

Exhibit 31

IG Mental Well-being

Multi-half Strategy

(A/C Priv) - WB Leads Review - 17 Nov 2022

Objectives

Goals

1. Align on overall approach to IG Mental Well-being
2. Align on strategy for PU & proposed priorities
3. Discuss prioritization of understand work for creator burnout

Non goals

Design & Measurement feedback

Executive summary

1. Teen Problematic Use (PU) will continue to be Mental Well-being team's priority over next two halves

Based on research, Meta priorities, our strengths and external narrative, execution on PU will be the focus. We propose:

(1) Improving existing products like Take a Break that show strong retention and making Quiet Mode more robust

(2) Building new products where we have gaps (Frequent Use, late night passive use) & investing in solutions meant to create awareness of behaviors or attentiveness in the moment

(3) Partnering with Marketing and leveraging creator partnerships to influence teen adoption

1. Creator burnout is often bubbling up as a top problem that could be an extension of PU and worth understanding

Next half, we'd like to prioritize research & design vision around creator burnout given our expertise in mental well-being & PU and overall priority of creators for IG. This will establish a strong runway for the team in addition to PU for teens.

Moving fast can help position IG as industry-leading in the space.

Slide 3

- 2 I encourage the team to think about a framework for the broader Creator Mental Well-being space for understand work over the long term. As an example, Creators have expressed anxiety at roundtables and 1:1 interviews. cc @ [REDACTED]@meta.com @ [REDACTED]@meta.com
Assigned to [REDACTED]@meta.com
Sayed Otari, 11/17/2022
- 1 Part of understanding in this space should also include developing an understanding of the competitive landscape cc @ [REDACTED]@meta.com @ [REDACTED]@meta.com
Assigned to [REDACTED]@meta.com
Sayed Otari, 11/17/2022
- 1 What's the team's take on scaling these up to a gen-pop adoption strategy as a more holistic approach to the topic of MWB? Is this planned in the 2 yr strategy? Is scaling to gen-pop (where applicable) generally a part of the 2-yr strategy?
[REDACTED] 11/17/2022
- 1 @ [REDACTED]@fb.com all our controls (take a break, daily limit, quiet mode) are available to gen pop while the upsells are limited to teens. Would be good to discuss how focusing on non-teen MWB and corresponding gains/ecosystem impact align with the team's and IG's broader goals.
[REDACTED] 11/17/2022

Background

Mental Well-being & Problematic Use

Framing

Context

Vision for IG is to be “a video and messaging first platform that wins with teens and creators.”

However, IG plays a key role in young people’s mental well-being that can affect their usage of the app—both if and how they use it.

Vision for IG Mental Well-being

Our team helps IG acknowledge, understand, and proactively address its role in teen mental well-being.

When we’ve succeeded, IG continues to be a safe space for teens to actively engage with their community and feel good about the time they spend on the app.

Purpose Statement

The IG Mental Well-being team empowers teens with tools and resources to manage their experiences and foster community norms so that they can be more intentional about their time on IG.

Success statement overall is “People have the tools that they need and are empowered to control their time and experiences on our platforms”

Landscape and priorities

- **Execute:** Problematic Use continues to be a top execution opportunity & we have more ground to cover in closing key coverage gaps.
- **Understand:** Creator burnout has emerged as an untapped opportunity for a top priority user segment and is connected to our work on PU

Social comparison previously deprioritized, all other "below-the-line" areas are being addressed by partner teams.

Priority	Problem Areas	Known user problem on IG	Currently prioritized for IG (X-Meta WB)	Product coverage today	IG MWB well-positioned to address/lead	Aligns with external narrative
Execute + Understand	Problematic use (PU)	●	●	●	●	●
Understand	Creator mental well-being*	●	●	●	●	●
Below-the-line	Social comparison	●	●	●	●	●
	Connections	●	●	●	●	●
	Stalled	●	●	●	●	●
	Bullying & harassment	●	●	●	●	●
	Sleep**	●	●	●	●	●

*Creator mental well-being is a key area of focus for IG and Meta WB
 **Sleep is a key area of focus for IG and Meta WB

Slide 6

- 2 To clarify this is the overall MWB landscape combined across top pain points from our own surveys and CWB top priorities. There are other owners for these areas which is why the column "IG MWB well-positioned to address/lead" is Red.
[REDACTED] 11/17/2022
- 3 For clarity here, SSI/ED and B&H are covered problems in other teams on IGWB in 2022/23. What's the context behind their inclusion here? Are there specific dimensions that are not being covered that the team is thinking of?
Sayed Otaru, 11/17/2022
- 3 Any aspects of the existing areas that are below the line? Caveat that its below the line for MWB not IG.
[REDACTED] 11/17/2022

Why PU

PU: A perceived lack of control over usage of a technology or social media platform that is perceived to lead to negative life impact

Top WB issue for IG teens, associated with life interference

56% of IG teens surveyed say it's difficult to manage how much time they spend on social media and 14% say IG makes it worse

Teens and young adults are more likely to report experiencing problematic use, consistent with developmental differences in self-control

Teens say they want help

41% of weekly teen users say they try to limit their IG use and 22% say they want help controlling their usage (2022, report forthcoming)

Associated with low value IG sessions and churn

9% of US teen WAU say they have deleted IG in the past to better control their usage; this increases to 18% among teens who report low control over how often they check the app (2022, report forthcoming)

Sizing PU

PU behaviors are correlated with each other; we sized them separately because they may point us to unique product solutions.

Based on strength of association, existing product coverage [gaps](#) and sizing, we will prioritize top 3 behaviors in the table.

The top 3 behaviors have a 16% user overlap.

Behaviors associated with PU (listed in decreasing strength of association)	Rough sizing (% of global teen WAU)
Frequent checking ≥20 L7 repeat passive sessions (<10 min from previous)	37% (65M users)
Overall amount of time spent ≥30 min L7 average daily time spent	31% (54M users)
Passive late night use ≥1 passive session 12-4 am in a week	18% (32M users)
Late night use Non-0 late night time spent 12-4 am in a week	36% (63M users)
Frequent checking ≥30 clearing of notifications L7 daily average	42% (74M users)
Frequent checking: Surface switching ≥1 session with 20 surface switches 9 pm - 4 am L7 daily average	36% (61M users)
Content consumption patterns (e.g., long scrolls on single topic)	TBD

Source: Taking a look at Q Well-Being Problematic Use Insights
Behavior references: L7
L7 refers to last 7 days

1. RE: Short sessions <-> repeat passive sessions. The volume short sessions and the number of repeat passive sessions are very highly correlated (0.8 correlation) and repeat passive sessions slightly outperformed short sessions so it is the one that remained.

Competitive benchmarking



IG has a comprehensive list of well-being features but they hard to find and use cases are not explicitly clear (e.g. TAB and Limits). A Mental Well-Being center will enable IG to be more intentional with all of these tools. More targeted contextual and leverage usage propensity models upsells would aid awareness and education.



In addition to a Well-being Resource center, TikTok has an in-app Safety center that features a number of Guides including one focused on mental-wellbeing that links out to relevant resources and tips.



YouTube also have a comprehensive in-app Time Watched center, with Take a Break, Bedtime, and weekly stats. YouTube also have controls for Not Interested as well as content flagging on each video.



Twitter's content control tool allows users to control what topics they've seen and remove them. No time spent related controls.

Feature						
Daily usage limits	Yes (opt-in)	Yes (opt-in)	Yes (opt-in)	Yes (opt-in)	No	No
Take a Break	Yes (opt-in)	Yes (opt-in)	No	No (Feed Pause on hold)	No	Yes (opt-in)
Late Night interventions	Coming soon (Quiet Mode)	Yes (silenced notif for all teens)	Yes (Focus Mode opt-in)	No	No	Yes (opt-in reminder)
Frequent use interventions	Yes (TAB upsell)	Yes (insights)	Yes (insights)	No	No	No (weekend Power Light mode)
Time spent insights	Yes	Yes (detailed breakdown)	Yes	Yes	No	Yes

Market landscape

IG's PU efforts are aligned with industry baseline standards, however, to be market-leading we should have a stronger POV by leveraging interventions and/or defaults, and providing more robust insights/resources.

TT late night interventions - Awareness videos
Auto-silenced notif
Night use insights

- On **TikTok** all teens do not receive notifications at night by default ([more here](#)):
 - 13-15 yrs old - notif muted starting at 9PM
 - 6-17 yrs old - notif muted starting at 10PM
- Apple** defaults Focus Mode/Do Not Disturb to 10PM - 7AM daily
- Youtube's** [Bedtime reminders](#) lets you set specific times when you want to get a reminder to stop watching videos and go to bed.
- Snapchat's** Do Not Disturb allows you to mute certain accounts and stops all notifications from said users or groups.

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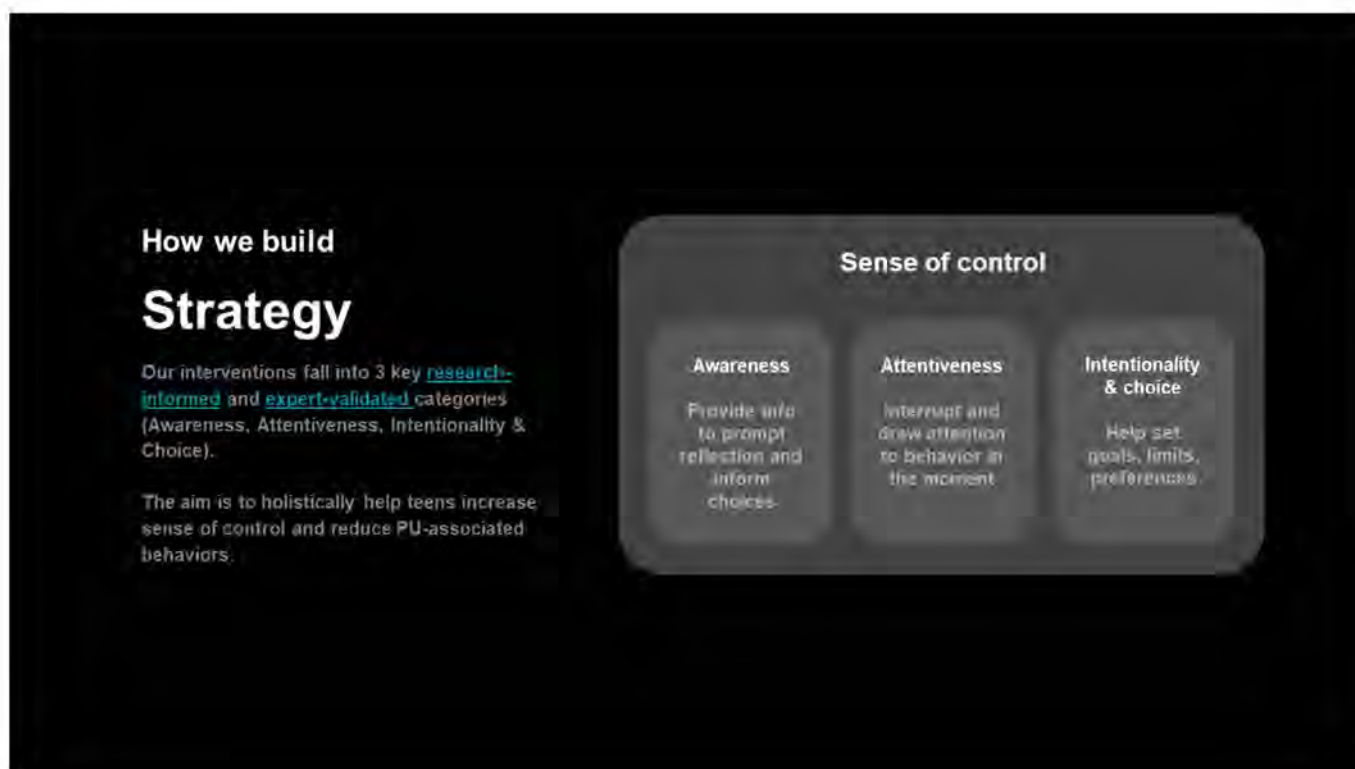
- 4 how do we plan to operationalize lens of relative coverage relative to competitors? how does it tie back to x-meta youth score card
[REDACTED] 11/17/2022

Strategy

Reduce behaviors of Problematic Use and increase sense of control, by landing a steady drumbeat of expert-backed visible products that support teen well-being

Slide 11

- 4 It would be helpful as part of your strategy to clarify upfront: 1) Competitor analysis and 2) Status and Approach relative to x-Meta Youth scorecard. @ [REDACTED]@meta.com
Reassigned to [REDACTED]@meta.com
Sayed Otaru, 11/17/2022
- 5 Sounds good, we'll elevate this from the appendix to the body.
[REDACTED] 11/17/2022



:

Intentionality & Choice (offer intentional choices)
 Attentiveness (draw attention in-the-moment)
 Awareness (increase awareness of their behavior)

Success

Overall success

People have the tools that they need and are empowered to control their time and experiences on our platforms.

North star

Increasing users' sense of control (*pending final alignment*)

Operationalized across

- 1) Meaningful usage (adoption, engagement, retention)
- 2) Behavior change (tool use corresponds with shifts, e.g., reduction, in the relevant behavior target)
- 3) User perception (survey or qualitative feedback on tools being helpful and improving sense of control)

Existing coverage and opportunities

Current products address prioritized PU-related behaviors primarily through intentionality, with room to address:

1. Awareness of user behavior, across top behaviors
2. Frequent checking
3. Late night use (passive)

PRIORITIZED PU-RELATED BEHAVIORS

LEVERS FOR SENSE OF CONTROL

	Awareness Products that give people feedback about their own behavior and experiences on platform.	Attentiveness Products that give information in context - tied to specific behavior.	Intentionality and choice Products that enable behavior change or make change easier.
Frequent checking			Quiet mode
Overall amount of time spent	Your Activity	Daily Limit Take a break	Daily Limit Take a break
Late night use (passive and overall)			Quiet mode
Content consumption patterns (includes long scrolls)		Alternative topic nudge	Multi-hide in Explore, Sensitive content controls, Persistent controls (ie WAIST)

Guiding principles

Empower through controls

We empower teens to be more intentional about their time by creating contextual behavioral awareness and offering relevant controls.

Identify and target teens in need

We use research and expert feedback to generate conviction in our products and target adoption with teens who can benefit most from them.

Drive long-term engagement through well-being

Despite potential near term ecosystem impact, our products aim to create long term retention and engagement by encouraging healthier social media use.

Foster healthy norms

Our products and amplification tools enable creators and teens to set norms around usage habits and influence their communities.

Slide 15

- 2 I love this slide. Wondering where the lens of "foster healthy norms" fits into the 2-year strategy with PU, creator burnout, etc.
[REDACTED] 11/17/2022
- 6 fostering healthy norms is a lens we are taking horizontally across all our products (auto reply/indicators in Quiet Mode and creator content/upsells for products). Based on the success of these initial products, we'd love to go deeper and evaluate more opportunities in this space.
[REDACTED] 11/17/2022

Directional Product Bets

New experiences & Improvements to existing ones

Concepts are illustrative only

AWARENESS OF BEHAVIOR PATTERNS**Time spent: Usage and behavior insights**

What: Your Activity improvements for 'table stakes' info to support behavior change (i.e. night vs day use, app opens, etc).

Why:

- Teens are bad at estimating time they are spending on social media
- Insights about one's own behavior are a key part of successful goal-setting and behavior change, and can inform people's goals (1, 2)
- Time management tools are ubiquitous in the competitive landscape for 'digital well-being,' thus this is becoming an industry standard

SCA

Time Spent notification

SCA

Enhanced dashboard
(day vs night insights and app opens)

Slide 17

- 3 I love this as it relates to empowerment through controls and allowing behavioral awareness.
[REDACTED] 11/15/2022

ATTENTIVENESS IN CONTEXT

Late night passive: Contextual bumpers and resources

What: In-feed units with insights and resources developed in partnership with experts and creators, designed to help people wind down or to nudge them to take a break from scrolling for the night.

Why:

- Experts indicate that providing awareness in context when the behavior is happening is best (vs. out of context, delivering later, or making teens go searching for it)
- We have a coverage gap for late night passive use, exhibited by 18% of teens

SCA

insights and resources

insights and resources

Slide 18

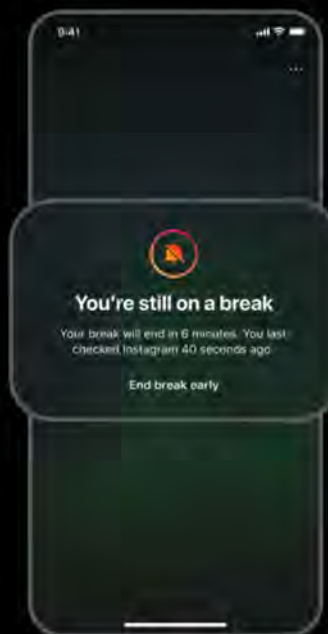
- 1 That would be the experience on the left mock, where we aggregate curated resources from experts/partners/creators and show them to the user during "wind-down hours". It's a concept we are excited about exploring more
[REDACTED] 11/17/2022
- 1 This is cool, have we explored what an on-platform wind-down experience would look like? We've heard in user research that some users want to use IG to wind down, how might we support that use case while helping the user not lose track of time?
[REDACTED] 11/17/2022
- 2 Got it-- have we explored a wind down experience that is content agnostic? e.g. sleep timer + auto-play?
[REDACTED] 11/17/2022

ATTENTIVENESS IN CONTEXT**Frequent Checking: Break duration**

What: Expand Take a Break to support opt-in break duration. Users can set this up to remind themselves when they've reopened the app too soon.

Why: Some teens open the Instagram app automatically and habitually, without intention.

- 23% of US teen WAU say they open Instagram without realizing it at least once a day (PU foundational survey)
- 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).



Reminder to honor break

INTENTIONALITY & CHOICE

Frequent Checking: Ad-hoc Quiet Mode

What: Expand Quiet Mode to support ad-hoc/temporary needs (ie while driving, studying, etc.) on top of the existing automated scheduling.

Why: FOMO and social pressure are associated with frequent checking

- 42% of US teen WAU with self-reported low control over their IG usage experience FOMO if they don't check IG often (2022, report forthcoming)
- 42% are concerned about offending friends if they don't immediately respond to messages - IGD auto reply can help here (2022, report forthcoming)

Additional features from partner teams [here](#)

SCA

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Additional features from partner teams [here](#)



SCA

Quiet mode entry point

Quiet mode exit point

INTENTIONALITY & CHOICE**Time Spent: Take a Break upsells and enhancements****What:**

- Increase adoption through surface expansion for upsells (ie Stories, Reels or Feed), predicted teens, and sessionization
- Increase meaningful use via snooze & new contextual usage insights

Why:

- Strong retention (90% retain the setting, 57% honor reminders WoW, and honor rate for each incremental impression above 12%) ([ref](#))
- Meaningful use at a user level needs improvement (0.2% WAU honor breaks with 8% reminders honored)
- Meaningful use decline driven by a decline in users consistently having 20 min sessions over time ([ref](#))

[Investigation of adoption decline in Q3](#)



~10% of teens who have enabled Take a break have also enabled Daily limit.

@ [REDACTED] [@fb.com](#) please validate this since this is the first time I am using Daily limit data.

<https://www.internalfb.com/intern/daiquery/workspace/3718692751690760/666599328414993/>

Slide 22

- 7 Opportunities to improve the product experience
[REDACTED] 11/17/2022

INTENTIONALITY & CHOICE

Late Night Use: Quiet Mode Fast Follows

What: Improve product utility of Quiet Mode to make the product more comprehensive:

- Customization by day of week
- Digest improvements that are more indicative of what was missed, and
- Norm setting via public profile indicators

Why:

- Early demand for Quiet Mode is encouraging - 133K teens enabled it (8% of test 1) with an upsell enable rate in the 4-7% range
- Early signs of well-being impact with a stat sig decline in late night time spent (10pm - 7am)

The logo for SCA (Shine Clean America) features the letters "SCA" in a bold, black, sans-serif font. The letters are centered within a white square, which is itself set against a dark background. The "S" and "C" are connected, and the "A" is slightly separated from them.

Increased Customization

Improved Digests

INTENTIONALITY & CHOICE

Content Consumption: Topic Nudge & Bulk Hide

What:

- Topic Nudge: Prove out WB impact and effectiveness followed by global expansion
- Bulk hide: Explore discovery options & collab with T&C on positive controls

Why:

- We are in the beginning stages of understanding how content consumption patterns manifests as a form of PU; we're planning research in Q4'22-Q1'23 to understand this better
- 2% of WAU get a Topic Nudge impression per day with a 12-14% CTR and 42% retention WoW. Need to further confirm effectiveness in breaking long chains.
- "Not Interested" control is the #1 ask from Teens.
- T&C is also planning to develop a positive control "Interested" - opportunity to collab for bulk signal

SCA

Push to explore with multi-hide

- Pre-launch, Explore bulk hide is used by 0.13% of WAU with 40 mean content hidden (median 11 with Explore bulk hide), vs 10.4 in control

Creator Partnerships

Amplify impact of our products and set norms through creators

Key considerations

- Creators and public figures are essential in driving our message to a wider audience and building credibility; their influence is critical in setting positive norms for long-term success.
- Overall awareness of some mental well-being products is low, demonstrating there is an opportunity to reach teens more consistently.

Marketing-in-product strategy

Leveraging Marketing in Product (MIP), enables us to deliver positive marketing experiences at high volume with high quality creative.

Tutorial series

- New! Story tutorial series (Reels example here) to drive product education and consideration (new and existing products).

Ongoing upsells and nudges (WIP strategy here)

- Leverage promotional dialog QPs (similar to Safety Check) to teens
- Partner with Product to drive traffic to Your Activity via targeted video and static QPs



SCA



Creator First Product Activations

Evergreen upsells versus standalone launch moments

- Take a Break Creator-led upsells performed moderately well and showed strong signs of PMF in the first month (0.64% teens enabled Take a Break).

Creators as product ambassadors

- Leverage marketing-in-product placements where we can reach teens with Creator-centric content (New! Story, Explore 2x2 unit, video QP, New! Reel, etc)
- Align Creators who have publicly spoken about/amplified MWB issues with 2-3 products upsells per half (e.g. Selena Gomez x Take a Break upsell, Megan thee Stallion x Quiet mode)

The letters "SCA" in a bold, black, sans-serif font, centered within a white square.

Understand: Creator Burnout

Understand new areas for the team to focus on after teen PU

Why Creator burnout

"Instagram is creators' first choice for building their home and sharing their creativity".

Creators tell us they are experiencing burnout

- Creators say they feel constant pressure to create to sustain engagement & growth and believe that they will be 'punished' by low distribution if they take a break from creating (Data suggests that at least a portion of this is perception vs. reality)
- An external report suggests that as many as 90% of creators may experience burn out¹
- Stress & burnout may lead to creator churn

Creators & teens are interconnected

- Creators influence teens and, like teens, are an IG priority audience. Additionally, 16% of creators in the total addressable market (i.e., those who create on any platform) are teens.

Opportunity to be industry leading

- While this problem is not limited to IG, we can use the momentum from our work on teen PU to be industry leading in this space
 - Creators have shared they do not feel supported by TikTok in this struggle.
 - YouTube has acknowledged the problem head-on and dug into data to confirm no systemic enforcement.

1. Given this is an external survey on creators generally (and without full methodological detail in reporting), we need to validate this with internal survey research among creators on our platforms.

IG is developing a Creator Health Score, which is a composite of different behaviors, each chosen because they're leading indicators of future production churn, If "burnout" can be proxied by reduced production, then this strategy is well aligned with company Creator direction.

with two-thirds citing algorithm changes and half citing the 'hamster wheel effect' of content creation as impacting their mental health (though we would need to validate these data with our own research)

"We need to sit down and take a break... nothing about burnout is cute.... we need to rest so we can create." — Candace Marie, Creator
IG's vision:

Slide 29

4 I love the expansion to creator as MWB this gets us closer to holistic MWB as a vision and this maps another large target demographic for IG.

I don't think it's the case but want to be clear, do we still plan to pursue research on MWB for teens past problematic use? The deck reads a little like we're making a full pivot to creator past PU. I want to make sure we're not pushing teen MWB aside as a top priority. I think there's still a lot of work available in understanding norming behavior, pressures, inclusivity, etc. for teen MWB.

11/16/2022

Our approach to Creator burnout

With Creator WB efforts historically focused on anti-bullying & harassment and customer support, we know less about the overall MWB landscape for creators. But burnout can be understood as a form PU arising from external pressures to spend more time on social media than one intends to.

1. Starting H1'23, we propose understanding creator burn out by conducting research to:

- Define creator burn out and size it relative to other creator MWB issues
- Better understand the relationship between burnout and churn
- Investigate the factors that contribute to creator burnout and how to address them within the context of IG's overall goals for creator production

1. Mid H1'23 we propose creating a design Vision followed by proofs of concept in H2'23:

- We will put together a design vision in collaboration with relevant partner teams
- Generate early learnings by identifying proofs of concept like extending Take a Break and QM to creators. Sample ideas [here](#)

Assuming successful understanding of the space and alignment across IG, we'd plan to have a drumbeat by early '24.

See Discussion #3 for trade offs to go faster.

FORWARD-THINKING PLANS



Discussion questions

#1: [Alignment Check in] Overall Approach & Plan

Are leads supportive of the overall multi-half plan - (1) to prioritize and execute on PU (2) prioritize understand work for a new area beyond PU?

Are leads aligned on the proposed pacing - solidifying existing products in H1'23 and investing in net new ones in H2'23?

#2: [Feedback] New Product Ideas

Do the business case & directional concepts create conviction to invest in new PU behaviors/ideas?

Any other directions we should explore or any that need more conviction?

1. <

Slide 32

8

1. Understand plan for teen PU and other teen areas?

2. Does the team have lens on PU for gen pop?

as a MWB team, is there an obligation/generalist strategy to scale these out? Overall Meta/CWB strategy - but state it clearly if its not. As the team gets through thorough understanding of product effectiveness, do we feel good about where we landed? Opportunity to expand to other audiences - creators, gen pop? makes a case to make these products more visible. [UXR: Reconicle with [REDACTED] and team]

3. New ideas - aligned with creator partnership. Broader lens on burnout - could be a symptom. (other areas working via creator feedback, one place to start, lit review). Onus on UXR to drive this strategy forward. ([REDACTED] Focus on root causes that contribute, specific areas that impact creators, Q2 - hypothesis for potential product levers across teams)

[REDACTED] 11/17/2022

9

How are we tracking Connections efforts or how PU measurement applies? Sayed/[REDACTED] following up async

[REDACTED] 11/17/2022

Discussion questions

#3 [Guidance] Creator Burnout

Over next two halves, we expect to have made substantial progress on PU and would like to be proactive in identifying new, relevant, areas of expansion for the team.

Based on the initial business case, are leads supportive of the team understanding Creator Burnout starting H1'23 and drumbeat starting H1'24? To go faster on shipping a drumbeat, we'd need to trade off against new PU interventions for teens.

#4 [Confirm] Appearance Comparison

Landscape table and recent teen prioritization continue to show Appearance/Social comparison as a top problem. However, in May'22, we aligned across IG and CWB leads to pivot on PU because of the disconnect between approved solutions (more general in nature) and theory of change (required specific user/topic targeting).

As of now, CDS/CWB have not prioritized further understand work and MWB is focused on PU. Confirming leads are aligned with this (de) prioritization.

Slide 33

10 Any indication that CWB might pick up AC measurement?

CWB initial steer: B&H, SSL/ED higher priority + Connections.

Most recent BEEF shows AC is a priority. Communicate this back out to CWB as signal @ [REDACTED]@fb.com

Assigned to [REDACTED]@fb.com

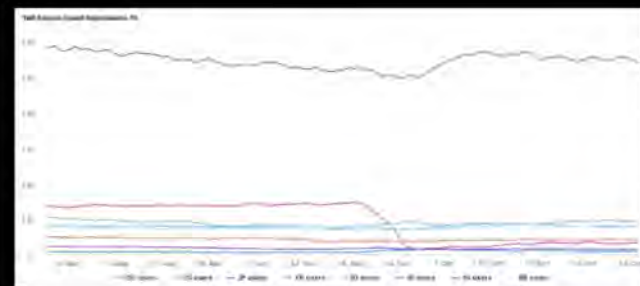
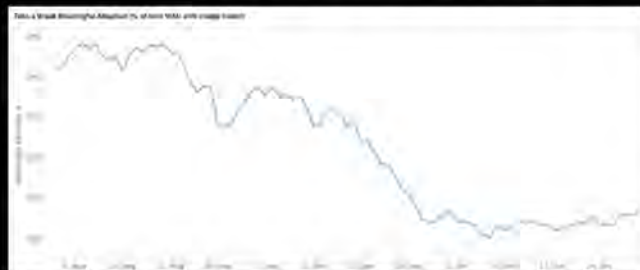
[REDACTED] 11/17/2022

Appendix

FAQs & Additional Insights

FAQ: What caused the Q3 Adoption decline in Take a Break

- We observed a rapid drop in Take a Break meaningful adoption in the second half of September. This has since stabilized.
- Take a Break adoption is heavily reliant on the influx of new users, specifically through the upsell we have in Explore chains.
- The IG ban in Iran impacted us heavily because ~30% of WAU there were seeing our upsell impressions (compared to 3% in the US and 10% in India)
- Upsells on new surfaces should help diversify our channels and lower the reliance on Explore
- Understand work is needed for how the currently enabled users are honoring breaks over time (i.e. why are we so reliant on new users?)



FAQ: How are Take a Break & Daily Limit performing today?

- Both are showing signs of PMF (see retention below); 90% retain the break control once enabled
- We have an opportunity to be more aggressive in driving awareness and adoption of Take a Break
- "Daily Limit" proportion of enabled users getting break reminders is 70% higher than TaB. The amount of enabled users is 40% of TaB, even without any upsells tactics

Product	Awareness	Meaningful Adoption (% of teen WAU)	PMF Retention	Effectiveness
Take a break	37%	0.2% (took a break)	57% honor reminders WoW	Unknown - proper tests needed
Daily Limit	42%	0.05% (took a break)	55% honor reminders WoW	

Funnel	Take a Break (% of Teen WAU)	Daily Limit (% of Teen WAU)
Enabled	2.3%	0.55%
Nudge Displayed	0.5%	0.2%
Honored	0.2%	0.08%

https://docs.google.com/spreadsheets/d/1wVBGmDEV3nfUo8l6Y4e_eOKN0_sXLGnG25e65pcDKBQ/edit#gid=469097209

4.23M tab enabled -> 924K tab displayed -> 370K tab honors

63% [REDACTED] similar results in UK and BR, ref)

Take a Break Retention and Honor Rate

What:

- TaB meaningful adoption had declined from ~0.28% to ~0.19% of teen WAU from August to October 2022. (1)
- The feature has strong retention over time, with reminder set % leveling out around 90% and honor rate around 12.5%.
- However, there is a strong decline in the number of users to see incremental TaB reminders meaning that the decline in adoption is due to decline in impressions as opposed to fatigue.

Why:

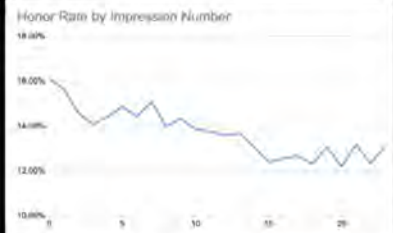
- Users do not exhibit long-session behavior consistently over time, which causes the TaB nudge display rate to decline rapidly. (2, 3)
- This means that currently, TaB adoption is dependent on new users enabling the feature and we should explore other exposure opportunities for the feature. (4)
- The drastic decline in number of users exhibiting long-session behavior over time *could* be caused by a lack of sessionization for the TaB nudge.



Numerator: # of users who set TaB reminder on day X

Denominator: # of users that had TaB reminder set on day 0

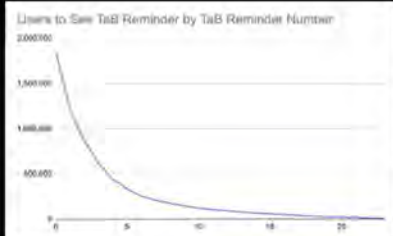
X axis: # of days since user set TaB reminder



Numerator: # of users who honored TaB reminder X

Denominator: # of users that saw TaB reminder X

X axis: Index of day # that user saw TaB reminder, starting at 0



Value: # of users to see TaB reminder X

X axis: Index of day # that user saw TaB reminder, starting at 0

FAQ: How are Content Consumption products doing?

We've had a healthy drumbeat and successful collab with T&C + Relevance this half to implement ranking changes, but we have more understand work to do here before claiming success

- Topic Nudge engagement especially WoW retention is promising, but needs more understand work on effectiveness before global roll out
- Bulk hide usage is encouraging - 40 mean content hidden (median 11 with Explore bulk hide), vs 10.4 in control; more data to come post ranking changes
- Low organic adoption could be due to low interest or low awareness, but since we don't have strong evidence of improving well-being we shouldn't invest heavily here.

Product	Exposure	CTR	Effectiveness	PMF (Retention)
Alternative Topic Nudge	2% get impression per day (12-14% of these click in)	0.16% (clicked on ATN)	No stat sig reduction in high-NAC content consumption	42% clicked on ATN nudge WoW
Explore Not Interested - Bulk Hide	0.13% WAU		Pending cluster demotion	Still not launched
Daisy	Producer grown 0.6% to 1.12%	N/A	TBD	

4.23M tab enabled -> 924K tab displayed -> 370K tab honors

63% [REDACTED] similar results in UK and BR, ref)

- 4.7% of media producers hide like on at least one media per day (2.3X increase from one year ago)
- Viewer control has low organic adoption

FAQ: What do we know about Frequent Checking?

Teens open the Instagram app automatically and habitually, without intention

- 23% of US teen WAU say they open Instagram without realizing it at least once a day (PU foundational survey)
- 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).

Notifications make it difficult to manage time spent

- Getting too many minor/irrelevant notifications is a trigger for those with PU; people with PU found it "incredibly difficult to avoid notifications" (ref)
- 21% of US teen WAU say notifications make it harder for them to manage the amount of time they spend on the app, and 32% say the number of notifications they receive can be overwhelming (PU foundational survey)

Fear of missing out and social pressure plays a role

- Among teens with self-reported low control over their IG usage:
 - 45% are concerned about missing out if they don't check IG often
 - 42% are concerned about offending friends if they don't respond to messages right away
 - 40% are concerned about offending friends if they don't respond to their posts or stories right away

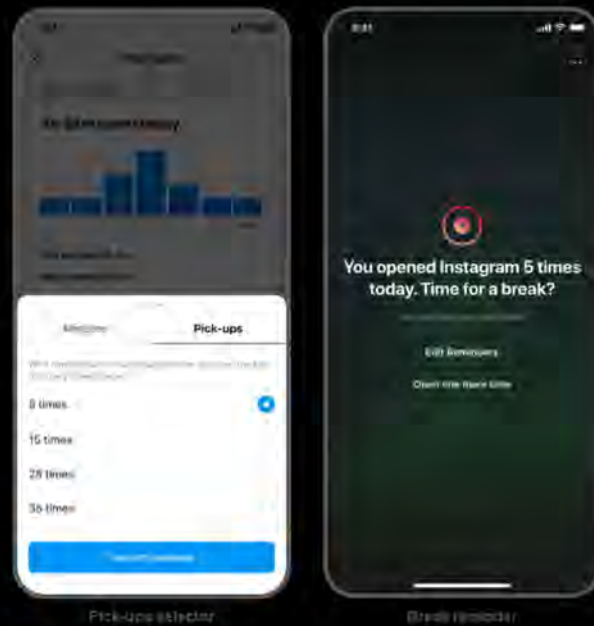
FAQ: Have we considered other interventions specific to Frequent Use?

Insight: Teens may benefit from nudges to interrupt frequent automatic, habitual checking behavior

- 23% of US teen WAU say they open Instagram without realizing it at least once a day¹

Product Bet: Expand Take a Break to support app-opens

We did not recommend it because we don't yet know if this should be a control vs. a nudge to be most effective and we'd want to test out a few directions to identify what resonates best, especially since direct messaging is major reason for app opens.



Source: 1. PU Foundation Survey, March 2022 (beta testing)

Heads up you opened the app 10 times

Remove time?

ALT stat: 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).

FAQ: If Notifications drive frequent checking, do we have any product ideas in that space?

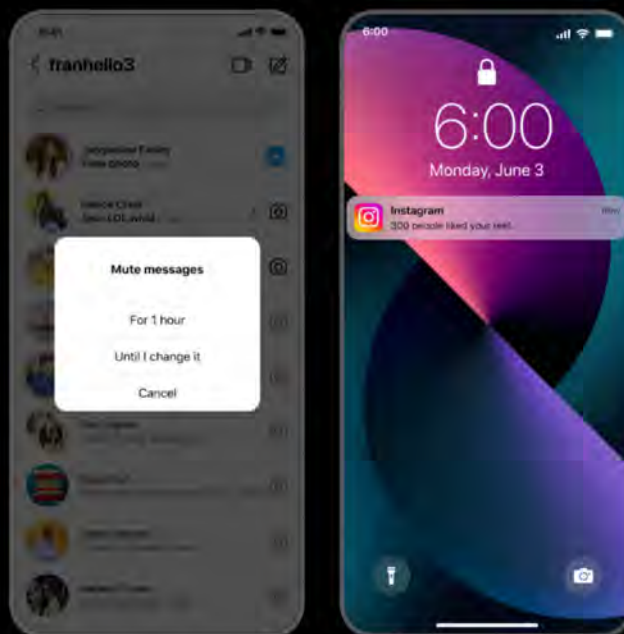
Driven by partner teams

What: IGD and IGNS teams have made progress in building products that help teens have more control over their notifications via batching and muting features.

We plan to measure the WB impact of these features once PU measurement is in place beginning in H2-23

Why: Notifications can make it difficult for teens to manage time spent.

- 21% of US teen WAU say notifications make it harder for them to manage the amount of time they spend on Instagram (2022, report forthcoming)



Temp thread muting (testing)

Notifications batching (testing)

FAQ: What could a solution for creator burn out look like?

Designs created by Creator Monetization

VISION

Time Off Mode
gives creators a
more sustainable
work life balance

Time off mode tackles the concerns creators have around being forgotten by the algorithm or their fans if they take a break.

We want to give creators the peace of mind to take breaks and when they come back, their reach isn't hurt.

