



Casey Newton @CaseyNewton

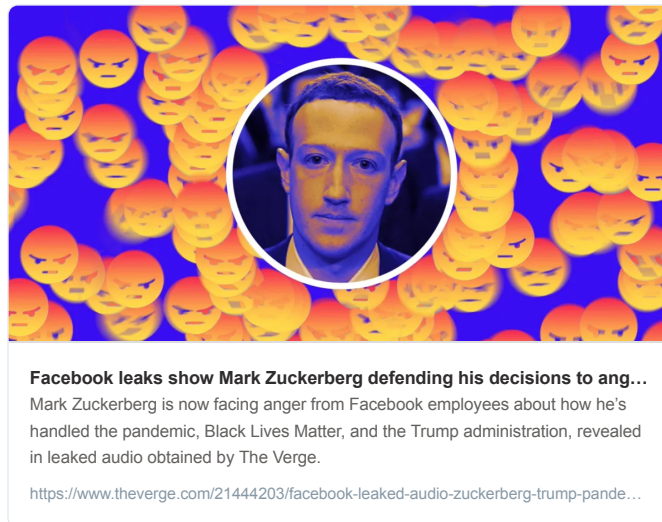
23 Sep · 19 tweets · [CaseyNewton/status/1308768607703195649](#)



So: two things. 😊

In May, my sources started sharing secret recordings of meetings inside Facebook. Weekly Q&As with Mark Zuckerberg; briefings about civil rights; even Sheryl Sandberg's annual Q&A with interns.

Today, I'm ready to tell you what I found.



Facebook employees often want the company to take a harder line against the Trump administration.

But Facebook's conservative-leaning US user base wants Zuckerberg to do the opposite.

The biggest question inside the company right now is whether it can hold the center.

In journalism, thanks to [@jayrosen_nyu](#), we have a word for this kind of dedication to "neutral" speech policies: "the view from nowhere."

This is a story about what happens when the world's biggest media platform adopts that view in the run-up to a historic election.

Employees agonize over the consequences of Facebook's speech policies. Its image is bruised. But the company has thrived anyway.

An internal report I obtained showed the average person visits Facebook more than 18 times a day. Sharing to groups is up 31.9 percent this year.

I also found a company where people wonder what happened to the free snacks — and if they can all just go live on an island together.

Where people criticize leaders relentlessly. And where Sandberg complains that they never get credit for the good things Facebook does.

Ultimately it's the story of how much ultimately comes down to the judgment of one person — and the forces freezing him in place.

It's my best attempt to see Facebook for what it really is. And you can hear the audio as you read:



I'm really proud of this one. It's my best attempt to see Facebook for what it really is — and a time capsule of life inside the company during a crucial moment in history.

Thanks in particular to to [@knguyen](#), [@billiamjoel](#) and [@andrumarino](#) for their help.

I got this story because three years ago I started a newsletter called The Interface. More than 20,000 of you subscribed, and it changed my life.

Among other things, it generates tips that turn into stories like this one.

My 7 years at The Verge — and 3 doing The Interface — have been the best job I've ever had. But ever since the pandemic started I haven't been able to stop asking myself one question:

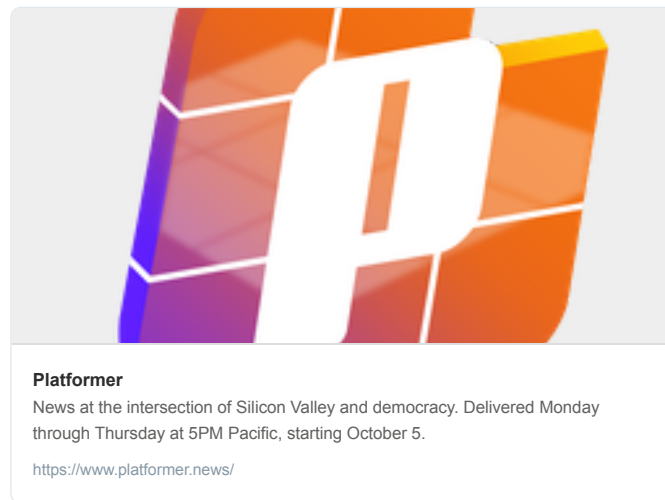
What if I could set up this up to be my job forever? And what if I could do it with your help?

I'm ready to find out.

I've started a tiny publication whose mission is to explore the intersection of tech

platforms and democracy with independence, grit, and open mind.

It's called [@platformer](#), and you can sign up at

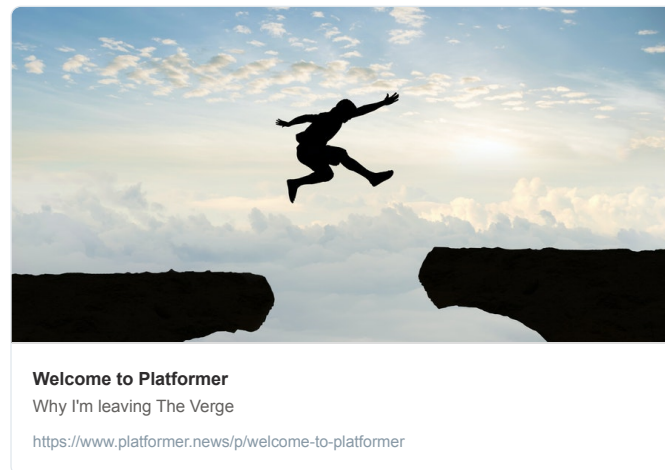


At [@platformer](#), I'll bring you the same mix of original reporting, analysis, and commentary that I've done in 570+ issues of The Interface.

I'll also use Substack's community features to involve you in new ways: discussing news, pitching stories, and meeting like-minded readers.

Journalism has lost thousands of jobs this year. We've suffered from under-experimentation in business models.

It's time to try some new experiments. I wrote more about my thinking here:



One note from this letter: I know the paid newsletter industry to date isn't nearly diverse or inclusive enough. I asked Substack if we could spin up a mentorship program so that and writers like me who want to help can volunteer as mentors.

They said yes, and we're doing it.

If you already subscribe to The Interface, I'm thrilled to say that you'll be signed up for the free edition of [@platformer](#) automatically.

I'll retain the title of contributing editor at The Verge, and you can look forward to future columns and features from me there.

I have so much gratitude for my time at The Verge. To [@anotherhelen](#), [@reckless](#), [@backlon](#), and [@chillmage](#) — and to [@Bankoff](#), the best CEO in media — thank you for building a company of brilliant and kind-hearted journalists.

The best is still ahead for Vox Media.

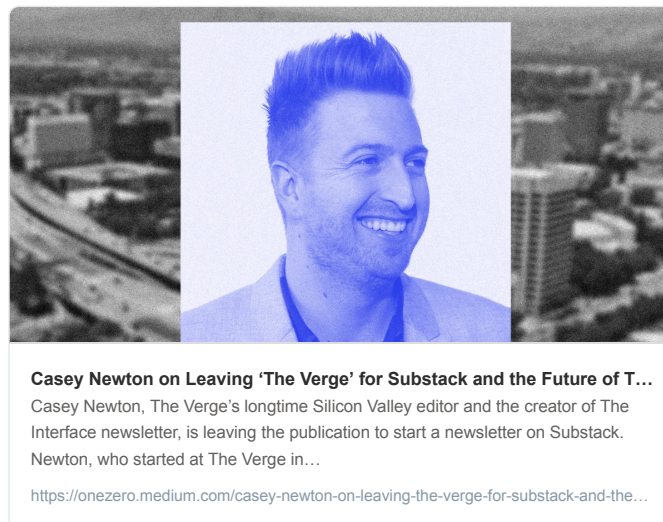
One more note of thanks: to [@ZoeSchiffer](#), who has been an incredible partner in putting The Interface together each day.

Zoe is a prodigy, and her work at The Verge will continue to be a must-read.

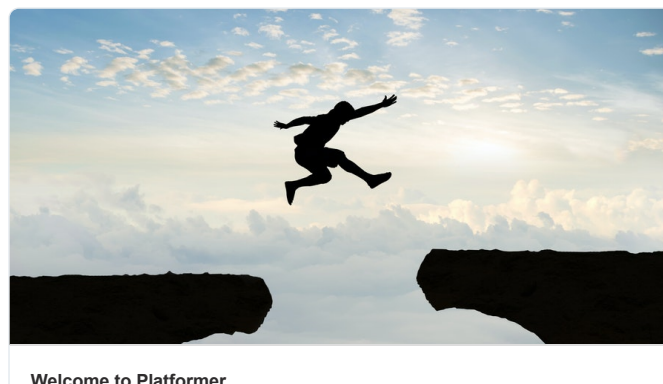
I start [@platformer](#) on October 5th.

If you feel like the newsletter has made you better informed, or you want to support investigative reporting like I published today, I hope you'll consider supporting what comes next.

For *even more* on how I got here, I was delighted to talk to the legend [@sarahjeong](#) about this moment in journalism, which feels so full of possibility to me:



Together, I truly believe we can build new models for reader-supported journalism. There will be lots more to say in the weeks to come. For now, I hope you'll subscribe:



Why I'm leaving The Verge

<https://www.platformer.news/p/welcome-to-platformer>

...