

Exhibit 22

IG Mental Wellbeing: Managing Teen Late Night Problematic Use [AC/PRI V]



Overview of Problematic Use

Over the last two years, MWB has been focused on understanding and reducing problematic use for Instagram Users.

What is problematic use?

The concept of problematic use of social media has been defined by researchers as a self-reported **lack of control** over social media use that is perceived to lead to **negative life impacts**.

Why does problematic use matter?

Research and analysis has revealed three primary reasons for reducing problematic use:

1. **Teen WB:** Research has shown that problematic social media use is both prevalent among teens and is a driver of churn: 56% of IG teens surveyed say it's difficult to manage time on social media, and teens reporting life interference were 2.1x more likely to delete Instagram (source).
2. **Parental Trust:** ~ 1/4 parents surveyed consider total screen or late night time spent to be a top social media concern.
3. **Regulatory Risks:** recent state legislation (UT) prohibits U18 late night social media use without parental consent, and new federal guidance calls for more restrictive social media use policies for teens