

How Mark Zuckerberg's plans to 'get America vaccinated' were undermined by... Facebook

In mid-March, [Mark Zuckerberg](#) used his Facebook page to announce a goal that was both ambitious and personal. He wanted his company to use its formidable resources to push 50 million people toward Covid-19 vaccines.

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Inside Facebook, staffers were warning that Mr. Zuckerberg's own platform, the globe-spanning powerhouse built on code he wrote 17 years ago, was compromising his effort.

For more than a month, Facebook researchers warned that comments on vaccine-related posts—often factual posts of the sort Facebook sought to promote—were filled with antivaccine rhetoric aimed at undermining their message, internal documents reviewed by The Wall Street Journal show. The comments ranged from personal objections all the way to debunked falsehoods and conspiracy theories.

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Facebook's goal of protecting the rollout of the Covid vaccines, described in one memo as "a top company priority," was a demonstration of Mr. Zuckerberg's faith that his creation is a force for social good in the world. But the effort ended up demonstrating the gulf between his aspirations and the practical reality of the world's largest social platform—where the company's aims can bring it into conflict with its own users.

[This is an excerpt. Read the original post here.](#)