



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

April 1, 2022

Aaron Siri and Gabrielle Palmer  
Siri & Glimstad, LLP  
200 Park Avenue  
Seventeen Floor  
New York, NY 10166

Sent via email: foia@sirillp.com; gpalmer@sirillp.com

Dear Mr. Siri:

This letter is in response to the Freedom of Information Act (FOIA) request submitted to the Office of Management and Budget (OMB) on behalf of your client, the Informed Consent Action Network (ICAN). OMB assigned this FOIA request tracking number 2021-420.

Pursuant to our email exchange on November 4, 2021 about the scope of your request, OMB is making its third rolling production. Specifically, OMB has reviewed an additional 301 potentially responsive records. Of the 301 documents reviewed this past month, OMB determined that 30 documents are responsive to your FOIA request. OMB is releasing all 30 documents with partial redactions. The 30 documents being released in part include redactions made pursuant to FOIA Exemptions 5 and 6, 5 U.S.C. § 552(b)(5), (b)(6). Exemption 5 protects interagency or intra-agency pre-decisional and deliberative communications, the disclosure of which would inhibit the frank and candid exchange of views that is necessary for effective government decision making. Exemption 6 protects against disclosure of information that would constitute a clearly unwarranted invasion of personal privacy.

OMB will continue to process potentially responsive records and will follow up with an additional rolling production by April 29, 2022 and successive productions on an approximately monthly cadence thereafter. Please note that we have had to shift the production timetable to the end of the month to allow sufficient time for consultation with other agencies that may have generated some of the documents subject to release. We appreciate your understanding and flexibility in this matter.

Sincerely,

  
Dionne Hardy  
FOIA Officer

## RE: WhatsApp Vaccine Finder

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**From:** "Hsiang, Mina K. EOP/OMB" [REDACTED]  
**To:** "Wakana, Benjamin L. EOP/WHO" [REDACTED] Christina LoNigro [REDACTED]@fb.com>  
**Cc:** "Peck, Joshua (HHS/ASPA)" [REDACTED], "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Wed, 05 May 2021 09:24:37 -0400

Of course! Great to meet you Christina, would love to see a demo. Adding Natalie who is leading our text work.

---

**From:** Wakana, Benjamin L. EOP/WHO  
**Sent:** Wednesday, May 5, 2021 6:27 AM  
**To:** Christina LoNigro [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** RE: WhatsApp Vaccine Finder

Hi Christina, yes -- we are curious to know more. I'm adding my colleagues Mina Hsiang and Josh Peck who set up our text program.

Mina and Josh, Christina is from WhatsApp [REDACTED] Last weekend, she showed me an automated system that WhatsApp has where people can click on an organization and text with a bot to find a vaccine location. She believed it would be a seamless transition from our current text program into WhatsApp, and given the disproportionate share of Latinos who use WhatsApp, it might be a good way to reach those people.

Any chance you'd be willing to get a demo from the WhatsApp team to see how the program could work?

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Monday, May 3, 2021 12:00 PM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Subject:** [EXTERNAL] WhatsApp Vaccine Finder

Hi Ben,

As discussed, we are ready to help create a WhatsApp multi-language chatbot for users in the US to find vaccine locations or register for appointments. If you connect me to the right people from your team on this email, I can add our partnership folks who can start working with a business service provider to get this up and running.

Really looking forward to talking to the team!

Christina

## RE: WhatsApp Vaccine Finder

---

**To:** "Wakana, Benjamin L. EOP/WHO" [REDACTED], Christina LoNigro [REDACTED]@fb.com>  
**Cc:** "Peck, Joshua (HHS/ASPA)" [REDACTED], "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Wed, 05 May 2021 09:23:38 -0400  
:

Of course! Great to meet you Christina, would love to see a demo.

---

**From:** Wakana, Benjamin L. EOP/WHO  
**Sent:** Wednesday, May 5, 2021 6:27 AM  
**To:** Christina LoNigro [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** RE: WhatsApp Vaccine Finder

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**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Monday, May 3, 2021 12:00 PM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Subject:** [EXTERNAL] WhatsApp Vaccine Finder

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Really looking forward to talking to the team!

Christina

## Automatic reply: [EXTERNAL] WhatsApp Vaccine Finder

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**From:** Orlando Watson [REDACTED]@fb.com>

**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]

**Date:** Thu, 06 May 2021 13:06:02 -0400

Hi - I am attending WhatsApp's inaugural [Chat for Impact Summit](#) from May 3 through May 6 and will respond to your email message as soon as possible upon my return. If urgent, please send me a WhatsApp.



## Re: [EXTERNAL] WhatsApp Vaccine Finder

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**From:** Christina LoNigro [REDACTED]@fb.com>  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** Ben Supple [REDACTED]@fb.com>, "Wakana, Benjamin L. EOP/WHO" [REDACTED]  
[REDACTED] "Hsiang, Mina K. EOP/OMB"  
[REDACTED] "Peck, Joshua (HHS/ASPA)" [REDACTED]  
Orlando Watson [REDACTED]@fb.com>  
**Date:** Thu, 06 May 2021 13:11:18 -0400

great! done. looking forward to the discussion.

Christina

**From:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Sent:** Thursday, May 6, 2021 1:05 PM  
**To:** Christina LoNigro [REDACTED]@fb.com>  
**Cc:** Ben Supple [REDACTED]@fb.com>; Wakana, Benjamin L. EOP/WHO [REDACTED]  
[REDACTED] Hsiang, Mina K. EOP/OMB [REDACTED]  
[REDACTED] Peck, Joshua (HHS/ASPA) [REDACTED]  
Orlando Watson [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] WhatsApp Vaccine Finder

Josh and I please, with Mina and Ben as optional.  
Looking forward to talking too!

On May 6, 2021, at 12:50 PM, Christina LoNigro [REDACTED]@fb.com> wrote:

perfect. Natalie, who should I include on your end?

Christina

**From:** Ben Supple [REDACTED]@fb.com>  
**Sent:** Thursday, May 6, 2021 12:41 PM  
**To:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Cc:** Christina LoNigro [REDACTED]@fb.com>; Wakana, Benjamin L. EOP/WHO [REDACTED]  
[REDACTED] Hsiang, Mina K. EOP/OMB [REDACTED]  
[REDACTED] Peck, Joshua (HHS/ASPA) [REDACTED]  
Orlando Watson [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] WhatsApp Vaccine Finder

+ Orlando

Thanks for arranging, Christina! Really excited to connect with you all tomorrow!

Best,  
Ben

On May 6, 2021, at 9:29 AM, Kates, Natalie M. EOP/OMB [REDACTED]  
wrote:

We can make 4:30 work. Can you send an invite?  
Thanks,  
Natalie

---

On May 6, 2021, at 12:19 PM, Christina LoNigro [REDACTED]@fb.com> wrote:

Hey Natalie. If you could do 4:30ET that would be great. If not, we can move some things around and do 4ET. Let me know!

Christina

**From:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Sent:** Thursday, May 6, 2021 11:30 AM  
**To:** Christina LoNigro [REDACTED]@fb.com>; Wakana, Benjamin L. EOP/WHO [REDACTED]  
Ben Supple [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** Re: [EXTERNAL] Re: WhatsApp Vaccine Finder

No worries! How's 4pm eastern tomorrow?

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**From:** Christina LoNigro [REDACTED]@fb.com>  
**Date:** Wednesday, May 5, 2021 at 10:25 AM  
**To:** "Wakana, Benjamin L. EOP/WHO" [REDACTED]  
Ben Supple [REDACTED]@fb.com>, "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED], Joshua Peck [REDACTED]  
**Subject:** [EXTERNAL] Re: WhatsApp Vaccine Finder

Sorry these emails crossed. Adding Natalie to this chain. Nice to meet you Natalie! I have attached the demos and we are available to talk today or tomorrow. Let me know what works best for you and the team.

Christina

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**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Wednesday, May 5, 2021 10:06 AM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED]; Ben Supple [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** Re: WhatsApp Vaccine Finder

I have added Ben Supple who leads partnerships for WhatsApp. Ben meet Ben Wakana. [REDACTED] He's deputy director for strategic comms for the White House covid response team.

Hi Mina and Josh, nice to meet you!

Just as a way of background, we have about 150 of these chatbots with national/state/local governments all over the world on COVID-related issues. Recently many of these chatbots have been repurposed to be used for vaccine registration and appointment reminders. I have attached what these bots looks like for WHO, the city of Buenos Aires and Indonesia. Essentially the bot can have the same functionality as the one people text to currently and the exact same information.

I realize you all are incredibly busy right now so if it's faster to jump on a quick call to see what might be possible, I can set that up today or tomorrow. As Ben notes, we have some very interesting reach in the US among communities you are targeting, and it could really help with the last mile on vaccinations.

Let me know what works for you.

Christina

---

**From:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Sent:** Wednesday, May 5, 2021 6:26 AM  
**To:** Christina LoNigro [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** RE: WhatsApp Vaccine Finder

Hi Christina, yes -- we are curious to know more. I'm adding my colleagues Mina Hsiang and Josh Peck who set up our text program.

Mina and Josh, Christina is from WhatsApp [REDACTED] Last weekend, she showed me an automated system that WhatsApp has where people can click on an organization and text with a bot to find a vaccine location. She believed it would be a seamless transition from our current text program into WhatsApp, and given the disproportionate share of Latinos who use WhatsApp, it might be a good way to reach those people.

Any chance you'd be willing to get a demo from the WhatsApp team to see how the program could work?

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Monday, May 3, 2021 12:00 PM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Subject:** [EXTERNAL] WhatsApp Vaccine Finder

Hi Ben,

As discussed, we are ready to help create a WhatsApp multi-language chatbot for users in the US to find vaccine locations or register for appointments. If you connect me to the right people from your team on this email, I can add our partnership folks who can start working with a business service provider to get this up and running.

Really looking forward to talking to the team!

Christina

## [EXTERNAL] Re: FB Newsroom post tomorrow re: our Covid work

---

**From:** Felicia Agyeiwaa [REDACTED]@fb.com>  
**To:** "Siegel, Becca G. EOP/OMB" [REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Date:** Wed, 12 May 2021 19:56:48 -0400

Hi Becca,

Confirming that 2pm ET tomorrow works on our end. I've listed dial in details below for your visibility:

Join Zoom Meeting

[REDACTED]  
Meeting ID: [REDACTED]

Passcode: [REDACTED]

One tap mobile

[REDACTED] US (Washington DC)

[REDACTED] US (New York)

Thanks!  
Felicia

---

**From:** Brian Rice [REDACTED]@fb.com>  
**Date:** Wednesday, May 12, 2021 at 5:44 PM  
**To:** Siegel, Becca G. EOP/OMB [REDACTED]  
**cc:** Felicia Agyeiwaa [REDACTED]@fb.com>  
**Subject:** Re: FB Newsroom post tomorrow re: our Covid work

Let us get right back to you!

Get [Outlook for iOS](#)

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**From:** Siegel, Becca G. EOP/OMB [REDACTED]  
**Sent:** Wednesday, May 12, 2021 5:43:57 PM  
**To:** Brian Rice [REDACTED]@fb.com>  
**Cc:** Felicia Agyeiwaa [REDACTED]@fb.com>  
**Subject:** Re: FB Newsroom post tomorrow re: our Covid work



Sorry for the delay here - I unfortunately can no longer do that time tomorrow. 11-12:30 and 2-3 tomorrow still work. Anything in there good for you?

---

**From:** Brian Rice [REDACTED]@fb.com>  
**Sent:** Wednesday, May 12, 2021 1:14:19 PM  
**To:** Siegel, Becca G. EOP/OMB  
**Cc:** Felicia Agyeiwaa  
**Subject:** [EXTERNAL] Re: FB Newsroom post tomorrow re: our Covid work

Terrific—can we shoot for 1:30 Thursday (tomorrow)?

---

**From:** Siegel, Becca G. EOP/OMB [REDACTED]  
**Date:** Tuesday, May 11, 2021 at 7:25 PM  
**To:** Brian Rice [REDACTED]@fb.com>  
**Subject:** Re: FB Newsroom post tomorrow re: our Covid work

That would be great. Moving Courtney & Rob to bcc so we can figure out scheduling.

Brian - how's Thursday midday for you? I have some flexibility 11-3.

---

**From:** Brian Rice [REDACTED]@fb.com>  
**Sent:** Tuesday, May 11, 2021 6:05:49 AM  
**To:** Rowe, Courtney M. EOP/WHO; Flaherty, Rob EOP/WHO  
**Cc:** Siegel, Becca G. EOP/OMB  
**Subject:** [EXTERNAL] Re: FB Newsroom post tomorrow re: our Covid work

Thanks Courtney—Becca we'd love to connect with you when you have some availability.

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**From:** Rowe, Courtney M. EOP/WHO [REDACTED]  
**Sent:** Monday, May 10, 2021 10:12:02 PM  
**To:** Brian Rice [REDACTED]@fb.com>; Flaherty, Rob EOP/WHO [REDACTED]  
**Cc:** Siegel, Becca G. EOP/OMB [REDACTED]  
**Subject:** RE: FB Newsroom post tomorrow re: our Covid work



Hi Brian- this is very helpful. Thank you. I'm connecting you here with Becca Siegel who is now detailed over to HHS (Sorry Becca, not sure I have that email, but feel free to loop your correct email here) who can work with you on some of their particular states/areas of focus.

---

**From:** Brian Rice [REDACTED]@fb.com>  
**Sent:** Monday, May 10, 2021 7:53 PM  
**To:** Flaherty, Rob EOP/WHO [REDACTED]; Rowe, Courtney M. EOP/WHO [REDACTED]  
**Subject:** [EXTERNAL] FB Newsroom post tomorrow re: our Covid work

Rob and Courtney—I wanted to preview a newsroom post and some additional press outreach that we plan to put out tomorrow with some updates on our Covid efforts - a large part of which will be focused on what we've been doing to help meet vaccination goals.

Since January, we and our partners have been using trusted messengers and personalized messaging on our platforms to increase vaccine acceptance, and we're seeing positive impact at scale. For example:

- Over 3.3 million people have visited the vaccine finder tool since its launch on March 11, using it to get appointment information from a provider's website, get directions to a provider, or call a provider. In addition, we're showing people reliable information about whether and when they're eligible to get vaccinated through News Feed promotions and our [COVID-19 Information Center](#). West Virginia's Department of Health and Human Resources reported that their vaccine registrations increased significantly after Facebook started running these notifications.
- Since January, we've provided more than \$30 million in ad credits to help governments, NGOs and other organizations reach people with COVID-19 vaccine information and other important messages. These information campaigns resulted in an estimated 10 billion ad impressions globally.
- More than 5 million people globally have used these profile frames. And more than 50% of people in the US on Facebook have already seen someone use the COVID-19 vaccine profile frames. We spun up this effort in partnership with HHS/CDC after public health experts told us that people are more likely to get a vaccine when they see someone they trust doing it.
- As you know, since April 2020, we've been collaborating with Carnegie Mellon University and University of Maryland on a global survey of Facebook users to gather insights about COVID-19 symptoms, testing, vaccination rates and more. In the US:
  - Vaccine acceptance has been increasing steadily since January, increasing nearly 10% among all US adults.
  - We observed a particularly large increase in vaccine acceptance within certain populations in the US. Vaccine acceptance increased 26% among Black adults and 14% among Hispanic adults.
  - Vaccine access also remains a challenge. Among adults who intend to get vaccinated (but have not yet), 36% feel uninformed about how to get a vaccine and only 22% reported that they have an appointment in April.

We saw the announcement last week of the 70% goal, and we're eager to help support your efforts to reach that goal by July 4th. In particular, through our work on both voter registration and vaccines, we've had success with a targeted strategy for our in-product messages. If there are specific

states/regions (or other population segments) you're targeting to reach that goal that you can share with us, we can look at how we might be able to adjust our in-product efforts to help amplify your efforts. We'd be happy to schedule a follow-up call with the right people to drill down on how we might be able to help with these efforts.

As always let me know if you have any questions.

Thanks,

Brian

## RE: WhatsApp Partnership: Vaccine Chatbot

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**To:** Payton Iheme [REDACTED]@fb.com>, "Kates, Natalie M. EOP/OMB" [REDACTED]  
[REDACTED] "Peck, Joshua (HHS/ASPA)" [REDACTED]  
**Cc:** "Wakana, Benjamin L. EOP/WHO" [REDACTED], Kate Thornton [REDACTED]  
[REDACTED]@fb.com>, Brian Rice [REDACTED]@fb.com>, Ben Supple [REDACTED]@fb.com>,  
Christina LoNigro [REDACTED]@fb.com>, Carrie Adams [REDACTED]@fb.com>  
**Date** Thu, 13 May 2021 12:43:23 -0400  
:

Hi Payton!! So nice to see you here 😊

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Sent:** Thursday, May 13, 2021 12:00 PM  
**To:** Kates, Natalie M. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Wakana, Benjamin L. EOP/WHO [REDACTED]  
[REDACTED] Kate Thornton [REDACTED]@fb.com>; Brian Rice [REDACTED]  
[REDACTED]@fb.com>; Payton Iheme [REDACTED]@fb.com>; Ben Supple [REDACTED]@fb.com>; Christina  
LoNigro [REDACTED]@fb.com>; Carrie Adams [REDACTED]@fb.com>  
**Subject:** [EXTERNAL] WhatsApp Partnership: Vaccine Chatbot

Dear Natalie and Josh,

Thank you so much for the great meeting on Friday. We are really excited about the possibility of partnering with you.

While we cannot share official metrics on WhatsApp users in the United States, the below articles will give you a good idea of how Latino communities in the U.S. use our service.

As we said in the meeting, the timeframe to set up COVID-19 vaccine finder bot like the one on SMS would be very quick and straightforward. Let us know what you would like next steps to be.

<https://qz.com/1220212/hispanics-use-whatsapp-more-than-any-other-ethnic-or-racial-group-in-the-us/>

<https://www.businessofapps.com/news/whatsapp-is-the-most-popular-messaging-app-among-us-hispanics/>

Best,

Payton and team



**Payton Iheme**  
U.S. Public Policy  
[Facebook](#)



## Automatic reply: [EXTERNAL] Re: WhatsApp Partnership: Vaccine Chatbot

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**From:** Kate Thornton [REDACTED]@fb.com>

**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]

**Date:** Wed, 19 May 2021 11:18:54 -0400

Hi! I'll be out of the office from May 8-23. If you need immediate assistance, please contact Rachel Lieber.

Thank you!

Thank you!

Thank you!

## Re: [EXTERNAL] Re: WhatsApp Partnership: Vaccine Chatbot

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED] "Peck, Joshua (HHS/ASPA)" [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED] "Wakana, Benjamin L. EOP/WHO" [REDACTED], Kate Thornton [REDACTED]@fb.com>, Brian Rice [REDACTED]@fb.com>, Ben Supple [REDACTED]@fb.com>, Christina LoNigro [REDACTED]@fb.com>, Carrie Adams [REDACTED]@fb.com>  
**Date:** Wed, 19 May 2021 15:49:44 -0400

Thank you Natalie,

We will stand by.

Best,

Payton

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Wednesday, May 19, 2021 at 11:18 AM  
**To:** Payton Iheme [REDACTED]@fb.com>, "Peck, Joshua (HHS/ASPA)" [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED] "Wakana, Benjamin L. EOP/WHO" [REDACTED], Kate Thornton [REDACTED]@fb.com>, Brian Rice [REDACTED]@fb.com>, Ben Supple [REDACTED]@fb.com>, Christina LoNigro [REDACTED]@fb.com>, Carrie Adams [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Re: WhatsApp Partnership: Vaccine Chatbot

Hi Payton –

We don't need anything at the moment but will reach out if we do. You should get a request from Twilio imminently - the team is very excited to bring a new tool for the Spanish speaking community online!

Natalie

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Date:** Tuesday, May 18, 2021 at 9:46 PM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED] Joshua Peck [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED] "Wakana, Benjamin L. EOP/WHO" [REDACTED], Kate Thornton [REDACTED]



[REDACTED]@fb.com>, Brian Rice [REDACTED]@fb.com>, Ben Supple  
[REDACTED]@fb.com>, Christina LoNigro [REDACTED]@fb.com>, Carrie Adams  
[REDACTED]@fb.com>

**Subject:** [EXTERNAL] Re: WhatsApp Partnership: Vaccine Chatbot

Hi Natalie, Josh and team,

We wanted to follow-up to ask if there is anything we can provide to help with your review process?

Best,

Payton

**FACEBOOK**

**Payton Iheme**  
U.S. Public Policy  
[Facebook](#)

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**From:** Payton Iheme [REDACTED]@fb.com>  
**Date:** Thursday, May 13, 2021 at 11:59 AM  
**To:** "Natalie [REDACTED] Kates [REDACTED] <Natalie [REDACTED] Kates [REDACTED] "Peck, Joshua (HHS/ASPA)" [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED] "Wakana, Benjamin L. EOP/WHO" [REDACTED], Kate Thornton [REDACTED]  
[REDACTED]@fb.com>, Brian Rice [REDACTED]@fb.com>, Payton Iheme [REDACTED]  
[REDACTED]@fb.com>, Ben Supple [REDACTED]@fb.com>, Christina LoNigro [REDACTED]  
[REDACTED]@fb.com>, Carrie Adams [REDACTED]@fb.com>  
**Subject:** WhatsApp Partnership: Vaccine Chatbot

Dear Natalie and Josh,

Thank you so much for the great meeting on Friday. We are really excited about the possibility of partnering with you.

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>><https://qz.com/1220212/hispanics-use-whatsapp-more-than-any-other-ethnic-or-racial-group-in-the-us/><<

>><https://www.businessofapps.com/news/whatsapp-is-the-most-popular-messaging-app-among-us-hispanics/><<;

Best,

Payton and team



**Payton Iheme**

U.S. Public Policy

[Facebook](#)

## Re: Follow-up to the meeting connection from Courtney via the COVID Task force

---

**From:** "Siegel, Becca G. EOP/OMB" [REDACTED]  
**To:** "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED] Payton Iheme [REDACTED]@fb.com>  
**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Date:** Tue, 01 Jun 2021 18:36:41 -0400

A few options for me:

- Thursday 11:30-12
- Thursday 1:30-2:30
- Friday 1-2
- Friday 3-4

Does a time in there work for others? Thanks -- looking forward to this!

**From:** Dragoiu, Georgeta (HHS/ASPA) [REDACTED]  
**Sent:** Tuesday, June 1, 2021 2:42:29 PM  
**To:** 'Payton Iheme'; Siegel, Becca G. EOP/OMB  
**Cc:** Carrie Adams; Julia Eisman  
**Subject:** RE: Follow-up to the meeting connection from Courtney via the COVID Task force

Dear Payton,

Thanks so much for following up. We're looking for a few dates that will work this week for our team and hoping we can connect towards the end of the week.

Best,  
Georgeta

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Sent:** Tuesday, June 1, 2021 1:50 PM  
**To:** Rebecca Siegel (OMB.EOP.GOV) <[REDACTED]>; Dragoiu, Georgeta (HHS/ASPA) [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>; Julia Eisman [REDACTED]@fb.com>  
**Subject:** Re: Follow-up to the meeting connection from Courtney via the COVID Task force

Georgeta,

Let me know if there is a HHS email I should be using.

Best,

Payton

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Date:** Tuesday, June 1, 2021 at 1:23 PM  
**To:** "Rebecca Siegel" [REDACTED] <[REDACTED]> "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]

**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Subject:** Re: Follow-up to the meeting connection from Courtney via the COVID Task force

Good afternoon,

We wanted to resurface this note to see how we can work more closely on the items outlined below to help improve overall outcomes. Can we meet to discuss views and possible next steps?

Best,

Payton

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Date:** Tuesday, May 18, 2021 at 3:14 PM  
**To:** "Rebecca [REDACTED].Siegel [REDACTED] <Rebecca.[REDACTED].Siegel [REDACTED]>, "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Subject:** Follow-up to the meeting connection from Courtney via the COVID Task force

Hi Becca and Georgeta ,

We wanted to circle around and close the loop. Brian Rice on our call with you Becca, mentioned to you that I work with HHS and may be following up. Our team wanted to ensure you both had more detailed follow-up based on what our head of health provided in the meeting.

Our team wanted to follow-up on a few specific questions you had around learnings to date (e.g. [REDACTED]). We've been working with partners to measure the impact of their efforts so we can scale/extend what is working.

A few learnings so far:

a) *Social normalization*: When people see people they trust modeling behavior, this can have an effect. [This blog post references](#) two brand lift studies associated with campaigns that reached millions of people in the US last year and meaningfully increased mask wearing attitudes as measured via Brand Lift (e.g. 69 → 77 percent in one study, 75 → 79 percent in another). Researchers at MIT have a similar study — done on a Facebook-partnered survey — that showed that surfacing norms of how many people are/intend to get vaccinated can also affect [reported acceptance](#). These learnings partly inspired our work on COVID19 vaccine profile frames with HHS/CDC. In the US, over 50 percent of people on Facebook have seen a COVID19 vaccine profile frame in News Feed from someone they follow.

b) *Access*: Making it easier for people to get vaccinated can have an effect. We've been partnering closely with states on promotions of vaccine eligibility information and how to get one, and working with Boston Children's Hospital on a Vaccine Finder product. West Virginia's Department of Health and Human Resources reported that their vaccine registrations increased significantly after we started running notifications earlier in the year. We've also been running more prominent/frequent information to [high-SVI-zip-code areas](#), and are seeing that it is (directionally) having a higher effect on things like efficacy (e.g. people who report confidence in being able to get a COVID19 vaccine) relative to low-SVI areas. We are also seeing lower baselines of efficacy in for these zip codes. Our efforts here are translated into



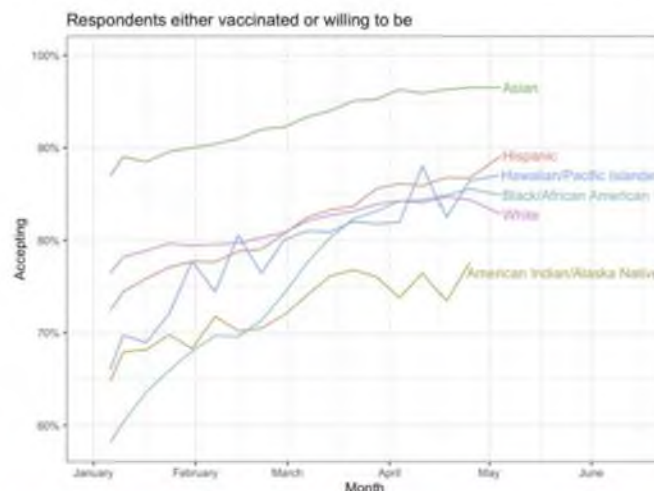
multiple languages.

c) *Education*: Connecting people to credible information from a trusted source can also have an effect. In April, we expanded our Facts About COVID unit shown to people in their News Feed to include facts about COVID vaccines. This unit reached hundreds of millions of people worldwide. [Our research](#) (similar to brand lift) with a subset of those people in India, Indonesia, Brazil, Nigeria and Kenya found this messaging resulted in a 3% increase in belief in important facts such as the fact that COVID vaccines have been adequately tested for safety (as measured by a survey, relative to a group that did not see the unit). In the US, accessible information from health professionals (doctors, researchers, etc.) that directly answers questions has reached millions of people and is performing well, e.g. efforts [like this one](#) from KFF (Kaiser Family Foundation).

Not all efforts studied had a positive effect, so there is value in measurement to help identify the ones that are working to scale. To date, we estimate we've delivered over 10B impressions worldwide of information from health partners via ads.

We've also found it helpful to pair our work with insights from the COVID19 survey in partnership with CMU. Over the past few months, we've been using these insights to guide/focus our and our partners' work above. There are some positive trends here over time—for example, vaccine acceptance has trended up overall, and racial/ethnic disparities in vaccine acceptance have shrunk considerably (e.g. some of the populations that had lowest acceptance in January have had the highest increases). Attached below is a slide from Alex Reinhart at CMU showing this.

## Vaccine Acceptance Has Been Rising



Carnegie  
Mellon  
University

We would like to learn how we can help connect our analysis and research to help the health teams. Looking forward to hearing from you.

Best,

Payton and team

FACEBOOK

**Payton Iheme**  
U.S. Public Policy  
[Facebook](#)



## Re: [EXTERNAL] Re: Follow-up to the meeting connection from Courtney via the COVID Task force

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**To:** "Siegel, Becca G. EOP/OMB" [REDACTED], "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>, Juvie Calderon [REDACTED]@fb.com>  
**Date:** Wed, 02 Jun 2021 11:00:13 -0400

Becca,  
Can we hold the Friday at 1:30 EST meeting time please for this data conversation ?  
Do let me know.

Best,

Payton

---

**From:** "Siegel, Becca G. EOP/OMB" [REDACTED]  
**Date:** Tuesday, June 1, 2021 at 11:25 PM  
**To:** Payton Iheme [REDACTED]@fb.com>, "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Re: Follow-up to the meeting connection from Courtney via the COVID Task force

Great! Small update: 1:30-2 on Thursday just got booked for me so that time no longer works.

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Sent:** Tuesday, June 1, 2021 9:00:10 PM  
**To:** Siegel, Becca G. EOP/OMB; Dragoiu, Georgeta (HHS/ASPA)  
**Cc:** Carrie Adams; Julia Eisman  
**Subject:** [EXTERNAL] Re: Follow-up to the meeting connection from Courtney via the COVID Task force

Thank you Becca and I will circle back with you soonest! Our Head of Health will also be joining (KX who you met before) and just waiting on him to confirm times.

Best,

Payton

Get [Outlook for iOS](#)

---

**From:** Siegel, Becca G. EOP/OMB [REDACTED]  
**Sent:** Tuesday, June 1, 2021 6:37 PM  
**To:** Dragoiu, Georgeta (HHS/ASPA); Payton Iheme

**Cc:** Carrie Adams; Julia Eisman

**Subject:** Re: Follow-up to the meeting connection from Courtney via the COVID Task force

A few options for me:

- Thursday 11:30-12
- Thursday 1:30-2:30
- Friday 1-2
- Friday 3-4

Does a time in there work for others? Thanks -- looking forward to this!

---

**From:** Dragoiu, Georgeta (HHS/ASPA) [REDACTED]  
**Sent:** Tuesday, June 1, 2021 2:42:29 PM  
**To:** 'Payton Iheme'; Siegel, Becca G. EOP/OMB  
**Cc:** Carrie Adams; Julia Eisman  
**Subject:** RE: Follow-up to the meeting connection from Courtney via the COVID Task force

Dear Payton,

Thanks so much for following up. We're looking for a few dates that will work this week for our team and hoping we can connect towards the end of the week.

Best,  
Georgeta

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Sent:** Tuesday, June 1, 2021 1:50 PM  
**To:** Rebecca Siegel (OMB.EOP.GOV) [REDACTED]; Dragoiu, Georgeta (HHS/ASPA) [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>; Julia Eisman [REDACTED]@fb.com>  
**Subject:** Re: Follow-up to the meeting connection from Courtney via the COVID Task force

Georgeta,

Let me know if there is a HHS email I should be using.

Best,

Payton

---

**From:** Payton Iheme [REDACTED]@fb.com>  
**Date:** Tuesday, June 1, 2021 at 1:23 PM  
**To:** "Rebecca [REDACTED] Siegel [REDACTED]" <Rebecca [REDACTED] Siegel [REDACTED]> "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]  
**Cc:** Carrie Adams [REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Subject:** Re: Follow-up to the meeting connection from Courtney via the COVID Task force

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Payton

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**Date:** Tuesday, May 18, 2021 at 3:14 PM  
**To:** "Rebecca Siegel" [REDACTED] <Rebecca.Siegel [REDACTED]>, "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED]  
**Cc:** Carrie Adams <[REDACTED]@fb.com>, Julia Eisman [REDACTED]@fb.com>  
**Subject:** Follow-up to the meeting connection from Courtney via the COVID Task force

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b) *Access*: Making it easier for people to get vaccinated can have an effect. We've been partnering closely with states on promotions of vaccine eligibility information and how to get one, and working with Boston Children's Hospital on a Vaccine Finder product. West Virginia's Department of Health and Human Resources reported that their vaccine registrations increased significantly after we started running notifications earlier in the year. We've also been running more prominent/frequent information to [high-SVI-zip-code areas](#), and are seeing that it is (directionally) having a higher effect on things like efficacy (e.g. people who report confidence in being able to get a COVID19 vaccine) relative to low-SVI areas. We are also seeing lower baselines of efficacy in for these zip codes. Our efforts here are translated into multiple languages.

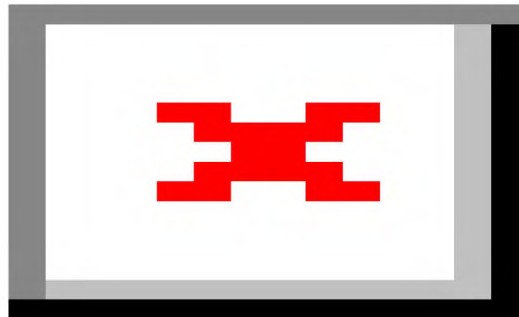
c) *Education*: Connecting people to credible information from a trusted source can also have an effect. In April, we expanded our Facts About COVID unit shown to people in their News Feed to



include facts about COVID vaccines. This unit reached hundreds of millions of people worldwide. [Our research](#) (similar to brand lift) with a subset of those people in India, Indonesia, Brazil, Nigeria and Kenya found this messaging resulted in a 3% increase in belief in important facts such as the fact that COVID vaccines have been adequately tested for safety (as measured by a survey, relative to a group that did not see the unit). In the US, accessible information from health professionals (doctors, researchers, etc.) that directly answers questions has reached millions of people and is performing well, e.g. efforts [like this one](#) from KFF (Kaiser Family Foundation).

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We would like to learn how we can help connect our analysis and research to help the health teams. Looking forward to hearing from you.

Best,

Payton and team



**Payton Iheme**  
U.S. Public Policy

[Facebook](#)

## Re: [EXTERNAL] Re: Vaccines.gov

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED] "Hsiang, Mina K. EOP/OMB"  
[REDACTED] "Humphrey, Clarke EOP/WHO"  
[REDACTED] "Flaherty, Rob EOP/WHO"  
[REDACTED] "Pyper, Hannah (CMS/DSAC)"  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Date:** Fri, 11 Jun 2021 17:29:41 -0400

230-300pm ET works great--talk then!

---

**From:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Date:** Friday, June 11, 2021 at 2:00 PM  
**To:** Carrie Adams [REDACTED]@fb.com>, Hsiang, Mina K. EOP/OMB  
[REDACTED], Humphrey, Clarke EOP/WHO  
[REDACTED] Flaherty, Rob EOP/WHO  
[REDACTED] Pyper, Hannah (CMS/DSAC)  
[REDACTED]>  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Re: Vaccines.gov

Hi Carrie – Hannah and I can make 2pm work, but 2:30pm is ideal if that's still possible on your end. Let me know and I can send out an invite.

Thanks, and looking forward to talking!  
Natalie

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**Date:** Friday, June 11, 2021 at 1:34 PM  
**To:** "Hsiang, Mina K. EOP/OMB" [REDACTED], "Humphrey, Clarke EOP/WHO" [REDACTED] "Flaherty, Rob EOP/WHO" [REDACTED], "Pyper, Hannah (CMS/DSAC)" [REDACTED]  
<[REDACTED]> "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** [EXTERNAL] Re: Vaccines.gov

Apologies – 9-10am ET Monday or 2-230pm ET would work better.  
Thank you!

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**Date:** Friday, June 11, 2021 at 1:18 PM  
**To:** Hsiang, Mina K. EOP/OMB [REDACTED], Humphrey, Clarke EOP/WHO [REDACTED] Flaherty, Rob EOP/WHO [REDACTED]



[REDACTED], Pyper, Hannah (CMS/DSAC)  
[REDACTED] Kates, Natalie M. EOP/OMB  
[REDACTED]

Cc: Brian Rice [REDACTED]@fb.com>

Subject: Re: Vaccines.gov

Could you all do 1030amET; 1130amET; or 230pm ET on Monday?

---

**From:** Hsiang, Mina K. EOP/OMB [REDACTED]  
**Date:** Friday, June 11, 2021 at 1:13 PM  
**To:** Carrie Adams [REDACTED]@fb.com>, Humphrey, Clarke EOP/WHO  
[REDACTED], Flaherty, Rob EOP/WHO  
[REDACTED], Pyper, Hannah (CMS/DSAC)  
[REDACTED] Kates, Natalie M. EOP/OMB  
[REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** RE: Vaccines.gov

Thank you! Looping [@Pyper, Hannah \(CMS/DSAC\)](#) and [@Kates, Natalie M. EOP/OMB](#), who lead the team-lets definitely get it on the calendar, and so grateful for the work here!

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**Sent:** Friday, June 11, 2021 11:21 AM  
**To:** Humphrey, Clarke EOP/WHO [REDACTED]; Flaherty, Rob EOP/WHO  
[REDACTED] Hsiang, Mina K. EOP/OMB [REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** [EXTERNAL] Re: Vaccines.gov

Thanks, Clarke!

Mina, do you have time early next week to chat?

CA

---

**From:** Humphrey, Clarke EOP/WHO [REDACTED]  
**Date:** Friday, June 11, 2021 at 10:46 AM  
**To:** Carrie Adams [REDACTED]@fb.com>, Flaherty, Rob EOP/WHO  
[REDACTED] Hsiang, Mina K. EOP/OMB  
[REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** RE: Vaccines.gov

Looping [@Hsiang, Mina K. EOP/OMB](#) here!

Thanks, Carrie.

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**Sent:** Friday, June 11, 2021 9:38 AM  
**To:** Flaherty, Rob EOP/WHO [REDACTED] Humphrey, Clarke EOP/WHO [REDACTED]  
**Cc:** Brian Rice [REDACTED]@fb.com>  
**Subject:** [EXTERNAL] Vaccines.gov

Hi Both,

In line with the Month of Action and focusing on youth, on June 17th, we will be launching a notification on Instagram to all US users that will link to [>>>www.vaccines.gov<<<,,;,,](https://www.vaccines.gov). The notification will have several copy variants which will focus on where you can get a vaccine nearby, that they are free, and how to help your friends and family get a vaccine.

We are excited by this nationwide push to [vaccines.gov](https://www.vaccines.gov) on IG, and we want to make sure that your engineers and technical teams are aware of this plan and can prepare for an influx of traffic. Could we connect next week with the appropriate points of contact on your side to ensure that [vaccines.gov](https://www.vaccines.gov) is ready for a traffic spike?

Thanks!

Carrie

## Re: [EXTERNAL] WhatsApp Vaccine Finder

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Tue, 15 Jun 2021 11:01:56 -0400

Hey,

Sure. I can call you.

**Christina LoNigro**  
Communications | WhatsApp  
M: [REDACTED]  
E: [REDACTED]@fb.com

On Jun 15, 2021, at 10:25 AM, Kates, Natalie M. EOP/OMB [REDACTED] wrote:

Hey Christina – do you have a couple minutes to touch base on WhatsApp today? Trying to track down a game of phone tag related to pricing.  
I'm free until noon eastern if that happens to work: [REDACTED]

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Date:** Friday, May 7, 2021 at 2:56 PM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** Ben Supple [REDACTED]@fb.com>, "Wakana, Benjamin L. EOP/WHO" [REDACTED], "Hsiang, Mina K. EOP/OMB" [REDACTED], Joshua Peck [REDACTED]  
**Subject:** Re: [EXTERNAL] WhatsApp Vaccine Finder

Hey Natalie,

Ahead of our chat today, I did a quick demo of the WHO bot so you can get the look and feel. It's attached. Obviously your content would be completely different, and could be exactly the same as the bot for SMS.

Christina

**Christina LoNigro**  
Communications | WhatsApp  
M: [REDACTED]  
E: [REDACTED]@fb.com

On May 6, 2021, at 1:05 PM, Kates, Natalie M. EOP/OMB [REDACTED] wrote:

Josh and I please, with Mina and Ben as optional.

Looking forward to talking too!

On May 6, 2021, at 12:50 PM, Christina LoNigro [REDACTED]@fb.com> wrote:

perfect. Natalie, who should I include on your end?

Christina

---

**From:** Ben Supple [REDACTED]@fb.com>  
**Sent:** Thursday, May 6, 2021 12:41 PM  
**To:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Cc:** Christina LoNigro [REDACTED]@fb.com>; Wakana, Benjamin L. EOP/WHO [REDACTED]; Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]; Orlando Watson [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] WhatsApp Vaccine Finder

+ Orlando

Thanks for arranging, Christina! Really excited to connect with you all tomorrow!

Best,

Ben

On May 6, 2021, at 9:29 AM, Kates, Natalie M. EOP/OMB [REDACTED] wrote:

We can make 4:30 work. Can you send an invite?

Thanks,  
Natalie

On May 6, 2021, at 12:19 PM, Christina LoNigro [REDACTED]@fb.com> wrote:

Hey Natalie. If you could do 4:30ET that would be great. If not, we can move some things around and do 4ET. Let me know!

Christina

---

**From:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Sent:** Thursday, May 6, 2021 11:30 AM  
**To:** Christina LoNigro [REDACTED]@fb.com>; Wakana, Benjamin L. EOP/WHO [REDACTED] Ben Supple [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED] Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** Re: [EXTERNAL] Re: WhatsApp Vaccine Finder

No worries! How's 4pm eastern tomorrow?

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Date:** Wednesday, May 5, 2021 at 10:25 AM  
**To:** "Wakana, Benjamin L. EOP/WHO" [REDACTED], Ben Supple [REDACTED]@fb.com>, "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "Hsiang, Mina K. EOP/OMB" [REDACTED] Joshua Peck [REDACTED]  
**Subject:** [EXTERNAL] Re: WhatsApp Vaccine Finder

Sorry these emails crossed. Adding Natalie to this chain. Nice to meet you Natalie! I have attached the demos and we are available to talk today or tomorrow. Let me know what works best for you and the team.

Christina

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Wednesday, May 5, 2021 10:06 AM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED] Ben Supple [REDACTED]@fb.com>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** Re: WhatsApp Vaccine Finder

I have added Ben Supple who leads partnerships for WhatsApp. Ben meet Ben Wakana. [REDACTED]  
He's deputy director for strategic comms for the White House covid response team.

Hi Mina and Josh, nice to meet you!



Just as a way of background, we have about 150 of these chatbots with national/state/local governments all over the world on COVID-related issues. Recently many of these chatbots have been repurposed to be used for vaccine registration and appointment reminders. I have attached what these bots look like for WHO, the city of Buenos Aires and Indonesia. Essentially the bot can have the same functionality as the one people text to currently and the exact same information.

I realize you all are incredibly busy right now so if it's faster to jump on a quick call to see what might be possible, I can set that up today or tomorrow. As Ben notes, we have some very interesting reach in the US among communities you are targeting, and it could really help with the last mile on vaccinations.

Let me know what works for you.

Christina

---

**From:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Sent:** Wednesday, May 5, 2021 6:26 AM  
**To:** Christina LoNigro [REDACTED] <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>  
**Cc:** Hsiang, Mina K. EOP/OMB [REDACTED]; Peck, Joshua (HHS/ASPA) [REDACTED]  
**Subject:** RE: WhatsApp Vaccine Finder

Hi Christina, yes -- we are curious to know more. I'm adding my colleagues Mina Hsiang and Josh Peck who set up our text program.

Mina and Josh, Christina is from WhatsApp [REDACTED]. Last weekend, she showed me an automated system that WhatsApp has where people can click on an organization and text with a bot to find a vaccine location. She believed it would be a seamless transition from our current text program into WhatsApp, and given the disproportionate share of Latinos who use WhatsApp, it might be a good way to reach those people.

Any chance you'd be willing to get a demo from the WhatsApp team to see how the program could work?

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Sent:** Monday, May 3, 2021 12:00 PM  
**To:** Wakana, Benjamin L. EOP/WHO [REDACTED]  
**Subject:** [EXTERNAL] WhatsApp Vaccine Finder

Hi Ben,

As discussed, we are ready to help create a WhatsApp multi-language chatbot for users in the US to find vaccine locations or register for appointments. If you connect me to the right people from your team on this email, I can add our partnership folks who can start working with a business service provider to get this up and running.

Really looking forward to talking to the team!

Christina

## [EXTERNAL] Re: Whatsapp Launch

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**To:** "Dragoiu, Georgeta (HHS/ASPA)" [REDACTED], Payton Iheme [REDACTED]@fb.com>, Ben Supple [REDACTED]@fb.com>, "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "Peck, Joshua (HHS/ASPA)" [REDACTED], "Jimenez-Donovan, Karina (FDA/CDRH)" [REDACTED]  
**Date:** Tue, 15 Jun 2021 15:02:29 -0400

Hi Georgeta,

Thanks for sending these. Your messages look great.

We are going to have think about potential names for the bot and are putting some finishing touches on the social assets. Those assets should be ready tomorrow and I will send them to you when they are done.

in the meantime, below are our topline messages and the blog we intend to post, which will be in English and Spanish. the blog will be seen internationally, which is why it is tailored to a more international audience. the link will be that deep link where people can click to open WhatsApp and the bot.

Christina

**Key Messages:**

- WhatsApp is honored to work with the White House & CDC as part of the Month of Action national vaccine campaign.
  - With one text people can find the vaccine in their area, arrange a free ride to get vaccinated, and get free child care help if needed.
- Since the start of the pandemic, WhatsApp has been a powerful tool for doctors to treat their patients, and for over 150 health organizations to share lifesaving information and tackle misinformation.
- We believe that private messaging services can play an important role in helping to bring this pandemic to an end globally.
- If we want to reach everyone -- reach billions of people -- we need to meet them where they already are.
- WhatsApp is thrilled to provide a vaccine resource for the Latinx community in the U.S. on an app they use everyday
- Nearly 4 billion messages have been sent across our COVID helplines since the start of the pandemic.

**Blog:**

We're honored by the opportunity to support the U.S. government's sprint to get more Americans vaccinated for COVID-19 before the July 4 holiday, or as soon as they are able to do so.

People of all backgrounds rely on WhatsApp, though we know WhatsApp plays a particularly strong role with the Spanish speaking community in the United States. Which is why we hope this new

Spanish-language vaccine finder the CDC has developed makes it easy to find a location to get the shot, order a free ride, and get childcare support if needed.

It's amazing what can be done with just a simple text messaging service like this. Throughout [the last year](#) we've worked with over 150 governments and health organizations, like WHO and now the CDC, to help tackle misinformation, provide lifesaving information and now get people vaccinated to end this pandemic. Please help us spread the word to someone you know that still needs to get the shot by tapping [here].

**From:** Dragoiu, Georgeta (HHS/ASPA) [REDACTED]

**Sent:** Tuesday, June 15, 2021 12:18 PM

**To:** Payton Iheme [REDACTED]@fb.com>; Ben Supple [REDACTED]@fb.com>; Christina LoNigro [REDACTED]@fb.com>; 'Kates, Natalie M. EOP/OMB' [REDACTED]

**Cc:** Peck, Joshua (HHS/ASPA) [REDACTED] Jimenez-Donovan, Karina (FDA/CDRH) [REDACTED]

**Subject:** Whatsapp Launch

Hi,

Thanks for a great call yesterday. Following up here on the Rollout Plan we discussed, and looking forward to reviewing your plan, and receiving the social assets you mentioned yesterday. We are still looking at options to rename the chat bot, and pulling together a one-pager for your partners.

Please let me know if you have any questions/other suggestions, thank you!

### The CDC COVID-19 Vaccine WhatsApp Chat in Spanish

#### Topline Talking Points:

- The Biden Administration is dedicated to addressing all barriers that people face in accessing the COVID-19 vaccine
- This includes meeting people where they are in their vaccine journey and doing so in the language, they are most comfortable with.
- The U.S. Department of Health and Human Services, in coordination with Facebook launched the CDC COVID-19 Vaccine Chat on WhatsApp for the Spanish-speaking community featuring important information about vaccine locations, costs, and frequently asked questions.
- Access the tool through a QR code or an embedded link. Current ones:





**Soft Launch Date: 6/16/2021**

**Partner Outreach: HHS & Facebook**

- HHS: The Public Education Campaign will reach out to Partners in the attachment. We're developing a one-pager to send out [@Ben Supple](#) can you please remind me of the tips for users, you mentioned yesterday?
- FB: To share broadly with partners

**Hard Launch Date: Monday 6/21/2021**

**Press:**

- HHS to pitch a scooplet: (TBC)
- FB pitching media broadly [@Christina LoNigro](#)

**Social Media:**

- HHS: Sharing from Spanish HHS Social Channels
- FB: Will share some social asset [@Christina LoNigro](#)

**Georgeta Dragoiu**

White House Presidential Innovation Fellow  
Earned Media Lead, COVID-19 Public Education Campaign  
Office of the Assistant Secretary for Public Affairs  
U.S. Department of Health and Human Services

c: [REDACTED]



## Re: [EXTERNAL] WhatsApp Vaccine Finder

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**To:** Christina LoNigro [REDACTED]@fb.com>  
**Date:** Tue, 15 Jun 2021 11:32:10 -0400

👍 □

Thank you!

---

**From:** Christina LoNigro [REDACTED]@fb.com>  
**Date:** Tuesday, June 15, 2021 at 11:28 AM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Subject:** Re: [EXTERNAL] WhatsApp Vaccine Finder

Ben is going to call you. It's essentially what I told you.

**Christina LoNigro**  
Communications | WhatsApp  
M [REDACTED]  
E: [REDACTED]@fb.com

On Jun 15, 2021, at 10:25 AM, Kates, Natalie M. EOP/OMB [REDACTED]  
wrote:

[REDACTED]

## [EXTERNAL] Re: IG Notif to Vaccines.gov

**From:** Carrie Adams [REDACTED]@fb.com>  
**To:** "Pyper, Hannah (CMS/DSAC)" [REDACTED], "Kates, Natalie M. EOP/OMB" [REDACTED]  
Eva Guidarini [REDACTED]@fb.com>  
**Date:** Wed, 16 Jun 2021 09:59:11 -0400

Thank you! Will send these over and loop back with any questions / concerns

CA

---

**From:** Pyper, Hannah (CMS/DSAC) [REDACTED]  
**Date:** Wednesday, June 16, 2021 at 9:33 AM  
**To:** Carrie Adams [REDACTED]@fb.com>, Natalie [REDACTED].Kates [REDACTED]  
<Natalie [REDACTED].Kates [REDACTED] Eva Guidarini [REDACTED]@fb.com>  
**Subject:** Re: IG Notif to Vaccines.gov

Hi Carrie,

Thanks for the. updates!

Here. are the URLs provided by our marketing folks - will these work for y'all? We have 2 lengths, the preferred is the longer link if possible. There are 4 URLs for A/B testing - vaccines.gov, vaccines.gov/search, and Spanish (vacunas.gov, vacunas.gov/search).

Let me know if these will not work and I'll go back to the team. Thanks!

Base URL	Link to use of character length	Link if Instagram allows longer link lengths
> <a href="https://www.vaccines.gov/">https://www.vaccines.gov/</a> <	> <a href="https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21">https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21</a> <	> <a href="https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion">https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion</a> <
> <a href="https://www.vaccines.gov/search/">https://www.vaccines.gov/search/</a> <	> <a href="https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21">https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21</a> <	> <a href="https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion">https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion</a> <
> <a href="https://www.vacunas.gov/">https://www.vacunas.gov/</a> <	> <a href="https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21">https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21</a> <	> <a href="https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-">https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-</a> <

[https://www.vacunas.gov/search/?s\\_cid=10007:Vaccines\\_Instagram\\_Promotion:s.fb%3Aig:c:NA:GM:GEN18-64:NA:CY21&utm\\_source=Instagram&utm\\_medium=Pop%20up-promotions&utm\\_campaign=Instagram-promotion](https://www.vacunas.gov/search/?s_cid=10007:Vaccines_Instagram_Promotion:s.fb%3Aig:c:NA:GM:GEN18-64:NA:CY21&utm_source=Instagram&utm_medium=Pop%20up-promotions&utm_campaign=Instagram-promotion)

---

**From:** Carrie Adams [REDACTED]@fb.com>

**Sent:** Tuesday, June 15, 2021 1:55 PM

**To:** Pyper, Hannah (CMS/DSAC) [REDACTED]; Natalie [REDACTED] Kates [REDACTED]  
<Natalie [REDACTED] Kates [REDACTED]; Eva Guidarini [REDACTED]@fb.com>

**Subject:** Re: IG Notif to Vaccines.gov

Hi Both,

At the moment, it looks like we will be doing a test on **Thursday** of this week of 1M users at 9-10am PT, holding a week for debugging, then tranches of 50M on Thursday, Friday, Saturday. (Still going through approvals, but want to give you a heads up).

Links when you have them would be great!

CA

---

**From:** Carrie Adams [REDACTED]@fb.com>

**Date:** Monday, June 14, 2021 at 3:02 PM

**To:** Pyper, Hannah (CMS/DSAC) [REDACTED]  
Natalie [REDACTED] Kates [REDACTED] <Natalie [REDACTED] Kates [REDACTED]@fb.com> Eva Guidarini

**Subject:** IG Notif to Vaccines.gov

Hi Both—

Thanks again for meeting with us today; we're excited about this!

Again, here is the language we are expecting to run:

1. See where you and others can get a COVID-19 vaccine.
2. Choose where to get your COVID-19 vaccine.
3. COVID-19 vaccines are free and available now.

(I will track down the Spanish copy.)

And I'll work on getting a more detailed tick tock to send.

My cell highlighted below should you need it!

CA

**Carrie E. Adams**

**facebook, inc.** | politics & government

[REDACTED] | [REDACTED] [@fb.com](#)

## [EXTERNAL] Re: IG Notif to Vaccines.gov

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**To:** "Pyper, Hannah (CMS/DSAC)" [REDACTED], "Kates, Natalie M. EOP/OMB" [REDACTED], Eva Guidarini [REDACTED]@fb.com>  
**Date:** Wed, 16 Jun 2021 13:40:31 -0400

That's right! And 9-10am PT

---

**From:** Pyper, Hannah (CMS/DSAC) [REDACTED]  
**Date:** Wednesday, June 16, 2021 at 12:40 PM  
**To:** Carrie Adams [REDACTED]@fb.com>, Natalie [REDACTED].Kates [REDACTED]  
<Natalie [REDACTED].Kates [REDACTED], Eva Guidarini [REDACTED]@fb.com>  
**Subject:** Re: IG Notif to Vaccines.gov

Carrie - to confirm the schedule, we'll be doing a test this Thursday 9-10AM, then the following Thurs/Fri/Sat (6/24-6/26) running the full push?

---

**From:** Carrie Adams [REDACTED]@fb.com>  
**Sent:** Wednesday, June 16, 2021 8:36 AM  
**To:** Pyper, Hannah (CMS/DSAC) [REDACTED], Natalie [REDACTED].Kates [REDACTED]  
<Natalie [REDACTED].Kates [REDACTED], Eva Guidarini [REDACTED]@fb.com>  
**Subject:** Re: IG Notif to Vaccines.gov

And here's what the Spanish versions will read:

**See where you and others can get a COVID-19 vaccine.**  
Consulta dónde tú y otras personas podéis vacunaros contra el COVID-19.

**Choose where to get your COVID-19 vaccine.**  
Elige dónde vacunarte contra el COVID-19.

**COVID-19 vaccines are free and available now.**  
Las vacunas contra el COVID-19 son gratuitas y ya están disponibles.

---

**From:** Pyper, Hannah (CMS/DSAC) [REDACTED]  
**Date:** Wednesday, June 16, 2021 at 9:33 AM  
**To:** Carrie Adams [REDACTED]@fb.com>, Natalie [REDACTED].Kates [REDACTED]  
<Natalie [REDACTED].Kates [REDACTED], Eva Guidarini [REDACTED]@fb.com>  
**Subject:** Re: IG Notif to Vaccines.gov

Hi Carrie,

Thanks for the. updates!

Here. are the URLs provided by our marketing folks - will these work for y'all? We have 2 lengths, the preferred is the longer link if possible. There are 4 URLs for A/B



testing - vaccines.gov, vaccines.gov/search, and Spanish (vacunas.gov, vacunas.gov/search).

Let me know if these will not work and I'll go back to the team. Thanks!

Base URL	Link to use of character length	Link if Instagram allows longer link lengths
<a href="https://www.vaccines.gov/">&gt;https://www.vaccines.gov/</a>	<a href="https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;">&gt;https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;</a>	<a href="https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;">&gt;https://www.vaccines.gov/?s_cid=10004:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;</a>
<a href="https://www.vaccines.gov/search/">&gt;https://www.vaccines.gov/search/</a>	<a href="https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;">&gt;https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;</a>	<a href="https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;">&gt;https://www.vaccines.gov/search/?s_cid=10005:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;</a>
<a href="https://www.vacunas.gov/">&gt;https://www.vacunas.gov/</a>	<a href="https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;">&gt;https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;</a>	<a href="https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;">&gt;https://www.vacunas.gov/?s_cid=10006:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;</a>
<a href="https://www.vacunas.gov/search/">&gt;https://www.vacunas.gov/search/</a>	<a href="https://www.vacunas.gov/search/?s_cid=10007:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;">&gt;https://www.vacunas.gov/search/?s_cid=10007:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&lt;</a>	<a href="https://www.vacunas.gov/search/?s_cid=10007:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;">&gt;https://www.vacunas.gov/search/?s_cid=10007:Vaccines_Instagram_Promotion:s.fbig:c:NA:GM:GEN18-64:NA:CY21&amp;utm_source=Instagram&amp;utm_medium=Pop%20up-promotions&amp;utm_campaign=Instagram-promotion&lt;</a>

---

**From:** Carrie Adams [REDACTED]@fb.com>

**Sent:** Tuesday, June 15, 2021 1:55 PM

**To:** Pyper, Hannah (CMS/DSAC) [REDACTED] Natalie [REDACTED] Kates [REDACTED]

<Natalie.[REDACTED].Kates [REDACTED] Eva Guidarini [REDACTED]@fb.com>

**Subject:** Re: IG Notif to Vaccines.gov

Hi Both,

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My cell highlighted below should you need it!

CA

**Carrie E. Adams**  
facebook, inc. | politics & government  
[REDACTED] | [REDACTED]@fb.com

## Re: [EXTERNAL] Re: Outbound by area code?

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**To:** Ben Supple [REDACTED]@fb.com>  
**Date:** Thu, 17 Jun 2021 12:44:18 -0400

👍 ☐ thank you

---

**From:** Ben Supple [REDACTED]@fb.com>  
**Date:** Thursday, June 17, 2021 at 12:43 PM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Subject:** [EXTERNAL] Re: Outbound by area code?

Hi there,

Yeah, Twilio would have to set this up, but you could customize responses by area code or use that to organize outbound messages. I'm not sure how heavy of a lift it is for Twilio, but it's worth asking them. We've certainly seen it before.

Best,

Ben

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Thursday, June 17, 2021 at 8:42 AM  
**To:** Ben Supple [REDACTED]@fb.com>  
**Subject:** Outbound by area code?

Hey Ben, This is a pretty basic question as I'm still newish to WhatsApp business, but can you let me know if it's technically possible send outbound WhatsApp messages by area code (or someone's geographic location in another way)?

Thanks,  
Natalie

## FW: Re: WhatsApp calls

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**To:** Ben Supple [REDACTED]@fb.com>  
**Date:** Thu, 24 Jun 2021 13:08:45 -0400

Hey – just confirming the highlight below. Our WA number is our Spanish call center number so it would actually be ideal if users could call from within WhatsApp.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 1:05 PM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "Mcloughlin, Patrick K" [REDACTED]  
**Subject:** Re: [EXTERNAL] Re: WhatsApp calls

Feedback from our WA team confirms that this is a FB limitation.

The WA Business API doesn't support WA calls. This is a FB limitation. The user needs to use the phone native dialer.

Not ideal, but the good news is that it does work if you click on the number in the chats or dial it manually.

On Thu, Jun 24, 2021 at 10:01 AM Rebecca Williams [REDACTED] wrote:

got it! I'll get back to you shortly on that.

On Thu, Jun 24, 2021 at 9:30 AM Kates, Natalie M. EOP/OMB [REDACTED] wrote:

Yes. That's what I'm referring too; it gives you a message that "that number is unable to receive WhatsApp calls." This isn't high priority, I am just wondering (1) if it's feasible to enable WhatsApp calling with the Call Center and (2) if so what it would take to make it work – is it high LOE, low? etc.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 9:18 AM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "Mcloughlin, Patrick K" [REDACTED]  
**Subject:** [EXTERNAL] Re: WhatsApp calls

Hi Natalie,

This does work if you click the number from within the chat or if you manually dial the number.



What we noticed is that if you try to dial the number from within the WA CDC profile, this isn't working. Is this what you are referring to? Our WA team is west coast, so I'll get to the bottom of it as soon as they are online,



On Wed, Jun 23, 2021 at 9:35 AM Kates, Natalie M. EOP/OMB <[REDACTED]> wrote:

Is there a way for the Spanish call center line to accept WhatsApp calls? That way someone can call from the phone button in our WhatsApp profile.

--  
Rebecca Williams, PMP  
Sr. Technical Program Manager



**Error! Filename not specified.**

MOBILE

EMAIL

**Error! Filename  
not specified.**

Want to unlock the full potential of your teams and developers? Check out Twilio CEO Jeff Lawson's new book, *Ask Your Developer*, for ways to unleash creativity and drive innovation.

--

Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE

EMAIL



Want to unlock the full potential of your teams and developers? Check out Twilio CEO Jeff Lawson's new book, *Ask Your Developer*, for ways to unleash creativity and drive innovation.

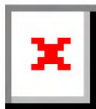
--

Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE

EMAIL



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## Re: [EXTERNAL] Re: WhatsApp calls

---

**From:** Ben Supple [REDACTED]@fb.com>

**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]

**Date:** Thu, 24 Jun 2021 18:01:53 -0400

I hear you, but I imagine most users would find the number from within the chat flow vs. by clicking on the profile (and the number in the chat does redirect to the phone). I'll ask our product team if there's anything we can do to support a re-direct from the profile as well.

Does your call center have the ability to accept WA calls or is it a traditional call center set-up?

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]

**Date:** Thursday, June 24, 2021 at 2:45 PM

**To:** Ben Supple [REDACTED]@fb.com>

**Subject:** Re: [EXTERNAL] Re: WhatsApp calls


Thanks for confirming. And yeah, cost plus we're just trying to make it was frictionless as possible for people to get the help they need. Having a call icon in our profile that doesn't actually call our working number is less than ideal.

5:40 ↗



◀ Mi Chat Sobre Vacunas COVID Business I...



Mi Chat Sobre  
Vacunas COVID 

+1 (833) 636-1122



6/2/21 at 1:33 PM

Official Business Account



Chat de los CDC busca-vacunas

On Jun 24, 2021, at 4:38 PM, Ben Supple [REDACTED]@fb.com> wrote:

Hi Natalie,  
<image0.png>

Thanks for checking in. I just tried this out and when you click on the call center number from within the bot, it automatically redirects to the phone (see mock attached) so it's pretty frictionless. The API doesn't yet support WA calls but something we're building towards. Is the main concern about data charges to users if they get redirected to their mobile phone?

Best,

Ben

Sent from my iPhone

On Jun 24, 2021, at 10:09 AM, Kates, Natalie M. EOP/OMB  
[REDACTED] wrote:

Hey – just confirming the highlight below. Our WA number is our Spanish call center number so it would actually be ideal if users could call from within WhatsApp.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 1:05 PM  
**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**Cc:** "McLoughlin, Patrick K" [REDACTED]  
**Subject:** Re: [EXTERNAL] Re: WhatsApp calls

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**Date:** Thursday, June 24, 2021 at 9:18 AM  
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**Cc:** "McCloughlin, Patrick K" <[REDACTED]>  
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<image001.jpg>

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[REDACTED] wrote:

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Rebecca Williams, PMP  
Sr. Technical Program Manager

**Error! Filename not specified.**

MOBILE [REDACTED]

EMAIL [REDACTED]

**Error! Filename  
not specified.**

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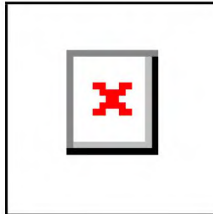
Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE



EMAIL



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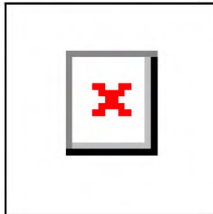
Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE



EMAIL



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## Re: [EXTERNAL] Re: WhatsApp calls

---

**From:** natalie [REDACTED] kates [REDACTED]  
**To:** Ben Supple [REDACTED]@fb.com>  
**Date:** Thu, 24 Jun 2021 17:42:24 -0400

Thanks for confirming. And yeah, cost plus we're just trying to make it was frictionless as possible for people to get the help they need.

On Jun 24, 2021, at 4:38 PM, Ben Supple [REDACTED]@fb.com> wrote:

Hi Natalie,  
<image0.png>

Thanks for checking in. I just tried this out and when you click on the call center number from within the bot, it automatically redirects to the phone (see mock attached) so it's pretty frictionless. The API doesn't yet support WA calls but something we're building towards. Is the main concern about data charges to users if they get redirected to their mobile phone?

Best,  
Ben

Sent from my iPhone

On Jun 24, 2021, at 10:09 AM, Kates, Natalie M. EOP/OMB  
[REDACTED] wrote:

Hey – just confirming the highlight below. Our WA number is our Spanish call center number so it would actually be ideal if users could call from within WhatsApp.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 1:05 PM  
**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**Cc:** "McCloughlin, Patrick K" <[REDACTED]>  
**Subject:** Re: [EXTERNAL] Re: WhatsApp calls

Feedback from our WA team confirms that this is a FB limitation.

The WA Business API doesn't support WA calls. This is a FB limitation.  
The user needs to use the phone native dialer.

Not ideal, but the good news is that it does work if you click on the number in the chats or dial it manually.

On Thu, Jun 24, 2021 at 10:01 AM Rebecca Williams [REDACTED] wrote:

got it! I'll get back to you shortly on that.

On Thu, Jun 24, 2021 at 9:30 AM Kates, Natalie M. EOP/OMB

[REDACTED] wrote:

Yes. That's what I'm referring too; it gives you a message that "that number is unable to receive WhatsApp calls." This isn't high priority, I am just wondering (1) if it's feasible to enable WhatsApp calling with the Call Center and (2) if so what it would take to make it work – is it high LOE, low? etc.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 9:18 AM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "McCloughlin, Patrick K" [REDACTED]  
**Subject:** [EXTERNAL] Re: WhatsApp calls

Hi Natalie,

This does work if you click the number from within the chat or if you manually dial the number.

What we noticed is that if you try to dial the number from within the WA CDC profile, this isn't working. Is this what you are referring to? Our WA team is west coast, so I'll get to the bottom of it as soon as they are online,

<image001.jpg>

On Wed, Jun 23, 2021 at 9:35 AM Kates, Natalie M. EOP/OMB

[REDACTED] wrote:

Is there a way for the Spanish call center line to accept WhatsApp calls? That way someone can call from the phone button in our WhatsApp profile.

--

Rebecca Williams, PMP  
Sr. Technical Program Manager

**Error! Filename not specified.**

MOBILE [REDACTED]

EMAIL [REDACTED]

**Error! Filename not specified.**

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drive innovation.

--

Rebecca Williams, PMP  
Sr. Technical Program Manager



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--

Rebecca Williams, PMP  
Sr. Technical Program Manager



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## Re: [EXTERNAL] Re: WhatsApp calls

---

**From:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**To:** Ben Supple <[REDACTED]@fb.com>  
**Date:** Thu, 24 Jun 2021 18:22:50 -0400

Unclear, and likely not as they are a traditional call center. Seems like this isn't worth pushing unless your product team thinks otherwise. Thanks for the help!

On Jun 24, 2021, at 6:03 PM, Ben Supple <[REDACTED]@fb.com> wrote:

I hear you, but I imagine most users would find the number from within the chat flow vs. by clicking on the profile (and the number in the chat does redirect to the phone). I'll ask our product team if there's anything we can do to support a re-direct from the profile as well.

Does your call center have the ability to accept WA calls or is it a traditional call center set-up?

---

**From:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**Date:** Thursday, June 24, 2021 at 2:45 PM  
**To:** Ben Supple <[REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Re: WhatsApp calls

Thanks for confirming. And yeah, cost plus we're just trying to make it was frictionless as possible for people to get the help they need. Having a call icon in our profile that doesn't actually call our working number is less than ideal.

<image001.jpg>

On Jun 24, 2021, at 4:38 PM, Ben Supple <[REDACTED]@fb.com> wrote:

Hi Natalie,  
<image0.png>

Thanks for checking in. I just tried this out and when you click on the call center number from within the bot, it automatically redirects to the phone (see mock attached) so it's pretty frictionless. The API doesn't yet support WA calls but something we're building towards. Is the main concern about data charges to users if they get redirected to their mobile phone?

Best,

Ben



Sent from my iPhone

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[REDACTED] wrote:

Hey – just confirming the highlight below. Our WA number is our Spanish call center number so it would actually be ideal if users could call from within WhatsApp.

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**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 1:05 PM  
**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**Cc:** "Mcloughlin, Patrick K" <[REDACTED]>  
**Subject:** Re: [EXTERNAL] Re: WhatsApp calls

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The WA Business API doesn't support WA calls. This is a FB limitation. The user needs to use the phone native dialer.

Not ideal, but the good news is that it does work if you click on the number in the chats or dial it manually.

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got it! I'll get back to you shortly on that.

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[REDACTED] wrote:

Yes. That's what I'm referring to; it gives you a message that "that number is unable to receive WhatsApp calls." This isn't high priority, I am just wondering (1) if it's feasible to enable WhatsApp calling with the Call Center and (2) if so what it would take to make it work – is it high LOE, low? etc.

---

**From:** Rebecca Williams [REDACTED]  
**Date:** Thursday, June 24, 2021 at 9:18 AM  
**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**Cc:** "Mcloughlin, Patrick K" <[REDACTED]>  
**Subject:** [EXTERNAL] Re: WhatsApp calls

Hi Natalie,

This does work if you click the number from within the chat or if you manually dial the number.

What we noticed is that if you try to dial the number from within the WA CDC profile, this isn't working. Is this what you are referring to? Our WA team is west coast, so I'll get to the bottom of it as soon as they are online,

<image001.jpg>

On Wed, Jun 23, 2021 at 9:35 AM Kates, Natalie M. EOP/OMB

 wrote:

Is there a way for the Spanish call center line to accept WhatsApp calls? That way someone can call from the phone button in our WhatsApp profile.

--

Rebecca Williams, PMP  
Sr. Technical Program Manager

**Error! Filename not specified.**

MOBILE



EMAIL

**Error! Filename not specified.**

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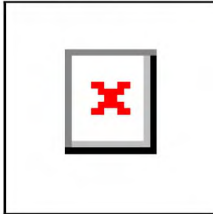
Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE



EMAIL



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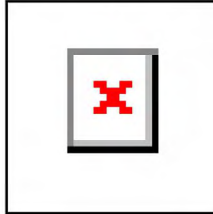
Rebecca Williams, PMP  
Sr. Technical Program Manager



MOBILE



EMAIL



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5:40 ↗



◀ Mi Chat Sobre Vacunas COVID Business I...



Mi Chat Sobre  
Vacunas COVID



+1 (833) 636-1122



6/2/21 at 1:33 PM

Official Business Account



Chat de los CDC busca-vacunas

## Re: [EXTERNAL] Document shared with you: "Ideas for Mi Chat Sobre Vacunas V2"

---

**From:** Joe Wheeler [REDACTED]@fb.com>  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Mon, 26 Jul 2021 11:17:02 -0400

Hi Natalie -- are you able to access the document now? And no worries on the name typo 😊  
Also, I hope to write back to the group with an update today regarding potential promotions, other content for the app, etc.

**From:** Kates, Natalie M. EOP/OMB [REDACTED]  
**Sent:** Sunday, July 25, 2021 2:40 PM  
**To:** Joe Wheeler [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Document shared with you: "Ideas for Mi Chat Sobre Vacunas V2"

Also, sorry I meant Joe ☐☐♀️😊

---

**From:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Date:** Sunday, July 25, 2021 at 5:39 PM  
**To:** Joe Wheeler [REDACTED]@fb.com>  
**Subject:** Re: [EXTERNAL] Document shared with you: "Ideas for Mi Chat Sobre Vacunas V2"

Jon – I thought I opened this previously but I now can't find it in my drive. Is it shared with [REDACTED]?

---

**From:** "Joe Wheeler (via Google Docs)" <drive-shares-dm-noreply@google.com>  
**Reply-To:** Joe Wheeler [REDACTED]@fb.com>  
**Date:** Friday, July 16, 2021 at 3:27 PM  
**To:** "Kates, Natalie M. EOP/OMB" [REDACTED]  
**Cc:** "georgeta.dragoiu [REDACTED]" <Georgeta.Dragoiu [REDACTED]>, Joshua Peck [REDACTED], "karina.jimenez-donovan [REDACTED]" <Karina.Jimenez-Donovan [REDACTED]>  
**Subject:** [EXTERNAL] Document shared with you: "Ideas for Mi Chat Sobre Vacunas V2"



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██████████@fb.com added you as an editor. Verify your email to securely make edits to this document. You will need to verify your email every 7 days. [Learn more.](#)

 [Ideas for Mi Chat Sobre Vacunas V2](#)



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## Urgent: contacting Americans in Afganistan

---

**From** "Kates, Natalie M. EOP/OMB" <[REDACTED]>

:

**To:** Ben Supple <[REDACTED]@fb.com>

**Cc:** "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, [REDACTED],  
[REDACTED]

**Date:** Thu, 19 Aug 2021 17:21:20 -0400

Ben,

Thanks for all your help on vaccines.gov. [REDACTED]  
[REDACTED]

Thanks  
Natalie

## Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

---

From "Kates, Natalie M. EOP/OMB" <[REDACTED]>

:

To: Joe Wheeler <[REDACTED]@fb.com>, "Venigalla, Mrudula" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Justin Herman <[REDACTED]>, [REDACTED]

Cc: "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, [REDACTED], Vivek Ravindranath <[REDACTED]@fb.com>, Sharon Yang <[REDACTED]@fb.com>

Date: Thu, 19 Aug 2021 21:09:01 -0400

Do we have the phone number we're using for the WA account? I haven't seen one yet so I don't believe Mrudula has either. [REDACTED] do you know?

---

From: Joe Wheeler <[REDACTED]@fb.com>

Date: Thursday, August 19, 2021 at 8:50 PM

To: "Venigalla, Mrudula" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Justin Herman <[REDACTED]>

Cc: "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, "[REDACTED]" <[REDACTED]>, "[REDACTED]" <[REDACTED]>, "[REDACTED]" <[REDACTED]>, Vivek Ravindranath <[REDACTED]@fb.com>, Sharon Yang <[REDACTED]@fb.com>

Subject: [EXTERNAL] Re: WhatsApp/Twilio <> State

Hi Mrudula,

For connecting to the WhatsApp Business Account to Facebook Page, please see instructions [here](#).

[@Justin Herman](#) [@Chris Cadotte](#) can you please weigh in on the second question? In the meantime, I can share WhatsApp's [privacy policy](#) that has some helpful background as well.

Thanks,

Joe

---

**From:** Venigalla, Mrudula <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 5:19 PM  
**To:** Ben Supple <[REDACTED]@fb.com>; Kates, Natalie M. EOP/OMB <[REDACTED]>; Justin Herman <[REDACTED]>  
**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; Vivek Ravindranath <[REDACTED]@fb.com>; Joe Wheeler <[REDACTED]@fb.com>; Sharon Yang <[REDACTED]@fb.com>  
**Subject:** Re: WhatsApp/Twilio <> State

+Sharon Yang

Thank you - can you confirm on the technical/Facebook side what you might need to connect the WhatsApp business account to a Facebook page?

Also to help us run the traps with Legal - can you give us some background on the system where the phone numbers are being stored? Is there an existing SORN we can draw from? Any tech background I can share with them to confirm we're complying with appropriate privacy considerations will be helpful.

Thanks!

Mrudula

**Mrudula Venigalla (she/her)**

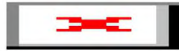
Division Chief | Digital Strategy and Training

Office of Global Social Media

U.S. Department of State

Bureau of Global Public Affairs

[REDACTED]



---

**From:** Ben Supple <[REDACTED]@fb.com>

**Sent:** Thursday, August 19, 2021 8:14 PM

**To:** Kates, Natalie M. EOP/OMB <[REDACTED]>; Justin Herman

<[REDACTED]>; Venigalla, Mrudula <[REDACTED]>

**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca L

<[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A

<[REDACTED]>; Gowa, Timothy M <[REDACTED]>; [REDACTED]

<[REDACTED]>; [REDACTED] <[REDACTED]>; Vivek Ravindranath

<[REDACTED]@fb.com>; Joe Wheeler <[REDACTED]@fb.com>

**Subject:** Re: WhatsApp/Twilio <> State

+ Joe

Good news. Looks like we can allow list the account to enable us to move fast. Onward!

Look forward to working with you all on the implementation details.

Best,

ben

---

**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>

**Date:** Thursday, August 19, 2021 at 5:01 PM

**To:** Ben Supple <[REDACTED]@fb.com>, Justin Herman <[REDACTED]>,

Venigalla, Mrudula <[REDACTED]>

**Cc:** Nacin, Andrew M. EOP/OMB <[REDACTED]>, Jenkins,

Rebecca L <[REDACTED]>, Arnold, Nathan W <[REDACTED]>,



Forgerson, Luke A <[REDACTED]>, Gowa, Timothy M  
<[REDACTED]>, [REDACTED] <[REDACTED]>,  
[REDACTED] <[REDACTED]>, Vivek Ravindranath <[REDACTED]@fb.com>

**Subject:** WhatsApp/Twilio <> State

Team -

It looks like we'll likely connect the new WA business account to the /travelgov Facebook page.  
Mrudula is the account manager for that and can help us get this set up.

State team, can you confirm when that's final? Thanks!  
Natalie

## Re: [EXTERNAL] Vaccine fee waiver

---

**From** "Kates, Natalie M. EOP/OMB" <[REDACTED]>

:

**To:** Chris Cadotte <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Rebecca Williams <[REDACTED]>

**Date:** Thu, 19 Aug 2021 20:39:29 -0400

Thanks Chris. Let me loop with the right folks and will let you know if we have questions.

---

**From:** Chris Cadotte <[REDACTED]>

**Date:** Thursday, August 19, 2021 at 11:28 AM

**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Rebecca Williams <[REDACTED]>

**Subject:** [EXTERNAL] Vaccine fee waiver

Natalie,

Per our conversation here is the FB template fee waiver for COVID vaccination efforts. Let me know if you have any questions.

Chris Cadotte  
Director Business Development, Messaging



EMAIL [REDACTED]

## [EXTERNAL] Re: Urgent: Afganistan

---

**From** Ben Supple <[REDACTED]@fb.com>

:

**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Christina LoNigro  
<[REDACTED]@fb.com>

**Date:** Thu, 19 Aug 2021 15:51:47 -0400

Hey Natale,

Just gave you a buzz. Oddly it says your number is no longer in service! Feel free to call me back at  
[REDACTED]

Cheers,

Ben

---

**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>

**Date:** Thursday, August 19, 2021 at 12:23 PM

**To:** Christina LoNigro <[REDACTED]@fb.com>, Ben Supple <[REDACTED]@fb.com>

**Subject:** Urgent: Afganistan

Can one of you give me a call asap on my cell [REDACTED]

Trying to figure out if FB (either FB or WA) could help us contact folks within the next 24 hours.  
THANK YOU

## [EXTERNAL] Re: WhatsApp/Twilio <> State

---

**From** Joe Wheeler <[REDACTED]@fb.com>

:

**To:** Chris Cadotte <[REDACTED]>, Patrick Dufour <[REDACTED]>

**Cc:** Ben Supple <[REDACTED]@fb.com>, "Venigalla, Mrudula" <[REDACTED]>, John Maitz <[REDACTED]>, Justin Herman <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Sharon Yang <[REDACTED]@fb.com>, Vivek Ravindranath <[REDACTED]@fb.com>, "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, Jonathan Quigley <[REDACTED]>, Brock Hankins <[REDACTED]>

**Date:** Thu, 19 Aug 2021 23:10:13 -0400

Hi Patrick and team,

You should have seen a request come through from Twilio to message on your behalf (the "on behalf of" or OBO request). You'll need to accept this request in order for our engineers to continue onboarding.

Thanks,

Joe

Get [Outlook for Android](#)

**From:** Chris Cadotte <[REDACTED]>

**Sent:** Thursday, August 19, 2021 7:56:54 PM

**To:** Patrick Dufour <[REDACTED]>

**Cc:** Ben Supple <[REDACTED]@fb.com>; Venigalla, Mrudula <[REDACTED]>; John Maitz <[REDACTED]>; Justin Herman <[REDACTED]>; Joe Wheeler <[REDACTED]@fb.com>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Natalie M. EOP/OMB Kates <[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Vivek Ravindranath <[REDACTED]@fb.com>; andrew.m.nacin <[REDACTED]>; Jonathan Quigley <[REDACTED]>; Brock Hankins <[REDACTED]>

**Subject:** Re: WhatsApp/Twilio <> State

Thanks, Patrick. Do you have the Twilio account ASID so this gets setup in the right place? I'm going to ask my Ops team to create WhatsApp Senders for each one of these numbers.

Chris Cadotte

Director Business Development, Messaging



EMAIL [REDACTED]

On Thu, Aug 19, 2021 at 7:49 PM Patrick Dufour <[REDACTED]> wrote:

Good afternoon,

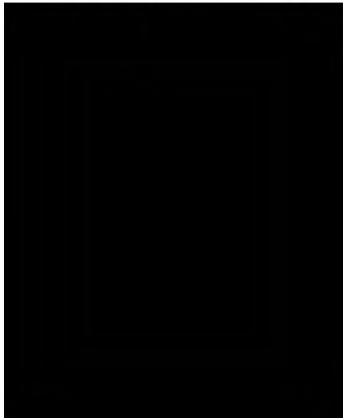
A few quick notes, so everyone is on the same page. The Twilio account is procured/operated by DOD through DDS, to support DOS. Another DOD office will have operational control, and use the application we've developed to send out the messages.

I've CC'd Brock (our Deputy GC) who can answer any policy/legal questions from the DOD side.

However, we have been instructed that this is our number 1 priority, and will use our authority to waive any DOD policy.

<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodd/510587p.PDF?ver=2019-12-04-064448-563>

We've purchased 10 USA numbers via our Twilio account.





[REDACTED]

We will do our best to securely record and store the communications that are sent within our cloud infrastructure. I do not believe we need Twilio/WhatsApp to record messages on their end in order to fulfill record retention requirements.

Regards,  
Patrick Dufour

--

Patrick Dufour  
Defense Digital Service (DDS)  
Office of the Secretary of Defense (OSD)  
U.S. Department of Defense  
Pentagon 3A268  
(U) [REDACTED]  
<https://dds.mil/>

On Thu, Aug 19, 2021 at 10:23 PM Chris Cadotte <[REDACTED]> wrote:

Mrudula,

We created the WABA business account under FB Biz ID [REDACTED]. The name on the account will be: United States Department of State.

Are you purchasing a Twilio number, if so can you share the number. So we can associate it with the account.

Chris Cadotte

Director Business Development, Messaging



EMAIL [REDACTED]

On Thu, Aug 19, 2021 at 7:21 PM Ben Supple <[REDACTED]> wrote:

On #1, we can waive the biz verification requirement. I'll let Twilio address #2 since they would be hosting the API and storing information on your behalf.

Best,

Ben

---

**From:** Venigalla, Mrudula <[REDACTED]>

**Date:** Thursday, August 19, 2021 at 7:16 PM

**To:** John Maitz <[REDACTED]>, Justin Herman <[REDACTED].com>

**Cc:** Joe Wheeler <[REDACTED]@fb.com>, Arnold, Nathan W

<[REDACTED]>, Ben Supple <[REDACTED].com>, Forgerson, Luke A

<[REDACTED]>, Gowa, Timothy M <[REDACTED]>, Jenkins,

Rebecca L <[REDACTED]>, Natalie M. EOP/OMB Kates

<[REDACTED]>, Sharon Yang <[REDACTED]@fb.com>, Vivek

Ravindranath <[REDACTED]@fb.com>, andrew.m.nacin

<[REDACTED]>, Chris Cadotte <[REDACTED]>, Patrick

Dufour <[REDACTED]>, Jonathan Quigley <[REDACTED]>

**Subject:** Re: WhatsApp/Twilio <> State

Thanks all for that background. I'll stand by for the phone number.

A few additional questions:

- Has USDS/DDS already created a WhatsApp business account / connected it to a business manager?
  - If you need access to State's business manager, is it still a requirement that the business manager completes the business verification process? Neither

of our two business managers have completed business verification. Is there a way to expedite that process?

- We have fairly strict guidance on WhatsApp records retention - will we be able to centrally archive/export all communication to a DOS system? Our current policy requires all WhatsApp communication to be forwarded to a DOS system within 20 days.
- USDS/DDS colleagues - do you have a SORN on file? We typically refer to a System of Records Notice to cover the protection of records the federal government collects on US Citizens and permanent residence. For reference, this is the [SORN that covers digital outreach at the State Department](#).

Apologies for the weedy questions but the answers will help us proactively address concerns we anticipate may be raised.

---

**From:** John Maitz <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 9:32 PM  
**To:** Justin Herman <[REDACTED]>  
**Cc:** Joe Wheeler <[REDACTED]@fb.com>; Arnold, Nathan W <[REDACTED]>; Ben Supple <[REDACTED]@fb.com>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Natalie M. EOP/OMB Kates <[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Venigalla, Mrudula <[REDACTED]>; Vivek Ravindranath <[REDACTED]@fb.com>; andrew.m.nacin <[REDACTED]>; Chris Cadotte <[REDACTED]>; Patrick Dufour <[REDACTED]>; Jonathan Quigley <[REDACTED]>  
**Subject:** Re: WhatsApp/Twilio <> State

Hi Mrudula,

Adding Jonathan Q from our legal team but for the second point:

Also to help us run the traps with Legal - can you give us some background on the system where the phone numbers are being stored? Is there an existing SORN we can draw from? Any tech background I can share with them to confirm we're complying with appropriate privacy considerations will be helpful.

Twilio stores phone number usage data in system logs within our core application hosted on AWS US East. Additionally, there is a feature that can be enabled called *redaction* that would eliminate the message body records, as well as obfuscate the phone number that was being sent to.

Let me know if that helps.

John Maitz

Solutions Engineering

MOBILE [REDACTED]

EMAIL [REDACTED]

On Thu, Aug 19 2021 at 9:19 PM, Justin Herman <[REDACTED]> wrote:

+ John Maitz, Twilio

On Thu, Aug 19, 2021 at 8:50 PM Joe Wheeler <[REDACTED][@fb.com](mailto:[REDACTED]@fb.com)> wrote:

Hi Mrudula,

For connecting to the WhatsApp Business Account to Facebook Page, please see instructions [here](#).

[@Justin Herman](#) [@Chris Cadotte](#) can you please weigh in on the second question? In the meantime, I can share WhatsApp's [privacy policy](#) that has some helpful background as well.

Thanks,

Joe

---

**From:** Venigalla, Mrudula <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 5:19 PM  
**To:** Ben Supple <[REDACTED]@fb.com>; Kates, Natalie M. EOP/OMB  
<[REDACTED]>; Justin Herman <[REDACTED]>  
**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca L  
<[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke  
A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>;  
[REDACTED] <[REDACTED]>; [REDACTED]  
<[REDACTED]>; Vivek Ravindranath <[REDACTED]>; Joe Wheeler  
<[REDACTED]@fb.com>; Sharon Yang <[REDACTED]@fb.com>  
**Subject:** Re: WhatsApp/Twilio <> State

+Sharon Yang



Thank you - can you confirm on the technical/Facebook side what you might need to connect the WhatsApp business account to a Facebook page?

Also to help us run the traps with Legal - can you give us some background on the system where the phone numbers are being stored? Is there an existing SORN we can draw from? Any tech background I can share with them to confirm we're complying with appropriate privacy considerations will be helpful.

Thanks!

Mrudula

**Mrudula Venigalla (she/her)**

Division Chief | Digital Strategy and Training

Office of Global Social Media

U.S. Department of State

Bureau of Global Public Affairs

[REDACTED]

---

**From:** Ben Supple <[REDACTED]@fb.com>

**Sent:** Thursday, August 19, 2021 8:14 PM

**To:** Kates, Natalie M. EOP/OMB <[REDACTED]>; Justin Herman

<[REDACTED]>; Venigalla, Mrudula <[REDACTED]>  
**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca L  
<[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke  
A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>;  
[REDACTED] <[REDACTED]>; [REDACTED]  
<[REDACTED]>; Vivek Ravindranath <[REDACTED]@fb.com>; Joe Wheeler  
<[REDACTED]@fb.com>  
**Subject:** Re: WhatsApp/Twilio <> State

+ Joe

Good news. Looks like we can allow list the account to enable us to move fast. Onward!

Look forward to working with you all on the implementation details.

Best,

ben

---

**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>  
**Date:** Thursday, August 19, 2021 at 5:01 PM  
**To:** Ben Supple <[REDACTED]@fb.com>, Justin Herman <[REDACTED].com>, Venigalla, Mrudula <[REDACTED]>  
**Cc:** Nacin, Andrew M. EOP/OMB <[REDACTED]>, Jenkins, Rebecca L <[REDACTED]>, Arnold, Nathan W <[REDACTED]>, Forgerson, Luke A <[REDACTED]>, Gowa, Timothy M <[REDACTED]>, [REDACTED]  
<[REDACTED]>, [REDACTED] <[REDACTED]>, Vivek

Ravindranath <[REDACTED]>

Subject: WhatsApp/Twilio <> State

Team -

It looks like we'll likely connect the new WA business account to the /travelgov Facebook page. Mrudula is the account manager for that and can help us get this set up.

State team, can you confirm when that's final? Thanks!

Natalie

--

Justin Herman

Global Head of Public Sector

EMAIL

[REDACTED]

TWITTER

[REDACTED]

## Re: [EXTERNAL] Vaccine fee waiver

---

**From:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>  
**To:** Chris Cadotte <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Rebecca Williams <[REDACTED]>, "Crawford, Carol EOP" <[REDACTED]>  
**Date:** Fri, 20 Aug 2021 09:38:50 -0400  
**Attachments** WhatsApp template fee waiver for vaccination activities.docx (147.92 kB)  
:

Adding Carol who can sign and send back.

---

**From:** Chris Cadotte <[REDACTED]>  
**Date:** Thursday, August 19, 2021 at 11:28 AM  
**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Rebecca Williams <[REDACTED]>  
**Subject:** [EXTERNAL] Vaccine fee waiver

Natalie,

Per our conversation here is the FB template fee waiver for COVID vaccination efforts. Let me know if you have any questions.

Chris Cadotte  
Director Business Development, Messaging



EMAIL [REDACTED]

## Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

---

From "Kates, Natalie M. EOP/OMB" <[REDACTED]>

:

To: Joe Wheeler <[REDACTED]@fb.com>, "Venigalla, Mrudula" <[REDACTED]>, Chris Cadotte <[REDACTED]>, "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, John Maitz <[REDACTED]>

Cc: Emily Snyder <[REDACTED]>, Patrick Dufour <[REDACTED]>, Justin Herman <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, Sharon Yang <[REDACTED]@fb.com>, Vivek Ravindranath <[REDACTED]@fb.com>, Jonathan Quigley <[REDACTED]>, Brock Hankins <[REDACTED]>, "Majma, Raphael J" <[REDACTED]>, [REDACTED]

Date: Fri, 20 Aug 2021 13:12:45 -0400

Great. Also, [REDACTED]  
[REDACTED]  
[REDACTED]

---

From: Joe Wheeler <[REDACTED]@fb.com>

Date: Friday, August 20, 2021 at 12:31 PM

To: "Venigalla, Mrudula" <[REDACTED]>, "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Chris Cadotte <[REDACTED]>, "Nacin, Andrew M. EOP/OMB" <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>

Cc: Emily Snyder <[REDACTED]>, Patrick Dufour <[REDACTED]>, John Maitz <[REDACTED]>, Justin Herman <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, Sharon Yang <[REDACTED]@fb.com>, Vivek Ravindranath <[REDACTED]@fb.com>, Jonathan Quigley <[REDACTED]>, Brock



Hankins <[REDACTED]>, "Majma, Raphael J" <[REDACTED]>,  
"[REDACTED]" <[REDACTED]>

Subject: Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

Hi Mrudula,

On the first question, I can confirm that this has already been completed.

Thanks,

Joe

---

From: Venigalla, Mrudula <[REDACTED]>

Sent: Friday, August 20, 2021 8:58 AM

To: Joe Wheeler <[REDACTED]@fb.com>; Kates, Natalie M. EOP/OMB

<[REDACTED]>; Chris Cadotte <[REDACTED]>; andrew.m.nacin

<[REDACTED]>; Ben Supple <[REDACTED]@fb.com>

Cc: Emily Snyder <[REDACTED]>; Patrick Dufour <[REDACTED]>; John Maitz

<[REDACTED]>; Justin Herman <[REDACTED]>; Arnold, Nathan W

<[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M

<[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Sharon Yang

<[REDACTED]@fb.com>; Vivek Ravindranath <[REDACTED]@fb.com>; Jonathan Quigley <[REDACTED]>;

Brock Hankins <[REDACTED]>; Majma, Raphael J <[REDACTED]>;

[REDACTED] <[REDACTED]>

Subject: Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

+Andy Oare

Please feel free to follow up with me directly but I'm not sure who is best positioned to answer the following technical questions:

- Accept Twilio's request to message on its behalf @Venigalla, Mrudula.
  - Where was this request sent?
  - I understand from a previous chain that Twilio set up a business manager with FB Biz ID [REDACTED] in the State Department's name- can I be given access to this?
  - Not sure if I needed to be added to the Twilio backend as well.
- Connect the WA numbers in yellow below to the State TravelGov FB page. @Venigalla, Mrudula.

- In the Facebook backend, I only have the option to enter one WhatsApp Business number for a page. Is there a primary number I should use or am I missing something?

---

**From:** Joe Wheeler <[REDACTED]@fb.com>  
**Sent:** Friday, August 20, 2021 11:31 AM  
**To:** Kates, Natalie M. EOP/OMB <[REDACTED]>; Chris Cadotte <[REDACTED]>; andrew.m.nacin <[REDACTED]>; Venigalla, Mrudula <[REDACTED]>; Ben Supple <[REDACTED]@fb.com>  
**Cc:** Emily Snyder <[REDACTED]>; Patrick Dufour <[REDACTED]>; John Maitz <[REDACTED]>; Justin Herman <[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Vivek Ravindranath <[REDACTED]@fb.com>; Jonathan Quigley <[REDACTED]>; Brock Hankins <[REDACTED]>; Majma, Raphael J <[REDACTED]>  
**Subject:** Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

Thanks, Natalie.

From WhatsApp's side, All 10 phone numbers are live, in 100k tier, and Official Business Account (green check) approved.

Getting message content will be the final step.

Best,

Joe

---

**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>  
**Sent:** Friday, August 20, 2021 8:28 AM  
**To:** Chris Cadotte <[REDACTED]>; Nacin, Andrew M. EOP/OMB <[REDACTED]>; Venigalla, Mrudula <[REDACTED]>; Ben Supple <[REDACTED]@fb.com>  
**Cc:** Emily Snyder <[REDACTED]>; Patrick Dufour <[REDACTED]>; Joe Wheeler <[REDACTED]@fb.com>; John Maitz <[REDACTED]>; Justin Herman <[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa,

Timothy M <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Vivek Ravindranath <[REDACTED]@fb.com>; Jonathan Quigley <[REDACTED]>; Brock Hankins <[REDACTED]>; Raphael Majma <[REDACTED]>

**Subject:** Re: [EXTERNAL] Re: WhatsApp/Twilio <> State

Thanks Chris.

Team - Here are the open items I'm tracking as of this morning. What am I missing and can we work to resolve these asap? We're moving fast so please let the group know if some of these are already done.

- Send Chris a JPG or PNG, 640x640 pixels or larger, square ratio of the logo you want on the [REDACTED]
- Accept Twilio's request to message on its behalf [@Venigalla, Mrudula](#).
- Connect the WA numbers in yellow below to the State TravelGov FB page. [@Venigalla, Mrudula](#).
- Get Twilio message content. The content doesn't need to be final yet, just close enough for Twilio to make a message template. From our conversations so far this is a truncated version of the emails already being sent out. **Who is best on the federal side to run this down?**

---

**From:** Chris Cadotte <[REDACTED]>

**Date:** Friday, August 20, 2021 at 1:22 AM

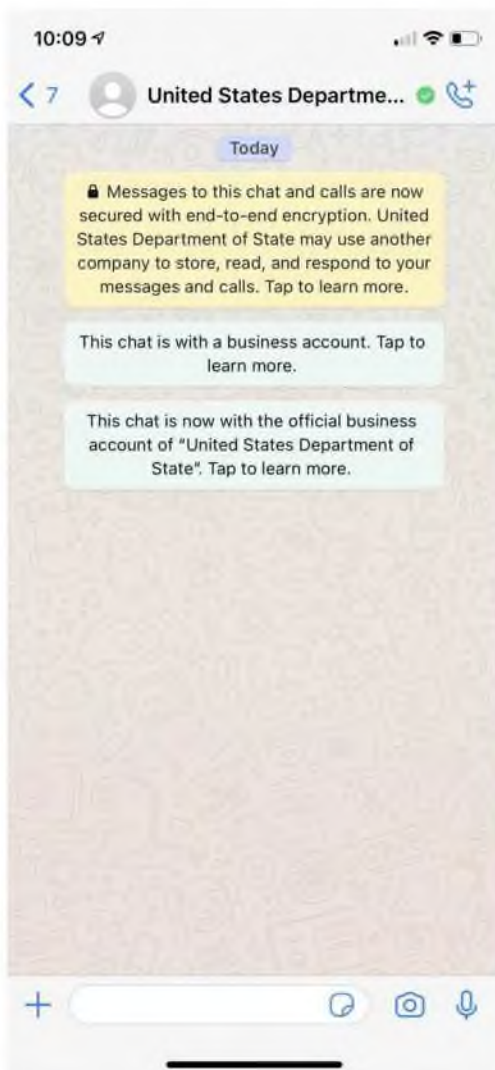
**To:** "Nacin, Andrew M. EOP/OMB" <[REDACTED]>

**Cc:** Emily Snyder <[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Patrick Dufour <[REDACTED]>, Joe Wheeler <[REDACTED]@fb.com>, "Venigalla, Mrudula" <[REDACTED]>, John Maitz <[REDACTED]>, Justin Herman <[REDACTED]>, "Arnold, Nathan W" <[REDACTED]>, "Forgerson, Luke A" <[REDACTED]>, "Gowa, Timothy M" <[REDACTED]>, "Jenkins, Rebecca L" <[REDACTED]>, "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Sharon Yang <[REDACTED]@fb.com>, Vivek Ravindranath <[REDACTED]@fb.com>, Jonathan Quigley <[REDACTED]>, Brock Hankins <[REDACTED]>, Raphael Majma <[REDACTED]>

**Subject:** [EXTERNAL] Re: WhatsApp/Twilio <> State

Here is a quick snapshot of where we are at. A few of the numbers are showing up with official business account designations and at the 100k messaging tier. The Twilio Ops team will continue to work on this tonight.

Phone number <sup>1</sup>	Status <sup>2</sup>	Quality rating <sup>3</sup>	Messaging limit <sup>4</sup>	Country <sup>5</sup>	Name <sup>6</sup>	Certificate	Delete	Settings
#E+1 303-588-0178	Connected	High	100K Customers/24hr	United States	United States Department of State	View		
#E+1 720-620-2118	Pending	Unavailable	Unavailable	United States	United States Department of State	View		
#E+1 213-216-8143	Pending	Unavailable	Unavailable	United States	United States Department of State	View		
#E+1 413-421-8710	Connected	High	100K Customers/24hr	United States	United States Department of State	View		
#E+1 226-305-1923	Pending	Unavailable	Unavailable	United States	United States Department of State	View		
#E+1 415-515-2914	Connected	High	100K Customers/24hr	United States	United States Department of State	View		
#E+1 303-415-8908	Pending	Unavailable	Unavailable	United States	United States Department of State	⚠ Name pending review		
#E+1 703-686-6861	Pending	Unavailable	Unavailable	United States	United States Department of State	⚠ Name pending review		
#E+1 312-263-3049	Pending	Unavailable	Unavailable	United States	United States Department of State	⚠ Name pending review		
#E+1 646-895-5411	Pending	Unavailable	Unavailable	United States	United States Department of State	⚠ Name pending review		



The team needs a few additional details to fill out the WA account profile information.

1. Logo: JPG or PNG, 640x640 pixels or larger, square ratio
2. Business address: this is optional
3. Website: this is optional



4. Email: this is optional
  5. Business description: this is optional
- Could I also get some example messages so we can get started on submitting templates.

Chris Cadotte  
Director Business Development, Messaging



EMAIL [REDACTED]

On Thu, Aug 19, 2021 at 9:24 PM Nacin, Andrew M. EOP/OMB <[REDACTED]> wrote:

Then task force has been having a lot of conversations about fraud internally, as literally all of our communications have had fraud concerns expressed (even though most of not all come from [state.gov](mailto:state.gov) email addresses). I think we all know there's no silver bullet. I suspect the best option here is to specifically tell them to not send us their PII or location, and to direct them to a .gov page to do that. (The mass text that DOD drafted over the weekend struck a good balance here.)

At a certain point, this might not actually be a value add over an MMS push. I would be interested to hear someone make the argument that WhatsApp can't actually reach more people or that we don't want to do anything an MMS can't already do.

Obviously, we'd also look to Facebook for their recommendations in how to make sure comms look authentic.

On Aug 20, 2021, at 00:15, Emily Snyder <[REDACTED]> wrote:

Hello Ben,

Currently, the messaging would be used to send generic messages with no PII or location data. The communication is meant to be one-way, but the messages would have a number or email for the recipient to contact officials. In regards to the reinforcement of legitimacy, DDS can work a press release for the DOD to spread the word about these efforts.

Please let me know if you need anything else.

--

Very Respectfully,

Emily Snyder  
Air Force Liaison  
Defense Digital Service (DDS)  
Office of the Secretary of Defense  
3A268 Pentagon, Washington D.C.  
>>>www.dds.mil<<<;;



C: [REDACTED]  
DDS: [emily.snyder@dds.mil](mailto:emily.snyder@dds.mil)

[REDACTED]  
[REDACTED] [snyder@osdj.ic.gov](mailto:snyder@osdj.ic.gov)

On Thu, Aug 19, 2021 at 11:41 PM Ben Supple <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)> wrote:

A few questions from our policy team, as there have been some cases in Afghanistan of fraudulent WhatsApp "Help Lines" being set up which may have been used to collect intel on people. It would be good to understand:

- How will you reinforce to people that this is an official number? Given people may be receiving a message unprompted it may cause concern so will it direct them somewhere to verify? I know it will have the green tick of an Official Business Account but that is not understood by everyone.
- What will be the flow of the conversation?
- Is there any PII or location data planned to be shared?

Many thanks for any guidance here.

Best,

Ben

---

**From:** Patrick Dufour <[\[REDACTED\]](mailto:[REDACTED])>

**Date:** Thursday, August 19, 2021 at 8:23 PM

**To:** Joe Wheeler <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>

**Cc:** Chris Cadotte <[\[REDACTED\]](mailto:[REDACTED])>, Ben Supple <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>, Venigalla, Mrudula <[\[REDACTED\]](mailto:[REDACTED])>, John Maitz <[\[REDACTED\]](mailto:[REDACTED])>, Justin Herman <[\[REDACTED\]](mailto:[REDACTED])>, Arnold, Nathan W <[\[REDACTED\]](mailto:[REDACTED])>, Forgeron, Luke A <[\[REDACTED\]](mailto:[REDACTED])>, Gowa, Timothy M <[\[REDACTED\]](mailto:[REDACTED])>, Jenkins, Rebecca L <[\[REDACTED\]](mailto:[REDACTED])>, Natalie M. EOP/OMB Kates <[\[REDACTED\]](mailto:[REDACTED])>, Sharon Yang <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>, Vivek Ravindranath <[\[REDACTED\]@fb.com](mailto:[REDACTED]@fb.com)>, andrew.m.nacin <[\[REDACTED\]](mailto:[REDACTED])>, Jonathan Quigley <[\[REDACTED\]](mailto:[REDACTED])>, Brock

Hankins <[REDACTED]>, Emily Snyder <[REDACTED]>

**Subject:** Re: WhatsApp/Twilio <> State

Adding in my colleague Emily who will be assisting, too.

Regards,  
Patrick Dufour

--

Patrick Dufour  
Defense Digital Service (DDS)  
Office of the Secretary of Defense (OSD)  
U.S. Department of Defense  
Pentagon 3A268  
(U) [REDACTED]

>>><https://dds.mil/><<<;

On Thu, Aug 19, 2021 at 11:21 PM Patrick Dufour <[REDACTED]> wrote:

The account SID is [REDACTED]

--

Patrick Dufour  
Defense Digital Service (DDS)  
Office of the Secretary of Defense (OSD)  
U.S. Department of Defense  
Pentagon 3A268  
(U) [REDACTED]

>>><https://dds.mil/><<<;

On Thu, Aug 19, 2021 at 11:10 PM Joe Wheeler <[REDACTED][@fb.com](mailto:[REDACTED]@fb.com)> wrote:

Hi Patrick and team,

You should have seen a request come through from Twilio to message on your behalf (the "on behalf of" or OBO request). You'll need to accept this request in order for our engineers to continue onboarding.

Thanks,

Joe

Get Outlook for Android

---

**From:** Chris Cadotte <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 7:56:54 PM  
**To:** Patrick Dufour <[REDACTED]>  
**Cc:** Ben Supple <[REDACTED]@fb.com>; Venigalla, Mrudula <[REDACTED]>; John Maitz <[REDACTED]>; Justin Herman <[REDACTED]>; Joe Wheeler <[REDACTED]@fb.com>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Natalie M. EOP/OMB Kates <[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Vivek Ravindranath <[REDACTED]@fb.com>; andrew.m.nacin <[REDACTED]>; Jonathan Quigley <[REDACTED]>; Brock Hankins <[REDACTED]>  
**Subject:** Re: WhatsApp/Twilio <> State

Thanks, Patrick. Do you have the Twilio account ASID so this gets setup in the right place? I'm going to ask my Ops team to create WhatsApp Senders for each one of these numbers.

Chris Cadotte

Director Business Development, Messaging

**Error! Filename not specified.**

EMAIL [REDACTED]

On Thu, Aug 19, 2021 at 7:49 PM Patrick Dufour <[REDACTED]> wrote:

Good afternoon,

A few quick notes, so everyone is on the same page. The Twilio account is procured/operated by DOD through DDS, to support DOS. Another DOD office will have operational control, and use the application we've developed to send out the messages.

I've CC'd Brock (our Deputy GC) who can answer any policy/legal questions from the DOD side. However, we have been instructed that this is our number 1 priority, and will use our authority to waive any DOD policy.

>>>[<<<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodd/510587p.PDF?ver=2019-12-04-064448-563](https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodd/510587p.PDF?ver=2019-12-04-064448-563)<<<


We've purchased 10 USA numbers via our Twilio account.



We will do our best to securely record and store the communications that are sent within our cloud infrastructure. I do not believe we need Twilio/WhatsApp to record messages on their end in order to fulfill record retention requirements.

Regards,  
Patrick Dufour

--

Patrick Dufour  
Defense Digital Service (DDS)  
Office of the Secretary of Defense (OSD)  
U.S. Department of Defense  
Pentagon 3A268  
(U) 

>>>[<<<https://dds.mil/](https://dds.mil/)<<<;

On Thu, Aug 19, 2021 at 10:23 PM Chris Cadotte <> wrote:  
Mrudula,

We created the WABA business account under FB Biz ID [REDACTED] The name on the account will be: United States Department of State.

Are you purchasing a Twilio number, if so can you share the number. So we can associate it with the account.

Chris Cadotte

Director Business Development, Messaging

**Error! Filename not specified.**

EMAIL [REDACTED]

On Thu, Aug 19, 2021 at 7:21 PM Ben Supple <[REDACTED]> wrote:

On #1, we can waive the biz verification requirement. I'll let Twilio address #2 since they would be hosting the API and storing information on your behalf.

Best,

Ben

---

**From:** Venigalla, Mrudula <[REDACTED]>

**Date:** Thursday, August 19, 2021 at 7:16 PM

**To:** John Maitz <[REDACTED]>, Justin Herman  
<[REDACTED]>

**Cc:** Joe Wheeler <[REDACTED]>, Arnold, Nathan W  
<[REDACTED]>, Ben Supple <[REDACTED]@fb.com>, Forgerson,  
Luke A <[REDACTED]>, Gowa, Timothy M  
<[REDACTED]>, Jenkins, Rebecca L <[REDACTED]>,  
Natalie M. EOP/OMB Kates <[REDACTED]>, Sharon



Yang <[REDACTED]@fb.com>, Vivek Ravindranath <[REDACTED]@fb.com>, andrew.m.nacin <[REDACTED]>, Chris Cadotte <[REDACTED]>, Patrick Dufour <[REDACTED]>, Jonathan Quigley <[REDACTED]>

**Subject:** Re: WhatsApp/Twilio <> State

Thanks all for that background. I'll stand by for the phone number.

A few additional questions:

- Has USDS/DDS already created a WhatsApp business account / connected it to a business manager?
  - If you need access to State's business manager, is it still a requirement that the business manager completes the business verification process? Neither of our two business managers have completed business verification. Is there a way to expedite that process?
- We have fairly strict guidance on WhatsApp records retention - will we be able to centrally archive/export all communication to a DOS system? Our current policy requires all WhatsApp communication to be forwarded to a DOS system within 20 days.
- USDS/DDS colleagues - do you have a SORN on file? We typically refer to a System of Records Notice to cover the protection of records the federal government collects on US Citizens and permanent residence. For reference, this is the SORN that covers digital outreach at the State Department.

Apologies for the weedy questions but the answers will help us proactively address concerns we anticipate may be raised.

---

**From:** John Maitz <[REDACTED]>

**Sent:** Thursday, August 19, 2021 9:32 PM

**To:** Justin Herman <[REDACTED]>

**Cc:** Joe Wheeler <[REDACTED]@fb.com>; Arnold, Nathan W

<[REDACTED]>; Ben Supple <[REDACTED]@fb.com>; Forgerson, Luke A  
<[REDACTED]>; Gowa, Timothy M <[REDACTED]>;  
Jenkins, Rebecca L <[REDACTED]>; Natalie M. EOP/OMB Kates  
<[REDACTED]>; Sharon Yang <[REDACTED]@fb.com>; Venigalla,  
Mrudula <[REDACTED]>; Vivek Ravindranath <[REDACTED]@fb.com>;  
andrew.m.nacin <[REDACTED]>; Chris Cadotte  
<[REDACTED]>; Patrick Dufour <[REDACTED]>; Jonathan  
Quigley <[REDACTED]>

**Subject:** Re: WhatsApp/Twilio <> State

Hi Mrudula,

Adding Jonathan Q from our legal team but for the second point:

**Also to help us run the traps with Legal - can you give us some background on the system where the phone numbers are being stored? Is there an existing SORN we can draw from? Any tech background I can share with them to confirm we're complying with appropriate privacy considerations will be helpful.**

Twilio stores phone number usage data in system logs within our core application hosted on AWS US East. Additionally, there is a feature that can be enabled called *redaction* that would eliminate the message body records, as well as obfuscate the phone number that was being sent to.

Let me know if that helps.

John Maitz

Solutions Engineering

## Error! Filename not specified.

MOBILE

EMAIL

On Thu, Aug 19 2021 at 9:19 PM, Justin Herman <[REDACTED]>  
wrote:

+ John Maitz, Twilio

On Thu, Aug 19, 2021 at 8:50 PM Joe Wheeler <[REDACTED]@fb.com>  
wrote:

Hi Mrudula,

For connecting to the WhatsApp Business Account to  
Facebook Page, please see instructions here.

[@Justin Herman](#) [@Chris Cadotte](#) can you please weigh in on the  
second question? In the meantime, I can share WhatsApp's  
privacy policy that has some helpful background as well.

Thanks,

Joe

---

**From:** Venigalla, Mrudula <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 5:19 PM  
**To:** Ben Supple <[REDACTED]@fb.com>; Kates, Natalie M. EOP/OMB  
<[REDACTED]>; Justin Herman <[REDACTED]>  
**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca  
L <[REDACTED]>; Arnold, Nathan W <[REDACTED]>;  
Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M  
<[REDACTED]>; [REDACTED]  
<[REDACTED]>; [REDACTED] <[REDACTED]>;  
Vivek Ravindranath <[REDACTED]@fb.com>; Joe Wheeler  
<[REDACTED]@fb.com>; Sharon Yang <[REDACTED]@fb.com>  
**Subject:** Re: WhatsApp/Twilio <> State

+Sharon Yang

Thank you - can you confirm on the technical/Facebook side what you might need to connect the WhatsApp business account to a Facebook page?

Also to help us run the traps with Legal - can you give us some background on the system where the phone numbers are being stored? Is there an existing SORN we can draw from? Any tech background I can share with them to confirm we're complying with appropriate privacy considerations will be helpful.

Thanks!

Mrudula

**Mrudula Venigalla (she/her)**

Division Chief | Digital Strategy and Training

Office of Global Social Media

U.S. Department of State

Bureau of Global Public Affairs

[REDACTED]

**Error! Filename not specified.**

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**From:** Ben Supple <[REDACTED]@fb.com>

**Sent:** Thursday, August 19, 2021 8:14 PM

**To:** Kates, Natalie M. EOP/OMB <[REDACTED]>; Justin Herman <[REDACTED]>; Venigalla, Mrudula <[REDACTED]>

**Cc:** andrew.m.nacin <[REDACTED]>; Jenkins, Rebecca L <[REDACTED]>; Arnold, Nathan W <[REDACTED]>; Forgerson, Luke A <[REDACTED]>; Gowa, Timothy M <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; Vivek Ravindranath <[REDACTED]@fb.com>; Joe Wheeler <[REDACTED]@fb.com>

**Subject:** Re: WhatsApp/Twilio <> State

+ Joe

Good news. Looks like we can allow list the account to enable us to move fast. Onward!



Look forward to working with you all on the implementation details.

Best,

ben

---

**From:** Kates, Natalie M. EOP/OMB

<[REDACTED]>

**Date:** Thursday, August 19, 2021 at 5:01 PM

**To:** Ben Supple <[REDACTED]@fb.com>, Justin Herman

<[REDACTED]>, Venigalla, Mrudula

<[REDACTED]>

**Cc:** Nacin, Andrew M. EOP/OMB

<[REDACTED]>, Jenkins, Rebecca L

<[REDACTED]>, Arnold, Nathan W

<[REDACTED]>, Forgerson, Luke A

<[REDACTED]>, Gowa, Timothy M

<[REDACTED]>, [REDACTED]

<[REDACTED]>, [REDACTED] <[REDACTED]>,

Vivek Ravindranath <[REDACTED]@fb.com>

**Subject:** WhatsApp/Twilio <> State

Team -

It looks like we'll likely connect the new WA business account to the /travelgov Facebook page. Mrudula is the account manager for that and can help us get this set up.

State team, can you confirm when that's final? Thanks!

Natalie

--

Justin Herman

Global Head of Public Sector

**Error! Filename not specified.**

EMAIL



TWITTER @justinherman

## Re: [EXTERNAL] Re: WhatsApp update

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**From** Joe Wheeler <[REDACTED]@fb.com>

:

**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Christina LoNigro <[REDACTED]@fb.com>, Ben Supple <[REDACTED]@fb.com>, Joshua Peck <[REDACTED]>, "Dragoiu, Georgeta (HHS/ASPA)" <[REDACTED]>

**Date:** Tue, 24 Aug 2021 17:06:26 -0400

Hi all,

Wanted to follow up on scheduling another time to meet. How do any of the times below for this week look to the group?

Thanks,

Joe

**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>

**Sent:** Wednesday, August 18, 2021 2:32 PM

**To:** Joe Wheeler <[REDACTED]@fb.com>; Christina LoNigro <[REDACTED]@fb.com>; Ben Supple <[REDACTED]@fb.com>; Joshua Peck <[REDACTED]>; Dragoiu, Georgeta (HHS/ASPA) <[REDACTED]>

**Subject:** Re: [EXTERNAL] Re: WhatsApp update

Wonderful! I can make any of those times this Friday though earlier is better for me. [@Joshua Peck](#), [@Dragoiu, Georgeta \(HHS/ASPA\)](#) what about you?

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**From:** Joe Wheeler <[REDACTED]@fb.com>

**Date:** Wednesday, August 18, 2021 at 5:27 PM

**To:** "Kates, Natalie M. EOP/OMB" <[REDACTED]>, Christina LoNigro <[REDACTED]@fb.com>, Ben Supple <[REDACTED]@fb.com>

**Cc:** "Dragoiu, Georgeta (HHS/ASPA)" <[REDACTED]>, Joshua Peck <[REDACTED]>

**Subject:** [EXTERNAL] Re: WhatsApp update

Hi Natalie,

Thanks for getting in touch, and exciting to hear about the video media and notification updates! I agree that with the booster announcement it's a good time to double down. If interested, we'd be glad to help with content too (for example, the Ad Council has been making [video content in Spanish](#) and could cross promote).

Let's get a call on the calendar to catch up. I can suggest the following times (Eastern Standard Time):

Tomorrow (Thurs), 4:00pm  
Friday, 8/20: 1:30-4:00pm, 4:00-5:00pm  
Tuesday, 8/24: 4:30-5:00pm  
Weds, 8/25: 2:30pm or later  
Thurs, 8/26: 2:30-3:00pm, 4:00-5:00pm  
Fri, 8/27: 12:30 or later

Looking forward to speaking again soon,

Joe

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**From:** Kates, Natalie M. EOP/OMB <[REDACTED]>  
**Sent:** Wednesday, August 18, 2021 8:11 AM  
**To:** Christina LoNigro <[REDACTED]@fb.com>; Joe Wheeler <[REDACTED]@fb.com>; Ben Supple <[REDACTED]@fb.com>  
**Cc:** Dragoiu, Georgeta (HHS/ASPA) <[REDACTED]>; Joshua Peck <[REDACTED]>  
**Subject:** WhatsApp update

Christina, Joe, Ben –

Over the next week we'll deploy two updates to Mi Chat Sobre Vacunas COVID that we're excited about: the addition of video media and the ability for users to sign up to receive alerts on critical COVID topics.

I think alerting is a meaningful enough update to warrant a second round of in feed placement and an increase in promotion generally, especially with the booster announcement this morning. The more folks we can sign up before future announcements the more directly we can reach people with

targeted information that's both accurate and timely.

Do you think we can make another round of in feed placement happen within the next ~2-3 weeks? I would really appreciate it!

Happy to set up a call if that's better for folks.

Thanks,  
Natalie