

Exhibit 79

Parent Sentiment Priorities & Efforts to Align

Audience	Consumers: GenPop > Parents > Parents of Teens > Parents of Teens 13-14	Policy Elites: Policy Elites > Parents	Case 4:22-md-03047-YGR Document 3028-32 Filed 05/08/26 Page 3 of 6
Remit	Meta > xFOA (IG, Facebook, Messenger, RL)	Meta only	
Research Teams	MI, MDS, UXR	DSS	
Internal Stakeholders	Product, PMM	Comms, Policy, Public Affairs	
Problem to be solved	Brand/Product: Parent Gatekeeping is #1 reason early teens do not join IG. Parents do not think that IG is appropriate/safe for their children.		
Hypothesis	Brand/Product: Improving parent sentiment will help unblock new teens to join IG and also help improve overall brand sentiment	PA: Boost Policy Elite Sentiment	
Proposed Solutions	Brand: Raise awareness of product efforts across youth well-being	Product: Provide tools to support parents	multi-pronged; often focused on product proof points, campaigns, cross-industry alliance, reactive messaging
Measurement Plan	Brand: parent sentiment tracker	Product: usage tracker	CSN broad measurement - inside MTS 2.0—YWB focus area: aligned with parent metric some marketing campaigns
Goal	Brand: Boost Consumer <u>Trust</u>	Product: Adoption	PA: Boost Policy Elite Sentiment
End Goal	Best days ahead		

Considerations:

Unknown if improved parent sentiment correlates with more teens on the app

Improvement of parent sentiment alone will not solve for Teen PMF, but parent sentiment should not be ignored

Improvement of parent gatekeeping is only one piece of the overall Teen PMF problem to address

DSS is moving forward with the align-interest metric as THE parent sentiment metric

Goaling should not be based on shifting in parent sentiment/gatekeeping (DSS - nuanced opportunity for growth)

Questions:

Who is IG's target audience? Early teens? All teens? (Teens are not a monolith) What about RL? Facebook? Messenger?

What research is being leveraged for parent sentiment strategies? Which research?

How do parent values change by xFOA app? What is the same across xFOA? What is unique for each xFOA?

Knowns:

Public Affairs campaigns are not associated with Consumers, Products, Product Marketing

Parent sentiment tracking plan and strategies need to align across Meta, xFOA regardless of specific audiences - all parties should be pulling leveraging parent research, regardless of research team

MI Notes:

How does Product product adoption goal align with Brand consumer trust goal? Can it be merged together?

Review 2023 roadmaps to incorporate

Taxonomies	MI/PMM	UXR	PA	DSS
	Best Days Ahead (?) More Teens on App Trust (?) Appropriate Believability Safety Privacy Behavior	TBD	Best Days Ahead Punitive Action (Regulatory) Effective Serious Believable Message Pull-Through	MTS 2.0 Emotional Health YWB Aligned Interest Serious Effective Appropriate

R	Responsible	Assigned to complete the task or deliverable.
A	Accountable	Has final decision-making authority and accountability for completion
C	Consulted	An advisor, stakeholder or subject matter expert who is consulted before a decision or action is taken.
I	Informed	Must be informed after a decision or action is taken.