[redacted] [redacted]

USAID
FROM THE AMERICAN PEOPLE

John Alexander <joalexander@usaid.gov>

Fwd: Thank you and next steps from today's call

4 messages

Shannon Maguire <smaguire@usaid.gov> Sat, Jul 8, 2023 at 4:06 PM
To: John Alexander <joalexander@usaid.gov>, Jonathan Inman <jinman@usaid.gov>

Dug this out from call with Molly on Belarus back in May, I'm case useful for ENP…

---------- Forwarded message ---------
From: **Molly Montgomery** <[redacted]@meta.com>
Date: Mon, May 8, 2023 at 11:57 AM
Subject: RE: Thank you and next steps from today's call
To: Amy Malessa <amalessa@usaid.gov>, Teddy Wilhite <[redacted]@meta.com>, Oskar Braszczyński <[redacted]@meta.com>
CC: Jenna Tajchman <jtajchman@usaid.gov>, Oksana Bedenko <obedenko@usaid.gov>, Shannon Maguire <smaguire@usaid.gov>

Amy,

Thanks for your patience as we gathered all of the relevant information to follow up on our recent conversation regarding Belarus. We enjoyed connecting with you and the team and are happy to follow up if there are additional questions or concerns. As we noted in our call, facilitating freedom of expression and protecting the safety of our users in Belarus and elsewhere is extremely important to us, and we appreciate the opportunity to exchange with USAID on our efforts in Belarus and elsewhere.

Below are some of the resources we discussed on our call:

- Access Now runs a hotline that Belarusian media and human rights defenders can use to report any safety or content-related issues. They can help improve digital security practices and provide rapid response emergency assistance if necessary.
- I have attached a booklet on our Meta Support Pro channel, which is designed to help political, governmental, and nonprofit organizations quickly and efficiently resolve escalations with the assistance of a live agent. For more information on this support channel, including how to access it and the services provided, please refer to the attachment.
- Further information regarding our ad policies related to elections and politics are below.
- Users can also access their payment history aat https://www.facebook.com/help/484790445412047/?helpref=uf_share and, from there, request support if they are concerned about payments listed.

Once you've had an opportunity to digest this information, we'd be happy to answer any additional questions or set up a follow-up call.

Thanks,

Molly

Running Ads About Elections and Politics

[redacted] [redacted]

Our policy requires that any advertiser who wants to create or edit ads referencing political figures and elections must go through the authorization process, place "Paid for by" disclaimers on ads and have these ads enter the Ad Library. This includes any person creating, modifying, publishing or pausing electoral or political ads.

To do this, advertisers must send a document to confirm their identity, verify their location and provide more information about the person or organization responsible for the ad. They should do this by placing the "Paid for" disclaimer on advertisements about elections or politics. These ads will be publicly available in the Ad Library for seven years.

This requirement applies to anyone who takes action on ads that reference the aforementioned categories such as starting or pausing ads, adjusting targeting or any other function related to ad management.

Useful collection of resources:

- Getting Started with Ads about Elections or Politics
- Get Authorized to Run Ads about Social Issues, Elections or Politics
- Policy Education Guide: Ads About Social Issues, Elections or Politics
- Availability for Ads about Social Issues, Elections or Politics
- Manage Disclaimers

New “Page Name” Disclaimer Option:

Starting December 14, 2022, advertisers in multiple countries, including Belarus, who cannot meet the email or website disclaimer requirements can use the "Page Name" option. This option allows advertisers to display an eligible Page name older than 30 days on their ads about elections or politics.

If you choose to use the "Page Name" option, the name displayed in the disclaimer will be pre-populated with the name of your Page and cannot be edited.

Accepted currencies for running ads about elections and politics

To ensure optimal advertiser experience, we constantly review the list of currencies that advertisers can use to pay for ads. Currently to run ads about elections and politics in Belarus, we accept payments in US Dollars, Euro and Polish Zloty. More information is available here.

From: Amy Malessa <amalessa@usaid.gov>
Sent: Wednesday, April 26, 2023 8:39 AM
To: Molly Montgomery <[redacted]@meta.com>; Teddy Wilhite <[redacted]@meta.com>; Oskar Braszczyński <[redacted]@meta.com>
Cc: Jenna Tajchman <jtajchman@usaid.gov>; Oksana Bedenko <obedenko@usaid.gov>; Shannon Maguire <smaguire@usaid.gov>
Subject: Re: Thank you and next steps from today's call

[redacted] [redacted]

Hi Molly,

I hope you're having a great week! Thanks again for making the time to chat with us last week. I have a field call with our team on Friday. Is there any information that I might share with them? Along the lines of the bullets listed below.

Thanks again,

Amy

Amy Noreuil Malessa
Senior Digital Technology Advisor for Field Programs Division
Bureau for Conflict Prevention and Stabilization | Office of Transition Initiatives | Creative Digital Team
US Agency for International Development
Mobile: [redacted] | amalessa@usaid.gov
[redacted]

On Wed, Apr 19, 2023 at 3:55 PM Amy Malessa <amalessa@usaid.gov> wrote:

> Dear Molly, Teddy, and Oskar,
>
> Thank you so much for meeting with us today! I do not have Uliana's email address, so please extend our thanks to her as well. We appreciated the background and context that you all provided on your work.
>
> In terms of next steps, we welcome any information that you can share on:
>
> - How organizations can join Meta Pro, including what types of concerns are most useful to elevate through that channel for direct support
> - How organizations can learn more about the recent ad policy / procedure changes and trouble-shoot those issues for Belarus
> - How individuals and organizations can remove their payment and donation history from Meta Pay
>
> We understand that there are sensitivities around this information, so please let us know the best way to continue the conversation and what's appropriate to share with our partners.
>
> Thanks again,
> Amy
>
> Amy Noreuil Malessa
> Senior Digital Technology Advisor for Field Programs Division
> Bureau for Conflict Prevention and Stabilization | Office of Transition Initiatives | Creative Digital Team

[redacted]

US Agency for International Development
Mobile: [redacted] | amalessa@usaid.gov
[redacted]

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SHANNON MAGUIRE

Senior Media Advisor, Technical Support Office, Democracy & Governance Division, Europe & Eurasia Bureau

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

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GPN_MetaSupportPro_Playbook_en_US-1-3.pdf
3838K

Jonathan Inman <jinman@usaid.gov> Mon, Jul 10, 2023 at 7:08 AM
To: Shannon Maguire <smaguire@usaid.gov>
Cc: John Alexander <joalexander@usaid.gov>

Thank you, Shannon! Enjoy your trip!
[Quoted text hidden]

John Alexander <joalexander@usaid.gov> Mon, Jul 10, 2023 at 9:00 AM
To: Jonathan Inman <jinman@usaid.gov>, Olesia Gardner <ogardner@usaid.gov>
Cc: Shannon Maguire <smaguire@usaid.gov>

+Olesia Gardner as an FYI, since I know she tracks this stuff too.
[Quoted text hidden]

Olesia Gardner <ogardner@usaid.gov> Mon, Jul 10, 2023 at 10:41 AM
To: John Alexander <joalexander@usaid.gov>

Thanks. Appreciate it.

Olesia
[Quoted text hidden]

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Olesia Gardner

Civil Society and Media Advisor, Central Europe

Democracy and Governance Division/ Technical Support Office

Bureau for Europe and Eurasia

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