

EXHIBIT 197

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Mike Vernal </O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=MVERNAL>
Sent: Monday, February 02, 2009 10:47 AM
To: Ruchi Sanghvi; Ethan Beard; Ari Steinberg; Peter Deng; Eric Zamore; Josh Wiseman; Chris Cox
Subject: RE: Tagging friends in notes, photos
Attachments: image001.jpg

Importance: Low

Also, as a philosophical point, I think we should back down on a promise of "parity."

I think our priority should be to help users share information as efficiently as possible. If we can make information sharing more efficient in our own applications because we don't have to worry about developer abuse, I think we need to be free to do that.

We should strive to make the platform as powerful as possible, but not at the expense of helping users share information within our own apps.

-mike

From: Ruchi Sanghvi
Sent: Saturday, January 31, 2009 9:30 AM
To: Ruchi Sanghvi; Ethan Beard; Mike Vernal; Ari Steinberg; Peter Deng; Eric Zamore; Josh Wiseman; Chris Cox
Subject: RE: Tagging friends in notes, photos

+ chris cox

I think this is important enough that once we make a decision for the Nile we should stick to it and make sure we follow through on the decision.

From: Ruchi Sanghvi
Sent: Friday, January 30, 2009 11:35 PM
To: Ethan Beard; Mike Vernal; Ari Steinberg; Peter Deng; Eric Zamore; Josh Wiseman
Subject: RE: Tagging friends in notes, photos

+Peter/Ari and Wiseman/Eric to confirm the details

Hadi has a right to be mad. When we launched FB95, we had communicated that all FB apps will eventually use feed forms. We talked about NF parity in 2006 but over time have gone back on that goal and have not been as open in our communication that Platform apps will not have parity with FB apps. I don't particularly think FB's decision is wrong, FB apps are internal apps, it's easier to trust and monitor them for quality.

The Nile will solve most of Hadi's concerns. Tagged stories will no longer appear in the stream which is the main column on the homepage. Only stories published via the composer, feed forms or ones that users have explicitly subscribed to will appear in the stream. We should start external communication on Nile as soon as possible to alleviate all these concerns and give developers time to adjust to the new concepts.

My assumption is that when the Nile launches only those FB app stories that are published via the composer or feed form will appear in the stream.

Ari/Peter/Josh/Eric please confirm.

Thanks,
-Ruchi

From: Ethan Beard
Sent: Friday, January 30, 2009 8:52 PM
To: Ruchi Sanghvi; Mike Vernal
Subject: FW: Tagging friends in notes, photos

You may have heard/know this already.

Interesting note on how we favor our own apps over platform apps. If you can't get past Hadi's angry parts, this is the main gist:

One thing about this that is beyond what other "apps" can do is that the tagged recipient automatically gets a story on *their* profile: "Joe tagged Sally in a note".

For a regular Platform app it would be a very painful thing to "tag" 25 people and publish anything to 25 people's newsfeeds. Whereas Facebook's own "Notes" application is far more prolific this way. I've been tagged in dozens of notes by friends, and none of these notes have anything to do with me, but all the stories (and the comments about them) show up in my newsfeed without my choice in the matter.

From: Hadi Partovi [mailto:hadi@ilike-inc.com]
Sent: Friday, January 30, 2009 3:33 PM
To: Ethan Beard
Cc: Ali Partovi
Subject: FW: Tagging friends in notes, photos

Ethan, since Sandra is oof and has usually been the contact for this stuff, I wanted to send it to you as well.

Since the summer, we've had a dialogue about "why can't apps - at least 'great apps' - get parity with FB on ability to publish to feed"

Back in July, we were told that the goal was for all apps to use the same feed-form to publish short stories on behalf of users. This hasn't happened across the board. Since June we've asked for the ability to publish editorially selected "short stories" automatically (without user approval), in the same way that Facebook does in some cases.

The case below is really an example where Facebook's own "Notes" app is playing by different rules than other apps, and it results in user-spam. People can tag each other in spammy notes, this tagging is totally unrelated to the contents of the Note, and since tags automatically send notifications and publish to the newsfeed of every friend who is tagged, they spread quite virally.

I think you guys should question whether your own Notes app is more or less spammy than the bar you are holding Platform apps to. If a user of iLike tags 5 friends as going to a concert with them, it would require a 10-click confirmation flow to publish that story to all 5 friends' newsfeeds. On FB Notes, it's a zero-click (no confirmation needed, automatically publishes). This doesn't seem right to us, and seems especially counter to the original philosophy of "Great Apps", whereby the philosophy of newsfeed parity was very specifically agreed to by Facebook.

From: Hadi Partovi
Sent: Friday, January 30, 2009 3:23 PM
To: Josh Elman; Sandra Liu Huang
Subject: Tagging friends in notes, photos

btw, as I'm sure you know, tagging friends in notes has recently become a very popular activity (25 things you don't know about me)

One thing about this that is beyond what other "apps" can do is that the tagged recipient automatically gets a story on *their* profile: "Joe tagged Sally in a note".

For a regular Platform app it would be a very painful thing to "tag" 25 people and publish anything to 25 people's newsfeeds. Whereas Facebook's own "Notes" application is far more prolific this way. I've been tagged in dozens of notes by friends, and none of these notes have anything to do with me, but all the stories (and the comments about them) show up in my newsfeed without my choice in the matter.

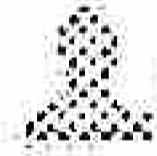
Are you guys gonna do anything to reduce the spamminess of tagging friends in Notes? This is clearly less of a "utility" than Photos, it's just spam, people tag friends in notes simply to pass it along

If not, then how can apps do the same thing? If Joe tags Sally as going to a concert together, why can't we automatically publish that to Sally's profile? It's certainly more relevant and more useful than many of the "notes" I've been tagged in.

I guess this is mainly about platform and app parity. In the summer, the goal was for feed-publishing parity with default apps. I understand why tagging in photos would always stay unique, because it's such a core, central part of Facebook. But tagging in Notes is not only un-core, it's become a nuisance to see random Notes where friends are tagged in them for no reason than to pass it along.

Are you guys gonna do anything abt this?

here's a clear example of why your own users think this is spam

 Kevin Colferan is starting a new Facebook chain letter where people will need to write 25 random facts about themselves... it is 1 better than the current chain letter! 1 minute ago · Comment