

# Exhibit 107

**META3047MDL-047-01170167-META3047MDL-047-01170167**

## IG Mental Well-being FYI [Archived]

**George Volichenko** on June 28, 2022 at 2:32 PM

This is a celebration post to call out that the Mental Well-Being team has accomplished the primary P0 goal for the half: "Reduce experiences of problematic use and negative appearance comparison. Goal metric: % of weekly active teens meaningfully adopting Take a Break or Alt Topic Nudge (sum of individual feature adoption figures)." As a reminder, our target was 0.25% and, as of the last full week of June, we are\*\* at 0.30%\*\*. This figure is obtained by adding the following adoption percentages: \* 0.137% of teen WAU clicked on one of our Alternative Topic Nudges \* 0.165% of teen WAU took a 10min+ break after receiving one of our Take a Break nudges (honored the break) Great job, team! We've had a very intense period in the last few months with numerous tests and launches, but we pushed through and drove this to completion. Onwards to the next half!

on June 28, 2022 at 2:39 PM

on June 28, 2022 at 2:52 PM

on June 28, 2022 at 2:53 PM

Congratulations team!

on June 28, 2022 at 2:55 PM

Congrats everyone!!! Such a great achievement

**Charles Sismondo** on June 28, 2022 at 3:09 PM

on June 29, 2022 at 5:14 AM

Wonderful news team!

on June 29, 2022 at 7:56 AM

Congratulations all! Special thanks to [REDACTED] and [REDACTED] who helped revisit the goal when default opt in was deprioritized, thank you for your support!

on June 30, 2022 at 4:44 PM

Wow!! Congrats team!!

on July 1, 2022 at 9:44 PM

[REDACTED] I know you've been pitching using solution adoption as proxy for reducing prevalence of a privacy problem - good to see it working in practice.

on January 3, 2023 at 2:44 PM

George Is there a quick way to know where we were at the beginning of the half? This is captured in the H1'22 roadmap but we changed our metric mid-half right? Wasn't sure if what's in the roadmap is the right baseline.

<https://fb.quip.com/A7FVATbRrB8M#temp:C:JWUe9d2a58c785149418a4463932>

**George Volichenko** on January 4, 2023 at 11:49 AM

Yes, we re-calculated the baseline to include predicted teens. As of the end of the H1, we were at 0.28%, reflected here:

<https://docs.google.com/spreadsheets/d/15Ytx8IsV8CnKT6T-ay6Hbi4Zl62P07prxTujg7K8EQ/edit#gid=2018927221>