

From: Tyler Woods
Sent: Wed, 22 Dec 2021 19:38:01 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Carrie Adams; Chelsey Lepage; Gordon, Stephanie (CDC/OD/OADC)
Subject: Re: Crowd Tangle COVID-19 reports
Attachments: Content Insights Dec1 - Dec 14.pdf

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of Dec 1 – Dec 14. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across public Pages features posts that illustrate the continued politicization of vaccine mandates and COVID-19 public health measures. Similarly, many posts with the highest interactions in public Groups share news of the Biden administration’s federal vaccine policies, as well as climbing COVID-19 death rates among the anti-vaxx community. In this report, we will further explore highly engaged content within the following themes:

- **Vaccine Mandates for Businesses:** Federal, state, and local government have grappled with vaccine mandates for private employers, with the Senate most recently voting to overturn the Biden administration’s federal policy for businesses. Top engaged posts also share breaking news of federal courts blocking or upholding various aspects of the federal vaccine mandates [Slides 5-6].
- **Breakthroughs and Boosters:** The CDC has released new guidance advising all adults over 18 to receive a booster COVID-19 vaccine as a means of better protection from the emerging Omicron variant. Highly engaged posts from news publishers and public figures echo this advice [Slides 7-8].
- **Fake Vaccinations:** Individuals are finding ways to avoid vaccine mandates by faking vaccination. This behavior has resulted in severe repercussions for those who have been caught, including criminal prosecution. Many highly engaged posts share news of an Italian who tried to use a fake arm to receive a vaccine [Slides 9-10].

As mentioned in our previous email, this marks our last insights report for this series. We're happy you found these reports useful. Thank you for being great partners, and we look forward to finding more opportunities to work together in the future.

Happy holidays!

Best,

Tyler

 Meta

Tyler Woods

Content Policy | Transparency, Data, and Accountability
181 Fremont Street | San Francisco, CA

From: Tyler Woods <tlw@fb.com>

Sent: Thursday, December 9, 2021 8:36 AM

To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

Cc: Carrie Adams <carrieadams@fb.com>; Chelsey Lepage <chelseylepage@fb.com>; Gordon, Stephanie

Summary

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