

EXHIBIT 58

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Sent: Friday, May 17, 2013 10:10 PM
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Cc: Platform PR; Jennifer Yuille; Kelly Hoffman; Michael Kirkland; Derick Mains; Stefano Hesse; Debbie Frost; Tina Kulow; Iain Mackenzie; Michelle Gilbert; David Swain
Subject: Platform Weekly News - 5/17/13

Top Platform press activities:

1. Announced **sections roll out to 100%** and launched Ratings. Coverage was positive. Our new momentum stats were also picked up widely. ([CNET](#), [Engadget](#), [TechCrunch](#))
2. Doug spoke with **Fast Company's Sarah Kessler** for a potential print feature on Platform's evolution. Working on setting up additional interviews to supplement this piece.
3. Doug and Mike briefed **WIRED's Steven Levy** on Platform 3.0 under embargo. We're not expecting any immediate coverage; this conversation was to inform future pieces. Steven's feedback was "you guys do interesting stuff." We want to pitch a bigger story to him.
4. [All Facebook](#) covered the Upworthy case study, which showcased the benefits of social plugins and its Page to engage and increase its audience.

Flags:

1. At **Google I/O** this week, Google updated Google+ Sign-In, introduced a streaming music service called Google Play All Access, and Google Play Games, a group of new APIs that make Android games more social through leaderboards, achievements, and integration with Google+ Circles. Coverage was widespread and positive. We were not asked to comment directly on any of the news. ([CNET](#), [Fast Company](#), [Gizmodo](#))
2. We took action against **Social Roulette** for violating Platform policies. This was picked up by [TechCrunch](#), [CNET](#) and [PC Mag](#). Coverage was accurate and straightforward, noting that we're simply enforcing our Platform policies.
3. The first **Buy on Facebook** test will begin next week. This is a test to gather more credentials leading up to payments 3.0. We're coordinating with the ads teams and have a reactive statement prepared in case this gets press attention.

Upcoming:

1. **Upcoming events:** Following the developer meeting 5/16, we're planning for a **Platform media whiteboard** on 5/23. This will set the stage for new products and changes to Platform over the coming months, as well as introducing Parse to new press. Upcoming speaking events include **SF Music Tech** with Ime on 5/28 and **Inside Social Apps** on 6/6.
2. **Partner news:** Strava and Pandora are planning Open Graph launches; working on those plans.

3. **Momentum:** We'll support the native Share Dialogue announcement and the Mobile DevCon recap post next week. Also working on a media reset Developer Blog post for late May.

Quotes of the Week:

"The fact is that the apps we use and the media we consume are becoming an important way we express ourselves. Facebook wants Timeline to tell your life story, and that story would be incomplete without this data."— TechCrunch, Josh Constine

Key Articles:

TechCrunch: Facebook Now Lets You Rate Movies, TV, And Books To Turn Graph Search Into A GoodReads For Everything
<http://techcrunch.com/2013/05/14/facebook-timeline-sections/>

For the first time, Facebook users can now give star ratings to movies, TV shows, and books. That data could help Facebook show more relevant content and results in news feed and Graph Search. The feature comes alongside Facebook's announcement that it's finished rolling out "Sections" that show what apps you use. Sections let people express themselves and gives developers a new way to grow.

Facebook first started testing the new Sections in mid-March as part of a redesigned Timeline with all user posts in the right column. Now all users have the cleaner looking Timeline with posts and Sections divided rather than mixed up. Down the left column, each content type and app gets its own Section, which you can configure in your profile's About tab. The Music Section displays what musicians you Like, the Spotify Section shows off what songs you've been listening to, and the OpenTable Section features restaurants you've favorited or recently ate at.

Right now Facebook is trying to get more of your opinions codified in its graph, and Sections with ratings are a big step in the right direction. As I wrote, Sections and now ratings could be a data goldmine for Facebook's Graph Search, as they encourage people to forge connections with apps and media they care about. Graph Search relies on those connections to generate and sort search results for queries like "Movies my friends Like". Facebook would know to show your friends' five-star rated movies above lower rated flicks they've Liked.

For developers of content consumption apps like Spotify, Hulu, GoodReads and more, Sections will offer another way to grow beyond posts to the news feed. Considering people add 200 million items to Sections each day and it only just reached all users, the growth opportunity could be significant.

Facebook now has an Insights dashboard specifically for showing developers how much traffic they're getting from sections. Facebook says "more than 17 billion songs have been added to people's music sections through Likes and listening activity from apps." Now Rdio and Spotify can track how those sections are netting them new users.

If Sections catch on and people properly curate them, scrolling through a friend's sections could be a great way to discover new art and apps. Meanwhile Facebook gets to chow down on the data you volunteer. Give Game Of Thrones a five-star review? Facebook will know to show you more of its Page's updates in your news feed than a show you Like but only give three or four stars to. Add RunKeeper to your visible app sections and Facebook will probably show you more runs posted by friends.

The fact is that the apps we use and the media we consume are becoming an important way we express ourselves. Facebook wants Timeline to tell your life story, and that story would be incomplete without this data.

AllFacebook: Upworthy Uses Its Facebook Page, Social Plugins To Grow
http://allfacebook.com/upworthy_b117292

Upworthy wants to share content with the world — and use Facebook to do so. The company is in the developer's showcase for utilizing social plugins and successfully using its Facebook page to engage its audience. Facebook reported that as Upworthy.com grew to 10.4 million unique users in one year, its Facebook page grew to 1.3 million likes over the same period. Upworthy credits Facebook for a large portion of its traffic.

Upworthy's mission is to help content go viral by getting it in front of people who care. It's not a news site, but more of a transfer station for popular, thoughtful content. It seeks to share videos and stories that most people don't often see or read, bringing them to a wider audience.

One major way that Upworthy has found success is through Facebook's social plugins, such as like and share buttons. Upworthy also uses the facepile plugin, which shows people who visit the site their friends who have liked the Facebook page. Upworthy estimates that about 65 percent of the U.S. population on Facebook has a friend who likes the site.

Upworthy is also in tune with its readership. The company uses rigorous testing for headlines, knowing that the difference between a dull headline and an exciting one can mean 1,000 or 10,000 people clicking on that story. For each post, Upworthy curators generate at least 25 headlines. The managing editor picks four of those and tests them to see how readers respond. When it tests headlines, Upworthy sees differences of 20 percent, 50 percent, and even 500 percent between headlines for the same story.

Facebook praised the site for figuring out what their readers want and why they share stories:

Upworthy realized early that people post stories to Facebook to help express their identities. People post things they believe in and want to let others know where they stand. Based on this insight, Upworthy arranges its stories by topic areas that people identify with, including diversity, economy, environment, guns and crime, LGBT, science, and women.

Upworthy also focuses on quality versus quantity in stories. The curators (Upworthy's editorial group) spend their days combing Facebook and other visual sites, creating 60 pieces of topical content per week. The team uses Facebook to identify worthwhile topics. Upworthy doesn't want to be the first to report a news item, but rather to get the right piece of content published when it is most relevant and likely to be shared.