

Mission and Priorities Guide

Company Internal and Confidential

Our Mission

Give people the power to build community
and bring the world closer together.

Our Priorities/4 Point Plan

1

Continue making progress on the major social issues facing the internet and our company.

2

Build new experiences that meaningfully improve people's lives today and set the stage for even bigger improvements in the future.

3

Keep building our business by supporting the millions of businesses that rely on our services to grow and create jobs.

4

Communicate more transparently to make the case for the role our services play in the world.

Values Guide

Company Internal and Confidential

Our Values



BUILD SOCIAL VALUE

Facebook exists to make the world more open and connected, and not just to build a company. We expect everyone at Facebook to focus every day on how to build real value for the world in everything they do.



MOVE FAST

Moving fast enables us to build more things and learn faster. However, as most companies grow, they slow down too much because they're more afraid of making mistakes than they are of losing opportunities by moving too slowly. Sometimes we fail—but we learn, get back up, and keep creating. We are a culture of builders and learners—the power is in your hands.



BE BOLD

Building great things means taking risks. This can be scary and prevents most companies from doing the bold things they should. However, in a world that's changing so quickly, you're guaranteed to fail if you don't take any risks. We have another saying: "The riskiest thing is to take no risks." We encourage everyone to make bold decisions, even if that means being wrong some of the time.



FOCUS ON IMPACT

If we want to have the biggest impact, the best way to do this is to make sure we always focus on solving the most important problems. It sounds simple, but we think most companies do this poorly and waste a lot of time. We expect everyone at Facebook to be good at finding the biggest problems to work on.



BE OPEN

We believe that a more open world is a better world, because people with more information can make better decisions and have a greater impact. That goes for running our company as well. We work hard to make sure everyone at Facebook has access to as much information as possible about every part of the company so they can make the best decisions and have the greatest impact.