

EXHIBIT 6

Message

From: Karina Newton [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=]
Sent: 4/22/2021 4:21:55 PM
To: [REDACTED] [REDACTED] [REDACTED]@fb.com]
BCC: Miki Rothschild [REDACTED]@fb.com]; Pavni Diwanji [REDACTED]@fb.com]
Subject: Re: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

Moving Miki and Pavni to bcc. Bullying is a different team and different problem space than SSI – I think both would be valuable to do dives on as they are both important to understand when it comes to the well-being space and youth.

For background, SSI is one of our hardest problems and more complicated than other problematic content areas for three main reasons: 1. content policy complexity (we allow people to share that they are struggling or having suicidal or self harm/injury thoughts but we don't allow people to glorify or encourage SSI. This is backed up heavily by experts – they feel strongly we shouldn't stigmatize mental health or those seeking help -- but it's simultaneously very difficult content to see and defend, especially for young people) 2. GDPR restrictions in the EU on how we can use technology to proactively detect what EU considers mental/health data 3. Nuance of content and machines to be able to understand context (ex. A photo of train track with a caption that says "it's time").

From: [REDACTED] [REDACTED] <[REDACTED]@fb.com>
Date: Thursday, April 22, 2021 at 9:08 AM
To: Karina Newton <[REDACTED]@fb.com>
Cc: Miki Rothschild <[REDACTED]@fb.com>, Pavni Diwanji <[REDACTED]@fb.com>
Subject: Re: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

Moving Miki & Pavni to bcc so we can plan

Hi Karina,

I just wanted to double check that this is not like the work that was presented on bullying, correct?

[REDACTED]

From: Pavni Diwanji <[REDACTED]@fb.com>
Sent: Thursday, April 22, 2021 8:42 AM
To: Miki Rothschild <[REDACTED]@fb.com>
Cc: Karina Newton <[REDACTED]@fb.com>; [REDACTED] [REDACTED] <[REDACTED]@fb.com>
Subject: Re: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

Yes let's do as lunch and learn so everyone can see the good work. Adding [REDACTED]

Pavni

Sent from my iPhone

On Apr 21, 2021, at 10:14 PM, Miki Rothschild <[REDACTED]@fb.com> wrote:

Hey Pavni, just following up on this.

[REDACTED] on my team pulled together a quick overview of the SSI picture when it comes to Search/Hashtags (summary deck). I believe [REDACTED] (CI PM) has a complementary view of the picture for our overall Integrity enforcement.

I'm happy to have them come to Lunch N' Learn, in addition to Bullying, or schedule time to share an overview. Let me know.

Thanks!
Miki

From: Pavni Diwanji <[REDACTED]@fb.com>
Date: Friday, April 16, 2021 at 11:42 AM
To: Karina Newton <[REDACTED]@fb.com>, Miki Rothschild <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>
Subject: Fw: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

<smaller group>

Are we doing proactive sweeps for self harm type content or just reactively nuking it when we have reports/stories like ssi? How effective are we?

How do I get uptospeed with our work in this area? And how do we start to think about even more stringent levels of content filtering?

If its easier to talk, we can setup time too..

I did some cursory related searches and found questionable things already...

Pavni

From: Justin Osofsky <[REDACTED]@fb.com>
Sent: Friday, April 16, 2021 11:17 AM
To: [REDACTED] <[REDACTED]@fb.com>; Sophie Vogel <[REDACTED]@fb.com>; John Pinette <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; Chris Norton <[REDACTED]@fb.com>; Rose Beaumont <[REDACTED]@fb.com>; Karina Newton <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; Pavni Diwanji <[REDACTED]@fb.com>; Miki Rothschild <[REDACTED]@fb.com>; Adam Mosseri <[REDACTED]@fb.com>; Vishal Shah <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; Liza Crenshaw <[REDACTED]@fb.com>; Vaishnavi J <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; Strategic Response Comms <[REDACTED]@fb.com>
Subject: Re: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

+ Adam, Vishal, Schumer for visibility

From: [REDACTED] <[REDACTED]@fb.com>
Date: Friday, April 16, 2021 at 11:12 AM

To: Sophie Vogel <[REDACTED]@fb.com>, John Pinette <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Chris Norton <[REDACTED]@fb.com>, Rose Beaumont <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Justin Osofsky <[REDACTED]@fb.com>, Pavni Diwanji <[REDACTED]@fb.com>, Miki Rothschild <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Liza Crenshaw <[REDACTED]@fb.com>, Vaishnavi J <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Strategic Response Comms <[REDACTED]@fb.com>
Subject: Re: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids
+ @Pavni @Miki for awareness.

From: Sophie Vogel <[REDACTED]@fb.com>
Date: Friday, April 16, 2021 at 11:10 AM
To: John Pinette <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Chris Norton <[REDACTED]@fb.com>, Rose Beaumont <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Justin Osofsky <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Liza Crenshaw <[REDACTED]@fb.com>, Vaishnavi J <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, Strategic Response Comms <[REDACTED]@fb.com>
Subject: Flagging: Sunday Mirror interview with Ian Russell - linked to IG Kids

Hi all,

Flagging an article we're expecting in this weekend's Sunday Mirror (UK), which will cover a mix of SSI issues. IG Kids will be the hook, using quotes from an interview they've done with Ian Russell, Molly Russell's father.

Details of the article:

- **IG Kids:**
 - The reporter has spoken to Ian Russell, who argued that Instagram needs to sort out existing safety issues before creating an app for younger kids. He said Instagram's moderation system is "unsafe" and still "way behind" what it should be. He called it "very disappointing" that kids can still "misuse platforms to communicate with dreadful posts, DMs and content".
 - The piece will also include comments from Andy Burrows from the NSPCC, who said Instagram is "still failing to protect its young users from harmful content" and that it's surprising we'd develop an experience for even younger children, when we're failing to manage grooming on Instagram now.

- **Suicide Squad Goes Missing:** It will also reference [this BBC piece](#) about an IG chat thread called 'Suicide Squad Goes Missing' between a group of girls – though we didn't find any discussion of SSI in the thread, and more relevant content was found on TikTok.
- **New SSI content:** The reporter also flagged new content "normalising self-harm" under the hashtags #cuttingmyself (64.9k posts), #selfharm (66.9k posts), and #MySecretFamily (20k posts). We have blocked all three hashtags and removed some content.

Our approach:

- We spoke with the reporter to push back on the 'Suicide Squad Goes Missing' chat + explained that any suggestion these girls were encouraging or discussing SSI in the chat would be inaccurate. She still plans to reference it, but confirmed this additional context would be reflected.
- We explained our classifier limitations in the UK / EU, and reiterated that we're speaking to local regulators and hope to roll out the full classifier soon [with the goal of putting some light pressure on regulators].
- We explained our SSI policies and confirmed we've blocked the hashtags + removed some content, but that some content didn't violate because it was people sharing their own mental health struggles.
- We also shared info about our recent teen safety features – including preventing adults from contacting u18s who don't follow them.
- We shared 3 on-record statements below:
 - One core statement to reiterate our SSI work and eagerness to roll out the full classifier soon.
 - On her request, we also provided our latest IG Kids statement, and our statement about the 'Suicide Squad Goes Missing' chat.
- We've drafted tweet options from Adam, depending on the angle and in case the piece attracts more attention and warrants a public response.

While we considered putting [REDACTED] forward for a call with the reporter, we ultimately felt it wouldn't have made a meaningful difference on the outcome. The reporter has a good understanding of our policies, but has her angle and content she wants to discuss and wasn't interested in focusing more on the classifier.

We'll share the piece when it lands.

Thanks
Sophie

Overall statement: "Mental health, suicide and self-harm are serious issues with devastating consequences, and our deepest sympathies are with anyone affected by them. We work closely with experts to develop our policies and, while we don't allow any graphic content, or content that promotes or encourages suicide or self-harm, we do allow people to talk about these issues and share their experiences, which can be an important way to ask for help. We direct anyone who searches for or shares content related to suicide or self-harm to local organisations, like Samaritans in the UK. We've developed sophisticated technology to help us find and take action on this content more quickly, and we hope our current discussions with government and regulators in the UK will result in us implementing this critical technology here. These issues are too important not to." - a Facebook company spokesperson

IG Kids statement: "Kids are already online, and want to connect with their family and friends, have fun, and learn. We want to help them do that in a safe and age-appropriate way, and find practical solutions to the ongoing industry problem of kids lying about their age to access apps. We're working on new age verification methods to keep under-13s off Instagram and have just started exploring an Instagram experience for kids that is age-appropriate and managed by parents. We agree that any experience we develop must prioritise safety and privacy, and we will consult with experts in child development, child safety and mental health, and privacy advocates to inform it. We also won't show ads in any Instagram experience we develop for people under 13." - *a Facebook company spokesperson*

'Suicide Squad Goes Missing' statement: "We're cooperating with the police on this important investigation. We reviewed reports but found no content that broke our rules, nor in fact any suicide or self-harm related content. We don't allow graphic content, or content that promotes or encourages suicide or self-harm, and will remove it when we find it. We'll continue to support the police and will respond to any valid legal request for information." - *a Facebook company spokesperson*