EXHIBIT 20

From: Mike Vernal

Sent: Wednesday, October 10, 2012 11:04 PM

To: Alex Himel; Caryn Marooney

Cc: Malorie Lucich; Frederic Wolens; David Swain; Brandon McCormick; Jonathan Thaw

Subject: Re: like/share:counter issue?

Let's frame this up in a message to Mark in a small thread; I'll touch base w/ Alex on this.

-mike

To: Caryn Marooney

Cc: Malorie Lucich , Mike Vernal , Frederic Wolens , David

Swain , Jonathan Thaw

Subject: Re: like/share:counter issue?

That's the correct reading of the data. I was also surprised that the contribution was this large.

-Alex

On Oct 10, 2012, at 9:09 PM, "Caryn Marooney" wrote:

Reading this data – are we seeing from these samples are seeing btwn 18-29% likes through private messages? That seems huge?

Think it makes sense to ask mark about it. I mentioned this to chris cox, and he was surprised that it acted in this way.

Will these news sites see their Likes go down by 20% if we stop dong this going forward?

Prom: Alex Himel **Date:** Wed, 10 Oct 2012 19:55:25 -0700

To: Malorie Lucich Mike Vernal

Cc: Frederic Wolens , caryn marooney , Caryn marooney , David Swain , Brandon McCormick , Jonathan Thaw

Subject: Re: like/share:counter issue?

Summary:

1/% of like button count attributed to private messages is higher than we had hoped. My recommendation would be to keep the count as is, but we should start a thread with Mark about it to get his opinion. I'm also curious what other people on this thread who are closer to the public sentiment think. Stats below.

2/ Diff in review to prevent the same user being able to increment the like count by more than one with private message sends. In other words, just like I can personally only bump the count once by clicking the like button, I will

only be able to bump once with private messages.

DATA:

Looked at four domains, all of which are news sites because I figured those were what we cared about the most - nytimes.com, washingtonpost.com, huffingtonpost.com, techcrunch.com.

For each, I pulled the top shared urls on a given day (10/8). Sample sizes:

- * nytimes.com => 87
- * washingtonpost.com => 82
- * <u>huffingtonpost.com</u> => 56
- * techcrunch.com => 82

%, for each, of like count attributed to private messages:

- * <u>nytimes.com</u> => 24.39%
- * washingtonpost.com => 18.38%

On Oct 10, 2012, at 1:58 PM, Malorie Lucich

- * huffingtonpost.com => 20.91%
- * techcrunch.com => 29.42%
- -Alex

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wrote:
> No worries. We were delayed on circling back with you. Thanks Alex.
> On 10/10/12 1:57 PM, "Alex Himel" <
>> Hey, I'll send something out later today. Sorry for the delay - was
>> waiting for a couple changes to go out to production to limit over
>> counting from the send dialog. More info soon.
>>
>> -Alex
>> On Oct 10, 2012, at 1:40 PM, Malorie Lucich
>> wrote:
>>
>>> Hi Alex -- Sheryl asked for an update on this.
>>> Were you able to look into how often people share links through
>>> messages,
>>> and if it makes sense for us to pull that type of sharing from the
>>> share/like counter?
>>>
>>> Thanks!
>>> Malorie
>>>
>>>
>>> On 10/4/12 2:49 PM, "Malorie Lucich"
>>> + Dave and Brandon so we are all on the same page for follow up
>>>> Alex is looking into data re: how often people share links through
>>>> messages. From there we will determine if any product changes should
>>>> happen to align with user expectations.
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>>>>
>>>> PR will keep an eye on press coverage and continue to follow up to
>>>> ensure
>>>> press understands the distinction between Page likes/ plugin likes.
>>>> Fyi -- an update was just posted to the TechCrunch article with a good
>>>> statement from Josh Constine:
>>>> "Josh Constine sees it differently. 'This isn¹t a human reading your
>>>> messages, it<sup>1</sup>s a machine scanning them. Facebook would need to do that
>>>> anyway to prevent spam. As for the result, there¹s no Like, my face
>>>> doesn<sup>1</sup>t appear next to the button, and nothing shows up on my profile.
>>>> It1s just an anonymous +1 on a counter, letting it more accurately
>>>> reflect
>>>> that people are interested in a website. I think we need to ease back
>>>> from
>>>> philsophical outrage about perceived privacy violations and ask if this
>>>> actually hurts us. I don¹t think this does.'"
>>>>
>>>>
>>>>
>>>> Thanks all,
>>>> Malorie
>>>>
>>>>
>>>>
>>>> On 10/4/12 1:34 PM, "Frederic Wolens"
                                                                   wrote:
>>>> I just booked Touch Base in Building 17 if everyone wants to meet in
>>>> 10
>>>> minutes at 1:45
>>>>
>>>> Fred
>>>>
>>>> On 10/4/12 1:21 PM, "Mike Vernal"
>>>>> What's the issue?
>>>>>
>>>> I'm free right now.
>>>>>
>>>> On Oct 4, 2012, at 1:21 PM, "Caryn Marooney"
>>>>> will be quick
>>>>> But would love to connect
>>>> Sent from my iPhone
>>>>
>>>>
>>>
>>
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