

Exhibit 13



TALKING ABOUT SAFETY ON INSTAGRAM

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WE TALKED TO TEENS AND ADULTS TO UNDERSTAND WHICH WORDS AND PHASES RESONATED IN RELATION TO SAFETY

MOST RESONATE

PROACTIVELY WORKING

"Preemptive, active, adaptive"

HIGH STANDARDS

"shows they are going above-and-beyond, not just status quo of other apps"

"Reputable yet realistic"

PEOPLE

"Instagram is taking care of everybody, not just me, and that's important to me"

EVERYDAY

"Feels like they constantly have people that are on top of our safety, continuous"

SAFE

Positive, clear, important

MIXED

BAD EXPERIENCES

"Broader, so would include BOTS and DM scam"

"Too vague. Would be a complex and difficult task"

"Highlights the negative"

PROTECT

"Includes blocking content, but feels 'big brother'"

"I can take care of myself"

REDUCING

"Trying, but not necessarily succeeding"

LEAST RESONATE

I FEEL COMFORTABLE ON INSTAGRAM

"Yes, true, duh"

I FEEL SAFE ON INSTAGRAM

"I feel safe now, so they don't need to be working that hard on it"

These don't resonate because they're assumed to be true



THE TWO MOST RESONATE TERRITORIES CENTERED ON PROACTIVITY, HIGH STANDARDS, AND COMMUNITY

	Why it works	Opportunities	Feedback
Instagram is proactively working to keep people safe on the app	• Connotes a pre-emptive and adaptive approach to safety • Suggests that Instagram is constantly adding tools and features	The people we talked to wanted more information. Needs to be paired with action to be trustworthy.	<i>"It's ongoing and a work in progress"</i> <i>"It denotes that there isn't one solution, the the solution is constantly changing, so there is regular adaptation"</i>
Instagram has high standards for keeping people safe on the app	• Perceived as realistic. • Doesn't promise complete success but is still reputable and definitive. • Trust, confidence, security, privacy • Implies a sense of community	People wanted a clearer explanation of what the "high standards" are.	<i>"They really do care about the safety of the people on the app"</i> <i>"There are rules they're abiding by and what they want their users to abide by"</i> <i>"High standards means it's a priority"</i>

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TERRITORY SUMMARY **ALSO APPEALING**

	HEADLINE	WHAT WORKS	WHAT DOESN'T WORK
INSTAGRAM IS WORKING TO PROTECT PEOPLE EVERYDAY	Everyday for everybody	“Everyday” is the hero of this territory – continual, constant, adaptive Signals active blocking, blurring and striking Reassures people that Instagram is on top of this People includes everyone – again they care about others! The word “protect” feels inclusive and also covers nudes and data hackers	CYA Generic, everyone says Working = trying Protect = big brother • “Soldier, cop, parents” • “I can take care of myself”
INSTAGRAM IS PROACTIVELY WORKING TO REDUCE BAD EXPERIENCES ON THE APP	Bad experiences = polarizing Breadth = complex and impossible task	“Bad experiences” = polarizing Complex task would be impossible to achieve Covers annoyances beyond safety, such as DM creeps; however, too vague	Negative take-away: points out potential Instagram flaw Untrue – bots, scam spam still there “Reduce” signals “trying”, but not getting it a 100% right Not considered new news

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FEEDBACK ON A WIP SAFETY NARRATIVE WAS GENERALLY POSITIVE

*Harmful content can appear from nowhere. That's why, together with **experts** we've built **community guidelines** that determines what is and isn't allowed on Instagram. We also use **machine learning** to identify and take action on harmful content before it takes over your feed, and have people working **24/7** to go through the things you guys report.*

***Some bad stuff may get through**, but we're always working to better prevent it.*

- To teens, the narrative suggested that they are in control of their own interactions on Instagram.
- Framed as a friendly conversation, communicates that Instagram is working hard for the entire community.
- Some felt that the narrative was a censorship warning, which was good for some (parents) and bad for others (teen boys).
- Some felt this communicated the bare minimum for safety on Instagram.



WHAT IT MEANS

They're trying to get their tech geeks and bots to be smarter about content and content viewing

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THE FINAL POSITIONING COMBINES THE LEARNINGS FROM BOTH PHASES OF RESEARCH

Instagram has high standards and is proactively working to reduce bad experiences on the app

This statement incorporates the most resonant words from the qualitative research with the most preferred statement from the quantitative work:

- "Instagram has high standards" indicates our commitment to safety¹
- "Proactively" connotes that we are trying to solve issues before they arise
- "Reduce" comes through as honest, because we're not promising elimination
- "Bad experiences" is broad enough to encompass multiple issues. This was also the most preferred statement from the quantitative work.

¹ Instagram's high standards is also a reason teens think we can be a leader on [fighting bullying on social media](#) and [talking about well-being](#).



REASONS TO BELIEVE INSTAGRAM'S COMMITMENT TO SAFETY CENTER ON INFORMATION ABOUT REPORTING AND SAFETY TOOLS

Ways to show commitment to safety territories

(% Selected)

	<u>Teens</u>					<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)		Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
<i>n</i> =	139	168	176	160		281	202	272	258
Hearing more about how reporting works on Instagram	61%	56%	41%	42%		60%	53%	52%	59%
Hearing more about Instagram's safety tools	56%	46%	37%	44%		59%	54%	57%	60%
Hearing validation from someone I trust	48%	48%	55%	40%		27%	37%	32%	46%
Hear about data from Instagram	44%	57%	40%	43%		49%	61% d	41%	37%
Hearing more about Instagram's community guidelines	38%	37%	36%	36%		48%	25%	30%	32%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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