

From: Antigone Davis [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/████████████████████]
Sent: 2/1/2019 3:01:15 AM
To: Javier Olivan [██████████@fb.com]; Adam Mosseri [██████████@instagram.com]; Karina Newton [██████████@instagram.com]
CC: Joel Kaplan [██████████@fb.com]; Molly Cutler [██████████@fb.com]; Naomi Gleit [██████████@fb.com]; Monika Bickert [██████████@fb.com]; Kristina [██████████@instagram.com]; Nick Clegg [██████████@fb.com]; Guy Rosen [██████████@fb.com]; Caryn Marooney [██████████@fb.com]; Nell McCarthy [██████████@fb.com]; Max Eulenstein [██████████@fb.com]; Yoav Shapira [██████████@instagram.com]
Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

Responding: It is something we can discuss with our expert partners, the challenge is removal can be triggering, which is why discoverability has been preferred option BUT happy to revisit with them. Can't speak to product feasibility.

Adding what just sent to keep thread intact:

A few things to keep in mind for our discussion tomorrow:

- Removing the content can be shaming and triggering, maybe even more than seeing it.
 - While this is a complicated area, we do have experts who are willing to speak to the complicated issue, to our thoughtful approach,...
 - Since we launched our proactive classifiers in November 2017, we have worked with first responders on over 3500 wellness checks.
 - Below is a list of rescues, only a sampling, primarily on Live as we focused on gathering examples from Live. We only share ones already public:
1. UNITED STATES (6/4/18). In South Carolina, local TV and a news outlet reported "[Police Rescue Man Threatening Suicide on Facebook Live](#)." (Video segment included.) The man went Live announcing his plan to kill himself, but left the scene and was avoiding being found by first responders. We were able to use location information from the livestream to help local police locate the man in a wooded area, where he was found with towels tied into a rope, and transported him for help.
 2. INDIA (7/26/18). A minor in India was escalated to our team for making suicidal threats. The case was reported on by several major media outlets (India Times: [Facebook alerts Assam police, helps prevent suicide](#), First Post: [Assam Police prevents minor girl from killing herself after receiving alert from Facebook about her suicide post](#))
 3. UNITED STATES (5/5/17). A Georgia teen who [tried to commit suicide on Facebook Live](#) was saved after deputies were alerted by people watching the livestream, authorities say.
 - **CNN:** [Georgia girl OK after suicide attempt on Facebook, authorities say](#)
 - **Associated Press:** [Girl's tries to livestream suicide, but is saved by deputies](#)
 - **AP:** [Facebook Live of Georgia Teen's Suicide Actually Helped Police Save Her](#)
 - **USA Today:** [Teen attempts suicide on Facebook Live, saved by deputies](#)
 - **NBC News:** [Police Stop Teen Girl's Facebook Live Suicide Attempt](#)
 - **Fox News:** [Georgia teen's Facebook Live suicide attempt stopped just in time](#)
 - **CBS Bay Area:** [Deputies Rescue Teen Attempting Suicide On Facebook Live](#)
 - **The Telegraph:** [Macon teen's Facebook Live suicide attempt is stopped by deputies](#)
 - **The New York Post:** [Teen attempting suicide on Facebook Live saved by cops](#)
 - **New York Daily News:** [Georgia deputies save teen attempting to commit suicide on Facebook Live: 'The right people were watching'](#)
 - **Cosmopolitan:** [Girl's friends help rescue her after she attempted to take her own life on Facebook Live](#)



- **Mic:** [Police save teen's life after Facebook Live suicide attempt, thanks to concerned viewers](#)
 - **Daily Mail:** [Hero Georgia deputies save teen as she tries to kill herself on Facebook Live after viewers call 911](#)
 - **Heavy:** [Police Stop Facebook Live Suicide Attempt in Macon, Georgia](#)
 - **Breitbart:** [Police Save Teen from Facebook Live Suicide Attempt](#)
 - **Inside Edition:** [Teen Girl Rescued by Sheriff's Deputies After Attempting Suicide on Facebook Live](#)
 - **Crime Online:** [Facebook Live teen suicide stopped by concerned witnesses, including Facebook employees](#)
 - **Gazette Review:** [Georgia: Police Save Teen Who Attempted To Live Stream Her Suicide On Facebook](#)
 - **Sputnik International:** [Close Call Georgia Police Stop Teen's Attempted Suicide Shown on Facebook Live](#)
 - **Atlanta Journal Constitution:** [Deputies stop apparent suicide attempt on Facebook Live](#)
 - **Digital Journal:** [Police save Georgia teen attempting suicide on Facebook Live](#)
 - **13WMAZ:** [Central Ga. teen attempts suicide on Facebook Live, Facebook alerts deputies](#)
 - **Global News:** [Georgia girl's Facebook Live suicide attempt thwarted just in time](#)
 - **The Blaze:** [Police save girl livestreaming her suicide attempt on Facebook](#)
4. THAILAND (1/5/17). A friend sees a 28 yr old man attempting suicide on Live, reaches out to those nearby and the man is saved.
 - Bangkok Post: [Suicide attempt sent out on Facebook Live](#)
 5. FRANCE (1/21/17). An 18 year old girl broadcast her suicide attempt on Live, friends saw and reached out for help and the girl was saved.
 - Paris Match: [Elle tente de s'immoler par le feu en direct sur Facebook Live](#)
 6. UNITED STATES (1/17/17). A teen who saw another teen in Ohio attempting suicide on Live contacted police, who were able to intervene until medics could arrive. Teen lived.
 - Springfield News-Sun: [Clark County teen live streams suicide attempt](#)
 7. HONG KONG (1/17/17). A 28 year old model attempted suicide on Live. Users reached out and authorities arrived in time to save her.
 - AsiaOne: [Hong Kong model live streams suicide attempt on Facebook](#)
 8. SWEDEN (5/22/17). CO flagged a Live video depicting a man cutting himself with a razorblade and stating his desire to die for LERT. LERT escalated the case and Swedish LE were able to locate the user and successfully intervene.
 - Here is the message we received from the National Police: *"We received this information from Facebook yesterday. We tracked the person who had the account and could take action to prevent him from injuring himself. A big Thank You to the people on Facebook who discovered what happened and then contacted us. I do not have the name of the one who gave us the information. We who work as SPOC against Facebook would be grateful if you have the opportunity to give thanks to those involved in this case."*
 9. CANADA (4/27/17). A user appeared to be threatening suicide on Instagram Live with other users encouraging the act. FB contact law enforcement in Canada and the user was saved by the police and taken to the hospital.
 10. BRAZIL (4/19/17). We received a report regarding a user who posted a suicidal note on her timeline. LERT contacted the authorities in the juvenile's jurisdiction and received a note that the minor was found safe.
 11. NEW YORK (4/15/17). Monroe County police department from New York received a call from a concerned user who described another user on Facebook Live cutting her wrists. Facebook provided law enforcement with the last location of the user and she was found alive and provided with medical assistance.
 12. ISRAEL (4/14/17). A user reported a suicide video posted to an Israeli female's profile depicting her consuming large number of pills. LERT proactively reported this incident to local authorities

and because of this report, the young girl was found at her home and was transferred for medical treatment.

- Following this report, we received the following update from Israeli law enforcement *"Dear Facebook Team. Thanks to the information that was received from you, the young girl was found last night at her home safe and healthy and was transferred for medical treatment. thank you!"*

13. BRAZIL (4/12/17). The Brazilian government sent an emergency report to LERT regarding a user who served in the military police whose posts indicated that he was attempting suicide. The officers were trying to locate the individual who stated that he will kill himself and already had cut himself with a knife. We assisted the police by providing the location related information and received a thank you note about the user being located.
14. UNITED STATES. In Indiana, there was a case involving a man who was on Facebook Live in his car with a gun, expressing intent to commit suicide and was shown on the video talking on the phone saying goodbye to his family, including his child. In this case we contacted emergency responders to let them know the situation was ongoing, self-harm appeared imminent, and also warn them the person had a gun. Fortunately, they were able to locate the user before he harmed himself and transport him to a hospital.
15. UNITED STATES. In Alabama, our systems proactively detected and incident regarding a woman who was on Facebook Live with a knife, expressing intent to commit suicide and saying goodbye to friends and family. We were able to contact first responders who reached the woman and were able to transport her to the hospital before she harmed herself.
16. UNITED STATES. In another case in New Jersey, there was only written content expressing suicidal intentions and stating that the person was hearing voices telling him to kill his girlfriend and children and that he was getting knives to do it as they were close by. We contacted emergency responders who were able to locate the person and transport him for mental health support, as well as securing the welfare of the woman and her children who were being threatened.

From: Javier Olivan <[REDACTED]@fb.com>

Date: Friday, February 1, 2019 at 3:53 AM

To: Adam Mosseri <[REDACTED]@instagram.com>, Karina Newton <[REDACTED]@instagram.com>

Cc: Joel Kaplan <[REDACTED]@fb.com>, Molly Cutler <[REDACTED]@fb.com>, Naomi Gleit <[REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>, Kristina [REDACTED] <[REDACTED]@instagram.com>, Nick Clegg <[REDACTED]@fb.com>, Guy Rosen <[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>, Antigone Davis <[REDACTED]@fb.com>, Nell McCarthy <[REDACTED]@fb.com>, Max Eulenstein <[REDACTED]@fb.com>, Yoav Shapira <[REDACTED]@instagram.com>

Subject: RE: URGENT: Ian Russell - right of reply - ITV This Morning

Hey guys,

throwing an idea that could be simple to implement / might help on both ends:

If the argument for leaving is to help the person in distress (when friends see it, they can help), how long is reasonable to keep? – e.g. I assume the value of potential help diminishes over time after the post. Is there a policy version that says keep for x days? That would allow for friends to help the person in distress, but eliminates the content after a bit, mitigating the problem of inspiring self harm to others.

javi

From: Adam Mosseri <[REDACTED]@instagram.com>

Sent: Thursday, January 31, 2019 5:58 PM

To: Karina Newton <[REDACTED]@instagram.com>

Cc: Joel Kaplan <[REDACTED]@fb.com>; Molly Cutler <[REDACTED]@fb.com>; Naomi Gleit <[REDACTED]@fb.com>; Monika Bickert <[REDACTED]@fb.com>; Kristina [REDACTED] <[REDACTED]@instagram.com>; Nick Clegg <[REDACTED]@fb.com>; Guy Rosen <[REDACTED]@fb.com>; Javier Olivan <[REDACTED]@fb.com>; Caryn Marooney <[REDACTED]@fb.com>; Antigone Davis <[REDACTED]@fb.com>; Nell McCarthy <[REDACTED]@fb.com>; Max Eulenstein <[REDACTED]@fb.com>; Yoav Shapira <[REDACTED]@instagram.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

Karina and I caught up, sounds like things are escalating quickly. Adding Max and Yoav as they're responsible for integrity work on Instagram broadly.

One thing that is important for everyone to understand is that we cannot technically remove all SSI content from Instagram, both because the classifiers are far from 100% recall and because they're trained on violating content, which I'm sure is a smaller set of what the outside world will see as SSI. We are roughly a year away from being able to even consider this, and if we make this promise and don't deliver it'll set us back, not forward.

Separate from the PR fire, which I appreciate is at an 11 at this point, we do believe we should make a number of changes on the Instagram side, including:

Redacted for Privilege

2. Removing content we believe with reasonable confidence is SSI (admission or promotion even though admission content does not violate our community guidelines) in contexts where you cannot see the caption / see that it is admission and not promotion. These surfaces include hashtag pages, search and Explore. It's important to understand that we won't catch all of this content because recall is far from 100%.
3. Mark imagery that we believe is SSI in whatever contexts it does exist in as 'sensitive,' which means it will be blurred and a user will have to tap on it, understanding it's sensitive, before viewing. We plan to start this on Tuesday for reported SSI, be can to expand to classified SSI. Again, this will only cover content that our classifiers catch, which won't be all strict SSI or perceived SSI.

I also want to make sure everyone understands what we already do on Instagram:

- We reduce the visibility (down rank) the content from anyone who has posted anything that violates our guidelines in all recommendation surfaces (Explore, Hashtags, Search) for 14 days.
- We look at the content of hashtags (we have ~1.2 billion) and if 30% or more of the content violates our policies we block the hashtag from typeahead and search and all recommendations.
- We take down any content reported as SSI that is promotional as you'd expect
- We, as of this week, are proactively reviewing content that may be SSI based on a classifier and operations

Beyond these measures I think it's probably a good idea for us to revisit the policy of leaving up admission SSI. It sounds like some people think this is clearly supported by medical professionals and experts, and some people say those groups disagree. Regardless of where we end up we need to have third party advocates that can back up our position publicly. We also need to think through what more we can do at the actor level (looking closely at accounts that consume a lot of SSI or search for it or post it).

Generally these issues are super complicated, so it might be good to get a subset of this group on a VC first thing tomorrow given how late it is in the UK right now.

Adam

On Jan 31, 2019, at 5:30 PM, Karina Newton <[REDACTED]@instagram.com> wrote:

+ Adam and Kristina, Adam can speak to the product limitations

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

Date: Thursday, January 31, 2019 at 5:07 PM

To: Molly Cutler <[REDACTED]@fb.com>, Naomi Gleit <[REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>

Cc: Nick Clegg <[REDACTED]@fb.com>, Guy Rosen <[REDACTED]@fb.com>, Javier Olivan <[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@instagram.com>, Antigone Davis <[REDACTED]@fb.com>, Nell McCarthy <[REDACTED]@fb.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

+ Antigone and Nell

I also think it's worth understanding the degree to which the product limitations (how good we are in the near-term at preventing discoverability by impressionable teens) changes the equation Molly highlights below. In other words, while the benefits of leaving SSI content up (facilitating rescue) remains constant, the risks of inspiring copycat behavior would seem to increase or decrease based on our technical capacity to limit searchability/discoverability. If we are perfect at preventing teens (and pre-teens) from discovering this content, then the benefits of facilitating rescue would surely seem to outweigh the costs. If we aren't able to limit discoverability at all, maybe the risks of inspiring copycats outweighs the benefits. Presumably we are somewhere between those two states right now, and on a path to get closer to the former state.

A variation of Molly's option (1) below might be: "Temporarily remove all known SSI content while we consult with experts on our policies AND dramatically improve our ability to minimize discoverability."

From: Molly Cutler <[REDACTED]@fb.com>

Date: Thursday, January 31, 2019 at 7:44 PM

To: Naomi Gleit <[REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>

Cc: Nick Clegg <[REDACTED]@fb.com>, Guy Rosen <[REDACTED]@fb.com>, Javier Olivan <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@instagram.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

I am planning to cover this in tomorrow's Strategic Response (formerly "Escalations") meeting.

I don't think that it's clear that these product mitigations will address the core criticism, which is focused on our policy approach. I think that there is a disagreement about whether the benefits of leaving SSI content up—facilitating rescue—outweigh the risk of inspiring copycat behavior. We have experts who say it does, but they aren't (or aren't effectively) communicating this publicly, and there are many people who deeply disagree.

Options I've heard:

1. Temporarily remove all known SSI content while we revisit our policies with a wider set of experts (addresses criticism, but maybe introduces new concern/criticism that we are making it harder for people to express that they need help)

2. Made it harder to search for SSI content (in progress, but doesn't eliminate criticism of this content)
3. Make sure that we are running best-possible classifiers (in progress, but doesn't eliminate the criticism)

From: Naomi Gleit <[REDACTED]@fb.com>

Date: Thursday, January 31, 2019 at 4:38 PM

To: Monika Bickert <[REDACTED]@fb.com>

Cc: Nick Clegg <[REDACTED]@fb.com>, Guy Rosen <[REDACTED]@fb.com>, Javier Olivan <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>, Molly Cutler <[REDACTED]@fb.com>, Karina Newton <[REDACTED]@instagram.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

I know guy is travelling so chiming in. I know the plan is #1 and #2 below – Karina can you share the latest on #1?

1. Today, Karina (on Instagram Policy) is going to compile an update of the short term firefighting (eg blocking hashtags).
2. Going forward, Zain (PM on SSI) will compile timelines and updates on longer term work (e.g., expanding classifiers).

From: Monika Bickert <[REDACTED]@fb.com>

Date: Thursday, January 31, 2019 at 4:01 PM

To: Naomi Gleit <[REDACTED]@fb.com>

Cc: Nick Clegg <[REDACTED]@fb.com>, Guy Rosen <[REDACTED]@fb.com>, Javier Olivan <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>, Molly Cutler <[REDACTED]@fb.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

Disrupting discoverability is key. If we can massively block any SSI content in search results, we can keep teens (and journalists and regulators!) from stumbling on this content while still helping at-risk people who post this content to get support.

Our teams are working collaboratively on that already — we can see if there is more we can do to be even more aggressive there.

Sent from my iPhone

On Jan 31, 2019, at 6:44 PM, Naomi Gleit <[REDACTED]@fb.com> wrote:

+ molly

Re: “do you have any thoughts on what we could urgently create a fire break in this?”

From: Nick Clegg <[REDACTED]@fb.com>

Date: Thursday, January 31, 2019 at 3:05 PM

To: Guy Rosen <[REDACTED]@fb.com>, Monika Bickert <[REDACTED]@fb.com>

Cc: Javier Olivan <[REDACTED]@fb.com>, Naomi Gleit <[REDACTED]@fb.com>, Joel Kaplan

<[REDACTED]@fb.com>, Caryn Marooney <[REDACTED]@fb.com>

Subject: Fwd: URGENT: Ian Russell - right of reply - ITV This Morning

Guy, Monika

A week's headlines on such an emotive issue - where no one understands our nuanced and/or incomplete holding answer - is of course deeply damaging. I doubt the Govt has any choice left now - they will need to regulate more heavily one way or another.

Before we take this to Mark and Sheryl - which given the scale of this we really should - do you have any thoughts on what we could urgently create a fire break in this?

Thx

N

Get [Outlook for iOS](#)

From: Chris Norton <[REDACTED]@fb.com>

Sent: Thursday, January 31, 2019 12:55 pm

To: Nick Clegg; Monika Bickert

Cc: Debbie Frost; Antigone Davis; Joel Kaplan; Kristina [REDACTED]

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

I'm raising this up again I'm afraid.

We had yet another day where this led the BBC news (see attached email summary). That's a whole week of negative headlines, front pages and evening news. The policy rationale that we need to leave self-harm content up because it is a cry for help is not landing at all in the current environment. No third parties are coming out to support this position.

We come across as not caring and only interested in the money.

I believe we need a hand break moment where we say we will remove all self-harm images while we review our policies. If experts believe we should leave some of it up then they can make that case, and we can include their views in the review.

I'm sorry to be blunt but our current approach is doing immense damage to the Instagram brand and is making the case for draconian regulation.

Chris

From: Nick Clegg <[REDACTED]@fb.com>

Date: Wednesday, January 30, 2019 at 6:33 PM

To: Monika Bickert <[REDACTED]@fb.com>

Cc: Chris Norton <[REDACTED]@fb.com>, Debbie Frost <[REDACTED]@fb.com>, Antigone Davis <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>

Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

Thx – I hear what you say. Let's discuss. Policy rigour without public support on highly sensitive issues is difficult to sustain...

N

From: Monika Bickert <[REDACTED]@fb.com>
Date: Tuesday, January 29, 2019 at 5:48 PM
To: Nick Clegg <[REDACTED]@fb.com>
Cc: Chris Norton <[REDACTED]@fb.com>, Debbie Frost <[REDACTED]@fb.com>, Antigone Davis <[REDACTED]@fb.com>, Joel Kaplan <[REDACTED]@fb.com>
Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning

Adding Joel for visibility

On Jan 29, 2019, at 7:27 PM, Monika Bickert <[REDACTED]@fb.com> wrote:

Continued reassurances to a review of our full approach makes sense to me. I know we want to keep parents happy (I'm the mother of two teenagers, so I definitely get it!) and the public too.

Still, I want us to make sure we are keeping in mind that the most important thing is to do what's right for safety, even when it's difficult.

We often have competing interests to consider with our policies. Sometimes, like here, it's what is best for the viewer versus what is best for the poster. Most people in the UK public are viewers, and they are understandably focused on the sensitivities of the viewer.

Our responsibility has to be broader. We have to understand what it is like for the minority of people *posting* this content what we need to do to keep them safe. That's not a natural role for most of us — we are so lucky in that respect. And that's why we work with experts who can help us understand why it is so important to give these people a voice.

I would be very uncomfortable moving a safety-based policy without a significant change of heart from the many experts who advise us.

Antigone is much closer to those experts than I am, though, and she may have other thoughts.

Sent from my iPhone

On Jan 29, 2019, at 6:44 PM, Nick Clegg <[REDACTED]@fb.com> wrote:

We must repeat that we will do whatever it takes to do all we can to keep vulnerable teenagers safe - incl changing our approach to these images as part of the review we've started.

Get [Outlook for iOS](#)

From: Chris Norton <[REDACTED]@fb.com>
Sent: Tuesday, January 29, 2019 3:27 PM
To: Monika Bickert
Cc: Nick Clegg; Debbie Frost
Subject: Fwd: URGENT: Ian Russell - right of reply - ITV This Morning

Hi Monika

I'm sorry to share these images and I know your team do amazing work. But I'm really worried that the line we are drawing on what self harm content is allowed is in the wrong place. The father of Molly Russel is on the tv sofas tomorrow and they have shared new images with us, all of which CO say are allowed as they count as 'admission'. I know the rationale behind this, but we will lose the public on this as it just isn't what people want their children to be able to find.

I know we are reviewing the policies, but I wonder what else we can do to move the line in the interim.

This is causing us massive damage in the U.K.

Chris

From: Vicky [REDACTED]
Sent: Tuesday, January 29, 2019 8:04:50 PM
To: Ali [REDACTED]; Stephanie [REDACTED]; Chris Norton; Lena Pietsch; Emma [REDACTED]; Max [REDACTED]; co-presc; Laura [REDACTED]
Cc: Karim [REDACTED]; Dave [REDACTED]
Subject: URGENT: Ian Russell - right of reply - ITV This Morning

Ian Russel is on ITV This Morning at 1030am UK time tomorrow.

The producer has just messaged me and below are the points that came up in his research chat about Instagram below.

We have a right of reply and can provide a comment but they need it by 930am tomorrow morning.

Attached are some images their researchers found they say, within a couple of minutes and 'simple searching'. They'd like our comment to include the reason why these are still up, why there are so many and what

we're doing about it. CO - please can you urgently look at these images / loop in the relevant on call team.

Current task number: T39425606

The producer has also said they think people looking to promote self harming seem to know how to get around it - with hashtags like #selfharmmm with three m's so images and posts aren't flagged. They are asking if Instagram and Facebook are aware of this.

Ian or his solicitors also said this evening they haven't received a letter from anyone at Facebook or Instagram yet – they want confirmation it has been sent and so we should definitely include where we sent that to.

IAN'S RESEARCH CHAT POINTS:

WHAT DO YOU THINK OF SOCIAL MEDIA

ALGORITHMS?: Ian believes algorithms pushed Molly into a dark corner of the internet. IAN SAYS: ***"We've seen Pinterest and Instagram and it's difficult to learn where Molly was led but she was led into a dark corner. Once you've looked at a search term, the more it will appear in your feed."***

HOW DID YOU FIND THE MATERIAL ON

INSTAGRAM?: Ian says he went looking for it to answer questions. IAN SAYS: ***"It was around a week or two after Molly had passed. It left us with so many questions and we were looking for answers as to why. We know we'll never know all the answers, but you quite naturally do a quest to answer them. I checked the accounts Molly was following and there it was hiding in plain sight. We went to one account Molly was following and what we found was just horrendous. They seemed to be completely encouraging of self-harm, linking depression to self-harm and to suicide, making it seem inevitable, normal, graphically showing things like cutting, biting, burning, bruising, taking pills."***

HAVE INSTAGRAM TAKEN OWNERSHIP?:

Ian says up until this week Instagram and Facebook hadn't taken ownership. IAN SAYS: ***"Nick Clegg (former deputy PM and now Facebook's new global affairs chief) reacting to my claims about self-harm images on Monday was encouraging. As was Health Secretary Matt Hancock when he wrote letters to tech companies like Facebook and Instagram in the last week saying they will be banned if they fail to act over suicide"***

content. But the proof will be in the pudding, the results will show when the dangerous content that leads people to take their own lives is removed and that will be the best apology I will accept from Instagram, instead of them saying sorry for a 'disturbing material which lead to a distressing situation.'"