

Message

From: Nick Clegg [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NCLEGG6E]
Sent: 9/27/2021 1:48:06 PM
To: Karina Newton [karinanewton@fb.com]; Nick Clegg [nclegg@fb.com]
Subject: Message summary [{"otherUserFbld":100021540707480,"threadFbld":null}]

Karina Lynn Newton (9/27/2021 00:55:15 PDT):

>@silent

>Hi Nick, as I've been watching the edits in the IG blog post tonight wanted to share a quick flag on how we're positioning the IG Youth "pause" narrative.

>

>In my conversations with Adam, I don't believe he's planning on revisiting an IG Youth product experience until 2023. Across safety, privacy, policymaker, and regulator dialogues over the last five months (for those who are genuine vs attacking this product to attack FB) - the consistent feedback is their concerns will not be allayed without having specific answers (eg: Is there going to be influencer content? Are you going to have beauty filters? How are you using data for personalization? What data will be carried over to "regular" Instagram? How will you verify parental consent?) and given we won't have a product team working on this for at least another year, we won't be in a position to be any further along in having the kind of dialogues necessary to bring these stakeholders on-board.

>

>This means two things:

>If we set the expectation externally that this is a 'pause' as we 'continue dialogue' we risk setting ourselves up for another year of sternly worded letters and consumer campaigns asking for updates and commitments when in reality there's nothing being worked on. As Rob put it, leaving ambiguity will like result in continuing to be attacked or constrained further and saying we're pausing without being clear on what that means (i.e. we have no plans to work on this until 2023) we get the cost of option value without the benefit.

>

>And if we set the expectation internally that our job in the next year is to get policy stakeholders on-board for a tween IG experience with no answers, we risk failing.

>

>All that said, there is great benefit to leaving the door open - the point that tweens are already online and we don't want them on a version of Instagram designed for people over 13 actually resonates (not just for policy stakeholders, but equally importantly, for parents). I think the announcement for parental-controls for 13+ teens on IG will buy us some time, but wanted to put it on your radar that we may be wise to re-evaluate the pros and cons of the ambiguity we leave.

>

>Lastly, as long as I'm here, one more flag: many of our highest priority policy asks vis a vis youth (eg: global age classifier coverage, additional youth protections) are dependent upon Youth XFN resources. I'm working closely with product leadership on how the teams' efforts are going to be re-prioritized, but some of this work may be at risk depending on how the team is re-structured. No action needed now--and I'll circle back on this as the plan develops with safety and privacy policy feedback--but wanted to raise for early awareness that depending on how these discussions progress, we may need your help.

>

>Best of luck tomorrow (today?)!

Nick Clegg (9/27/2021 06:48:06 PDT):

>Thx Karina - yep I get all that, it's a v tricky balance to strike between the unavoidable need to step back from the project and Mark's wish to do so in a way which appears resistant to the fact that we face considerable external pressure... And the resources point is one I will continue to make - tho Susan Li stresses to me that the 50 extra heads for Youth comes on top of a large number of unfilled heads from the last count so maybe in practice we can get a fairly sizeable influx if all open heads are filled

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Author:

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Filename: MESSAGE SUMMARY [{"OTHERUSERFBID":100021540707480,"THREADFBID":NULL}]

Title:

DOCEXT:

Email From: <NCLEGG@FB.COM>

Email To: KARINA NEWTON <KARINANEWTON@FB.COM>; NICK CLEGG <NCLEGG@FB.COM>

Email CC:

Email BCC:

Received Date: 9/27/2021 6:48 AM

Sent Date: 9/27/2021 6:48 AM

Subject: MESSAGE SUMMARY [{"OTHERUSERFBID":100021540707480,"THREADFBID":NULL}]
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