

Message

From: [REDACTED] [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 1/25/2019 4:49:39 PM
To: Karina Newton [REDACTED]@instagram.com]
Subject: Re: BBC story - challenges still to be solved following the XFN
Attachments: image001.png; image002.png

Just as an aside – the way you described and showed the captions problem here made the problem clear. I think people aren't understanding what we mean by visual platform and not caption based. This was hard to look at but made the problem so easy to understand. Thanks for explaining it.

From: Karina Newton [REDACTED]@instagram.com>
Date: Friday, January 25, 2019 at 1:07 AM
To: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>
Cc: [REDACTED]@instagram.com>
Subject: Re: BBC story - challenges still to be solved following the XFN

Hi all,
Apologies for delay in circling back on this thread as I synced earlier with [REDACTED], and [REDACTED] individually.

Next steps:

- @ [REDACTED] to lead on compiling a quip (to which we will need all of your help on inputs!) of the most compelling case we have – sections to include:
 - [REDACTED]
 - [REDACTED]
 - Steady drumbeat of comms in multiple regions
 - including quotes from experts who don't agree with our policies and how they are being used in press
 - Unique vulnerabilities to IG (vs FB)

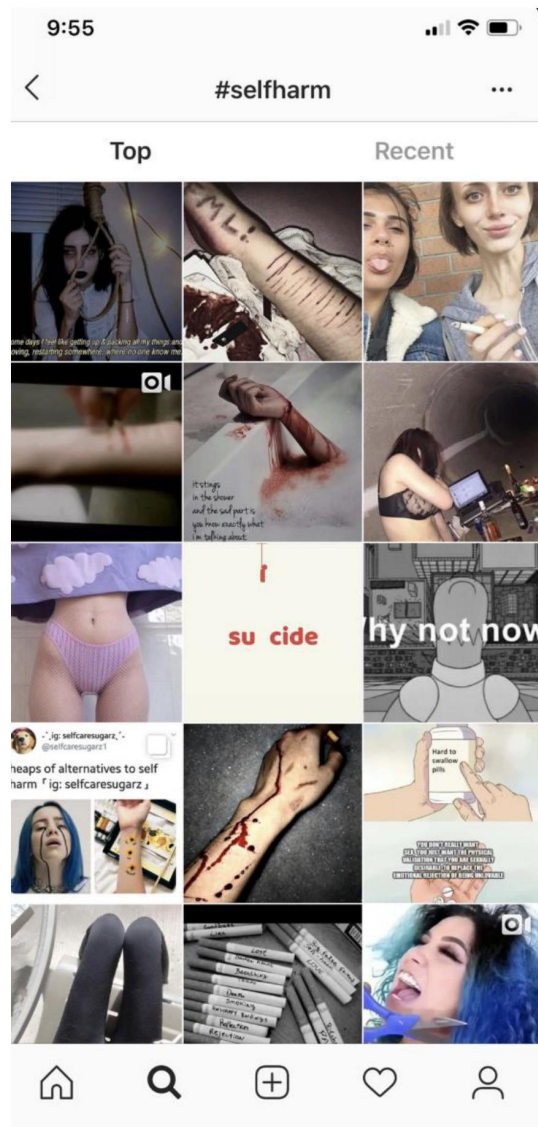
[REDACTED]
- I have a meeting with content and safety policy team on Tuesday to kick of the policy process
- Will schedule a meeting with this crew after that meeting to talk about where we are and to strategize

For background, I have laid the groundwork with Nick and Joel and what I have emphasized is that our shared content policies are not serving IG well because IG has some key product and demographic differences which creates a higher risk environment and unique vulnerabilities vis a vis FB – those are:

- Our younger demographic + no age collection
 - Our lack of proactive action on detecting under 13 accounts undermines our credibility generally but it's compounded by both our younger demographic as well as the fact that because we don't collect age, using age-gating as a solution to ensure content that's especially inappropriate for younger users isn't something we can lean into. [REDACTED]

SSI content is still not appropriate for those under 15 or 16. IG is supportive and working closely with [REDACTED] [REDACTED] age efforts and this will be key to both getting us on better footing and also building more age appropriate experiences.

- No ML + image based content + easy discoverability of SSI content through hashtags and Explore
 - Unlike FB, IG ecosystem is by default public and entirely images – searching for relevant images needs to be very easy for the success of our product. SSI admission images can be very graphic and upsetting and because we don't run ML to identify SSI content yet, we have no way of excluding this content from our recommended and unconnected content surfaces such as IG Explore at scale. SSI classifiers are on our H1 roadmap so we are on the way to working on this but I should note FB is not currently running SSI ML classifiers in the EU due to GDPR concerns. IG legal is taking it as an action item to start this conversation ahead of our implementation – it would be wonderful if we could extend a safer experience to these 28 countries as we roll it out.
- Captions of a post (aka context of admission vs promotion SSI) can change the same image from violating to not violating -- captions don't appear in search
 - Apologize for the graphic view, but this is an example of searching for “selfharm” on Instagram – context matters in our content policies, as it should, but our product experience doesn't reflect that. We are essentially surfacing view after view of content that's predominately in violation of our policies because the presentation lacks the caption. Actively discussing this with our product team.



TL;dr – no blockers right now, we’re full steam ahead!
Karina

From: [REDACTED] [REDACTED]@instagram.com>
Date: Friday, January 25, 2019 at 12:38 AM
To: [REDACTED] [REDACTED]@instagram.com>, [REDACTED] [REDACTED]@instagram.com>, [REDACTED] [REDACTED]@instagram.com>, Karina Newton <[REDACTED]@instagram.com>, [REDACTED] [REDACTED]@instagram.com>
Cc: [REDACTED]@instagram.com>, [REDACTED] [REDACTED]@instagram.com>
Subject: RE: BBC story - challenges still to be solved following the XFN

Hi [REDACTED]

Yes I am totally in agreement with your thinking and I think we have to figure out a way to improve our policies and content take down. I also don't think it is just pertinent to this issue and we should take a broader lens and look across all the critical issues and identify what additional steps we could take.

Happy to work on an XFN team to figure this out.

Thanks
[REDACTED]



[REDACTED]
Director, Instagram EMEA
[REDACTED]

From: [REDACTED] [REDACTED]
Sent: Thursday 24 January 2019 18:53
To: [REDACTED] [REDACTED]@instagram.com>; [REDACTED] [REDACTED]@instagram.com>; Karina Newton [REDACTED]@instagram.com>; [REDACTED] [REDACTED]@instagram.com>
Cc: [REDACTED] [REDACTED]@instagram.com>; [REDACTED] [REDACTED]@instagram.com>; [REDACTED] [REDACTED]@instagram.com>
Subject: Re: BBC story - challenges still to be solved following the XFN

Thanks [REDACTED] for making the case – agree with you. Finding a local expert and doing an op-ed are not going to help with broader issue and we need to use this opportunity to reexamine our policies and approach – Karina, do you agree? If so, what are the blockers and how can we influencer the decision makers so we are approaching this differently?

From: [REDACTED] [REDACTED] [REDACTED]@instagram.com>
Date: Thursday, January 24, 2019 at 7:31 AM

To: [REDACTED]@instagram.com>, Karina Newton <[REDACTED]@instagram.com>, [REDACTED]@instagram.com>
Cc: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>
Subject: Re: BBC story - challenges still to be solved following the XFN

Sorry + [REDACTED] as well. SORRY [REDACTED]

From: [REDACTED]@instagram.com>
Date: Thursday, 24 January 2019 at 15:29
To: [REDACTED]@instagram.com>, Karina Newton <[REDACTED]@instagram.com>, [REDACTED]@instagram.com>
Cc: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@instagram.com>
Subject: BBC story - challenges still to be solved following the XFN

Good morning!

I just wanted to follow up off the back of the XFN and messenger discussion yesterday. Out of last night's meeting it feels as if the XFN solution for us is finding a local expert. As a local team, we don't think will give us what we need to help us respond to ongoing internal and client questions and for when this story inevitably comes up again (and seems worse in light of this week's).

I've set out below why we're not solving the problem and what we potentially need. Is there any way to get the XFN to consider the below – or to take this outside of the XFN? As I said – I don't think this is going away – so it's a case of are we just tinkering around the edges and setting ourselves up for an even worse story in the coming weeks/months.

Why we're not solving the problem

- We cannot currently win the argument with the public with our policy. We are out of step with public expectations about what is acceptable content on the platform. There is a fundamental difficulty in explaining our policy to the average person or advertiser who doesn't want their child or brand exposed to this type of content – regardless of whether it's "recovery" or "glorifying" – which in itself is subjective.
- Our policy is only considering the impact for the individual user – not the impact on the wider community: This is because there is a tension in the perspectives we and the policy team are taking: policy is coming at it from the perspective of the individual sharing the content (a vulnerable and important, but small group). We are coming at it from the perspective of the broader community, public and advertisers (the majority of our community). Ultimately, the reason for negative perceptions is down to our failure to take responsibility for our whole part in the issue.
- We are at risk of being seen to normalise and therefore exacerbate this behaviour. Self-harm in children has risen in US and UK in the last few years. It may be that for some people it is helpful to share their experiences to get support from friends and family. But to Karina's point though, their content is easily found or followed by people not in their immediate circle. There is an argument that by allowing it to be shared, and found, we are normalising it, which encourages other young people to adopt this behaviour. We are therefore putting the wider community at risk.
- The experts don't believe that our policies are working – they want us to look at the impact on the whole community. They believe people should be able to share – but they don't believe other people should be exposed to this content – in the interview the Samaritans said anyone who searches for self-harm or suicide should be flooded with positive content [e.g. body positivity]

- Having a local expert is not the answer. The media will always find another expert that disagrees or we will be putting them up against an actual child or parent who is facing this problem.
- other people should be exposed to this content – in the interview the Samaritans said anyone who searches for self-harm or suicide should be flooded with positive content [e.g. body positivity]
- It's damaging our brand reputationally and commercially – It's hard to understand the benefit in allowing this content to be shared to help a small group of people vs the negative impact it has on our brand with the wider community, parents and advertisers.

Additional complicators

- This is a very emotive issue – we can never win against a tragic true life story. Even general data and experts don't help.
- We have a young audience – so we are held more accountable for their wellbeing
- Our current position actually raises questions about our wider responsibility on the issue. If we're going to anchor your it in what experts say about suicide and self-harm prevention, then that obliges us to do more than we do.
- Our current responses are also very down in the weeds and techy and hard for the average person to understand – in response to seeing emotive and disturbing images
- The internal teams (sales etc) find it difficult to defend and it's making people question their confidence in the policies of the company

Next steps/asks?

- This issue is not going away. We're just putting a sticking plaster on it (and not a very sticky one). Is there anyway to get the XFN/ FB content policy team to think about this from a broader public perception angle, rather than the individual?
- Could we do some consumer testing to test whether our policies are palatable? Would people rather the content is available if it's helping some, but their brand/child could still be exposed to the content.
- Is there more info/concerns we can collate to help sway the policy team?
- Is there anyone else in the business who has the same concerns as us – for example we know the local sales teams have concerns – how do we elevate these?

Potential other product asks?

- Is there any way for the person to just be immediately signposted to support if they try and post or search for any self-harm content? Rather than seeing it? Can we look at replicating the new bullying product.
- Can we look at the interstitial and see if you can't ignore the offer for more advice? I know Karina said we can't age-gate it in EMEA.

I look forward to hearing your thoughts.



DOCUMENT SLIPSHEET

Bates Number: META3047MDL-020-00637388-META3047MDL-020-00637394

BEGATTACH: META3047MDL-020-00637388

ENDATTACH: META3047MDL-020-00637394

Attachment Count: 0

PRODVOL: META3047MDL_VOL020

Custodian: NEWTON_KARINA

File Path: /NEWTON_KARINA/TOP OF OUTLOOK DATA FILE/INBOX; /NEWTON_KARINA/TOP OF PERSONAL FOLDERS/INBOX

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HASHVALUE: E33F2F74657A15557490261232B26608

Author:

Family Date: 1/25/2019 12:00 AM

Create Date: 1/25/2019 12:00 AM

Last Modified Date: 1/25/2019 12:00 AM

LAST MODIFIED BY:

TRACK CHANGES: N

COMMENTS: N

HASHIDDENATA: N

Filename: RE: BBC STORY - CHALLENGES STILL TO BE SOLVED FOLLOWING THE XFN

Title:

DOEXT:

Email From: [REDACTED]@INSTAGRAM.COM>

Email To: KARINA NEWTON <[REDACTED]@INSTAGRAM.COM>

Email CC:

Email BCC:

Received Date: 1/25/2019 12:00 AM

Sent Date: 1/25/2019 12:00 AM

Subject: RE: BBC STORY - CHALLENGES STILL TO BE SOLVED FOLLOWING THE XFN
EX. 00061.00008

THREADID: D000006AB

REDACTION TYPE:

REDACTIONS: N