Re: Contact Info

asweet@usaid.gov Andrew Sweet Thursday, June 13, 2013 at 3:55:46 PM Eastern Daylight Time
To: [redacted]@fb.com Jud Hoffman, [redacted]@fb.com Dave Willner
Cc: jmcspedon@usaid.gov Joseph McSpedon, neparker@usaid.gov Nealin Parker

Jud and Dave,

I have gone back to our team here and they have been in touch with George Alafoginis who I believe is in the global marketing division. The focus thus far has been in three areas:

1) Working together to provide local beneficiary groups in USAID Office of Transition Initiative's program countries with training, analytics, and advocacy advice on the use of Facebook as a tool for organizing people around social issues.

2) Better access to Facebook analytics to understand target audiences in the countries where we work.

3) Assisting Facebook to identify, in countries where we work, elements utilizing the platform in violation of FB's Terms of Use in order to promote violence and hate speech.

Initially the teams have discussed potential engagement with on Sri Lanka, Kenya and Honduras, but our program in Tunisia has also expressed an interest. It seems that Kenya would likely be the first place we move forward, given Facebook's interest and the fact that our team out there has a concrete proposal for how they could work together.

I have cc'd Nealin Parker who is OTI's acting Director and Joe McSpedon who is spearheading this from our side. I do think there is a real opportunity for partnership. Our team would also be open to other ideas you may have, in addition to the three points laid out above.

OTI is at the cutting edge on using technology to maximize impact and the team there is phenomenal. I hope our teams are able to continue this conversation and please let me know if there are any questions.

Best,

Andrew

On Tue, Jun 4, 2013 at 1:57 PM, Jud Hoffman <[redacted]@fb.com> wrote:

> + Dave
>
> Good to meet you, too, Andrew. I'm adding Dave Willner, who runs content policy on my team, as a resource going forward.
>
> Dave, Andrew works for USAID (and is a good friend of Jeff Marshall). We spent 30 mins together last week and it sounds like there may be opportunities to work together on some of the free expression concerns that groups like USAID and others have expressed.
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> **From:** Andrew Sweet <asweet@usaid.gov>
> **Date:** Tuesday, May 28, 2013 3:01 PM
> **To:** Judson Hoffman <[redacted]@fb.com>
> **Subject:** Re: Contact Info
>
> Jud,
>
> Thanks for taking the time to meet with me this morning. I very much enjoyed our conversation and appreciate the complexity and importance of what you and your team are trying to achieve. I look

forward to staying in touch. I know our transition teams would like to connect and see what is possible. Let me know how I can help facilitate.

Best,

Andrew

On Tue, May 28, 2013 at 2:58 PM, Jud Hoffman <[redacted]@fb.com> wrote:

> Jud Hoffman
> Facebook Global Policy Manager