

Exhibit 26

Well-Being 10X: Sheryl Review

The goals of this meeting are to discuss and align on:

- 1 - **What we know** about FB & well-being.
- 2 - The **vision** for this work.
- 3 - The **framing** for this work.
- 4 - **Comms** opportunity.

TL;DR

The impact of Facebook Inc.'s products on people's well-being is a complex topic that we haven't fully understood yet. However, we have sufficient information to warrant action now, while we continue to deepen our understanding.

1. Despite all the positive effects that FB provides (e.g. meaningful interactions, belonging, social support), there is increasing scientific evidence (particularly in the US, see [here](#) and [here](#)) that the **average net effect** of FB on people's well-being is **slightly negative**. The science here is still early, primarily US based, and relying on self report – we have a lot more we need to learn.
2. While we don't know why FB causes this negative effect, we have deep understanding around **three negative drivers that occur frequently on FB and impact people's well-being**:
 - a. **Problematic use** (prevalence: 55% mild, 3.1% severe)
 - b. **Social comparison** (prevalence: 40% mild, 5% severe)
 - c. **Loneliness** (prevalence: 36% mild, 7% severe)
3. We believe we should prioritize the work as follows:
 - a. Move in the areas we have confidence in:
 - i. **Problematic use**: Given its prevalence and our confidence around product interventions (NF pause points, prominent time controls and goals, night mode), we will tackle this area first.
 - ii. **Social comparison & Loneliness**: We will build a playbook (product ideas and execution plan) for each of these before moving into execution.
 - b. Better understand work:
 - i. More in depth research around measurement, understanding why there is a net negative effect and for whom, competitive landscape, comprehensive and prioritized list of additional areas to focus on.
4. We have a two-phase vision for this work: in phase 1, we want to push FB to be “**best-in-class**” amongst social media apps (2019), and in phase 2, we want to push for FB/IG to be **net positive to well-being** (2020 and beyond).
5. Principled investment ask to take this on:
 - a. FB: A product effort (+11 HC: 3 Eng, 8 XFN) and resources to focus on measurement+research (+6 HC: 1 Eng, 5 XFN) (total of +17 HC).
 - b. IG: +7 HC (1 Eng, 6 XFN) to ramp up measurement+research work.

What we know today

WHAT IS WELL-BEING?