

FILED UNDER SEAL

EXHIBIT 19

Message

From: [REDACTED] [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 1/26/2019 8:37:18 PM
To: Karina Newton [REDACTED]@instagram.com]; [REDACTED]@instagram.com]; [REDACTED]@instagram.com]
Subject: Re: BBC
Attachments: image001.png; image002.png; image003.png; image004.png; image005.jpg

Thanks so much for sharing. I still strongly feel this is missing the point that we have a responsibility to the wider community who can find this content. Your point, Karina about discoverability. Also – the experts won't help. It's not about the people posting it – it's about the fact that other people can it being normalised.

From: Karina Newton <[REDACTED]@instagram.com>
Date: Saturday, 26 January 2019 at 20:24
To: [REDACTED]@instagram.com>, [REDACTED]@instagram.com> [REDACTED]@instagram.com>
Subject: Fwd: BBC

FYI

From: Antigone Davis <[REDACTED]@fb.com>
Sent: Saturday, January 26, 2019 10:56 AM
To: Joel Kaplan; Karina Newton; Molly Cutler; Monika Bickert; [REDACTED] Nick Clegg; Tucker Bounds; Chris Norton
Subject: Re: BBC

Deleting admission/ideation content can actually trigger people to self-harm. We should discuss. We have a UK partner and a US partner who are willing to go on record on this point and on the thought and care we have put into our policies. I'd suggest we talk to the SSI PM and see if we can make some new product commitment rather than unilaterally changing a policy without talking to these experts again. We also could say we will be reviewing these specific cases with our experts and will issue a public report.

From: Joel Kaplan <[REDACTED]@fb.com>
Date: Saturday, January 26, 2019 at 1:45 PM
To: Karina Newton <[REDACTED]@instagram.com>, Molly Cutler <[REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>, Antigone Davis <[REDACTED]@fb.com>, [REDACTED]@fb.com>, [REDACTED]@fb.com>, Nick Clegg <[REDACTED]@fb.com>, Tucker Bounds <[REDACTED]@fb.com>, Chris Norton <[REDACTED]@fb.com>
Subject: Re: BBC

+ Nick and comms

I think we need to look urgently today at whether there are immediate steps we should take—even if temporary pending longer term review—along lines of eliminating the distinction btw glorification and admission (esp for puproses of hashtags?). Key for timing is both the Sunday Times story and Nick's appearance in Brussels on Monday. [REDACTED] will you lead this XFN work?

From: Karina Newton [REDACTED]@instagram.com>

Date: Saturday, January 26, 2019 at 1:41 PM

To: Joel Kaplan [REDACTED]@fb.com>, Molly Cutler [REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>, Antigone Davis <[REDACTED]@fb.com>, [REDACTED]@fb.com>

Subject: Re: BBC

+ [REDACTED] who has been handling as Molly was/is? on PTO

As immediate actions were covered on the BBC story we had moved to a few longer term work streams — the new thing today is now a pending story we expect to land tomorrow (and heard about last night) of 30 families claiming Instagram helped contribute to their children's suicide [REDACTED] can we reopen the XFN to work on this new piece this weekend?

Thank you!

From: Joel Kaplan [REDACTED]@fb.com>

Sent: Saturday, January 26, 2019 10:35 AM

To: Karina Newton; Molly Cutler; Monika Bickert; Antigone Davis

Subject: Re: BBC

Team—confirming, based on email below, that Molly C. is leading on strategic response, including product/policy? Is there progress we can make this weekend?

From: Karina Newton [REDACTED]@instagram.com>

Date: Thursday, January 24, 2019 at 2:26 AM

To: [REDACTED]@instagram.com>, Antigone Davis [REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>, Nick Clegg <[REDACTED]@fb.com>, [REDACTED]@fb.com>, Tucker Bounds <[REDACTED]@fb.com>, Molly Cutler [REDACTED]@fb.com>, [REDACTED]@fb.com>

Cc: [REDACTED]@instagram.com> [REDACTED]@fb.com>

Subject: Re: BBC

+ Tucker, Molly, [REDACTED]

Hope the meeting went as well as could be expected – would love to take any key learnings.

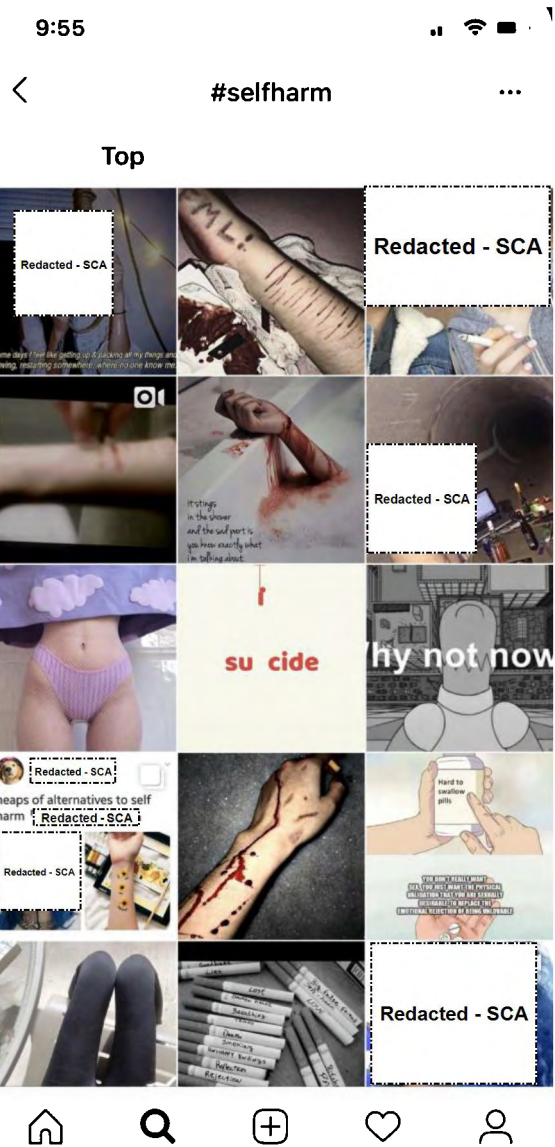
Tucker has led an effort today in gathering key stakeholders to address our immediate response to the story, which included sending a note to the family expressing our sincerest condolences and offering a meeting (which Antigone has graciously agreed to staff should they want to pursue it). In addition we've [provided guidance to GMS/Sales teams](#) so they are prepared reactively and we've also [prepared reactive comms for Apple should they inquire](#) given recent content safety escalations we've had across the family of apps (both WA and IG have had CEI related inquiries from Apple in the last month).

Lastly, Molly's team is leading the strategic response/follow up workstreams to identify any weaknesses in our policies/programs/processes. I don't want to get ahead of that thoughtful effort so we'll circle back as a team tomorrow.

In the meantime so everyone has background, I do think it's important to note that IG has some key product and demographic differences which creates a higher risk environment and unique vulnerabilities vis a vis FB with regards to non-violating SSI content:

- Our younger demographic + no age collection
 - As [REDACTED] mentioned, 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. And as Antigone and I chatted about this morning, many of the experts who have informed our policies would say non-violating SSI content is still not appropriate for those under 15 or 16. IG is supportive and working closely with [REDACTED]'s 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 [REDACTED] **Redacted for Privilege**

Redacted for Privilege
- 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.



Karina

From: [REDACTED]@instagram.com>

Date: Wednesday, January 23, 2019 at 5:20 AM

To: Antigone Davis <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@instagram.com>, Nick Clegg

[REDACTED]@fb.com>, [REDACTED]@fb.com>
Cc: [REDACTED]@instagram.com> [REDACTED]@fb.com>
Subject: Re: BBC

Hi,

In advance of Karina coming online, perhaps I can give additional Instagram perspective and she can add in a couple of hours:

The short answer is no, nothing new that we didn't know already and no new weakness. All criticisms we have faced in the past. The weaknesses they are picking up on are:

- The line we draw between admission and glorification. This can lead to upsetting images remaining online in the context of recovery – but this is a nuance that is not sound-bitable for journalists, and hard to understand in laymans terms. Part of the issue here, could be that this policy was designed for Facebook and admission of mental health/self harm is different in the context of friends and family, than it is on a more public follower based platform.
- The other big part of the follow up reporting today is on age. 'Loose Women' a popular daytime talkshow in the UK – reaching a wider variety of parents – just in the last hour had a lively debate on the topic, with the perspective that our not enforcing on admission is made worse by the fact that we do not 'enforce' on age and we are exposing children to this content.

The issue is that our defence of admission accounts has gradually become harder to land when the images surfaced and displayed can often be grotesque. It would also seem that contradictory voices in the 'expert' space are on the rise, in the UK at least.

I don't think you could highlight the following to Wright, other than in general terms, but for what is worth at Instagram we have kicked off conversations about:

- What might we add to / change about policies to address this issue specifically for IG
- Review of our arguments and narratives – rewriting for the new environment we find ourselves in as a brand on this topic
- Review of advocate landscape specific to SSI to calibrate our defences with current opinion



[REDACTED]
Public Policy Manager, Instagram EMEA
07985364707

From: Antigone Davis [REDACTED]@fb.com>

Date: Wednesday, January 23, 2019 at 1:12 PM

To: Joel Kaplan <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@instagram.com>, Nick Clegg [REDACTED]@fb.com>, [REDACTED]

[REDACTED]@fb.com>

Cc: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@fb.com>

Subject: Re: BBC

Our emails, crossed. Adding what I just sent here as it is in part responsive to this question:

Joel,

As the news story makes clear, people are looking for greater transparency and accountability w/r/t our SSI efforts. In part, some clinicians and academics are driving this even though they are big fans of our SSI work as they think we have data that could be very useful in addressing what is now seen as a health crisis. The NYT piece at the end of the year also pushed the same themes. This is something we flagged prior to these pieces as we were getting “friendly” inquiries of this kind from reporters covering our SSI work within a positive frame. With that in mind, we already are working cross-functionally to see if we can:

- Add SSI content to our new transparency enforcement report, or to do some kind of a one off.
- Develop anonymized data sets we can provide to SSI prevention/mental health experts who are trying to understand and develop better prevention and support programs on the ground.
- Get ground truth on both signals we use in our algorithms and privacy protections we have so we can provide greater transparency and accountability here as well.

Finally, we have a group of experts with whom we engage regularly in various summits, roundtables, etc. They have been great champions of our work (though they also would love more insight, data,...) and it might make sense to create additional formality to this engagement as we have done with our “youth advisors”.

While I would not recommend you explicitly promise any of this to UK Minister Wright, I think you can say we understand the interest in greater transparency and accountability here and we are working to address this very cautiously given the sensitivities of the subject matter.

From: Joel Kaplan <[REDACTED]@fb.com>

Date: Wednesday, January 23, 2019 at 6:46 AM

To: Karina Newton <[REDACTED]@instagram.com>, Antigone Davis <[REDACTED]@fb.com>, Nick Clegg <[REDACTED]@fb.com>, [REDACTED]

[REDACTED]@fb.com>

Cc: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@fb.com>

Subject: Re: BBC

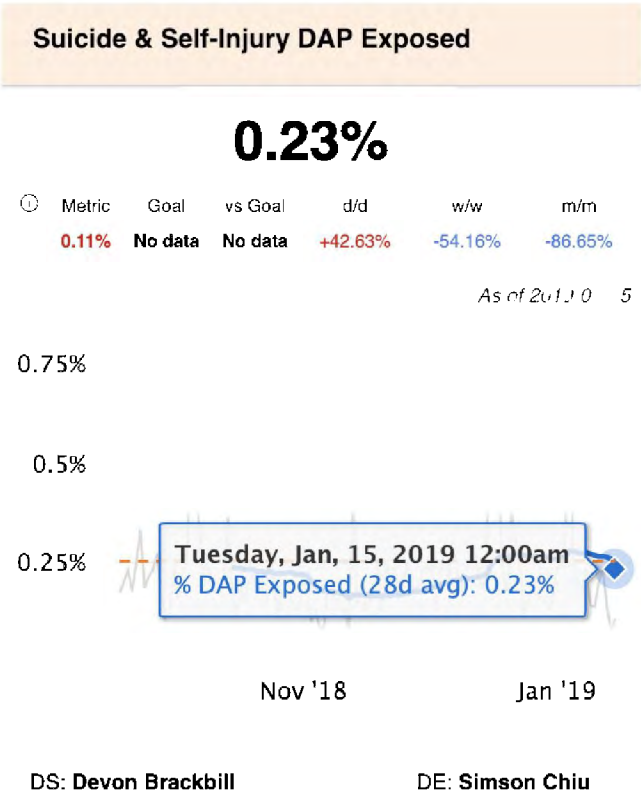
+ [REDACTED] and Nick

Thanks for this info, Karina—very helpful.

Is there anything that came up or out of the BBC story that we didn’t know, or identified a weakness in our policies/programs/processes that we weren’t aware of? Anything that is making us reconsider current practices?

From: Karina Newton [redacted]@instagram.com>
Date: Wednesday, January 23, 2019 at 10:25 AM
To: Joel Kaplan [redacted]@fb.com>, Antigone Davis [redacted]@fb.com>
Cc: [redacted]@instagram.com>, [redacted]@instagram.com> [redacted]@fb.com>
Subject: Re: BBC

Small update – on Q2, this is not the same as prevalence and it’s not anything we’ve reported or been public about before but so you have additional context, was just able to find percent of IG DAP exposed to Suicide & Self-Injury content (i.e. number of people who had an impression of policy-violating suicide & self-injury content--this measures promotion only, not admission/ideation) and it’s .23%. For comparison with other violating content issues, sexual solicitation is 1.59% and hate speech is 2.0%,



From: Karina Newton [redacted]@instagram.com>
Date: Wednesday, January 23, 2019 at 12:28 AM
To: Joel Kaplan [redacted]@fb.com>, Antigone Davis [redacted]@fb.com>

Cc: [REDACTED]@instagram.com>, [REDACTED]@instagram.com>, [REDACTED]@fb.com>

Subject: Re: BBC

Hi,

Answers in line but please let me know if you have any more questions and happy to chat through any of this before your meeting (will be up for another 2 hours at +[REDACTED]). I'm also attaching a policy email from [REDACTED] cced and in London, summarizing our efforts and status on the response. Comms doc for background: <https://fb.quip.com/2LXMAJB2BM8V>.

Karina

1.Can you please clarify for me exactly what type of self-harm/suicide content we remove v. that we keep up?

- Content that **promotes or glorifies eating disorders, self-harm or suicide violates our Community Guidelines**, and is removed when we are made aware of it - either through in-app reports from the Instagram community or through the technologies we have built to help us detect it.
- We encourage anyone who comes across content that they believe to be in violation of our Community Guidelines to report it using our in-app tools. We prioritize reports related to self-harm or suicide and have teams working 24/7 to review these reports.
- Because self-harm is a complicated and nuanced issue, especially for those that are suffering, we have worked with experts to ensure that our approach reflects that complexity and nuance. This is why **we allow content that consists of self-harm or eating disorder admission**. Rather than being removed, we place associated accounts into 'self harm checkpoints' which means that we send support resources to the account holder, prompting them with "how can we help" messaging, and offer localized support resources
- Vis a vis our content policies allowing SSI admission content to remain on our platform despite being disturbing and sometimes graphic, I think it's helpful to bring the point home to UK stakeholders that when people post this content it can be part of their recovery and documenting their struggle also can help them find communities of support. Showing that people like Luke (see below) are using Instagram in the effort to reduce suicide, particularly of men in the UK, may be good to mention.

COMMUNITIES OF SUPPORT AND SUICIDE/SELF-INJURY

- Mental health is a complex issue and we work closely with experts across the world to provide the Instagram community with support when and where they need it.
- We take reports of self-injury seriously. We do not allow content that promotes or glorifies eating disorders, self-harm or suicide and work hard to remove it.
- Enabling people to discuss their mental health journey or connect with others who have battled similar issues can be an important part of recovery, and we have partnerships with 40 helpline organizations around the world, including the Samaritans in the UK, to produce both in-app content and provide advice in our Help Center.
- Every day, we see people from all over the world use Instagram as a place to share their mental health journey and get support from the community.
- From dedicated accounts around an issue to unique hashtags adopted by awareness-raising groups, communities are helping to make mental illnesses that are often invisible to friends and family visible through photos and videos.
- For example:
 - In the UK men remain three times as likely to take their own lives than women ([Stat: Samaritans](#))

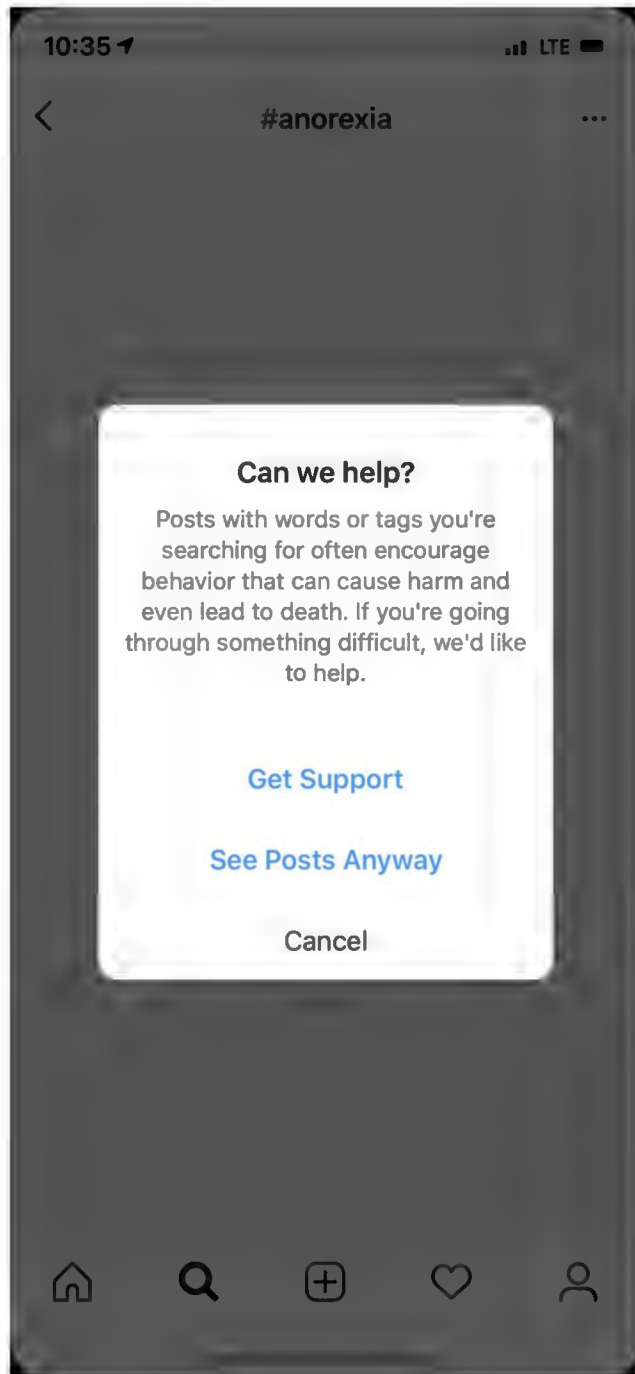
- in Halifax, Luke Amlber (@lukeambleruk) created #ItsOkayToTalk to reduce the stigma around talking about mental health after losing his brother-in-law Andy to suicide. His goal is to remove the stigma for men to talk about mental health with the aim of halving the rate of male suicide by 2021.
 - More on Luke:
 - <https://www.halifaxcourier.co.uk/news/luke-ambler-takes-itsoktotalk-message-to-prince-charles-1-8442659>
 - <https://www.theguardian.com/society/2016/aug/10/luke-ambler-itsokaytotalk-halve-male-suicides>
- Other community examples:
 - P Kay Ska (@kay_ska) posts about her mental health journey and has built a strong community of support online. She uses Instagram to document her 'healing journey' from an eating disorder, and empowers people to share their own stories.
 - Ashleigh Ponder (@balancednotclean) Ashleigh used Instagram to post pictures of her healthy, balanced meals as part of her recovery from an eating disorder and her followers became a vital support network during this time.
 - Connie Inglis (@my life without ana) uses Instagram as a tool to help in her recovery from anorexia and spread body positivity.

2.How much self-harm/suicide content are we finding proactively v. reactively? (do we have a percentage we are reporting?)

- We don't have prevalence or this proactive/reactive breakdown for IG SSI content.

3.What exactly are we doing with recommendations or algorithms with respect to self-harm/suicide content?

- We have long had systems in place to identify hashtags being used to share self-harm imagery and direct people to the appropriate resources. Hashtags containing content relating to self-harm, suicide and eating disorders that do not violate our Community Guidelines are added to our sensitive hashtag list. People looking at content will see a message offering support before they view any of this content. The messaging says, "Posts with words or tags you're searching for often encourage behavior that can cause harm and even lead to death. If you're going through something difficult, we'd like to help."

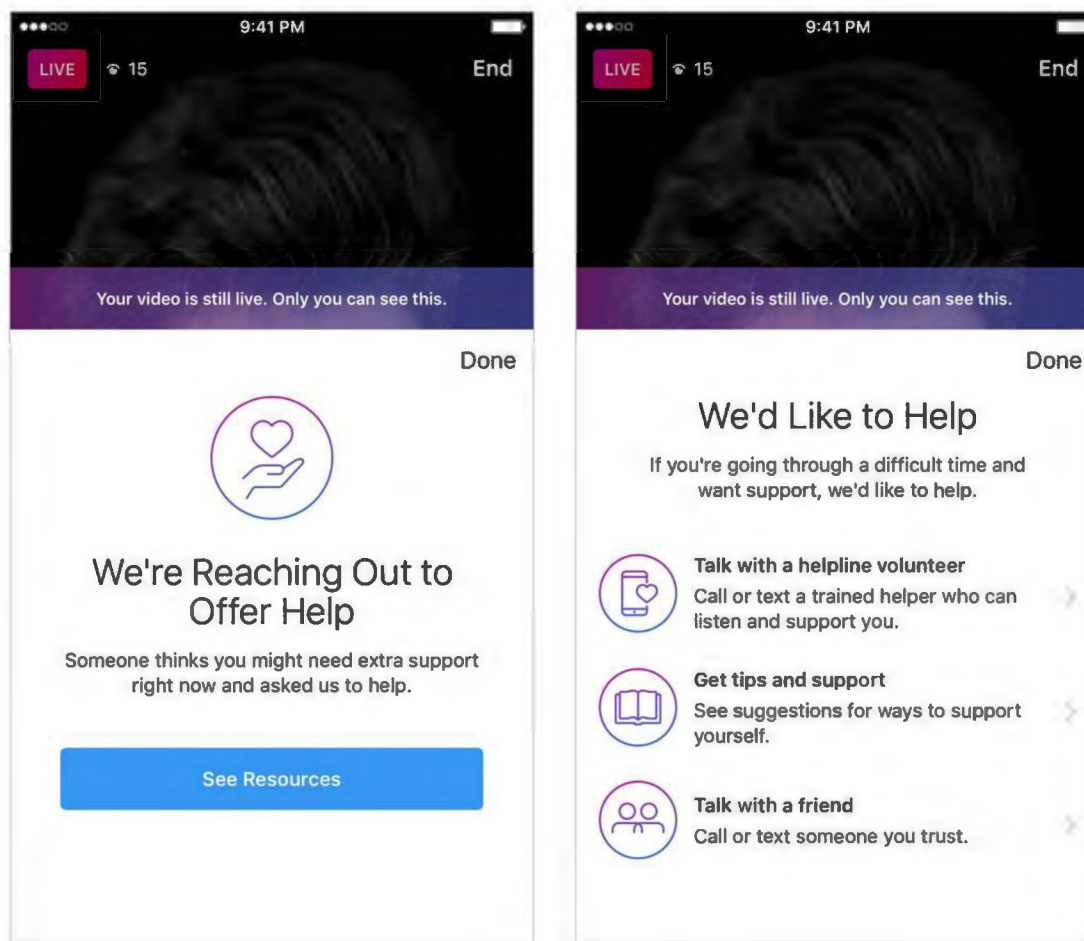


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- To strengthen these measures, around six months ago we launched a new hashtag auto-enrollment tool, which uses machine learning to automatically identify hashtags being used to share self-harm, self-injury and eating disorder imagery and adds them to either remove them or add them to the sensitive hashtag list (which triggers the pop up support message). That technology learns over time to recognize variations of a hashtag once it is banned to allow us to take the appropriate action.
 - You may remember the escalation last year when #DonaldTrumpJr was added to the SSI hashtag interstitial because of a false positive AI issue
- Instagram does not downrank feed posts based on any content classifiers (unlike FB).
- We have built filters that automatically remove offensive or bullying comments - and people can also create their own list of words or emojis they don't want to have appear in the comments section. When talking with mental health and eating disorder groups, this is the most utilized tool, as it allows people to filter out triggering words like “suicide” on their own posts which might be unique to each individual in recovery.
 - To set up manual filters go to “Filters” in the Comment Controls section: Tap “Manual Filter” and a field will appear to enter any words, phrases or emojis that you never want to see on your posts.

4.Are we using suicide detection AI and reporting to law enforcement on IG like we do on FB Live? If no, why not?

- We are not running proactive classifiers for SSI content on IG Live– will circle back with eng in the morning as I believe it’s being considered for expansion in 2019, but thus far IG AI classifier development has been focused on our most prevalent problems (nudity/pornography, opioid/drug sales, hate speech, bullying, etc).
- We prioritize reports related to self-harm or suicide and have teams working 24/7 to review these reports. If someone on Instagram sees a direct threat of suicide or self-injury, we encourage them to contact local emergency services immediately.
- We did launch an IG Live experience last year to offer support resources for those on IG Live who have been reported for SSI:
 - BEFORE: When IG Live content was reported for SSI, the next time the user would launch IG, they were prompted with our suicide prevention resources to get help
 - If we checkpointed someone while broadcasting, it terminated their broadcast in order to present them with support resources
 - The best resource for a person at risk is access to their friends, and if they are already engaged with friends through their broadcast, terminating the broadcast could easily do as much harm as good
 - AFTER: The new flow delivers support resources to users at risk of suicide while they're broadcasting, without taking them out of the live experience
 - If they dismiss the checkpoint, the SSI support resources icon appears, and a tooltip comes up
 - If they select an external resource e.g. “talk with a friend” their broadcast is paused and they can choose to end the broadcast
 - Those watching will also have access to resources for help



○

5. This document says we work with Papyrus in UK, but that is the main suicide prevention group interviewed in BBC program, and they basically say we don't do enough and implore us to take this seriously. Have we talked to them?

- We have reached out to Papyrus UK to open a dialogue about their comments and understand more.
- In addition, we briefed The Samaritans, a key UK policy partner who we link to in our in-app resources. They put a spokesperson for interview as part of the piece. They are much more balanced, and reflect positive efforts taken by Facebook & Instagram.
- A Minister at the Department for Health & Social Care gave a recorded interview for the piece, and we were able to provide extensive briefing to inform the interview. (To note: this was a Minister we had invited to IG's Well-Being Design Jam in London last fall and they proactively reached out to us for background info when contacted by the BBC).

Lastly, a summary of IG specific hashtag issues and actions around SSI:

We want to build a safer community on Instagram. We offer a number of tools for self-harm and suicide prevention, including:

- Reporting: Content that promotes or glorifies eating disorders, self-harm or suicide violates our Community Guidelines, and is removed when we made aware of it - either through in-app reports from the Instagram community or through the technologies we have built to help us detect it. We encourage anyone who comes across content that they believe to be in violation of our Community Guidelines to report it using our in-app tools. We prioritize reports related to self-harm or suicide and have teams working 24/7 to review these reports. If someone on Instagram sees a direct threat of suicide or self-injury, we encourage them to contact local emergency services immediately.
- Support Page: We also developed a support page that people will be directed to if they need support or access to resources. If someone reports an account to use that they are worried about, we will show the support page to that person the next time they log in to Instagram. This support page allows people to talk to a friend, contact a helpline, or find additional resources. We also offer the same page to the person who reported the account, so they are equipped to help the person they are concerned about. Depending on where someone is located, we have partnerships with over 40 helpline organizations around the world, including the Samaritans in the UK.
- Safety-specific hashtag interstitials: Hashtags containing content relating to self-harm, suicide and eating disorders that do not violate our Community Guidelines will be added to our sensitive hashtag list. People looking at content will see the same message offering support before they view any of this content. This list is updated daily. The messaging says, "Posts with words or tags you're searching for often encourage behavior that can cause harm and even lead to death. If you're going through something difficult, we'd like to help." There is then a link to get support.
- Identifying new hashtags: We have also developed a hashtag auto-enrollment tool, which uses machine learning to automatically identify hashtags that are being used to share self-injury and suicide content, and either remove them or add them to the sensitive hashtag list. That technology learns over time to recognize variations of a hashtag once it is banned to allow us to take the appropriate action.
- Making hashtags unsearchable: If certain hashtags are consistently being abused or if the hashtag itself inherently promotes self-injury, we will make it unsearchable.
- More action on sensitive hashtags: Once a hashtag is added to our sensitivity list, it cannot be recommended in-app via Explore or in feed and it will not appear on a related hashtags list. Hashtags such as #suicide #depression #battlescars #depressiongirl #harmingmyself and #selfharmerr have been added to the sensitivity list.

From: Joel Kaplan [REDACTED]@fb.com>

Date: January 23, 2019 at 7:30:45 AM GMT+1

To: Karina Newton <[REDACTED]@instagram.com>, Antigone Davis [REDACTED]@fb.com>

Cc: [REDACTED]@fb.com> [REDACTED]@instagram.com>

Subject: BBC

Per my earlier email to Karina and Antigone, I've now seen this helpful doc that was prepared for the BBC story. A couple follow-up questions, which would be very helpful before a meeting I have this afternoon at 3:30 Davos time with UK Minister Jeremy Wright.

1. Can you please clarify for me exactly what type of self-harm/suicide content we remove v. that we keep up?
2. How much self-harm/suicide content are we finding proactively v. reactively? (do we have a percentage we are reporting?)
3. What exactly are we doing with recommendations or algorithms with respect to self-harm/suicide content?
4. Are we using suicide detection AI and reporting to law enforcement on IG like we do on FB Live? If no, why not?

5. This document says we work with Papyrus in UK, but that is the mains suicide prevention group interviewed in BBC program, and they basically say we don't do enough and implore us to take this seriously. Have we talked to them?