

Exhibit 84



2019 MARKETING BUDGET

October 18, 2018

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL_RVOL003

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3 KEY OBJECTIVES TO SUPPORT INSTAGRAM'S MISSION

Be teens' favorite place to share everyday moments and get closer to the people and things they love.

\$127.3M Total (\$89.8M Opex, \$37.5M HA, +89% y/y)

Objective 1

Establish Instagram as the favorite place for teens to freely express themselves with friends

- **IG Stories** - Get teens to share more everyday moments (*KPI: Stories producer PR*)
- **IG Direct** - Get teens to message their friends more everyday (*KPI: Direct Sender PR*)
- **Northstar**: Strengthen IG's brand purpose with a focus on sharing, interests, and community while articulating what we stand for in the world (*KPI: define northstar metric and lift*)

\$83.0M (65% of total)

\$60M Opex; \$23.0M HA

Objective 2

Position new bets for success (IGTV, Shopping, Direct app)

- **IGTV** - Get teens to view more content on IGTV (*KPI: IGTV PR*)
- **Shopping** - Get early work women to adopt shopping experience on IG and in the new standalone app (*KPI: IG Shopping PR*)
- **Direct app** - Get teens to adopt the new standalone app as the preferred way to message their friends everyday (*KPI: Direct app PR*)

\$29.3M (23% of total)

\$20.3M Opex; \$9.0M HA

Objective 3

Reinforce that Instagram is the safest and kindest online platform

- **Well-being** - Get teens, parents, educators, and policy makers to believe Instagram is a safe and kind platform through well-being features and programs (*KPI: stat sig lift in 2 sentiments - safe place to express myself and encourages a kind community*)

\$15.0M (12% of total)

\$9.5M Opex; \$5.5M HA