Message

From: Nick Clegg [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN[redacted]
Sent: 2/3/2019 10:30:46 PM
To: Karina Newton [[redacted]@instagram.com]; Antigone Davis [[redacted]@fb.com]; Naomi Gleit [[redacted]@fb.com]; Guy Rosen [[redacted]@fb.com]
CC: Adam Mosseri [[redacted]@instagram.com]; Joel Kaplan [[redacted]@fb.com]; Molly Cutler [[redacted]@fb.com]; Monika Bickert [[redacted]@fb.com]; Kristina [redacted] [[redacted]@instagram.com]; Javier Olivan [[redacted]@fb.com]; Caryn Marooney [[redacted]@fb.com]; Nell McCarthy [[redacted]@fb.com]; Max Eulenstein [[redacted]@fb.com]; Yoav Shapira [[redacted]@instagram.com]; Chris Norton [[redacted]@fb.com]; Tucker Bounds [[redacted]@fb.com]; Tim [redacted] [[redacted]@fb.com]; Rebecca [redacted] [[redacted]@fb.com]; Richard Allan [[redacted]@fb.com]
Subject: Re: URGENT: [redacted] - right of reply - ITV This Morning
Attachments: image001.png; image002.png

Latest text from Hancock:

"Will do. Agree Thurs is best. That's also when the CMO is launching her guidance so it all fits together. My main asks will be about removing pro-suicide material and self harm material - as fb have so effectively done with terrorist material - and also proper enforcement of your own ts & cs on age. M"

So he won't seek to attend our meeting tomorrow, but looks forward to a meeting with Adam on Thurs.

I have of course sought to explain several times to him the difference betw terrorist content and self harm/suicide material. There is quite a job to do to explain to him – and other folk like the UK Children's Commissioner and the Chief Medical Officer (the latter holds a lot of credibility) – what our current policies are, the enforcement issues on IG, what we're doing now, and what we plan to do longer term.

Thanks to everyone for the considerable effort in the last few days – let's hope we can turn a corner this week.

N

From: Nick Clegg <[redacted]@fb.com>
Date: Sunday, February 3, 2019 at 7:02 AM
To: Karina Newton <[redacted]@instagram.com>, Antigone Davis <[redacted]@fb.com>, Naomi Gleit <[redacted]@fb.com>, Guy Rosen <[redacted]@fb.com>
Cc: Adam Mosseri <[redacted]@instagram.com>, Joel Kaplan <[redacted]@fb.com>, Molly Cutler <[redacted]@fb.com>, Monika Bickert <[redacted]@fb.com>, Kristina [redacted] <[redacted]@instagram.com>, Javier Olivan <[redacted]@fb.com>, Caryn Marooney <[redacted]@fb.com>, Nell McCarthy <[redacted]@fb.com>, Max Eulenstein <[redacted]@fb.com>, Yoav Shapira <[redacted]@instagram.com>, Chris Norton <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Tim [redacted] <[redacted]@fb.com>, Rebecca [redacted] <[redacted]@fb.com>, Richard Allan <[redacted]@fb.com>
Subject: Re: URGENT: [redacted] - right of reply - ITV This Morning

As agreed I have been in touch with Matt Hancock, UK Minister (Sec of State) for Health, this weekend:

- He would be happy to join our session of experts tomorrow, diary permitting.

PLTF EX
PLTF EX-00423

- He would be happy to meet Adam Mosseri later in the week, diary permitting.

I have suggested to him that meeting Adam will be of greater value to him than the meeting of experts, following late advice to steer him away from that.

Rebecca – I have said his office should liaise with you to explore details etc.

Separately, he has stressed that the Chief Medical Officer will be reporting on the need for a "duty of care" on social media companies this week and that he will want to be guided by her expert advice on children and social media. The Children's Commissioner has already, according to the press, pronounced against our approach.

We have our experts, they have theirs...

From: Karina Newton <[redacted]@instagram.com>
Date: Friday, February 1, 2019 at 12:06 AM
To: Antigone Davis <[redacted]@fb.com>, Naomi Gleit <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Guy Rosen <[redacted]@fb.com>
Cc: Adam Mosseri <[redacted]@instagram.com>, Joel Kaplan <[redacted]@fb.com>, Molly Cutler <[redacted]@fb.com>, Monika Bickert <[redacted]@fb.com>, Kristina [redacted] <[redacted]@instagram.com>, Javier Olivan <[redacted]@fb.com>, Caryn Marooney <[redacted]@fb.com>, Nell McCarthy <[redacted]@fb.com>, Max Eulenstein <[redacted]@fb.com>, Yoav Shapira <[redacted]@instagram.com>, Chris Norton <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Tim [redacted] <[redacted]@fb.com>
Subject: Re: URGENT: [redacted] - right of reply - ITV This Morning

For level setting, here is what has been implemented or is immediately underway in the ASAP/FIREBREAK category (more details in our ground truth quip: https://fb.quip.com/GiI9A2eZpCa3) along with some early results.

Action: Stop Recommending SSI Accounts

Problem Action is Solving: When people follow SSI accounts, they were recommended similar SSI accounts they might like to follow.

Details: We discovered our Accounts You Might Like (AYML) was not filtering what accounts were eligible to be recommended to follow. We are now excluding any account that has been checkpointed for SSI or had SSI content taken down in the last 30 days from being eligible to be recommended to follow.

Results: Stopped 7.3 Million accounts from being recommended

Action: Stop Recommending Content from Accounts that have posted SSI recently

Problem Action is Solving: Reducing reach and discoverability of content from accounts that post SSI.

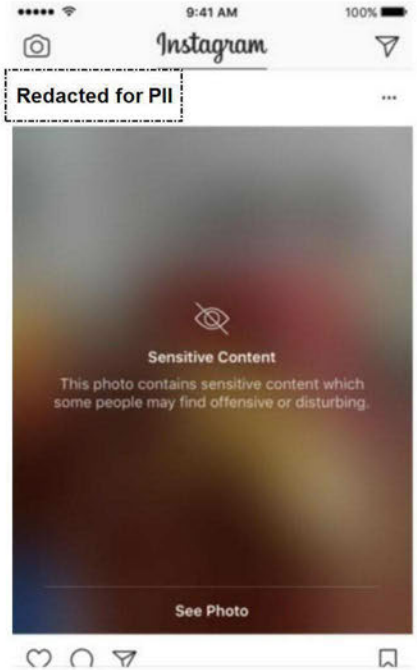
Details: We now have filters in place to exclude any account that has been checkpointed for SSI or had content taken down in the last 14 days from being eligible have content surfaced in Explore or in the "Top" section of Hashtag pages.

Results: TBD

Action: Blur Cutting images

Problem Action is Solving: Instagram has a "grid" view of images in our recommended surfaces, showing images of cutting and self-mutilation without the context of a caption.

Details: We expanded our policy of when we overlay a "Mark As Sensitive" (MAS) warning screen on top of an image or video to now blur any post when more than one cut of self-mutilation is present. We will also provide SSI resources through a checkpoint for authors who posted this content. Our teams will conduct sweeps to apply sensitivity treatment (blurred/eye overlay) to content for SSI-associated hashtags beginning 2/5 and these images will also be shown as blurred in Explore and Hashtag pages. Contractor resources to support this are confirmed from Safety and Markets.

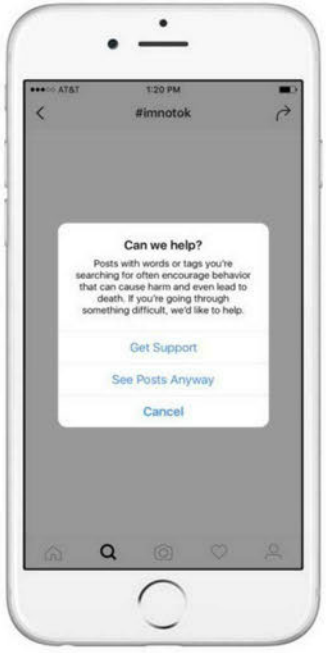


Results: TBD (Goes Into Effect 2/5)

Action: Proactively Sweep SSI Hashtags and Action At a Lower Threshold

Problem Action is Solving: Reduce discoverability of SSI hashtags and increase the number of SSI hashtags that receive SSI resource pop-up interstitial asking "Can We Help?"

Details:
Changed hashtag actioning policy for SSI to increase number of SSI hashtags we block and stop typeahead search for, in addition to increasing the number of hashtags that pop-up the SSI resources interstitial.



- Hashtag sweep was sourced from the top 80% of actioned content in the last 90 days associated with a hashtag
- Hashtag Guidance (In order of precedence):
    - IF Hashtag is >30% admission content THEN Mark as Sensitive (triggering pop-up "Can We Help?" message)
    - IF Hashtag is >30% promotion content THEN Mark as Top Only (reducing visibility of most content added to hashtag)
    - IF Hashtag has a single Promotional Post in Top Posts THEN Block (blocks search of hashtag and any typeahead search results)

Results:

- 50% decrease in average number of content per un-actioned hashtags as a result of hashtag sweeps
- ~1500 hashtags identified: 30% marked as sensitive, 3% blocked

Action: Safety Consultation With Experts

Problem Action is Solving: We have been criticized in the press for allowing graphic SSI content in our product experience and for not doing enough to reduce its discoverability.

Details: We need to ensure our policies, enforcement and product experience is guided by expert advice and counsel and that our expert advisors are able to speak to and validate our comprehensive approach and response to this issue. Goal is to walk away from the meeting with the experts and organizations validating what we are doing (and make changes per their recommendations) such that we can carry that validation out publicly if needed.

- Meeting set up with: Samaritans, Centre for Mental Health, Papyrus, Save.org, Lifeline, and Oxygen to review policies, proposed new product experiences, and this specific case
- We will:
  - Share the issues that were raised and the content/underlying that fueled the issues raised
  - Walk them through the policy decisions related to that content and the product experience
  - Walk them through the planned updates to address
  - Ask them for feedback

Results: TBD (Meeting scheduled for 2/4)

From: Antigone Davis <[redacted]@fb.com>
Date: Thursday, January 31, 2019 at 9:28 PM
To: Naomi Gleit <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Guy Rosen <[redacted]@fb.com>
Cc: Adam Mosseri <[redacted]@instagram.com>, Karina Newton <[redacted]@instagram.com>, Joel Kaplan <[redacted]@fb.com>, Molly Cutler <[redacted]@fb.com>, Monika Bickert <[redacted]@fb.com>, Kristina [redacted] <[redacted]@instagram.com>, Javier Olivan <[redacted]@fb.com>, Caryn Marooney <[redacted]@fb.com>, Nell McCarthy <[redacted]@fb.com>, Max Eulenstein <[redacted]@fb.com>, Yoav Shapira <[redacted]@instagram.com>, Chris Norton <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Tim [redacted] <[redacted]@fb.com>
Subject: Re: URGENT: [redacted] right of reply - ITV This Morning

Naomi and Guy, these framings for discussion are really helpful. Thank you. On the fast break/policy change, we should talk through temporary, permanent and IG only.

From: Naomi Gleit <[redacted]@fb.com>
Date: Friday, February 1, 2019 at 4:59 AM
To: Nick Clegg <[redacted]@fb.com>, Guy Rosen <[redacted]@fb.com>
Cc: Adam Mosseri <[redacted]@instagram.com>, Karina Newton <[redacted]@instagram.com>, Joel Kaplan <[redacted]@fb.com>, Molly Cutler <[redacted]@fb.com>, Monika Bickert <[redacted]@fb.com>, Kristina [redacted] <[redacted]@instagram.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>, Chris Norton <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Tim [redacted] <[redacted]@fb.com>
Subject: Re: URGENT: [redacted]- right of reply - ITV This Morning

For the meeting it would be helpful to have options bucketed by timeframe because

1. ASAP/Firebreak

2. Short-term (weeks)

3. Mid-term (months)

On 1 - I agree with guy the main option seems to be a policy change.

On 2 - there are lots of good things (warning screens, etc)

On 3 - this is clear and in progress (improved classifer, etc)

Get Outlook for Android

From: Guy Rosen
Sent: Thursday, January 31, 7:31 PM
Subject: Re: URGENT: Ian Russell - right of reply - ITV This Morning
To: Nick Clegg
Cc: Adam Mosseri, Karina Newton, Joel Kaplan, Molly Cutler, Naomi Gleit, Monika Bickert, Kristina [redacted] Javier Olivan, Caryn Marooney, Antigone Davis, Nell McCarthy, Max Eulenstein, Yoav Shapira, Chris Norton, Tucker Bounds, Tim [redacted]

Hey all, sorry to be slow here writing from London, just to clarify / set expectations on how I see this:

Step 1: Decide on policy
This seems the one thing to create a "firebreak". This is a policy matter and I defer to Antigone/Monika/Joel/Nick here.
This is the big decision - it seems that the hashtag/discovery/downranking isn't enough of a strong statement.
If we decide to change the policy, then...

Step 2: Implement, reactively
When someone reports this content, we will take it down (or mark as disturbing), with appropriate resources offered to the poster, etc. This is something we could execute fairly swiftly with ops support.

Step 3: Implement, proactively
Proactively detect this content and take it down (or mark as disturbing), with appropriate resources offered to the poster, etc
To set expectations, **I am guessing it would take 6 months to get "okay" at this**.
To also set expectations, we'll never get everything down - even when we get 99%, journalists are great at finding the 1% that we miss.

For context, we have already kicked off a roadmap to generalize our FB SSI classification to IG. We are also refreshing the FB work which hasn't gotten love in a while, and anecdotally the IG content seems to be (naturally) more image-centric whereas on FB the classifiers were mostly keyed off of text and comments, on posts and live videos, which is what was most important for catching imminent real-world harm. So we're not at all starting from scratch, but there is work to do.

My point is that there is no world in which this content all disappears from our platform overnight. But if we believe a policy change as a statement will help, then it's a path.

I would also keep things simple - we should remove, mark as disturbing or leave up which are standard levers, I advise against inventing new product/enforcement experiences under pressure from a media fire - we will regret it and carry the technical debt with us for years.

On Feb 1, 2019, at 3:26 AM, Nick Clegg <[redacted]@fb.com> wrote:

V grateful if a sub set could meet tomorrow morning as you suggest Adam.

A few – obvious – presentational points:

Much though our current policy is thoughtful and evidence based, as per Antigone's reminder, it is being overwhelmed by the media frenzy around what most normal people think is shocking content. We can disapprove of media storms but we can't ignore them, certainly not on this scale. Either the third party experts are not raising their voices in support of our approach, or the UK media is not prepared to listen to them. Either way, we appear in public to have no support for our stance. The policy distinction between admission and promotion SSI content is a fine one, and clearly open to debate/question. We shouldn't dig a trench in defence of this distinction while we're reviewing the policy. So treating all SSI content as per Adam's steps 2 and 3 below while we conduct our

review makes sense. There seems to be a real discrepancy between the classifiers on FB and on IG, correct? If so, it seems to me we keep defending the policy as it works on FB, not on IG. This makes little sense when IG is the exclusive focus of attack/scrutiny. As before, what we need to do – urgently – is win breathing space from the current media cycle. The more radical our action is now, the easier it will be to create the space to review our policy rationally. The longer we shy away from strong action the longer this will drag on.

Thx

N

From: Adam Mosseri <[redacted]@instagram.com>
Date: Thursday, January 31, 2019 at 5:57 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: [redacted] - 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

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: [redacted] - 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.

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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: [redacted] - 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.

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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: [redacted] - 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: [redacted] - 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: [redacted] - 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: [redacted] - 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: [redacted] - 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: [redacted] - 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: [redacted] - 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: [redacted] 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 amd 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.'"***