

Exhibit 5



Take a Break/Nudges GTM

11/29 Communities Review

WS2: Teen Mental Well-being

AC/PRIV

Risks & Mitigation

Area of Concern <i>i.e. Competition, Policy, Equity, etc</i>	Risk	Mitigation
Lack of progress	This requires people to optn , and is easy to dismiss , so could appear as if we aren't doing enough	Highlight efforts to educate our community (QPs, Upsells, New! Story), and the benefits of customization
Exposing negativity	This suggests that spending too much time on IG is problematic	Focus on messaging "meaningful time spent" versus total time spent. It's not the # of mins you spend, but what you do with that time that counts.
Creative	The messaging could be seen as paternalistic	The tool is optn and customizable, and all content is backed by expert suggestions + teen feedback. We'll continue to add/adjust "break" content in the future.
Competition	TikTok and YouTube already have break reminders	Highlight that our tools can be fully customized, more so than our competitors, and feature expert backed tips