Re: Fw: Facebook communication

neparker@usaid.gov Parker, Nealin Thursday, May 2, 2013 at 9:30:44 AM Eastern Daylight Time
To: jmcspedon@usaid.gov McSpedon, Joseph
Cc: asweet@usaid.gov Sweet, Andrew, slennon@usaid.gov Stephen Lennon, mswanson@usaid.gov Megan Swanson

10:30 it is! Food court or your desk?

On Thu, May 2, 2013 at 9:26 AM, McSpedon, Joseph <jmcspedon@usaid.gov> wrote:
I can do 10:30.

On Thu, May 2, 2013 at 9:06 AM, Parker, Nealin <neparker@usaid.gov> wrote:
Andrew -
I can make 10:30, but copying in Joe, who is, frankly, more important. :)
Nealin

On Wed, May 1, 2013 at 9:08 PM, Sweet, Andrew <asweet@usaid.gov> wrote:
Nealin,

Sounds very interesting. Would be great to meet up with you to hear abou this and other things. Just got back from Colombia this am and off to Cape Town on Tuesday. Would Friday at 10:30am work? I may have some ideas on the Fbook partnership too. Let me know if this works and hope to see you soon!

Andrew

On Wed, May 1, 2013 at 8:58 PM, Nealin Parker <neparker@usaid.gov> wrote:
So the deal is that we have had these super interesting individual programs in partnership with facebook--preventing violence, hate crimes, exploring organising for peace in high stakes environments. Joe explains in more detail below, but do you think there is anyone in the FO or beyond who would be interested? It's in my mind a great set of individual opportunities, but also an excellent relationship if we should find ourselves in anything like another arab spring.
Hope all is well with you--do you ever get coffee?
N

J. Nealin Parker

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From: McSpedon, Joseph [mailto:jmcspedon@usaid.gov]
Sent: Wednesday, May 01, 2013 03:45 PM
To: Nealin Parker <neparker@usaid.gov>; Stephen Lennon <slennon@usaid.gov>
Subject: Facebook communication

Facebook reached out to us after some interaction related to working with NGOs focused on using Facebook as an advocacy tool for issues related to Syria. Robbie Harris put us in context. After initial discussions I laid out what Facebook was offering up to the teams, and thus far three teams have taken advantage of that.

Honduras - first stage of interaction is looking at the issue of Facebook use by criminal elements, and helping the police and others recognize how they can report these as violations of Facebook's terms of service as well as how they can monitor these sources for information. The second stage would be to look at how Facebook is currently used in Honduras and find ways to better understand Facebook analytics to help local partners carry out advocacy.

Sri Lanka - initial discussion was last week focused on the use of Facebook to spread anti-Muslim hate speech. The Sri Lanka team has sent Facebook a list (in most egregious order) of offenders for Facebook to remove after it is determined that the content violates their terms of use. As with Honduras, we are hoping to get to a second stage, utilizing Facebook to create counter narratives.

Kenya - Galeeb is seeking funding for a project from the Embassy with a local partner that will promote utilizing social media to monitor extremist speech as well as train alternative voices on social media best practices. We have not yet gotten Facebook buy in on this, but they are quite interested.

As Nealin mentioned, this is a beneficial relationship for OTI for a number of reasons. In addition, the idea that we could start to understand some of the analytics that Facebook does on users from the marketing side, for our local partners use in advocacy campaigns, represents a big opportunity for our fruitful use of social media as a programming tool.

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