Message

From: Heather [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 6/15/2021 5:50:25 PM
To: Margaret Stewart @fb.com]
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

No need. I keep extra boxes of soap handy for just this reason. ☺
I hear you. Let's find a way to advocate for these types of important, difficult to quantify issues.

From: Margaret Stewart <@fb.com>
Date: Tuesday, June 15, 2021 at 10:25 AM
To: Heather @fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

Just to you:

I find the team has narrowed it's focus to the things that Mark cares about v what society may care about, and also the things that can be measured v the things that might matter. Impact of things like camera effects and filters on mental health due to body image/body dysmorphia is one of those things that we shy away from engaging in or creating pro-human constraints/principles bc a) some execs don't think it's a real issue (they will feel differently when their daughters are 15) b) some avoid it bc it's hard to measure and there's no "proof" or harm even though that doesn't mean there is not harm occurring and c) they see it as some sort of form of free expression.

I'll get off my soap box now ☺

Margaret Gould Stewart
VP, Product Design & Responsible Innovation
Facebook, Inc

From: Heather @fb.com>
Date: Tuesday, June 15, 2021 at 10:20 AM
To: Margaret Stewart <@fb.com>, Zvika @fb.com>, Andrea <@fb.com>, Emilia @fb.com>, Anna @fb.com>, Pablo @fb.com>, Boo @fb.com>
Cc: Beth @fb.com>, Emily @fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

You got it, Margaret – I'll keep you in 'cc and make sure you're looped in to all meetings, materials, etc. Thanks for flagging.

From: Margaret Stewart <@fb.com>
Date: Tuesday, June 15, 2021 at 10:14 AM
To: Heather @fb.com>, Zvika @fb.com>, Andrea <@fb.com>, Emilia @fb.com>, Anna @fb.com>, Pablo @fb.com>, Boo @fb.com>
Cc: Beth @fb.com>, Emily @fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

I'd like to stay in the loop here. Well-being is a very broad topic and I would like to stay in tune with how they are defining it wrt these principles. Thanks!

Margaret Gould Stewart
VP, Product Design & Responsible Innovation
Facebook, Inc

From: Heather [redacted]@fb.com>
Date: Tuesday, June 15, 2021 at 10:12 AM
To: Zvika [redacted]@fb.com>, Andrea [redacted]@fb.com>, Margaret Stewart [redacted]@fb.com>, Emilia [redacted]@fb.com>, [redacted]@fb.com>, Pablo [redacted]@fb.com>, Boo [redacted]@fb.com>
Cc: Beth [redacted]@fb.com>, Emily [redacted]@fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

Happy to be RI POC for the company guidelines. Zvika, do you want to let Eden know? Then I'll reach out to her separately and keep you all updated.

From: Zvika [redacted]@fb.com>
Date: Tuesday, June 15, 2021 at 8:57 AM
To: Andrea [redacted]@fb.com>, Margaret Stewart [redacted]@fb.com>, Emilia [redacted]@fb.com>, Anna [redacted]@fb.com>, Pablo [redacted]@fb.com>, Boo [redacted]@fb.com>, Heather [redacted]@fb.com>
Cc: Beth [redacted]@fb.com>, Emily [redacted]@fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

Heather, how do you feel about being the POC for the company guidelines, since that aligns with our mitigation briefs project? And Andrea can be our POC for the external roundtables.

From: Andrea [redacted]@fb.com>
Date: Tuesday, June 8, 2021 at 9:46 AM
To: Zvika [redacted]@fb.com>, Margaret Stewart [redacted]@fb.com>, Emilia [redacted]@fb.com>, Anna [redacted]@fb.com>, Pablo [redacted]@fb.com>, Boo [redacted]@fb.com>, Heather [redacted]@fb.com>
Cc: Beth [redacted]@fb.com>, Emily [redacted]@fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

Yes, I read through Eden's doc on the roundtable strategy and noticed she has some questions (eg. working with external third party convenors to host) that I can help share what we've done/what we know.

A

From: Zvika [redacted]@fb.com>
Date: Tuesday, June 8, 2021 at 9:24 AM
To: Margaret Stewart [redacted]@fb.com>, Emilia [redacted]@fb.com>, "Anna [redacted]@fb.com>, Pablo [redacted]@fb.com>, Andrea [redacted]@fb.com>, Boo [redacted]@fb.com>, Heather [redacted]@fb.com>

Cc: Beth [redacted]@fb.com>, Emily [redacted]@fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

(Just RI folks and adding in some more)

Any thoughts on who should be our POC for this work?
@Boo/@Heather: Might be worth collaborating with them on the guidelines as part of our guidance doc/mitigation brief work?
@Andrea: Worth plugging in to their external engagement work?

From: Zvika [redacted]@fb.com>
Date: Tuesday, June 8, 2021 at 8:33 AM
To: Eden [redacted]@fb.com>, Margaret Stewart [redacted]@fb.com>, Emilia [redacted]@fb.com>, Anna [redacted]@fb.com>, Pablo [redacted]@fb.com>, Andrea [redacted]@fb.com>
Cc: Lauren [redacted]@fb.com>, Page [redacted]@fb.com>, Anya Drabkin <[redacted]@fb.com>, Carrie [redacted]@fb.com>
Subject: Re: Upcoming guidelines/roundtables for emotional work @ Facebook

Thanks Eden for keeping us in the loop, this is exciting progress! We'll circle back shortly on the right RI contacts.

From: Eden [redacted]@fb.com>
Sent: Tuesday, June 8, 2021 8:25:17 AM
To: Margaret Stewart [redacted]@fb.com>; Emilia [redacted]@fb.com>; Zvika [redacted]@fb.com>; Anna [redacted]@fb.com>; Pablo [redacted]@fb.com>; Andrea [redacted] <[redacted]@fb.com>
Cc: Lauren [redacted]@fb.com>; Page [redacted]@fb.com>; Anya Drabkin [redacted]@fb.com>; Carrie [redacted]@fb.com>
Subject: Upcoming guidelines/roundtables for emotional work @ Facebook

Hello, the central well-being team has finalized our roadmap for the remainder of the year, and we wanted to make sure this crew had a sense of what's coming up. The full roadmap can be found here, but in particular we wanted to flag the following:

1) **Company guidelines on emotional work**. We are currently working on formal research-informed guidelines for how the company should approach research and product work involving people's emotions (alongside policy, comms, and legal). The idea here is to build guidelines for product and research so that we approach these topics consistently across the company and as ethically as possible.
2) **Roundtables on emotional health**. This will be a series of roundtables co-hosted with Aspen Institute, topical experts, ethicists, and civil society members to inform our company guidelines (listed above) on where we currently have the most gaps in our knowledge; this will also give us external validation for some of the decisions we make in this space and help identify additional risks and mitigations. [Fuller WIP proposal can be found here]

We would love for the responsible innovation team to be involved in shaping these. Please let us know who the right contacts might be on your end for each of these or the best way to involve your crew!

Eden