

Exhibit 66



Brand Strategy

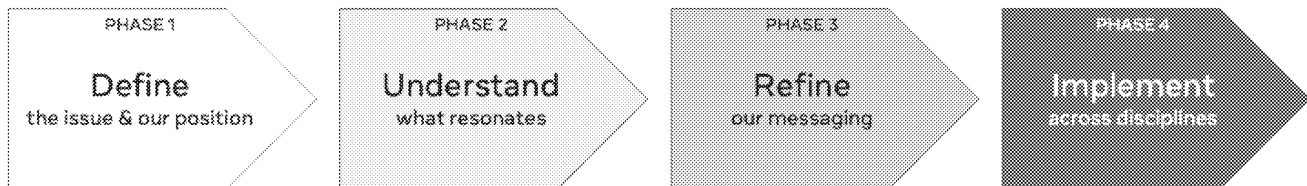
Positioning Meta as an innovative company that the world roots for.

Alex Schultz
CMO & VP Analytics

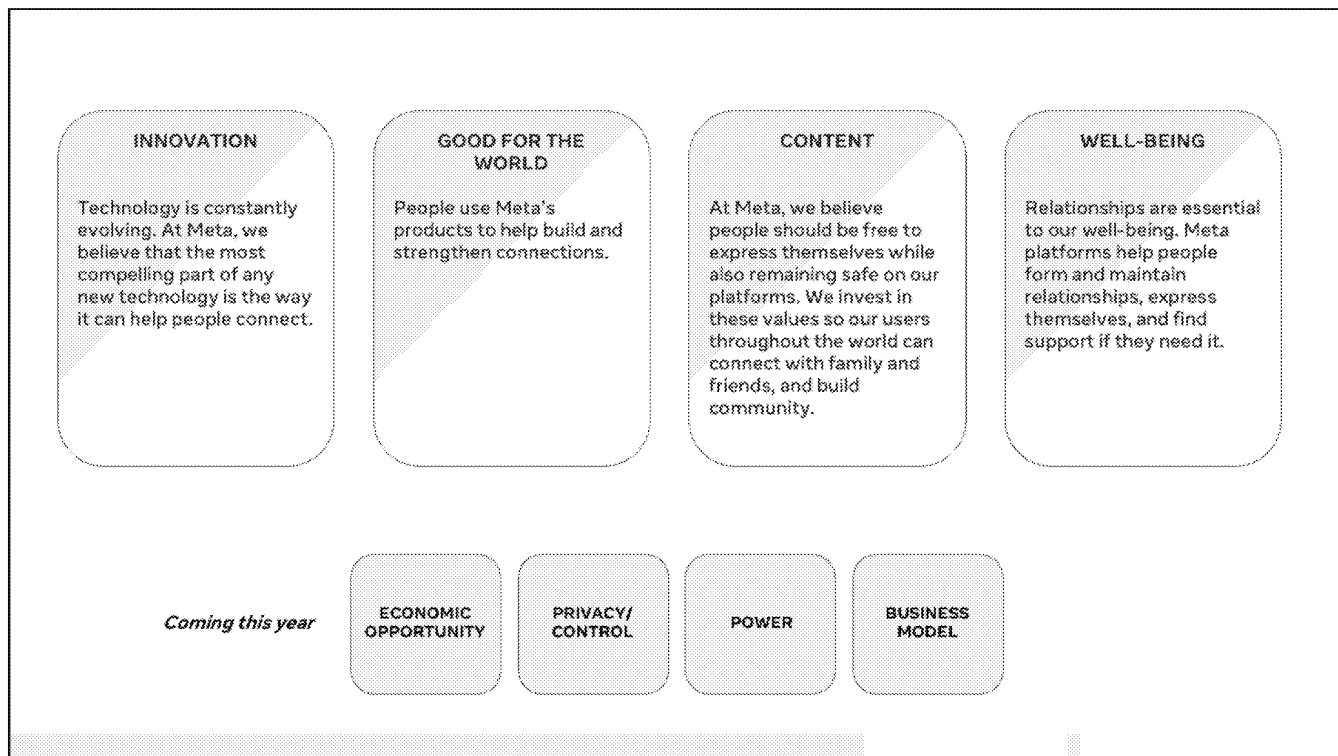
David Ginsberg
VP, Global Communications & Public Affairs

 Meta

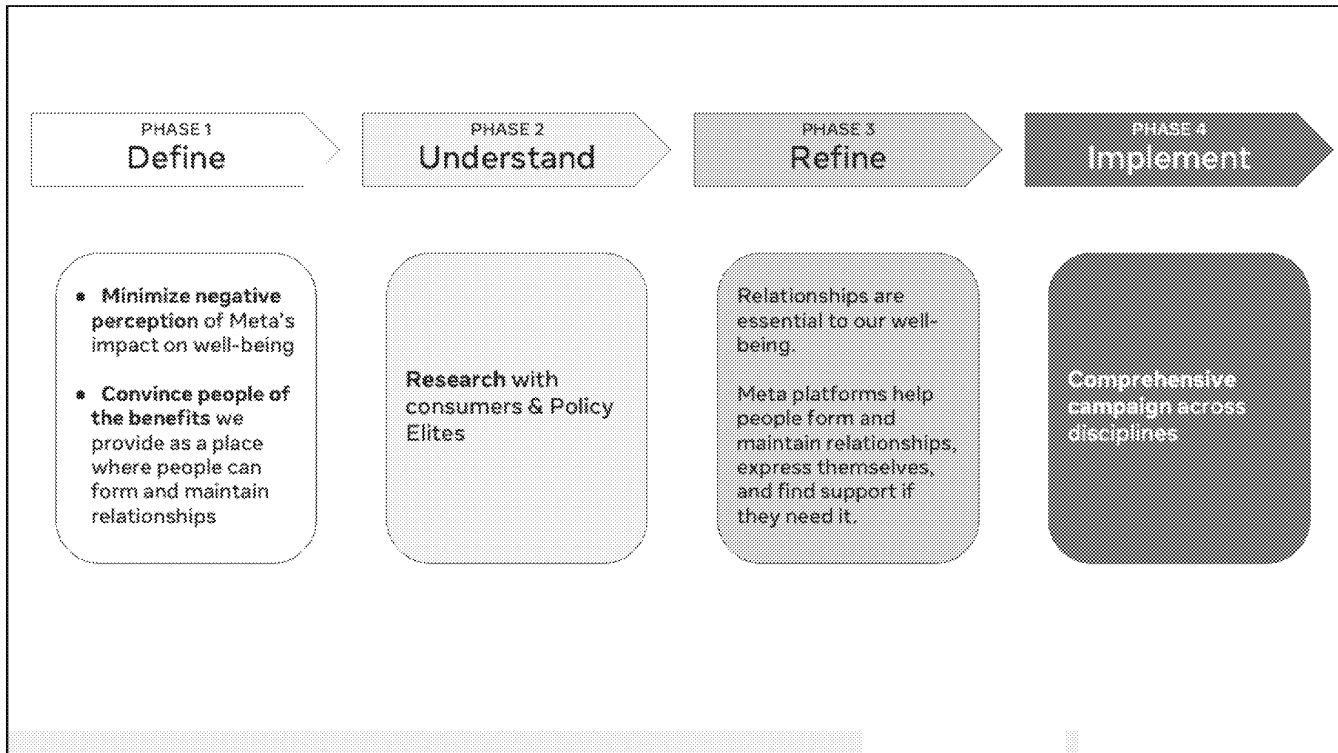
The Core Supporting Narratives (CSNs) are eight critical narratives that represent the beliefs and positions we hold as a company.



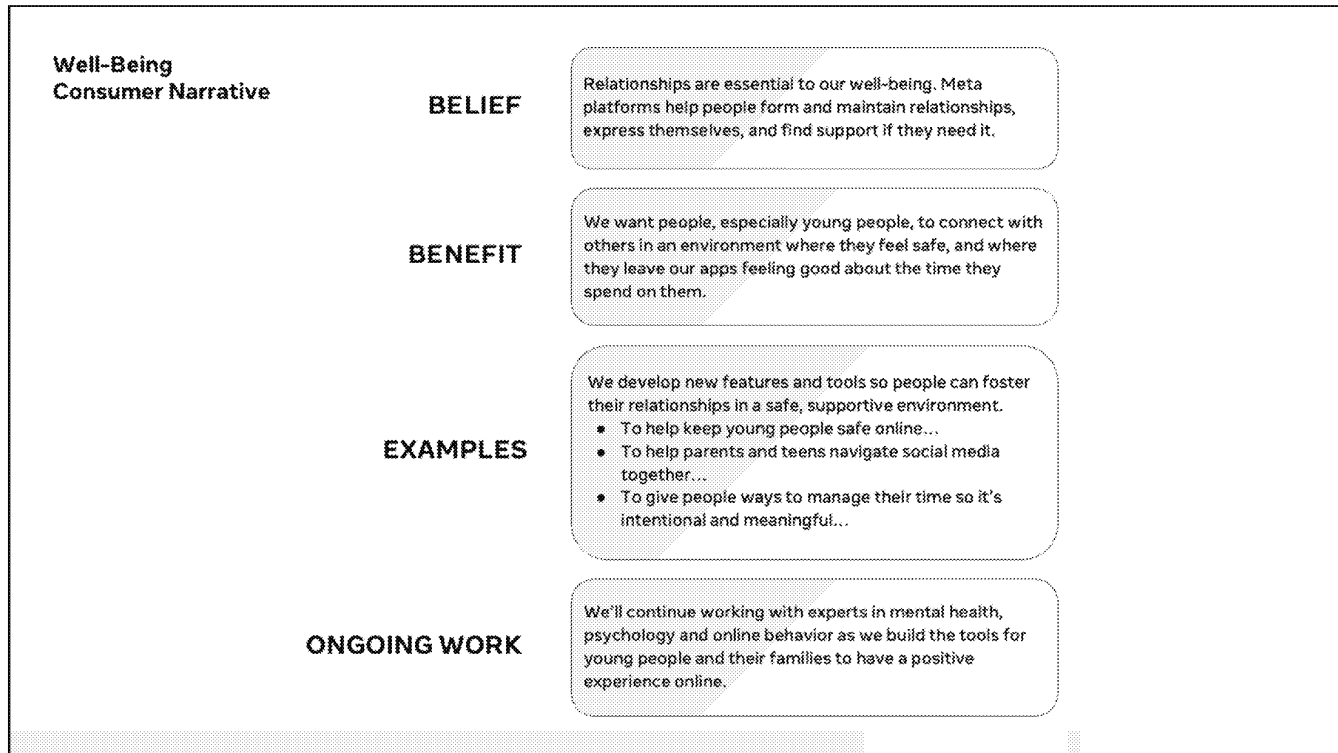
- CSNs are eight critical narratives that represent our positions
- Phased approach
 - Clarity on issue & our position
 - Deep research with key audiences
 - Refine narrative
 - Bring narrative to life across disciplines/channels



- 8 total topics, 4 have research-backed, cross-audience narratives
- Remainder will be completed this year
- To illustrate the journey, want to double click on WELL-BEING



- Focused on 2 goals:
 - Minimizing the negative perception of Meta's impact on well-being
 - Make clear the benefits we provide as a place where people can form and maintain relationships
- Did research to understand what resonates - most surprising learning:
 - Academic/stats messaging NOT persuasive ;
 - most persuasive messaging demonstrated ways our products and services help parents to keep young people safe



- Here's what that learning looks like when we refine the narrative
- Each narrative has four components:
 - What we believe as a company
 - The benefit we create
 - Examples – specific product proof points by category/region
 - Commitment to continuing the work