



Mental Health 2021

Risks, opportunities and future investments

09.29.2020

PLTF EX

PLTF EX-04347

PLTF EX-04347_0001

Agenda

1 tl;dr

2 Current landscape

3 Proposed integrated strategy for Mental Health

4 Suicide, Self-Injury, & Eating Disorders Deep Dive

5 What success looks like

6 Discussion

PLTF EX-04347_0002

Agenda

1 f:dr

2 Current landscape

3 Proposed integrated strategy for Mental Health

4 Suicide, Self-Injury, & Eating Disorders Deep Dive

5 What success looks like

6 Discussion

tl;dr

- We seek to align on an overall strategy for mental health across FB, Inc.
- After our recent Understand Sprint, we aligned with Health, Integrity, and IG Well-being teams on:
 - Key mental health challenges affecting FB Inc.
 - Principles on which we should prioritize tackling these challenges
 - A prioritized list of areas that require attention
- Integrity is already focused on topics with the highest risk for real world harm.
- However, adjacent Mental Health topics (e.g. body image) are damaging our reputation and blocking our ability to be recognised for the work we do to reduce real world harm.

PLTF EX-04347_0004

Agenda

1 tl;dr

2 Current landscape

3 Proposed integrated strategy for Mental Health

4 SSI & Eating Disorders Deep Dive

5 What success looks like

6 Discussion

PLTF EX-04347_0005

Nomenclature

- **Prevalence:** A measure of the fraction of experiences on our platforms that meet a policy definition.
- **Legitimacy:** People and external stakeholders believe that our integrity work is effective at reducing harm and that our enforcement is defensible and fair
- **Reputational Risk:** Any risk to our reputation, real or perceived. This can be through integrity risks, or accusations that our products are inherently harmful
- **Defense work:** Work that reduces harm or risk that people encounter as a result of using our platforms. This broadly aligns to '**Respond to potential harm**' in this deck
- **Offense work:** Work that we undertake that leverages the strengths of our platforms to improve the experience of our community, above mitigating harm. This broadly aligns to '**Proactive user support**' in this deck.
- **SSI:** Suicide, Self Injury
- **ED:** Eating Disorders
- **FoA:** Family of Apps
- **MH:** Mental Health

We seek to accelerate our ability to address content issues on platform for topics such as eating disorders, for which we have limited mitigations

SCA

Hashtags that promote eating disorders are relatively easy to find, resulting in ED content. The problem is adversarial in nature - blocking hashtags just results in many more, and we need proactive detection of these to make progress.

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Current headwinds per Policy/Comms

What we're hearing: Comms

The perception of Facebook's reputation in this space is impacting our ability to highlight the good work FB is doing.

For example, we have downgraded the preferred "comms volume" for the upcoming launch of the hub for mental health resources due to fear of external repercussions.

What we're hearing: Policy

Policy makers from around the world perceive the FoA's impact on Mental Health to be negative and harmful (specifically regarding youth) or neutral in select regions. We are not perceived as positively contributing to MH.

Facebook is perceived to be a contributor to mental health issues and exacerbations, with specific considerations to social pressure and comparison; addiction, worsening self esteem and feelings of loneliness; and on IG particularly, body image issues.

Instagram 'helped kill my daughter'

Molly Russell, 14, took her own life in 2017. When her family looked into her Instagram account they found distressing material about depression and suicide.

Molly's father Ian says he believes Instagram is partly responsible for his daughter's death.

The Sun

Conor Benn warns social media is a 'killer' as he quits Instagram in order to preserve his mental health

CONOR BENN walked away from social media at the peak of his pulling power - to preserve his mental health. At 23, and in a mandatory ...

KXAN.com

Not getting enough 'likes' on social media affects teens' mental health, UT researchers say

AUSTIN (KXAN) - Social media could be affecting adolescents' mental health. Researchers at the University of Texas at Austin conducted ...

BBC Three

'Racial abuse on social media takes a toll on my mental health'

But with some social media stars gaining thousands or even millions of followers, there are drawbacks to being constantly online and so ...

Social Dilemma: not about addiction or polarization, but about growing attention to our perceived impact on people emotionally

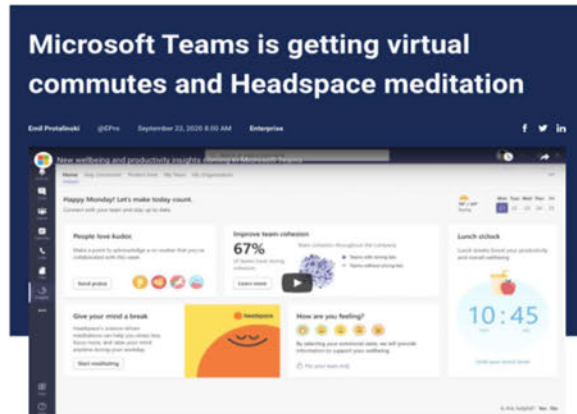
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Competitors have built similar tools, but are getting more credit as they face less criticism than FB, Inc.

TikTok's "You're in control" content



Microsoft Teams partnering with Headspace



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In Q3 we conducted a Mental Health Understand Sprint for FB, Inc. and identified urgent opportunities

What we did

- **Lit review:** ID'd biggest issue areas in mental health, based on 144 academic articles
- **Prioritized topic areas:** Principled recommendations on topics FoA is best positioned to address
- **Ideated:** Brainstormed ideas to address MH topics - through defense, offense, or resources
- **Synthesized:** Summarized opportunity for greatest impact by topic area

Recommended Topics

Topics based on lit review, internal research, and criticism:

- Depression
- Anxiety
- Body Image & Eating Disorders
- Suicidality & Self-Injury
- *Note: Loneliness to be reviewed separately*

Opportunities

Opportunities fall into three buckets:

- Defense
- Offense
- Connect to Resources

Most **urgent** being acceleration of **defense** opportunities in

- Eating Disorders
- Suicide and Self-Injury

Agenda

1 tl;dr

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5 What success looks like

6 Discussion

In service of an integrated mental health strategy across FB Inc, we propose the following Prioritization Principles

- 1 Real world harm comes first
- 2 Ensure we have a strong reputation for mental health overall: Mental health challenges that damage our reputation block our ability to be recognised for reducing real world harm

This means that while we can prioritize, we cannot only focus on high severity issues such as SSI. We must create a baseline of credibility across all high-pri mental health issues to unlock our ability to get credit on work for real world harm.

12

There are two big buckets of Mental Health Topics, each with respective risks if we don't increase current investments

Topic	Risk of not addressing now
- Depression - Anxiety - Body Image	• Unaddressed reputational risk. • External community perceives harms from FB, but does not see visible mitigations from our team.
- Eating Disorders - Self-Injury - Suicide	• Highest risk for real world harm. • Being addressed, but there are opportunities to accelerate, specifically with Eating Disorders

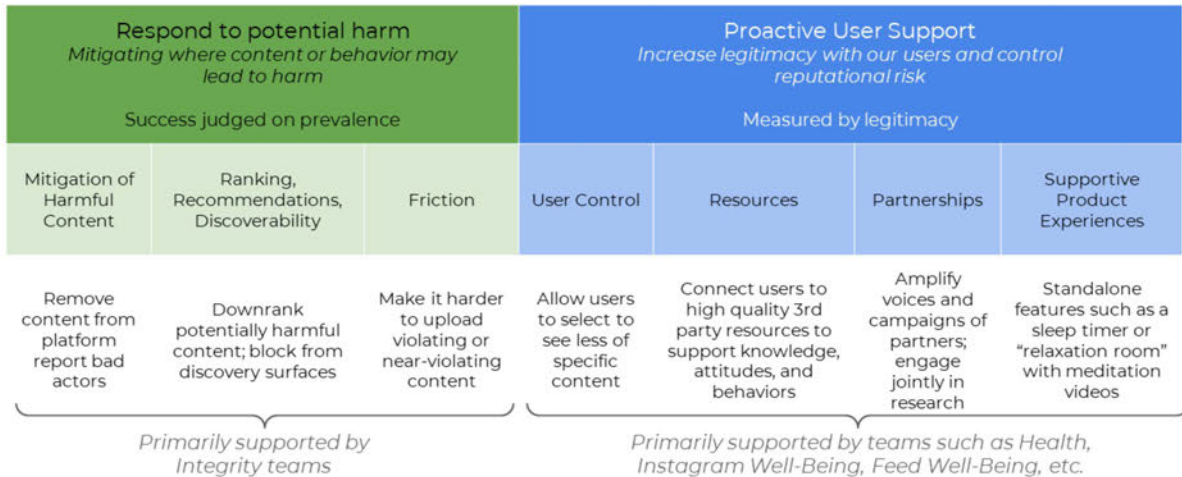
Note: There are issues in the broader bucket of well-being that impact mental health. Related issues include loneliness, social comparison, bullying/harm. The above list focuses on "public health" Mental Health topics and is not an exhaustive list.

13

Not exhaustive, focused on most likely to be affecting our reputation

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We propose an integrated mental health strategy across the FoA that includes both responses to harm and proactive support



14

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Our current coverage leaves many important areas of Mental Health support and harm reduction unmitigated

CURRENT STATE	Respond to potential harm Mitigate where content or behaviour may lead to harm Success will be judged on Prevalence			Proactive User Support Increase legitimacy with our users and control reputational risk Measured by Legitimacy			
Mental Health Topic	Mitigation of Harmful Content	Ranking, Recommendations, Discoverability	Friction	User Control	Resources - Creation of, and connection to, resources	Partnerships	Supportive Product Experiences
Depression							
Anxiety							
Body Image							
Eating Disorders							
Self-Injury		Started, not completed					
Suicide		Started, not completed					

Currently supported

No current supports to users

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"Accelerated investment" - what we get at end of H2 2021 (+7 HC on *Community Integrity*, +10 IG HC = +17 total HC)

What this
gets us:
Team
Focus

- **CI:** Accelerate investment in Eating Disorders and Friction
- **IG:** Create IG team focusing on Mental Health (Body image, Anxiety, Depression), integrated with CPS detection
- **Health:** N/A - No new HC in this scenario

What this
gets us:
Features

RESPOND TO POTENTIAL HARM

- Accelerate SSI, and particularly Eating Disorder investments, across FB + IG
 - Standalone IG team focuses on friction experiences and behavioural detection for high reach problems (Body Image, Anxiety, Depression)
- Deliver friction for SSI, across FB + IG

PROACTIVE USER SUPPORT

- Create user controls for all MH topics on IG only

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1

Accelerated Investment

Jessica [REDACTED] 9/30/2020

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“Go big” investment - what we get at end of H2 2021

(+11 HC on *Community Integrity*, +10 IG HC, +7 Health HC = +28 total HC)

What this
gets us:
Team
Focus

- **CI:** Accelerates ED investment, expands topic coverage to Body Image, Anxiety, Depression
- **IG:** Create IG team focusing on Mental Health (Body image, Anxiety, Depression), integrated with CPS detection
- **Health:** Increased ability to create user controls, more comprehensive partnerships and resources across topic areas

What this
gets us:
Features

RESPOND TO POTENTIAL HARM

- Accelerate Eating Disorder investments (FB+IG)
 - Standalone IG team focuses on friction experiences and behavioural detection for high reach problems (Body Image, Anxiety, Depression)
- Start mitigating harmful content for new topics such as Body Image, Anxiety, Depression (FB+IG)
- Deliver friction across all Mental Health topics (FB+IG)

PROACTIVE USER SUPPORT

- Create User Controls for all MH topics (FB+IG)
- Create crisis and ongoing resources for all MH topics (FB)
- Develop product experiences to reduce potential harm (e.g. sleep timer) (FB)
- Bring Partners into our products, providing support and moderation (FB)

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2

"Go Big" Investment

Jessica [REDACTED] 9/30/2020

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Agenda

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5 What success looks like

6 Discussion

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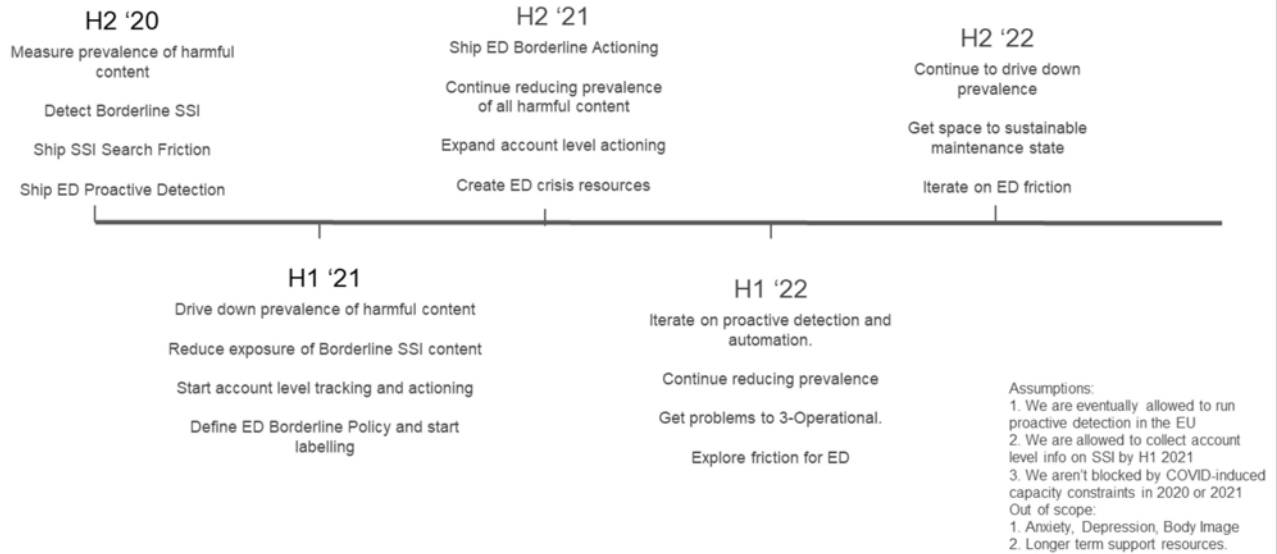
Our current state for SSI will address high harm issues but work will not complete until end of 2022

Subproblem	Reactive Reporting	Proactive Detection	Borderline Detection and actioning	Crisis Resources	Actor Friction	Seeker Friction
Suicide	✓	✓	Q4 '20	✓	H1 - H2 '21	H1 - H2 '21
Self Injury	✓	✓	Q4 '20	✓	H1 - H2 '21	H2 '21 - H1 '22
Eating Disorders	✓	Q4 '20	H1 - H2 '21	H2 '21	H1 '22	H1/H2 '22

Execution Challenges

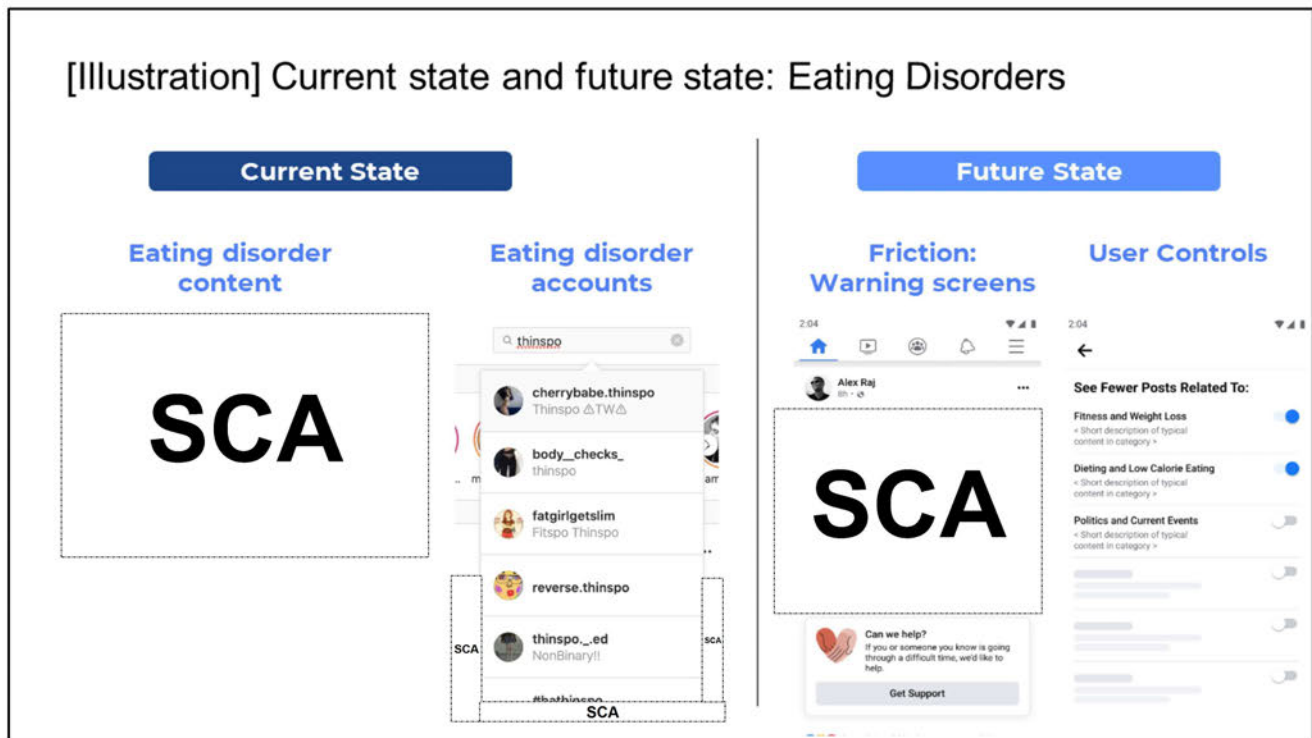
- Regulatory limitation of proactive detection in EU leaves a 'black hole' of coverage, which can pollute our platforms
- Privacy and Legal limitations on detection of account level information limits our scope to focusing on content - which doesn't solve the whole problem

Current plans for SSI: Timeline



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[Illustration] Current state and future state: Eating Disorders



PLTF EX-04347_0023

Agenda

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5 What success looks like

6 Discussion

What does success look like for Mental Health at FB, Inc?

1 For Responding to Potential Harm:

- a. **SSI Maturity:** Get to level "3-Operational" per Integrity standards for Suicide, Self Injury and Eating Disorders
- b. **Control Borderline content:** We have appropriate borderline detection for all key mental health topics, and ensure we reduce prevalence and visibility of this content as appropriate
- c. **Friction:** We deliver friction to harmful content creators, and to people who seek out harmful content
- d. We have a measure of SSI and ED content, and can consistently reduce the prevalence and impact of harmful content

2

2. For Proactive User Support, we:

- a. **Empower our community** with tools to control/hide or otherwise influence non-violating content they are exposed to, where the content is associated with exacerbating MH issues
- b. **Support through resources:** Create resources for crisis management and ongoing support of Mental Health
- c. **Drive progress through partners:** Deliver products that connect people to our partners, and work together with partners to amplify key messages
- d. **Create new product experiences:** Deliver products that combat causes of poor mental health, like prompting users who overuse our products to take a break
- e. **Depression, Anxiety and Body Image:** We reduce perception of the high reach of content and behaviour related to these subproblems
- f. We have a strong reputation regarding our approach to Mental Health, as judged by our community.

Reiterate that we need to achieve both for success - the real ROI comes from achieving both of these initiatives.

What does success look like for SSI, specifically?

- 1 We bring Suicide, Self Injury and Eating Disorders to level "3-Operational"
 - a. We detect and action all content that indicates an imminent and credible suicide risk
 - b. We remove all explicitly harmful content, like graphic and promotional content.
- 2 We have appropriate borderline definitions for all subproblems, and ensure we reduce visibility of this content
- 3 We deliver friction to harmful content creators, and to people who seek out harmful content
- 4 We have appropriate resources for all of our subproblems, to help people in the moment*

*Ownership of resources may be better suited to the Health org, though crisis resources are currently managed by CI

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Discussion Questions

1. Do you agree that while we can prioritize, we cannot only focus on high severity issues such as SSI (slide 12)?
2. How much do we want to invest in Mental Health (options listed on slide 16 + 17)?
3. Are we missing anything from the success criteria for an overall Mental Health strategy for FB, Inc (slide 23)?
4. With your help, how can we ensure support for this strategy cross-family (e.g. support from Feed, Groups, etc)?

Appendix

1/ Proposed scenarios: Detailed resource and coverage information

- Projected End of H1 2021 - no new HC
- "Accelerated Investment"
- "Go Big" investment

2/ Definitions of MH Topics

3/ Mental Health Understand Sprint: Product idea examples

4/ Mental Health Understand Sprint: Details on potential product directions by topic

- Depression
- Anxiety
- Body Image & Eating Disorders
- SSI

5/ Example of gaps: Borderline suicide content

27

PLTF EX-04347_0029

Projected coverage at end of H1 2021 with current investment leaves many unmitigated challenges
(7 HC across CPS, no IG HC)

PROJECTED END OF H1 2021 NO NEW HC	Respond to potential harm Mitigate where content or behaviour may lead to harm Success will be judged on Prevalence			Proactive User Support Increase legitimacy with our users and control reputational risk Measured by Legitimacy			
	Mitigation of Harmful Content	Ranking, Recommendations, Discoverability	Friction	User Control	Resources - Creation of, and connection to, resources	Partnerships	Supportive Product Experiences
	Mental Health Topic						
	Depression						Started, not completed
	Anxiety						Started, not completed
	Body Image						
	Eating Disorders	Started, not completed	Started, not completed				
	Self-Injury		Started, not completed				
	Suicide		Started, not completed				

 Projected coverage at end of H1 2021
  No planned supports to users

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“Accelerated investment” - projected end of H2 2021 (+7 HC on Community Integrity, +10 IG HC = +17 total HC)

What this gets
us:
Team Focus

- CI: Accelerate investment in Eating Disorders and Friction
- IG: Create IG team focusing on Mental Health (Body image, Anxiety, Depression), integrated with CPS detection
- Health: No change to plan

“ACCELERATED” INVESTMENT

Mental Health Topic	Respond to potential harm Mitigate where content or behaviour may lead to harm Success will be judged on Prevalence			Proactive User Support Increase legitimacy with our users and control reputational risk Measured by Legitimacy			
	Mitigation of Harmful Content	Ranking, Recommendations, Discoverability	Friction	User Control	Resources - Creation of, and connection to, resources	Partnerships	Supportive Product Experiences
Depression							
Anxiety							
Body Image							
Eating Disorders							
Self-Injury							
Suicide							



Feasible with current investment



With 'accelerated investment, feasible by end of H2 2021



No planned supports to users

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"Go big" investment - projected end of H2 2021

(+11 HC on Community Integrity, +10 IG HC, +7 Health HC = +28 total HC)

What this gets us:
Team Focus

- **CI:** Accelerates ED investment, expands topic coverage to Body Image, Anxiety, Depression
- **IG:** Create IG team focusing on Eating Disorders and Body Image, with friction and controls integrated with CPS detection
- **Health:** Increased ability to create user controls, and more comprehensive partnerships and resources across topic areas

Mental Health Topic	Respond to potential harm Mitigate where content or behaviour may lead to harm Success will be judged on Prevalence			Proactive User Support Increase legitimacy with our users and control reputational risk Measured by Legitimacy			
	Mitigation of Harmful Content	Ranking, Recommendation s, Discoverability	Friction	User Control	Resources - Creation of, and connection to, resources	Partnerships	Supportive Product Experiences
Depression							
Anxiety							
Body Image							
Eating Disorders			Accelerated				
Self-Injury			Accelerated				
Suicide			Accelerated				

Feasible with current investment
 With "go-big" investment, feasible by end of H2 2021
 No planned supports to users

PLTF EX-04347_0032

Mental Health Topics

Depression	Depression is a mood disorder characterized by persistent feelings of sadness and hopelessness, and a loss of interest in previously enjoyable activities (ref).
Anxiety	Anxiety is an emotion characterized by feelings of tension, worried thoughts and physical changes like increased blood pressure (ref). Anxiety disorders occur when feelings of intense fear and distress are overwhelming and prevent us from doing everyday things (ref).
Body Image & Eating Disorders	Negative body image is when a person has negative perceptions and feelings about their body or physical appearance (1 , 2 , 3). Eating disorders are clinically diagnosed disorders such as anorexia nervosa, bulimia nervosa, or binge eating disorder, several of which are characterized by body image disturbances (1 , 2).
Suicidality & Self-Injury	Suicidality is thinking about, considering, or planning suicide (ref). Also includes recurrent thoughts of death (e.g., wishing you were dead). Self-injury is deliberate bodily harm without intention of suicide (ref).
Loneliness	A distressing feeling that accompanies the perception that one's social needs are not being met by the quantity or especially the quality of one's social relationships (ref).
Problematic Use	Also known as "social media addiction" externally although it is not clinically classified as a true addiction. Internally (for Facebook use), we define problematic use as experiencing both of the following issues "very often" or "all the time" (ref): - Lack of control or feelings of guilt over Facebook/FOA use - Negative impact in at least one of the following areas: sleep, parenting & children, social relationships, or productivity.
Self-worth	Feeling that you are capable, valuable, and just as good as other people.

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Mental Health: Product idea examples

Respond to potential harm <i>Mitigating where content or behavior may lead to harm</i>			Proactive User Support <i>Increase legitimacy with our users and control reputational risk</i>			
Success judged on Prevalence			Measured by legitimacy			
Mitigation of Harmful Content	Ranking, Recommendations, Discoverability	Friction	User Control	Resources	Partnerships	Supportive Product Experiences
Building classifiers to detect graphic self harm imagery, enqueueing for review and deletion	Building a classifier to identify Borderline SSI content, and flagging this content so it is not recommended	Offering resources and distraction when someone searches for content related to SSI	Allowing users to flag that they don't want to see content related to a certain topic, e.g. dieting and weight loss	Self serve mental health hub to help understand and navigate mental health challenges	Crisis Support Over Messenger - allowing users to connect with our partners for support on specific issues	NPEs for navigating specific mental health conditions (e.g. sleep timers, a "relaxation room" with meditation resources))

Note: There are issues in the broader bucket of well-being that impact mental health. Related issues include loneliness, social comparison, bullying/harm. The above list focuses on "public health" Mental Health topics and is not an exhaustive list.

32

PLTF EX-04347_0034

Depression

Main opportunities are expanding resources and ways to access them. Also potential for new products to enhance support and encourage positive, meaningful activities, and opt-in user controls to see less of certain content.

Defense	Ranking and Recommendations	Risky. Ideas not specific to topic
	Mitigation of Harmful Content	Ideas not specific to topic. Ideas better captured in another lever
	In-line Product Tip	Few ideas; reminders to take breaks from the platform in certain contexts (following bullying; to support sleep)
	User controls	Opt-in, easily available controls to change content exposure should something be upsetting (e.g., mute, shift to interests vs news, reduce content triggering social comparison for that person)
	Friction	Ideas not fleshed out. Difficult to implement. Ideas better captured in a another lever
Offense	Facilitate connections	Few ideas; one promising: social support interventions after a negative experience like bullying
	Mental Health product	Promoting valued activities, improving time management, encouraging self-reflection, enhancing social support for people who need help and find it difficult to reach out
Foundations/Resources	Expert resources	Resources that include ways to ask for support, support someone else, cope with negative experiences, and use the platform in beneficial ways
	Entry point to resources	Surfacing resources for both emotional and behavioral coping following being a target, linking to resources for sleep, lighter touch resource pop-ups
	Campaign	Few ideas; normalizing messaging and promoting awareness of social comparison and sleep issues
	Partnerships	Few ideas; related to linking to off-platform sleep resources

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Anxiety

Main opportunities are giving people more control over who or what they interact with on FOAs. Opportunities to build new products to promote reduction in stress and connecting people with resources or experts.

Defense	Ranking and Recommendations	Ideas not fleshed out. Risky
	Mitigation of Harmful Content	Few ideas
	In-line Product Tip	Many good ideas, though ideas are not all fleshed out and sometimes broadly applicable (e.g., YTOF tips, suggestions to reduce notifications)
	User controls	Curation of FB to individual's needs (e.g., through setting an "unwind time" leading up to sleep), "night mode" to reduce overwhelming content at night, management of notifications
	Friction	End of Feed, mindful breaks during user activity after certain hours
Offense	Facilitate connections	Ideas not fleshed out
	Mental Health product	Focus mode. Nominate people to be part of your mental health network. Relaxation room/tab where people focus on deep breathing and other calming exercises. "Adult bedtime story" where celebrities or friends read a bedtime story,
Foundations/Resources	Expert resources	Tips for how to manage anxiety, resources for self-compassion and internal validation, basic stats to help normalize anxiety
	Entry point to resources	Messenger integration to help people connect with professionals
	Campaign	Possibly risky for partners, anxiety awareness and normalization campaign (e.g., celebrities Open-Up style campaign)
	Partnerships	Few ideas that are mostly represented in other areas, partner with experts for direct support or celebrities for de-stigmatization, mindfulness apps

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Body Image & Eating Disorders

Main opportunities are improving detection and reduction of harmful disordered eating related content, controls or friction to limit seeing or posting highly edited images, policies banning 3rd party filters that dramatically alter image, and resources and body positivity campaigns.

Defense	Ranking and Recommendations	Risky. Downranking highly edited images or filters that dramatically alter body; upranking body positivity posts.
	Mitigation of Harmful Content	Training algorithms to remove or blur harmful content, profiles, or Groups that promotes disordered eating. Policies to ban 3rd party filters that dramatically alter body.
	In-line Product Tip	Few ideas. Ideas not fleshed out.
	User controls	Controls for defaults on camera settings (normal versus edited); opt-in to not see options for filters that dramatically alter image; show a sticker for highly edited photos.
	Friction	Limiting filters or edited photos. Additional prompt before posting highly edited image.
Offense	Facilitate connections	Few ideas. Ideas not fleshed out.
	Mental Health product	Few ideas. Ideas not fleshed out.
Foundations/Resources	Expert resources	Supportive resources about body image and eating disorders for individuals, friends, and parents.
	Entry point to resources	Surfacing links to supportive resources when actions or content related to body image are detected.
	Campaign	Partnerships with experts and influencers to promote body positivity messages widely on a platform.
	Partnerships	Partnering with influencers to encourage less filters and more body positive messages. Partnering with experts to provide support over Messenger for those with body image and eating disorders.

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Suicidality & Self-Injury

Main opportunities are connecting people to resources and experts and in mitigating harmful content. Addressing this problem seems to involve focusing on it specifically (most solutions were specific to this topic, and not part of common problem areas)

Defense	Ranking and Recommendations	Few ideas. Risky (e.g., emotion detection and/or manipulation)
	Mitigation of Harmful Content	Building out detection and flagging options for violating SSI content; also consider blurring treatments for borderline content, age gating, etc
	In-line Product Tip	Few ideas. Risky
	User controls	User control to opt out of SSI content, even if had seen or followed previously
	Friction	Few ideas
Offense	Facilitate connections	Few ideas. Ideas are broad; though potential in this space for social connection to ameliorate risk for suicide
	Mental Health product	Few ideas but several good ones: reminder feature for bystanders to check in on friends, pre-filled posts for groups, Group admin support, elevating resources with daily hints/reminders
Foundations/Resources	Expert resources	Many ideas, mostly specific to suicide/crisis: resources that cover a spectrum of distress; for in-the-moment confusion; info on how to talk to others if you are struggling. Also resources to support the support network
	Entry point to resources	Extending IG's model of expanded entrypoints for bullying resources to FB; more entry points from suicide or self-harm-related posts or news; surfacing resources for bystanders
	Campaign	Increased awareness of the issue of suicidality - symptoms, who it affects, why parents should be aware
	Partnerships	Ensuring access to helpline communication through our platform, crisis support over messenger - especially expanded globally

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Example of gaps: Borderline Suicide content



We don't demote dark and depressive content, which can be harmful in aggregate. Importantly, this was the content that was consumed by Molly Russell, and the cause of the connection between her suicide and instagram.

PLTF EX-04347_0039



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