

To: [redacted] fb.com]; Brian Rice [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];
From: Nick Clegg [redacted] fb.com]
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] <[redacted] fb.com>
Date: Sunday, April 18, 2021 at 7:30 PM
To: Brian Rice <[redacted] fb.com>, Nick Clegg <[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>
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: Brian Rice <[redacted] fb.com>
Sent: Sunday, April 18, 2021 7:05 PM
To: Nick Clegg <[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>
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.

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From: Nick Clegg <[redacted] fb.com>
Sent: Sunday, April 18, 2021 9:07:34 PM
To: Brian Rice <[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>
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 please 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

From: Brian Rice <[REDACTED]@fb.com>
Date: Saturday, April 17, 2021 at 6:37 PM
To: Nick Clegg <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[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: Brian Rice <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[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: Brian Rice <[REDACTED]@fb.com>
Sent: Saturday, April 17, 2021 12:05:37 PM
To: Nick Clegg <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[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: Brian Rice <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Subject: Re: Email to Andy with report

Done – thx so much. N

From: Brian Rice <[REDACTED]@fb.com>
Date: Friday, April 16, 2021 at 5:53 PM
To: [REDACTED] <[REDACTED]@fb.com>, Nick Clegg <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Subject: Re: Email to Andy with report

Nick—attached is the report to send with the email.

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META-118HJC-0053334

From: [REDACTED] <[REDACTED]@fb.com>
Date: Friday, April 16, 2021 at 8:12 PM
To: Nick Clegg <[REDACTED]@fb.com>, Brian Rice <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[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: Brian Rice <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[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

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From: Nick Clegg <[REDACTED]@fb.com>
Sent: Friday, April 16, 2021 4:40:40 PM
To: Brian Rice <[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>
Subject: Re: Email to Andy with report

Yep fine - looking forward to getting the attachment I should send. N

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From: Brian Rice <[REDACTED]@fb.com>
Sent: Friday, April 16, 2021 4:34:31 PM
To: Nick Clegg <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[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.

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.

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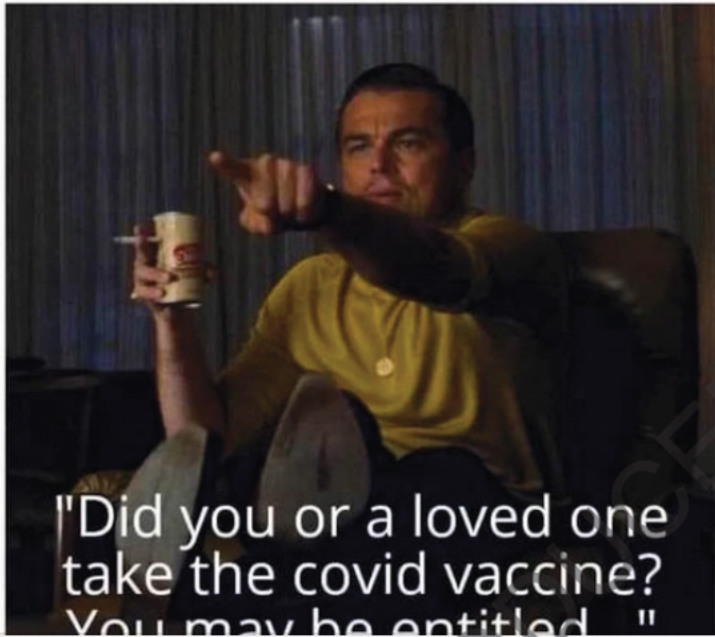


Timothy McComas

April 4, 2021 ·

UH OH !!!!

10 years from now you will be watching TV and hear....



19K

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