Tennessee v. Meta
Case No. 23-1364-IV
PX-10379

Document Provided in Native Format

Tier 1

Name	Title	Tier	Area of Expertise	Comms POC	Region	Media Training	Internal	Broadcast	Interviews
		complex company-wide	*Products + Focus Areas*			*completed*	*Q+A, All*	*Live/recorded TV*	*interviews*
Adam Mosseri	Head of Instagram	1	(high-level only)	Claire	US	x	x	x	x
Ashley Yuki	Management*	1	Content, Shopping, Creators	Seine	US	Oct 2021	x	x	x
Besidone [redacted]	Creators + Emerging	1	Creators, Trends, Culture	Ashley	US		x	x	x
Charles Porch	VP, Partnerships	1	Creators, Partnerships		US	x	x	x	x
Charlton [redacted]	Initiatives	1	Product	Devi	US		x	x	x
Emily Dalton Smith	VP	1	Wellness & Safety		US	x			
Eva Chen	Partnerships	1	Shopping, Fashion/Trends	Ashley	US	x	x	x	x
Jenni Romanek	Data Science Director	1	TBC	Devi	US	new	x		
Justin Osofsky	COO	1	Creators, Culture, Recruiting	Paige	US	x	x		x
Kristin Hendrix	Head of Research	1	Research, well-being	Stephanie [redacted]	US	Aug 2021	x		x
Sibyl [redacted]	Partnerships	1	Entertainment, Product	Kimberly	US	x	x	x	x
Tessa Lyons-Laing	Management	1	Home, Reels	Devi	US	x	x	x	x

1

@[redacted]@fb.com updated this based on Abby's exec comms plan for Adam!
-Seine [redacted]

2

@[redacted]@fb.com would Christina [redacted] or SBR be a good sub here? Just trying to think of ways to diversify the bench a bit with strong folks.
Assigned to [redacted]@fb.com
-Devi [redacted]
Yes, both are trained up. Pre-covid when we did more international ops, it seemed that title is important which is one reason why we had Jim do certain opportunities (VP v. Director title)
-Anne [redacted]
awesome. should I swap out for one of them and put a note that Jim can be for intl? LMK who you prefer between Christina + SBR!
-Devi [redacted]
Susan [redacted] please :) thanks!
-Anne [redacted]

Socials *following, can*	Off-the-record *building - spox*	Notes
x	x	
x	x	* Creators, biz/monetization, entertainment, interests,
x		
		Parental leave till May
	x	
x	x	
x	x	
	x	

Tier 2

Name	Title	Tier *cover complex*	Area of Expertise *Areas*	Comms POC	Region	Media Training *completed*	Internal *Q+A, All*	Broadcast *TV*	Interviews *interviews*	Socials *following, can*
Andrew [redacted] (aka "Ri	Creator SPM (Emerging)	3	Creators							
Andy [redacted]	Shopping	2	Shopping	Katrina	US	Replacing Layla - Anne to connect				
Christina [redacted]	Business	2	IG Business	Paige	US	x		x	x	
Claduine [redacted]	Director, Instagram Partnerships	2	Public Figures,	Ashley	US	x	x	x	x	
Dr. Alexander [redacted]	Public Policy Lead, DACH	2	Policy		DACH	2020		x	x	
Elisa [redacted]		2	Culture	Devi	US					
Evan [redacted]	Director, Sports Partnerships	2	AR/VR Fitness		US	x				
Gord [redacted]	Instagram's Brand Development Lead	2	SMB, IG Business		EMEA		x	x	x	x
Jeffrey [redacted]	Director, Product Social	2	Global		US	March 2022	x	x	x	x
Jihee [redacted]	Director of Creator Partnerships, APAC	2	Partnerships,	Ryoko	APAC		x		x	
Justin Antony	Partnerships	2	Creators	~~Sarissa~~	US				x	
Leigh Belz [redacted]	Editorial Lead for Instagram's @shop	2	Shopping, Trends	Anne	US	July 2021	x	x	x	
Lila [redacted]	Partnerships	2	Trends, Reels	Fana	US		x			
Liz [redacted]	Head of Product Policy	2	Integrity	Stephhanie [redacted]	Global					
Malika [redacted]	Partnerships	2	Music							
Max Eulenstein	Director, Product Management	2	Close Friends, Messaging, Feed, Explore, Search	Seine	US	Oct 2021	x		x	
Mayola [redacted]	Lead Social Impact Creator Partnerships	2	Creator Activism		US		x			
Natalie [redacted]	Strategic Projects Director	2	Marketing, Adam		US		x	x	x	
~~Perry [redacted]~~	~~Director, Music Partnerships, Instagram~~	~~2~~	~~Music~~	~~Sarissa~~	~~US~~		~~x~~		~~x~~	
Rachel [redacted]	Product Manager	2	Equity	Raki	US					
Ricky [redacted]	Head of memes	2	Memes	Christine	US		x	x	x	x
Tanya Cordrey	Commerce Product Group (based in	2	Commerce,	Ali [redacted]	Global	new	x	x	x	
Tara [redacted]	Director of Public Policy, IG EMEA	2	Being, Youth	Sophie	EMEA		x	x	x	
Tom [redacted]	UK + N.Europe Public Policy	2	Being, Youth		EMEA	x - Q3 2021			x	
Hjordys [redacted]	Partner Solutions Manager, NorAm Creatc	2	creators, partnershi	Mary	US/Global					

Off-the-record	Notes	Comms POC
	building, in-	
		Anne
		Anne
		Sarissa
		Ali [redacted]
		Ali M
x		Sarissa/Devi
		Sravanthi
x		Sarissa
		Anne
		Fana
		Stephanie [redacted]
x	Consumers, sharing experiences, expression,	Christine
		Abby
		Sarissa
		Raki
		Ali [redacted]
		Ali [redacted]
		Ali [redacted]

Comms List FULL

Name	Title	Tier *complex company-wide*	Area of Expertise *Products + Focus Areas*	Comms POC	Region	Media Training *completed*	Internal *Q+A, All*	Broadcast *TV*
Alison Hartnett	Monetization	3	Video, Monetization	Katrina	US		x	
Asya [redacted]	Economic Impact	3	SMB		US	Sept 2020	x	x
Christina [redacted]	Engineer	3	Eng, Well-being		US		x	x
Daniel [redacted]	Client Partner, Ecom DACH	3	Shopping, Monetization		DACH	x -Q4 2021		
Dayna Geldwert	Well-being	3	youth	Liza	US	Jan 2021		
Dennis [redacted]	Partnerships	3	Trends		US	x		x
Erin [redacted]	Product Manager, Reels	3		Devi	US		x	x
Georgia [redacted]	UK	3	Creators, EMEA		EMEA	x	x	
Heiko [redacted]	DACH	3	Creators, trends, myths		DACH	x		x
Katie [redacted]	Creator Marketing, Reels	3		Devi	US			
Kristie [redacted]	Instagram	3	Trends	Mo	US	Pre-pandemic but she's seasoned	x	x
Lisa [redacted]	Product Lead, Monetization	3	Monetization		US	x	x	x
Liz [redacted]	Manager, Shopping	3	Trends		US	July 2021		
Mathilde [redacted]	DACH	3	Creators, Trends, Myths		DACH	x		x
Mitzi [redacted]	Emerging Talent	3		Sarissa	US		x	x (spanish spea
Nadia [redacted]	MENA	3	Censorship		MENA	##########		
Oscar [redacted]	Editorial Comms	3	Trends, Culture		US			x (spanish spea
Peter [redacted]	Engineer	3	Eng, Reels		US		x	x
Rachel [redacted]	Product marketing manager	3	SMB/creator		US			
Rabiah [redacted]	Product marketing manager	3	Reels/Trends	Devi				
Samer [redacted]	Manager, MENA	3	products	Nada	MENA	##########		
Sayed Otaru	1 Product Lead		well-being		Global			

1

@[redacted]@fb.com hi! can you please fill out? and add Sarah [redacted] cc: @[redacted]@fb.com
-Devi [redacted]

Interviews *interviews*	Socials *following, can*	Off-the-record *building, in-*	Notes	Comms POC
x				Katrina
x			conomic	
x				Devi
x		x		
x		x		Liza
x	x			
x				Devi
x				Ali [redacted]
x	x	x		Larissa
				Devi
x	x			Mo/Anne
x				Anne
x				Anne
x	x	x		Larissa
x			speaking	Sarissa
				Nada
aking)				Devi
x				Devi
				Nada

TIER 1		Followers	IG link	Agree?
Adam Mosseri	Instagram			in chat
Ashley Yuki	Product			in chat
Charles Porch	Partnerships			in chat
Charlton [redacted]	Strategic			in chat
Eva Chen	Partnerships			in chat
Justin Osofsky	COO			in chat
~~Karina Newton~~	~~Director~~			~~in chat~~
Tessa Lyons-Laing	Product	9.6K	stagram.com/t	y
Besidone [redacted]	Manager,		[redacted]	y
Brooke [redacted]	Marketing	45K	[redacted]	y
Claudine [redacted]	Instagram	10K	[redacted]	y
Justin Antony	Creator &	13K	https://www.instagram.com/just	
Lila [redacted]	Publisher &	9k	[redacted]	y
Dennis [redacted]	Streetwear &	98K	[redacted]	y
Georgia [redacted]	Partnership	3.2K	[redacted]	y
Heiko [redacted]	Partnership	34K	[redacted]	y
Kristie [redacted]	Partnerships	96K	[redacted]	y
Liz [redacted]	Product	3K	[redacted]	y
Mitzi [redacted]	Manager,	20K	[redacted]	y
Rabiah [redacted]	marketing	1.7K	[redacted]	y
Ricky [redacted]	Memes	9.4K	[redacted]	y
Shelly [redacted]	Programs	1.5K	[redacted]	y
Stacey [redacted]	Researcher	1.5K	[redacted]	y
Michaela		28K	https://www.instagram.com/lifec	
Joy	Marketing mana	70K	https://www.ins	y