

EXHIBIT 208

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Johanna Peace </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JOHANNAP>  
**Sent:** Wednesday, April 22, 2015 9:27 AM  
**To:** Kacie Thomas; FBPlatform  
**Subject:** Re: Brainstorm - Migration proactive strategy

Yep, that looks great! Thank you.

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**From:** Kacie Thomas <KThomas@theoutcastagency.com>  
**Date:** Wednesday, April 22, 2015 at 9:17 AM  
**To:** Johanna Peace <johannap@fb.com>, FBPlatform <FBPlatform@theoutcastagency.com>  
**Subject:** Re: Brainstorm - Migration proactive strategy

Hi JP – Looking forward to connecting this afternoon to walk through next steps. As discussed, we'll go ahead and reach out to our targets right now. Per our Messenger chat, I've updated the pitch below with the new OC address and modified leadership language in case only Simon will be there to lead the discussion so you have the final version on hand.

Let us know if you have any questions in the meantime!

Thanks,  
Kacie

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Subj: You're invited: Facebook Whiteboard re: Login and API Changes

Hi X,

XX here on behalf of Facebook – hope you're well. As you might know, April 30 will mark some major changes for developers building apps with Facebook. Starting on that day, Facebook will begin requiring every app to use the New Login and Graph API that we announced at F8 last year. After a year of working to incorporate these changes, what does April 30 mean for developers, and what differences will people see in the apps they use everyday?

Facebook will be hosting a Whiteboard session for reporters to address these topics **next Tuesday, April 28 from 11:00 a.m. To Noon PT at The OutCast Agency's new office at 100 Montgomery St. Suite 1200 (lunch will be served)**. We hope you can attend to hear from the Facebook product leadership in charge of spearheading the transition. You'll have the opportunity to hear updates on how the transition has been going since F8 2014, understand how this significant shift in the Platform fits into Facebook's overall strategy, and ask any questions you might have.

If you're able to join us, can you please **RSVP by Thursday, April 23?**

Thanks! Please let me know if you have any questions.

Best,  
XX

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**KACIE THOMAS**

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**From:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>  
**Date:** Tuesday, April 21, 2015 at 12:28 PM  
**To:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Brainstorm - Migration proactive strategy

Hi JP – Thanks again! Made comments below in red and have updated our media list. We'll await your green light before conducting outreach.

Also, would you like to own outreach to any of the targets? Or are you comfortable with us owning all correspondence? Let us know if there's anyone you'd like to own and we'll divvy it up with owners.

Thanks,  
Kacie

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>  
**Date:** Tuesday, April 21, 2015 at 11:51 AM  
**To:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Brainstorm - Migration proactive strategy

Hey Kacie,

I made a couple more small tweaks to the pitch below, per our Messenger chat.

For the targets, a few questions and changes:

- BuzzFeed – I think we have a new reporter there, right? Maybe check the summer media party list. Let's invite that person.

Good flag! We've added Brendan Klinkenberg as he's the new FB reporter.

- Rob Hof – where does he freelance? Not sure if we need him?

He freelances for Forbes and MIT Tech Review; he's a great advocate for us and wrote this awesome piece in late February about App Install Ads (ads/deep linking): <http://www.technologyreview.com/news/535431/app-ads-are-booming-business-for-facebook/>

- SF Chronicle and the Merc — Remove, don't think this is as important for them.

We've removed; we included them on there because based on past experience with Whiteboards, they do a great job covering us and writing positive pieces

- For TechCrunch, let's start with Josh and Sarah — then we can invite Kyle as a backup if neither of them can make it

Agreed!

- VentureBeat — Let's just invite Daniel, remove Emil

We actually recommend leaving Emil because Daniel is moving to Fast Company and will only be with FB through the end of April.

Once these changes are made, let's plan to reach out this afternoon. I'm confirming w Eddie right now (Simon has confirmed) so please hang tight for my green light.

Thanks!  
Johanna

## PITCH

Subj: You're invited: Facebook Whiteboard re: Login and API Changes

Hi X,

XX here on behalf of Facebook – hope you're well. As you might know, April 30 will mark some major changes for developers building apps with Facebook. Starting on that day, Facebook will begin requiring every app to use the New Login and Graph API that we announced at F8 last year. After a year of working to incorporate these changes, what does April 30 mean for developers, and what differences will people see in the apps they use everyday?

Facebook will be hosting a Whiteboard session for reporters to address these topics **next Tuesday, April 28 from 11:00 a.m. To Noon PT in San Francisco (lunch will be served)**. We hope you can attend to hear from the Facebook product managers who have been leading the transition. They'll share updates on how the transition has been going since F8 2014, discuss how this significant shift in the Platform fits into Facebook's overall strategy, and answer any questions you might have.

If you're able to join us, can you please RSVP by Thursday, April 23?

Thanks! Please let me know if you have any questions.

Best,  
XX

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**From:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>  
**Date:** Tuesday, April 21, 2015 at 9:48 AM  
**To:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Brainstorm - Migration proactive strategy

Hi JP – Thanks so much for your input. We'll add in Wendell to our media list as a courtesy invite and can plan to share our blog post with him in advance of 4/30. The edits made to the pitch look great – think it makes sense to keep this topic separate from F8 to avoid confusion and incorporate language tying this back to FB's overall initiative.

For staffing, one of us will definitely plan to join. Were you able to get in touch with Simon/Eddie to see if 11 a.m. To Noon works for them? We'll want to ensure a little wiggle room time too for them to do lunch afterward and socialize with reporters there and prep beforehand as needed.

Let me know if it's easier to hop on the phone and chat through this. Thanks again!

Best,  
Kacie

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>  
**Date:** Monday, April 20, 2015 at 8:23 PM  
**To:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>  
**Subject:** Re: Brainstorm - Migration proactive strategy

Thanks so much, Kacie and OC team.

Target list — I'll take another quick sweep first thing in the morning, but overall this looks right to me. Let's also add Wendell Santos from Programmable Web (courtesy/Seattle based) – he's come to us with a few inquiries about the migration API stuff and written a few articles.

For timing— sounds good, I agree that Tuesday at 11-12 should be good. Let me check with Eddie/Simon on their schedules. Agree that Eddie is great as a spokesperson and we should use him. Thinking we might actually want them both in the room, if they can both make it, and we can have them each do a little of the talking. Let me circle back when I see which of them is free.

For staffing, I'll definitely attend and it would be great if one of you could join as well.

Let me know when you know more on location.

For the pitch, I made some tweaks below — don't want to associate this too much with F8 2015, as I don't want to suggest that it's related to something we announced last month. Also tried to emphasize a little more why these changes are important/ why reporters should care — let me know what you think of this version.

Let's circle back on all of these items tomorrow and hopefully we can start reaching out.

Thanks,  
Johanna

Subj: You're invited: Facebook Whiteboard re: Platform Changes

Hi X,

XX here on behalf of Facebook — hope you're well. As you might know, April 30 will mark some major changes for developers building apps with Facebook. Starting on that day, Facebook will begin requiring every app to use the New Login and Graph API that we announced at F8 last year. After a year of working to incorporate these changes, what does April 30 mean for developers, and what differences will people see in the apps they use everyday?

Facebook will be hosting a Whiteboard session for reporters to address these topics **next Tuesday, April 28 from 11:00 a.m. To Noon PT, followed by lunch in San Francisco**. We hope you can attend to hear from the Facebook product managers who have been leading the transition. They'll share updates on how the transition has been going since F8 2014, discuss how this significant shift in the Platform fits into Facebook's overall strategy, and answer any questions you might have.

If you're able to join us, can you please RSVP by Thursday, April 23?

Thanks! Please let me know if you have any questions.

Best,  
XX

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**From:** Kacie Thomas <KThomas@theoutcastagency.com>

**Date:** Monday, April 20, 2015 at 5:55 PM

**To:** Johanna Peace <johannap@fb.com>, FBPlatform <FBPlatform@theoutcastagency.com>

**Subject:** Re: Brainstorm - Migration proactive strategy

Hi JP — As discussed, please find our list of targets via Quip here and pitch below. A few recommendations on our end:

- Spokesperson — We recommend Eddie, as he was the one who was our Login spokesperson when we first announced it last year at f8; good to continue uniformity
- Timing — As you'll notice in our pitch below, we recommend doing 11 a.m. To Noon PT with lunch after. Based on past experiences, it's good to not schedule these too early (due to existing stories they need to file) or late to give them time to write after the event.
- Secondary plan — If for some reason we get a lot of declines, we can proactively engage with a number of influential/go-to outlets on the migration to educate them leading up to 4/30
- Day-of outreach — we recommend conducting wide day-of outreach on 4/30 to highlight the blog post and changes to developer platform
- Staffing — Would you like us to plan on attending to staff the event?
- Location — we recommend OC in SF; we're confirming this and will share updates ASAP

Pitch

Subj: You're invited: Facebook Whiteboard re: Platform Changes

Hi X,

XX here on behalf of Facebook – hope you're well. On the heels of F8 and with the Login and API deadline coming up on April 30, Facebook will be hosting a Whiteboard session for reporters next **Tuesday, April 28 from 11:00 a.m. To Noon PT, followed by lunch in San Francisco** - led by a couple Facebook Platform spokespeople - to discuss these significant changes happening on the Platform, talk about what they really mean for app developers *and* people, and answer any questions you might have.

We'd love for you to join us. Can you please RSVP by Thursday, April 23?

Thanks! Please let me know if you have any questions.

Best,  
XX

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>

**Date:** Monday, April 20, 2015 at 1:01 PM

**To:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Re: Brainstorm - Migration proactive strategy

Awesome – thanks!

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**From:** Kacie Thomas <[KThomas@theoutcastagency.com](mailto:KThomas@theoutcastagency.com)>

**Date:** Monday, April 20, 2015 at 12:55 PM

**To:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>, FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Re: Brainstorm - Migration proactive strategy

Hi JP – thanks so much for outlining all of this for us, and chatting through just now. To re-cap next steps, we'd like to move forward with the Whiteboard event next Tuesday, April 28 to give reporters time before April 30 to write their stories ahead of the migration date. This will help lessen inaccurate speculative pieces, allow us to better control our message and educate the developer community before the big day. We'll compile a pitch and targets and send your way EOD today so we can begin outreach tomorrow.

As for SF locations, we'll come up with a recommendation when we send over our pitch and targets today as well. Looking forward to this! Let us know if anything else pops up in the meantime.

Thanks!

Kacie

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**From:** Johanna Peace <[johannap@fb.com](mailto:johannap@fb.com)>

**Date:** Monday, April 20, 2015 at 11:15 AM

**To:** FBPlatform <[FBPlatform@theoutcastagency.com](mailto:FBPlatform@theoutcastagency.com)>

**Subject:** Brainstorm - Migration proactive strategy

Hi OC,

Following up on my note from last week — wanted to start an email brainstorm, since this is something we'd like to move fast on. As you know, April 30 is the Login/API migration date and we've already started seeing one-off inquiries from press spurred by developers who are communicating to their users about the upcoming changes (e.g. The Fusion story about the Tobii app, etc). We'd like to do some proactive press activities early next week, with the goal of 1) reminding and educating reporters on what's going to happen, 2) telling the big-picture story of why we're making the changes (protecting people's information), and 3) generating some neutral/positive coverage that hits on our messaging, giving us something to point back to after April 30 in case reporters notice apps breaking, etc. Overall, this migration is a positive thing for the app ecosystem and for people, and we want to make sure reporters understand the full context so they're less likely to sensationalize stories or report things out of context as the migration rolls out.

Our team has brainstormed a few potential strategies and I'd love to get your thoughts.

**Current preferred strategy — Whiteboard.**

- Hold a whiteboard early next week (probably Tuesday) with Simon and/or Eddie speaking to a group of reporters.
- Content would roughly follow the attached narrative. Goal is to emphasize the "people first" story and clear up any confusion about what's happening.
- There will not be a lot of news — Although we can potentially share a new stat or two — but mainly the hook/pitch will be "Facebook is rolling out the new Login and a bunch of major changes to its developer Platform on 4/30 — come learn what that means for developers, and what changes people will see in their apps."
- We have a blog post going up on the Dev Blog that we will time with this session, and can give to reporters under embargo — "What to Expect on April 30." Draft attached here.

**Alternative Strategies:**



- Deskside tour instead of whiteboard. Given this would take more spokesperson time, is there any advantage to doing 1:1 conversations as opposed to a group?
- Single press story — work with someone like JP/Mashable on an exclusive, telling the same story as above. Leaning away from this option, since it doesn't accomplish the broad press education that we want to achieve, so we risk that some reporters still will be confused when they see changes on 4/30.

We're leaning toward a whiteboard, but If you feel strongly about a different strategy or have any feedback / additional suggestions, please let me know. I'd like to finalize the strategy and start moving on next steps by EOD today.

If you guys agree on the idea of a whiteboard, would you be able to help get a pitch started and send me a list of your recommendations for attendees? Would love to set a date/time and start reaching out early this week.

Thanks,  
Johanna