

Short Message Report

Conversations: 1	Participants: 3
Total Messages: 10	Date Range: 3/7/2023

Outline of Conversations



NODISPLAY • 10 messages on 3/7/2023 • Adam Mosseri <[REDACTED]@s.whatsapp.net> • Chris Cox <[REDACTED]@s.whatsapp.net>

Messages in chronological order (times are shown in GMT +00:00)

-  **NODISPLAY**
- # Adam Mosseri <[REDACTED]@s.whatsapp.net> 3/7/2023, 8:29 AM
FYI as you go into the Comms blank slate I am a little worried Mark has it in his head that we shouldn't have app comms teams. I'm not exactly sure his motivation, but if it's that he thinks they slow down product it's important you know that's not the case. The Legal team [REDACTED] **PRIV**
If it's instead that he doesn't want other spokespeople or wants to control the message more himself, that's tougher. I do think though that David has done a remarkable job evolving the app comms teams from traditional comms to working through creators and modernize the work
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 4:54 PM
We did the comms blank slate yesterday. David and I made the case to preserve as much as the app team dedicated comms headcount as possible, and made these points.
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 4:54 PM
Mark is still worried about channel conflict with his own voice, but I think we'll end up keeping most of the teams intact.
- # Adam Mosseri <[REDACTED]@s.whatsapp.net> 3/7/2023, 5:05 PM
for me it calls into question all the spokesperson work I do a little bit. David thinks it's important and wants me to do more, but it would be good to know if Mark isn't comfortable with other spokespeople
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 5:05 PM
He hasn't mentioned you by name. You should keep doing it but at some point have a conversation with you 1:1. I think it's quite valuable and important especially given Instagram's users
- # Adam Mosseri <[REDACTED]@s.whatsapp.net> 3/7/2023, 5:12 PM
yeah, I'll bring it up with him next time we're 1:1. I just don't feel like I understand where his head is at. Is it that he doesn't see value? worried it undermines him? I just don't have an informed take
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 10:19 PM
I think that buys us a few points of IG teens
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 10:20 PM
In the US
- # Chris Cox <[REDACTED]@s.whatsapp.net> 3/7/2023, 10:20 PM
Think about how many engineers we throw at two points of IG teen growth
- # Adam Mosseri <[REDACTED]@s.whatsapp.net> 3/7/2023, 10:21 PM
Glad you brought that up