
From: [REDACTED]@fb.com]
Sent: 3/24/2021 1:42:30 PM
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 [REDACTED]

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 [REDACTED]

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 [REDACTED]

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 [REDACTED]

[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
To: [REDACTED]@fb.com>, Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov>
Subject: RE: Follow up - Friday call w [REDACTED]

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 [REDACTED] – 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 topline and a crowd-tangle 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 your 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 [REDACTED] 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 [REDACTED]

Thanks Andy. Also—wanted to flag a discussion we are scheduled to have with [REDACTED] 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 [REDACTED] who scheduled the 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 [REDACTED]

Thanks [REDACTED] and I will connect 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 [REDACTED]

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:** [REDACTED] 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—[REDACTED] 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.

