# Briefing: Antigone Davis broadcast media training

## Training logistics

September 20, 9 am -12 pm ET
[DC00575.07] Mumbo Sauce

You will participate in 3 hour broadcast media training session with Betsy Fischer, former producer of Tim Russert and Meet the Press. Betsy is the founder of Fischer Martin Media, where she specializes in helping corporate executives communicate their message in the media, break through all the noise, and excel even in the toughest of interviews. During the 2016 election cycle, she was co-host of Bloomberg Master in Politics.

You will prepare for two on-camera scenarios - both outlined below. Following each scenario, the interview tape will be reviewed and Betsy, Michelle Mandara and I will provide you with feedback based on your performance.

In addition to the interview questions for each scenario, you should familiarize yourself with the [ HYPERLINK "https://docs.google.com/document/d/1aksAWYeckIlYpGqCtlh4gMyn7HEAIH5aQjECvTImTk0/edit" \h ] that includes the latest company messaging and tough Q&A.

### Interview scenario 1

#### Background:

Susie, a 15-year-old girl, died by suicide after viewing content on Instagram that would be considered borderline violating for SSI. Not only did she view this content on Instagram, she posted on her Instagram account her intent to hurt herself, but no one got to her in time. You will appear LIVE on Good Morning America to defend how we keep people safe on our apps, especially the most vulnerable, and how we handle potential suicide escalations.

- As with all interviews, while we negotiated this angle, we do know the anchors expect to ask a handful of hard questions/topics of the day.
- **AUDIENCE:** A consumer audience, parents. You should use simple terms. Your tone should be sympathetic to the affected family/friends and situation.

#### Goals:

- Be empathetic towards the tragedy, family and viewers
- Defend, but don't be defensive about, the good work we do in this space
- Acknowledge that there is a balance we need to strike to allow people to share their thoughts but avoid having them trigger others
- Highlight our more than 10 years of working with experts on these issues

#### Key Messages:

- People come together on our apps to deal with grief, find support in tough times, and build supportive communities.

- We want to encourage these lifelines and make sure people in crisis get the help they need.
- Experts say that one of the best ways to prevent suicide is for people to hear from friends and family who care about them
- We're in a unique position to help: we can connect those in distress with friends, family and organizations who can offer support.
- We work with suicide prevention experts globally, including Suicide Prevention Lifeline and SAVE.org, to develop our policies, build products and tools, and train our review teams.
- Policies: We don't allow people to celebrate or promote self-harm or suicide. But we do let people share admissions of self-harm so that friends and family can reach out and offer support.
- Tools: We have reporting tools in both Facebook and Instagram that let you flag a concerning post from a friend, family member or someone you follow so our specially-trained teams can review it.
- Also show a prompt to reach out to a friend and help-line phone numbers to anyone who posts something that suggests they might hurt themselves.
- If the person is in immediate danger, we will work with first responders to try to get that person help.
    - As of November 2018, we've worked with first responders on over 3,500 wellness checks based on reports we received via our proactive detection efforts.
- When it comes to this work, speed is critical.
- The more we innovate and the more we work together - the faster we will be - which, at the end of the day, means more people get help when they need it the most.

## Anticipated Q&A:

**Q: Is Facebook to blame for Susie's death?**

- First, let me start by saying that my thoughts are with Susie's family and friends.

*PAUSE/BREATH*

- All over the world, people come together on our apps to deal with grief, find support in tough times, and build supportive communities.
- We want to encourage these lifelines and make sure people in crisis get the help they need.
- In fact, experts say that one of the best ways to prevent suicide is for people to hear from friends and family who care about them.
- And Facebook is in a unique position to help: we can connect those in distress with friends, family and organizations who can offer support.

**Q: Is Facebook doing enough?**

- Since 2006, we've worked with experts from around the world to inform our policies, practices and products supporting those at risk of suicide or self-injury.
- Earlier this year, we began hosting regular consultations with experts from around the world to discuss some of the more difficult topics associated with suicide and self-injury. These include how we deal with suicide notes, the risks of sad content online and newsworthy depictions of suicide.

- We will continue these consultations to ensure we remain at the forefront of these issues and that we are protecting the most vulnerable.

**Q: What needs to change/are you preparing to make any changes as a result of Susie's death?**

- I don't have any announcements to make today, but we are reviewing our policies, procedures and products with experts - as we have been doing for more than 10 years - to determine whether any changes are necessary.
- Already this year, we've made several changes to improve how we handle this type of content.
- For example, we tightened our policy around self-harm to no longer allow graphic cutting images to avoid unintentionally promoting or triggering self-harm, even when someone is seeking support or expressing themselves to aid their recovery.
- On Instagram, we've also made it harder to search for this type of content and kept it from being recommended in Explore.
- With this stricter policy, we'll continue to send resources to people who post this type of content, even if we take the content down.

## Interview scenario 2

### Background:

A new report from *Common Sense Media* has just been released that says teens are twice as likely to be bullied on Instagram than other social media platforms and that teens are spending more time on apps like Facebook, Instagram and Snapchat than ever before. You will conduct a taped interview for NBC Nightly News to defend our efforts to be leaders in the industry to combat bullying on Instagram and promote meaningful connections on our apps.

- As with all interviews, while we negotiated this angle, we do know the anchors expect to ask a handful of hard questions/topics of the day.
- **AUDIENCE:** A well-educated, elite, consumer audience; parents. You should use simple terms.

### Goals:

- Be pointed, but not defensive, in your answers.
- Educate the viewers about our B&H policies and products as well as our time spent tools

### Key Messages:

**Bullying and Harassment:**

- We want our apps to be safe places where people feel comfortable expressing themselves. That's why we're working to better prevent bullying and harassment.
- When it comes to bullying and harassment, context really matters
- It's hard to tell the difference between a bullying comment and a light-hearted jest without knowing the people involved or the nuance of the situation.
- So we rely heavily on reports -- if you or someone you know if being bullied or harassed, report it
- We also have other tools to help keep people safe:

    - You can opt to ignore all messages from a bully or block them entirely without that person being notified
    - You can moderate comments on your own posts
    - And on IG, we send you a notification you're about to post something that might cross the line, encouraging you to reconsider.
- We're working on new tools and re-evaluating our policies to make sure they're in the right place - we know how important it is to get this right.

**Wellbeing/time spent/screen time:**

- Our relationships with family, friends and the community around us have the greatest impact on our happiness -- and a lot of people use our apps to keep those relationships going, whether it's messaging their closest friends or staying in touch with distant family.
- We want to make sure our products help people build and strengthen these relationships.
- Not all time spent on our phones is created equal
- We have some of the world's top experts in wellbeing and we partner with other researchers around the world - this is what we've found:
    - When we engage with friends, by sending messaging, sharing memories and commenting on posts, we feel less isolated and better about our relationships
    - When we consume content passively, scrolling endlessly through a feed, there's not the same positive effect
    - And when we start comparing our lives to others or over-use social media, our self-esteem and personal relationships can suffer
- It's on us to encourage the good and mitigate the bad. To do that, we've made a number of recent changes:
    - We made a big shift in News Feed so you now see more things from the people that matter most to you
    - We're testing the removal of like counts from Instagram
    - We've built new tools like an activity dashboard and daily time limit reminders that let people monitor and control how much time they spend on our apps
- This issue is something the whole industry is facing -- and it's vitally important that we get it right so the time people spend on our platforms is time well spent.

## Anticipated Q&A

**Q: You're a parent. Do you think our kids are spending too much time online?**

- I think it's important for parents to have a conversation with their children about how much time they are spending online and their online experiences.
- Not all time spent on our phones is created equal.
- What we've found with well-being is that it's not about time spent, but about *how* people interact online.
    - **Active engagement** with others (sending messages, posting, commenting, or reminiscing about past interactions) is linked with improvements in well-being.
    - **Passive consumption** like scrolling or clicking links can have negative ties to well-being.
    - Facebook Research Scientist Moira Burke[ HYPERLINK "http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12162/full" \h ][ HYPERLINK "http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12162/full" \h ] on this with Robert Kraut at Carnegie Mellon University. They found that people who sent or

received more messages, comments and Timeline posts on Facebook reported improvements in social support, depression and loneliness.
- Our goal is to help people see the amount of time they spend on our app, so they can decide how to manage their time on Facebook and Instagram.

**Q: What's your reaction to this study?**

- We want to lead the industry in the fight against online bullying.
- Expression is at the heart of what we do, and people will only express themselves is if they feel safe and supported.
- Over the years we've taken steps and built tools to do just that.
    - You can opt to ignore all messages from a bully or block them entirely without that person being notified
    - You can moderate comments on your own posts
    - And on IG, we send you a notification you're about to post something that might cross the line, encouraging you to reconsider.
- In addition, our relationships with family, friends and the community around us have the greatest impact on our happiness -- and a lot of people use our apps to keep those relationships going, whether it's messaging their closest friends or staying in touch with distant family.
- We've also built a tool to help people see the amount of time they spend on our app, so they can decide how to manage their time on Facebook and Instagram.
- We're working on new tools and re-evaluating our policies to make sure they're in the right place - we know how important it is to get this right.

**Q: Do you think you are doing enough?**

- It's on us to encourage the good and mitigate the bad. To do that, we've made a number of recent changes:
    - We made a big shift in News Feed so you now see more things from the people that matter most to you
    - We're testing the removal of like counts from Instagram and we send you a notification you're about to post something that might cross the line into bullying, encouraging you to reconsider.
    - We've built new tools like an activity dashboard and daily time limit reminders that let people monitor and control how much time they spend on our apps
- We're working on new tools and re-evaluating our policies to make sure they're in the right place - we know how important it is to get this right.

**Q: What are you doing to move this conversation forward for the industry as a whole?**

- Through product changes, we'd like to set an example for how companies can design new features that support active engagement.
- We also want to advance and diversify research on well-being. For example:
    - There's a need to improve research techniques: studying well-being is particularly hard because it's so difficult to determine cause vs. effect (e.g. did someone turn to social media because they were lonely already, or did social media make them lonely?)
    - The research community needs more studies that observe effects over long periods of time.
    - We need more international research, and studies of diverse demographics.

- There is a lot of work to do, and we can't do it in isolation. We'll continue working with experts in the field, and we hope to collaborate with other technology companies on this as well.

**Q: What else do you have planned in the future to enable users to control their social media addiction?**

- Our goal is to empower users by giving them insights and controls so that they can be more mindful and intentional about how they spend their time on our apps.
- We think these new tools are an important step to help people manage their time on our apps.
- We look forward to continuing to learn from our users what they will find valuable.
- We collaborate with external experts, extensive research and feedback from our community and plan to iterate and expand the set of tools we provide to for people.
- IG: have been getting regular feedback on our safety tools from organizations such as Connect Safely, Girl Scouts, NEDA, the PTA, among others.

**Q: Do you think technology companies should come together to promote and enhance well-being or are you in direct competition with each other?**

- Yes. Well-being is an issue for the technology industry as a whole, and we should all work together to address what is best for those that use our products and services. We are not competing, but working together to do what is best.

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