

## EXHIBIT 31

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**From:** Rose Yao </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=ROSE YAO>  
**Sent:** Wednesday, May 23, 2012 8:37 AM  
**To:** Austin Haugen  
**Cc:** Aryeh Selekman; Douglas Purdy; Mike Vernal; Justin Osofsky; Zach Rait  
**Subject:** Re: Partner Update

Mark,

Let's meet up for a quick in person today. I think it would be easier to finish answering your questions and review the partner list for action importers in person.

Rose

On May 23, 2012, at 8:16 AM, "Austin Haugen" <[ahaugen@fb.com](mailto:ahaugen@fb.com)> wrote:

Some notes on 2 & 3

2/ There are likely network affects which are still playing out. In particular, we've gotten much more aggressive on spam. Many of the videos which were getting the most clicks have now been removed from the system. We are also intentionally negatively ranking video stories in feed – we have been since these sites began to grow very quickly about a month ago. The plan was to reduce distribution until we were happy with the feed stories. The redesign of the 'trending' units went out last night, along w/ a trending unit for video. We are going to start ramping that up today, and we will begin removing the negative boost now that we have the redesigned stories.

3/ The Global Like action is planned to launch next week. If the opengraph object being liked was created by a friend they will get a notification. Tagging people in open graph actions is live – if you are tagged in an open graph action it works the same as being tagged in a post on FB (you get a notif, goes into approval queue if you have that enabled, etc). Any app can use this feature today, and Nike will be the first large partner app to launch with it.

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**From:** Mark Zuckerberg  
**Sent:** Wednesday, May 23, 2012 12:04 AM  
**To:** Aryeh Selekman  
**Cc:** Douglas Purdy; Bret Taylor; Dan Rose; Austin Haugen; Alex Himel; Ethan Beard; Zach Rait; Adam Mosseri; Laura Javier; Will Cathcart; Sam Lessin; Casey Muller; Chad Heaton; Mike Vernal; Shyam Rajaram; Eugene Zarakhovsky; Rose Yao; Justin Osofsky  
**Subject:** Re: Partner Update

I have a bunch of questions and feedback based on this. If we can do this over email then we may not have to meet in person tomorrow.

(1) For the action importers, we should prioritize the apps that have the most usage first. So Twitter is the most important partner here by far, followed by Instagram, then Pinterest and then probably Foursquare. What other apps do people use to post a lot of content? YouTube? Blogger and WordPress? Any particular games like Draw Something or a popular Zynga game?

If any developer doesn't want to work with us on this but still wants to be able to pull friends and other data from us, we should be clear that this reciprocity is important to us. Pinterest, Foursquare and others should understand this. Let me know if I can help out as well since I know the founders.

(2) For these video apps and removing the play button, do we expect our actions to result in continued week over week declines or was this a one-time correction? How do we expect this to play out?

(3) How far off are we from completing the OG features we discussed a while ago around connecting likes across services, enabling tagging, sending notifs, etc? I seem to remember this stuff was supposed to be finished. Is it?

(4) Do we expect Quora to launch more OG functionality soon? Do we know exactly what Path is launching? Is their upcoming release anything except just OG integration?

On May 22, 2012, at 9:41 PM, "Aryeh Selekman" <[selekman@fb.com](mailto:selekman@fb.com)> wrote:

Below is this week's Open Graph partner update. Please let us know if you have questions.

#### **Ecosystem update**

\* Ecosystem. Overall, Open Graph PUAP decreased 15.4% w/w to 21.2M. Decline driven by drop in video publishing (-21.2 % w/w) and Other/Intentional (-23.3% w/w).

Other/Intentional saw major declines due to Zoosk (-58 % w/w), Zapkolik (-48% w/w) and Chill (-42% w/w). Zoosk implemented our requested changes to only publish for users who opt-in, and Zapkolik and Chill were impacted by the removal of the play button on video attachments in their custom watch actions. Zapkolik and Chill have 90 days to switch to the global watch action (breaking change policy).

\* Social video. Drop in video publishing due to: removal of play button on video attachment, continued spam reduction for major video publishers (Socialcam -12% w/w mark as spam), and Socialcam's sticky social publishing 'off' setting, modified as a result of negative PR.

#### **Partner launches and notable updates**

\* Action Importer/Backdating - Kicked off conversations with Airbnb (interested), Instagram, Foursquare (tentative), Netflix (interested), and Pinterest (interested, but non-committal) to gauge interest and get feedback. Discussing with additional partners this week who we think will be forward-leaning.

\* Socialcam (2.2M PUAP, -43.5% w/w): Largest decliner. Made social publishing setting sticky due to PR pressure, and along with video ecosystem changes they saw a major publishing drop.

\* Netflix (115K, +1% w/w): Working to allow users to view content for free for first-time new FB connected users to drive viral loop (July timeframe).

\* Washington Post (292K PUAP, +22.4% w/w): Switched to a single page canvas app to improve perf and page load. Hoping to see this increase the number of articles users read in a given session, but losing unique URLs per article (canvas URL does not change when clicking between articles).

\* WeChat (n/a): They have a Path-like privacy model, and are willing to provide a setting to publish individual moment via OG. We are pushing them to also include a global setting to

share via OG. They are seeing how quickly they can implement OG, and will get back to us at the end of the week with estimates.

\* Twitter (n/a): They want to be a part of App Center, and have their assets uploaded. On track for an end of May release for "tweet", "retweet", "follow", and "favor" OG actions. Conversations have been engineering focused to date, and we have not inquired how they plan to market the change to OG from stream.publish (if at all).

#### **Other partner updates**

\* Pinterest (786K PUAP, -2.4% w/w): Fixed stream publish issue for non-OG users. 60% roll-out of auto-FB login for already connected users (previously, even if TOS'd and logged into FB, users still had to push Login button). They are again allowing FB users to create a new account without requesting an invite.

\* Quora (1762 PUAP, +471%): Quora perceives integration as going well so far. They improved the conversion rate of users publishing to Timeline. Small upcoming tweaks, including action links, but they want to observe steady-state stats. We are still investigating low FB DAU (18K).

\* Foursquare (557K PUAP -0.3% w/w): Closing out requested OG features/bugs for v2 Launch. Discussed Action Importing to get feedback. Their initial reaction was cautious, and they seem more willing to do this for prior checkins that were shared to FB.

\* Instagram (1.5M PUAP, +5.9% w/w): Integrating built-in likes, and new version in App Store review includes additional Timeline language/up-sell

\* Spotify (1.5M PUAP, +1.2% w/w): Spotify discovered issue that caused them to invalidate tokens by mistake that was leading to decreased publishing. Issue fixed.

\* Tumblr (83K PUAP, +3.56% w/w): Still focused on a few other priorities until they revisit OG in a week.

\* Viddy (850K PUAP, -21.4% w/w): Seeing impact of removal of play button.

\* Path (n/a): On track for early June launch.

\* Airbnb (n/a): Wishlist feature taking longer than expected. 3 weeks until public launch. Started work on allowing users to add historic Airbnb actions to Timeline (places stayed, favorites, reviews).

\* Draw Something (n/a): SSO enabled for Android now that SSO bug fixed in Android 1.9.2.

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