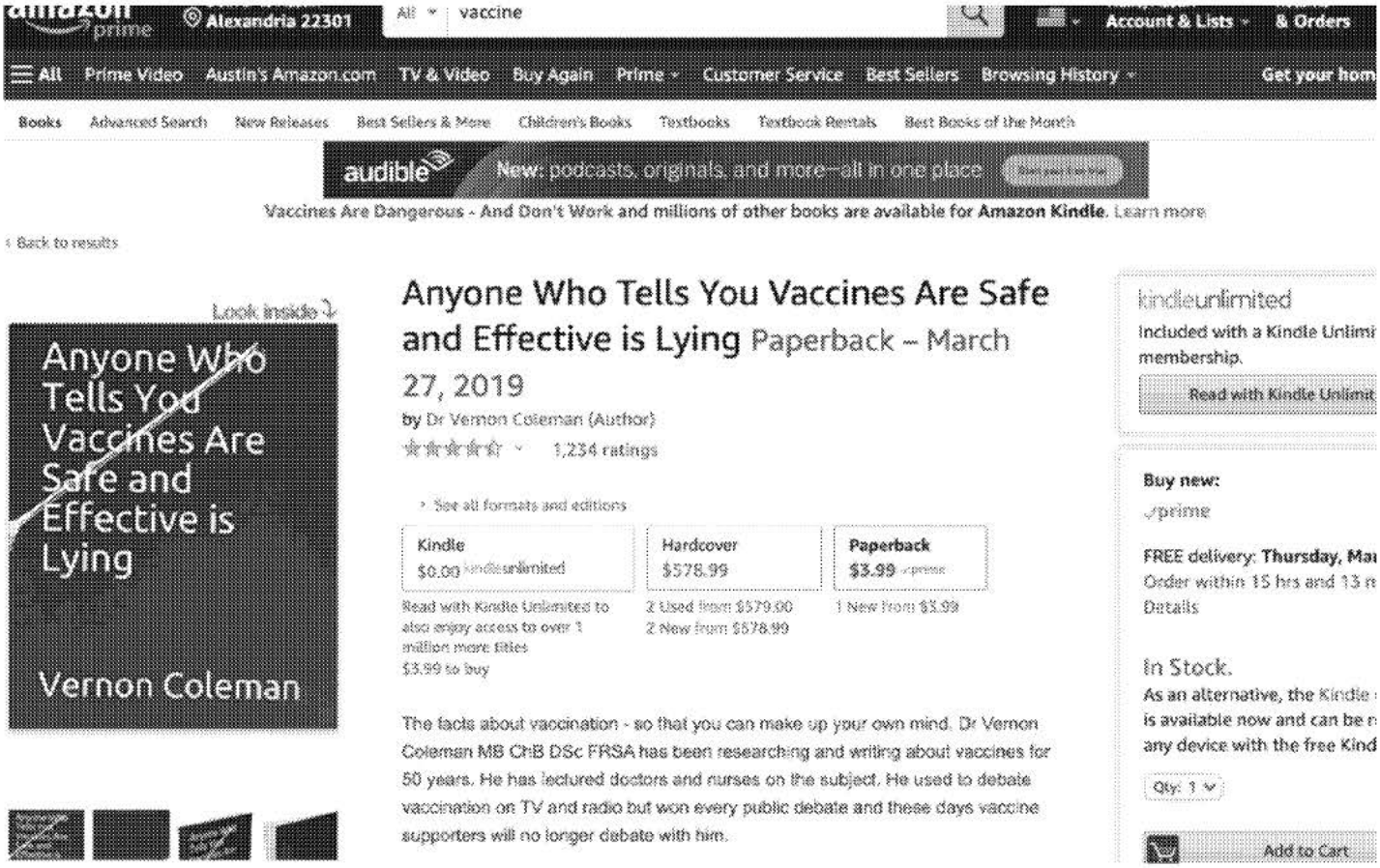

From: [redacted] <[redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 2:44 PM
To: Flaherty, Robert EOP/WHO <[redacted]@who.eop.gov>; Slavitt, Andrew M. EOP/WHO <[redacted]@who.eop.gov>
Cc: Butterworth, Zach Z. EOP/WHO <[redacted]@who.eop.gov>; Wakana, Benjamin L. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Re: Re: Following Up

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[redacted]

[redacted] | Vice President, Public Policy | Amazon
[redacted]@amazon.com | M [redacted]

From: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Date: Tuesday, March 2, 2021 at 8:48 AM
To: [redacted] <[redacted]@amazon.com>
Cc: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>, "Flaherty, Robert EOP/WHO" <[redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

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Happy to get briefed but want to understand the data when we do. I'm roping in Robert as well.

Thanks.

Sent from my iPhone

On Mar 2, 2021, at 8:36 AM, [redacted] <[redacted]@amazon.com> wrote:

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[redacted]

[redacted]

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>>>https://www.aboutamazon.com/news/workplace/getting-vaccinated-what-it-means-for-amazon-healthcare-workers<<<;;

[redacted]

From: [redacted] <[redacted]@amazon.com>
Date: Monday, February 22, 2021 at 10:06 AM
To: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Following Up

Thanks, Zach. I checked with the AWS team over the weekend and they're in discussions with Virginia and several other states about how they can help. One AWS product is of interest to several states, Amazon Connect, >>>https://aws.amazon.com/connect/<<<;;, which can help quickly scale up customer/citizen service contacts.

Also, I wanted to let you know what we've been following up extensively with Ohio, both at the state level and with several county governments. We've got several things potentially in the works. For example, we have an executive now serving on the state Vaccine Project Logistics Committee, we will likely be providing employee volunteers to some events in Columbus, and we may be offering some of our facility parking lots for clinics in Lucas County. We've made contact throughout the state and there will likely be some other collaborations soon.

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Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
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Exhibit 126

Email correspondence between Amazon and the White House & Internal Amazon email correspondence

From: [/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BHUSEMAN]
Sent: 3/2/2021 11:46:10 AM
To: @amazon.com]; @amazon.com]
Subject: FW: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

Here is what I sent. I tried to make it more conversational, less formal.

Now, we should alert the business that we have WH attention on this issue. I think we should send an email recapping again to the business team, and I want it to be an email that I can forward to Dave, Russ, Jay, Drew, David, Naggar, etc. So let's draft something with that in mind. I want to escalate that I'm being questioned about this. We should use in our message to the business team some of Andy's language below.

From: <@amazon.com>
Date: Tuesday, March 2, 2021 at 2:44 PM
To: "Flaherty, Robert EOP/WHO" <@who.eop.gov>, "Slavitt, Andrew M. EOP/WHO" <@who.eop.gov>
Cc: "Butterworth, Zach Z. EOP/WHO" <@who.eop.gov>, "Wakana, Benjamin L. EOP/WHO" <@who.eop.gov>
Subject: Re: [EXTERNAL] [EXTERNAL] Re: Re: Following Up

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@amazon.com | M |

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Subject: Re: [EXTERNAL] Following Up

Thanks, Zach. I checked with the AWS team over the weekend and they're in discussions with Virginia and several other states about how they can help. One AWS product is of interest to several states, Amazon Connect, >>https://aws.amazon.com/connect/<<;, which can help quickly scale up customer/citizen service contacts.

Also, I wanted to let you know what we've been following up extensively with Ohio, both at the state level and with several county governments. We've got several things potentially in the works. For example, we have an executive now serving on the state Vaccine Project Logistics Committee, we will likely be providing employee volunteers to some events in Columbus, and we may be offering some of our facility parking lots for clinics in Lucas County. We've made contact throughout the state and there will likely be some other collaborations soon.

Please keep forwarding us things – we're happy to help anywhere and anyhow.

[redacted]

From: "Butterworth, Zach Z. EOP/WHO" <[redacted]@who.eop.gov>
Date: Friday, February 19, 2021 at 6:08 PM
To: [redacted] <[redacted]@amazon.com>, "Wakana, Benjamin L. EOP/WHO" <[redacted]@who.eop.gov>
Cc: "Slavitt, Andrew M. EOP/WHO" <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Following Up

> **CAUTION**: This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

[redacted] - I spoke with Andy today and we wanted to flag the article below. The last paragraph mentions Virginia's success in getting providers to release doses by having a public portal that shows who has the vials and the percent administered. If you all are working with states, this may be a worthwhile area for effort. Many thanks, Zach

>>https://www.nytimes.com/2021/02/19/us/coronavirus-vaccines.html?referringSource=articleShare<<

Exhibit 127

Internal Amazon email correspondence

From: [redacted]

Sent: 3/2/2021 9:42:52 AM
To: [redacted] [[redacted]@amazon.com]
Subject: Books Vaccine Misinformation Policy_020821
Attachments: Books Vaccine Misinformation Policy_020821.docx

Ok, a quick update.

1/ We will not be doing a manual intervention today. The team/PR feels very strongly that it is too visible, and will further compound the Harry/Sally narrative (which is getting the Fox News treatment today apparently), and won't fix the problem long-term problem because of customer behavior associations. If we completely remove customer behavior associations it will break the search.

2/ I've asked the team to widen the search light flag for COVID-19 CDC website re-direct so that it comes to the top of the page on more search keys. They can hopefully implement that today and you should be able to share a screen shot.

3/[redacted] are tag teaming some reactive messaging for your re policy, response, etc. It won't be satisfactory. The WH will probably ask why we don't tag the content like FB/Twitter do if we aren't taking it down. That is an option being explored but that we don't want to disclose to avoid boxing in.

The attached is the still in flux doc to review with [redacted] on March 19. [redacted] gave very direct guidance to the teams to be boring and not do anything that is visible and will draw more attention.

Exhibit 128

Internal Amazon email correspondence

From: [redacted]

Sent: 3/2/2021 11:38:14 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

Flag: Follow up

Thanks [redacted], this is helpful. I'll suggest that [redacted] use the below in his call, unless there are any objections.

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 1:54 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

Thanks [redacted], adding [redacted] from CRM and [redacted].

For Q1- this is not something we've had come up in the past and is taking the guidelines out of context. The line cited is referring to misleading metadata, typos, image quality issues, etc., not the actual truthfulness of the theories described within the text of a book. With that in mind, a possible response would be:

- No, the line you're referring to is addressing publishing errors like typos, formatting issues, image quality etc. You can review examples of examples of content that's typically disappointing to customers in the Guide to Kindle Content Quality which we also include a link to in our content guidelines.
- Our guidelines address content that is illegal or infringing, generates a poor customer experience, or that we otherwise prohibit, such as pornography. Our guidelines do not specifically address content about vaccines.

For Q2- again this is not something we've commented on before, and I think we would avoid making a commitment on this now, as we are still debating possibly doing so in the future. I recommend a response along the lines of:

- We believe that retailers are different than social media communities which means we review the content we make available, where we make it available in our store, and how we address content that customers find disappointing.
- As a retailer, we provide our customers with access to a variety of viewpoints, including books that some customers may find objectionable. All booksellers make decisions about what selection they choose to offer and we do not take selection decisions lightly.

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 10:20 AM
To: [redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

Thanks [redacted]:

Could we work up reactive FAQs to these questions for [redacted] call?

1. **Doesn't this line in your policy include the spread of misleading information about vaccination: "We do not allow descriptive content meant to mislead customers"**

2. **Why don't you tag books that are not scientifically sound the way FB/twitter tags content.**

Let me know if it's easiest to talk through these. (And please do add back anyone from the wider group who would need to participate in the discussion.)

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 12:39 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com> [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted] <[redacted]@amazon.com>; [redacted]@a9.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted]

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 8:47 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted] <[redacted]@amazon.com>; [redacted]@a9.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted] –

[redacted]

[redacted]

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 8:20 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com> [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted] <[redacted]@amazon.com>; [redacted]@a9.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted]

From: [redacted]
Sent: Tuesday, March 02, 2021 6:38 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com> [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted]

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 6:30 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted]

From: [redacted]@amazon.com>
Sent: Tuesday, March 2, 2021 9:25 AM
To: [redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]

[redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted], [redacted]@amazon.com>; [redacted]@amazon.com>; Naggar, David <naggar@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>

Subject: [Privileged and confidential] - Vaccine misinformation in bookstore

[redacted]

[redacted]

Exhibit 129

Internal Amazon email correspondence

From: [redacted]

Sent: 3/3/2021 3:51:14 PM
To: [redacted]@amazon.com]
Subject: Re: Vaccination education and Amazon Gateway

Thank you [redacted] for the continued support of the AdCouncil vaccination education efforts! I really appreciate the advocacy. Please let me know if I can be any help in helping getting placements on our site.

[redacted]

From: [redacted]@amazon.com>
Date: Wednesday, March 3, 2021 at 2:58 PM
To: [redacted] <[redacted]@amazon.com>
Cc: [redacted] <[redacted]@amazon.com>, [redacted] <[redacted]@amazon.com> [redacted]@amazon.com>
Subject: Re: Vaccination education and Amazon Gateway

Thank you so much, all.

[redacted] I can send you the specific background on the campaign for visibility.

[redacted], I'll grab time to connect.

Thanks again!!

[redacted]

On Mar 3, 2021, at 5:52 PM, [redacted] <[redacted]@amazon.com> wrote:

Great, thanks. [redacted] I think you can work with [redacted] on the details of the best way to do this.

From: [redacted] <[redacted]@amazon.com>
Date: Wednesday, March 3, 2021 at 2:51 PM
To: [redacted] <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>, [redacted] <[redacted]@amazon.com>, [redacted]@amazon.com>
Subject: Re: Vaccination education and Amazon Gateway

As context [redacted] we funded, together with a lot of other brands, mass advertising education re: vaccination.
I agree re: taking people off site being a concern, but also agree that we should find a way to support the request of an onsite message in some way.

[redacted]

On Mar 3, 2021, at 1:49 PM, [redacted] <[redacted]@amazon.com> wrote:

This first sentence makes me think I might have missed something earlier on this – as this is the first time I'm hearing about this?[redacted] I'm assuming you have more context on this.

I'm a little concerned whenever we are proposing things that link off Amazon, as it takes customers out of their shopping context. If we are talking about doing it in the mobile app at all, I'd be more ok with it provided it links to an embedded "overlay" browser, as that doesn't take you out of the shopping app (closing it takes you back to the app). On mobile, I would not be ok with this taking customers out of the app by directing them to the native browser app.

[redacted] for Homepage

[redacted]

From: [redacted]@amazon.com>
Date: Wednesday, March 3, 2021 at 1:33 PM
To: [redacted]<[redacted]@amazon.com>, [redacted]<[redacted]@amazon.com>
Cc: [redacted]<[redacted]@amazon.com>
Subject: Vaccination education and Amazon Gateway

[redacted]–

Thank you again for your support to sponsor the Ad Council's vaccination education campaign. This has been a key component in our campaign to earn policymaker trust and help support vaccination distribution and awareness. We are continuing to leverage this campaign in outreach to state, local, and federal stakeholders as well as the White House.

We'd like to ask your consideration to display one of the Ad Council's campaign assets on the gateway. We believe providing this content would go a long way in contributing to the campaign, as well as earning us goodwill at the White House.

More urgently, as part of our ongoing conversations with the White House COVID task force, staff alerted us to their serious concerns with the misinformation or anti-vaccination books sold in the store. We will continue to sell these books, though we have taken steps to increase the COVID searchlight as well as other DNP measures for the anti-vaccination books.

It is our recommendation that customer education on the front page, would provide better education cover than just the searchlight feature, and also help mitigate some of the misinformation concerns we are confronting. I will note a similar placement was very effective at the start of the pandemic when we featured the Ad Council's social distancing campaign on the gateway.

Thank you for considering, and please advise if you are supportive. If so, I am happy to work with your designee to access the ad councils assets.

[redacted]

An example is below:

<image001.jpg>

Exhibit 130

Internal Amazon email correspondence

From: [redacted]

Sent: 3/3/2021 7:02:43 PM

To: [redacted] [[redacted]@amazon.com]; [redacted] @amazon.com]

Subject: Misinformation update

[redacted]

Quick update.

[redacted] wants to alert [redacted] before actioning do not promote, but agrees we should go forward.

Team is expanding search light keywords. However they are not sure if they can get the content itself adjusted but are looking into it.

[redacted] and [redacted] signed off on the gateway but it's likely a display ad frame on the gateway (which we knew). That's going to take a couple days and may not be up by Friday.

[redacted] has agreed to join us when we meet with them.

[redacted]

Exhibit 131

Internal Amazon email correspondence

From: [redacted]

Sent: 3/9/2021 11:34:55 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
CC: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: New CPP rule for Anti-vax books

Flag: Follow up

Thanks [redacted]

We will update the SOP accordingly .

[redacted]

From: [redacted]
Sent: Tuesday, March 9, 2021 1:01 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Hi all, [redacted] and I created the Anti-vax DNP Shell class and added the 43 ASINs below. NSOC team can now add ASINs to /SC/KindleCRM/Shell_AntiVax_DNP using the below SOP

Regards,

[redacted]

From: [redacted]
Sent: Monday, March 8, 2021 2:38 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Great, thanks, [redacted] That SIM is sufficient. Shell DNP classes are easy to set up, so [redacted] and I will work on this request tomorrow and have it up and running by the end of the day. The only remaining action item will be for NSOC to update their SOP to call out the new class once we have it created.

Regards,

[redacted]

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 2:05 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Is the expectation the same for anti-vax content, or is the request here to develop a keyword-based approach to proactively classify new ASINs?

- Same expectation. Plan is for NSOC to identify and flag books as violating this policy, and add them to the DNP class.

[redacted], is the team able to use this SIM to kick off the effort of building a new anti-vax class? https://issues.amazon.com/issues/CRMAUTO-638. I think we'll want a specific anti-vax class, as it's not yet clear what actions we'll take as part of a potential misinfo policy.

Thanks,
[redacted]

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 1:59 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Hi all, apologies for the delay in response here while I was out.

Shell_Extremist_DNP is intended only for ASINs identified by NSOC to contain extremist content, and/or for ASINs from extremist publishers. Given the urgency of this request, I'm ok with using this class for this purpose once, but long term it would be better to create a new class specifically for anti-vax (or misinformation/harmful medical advice/however we want to classify this).

Currently, all of our DNP classes (Extremist, Racially Sensitive, and Transgender Youth) are ad hoc and ASIN-based. Once NSOC identifies an ASIN, it's added to the shell class. Is the expectation the same for anti-vax content, or is the request here to develop a keyword-based approach to proactively classify new ASINs?

Regards,

[redacted]

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 10:52 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

[redacted]

Ok, we have signoff to proceed with this. Let's go ahead and add the books below to our DNP class.

[redacted] others in automations: Given the rule we'll be adding to is an ad hoc class, do you have recommendations for how we'd handle a new, broad DNP policy for anti-vax content?

Thanks,
[redacted]

From: [redacted]
Sent: Thursday, March 4, 2021 1:49 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Sorry, I was only hoping to get the class set up. Let's hold on actually pushing anything to prod until we get the go ahead from leadership. I'll check in here when we're ready to go.

From: [redacted]@amazon.com>
Sent: Thursday, March 4, 2021 1:41 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

Thanks [redacted]

Working on it.

[redacted]

From: [redacted]
Sent: Thursday, March 4, 2021 3:32 PM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

[redacted]

Hi [redacted]

We already have a CPP class to handle ad-hoc requests to block promotion: Shell_extremist_DNP. This is handled by NSOC, I have added [redacted] to the thread.
[redacted] can you please block promotion of the 43 ASINs with column M marked as Y in the quip file: https://quip-amazon.com/LwUBAjkwyS1T/Master-TrackerMisinformation#JKJ9CA79pnD

We'll keep the SIM open to create a new DNP policy and class for anti-vax, please keep us updated when the policy is fleshed out.

[redacted]

From: [redacted]@amazon.com>
Sent: Thursday, March 4, 2021 2:18 PM
To: [redacted]@amazon.com>; [redacted]<[redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>[redacted]
[redacted]@amazon.com>
Subject: RE: New CPP rule for Anti-vax books

+[redacted] and Automations

Hi team, I submitted SIM https://issues.amazon.com/issues/CRMAUTO-638 to create a new DNP class for anti-vax books. The impetus for this request is criticism from the Biden administration about sensitive books we're giving prominent placement to, and should be handled urgently.

Thanks,
[redacted]

From: [redacted]
Sent: Thursday, March 4, 2021 11:48 AM
To: [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: New CPP rule for Anti-vax books

Hi [redacted], given [redacted] is out of the office, I'm hoping you can help me set up a new DNP class in CPP.

What process do we need to follow? This is a high priority intended to address negative feedback we're getting from the Whitehouse's Coronavirus Taskforce.

Thanks,
[redacted]

Books

Exhibit 132

Internal Amazon email correspondence

From: [redacted]

Sent: 3/8/2021 8:28:09 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: Vaccine Misinfo Books Policy

Flag: Follow up

Did I miss it, or did we remove DNP as an option or part of an option (maybe subsumed by Deny Term List)?
- We're considering DNP as complete, and moved the description to FAQ #2. Due to criticism from the Biden people, PP asked us to pursue 'low hanging fruit options' prior to our Russ review, and this was one of them. There's a separate thread out to [redacted] asking for his permission to implement prior to our 3/19 meeting.

What if we're not willing to wait for the Alerts Messaging widget? What would we do in the meantime? The next 4 months of the vaccine response/adoption are going to be critical.
- Search is looking for ways to shorten the lead time on this, but agree 18 weeks is too long.
- I think the next best option is to remove from sale.
- [redacted] still likes the idea of labeling on its own, but I feel like that's a half measure that doesn't tangibly address the risk. (Search data shows customers who buy this content are looking for specific books and using high intent queries, which means customers will likely continue to consume this content in spite of our warnings, perpetuating the current CX – but with more labels.)
- A third option is to build a labeling CX in parallel with the alerts widget, and implement in a phased way if we can't speed up the 12-18 weeks estimate. I'm working with search to understand if this can even be done.
- I'll add all of this to the doc

From: [redacted]@amazon.com>
Sent: Monday, March 8, 2021 6:12 AM
To: [redacted]@amazon.com> [redacted]@amazon.com>
Subject: RE: Vaccine Misinfo Books Policy

Sorry I missed this one! Cool to see where this is headed and I like the chart in the FAQ about how this would apply to other misinformation. Couple of questions:
1. Did I miss it, or did we remove DNP as an option or part of an option (maybe subsumed by Deny Term List)?
2. What if we're not willing to wait for the Alerts Messaging widget? What would we do in the meantime? The next 4 months of the vaccine response/adoption are going to be critical.

-----Original Appointment-----
From: [redacted]@amazon.com>
Sent: Friday, March 5, 2021 10:56 AM
To: [redacted]

Cc: [redacted]meet@chime.aws; [redacted]@chime.aws
Subject: Vaccine Misinfo Books Policy
When: Friday, March 5, 2021 8:00 AM-8:50 AM (UTC-08:00) Pacific Time (US & Canada).
Where: Meeting ID: [redacted]

Meeting Subject / Agenda:	Review policy proposal to handle anti-vax content in Books
Duration:	50 Min
Critical Attendees:	[redacted]
Additional Attendees:	[redacted]
Context of Meeting (decision-based, inform, get input):	Get input on anti-vax proposal doc

If decision-based, 1) what is the decision? 2) who needs to make decision? 3) is it a one-way door decision? If yes, why?	

You have been invited to an online meeting, powered by Amazon Chime.

Click to join the meeting: [redacted]
Meeting ID: [redacted]
A headset is recommended or you may use your computer's microphone and speakers.

Call in using your phone:
United States Toll-Free: [redacted]
Meeting ID: [redacted]
One-click Mobile Dial-in (United States Toll-Free): [redacted]
United States (1): [redacted]
International: [redacted]
Dial-in attendees must enter *7 to mute or unmute themselves.

To connect from an in-room video system, use one of the following Amazon Chime bridges:
SIP video system: [redacted] or meet.chime.in
H.323 system: [redacted]
If prompted enter the Meeting PIN: [redacted]

Download Amazon Chime at https://aws.amazon.com/chime/download
For information about creating an Amazon Chime account, see https://aws.amazon.com/chime/getting-started

Exhibit 133

Internal Amazon email correspondence

From: [redacted]

Sent: 3/8/2021 6:12:20 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]
Subject: RE: Vaccine Misinfo Books Policy

Flag: Follow up

Sorry I missed this one! Cool to see where this is headed and I like the chart in the FAQ about how this would apply to other misinformation. Couple of questions:

1. Did I miss it, or did we remove DNP as an option or part of an option (maybe subsumed by Deny Term List)?
2. What if we're not willing to wait for the Alerts Messaging widget? What would we do in the meantime? The next 4 months of the vaccine response/adoption are going to be critical.

-----Original Appointment-----
From: [redacted]@amazon.com>
Sent: Friday, March 5, 2021 10:56 AM
To: [redacted]
Cc: [redacted] meet@chime.aws; [redacted]@chime.aws
Subject: Vaccine Misinfo Books Policy
When: Friday, March 5, 2021 8:00 AM-8:50 AM (UTC-08:00) Pacific Time (US & Canada).
Where: Meeting ID: [redacted]

Meeting Subject / Agenda:	Review policy proposal to handle anti-vax content in Books
Duration:	50 Min
Critical Attendees:	[redacted]
Additional Attendees:	[redacted]
Context of Meeting (decision-based, inform, get input):	Get input on anti-vax proposal doc
If decision-based, 1) what is the decision? 2) who needs to make decision? 3) is it a one-way door decision? If yes, why?	

You have been invited to an online meeting, powered by Amazon Chime.

Click to join the meeting: [redacted]
Meeting ID: [redacted]
A headset is recommended or you may use your computer's microphone and speakers.

Call in using your phone:
United States Toll-Free: [redacted]
Meeting ID: [redacted]
One-click Mobile Dial-in (United States Toll-Free): [redacted]
United States (1): [redacted]
International: [redacted]
Dial-in attendees must enter *7 to mute or unmute themselves.

To connect from an in-room video system, use one of the following Amazon Chime bridges:
SIP video system: [redacted]@meet.chime.in or meet.chime.in
H.323 system: [redacted]
If prompted enter the Meeting PIN: [redacted]

Download Amazon Chime at https://aws.amazon.com/chime/download
For information about creating an Amazon Chime account, see https://aws.amazon.com/chime/getting-started

Exhibit 134

Internal Amazon email correspondence

From: [redacted]/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 3/9/2021 10:05:54 AM
To: [redacted]@amazon.com]; [redacted]@amazon.com]; [redacted]@amazon.com]
CC: [redacted]@amazon.com]
Subject: RE: Pre-Brief for Meeting w/ the White House

[redacted] – here is the condensed script for 1:30

[redacted] Intro:

- Thank you again for reaching out and flagging your concerns.
- We are all in this together, and Amazon is working hard, and fast, to be a productive contributor in vaccine rollout and education.
- Across Amazon we have a number of teams and machine learning systems looking at the products in our store and enforcing our policies.
- With respect to our Bookstore. We have content guidelines and we have a large team dedicated to the incredible challenge of both creating and enforcing our policies and curating the bookstore.
- Books are simply different than any other product we sell, or content we distribute. Bookstores are home to written speech. Amazon does not endorse the content of any book or video it offers, but we strive to offer the widest possible selection of speech to our customers. [If rebutted with "anything goes at Amazon" line - pivot to [redacted]]
- We recognize that COVID vaccination is a wholly new matter, and so we have a team of experts here to walk through the steps we have taken.
- IF PRESSED IN CONVERSATION: these are incredibly challenging issues, particularly as the team looks at ongoing data and feedback from global health authorities. If you see something specific related to COVID, we welcome your feedback so that we can continue to review and learn.

Misinformation [redacted]:

- We see misinformation, and misinformation around COVID, as a serious issue, and so across Amazon we have taken steps to fight the spread of harmful misinformation. [redacted]
  - Amazon's marketplace requires that sellers provide accurate information on product detail pages and put processes in place to proactively block inaccurate claims about COVID-19 before they are published to our store. We've also developed specific tools for COVID-19 that run 24/7 to scan the hundreds of millions of product detail pages for any inaccurate claims that our initial filters may have missed. Collectively, our efforts have blocked more than 6.5 million products.
  - Alexa Skills implemented a mandatory review process, erring on the side of only allowing skills submitting by official government or accredited news sources.
  - In 2020, Appstore made the policy decision only to allow COVID-related content in apps submitted by official government entities or news organizations, in order to reduce potential for false or misleading medical information. In 2020, we rejected more than 90 Fire TV apps for including COVID-related content.
  - Our store quickly implemented reviews of COVID-related products and our advertising systems blocked advertising against key COVID related terms/products.

- We are a sponsor of the Ad Council's recently launched vaccination education campaign - one of the largest public education campaigns in history - and we are currently in the process building out a display space on Amazon's Homepage for the AD Council's campaign content. Our homepage is our first, and best, line of communication with customers and will serve as the most important line of defense for educating Amazon customers about vaccination.

Other steps we have taken for books [redacted]

- For books, we have COVID-specific policies that have prevented the sale of over [20k (could reduce to 10k, but checking number)] books. This includes books that were advocating "cures" of COVID and the like. [IF PRESSED—try to avoid specifics about vaccine in general, but could if pressed could say that books with a primary theme that the coronavirus vaccine is unsafe or unnecessary.]

- High-risk anti-vax books: We have taken steps to ensure the highest-risk titles are excluded from being picked up by our automated merchandising discovery tools. Examples of these tools are Amazon's Choice and Amazon Deals. Specifically, these tools are all part of automated systems that identify highly-rated, well-priced products that are available to ship immediately. (those well-known, routinely populated, titles: High risk content has the primary purpose of persuading the reader that, against direction from authoritative public health sources, one or all vaccines should be avoided because they are unsafe or ineffective.)

- We've added links to authoritative sites (ex. the Centers for Disease Control and Prevention and the World Health Organization) at the top of the search result pages if a customer searches for books related to vaccines or the coronavirus.

- Our COVID signpost surfaces links to authoritative health organizations when customer input *vaccine-related search queries*. Upon further inspection following your last conversation with [redacted], we have widened the number of key terms that will populate this signpost.

- Our COVID detail page messaging surfaces links to authoritative health organizations on *covid-related books*.

- Books are unique, and an important part of Amazon's DNA. We are going to sell controversial books, as all libraries and other bookstores do. We have a high bar for removing book selection at Amazon and we do not take these decisions lightly.

Content Guidelines:

- **[if pressed—reactive]** The Content Guidelines for Books are intentionally broad. In any content moderation system there is a push/pull between broad enough to provide discretion in decision making and specific enough to provide guidance on what is allowed. Being too specific results in the need to make more public changes and can allow authors to game the system. Being too broad risks being accused of lack of any decision making framework. We review both our Guidelines and our approach to curating Amazon's bookstore regularly.

- We design our policies so that decisions can be made as consistent as possible and based on objective criteria that is applied to the facts and content. We value having a wide variety of content that includes disparate opinions and content that contributes to the information and debate in an open and free society. To do this, we focus on creating policies that are narrowly-tailored to the risks we're solving for and implementing procedures that ensure we're making fact-based and consistent decisions.

From: [redacted]
Sent: Tuesday, March 9, 2021 11:59 AM
To: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]
<[redacted]@amazon.com>

Cc: [redacted]@amazon.com>
Subject: Pre-Brief for Meeting w/ the White House

Hi all – here are the notes for our Pre-brief discussion with the White House today.

Thank you.
[redacted]

I. Books Curation and Guidelines 101 [redacted]

- **Top Talking Points (to be made affirmatively) [Is the Admin asking us to remove books, or are they more concerned about search results/order (or both)?]**

  - Books are unique, and an important part of Amazon's DNA - TBC - Books are not UGC/Social media. We have a high bar for removing book selection at Amazon and we do not take these decisions lightly. "Books cannot be compared to social media and communications content. We are mindful of a global history rife with book censorship, and we do not take this lightly."
  - "As a bookseller, Amazon strongly believes that providing open access to written speech, including a variety of viewpoints, is one of the most important things we do. We also make available to readers the ability to make their own voices heard and express their views about this and all our titles in reviews and ratings."
  - "Amazon does not endorse the content of any book or video it offers, but we strive to offer the widest possible selection of content to our customers and we offer a variety of ways to engage with that content: customers who wish to express their views on any title may do so in reviews, as many do, on its product page in our store."

- **Top Talking Points on Content Guidelines**

  - Unlike many of our bookseller peers, we do provide public facing Content Guidelines for Books (Wal-Mart and Barnes and Noble do not). - Note: the first returned results on Wal-Mart is a Dr. Sears book (not anti-vax, but not pro-vax either); and on BN, it is a mixed bag of page one returns. (BN goes even further in its policies to say its search algorithm cannot be manually manipulated).
  - We know that we will sell content that some customers may find objectionable.
  - The Content Guidelines for Books are intentionally broad. In any content moderation system there is a push/pull between broad enough to provide discretion in decision making and specific enough to provide guidance on what is allowed. Being too specific results in the need to make more public changes and can allow authors to game the system. Being too broad risks being accused of lack of any decision making framework. We review both our Guidelines and our approach to curating Amazon's bookstore regularly.
  - "We design our policies so that decisions can be made as consistent as possible and based on objective criteria that is applied to the facts and content. We value having a wide variety of content that includes disparate opinions and content that contributes to the information and debate in an open and free society. To do this, we focus on creating policies that are narrowly-tailored to the risks we're solving for and implementing procedures that ensure we're making fact-based and consistent decisions."
  - "We have dedicated teams of trained professionals that specialize in case-by-case analysis of controversial content, and these decisions go through rigorous analysis by multiple teams at Amazon."

- **Top Talking Points on Search**

  - We consider many factors when choosing the shopping results to feature for customers including customer actions (such as purchase frequency), item information (title, price, and description), and availability. Further, the browse node a customer selects will affect the returned results; e.g.; searching within the full store v. the books store.

- Bestseller lists are not curated—they are measured by book sales and simply reflect the books customers are purchasing.
- Our shopping and discovery tools are not designed to generate results oriented to a specific point of view and we are always listening to customer feedback.
- Shopping and discovery tools are algorithmic and dynamic. Algorithms can create results that may not appear to make sense, and we look at why results are being presented and seek to improve. However, changes are complicated to make as you may change the weight or input of a value and that change can have unintended consequences elsewhere. Therefore changes in this area can often taken time and require a lot of testing. [Even manual intervention cannot fully prevent customer behavior from driving engagement on a given product.]

- All that said, we are committed to providing a positive customer experience and encourage customers to refer to government sources for frequently updated, authoritative guidance.

II. Specific Books Steps Taken [redacted]

- High-risk anti-vax books: We have taken steps to ensure the highest-risk titles (those well-known, routinely populated, titles: High risk content has the primary purpose of persuading the reader that, against direction from authoritative public health sources, one or all vaccines should be avoided because they are unsafe or ineffective.) are excluded from being picked up by our automated merchandising discovery tools. Examples of these tools are Amazon's Choice and Amazon Deals. Specifically, these tools are all part of automated systems that identify highly-rated, well-priced products that are available to ship immediately. [This measure exclude these titles from 'Amazon Choice' program, 'Prime Exclusive' pricing, Alexa Shopping Notifications, detail page Similarities widgets, GOK, Amazon Deals, Amazon Rewards, Books marketing programs, and outbound promotions/recommendations.]

- We've added links to authoritative sites (ex. the Centers for Disease Control and Prevention and the World Health Organization) at the top of the search result pages if a customer searches for books related to vaccines or the coronavirus.

- Our COVID signpost surfaces links to authoritative health organizations when customer input *vaccine-related search queries*. Upon further inspection following your last conversation with [redacted], we have widened the number of key terms that will populate this signpost.

- Our COVID detail page messaging surfaces links to authoritative health organizations on *covid-related book*s.

- We are a sponsor of the Ad Council's recently launched vaccination education campaign - one of the largest public education campaigns in history - and we are currently in the process building out a display space on Amazon's Homepage for the AD Council's campaign content. Our homepage is our first, and best, line of communication with customers and will serve as the most important line of defense for educating Amazon customers about vaccination.

III. Steps we have taken across Amazon re vaccination ([redacted])

- We are also educating our workers about the importance of vaccinations and encourage all of them to get vaccinated as soon as they are eligible, to protect themselves, their families and their communities.

- Our COVID19 Chief Medical Officer, Vin Gupta, recently held a virtual Q&A session, where he answered more than 200 questions from employees.

- We have also developed communications tailored to our diverse workforce, with particular attention paid to communities who are skeptical about vaccinations.

- And we are offering up to $80 to workers who become eligible and get vaccinated in the community.

- Based on our experience offering on-site testing at 700+ worksites around the country, We think that bringing vaccination clinics on site is what will really help drive vaccine adoption. To that end, we are building

on-site vaccination options at many of our Operations sites and will use them in partnership with local governments as the vaccine becomes available to us.

- We are proud of the role that our essential employees have played during the pandemic, to help our customers stay safe and receive important products at their home.
- Our workers are also helping vaccinate thousands of people, as Amazon provides space and volunteer support in several communities across the country, including in Washington, Florida, and Arizona. We are working with state and local governments on identifying other areas where we can help provide space or volunteers.

IV. Bottom Line

- The reality is that we have customers who want, and look, for books that describe alternatives to vaccination broadly.
- Books are not social media and user generated content.
- To remove certain books from our discovery tools is equivalent to removing them from our store. We do not take these decisions lightly and we err on the side of our customers.
- We have measures in place (certainly more than our book selling peers), and we are grateful you flagged the recommendation/advertising so that we can fix that.
- We look forward to continuing this dialogue and we will of course update you if any changes are made in our store on this specific issue.

Your public-facing content guidelines state that you do not allow "descriptive content meant to mislead customers." How do vaccination misinformation books not violate this policy?

The descriptive content refers to how a product is described, not the content within the book itself. In an extreme example, if a book said that it was appropriate for young children, but the book itself contained adult content, then it would be misleading as to what a customer is buying.

Why don't you tag misinformation books the way Facebook and Twitter tag misinformation posts?
Books are different than social media. They are generally long form and the person would need to purchase the book and read the information. Social media is usually quick bites, and sometimes memes. All customers customers have an opportunity to post reviews and provide feedback on books.

What is our definition of high risk in this context?
High risk content has the primary purpose of persuading the reader that, against direction from authoritative public health sources, one or all vaccines should be avoided because they are unsafe or ineffective.

How would we handle books that rationally debate the need to take certain kinds of vaccines (some of which may well have a kind of merit) from books that make false claims universally disputed by the scientific community?
This sounds like books that are making a qualified argument or weigh the pros and cons of a vaccine, which would not be included in the high risk set. High risk books are intended as a whole to persuade the reader that one or more approved vaccines are dangerous or don't work and therefore should be generally avoided.

Do we treat discussion of different vaccines differently?
The only vaccine we treat differently is the COVID vaccines, which have their own already approved policies.

Exhibit 135

Internal Amazon email correspondence

From: [/O=AMAZON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 3/16/2021 2:21:49 PM
To: Rogers, Ty [@amazon.com]; @amazon.com]
CC: @amazon.com]; @amazon.com]; @amazon.com]; @amazon.com]
Subject: Privileged and Confidential- upcoming negating Buzzfeed story on Covid 19 book
Attachments: Books Vaccine Misinformation Policy_031621.docx

- seeking legal advice.

Hi Ty,

Wanted to follow up with two related points regarding books sold on Amazon that contain vaccine misinformation:

- As I mentioned below, there's a S-team meeting with and and David Z and the Books/ Search teams to discuss a proposal for how Amazon should address the shopping experience for vaccine misinformation books. While the doc is still being finalized, I've attached a draft to this note. The Books team is planning to share a draft with 4 VPs vial email tomorrow (across Books and Search). **Would you like to be included in that email? Would you like me to have included on that email?** I'm also happy to flag separately to if that would be helpful. Again, I'm trying to avoid folks being surprised on this as actions the Books/ Search teams take would likely be highly visible and scrutinized externally.
  - and - anyone on the PP side I should make sure is in the loop on this as well?
- Separately, the Buzzfeed article on this topic posted yesterday and as we anticipated, it is negative. It rehashes many of the concerns we've seen raised in past stories regarding how these titles are surfaced to customers. Researches quoted throughout the story also suggest Amazon is doing the least to stop the proliferation of misinformation (when compared to FB, Twitter, YouTube, etc.). The article also leans into concerns that Amazon is rarely transparent about when/ why it removes a title. For now, the article seems fairly contained and we have not seen many additional reposts.

Thanks,

Amazon Is Pushing Readers Down A "Rabbit Hole" Of Conspiracy Theories About The Coronavirus
Buzzfeed News
Craig Silverman and Jane Lytvynenko
https://www.buzzfeednews.com/article/craigsilverman/amazon-covid-conspiracy-books

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From: Rogers, Ty <@amazon.com>
Sent: Friday, March 12, 2021 3:11 PM
To: @amazon.com>
Cc: @amazon.com>; @amazon.com>; @amazon.com>; @amazon.com>
Subject: Re: Heads up- upcoming negating Buzzfeed story on Covid 19 book

Sounds good, thanks.

On Mar 12, 2021, at 3:10 PM, @amazon.com> wrote:

Nothing really new, just a rehashing of the same complaints and study we've seen brought up a few times. I know Buzzfeed can sometimes inspire others to write though, so wanted to make sure you were aware.

From: Rogers, Ty <[redacted]@amazon.com>
Sent: Friday, March 12, 2021 3:06 PM
To: [redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: Re: Heads up- upcoming negating Buzzfeed story on Covid 19 book

Thanks for the heads up. Do you think there will be anything substantively new in their story? If it's just a rehash of what's out there, I don't think it needs a broader heads up. But if it's new/big/nasty in some way, a heads up never hurts.

From: [redacted]@amazon.com>
Date: Friday, 12 March 2021 at 14:47
To: Ty Rogers <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>
Subject: Heads up- upcoming negating Buzzfeed story on Covid 19 book

Ty- heads up that we anticipate Buzzfeed will run a negative story looking at Covid-19 related books for sale on Amazon. The story touches on many of the points we've seen raised over the last year and I worked closely with CC's team for the points related to Search, Reviews, and Personalization.

Related to this topic, the Books team has a meeting on 3/19 with [redacted] and David Z to take a closer look at books related to vaccine misinformation and debating additional steps Amazon might want to take to reduce the visibility of these titles. The Books Content Risk Management team is still working on their doc for the 3/19 meeting, but I would be happy to share non-final draft if you're interested.

[redacted] have been our close counterparts on this one, as PP is feeling pressure from the White House Taskforce on this issue as well.

Let me know if you have any questions or if this needs to go further up the flagpole.

Thanks,
[redacted]

From: [redacted] <[redacted]@amazon.com>
Sent: Friday, March 12, 2021 2:36 PM
To: [redacted]@amazon.com>; [redacted] <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>; [redacted]@amazon.com>
Subject: Re: Media Inquiry: Buzzfeed story on Covid 19 books- 5pm Deadline

I'm ok with our response

From: [redacted]@amazon.com>
Date: Friday, March 12, 2021 at 1:02 PM
To: [redacted] <[redacted]@amazon.com>, Charles Kronbach <[redacted]@amazon.com>
Cc: [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]

[redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted]@amazon.com>, [redacted] [redacted]@amazon.com>, [redacted]@amazon.com>

Subject: Media Inquiry: Buzzfeed story on Covid 19 books- 5pm Deadline

[redacted] and [redacted]-

Buzzfeed is working on a story about COVID-19 books on Amazon. The reporter focuses on a research project several universities are participating in that examines how and why conspiracy narratives circulate in different platforms and online spaces during a crisis. We first saw this research project covered by Politico back in December when Amazon was criticized for selling Coronavirus and QAnon conspiracy theory books.

I've pasted the reporter's email below, but his primary concerns/ questions focus on:

- How these titles are surfaced and promoted to customers
- The specific content of the books spreading misinformation
- Amazon profiting from the sale of this concerning content
- A belief that Amazon is doing the least to address these concerns (when compared to FB, Twitter, Google, etc.)
- Why Amazon decided to remove QAnon books
- What our policy is regard conspiracy & Covid books

We've had CRM review all titles mentioned and have worked with the teams who specialize on Search, Reviews, and Personalization tools. One book (out of 9) was found to violate our COVID policy and was removed. As a reminder, we did enable Do Not Promote for anti-vax books whose primary purpose is to persuade readers vaccines are unsafe or ineffective on 3/9, and will review additional handling options for these books with you, [redacted] and [redacted] on 3/19. However, many of the books highlighted by Buzzfeed are about COVID conspiracies not vaccination, and are therefore out of scope for this policy effort. CRM plans to resume work on a broad misinformation policy again once we align on an approach for anti-vax books.

In light of this we recommend sharing the below statement and background points (similar to our past responses on these concerns). The background points we include below were also approved by the Personalization, Search, and Reviews teams.

The reporter's deadline is 5pm PT today. Please take a moment to review our proposed response and share any feedback.

We anticipate this will be a very negative story and have also alerted PP.

[redacted]

Recommended Response for Review

On the Record: "We're committed to providing a positive customer experience and encourage customers to refer to government sources for frequently updated, authoritative guidance. We've added links to these sites (ex. the Centers for Disease Control and Prevention and the World Health Organization) at the top of the search result pages if a customer searches for books related to vaccines or the coronavirus. Additionally, our store maintains content guidelines and removes products that do not adhere to these policies-- which can be found here for books. We invest significant time and resources to enforce these guidelines, using a combination of machine learning, automation, and dedicated teams of human reviewers."

On Background:

- Our shopping and discovery tools are not designed to generate results oriented to a specific point of view and we are always listening to customer feedback.

- We want Amazon customers to shop with confidence knowing that the reviews they read are authentic and relevant. We have clear policies for both reviewers and selling partners that prohibit abuse of our community features, and we suspend, ban, and take legal action against those who violate these policies.
- The "Frequently Bought Together" feature makes recommendations based on customer behavior, not product related data. The "Frequently bought together" feature is designed to help customers find additional products related to the product they are currently looking at. To do this, it uses aggregated customer purchase data, and automatically finds products that are, as the name of the feature says, frequently bought together.

Media Request

I'm a reporter with BuzzFeed News. I'm reaching out because we're working on a story about COVID-19 books on Amazon. A group of researchers with the University of Amsterdam and other institutions identified 20 books that push a conspiratorial narrative about COVID-19 and examined how they are promoted via Amazon's recommendation algorithms, including the "Frequently bought together," "Books you may like" and "Customers who viewed this item also viewed" sections. They also found that these conspiracy books, which often claim that the virus is fake or manufactured, often appeared on the first page of search results for basic terms like "covid," "covid-19," and "vaccine."

One of the researchers told us that people searching for books about the pandemic on Amazon's many international sites are "confronted with a sea of misinformation and even explicit conspiracy theories."

The researchers also said Amazon is doing the least of major platforms like Facebook, Twitter. Pinterest, and Google because it does not surface credible information to users who go looking for information about the pandemic. They also raised the concern that Amazon profits from the sale of these books.

According to their research, some of the most recommended COVID-19 conspiracy books on Amazon are:

- COVID Operation: What Happened, Why It Happened, and What's Next
- Scamdemic - The COVID-19 Agenda: The Liberal Plot To Win The White House
- Coming Apocalypse
- The Answer (David Icke)
- Number Games: 9/11 to Coronavirus
- Covid-19: The Biometric Vaccine Brave New World Totalitarian Agenda
- COVID-19 AND THE GREAT RESET: what's behind the pandemic that disrupts the world
- Corona 911 : The Dark Weapons Backchannel To Pakistan And China From The US Congress
- Scamdemic - The COVID-19 Agenda: The Liberal's Plot To Win The White House

These books show up in each other's recommendations but are also surfaced as suggested titles on non-conspiracy books. When we viewed COVID Operation on Amazon.com your site suggested that we purchase it together with a title called, Anyone Who Tells You Vaccines Are Safe and Effective is Lying. The concern expressed by researchers is that people are being led down a conspiratorial rabbit hole by Amazon's recommendations and it could have negative health consequences for them.

Another point we will note is that a book written by the head of the World Economic Forum, The Great Reset, has become entangled in the COVID-19 conspiracy books ecosystem on Amazon. The book, which is not conspiratorial, is littered with conspiratorial reviews and related books suggestions. People browsing the book's page on Amazon's sites could come away thinking that it's a book that advocates for the global elite to use the pandemic to further control the population.

We'd like Amazon to respond to the above findings and comments. Some questions:
-In January, Amazon removed some QAnon titles and the infamous white supremacist novel, The Turner Diaries, from its website. What policy led to their removal?
-What is Amazon's policy regarding conspiracy books? Does Amazon have any specific policies related to pandemic misinformation?

-What is Amazon's overall policy regarding book content? Under what circumstances would you remove a book due to its content? Do you have a policy that sees you restrict a title from showing up in recommendations or other automated suggestions?
-Other platforms have taken steps to direct people searching for information about the pandemic to reliable sources and scientific literature. Why has Amazon not done the same for its books section?
-The researchers recommend that Amazon turn off the recommendation features on the pages for these books, and to prevent them from being surfaced in general keyword searches and on the pages of other books. What's your response to this?
-Anything else you'd like to add?
Best regards,
[redacted]