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Message

From: Pratiti Raychoudhury [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/[redacted]
Sent: 9/21/2021 1:11:35 PM
To: Nick Clegg [[redacted]@fb.com]
CC: Tim [redacted]@fb.com]; José [redacted]@fb.com]
Subject: Re: A/C PRIV: WSJ Series - Text of Instagram and youth research story

We haven't received headcount numbers yet. Tim and Jose, let follow up with you on the next steps

Sent from my iPhone

On Sep 20, 2021, at 3:11 PM, Nick Clegg [redacted]@fb.com> wrote:

+ Tim, Jose

Ok, and what's the timing of the H/C cycle – I think the "napkin" is more or less locked, isn't it?

Do you have a specific ask for Javi/Naomi that I could resurface?

N

From: Pratiti Raychoudhury [redacted]@fb.com>
Date: Monday, September 20, 2021 at 6:03 PM
To: Nick Clegg [redacted]@fb.com>
Subject: RE: A/C PRIV: WSJ Series - Text of Instagram and youth research story

It will be under Javi/ Naomi. But your advocacy will go a long way here!

Yes, we netted out with 3a for internal research. We had only about 5 mins for external research and he wanted to spend more time on this. Alex made a case for doing at least the well-being (external) work with OII.

From: Nick Clegg [redacted]@fb.com>
Sent: Monday, September 20, 2021 1:16 PM
To: Pratiti Raychoudhury [redacted]@fb.com>
Subject: Re: A/C PRIV: WSJ Series - Text of Instagram and youth research story

Thx Pratiti – under whose HC ask would this have been included? It's not in mine, right?

I had to leave the SG discussion mid way to catch a flight – I think we're aligned on 3a for internal research? How about external?

N

From: Pratiti Raychoudhury [redacted]@fb.com>
Date: Monday, September 20, 2021 at 12:37 PM

To: Nick Clegg <[redacted]@fb.com>
Subject: RE: A/C PRIV: WSJ Series - Text of Instagram and youth research story

Nick – first of all I wanted to thank you for the newsroom post. It really lifted the morale of the (internal) research community.

I know I am preaching to the choir, but given last week's events, I feel even more convinced that we need to make more progress on well-being on the product side. From everything I am hearing (second hand) that there will be no headcount. The plan that the team had put together is bare minimum to get us to parity with Tik Tok. And now Tik Tok has gone even more aggressive - https://techcrunch.com/2021/09/14/tiktok-expands-mental-health-resources-as-negative-reports-of-instagrams-effect-on-teens-leak/?tpcc=ECTW2020

I know you have been advocating for this. So wanted to put this on your radar.

From: Nick Clegg <[redacted]@fb.com>
Sent: Tuesday, September 14, 2021 10:03 AM
To: Alex Schultz <[redacted]@fb.com>; Pratiti Raychoudhury <[redacted]@fb.com>
Subject: Re: A/C PRIV: WSJ Series - Text of Instagram and youth research story

Nope – just since we've talked about Haidt, Przybylskim a fair bit I wanted to be sure you were aware that's all.

The teams have been doing their best to respond – and we're reaching out to a bunch of policymakers in response to answer questions etc – but this is going to feed directly into ongoing regulatory/legislative actions in UK (On Line Harms Bill), US, EU and elsewhere. My guess is of the barrage of stories that the WSJ is running about us this week, this one will be most impactful.

N

From: Alex Schultz <[redacted]@fb.com>
Date: Tuesday, September 14, 2021 at 10:00 AM
To: Nick Clegg <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>
Subject: RE: A/C PRIV: WSJ Series - Text of Instagram and youth research story

Yep we've seen (I'm on that email) any specifics you wanted to chat about???

Alex

From: Nick Clegg <[redacted]@fb.com>
Sent: Tuesday, September 14, 2021 5:59 PM
To: Alex Schultz <[redacted]@fb.com>; Pratiti Raychoudhury <[redacted]@fb.com>
Subject: FW: A/C PRIV: WSJ Series - Text of Instagram and youth research story

In case you hadn't seen. N

From: Andy Stone <[redacted]@fb.com>
Date: Tuesday, September 14, 2021 at 8:46 AM
To: Mark Zuckerberg <[redacted]@fb.com>, Sheryl Sandberg <[redacted]@fb.com>
Cc: Small Group <[redacted]@fb.com>, Riana Dadlani <[redacted]@fb.com>, Chris Sonderby

<[redacted]@fb.com>, Monika Bickert <[redacted]@fb.com>, John Pinette <[redacted]@fb.com>, Molly Cutler <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Ana [redacted]@fb.com>, Justin Osofsky <[redacted]@fb.com>, John DeVine <[redacted]@fb.com>, Kevin Martin <[redacted]@fb.com>, Campbell [redacted] <[redacted]@fb.com>, Nick Grudin [redacted]@fb.com>, Andrea Besmehn <[redacted]@fb.com>, Chris Norton <[redacted]@fb.com>, Stephanie Otway <[redacted]@fb.com>, Alison [redacted]@fb.com>, Tim [redacted]@fb.com>, Rachel Lieber <[redacted]@fb.com>, Sarah O'Brien <[redacted]@fb.com>, Caroline [redacted] <[redacted]@fb.com>, Dave [redacted]@fb.com>
Subject: A/C PRIV: WSJ Series - Text of Instagram and youth research story

All –

I wanted to share the full text of the Wall Street Journal's story about Instagram youth research.

We posted an Instagram blog post in response:
https://about.instagram.com/blog/announcements/using-research-to-improve-your-experience

Today's Wall Street Journal podcast is not yet up, though the producer did tweet it would be coming soon.

Follow-on press coverage remains low at this moment, though it appears to be picking up. Social is growing pretty fast and is up to 2.6k tweets, largely driven by our beat reporters and tweets from Sens. Hawley and Markey as well as MP Damian Collins.

We will be tracking this story very closely in case there is a need to engage on Twitter and/or address any new or noteworthy angles.

Thanks,
Andy

[redacted]













