
From: [REDACTED]@fb.com]
Sent: 8/3/2021 12:11:33 AM
To: Tom, Christian L. EOP/WHO [REDACTED]@who.eop.gov]
CC: Flaherty, Rob R. EOP/WHO [REDACTED]@who.eop.gov]; O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov]; [REDACTED]@fb.com]; Qureshi, Hoor A. EOP/WHO [REDACTED]@who.eop.gov]
Subject: [EXTERNAL] Re: Follow up on WH questions

Happy to.
Hoor, could you surface some times that work for your folks and we can go from there?

[REDACTED]
[REDACTED]
facebook, inc. | politics & government
[REDACTED]@fb.com

On Aug 2, 2021, at 6:04 PM, Tom, Christian L. EOP/WHO [REDACTED]@who.eop.gov> wrote:

Thanks [REDACTED] for the info. A call might be helpful, if we can do something early next week? Adding Hoor here but appreciate your email and making time to talk further about it!

From: [REDACTED]@fb.com>
Sent: Monday, August 2, 2021 1:14 PM
To: Tom, Christian L. EOP/WHO [REDACTED]@who.eop.gov>; Flaherty, Rob R. EOP/WHO [REDACTED]@who.eop.gov>; O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov>; [REDACTED]@fb.com>
Subject: [EXTERNAL] FW: Follow up on WH questions

Hi All,

Per my and Christian's phone call last Tuesday, I gathered more details for you and your team; happy to set up a call to discuss further as well.

As you know, we take aggressive steps to reduce the spread of vaccine hesitancy and vaccine misinformation on our platforms and we deploy technology to do so. As part of our efforts on Instagram, we have measures to help ensure we don't recommend people follow accounts that promote vaccine hesitancy at scale. For two weeks in April (April 14-28) this measure was impacted by over-enforcement on a signal we used -- accounts that were posting far above normal vaccine-related content -- and removed these otherwise eligible accounts from being recommended as an account to follow. This did not impact reach or distribution of content in Feed or Stories or other areas of account discovery on Instagram, such as search or Explore.

Per your request for remediation, while we cannot boost your account in our recommendations, we are always here to help with content strategy, best practices, and further opportunities to collaborate.

Again, happy to discuss further on a call.

Best,
[REDACTED]

From: [REDACTED]@fb.com>
Date: Thursday, July 15, 2021 at 4:06 PM
To: Flaherty, Rob R. EOP/WHO [REDACTED]@who.eop.gov>, O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov>, [REDACTED]@fb.com>
Subject: Re: Follow up on WH questions

Hi Rob – I totally understand how frustrating that is. This was due to a bug in our recommendation surface, and was resolved in late May. Accounts affected did not specifically lose any followers as a result, nor was their presence reduced in Search or Explore, however. If you want to hop on the phone to discuss it, I'm at [REDACTED] anytime.

From: "Flaherty, Rob R. EOP/WHO" [REDACTED]@who.eop.gov>
Date: Thursday, July 15, 2021 at 3:29 PM
To: "O'Neill, Tegan E. EOP/WHO" [REDACTED]@who.eop.gov>, [REDACTED] [REDACTED]@fb.com>, [REDACTED]@fb.com>
Subject: RE: Follow up on WH questions

Are you guys fucking serious? I want an answer on what happened here and I want it today.

From: O'Neill, Tegan E. EOP/WHO
Sent: Thursday, July 15, 2021 3:29 PM
To: [REDACTED]@fb.com>, [REDACTED]@fb.com>; Flaherty, Rob R. EOP/WHO [REDACTED]@who.eop.gov>
Subject: RE: Follow up on WH questions

++ @Flaherty, Rob R. EOP/WHO

From: [REDACTED]@fb.com>
Sent: Thursday, July 15, 2021 3:20 PM
To: O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov>; [REDACTED]@fb.com>
Subject: [EXTERNAL] Re: Follow up on WH questions

Hi Tegan – from what we understand it was an internal technical issue that we can't get into, but it's now resolved and should not happen again.

From: "O'Neill, Tegan E. EOP/WHO" [REDACTED]@who.eop.gov>
Date: Thursday, July 15, 2021 at 2:28 PM
To: [REDACTED]@fb.com>, [REDACTED]@fb.com>
Subject: RE: Follow up on WH questions

Thanks [REDACTED]

Could you tell me more about the technical issues affecting audience growth? Was this just us and do you have a sense of what the issue was?

From: [REDACTED]@fb.com>
Sent: Thursday, July 15, 2021 2:27 PM
To: O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov>; [REDACTED]@fb.com>
Subject: [EXTERNAL] Follow up on WH questions

Hi again Tegan!

Coming back here on a few things:

-First, the technical issues that had been affecting follower growth on @potus have been resolved. Though there is still the issue of bot accounts being removed as normal, you should start to see your numbers trend back upwards, all things being equal and notwithstanding the big spike you saw this week given the collaboration with Olivia Rodrigo. Thanks for your patience as we investigated this.

-The answers to your aspect ratio, video quality and thumbnail questions can all be found in our Help Center here: <https://www.facebook.com/help/instagram/381435875695118> and in the links on that page. Regarding 1:1 or 4:5 for feed video, I don't have any specific recommendations on it. Obviously we know social managers are busy creating video for multiple platforms, so rest assured there is no algorithmic downside to using one crop over another.

-Finally, I can't release any numbers related to the performance of difference video formats, or light mode vs. dark mode usage unfortunately.

Let me know if you have any outstanding questions on these .

From: "O'Neill, Tegan E. EOP/WHO" [REDACTED]@who.eop.gov>
Date: Tuesday, July 13, 2021 at 11:42 AM
To: [REDACTED]@fb.com>, [REDACTED]@fb.com>
Subject: RE: IG optimization questions

Appreciate it!

From: [REDACTED]@fb.com>
Sent: Tuesday, July 13, 2021 11:41 AM
To: O'Neill, Tegan E. EOP/WHO [REDACTED]@who.eop.gov>; [REDACTED]@fb.com>
Subject: [EXTERNAL] Re: IG optimization questions

Hi Teagan! Let me round up some answers to these questions and come back to you shortly. Attached is the last edition of our IGTV video specs for you to check out in the interim.

Speak soon!

From: "O'Neill, Tegan E. EOP/WHO" [REDACTED]@who.eop.gov>
Date: Tuesday, July 13, 2021 at 10:15 AM
To: [REDACTED]@fb.com>, [REDACTED]@fb.com>
Subject: IG optimization questions

Hi [REDACTED]
 Hope you're both well! I'm updating specs and guide lines for our video team and had a few quick questions.

- Do you have a guide/recommendation on codec/video quality? We've seen some issues with video files that display crisply on other platforms

- Do you have an updated thumbnail guide for IGTV and reels?
- Do you see any difference in performance between black, white, and branded video mattes on square videos in vertical placements?
- Do more people use night mode than day mode?
- For in-feed video (not sure what to call this but non-IGTV, non-reel video) do you recommend 1:1 or 4:5 these days?

Thank you!