

EXHIBIT 12

From: Alex Himel [REDACTED]
Sent: Tuesday, September 04, 2012 7:18 PM
To: Michael Vernal; Mark Zuckerberg; Alex Himel; Samuel Lessin; Douglas Purdy
Subject: Message summary [id.318564948240952]

Mark Zuckerberg:

>Do the like and share buttons around the web count the number of likes/shares from that button or the grand total number of likes/shares of that content on Facebook, including ones that didn't originate from that button?

>

>I'm wondering because more and more I'm seeing Twitter's numbers be much greater than ours. Either their traffic has grown significantly, their spam has grown significantly or they're counting something different than we are.

>

>Regardless, big numbers are good, so it seems like we should be showing the largest number we can rationalize showing. The total number of likes or shares on Facebook in aggregate seems like the right thing to go for to me.

Douglas Purdy:

>My understanding is that it includes all likes and shares off Facebook. Alex will have the definitive answer.

Douglas Purdy:

>I think it would be perfectly reasonable to include the on FB numbers.

Alex Himel:

>Yes, we've been including shares on fb for two years now and started doing so in response to Twitter's reported numbers. There have been some recent changes to the underlying implementation of the counting, so let me make sure that we're not not counting things that we expect to be. I'll report back here. I think we all agree on what should contribute to the reported count.

Douglas Purdy:

>To be clear, I think we want to count likes on FB on that URL too. Did we count those previously?

Alex Himel:

>Yes, sorry if that wasn't clear. We have been counting those. I'm going to double check to make sure there isn't a bug in the counting.

Douglas Purdy:

>Ok great, I thought we just combined shares and likes, but off FB only. I sent a note about dev site like counts being down last night, so I do wonder if there is something systematic here.

Alex Himel:

>We also include on-fb shares and news feed actions - it's pretty aggressive. dchai is investigating to see if anything is busted.

Mark Zuckerberg:

>If I share a link and then you like or comment on my post, does that like get counted in the overall number?

Douglas Purdy:

>Alex says that it should, but I just tested this with <http://pinterest.com/pin/120119515032351624/>. I shared it on FB and liked it and the count is not changing on the like button on the site. We'll investigate. If it is a bug, we'll fix it. If it is not implemented, we'll add on-FB shares and likes to the count.

Mark Zuckerberg:

>Seems like there must be an issue. There must be more activity on FB than many of these counts show.

Douglas Purdy:

>Ok, I think I know what is going on with my test. If you just reload the like button on the site, the count is not updated at all (likely cached). If you like the object on the site, we appear to do full read to increment the count and the total count is updated. That explains why I didn't see an update, perhaps there are other things like this contributing. We'll make sure we are getting all the credit we deserve on these buttons, regardless.

Douglas Purdy:

>One thing I know we are doing for sure is keeping credit for shares/likes that get removed on FB. I just cleaned up my test and the like count didn't change at all (still at 6).