Tennessee v. Meta
Case No. 23-1364-IV
PX-10025

Message

From: Tim [redacted] [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 10/17/2020 12:15:27 AM
To: Nick Clegg [[redacted]@fb.com]
Subject: Antigone doc
Attachments: Rethinking Child Safety AD .pptx

Hi Nick

Here are the slides Antigone has put together. There is some good material here on the scale of the internal problem – illustrating why we're just not set up adequately to answer the challenge. I think she could both unpack some of those problems (slides aren't particularly conducive to the level of detail that's needed here), and also expand on the section near the beginning to emphasize the cumulative regulatory pressures we're under, and why they create both inevitability and urgency. But I thought I would get it to you now so you can provide steers.

(FYI I don't know what all the acronyms are on slide 9 – I've asked Antigone to write them out).

Tim

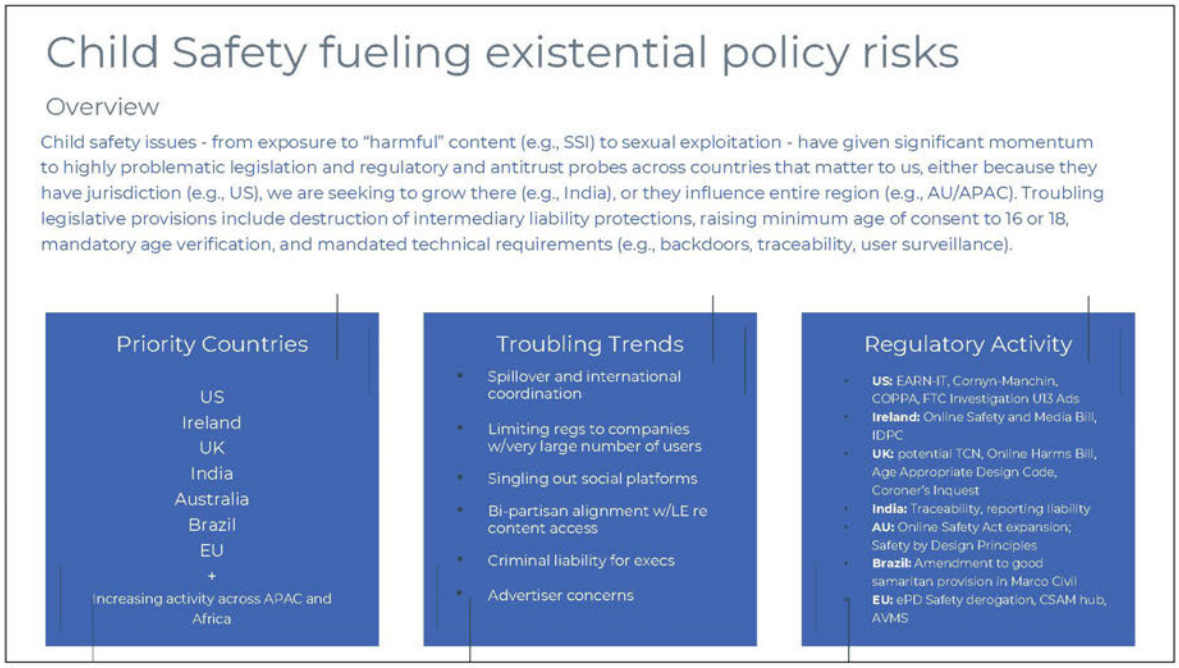
Meta - Clegg
3/20/2025
Exhibit 53
exhibitsticker.com


Child Safety
State of Play

SAFETY POLICY

Child Safety

1. Policy Landscape
2. State of Play
3. Proposal

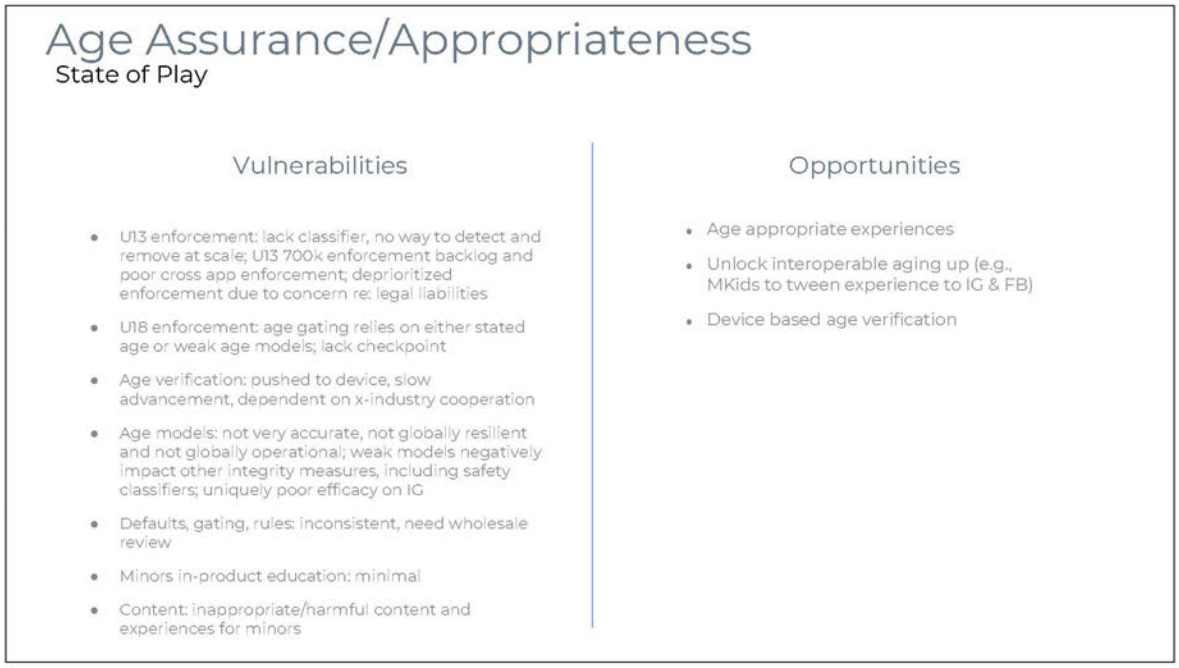


Child safety enables policymakers and advocates to focus the public on visceral issues and ignore complexities. We need the complexities to be part of the discussion if we hope to move toward reasonable legislation across important areas like content regulation, age of consent, and user privacy.

Addressing child safety in a more robust way will NOT clear away legislative efforts in these areas, but it WILL enable us to guide legislation toward models that align more closely with our legislative and business goals (e.g., content regulatory model that looks more like what has been proposed by CCIA than what we are seeing w/EARN IT or Cornyn-Machin or worst versions of UK Online Harms).



Key point for slides 4-8: Not only do we need to solve for significant vulnerabilities but there are some important policy, user engagement and business opportunities we can unlock.



Note: There is work happening in this area but not resourced to move quickly

SSI
State of Play

Vulnerabilities

- Classifiers: technical, legal and operational challenges to global use
- Borderline and aggregated content: lack classifiers to address at scale
- Resources: lack differentiated responses and resources recommended by experts
- Privacy: infrastructure limitations inhibit ability to make necessary guarantees
- IG: DMs, groups being used to promote SSI and [redacted]

Opportunities

- Build Global text-based crisis response system
- Launch x-industry info sharing via threat exchange
- Develop industry recommended practices

Well-being
State of Play

Vulnerabilities

- Research: lack of good research; definitional, longitudinal; causation v correlation
- Product: core product features connect to challenging societal issues
  - objectification of women (e.g., AR face and body altering filters)
  - competitive social comparison (e.g., likes and comments)
  - anxiety/FOMO (e.g., notifications)
- Tools: gaps in bullying and harassment tools (e.g., comment moderation and IG DM controls)
- Policies: calibrating for content impact on well-being (e.g., eating disorder content and gender based hate speech)

Opportunities

- Global text-based mental health support system
- Tele mental-health
- X-Industry digital well-being lab



On the the Youth Team option, it is worth noting the engineering director already has mapped an interop age up strategy that integrates child safety, seeing it as core to unlocking product opportunities backed by research...

To build a Youth Team, you do not necessarily need to hire tons of new headcount. You would need a strong executive lead who would use a model like KX had done for Health.

The Numbers

Child Safety

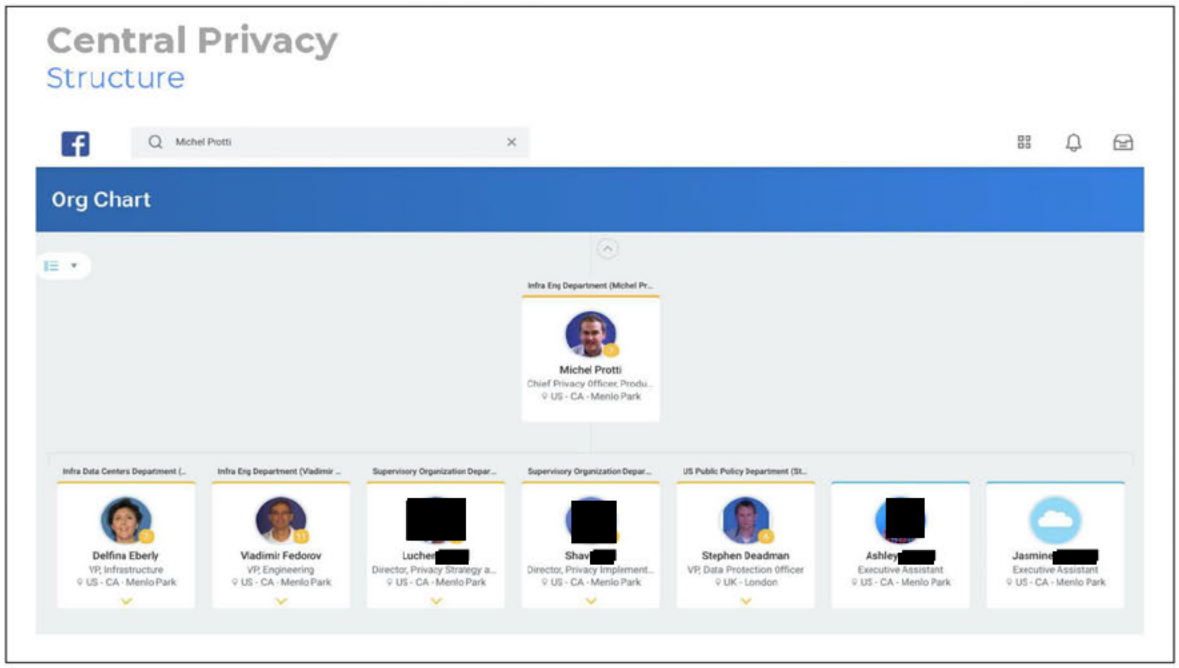
- 1 PM + 6 ENG + 1 TBH, CI
- 9, CO
- 1, DS
- 2, Policy (*Policy has a number of folks doing .25-.5 time on Child Safety)
- 7, OS

Central Privacy

- 615
- 175 TBH
- 106 CW

Health

- 38 Eng
- 9 PMs
- 10 Partnerships
- 1 + 2 TBH, Policy (*Policy has a number of folks doing .25-.5 time on Child Safety)



Key Features:
Senior Product Executive Sponsorship
VP leadership across infra, eng, strategy and implementation
Inclusion of policy within the product team
Has scope and growth, which should help get better and bigger hiring pipeline



Key Features:
Central Senior Product Manager, who heads a Central XFN team and reports directly to Senior Product Executive (Naomi Gleit)
XFN team cuts across strategy through to implementation
XFN team has leads for each vertical dedicated solely to health
Links integrity and opportunity, by integrating business goals could potentially unlock youth products
Has scope and growth, which should help get better and bigger hiring pipeline

Common Features

Senior executive sponsorship

Central senior product lead dedicated solely to relevant field/issue

IC-7 to VP leadership across strategy, infra, eng and implementation teams; most dedicated solely to relevant field/issue

Policy imbedded in central team

Discussion

1. Do we agree we are not properly resourced to address child safety issues?
2. Do we think it is worth more deeply exploring an org structure shift? Does either model presented seem like the right starting point?
3. While we do that should we move forward with more HC for existing teams with child safety focus?

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