Re: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team

[redacted]@meta.com **Ayesha Hashem** Thursday, September 29, 2022 at 1:17:00 PM Eastern Daylight Time

To: [redacted]@fb.com Catherine Eng, sarsmith@usaid.gov Sarah Smith
Cc: [redacted]@fb.com Felicia Agyeiwaa, kcairns@usaid.gov Kristin Cairns, eddavis@usaid.gov Edward Davis

Dear Kristin and Ed,

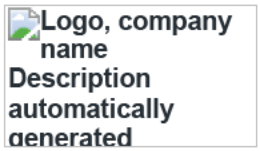
Thank you for taking time out to meet with us this week.

It was a pleasure learning about the important work USAID is doing to support Afghans at this critical time and also share with you some of our efforts around safety, girls education, women's economic resilience and the distribution of humanitarian aid.

Also, thank you for offering to connect us with the right folks at the World Bank, ADB and the NSC. I am sharing below an overview of our work in Afghanistan and my bio in case you would like to share it with the relevant POCs at these organisations. I could extend my stay till Tuesday next week if we think an in-person meeting would be more fruitful. In case that's too ambitious a timeline, we can certainly plan for virtual calls at a later date.

I hope this is the beginning of many fruitful conversations.

Warm regards,



Ayesha Hashem (she/her)

Public Policy Manager, South Asia

[redacted]

Meta

Overview of Meta's work in Afghanistan-Meta's efforts in Afghanistan pre-date the August 15th crisis of last year. However, over the last year we have increased our commitment to our community of users in Afghanistan in light of the evolving risk landscape in the country. Below is a broad overview of some of our key workstreams in Afghanistan:

1. **On-platform Integrity:** This pillar focuses on removing harmful content and behaviour from our platforms. We work with local and international experts to continuously improve our policies and proactive and reactive enforcement as well as monitor new trends in user behaviour that could adversely impact the voice and safety of our community of users.
    1. We have a specialized regional team of Afghans monitoring user and content trends in Afghanistan and diaspora; a team of over 300 global safety experts to ensure that we are staying on top of emerging risks, and a network of local, diaspora and international CSOs serving as Trusted Partners and providing insights on emerging risks on the ground. We use these insights to continuously improve our overall integrity landscape.
1. **Programs -** This pillar builds on our integrity efforts by working in partnership with local and international government and non-governmental organizations in the country and diaspora on joint areas of priorities such as girls education, women's safety and economic resiliency, digital literacy, mental health, and journalist safety and capacity building. We consult with Afghans within the country and diaspora on these themes and how our programs could effectively support them. Working with the Alliance of AWER and the US-Afghan Consultative Mechanisms are some examples of this work.
2. **Products and Tools -** This pillar focuses on utilizing existing tools or innovating new ones to tackle specific issues in Afghanistan or globally. We recognise the unique challenges in Afghanistan and are constantly thinking about how our platforms could scale solutions that help our community. Some examples of this include:
    1. During the August 15th crisis, we launched 'locked profile' and 'disappearing messages' and sent targeted messages to users in Dari and Pashto to inform them of these resources and how to enable them.
    2. We have launched a 'Community Help Centre' to help INGOs and local CSOs coordinate humanitarian relief efforts and scale them to the most remote parts of Afghanistan through our platforms. We are working to build these organizations' capacity so they can maximize their use of this tool.

Bio

Ayesha Hashem is part of Meta's APAC Public Policy Emerging Markets team where she leads Public Policy for Afghanistan and Nepal. Ayesha has been with Meta for almost four years, initially working on global content policy issues such as civic integrity, child safety, and health misinformation before transitioning to the Public Policy role last year. Ayesha led Meta's response to the August 15th crisis in Afghanistan and has since been engaging with civil society partners in Afghanistan and the diaspora, IGOs and INGOs, think tanks, academics, journalists, and activists working in or on Afghanistan around topics of terrorism, safety and economic resilience of women and minority groups, digital literacy, and the ongoing humanitarian crisis.

From: Catherine Eng <[redacted]@fb.com>
Date: Monday, 26 September 2022 at 14:09
To: Sarah Smith <sarsmith@usaid.gov>
Cc: Felicia Agyeiwaa <[redacted]@fb.com>, Ayesha Hashem <[redacted]@fb.com>, Kristin Cairns <kcairns@usaid.gov>, Edward Davis <eddavis@usaid.gov>
Subject: Re: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team

Hi Sarah,

Understood, thanks for letting us know. We'll see Kristin and Ed in a bit.

Best,

Catherine

From: Sarah Smith <sarsmith@usaid.gov>
Date: Monday, September 26, 2022 at 2:02 PM
To: Catherine Eng <[redacted]@fb.com>
Cc: Felicia Agyeiwaa <[redacted]@fb.com>, Ayesha Hashem <[redacted]@fb.com>, Kristin Cairns <kcairns@usaid.gov>, Edward Davis <eddavis@usaid.gov>
Subject: Re: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team

This Message Is From an External Sender

Hi Catherine,

Apologies for the last minute change, but Maria Longi is no longer able to attend the meeting this afternoon. Kristin Cairns, our Acting Director for Afghanistan Affairs, is still able to attend and meet with Ayesha at 3:30pm at the DC Meta offices, along with our Senior Policy Advisor Ed Davis (eddavis@usaid.gov).

Again, I'm sorry for the last minute change. I've advised both Kristin and Ed to bring proof of COVID vaccination per your message late last week. Please let us know if there are any questions or concerns.

Best,

Sarah

Sarah Smith *(she/her)*

Special Assistant to DAA Maria Longi (AF/PAK)

USAID Bureau for Asia

Email: sarsmith@usaid.gov [redacted]

ASIA Tasker List: asiabureauestaskers@usaid.gov

On Thu, Sep 22, 2022 at 6:32 AM Catherine Eng <[redacted]@fb.com> wrote:

> Hi Sarah,
>
> Just following up on whether we can confirm 3:30pm Monday Sept 26? We'd be happy to host everyone at our DC office. And if you could please confirm attendees on your side. We can expedite the registration process if we have attendee names and emails in advance. Thanks.
>
> Best,
>
> Catherine
>
> ---
>
> **From:** Felicia Agyeiwaa <[redacted]@fb.com>
> **Date:** Tuesday, September 20, 2022 at 10:08 PM
> **To:** Sarah Smith <sarsmith@usaid.gov>, Catherine Eng <[redacted]@fb.com>
> **Cc:** Ayesha Hashem <[redacted]@fb.com>
> **Subject:** RE: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team
>
> Hi Sarah,
>
> Shall we confirm 3:30pm on Monday, Sept 26th. We would be happy to host you all at our Meta DC office located at [redacted]
>
> Also, pls keep us posted on attendees on your end.
>
> Thanks!
>
> Felicia
>
> ---
>
> **From:** Sarah Smith <sarsmith@usaid.gov>
> **Sent:** Tuesday, September 20, 2022 9:21 PM
> **To:** Catherine Eng <[redacted]@fb.com>
> **Cc:** Felicia Agyeiwaa <[redacted]@fb.com>; Ayesha Hashem <[redacted]@fb.com>
> **Subject:** Re: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team

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Hi Catherine,

Thanks for your note! Please see some available times below:

Monday 9/26 3:30pm - 4:30pm

Tuesday 9/27 11:00am - 1:30pm (anytime)

Thursday 9/29 1:00pm - 3:00pm (anytime)

Let me circle back with Maria and the team to find out who will be attending the meeting on our end.

Best,

Sarah

Sarah Smith *(she/her)*

Special Assistant to DAA Maria Longi (AF/PAK)

USAID Bureau for Asia

Email: sarsmith@usaid.gov [redacted]

ASIA Tasker List: asiabureauestaskers@usaid.gov

On Tue, Sep 20, 2022 at 6:54 AM Catherine Eng <[redacted]@fb.com> wrote:

> Hi Sarah,
>
> Hope you're well. Happy to work with you to confirm a time. Can you pass along a few time slots that work best on your side? Our team has the most availability Wed, Sept 28 then Thurs Sept 29.
>
> We're happy to host the meeting in our office. If that works for you, let us know if there will be any other attendees in addition to the individuals on the email chain below so that we may reserve the appropriate room. Thanks.
>
> Best,

Catherine

From: Maria Longi <mlongi@usaid.gov>
Date: Monday, September 19, 2022 at 11:05 AM
To: Brian Rice <[redacted]@fb.com>, Sarah Smith <sarsmith@usaid.gov>, Kristin Cairns <kcairns@usaid.gov>, Nitika Tolani <ntolani@usaid.gov>
Cc: Felicia Agyeiwaa <[redacted]@fb.com>, Catherine Eng <[redacted]@fb.com>, Ayesha Hashem <[redacted]@fb.com>
Subject: Re: Meeting request - Ayesha Hashem, head of Meta's Afghanistan policy team

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This Message Is From an External Sender

Brian, thanks for reaching out. We are happy to meet with you next week. I am copying Sarah Smith who can find a time that works (as well as Nitin Madhav and Kristin Cairns from our Afghanistan team).

Maria

Maria A. Longi

Deputy Assistant Administrator

Bureau for Asia

US Agency for International Development

1300 Pennsylvania Ave, NW, Washington DC

Tel: [redacted]

Email: mlongi@usaid.gov

On Mon, Sep 19, 2022 at 9:25 AM Brian Rice <[redacted]@fb.com> wrote:

Hi Maria,

I hope you're well. I wanted to share that Ayesha Hashem, our head of Public Policy for Afghanistan (biography below), will be in Washington, D.C. next week, September 26 - 30. If your schedule permits, we'd like to request a meeting to brief you on Meta's Afghanistan workstreams and discuss key policy issues, including the ongoing situation on the ground and the safety of vulnerable members of the Afghan community. We'd be happy to host this meeting in-person at our Meta office as well. Many thanks for your consideration. Please let us know if there is a convenient time for you next week and with whom we should be in touch regarding logistics. Copying Felicia to coordinate schedules. Thank you.

Ayesha Hashem

Ayesha Hashem is part of Meta's APAC Public Policy Emerging Markets team where she leads Public Policy for Afghanistan and Nepal. Ayesha has been with Meta for almost four years, initially working on global content policy issues such as civic integrity, child safety, and health misinformation before transitioning to the Public Policy role last year. Ayesha led Meta's response to the August 15th crisis in Afghanistan and has since been engaging with civil society partners in Afghanistan and the diaspora, IGOs and INGOs, think tanks, academics, journalists and activists working in or on Afghanistan around topics of terrorism, safety and economic resilience of women and minority groups, digital literacy and the ongoing humanitarian crisis.

Brian Rice | signature_678

US Public Policy

[redacted]

Attachments:

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