

Message

From: Jeff Nussbaum [nussbaum@westwingwriters.com]
Sent: 2/2/2018 2:33:39 PM
To: David Ginsberg [REDACTED]@fb.com]
Subject: RE: Script

I have no idea what ellen is talking about.

Kidding.

Look forward to looking at this!

From: David Ginsberg [REDACTED]@fb.com]
Sent: Friday, February 2, 2018 3:27 AM
To: Jeff Nussbaum <nussbaum@westwingwriters.com>
Subject: Script

Jeff – ellen told me you offered to take a look at my script for the company all hands. I really appreciate it – and definitely could use your help! Let me know if you have no idea what I'm talking about. 😊

Context: We have been making a big push around well being – in the press, and internally to make sure our products improve well being. Once a quarter we do a full company all hands meeting. Mark usually starts off and does his thing, and then 3-4 other speakers do bits to emphasize parts of what he's talking about. I've been asked (since my team is leading the work) to talk about well being at the next one, which is in 2 weeks. I have 8 minutes. Goal is to help people understand what we're talking about, but more importantly, have a rah-rah you-can-do-it feel great about working at FB kind of vibe.... For a bit more context, these speeches can get very personal – its not uncommon for the speaker to get deeply emotional, and for there to be tears in the audience. (imagine a talk on how we help prevent suicides, or how we support people with terminal cancer, etc.) I'm not sure I can reach that emotional depth with this topic...

Below is my very rough first draft – really a sketch more accurately. Would LOVE feedback, tell me its awful, etc.

Oh yeah, and its 20,000 people. So... kinda freaked out. 😊

Well Being All-Hands Script Outline

Introduction: *[Slide - some type of intro slide going into story slide]*

- Hi everybody. My name is David Ginsberg, and I support research across Core App. You heard both Mark and Chris talk about time well spent, and about well being. I want talk with you today about what we mean by that. And I don't want to start with a definition - we'll get to that. I want to start with a feeling. With meaning. With people. With a story.
- *[Insert story here from our research demonstrating well being - maybe an "everyday" well being story or maybe an important moment in someone's life.]*

Defining Well Being: *[Slide with build of well being definition]*

- So how do we actually define well-being? What does it mean? I know at times its such an esoteric sounding concept, or so lofty, that it might feel hard to relate to it in our daily lives, much less think about how we as Facebook impact it. However, when you break it down, it actually starts to feel alot more approachable.
- Well being simply refers to people's own evaluations of their own lives - in thoughts and feelings. It includes overall evaluations like life satisfaction and experience of positive and negative emotions, as well as evaluations of how things are going in specific domains, like the extent to which you feel lonely, whether or not you feel you have social support around you, and whether or not you feel a sense of belonging.
- Social support, belonging, loneliness.... When you break it down this way, it starts to feel much more connected to what we do each and everyday, and what our mission is.
- Academics have been studying this for a long time, and the way we are defining internally lines up with how the experts think about it.

Why Well Being Matters *[Slide with image related to outcomes]*

- Ok, so we can agree that well being isn't just a loose term. But it still feels pretty subjective, doesn't it? We like to measure things pretty closely here in terms of impact. What is the impact of subjective well-being?
- Turns out its pretty important in all our lives.
- Over 40 years of research studies show that how we feel about our lives - our perceived well-being - impacts a variety of outcomes, including: how successful we are at work, how often we get sick, how we make decisions, and how long we live.

Changing Well Being *[Not sure slide yet]*

- Given how important our own well being is to our lives, thinking about what it means to shift it, positively or negatively - becomes a weighty possibility. As you would imagine, changing one's perception of how their life is going - their well being, is pretty hard.
- *For example, XX and YY facts about types of life events that shift well being, demonstrating how difficult a thing this is.*

Facebook's Role in Well Being

- So what is our role in all this? It feels like, increasingly, when you read the press, all you hear are negative stories about the role Facebook, or Instagram plays in making us feel bad... More lonely, increased FOMO, etc.
- Is that the truth? Is that what we do?
- Well, we actually have a team of world-class experts who have been looking a this issue, and helping us incorporate the learnings into our product. And they've been working on this for years. Moira Burke in Core Data Science, Ryan Ritter in the compassion research team, and others. And we partner with the leading experts in Academia - folks who have been studying this their whole professional lives.

What we've learned *[Not sure - maybe a slide that hints at data, without actually showing data?]*

- While there's a lot of important nuance, at the end of the day, it boils down to a simple fact: In terms of Facebook and Well-being, it's not really about the time you spend, but about how you spend that time. If you are using Facebook to actively engage with other people, commenting and engaging in discussion, sharing messages and posts, and other interactions, this is linked with positive well being. On the other hand, if all someone is doing is passively scrolling or consuming, that is not associated with increases in well being.
- **[maybe a slide with a picture of people at a party?]** And, when you stop and think about it, this makes sense at a gut level. If you go to a party, and sit in the corner and don't talk with anyone and just watch what others are doing, thats not going to be a great experience. If you interact with folks, get closer to them, thats going to be a better experience. Now imagine doing that day after day after day. When you apply that same logic to Facebook, it feels pretty sensible.
- Now there's a lot still we need to learn. This is a complex subject and we're just getting started.

- Lets just pause here and think about how amazing what we just talked about actually is. By helping people be more engaged with their friends and family, by bringing people closer together, we can actually lift the well-being of (millions) of people. Thats what we're doing with MSI. That's what we're doing with our efforts like Watch Party to make video more social. Thats what we're doing with our efforts to connect people offline with events.
- We can get caught up in the headlines that bombard us, but I wake up everyday so excited that I work at a place with that is focused on bringing people closer together and improving people's lives, as core to our mission.

Why I joined FB:

- To be honest, this is the heart of the reason I joined FB. A little bit about my background - I'm kind of a cause guy - i need to be working for causes I believe in. I spent the first 15 years of my career working to make the world a better place through politics - I started with the Clinton/Gore campaign in the 90s, later I was Gore's Head of Research, through the Kerry and Obama campaigns, and I led Biden's debate prep in 2012.
- What motivated me all those years of long hours and longer days was a passionate belief that individuals working together can achieve something amazing and make the world a better place.
- And when I first sat down with Chris Cox to talk about potentially coming here, one of his first questions to me was - how do we make sure that we are building a product that is good for people and makes a positive difference in the world - and how would you tackle that from a research perspective. The fact that the senior leadership of this company was asking that question, I knew before that meeting was even over that I had found my new home.

Call to Action:

- And while we all have our own stories about how we got here, and the paths we took I'm sure are very different, I'm willing to bet that we share this in common - we're all here because we believe deeply in the mission - to build products that improve people's lives - to give them the power to build community and bring the world closer together.
- I will admit, at times it seems a bit crazy to talk about well being as something we care about - it almost seems too lofty. But think about the other view - we would never come to work to build products that make people feel worse.
- And so this is what we do. We know the best way we can improve well being is to improve the interactions people are having with each other, to increase a sense of belonging through community, and to reduce loneliness and increase social support through connecting people with friends and family.
- The past few months we've rolled out changes like the MSI metric, X and Y Feature [insert]. And we're just getting started - there's so much more to do.
- So, while on a daily basis we can get lost in hitting this roadmap milestone or moving that metric, lets remember what it all adds up to. By bringing the world closer together, we improve the well being of billions of people. Its up to us to make it happen.
- Thank you.