From: [redacted]@twitter.com>
To: Flaherty, Rob R. EOP/WHO
Sent: 12/17/2021 10:44:52 PM
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Hi Rob -
I'm around if you'd like to dial me. [redacted]

Best.
[redacted]

On Fri, Dec 17, 2021 at 5:33 PM Flaherty, Rob R. EOP/WHO <[redacted]@who.eop.gov> wrote:

New to the thread here, but this all reads to me like you all are bending over backwards to say that this isn't causing confusion on public issues. If the AP deems it confusing enough to write a fact check, and you deem it confusing enough to create an event for it, how on earth is it not confusing enough for it to at least have a label?

Total Calvinball.

From: Tom, Christian L. EOP/WHO
Sent: Friday, December 17, 2021 5:24 PM
To: [redacted]@twitter.com>
Cc: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>; Flaherty, Rob R. EOP/WHO [redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Thanks [redacted] The policy at the top says:

What is in violation of this policy

In order for content with **misleading media** (including images, videos, audios, gifs, and URLs hosting relevant content) to be labeled or removed under this policy, it must:

- Include media that is significantly and deceptively altered, manipulated, or fabricated, or

- Include media that is shared in a deceptive manner or with false context, and
- Include media likely to result in widespread confusion on public issues, impact public safety, or cause serious harm

I've highlighted the above sections which say that the first condition can be met alone OR the second and third can be met.

So that section that you've quoted makes sense, except this media is unto itself "significantly and deceptively altered, manipulated or fabricated." And thus it should meet the criteria as outlined in the first bullet point.

Is that right?

From: [redacted]@twitter.com>
Sent: Friday, December 17, 2021 5:01 PM
To: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Cc: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Hi Christian,

I huddled with our enforcement teams on this who confirmed that the media does not meet our threshold for either significant or moderate risk of harm. Due to the low risk associated, the team found it to not meet the requirements for a label. They've specifically pointed to this language in our Help Center article:

> *Tweets that share misleading media are subject to removal under this policy if they are likely to cause serious harm. Some specific harms we consider include:*
>
> - *Threats to physical safety of a person or group*

- *Incitement of abusive behavior to a person or group*
- *Risk of mass violence or widespread civil unrest*
- *Risk of impeding or complicating provision of public services, protection efforts, or emergency response*
- *Threats to the privacy or to the ability of a person or group to freely express themselves or participate in civic events, such as:*

Unfortunately, there isn't anything further here I can do in regards to our enforcement teams. If anything changes, we'll be sure to let you know. Appreciate your continued partnership and please don't hesitate to let us know if you have additional Tweets for review, anytime.

On Fri, Dec 17, 2021 at 3:49 PM Tom, Christian L. EOP/WHO [redacted]@who.eop.gov> wrote:

Hi[redacted]

Wanted to follow-up before we hit EOW. Even if this particular moment is not as much in the public eye right now, it's really important to us that this is addressed -- both on this particular one as well as a precedent for other moments when this might come up.

So, we appreciate your response and update here when you can provide.

Thanks,

--- Christian

From: [redacted]@twitter.com>
Sent: Monday, December 13, 2021 4:05 PM
To: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Cc: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Hello! Apologies as I have been out of the office. I am working with the internal teams for clarity around your specific questions, so I will let you know as soon as I hear.

Appreciate your continued feedback here!

On Mon, Dec 13, 2021 at 12:16 PM Tom, Christian L. EOP/WHO [redacted]@who.eop.gov> wrote:

[redacted] hope you had a good weekend. Wanted to make sure we addressed this! Please let us know if you have a few mins to chat or if you can help us to make sure the enforcement of the policy is consistent.

From: Tom, Christian L. EOP/WHO
Sent: Thursday, December 9, 2021 4:37 PM
To: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>; [redacted]@twitter.com>
Subject: RE: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Hi [redacted]

I wanted to follow-up here. Know this particular moment might have "passed" in terms of the scale/reach of it but in order to help us understand the Twitter processes best, would appreciate clarification on this when you're able.

Thanks,

-- Christian

From: LaRosa, Michael J. EOP/WHO
Sent: Wednesday, December 1, 2021 5:13 PM
To: [redacted]@twitter.com>
Cc: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Thank you!

Michael LaRosa

The White House

Press Secretary | Office of the First Lady

[redacted]@who.eop.gov

[redacted]

From: [redacted]@twitter.com>
Sent: Wednesday, December 1, 2021 5:09 PM
To: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Cc: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Of course. Let me pass these additional questions along to the policy team directly for their insights and consideration. I'll let you know from there!

On Wed, Dec 1, 2021 at 5:05 PM LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov> wrote:

Thanks, Christian. Hi [redacted] Let me know if we should hop on the phone to clarify. I am curious as to what would classify as "likely" so it is indisputable that the video is "deceptively altered," "fabricated," and "shared in a deceptive manner."

Michael LaRosa

The White House

Press Secretary | Office of the First Lady

[redacted]@who.eop.gov

[redacted]

From: Tom, Christian L. EOP/WHO
Sent: Wednesday, December 1, 2021 2:19 PM
To: [redacted]@twitter.com>
Cc: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

OK thanks [redacted] I think this one does not fall under the "likely to impact public safety or cause serious harm" but it **does** fall under the first two in the chart, which includes "significantly and deceptively altered or fabricated" and "shared in a deceptive manner?"

And if the first two are met but the third is not, the chart says it is "**likely** to be removed." Can you share any other info about why this one is not getting what Twitter would otherwise say is the "likely" outcome?

Also happy to chat on the phone this afternoon with Michael (who is the First Lady's Press Secretary) if helpful

From: [redacted]@twitter.com>
Sent: Wednesday, December 1, 2021 11:11 AM
To: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Cc: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Appreciate you following up. After escalating this to our team, the Tweet and video referenced will not be labeled under our synthetic and manipulated media policy. Although it has been significantly altered, the team has not found it to cause harm or impact public safety.

The team was able to create this Twitter Moment (here) and event page for more context and details: >>>>>https://twitter.com/i/events/1465769009073123330<<<;<<;

Appreciate your feedback, as always.

On Wed, Dec 1, 2021 at 9:14 AM Tom, Christian L. EOP/WHO [redacted]@who.eop.gov> wrote:

Just wanted to follow-up here.

It looks like from the rubric that this fits the first two criteria, which means it is "likely" to be labeled:

>>>>>https://help.twitter.com/en/rules-and-policies/manipulated-media<<<;<<;

Thanks again [redacted]

-- Christian

From: Tom, Christian L. EOP/WHO
Sent: Tuesday, November 30, 2021 8:54 PM
To: [redacted]@twitter.com>; LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Thanks [redacted] Will you apply the "Manipulated Media" disclaimer to the video asset itself?

Both the linked tweet below and the original source of the video:

>>>>>https://twitter.com/PapiTrumpo/status/1465439569965424643<<<;<<;

Thanks [redacted]

-- Christian

From: [redacted]@twitter.com>
Sent: Tuesday, November 30, 2021 7:31 PM
To: LaRosa, Michael J. EOP/WHO [redacted]@who.eop.gov>
Cc: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Update for you - The team was able to create this event page for more context and details: >>>>>>https://twitter.com/i/events/1465769009073123330<<;<<;<<;

On Tue, Nov 30, 2021 at 4:23 PM LaRosa, Michael J. EOP/WHO <[redacted]@who.eop.gov> wrote:

Thank you!

Michael LaRosa

The White House

Press Secretary | Office of the First Lady

[redacted]@who.eop.gov

[redacted]

From: [redacted]@twitter.com>
Sent: Tuesday, November 30, 2021 4:04 PM
To: Tom, Christian L. EOP/WHO [redacted]@who.eop.gov>
Cc: LaRosa, Michael J. EOP/WHO <[redacted]@who.eop.gov>
Subject: [EXTERNAL] Re: Doctored video on Twitter of the First Lady

Hi Christian,

Happy to escalate with the team for further review from here.

Don't hesitate to let me know if you have any additional questions in the meantime.

On Tue, Nov 30, 2021 at 3:58 PM Tom, Christian L. EOP/WHO [redacted]@who.eop.gov> wrote:

Hi [redacted]

Would you mind looking at this video and helping us with next steps to put a label or remove it?

>>>>>>>https://twitter.com/ArtValley818_/status/1465442266810486787?s=20<<<<<<<

For reference, the timestamp is 32:47 for the undoctored video source here:

>>>>>>>https://www.c-span.org/video/?516345-1/lady-remarks-white-house-holiday-decoration-volunteers<<<<<<<

Thanks,

-- Christian

--

Error! Filename not specified.
[redacted]
Public Policy
[redacted]

--

[redacted]
Public Policy
[redacted]

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[redacted]

Public Policy [redacted]

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[redacted]
Public Policy
[redacted]

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[redacted]
Public Policy
[redacted]

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[redacted]
Public Policy
[redacted]