
From: [REDACTED]@fb.com]
Sent: 4/21/2021 9:01:51 PM
To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov]
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Rob—thanks for catching up earlier and sorry for the delay in getting these back to you. We can schedule time to discuss any of this further if helpful.

How was the Tucker post not violative?

- while we remove content that explicitly directs people not to get the vaccine, as well as content that contains explicit misrepresentations about vaccines, we reviewed this content in detail and it does not violate those policies.

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

- The video received 50% demotion for seven days while in the queue to be fact checked, and will continue to be demoted even though it was not ultimately fact checked.

Why does CT tell a different story than our internal number?

- Crowdtangle shows engagement not views, and a simple text search for "vaccine" in Crowdtangle doesn't have the same recall as our classifiers, i.e., doesn't include all of the posts about vaccines. The data that we provided doesn't include the Tucker Carlson video because our data pipelines don't populate that quickly – we provided data for the week before. (The delay in data doesn't mean we aren't able to find and remove violating content in real time – our systems do this automatically).

Why label this content with a generic "visit the covid information center" message?

- Our more granular label about vaccine safety previously said "COVID-19 vaccines go through many test for safety and effectively before they're approved". In light of the decision to pause the J&J vaccine, vaccine safety discussion evolved past "approval," and we were concerned that this was a confusing/irrelevant message to be applying to content discussion the decision to pause J&J without revoking approval. We temporarily reverted to a more generic message and are updating the more specific label for posts about vaccine safety to say "COVID-19 vaccines go through many tests for safety and effectiveness and then are monitored closely" to try to adapt to the changing factual situation and evolving discussion. This new message is being rolled out and should appear instead of the generic label now.

From: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>
Date: Friday, April 16, 2021 at 4:37 PM
To: [REDACTED]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov>
Subject: RE: [EXTERNAL] FW: Tucker Carlson anti-vax message.

These questions weren't rhetorical

From: Flaherty, Rob EOP/WHO
Sent: Wednesday, April 14, 2021 11:35 PM
To: [REDACTED]@fb.com>
Cc: Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov>
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

And sorry — if this was not one of the most popular posts about the vaccine on Facebook today, then what good is crowdangle?

██████████ said that Tomis video was the most popular yesterday based on your data, which reflected what CT was showing. Tuckers video was top on CT today. What is different about this video, then?

Sent from my iPhone

On Apr 14, 2021, at 11:29 PM, Flaherty, Rob EOP/WHO ██████████@who.eop.gov> wrote:

I guess this is a good example of your rules in practice then — and a chance to dive in on questions as they're applied.

How was this not violative? The second half of the segment is raising conspiracy theories about the government hiding that all vaccines aren't effective. It's not about just J&J. What exactly is the rule for removal vs demoting?

Moreover: you say reduced and demoted. What does that mean? There's 40,000 shares on the video. Who is seeing it now? How many? How effective is that?

And we've gone a million rounds on this in other contexts so pardon what may seem like deja vu — but on what basis is "visit the covid-19 information center for vaccine resources" the best thing to tag to a video that says the vaccine doesn't work?

Not for nothing but last time we did this dance, it ended in an insurrection.

Sent from my iPhone

On Apr 14, 2021, at 11:11 PM, ██████████@fb.com> wrote:

Making sure you receive--

From: ██████████@fb.com>

Date: Wednesday, April 14, 2021 at 10:51 PM

To: Slavitt, Andrew M. EOP/WHO ██████████@who.eop.gov>

Cc: ██████████@fb.com>

Subject: Re: Tucker Carlson anti-vax message.

Hi Andy - have looked into this some more.

I realize it may be of limited comfort at this moment, but this was not the most popular post about vaccines on Facebook today. Our data is slightly lagging, and we'll get back to you with more detail on this specific post tomorrow. Right now, it appears that it probably was among the top 100 most-viewed vaccine posts. I'm including a few examples of posts that were more popular today at the end of this note.

Regardless of popularity, the Tucker Carlson video does not qualify for removal under our policies. Following the government's decision yesterday, we are allowing claims that the Johnson and Johnson vaccine causes blood clots, but we still do not allow categorical claims that it or other vaccines are unsafe or ineffective.

That said, the video is being labeled with a pointer to authoritative COVID information, it's not being recommended to people, and it is being demoted.

The team is working on the follow ups from the meeting this morning, including more details on most viewed/ranked content on Facebook and [REDACTED] will be in touch shortly on that - I'm v keen that we follow up as we'd agreed, and I can assure you the teams here are on it.

Given the timeline that was provided today for further decision about the J&J vaccine, it would be great to get your guidance about what affirmative messages we should amplify right now. Consistent with the message we heard at the press conferences, we're currently emphasizing the safety and efficacy of the Moderna and Pfizer vaccines in the Covid Information Center.

Popular Vaccine-Related Content on Facebook Today:

CNN: >><https://www.cnn.com/2021/04/13/health/blood-clots-johnson-johnson-vaccine-wellness/index.html><<;
ABC: >><https://www.facebook.com/10160902498218812><<;
NBC: >><https://www.nbcnews.com/health/health-news/what-do-if-you-got-johnson-johnson-vaccine-n1263927><<;
NY Times: >><https://www.nytimes.com/2021/04/13/us/politics/johnson-johnson-vaccine-blood-clots-fda-cdc.html><<;
CDC: >><https://www.facebook.com/10159031890151026><<;
CBS: >><https://www.facebook.com/10159467409732010><<;
Heather Cox Richardson: >><https://www.facebook.com/297363371758902><<;

All v best

[REDACTED]

On 4/14/21, 10:52 AM, [REDACTED]@fb.com> wrote:

Ok - sorry to hear about call today, will dig in now. [REDACTED]

On 4/14/21, 10:01 AM, "Slavitt, AndrewM. EOP/WHO" [REDACTED]@who.eop.gov> wrote:

Number one on Facebook. Sigh.

Big reveal call with FB and WH today. No progress since we spoke. Sigh.

Sent from my iPhone