
From: [REDACTED]@fb.com]
Sent: 4/16/2021 8:45:51 PM
To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov]
CC: Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov]
Subject: Re: [EXTERNAL] FW: Tucker Carlson anti-vax message.

Hey Rob—understood and sorry for the delay. The team has been heads-down since our conversation to produce the report we discussed on Wednesday afternoon. We are aiming to get you something tonight ahead of the weekend. We want to respond to your questions below as well but I have been hoping to get this work completed and then to schedule a call to discuss. Would that work?

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 Face book today, then what good is crowdangle?

[REDACTED] 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 [REDACTED]@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 dejavu — 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, [REDACTED]@fb.com> wrote:

Making sure you receive--

From: [REDACTED]@fb.com>
Date: Wednesday, April 14, 2021 at 10:51 PM
To: Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov>
Cc: [REDACTED]@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