

# IG Mental Well-being

## Multi-half Strategy

[A/C Priv] • Communities Review • 8 Dec 2022

Plaintiff's Exhibit Markers

PLAINTIFF

United States District Court  
Northern District of California

Case No. MDL No. 3047 (N.D. Cal.)

Case Title In re: Social Media Adolescent Addiction

Exhibit No. 0027

Date Entered

By: Mark Busby, Clerk  
Deputy Clerk

# Objectives

## Goals

1. Align on overall approach to IG Mental Well-being
2. Align on strategy for problematic use & proposed priorities
3. Discuss prioritization of understand work for creator burnout

## Non goals

Design & Measurement feedback



# Executive summary

## 1. Teen Problematic Use (PU) will continue to be Mental Well-being team's priority over next two halves

Based on research, Meta priorities, our strengths and external narrative, execution on PU and quantifying impact will be the focus. We propose:

(1) Solidifying existing products like Quiet Mode (launching Jan'23) and Take a Break and quantifying their effectiveness at reducing PU associated behaviors (specifically late night time spent)

(2) Building new products where we have gaps (frequent checking, late night passive use) & investing in solutions meant to create awareness of behaviors or attentiveness in the moment

(3) Partnering with Marketing and leveraging creator partnerships to influence teen adoption

## 1. Creator burnout (and mental well-being broadly) is often bubbling up as a top problem that could be an extension of PU and worth understanding

Next half, we'd like to prioritize research & design vision around creator burnout given our expertise in mental well-being & PU and overall priority of creators for IG. This will establish a strong runway for the team in addition to teen mental well-being.

Moving fast can help position IG as industry-leading in the space.

### Slide 3

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- 2 As part of the research it would be great to understand whether the burnout drivers are distinct for creator teens vs adults  
R [REDACTED] A [REDACTED], 12/7/2022
- 1 Would this target all creators or creator teens as a first focus cohort? Given the point on creator partnerships above, would there be an opportunity for dual messaging / upselling by having teen creators amplify both the importance of well being of their teen audiences as well as their own as a creator teen? This builds on a similar concept to the one on slide 27 where we would have creators who are vocal about MWB as ambassadors for our features adding one more layer of relatability for the audience.  
R [REDACTED] A [REDACTED] 12/8/2022
- 1 @ [REDACTED]@meta.com  
G [REDACTED] A [REDACTED] 12/8/2022

# Background

Mental Well-being & Problematic Use

# Framing

## Context

Vision for IG is to be “a video and messaging first platform that wins with teens and creators.”

However, IG plays a key role in young people’s mental well-being that can affect their usage of the app—both if and how they use it.

## Vision for IG Mental Well-being

Our team helps IG acknowledge, understand, and proactively address its role in teen mental well-being.

When we’ve succeeded, IG continues to be a safe space for teens to actively engage with their community and feel good about the time they spend on the app.

## Purpose Statement

The IG Mental Well-being team empowers teens with tools and resources to manage their experiences and foster community norms so that they can be more intentional about their time on IG.

Success statement overall is “People have the tools that they need and are empowered to control their time and experiences on our platforms”

# Landscape and team priorities

- Execute:** Problematic Use continues to be a top execution opportunity & we have more ground to cover in closing key coverage gaps.
- Understand:** Creator burnout has emerged as an untapped opportunity for a top priority user segment and is connected to our work on PU

Social comparison previously deprioritized, all other 'below-the-line' areas are being addressed by partner teams.

| Priority                    | Problem Areas             | Known user problem on IG | Currently prioritized for IG (X-Meta WB) | Product coverage today | IG MWB well-positioned to address/lead | Aligns with external narrative |
|-----------------------------|---------------------------|--------------------------|------------------------------------------|------------------------|----------------------------------------|--------------------------------|
| Execute + Understand        | Problematic use (PU)      | ●                        | ●                                        | ●                      | ●                                      | ●                              |
| Understand                  | Creator mental well-being | ●                        | ●                                        | ●                      | ●                                      | ●                              |
| Below-the-line for our team | Social comparison         | ●                        | ●                                        | ●                      | ●                                      | ●                              |
|                             | Connections               | ●                        | ●                                        | ●                      | ●                                      | ●                              |
|                             | SSI/ED                    | ●                        | ●                                        | ●                      | ●                                      | ●                              |
|                             | Bullying & harassment     | ●                        | ●                                        | ●                      | ●                                      | ●                              |
|                             | Sleep                     | ●                        | ●                                        | ●                      | ●                                      | ●                              |

Note: Future understand work will be necessary to identify teen mental well-being opportunity areas we can address beyond PU + those noted above

\*Creator well-being solution space may overlap with problematic use

\*\*Sleep partially addressed through problematic use

# Why PU

PU: A perceived lack of control over usage of a technology or social media platform that is perceived to lead to negative life impact

## Top WB issue for IG teens, associated with life interference

56% of IG teens surveyed say it's difficult to manage how much time they spend on social media and 14% say IG makes it worse

Teens and young adults are more likely to report experiencing problematic use, consistent with developmental differences in self-control

## Teens say they want help

41% of weekly teen users say they try to limit their IG use and 22% say they want help controlling their usage (Hanko 2022, report forthcoming)

## Associated with low value IG sessions and churn

9% of US teen WAU say they have deleted IG in the past to better control their usage; this increases to 18% among teens who report low control over how often they check the app (Hanko 2022, report forthcoming)

# Sizing PU

PU behaviors are correlated with each other; we sized them separately because they may point us to unique product solutions.

Based on strength of association, existing product coverage [gaps](#) and sizing, we will prioritize top 3 behaviors in the table.

The top 3 behaviors have a 16% user overlap.

| Behaviors associated with PU<br>(listed in decreasing strength of association)                                   | Rough sizing<br>(% of global teen WAU) |
|------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Frequent checking</b><br>>=20 L7 repeat passive sessions (<10 min from previous)                              | 37% (65M users)                        |
| <b>Overall amount of time spent</b><br>>30 min L7 average daily time spent                                       | 31% (54M users)                        |
| <b>Passive late night use</b><br>>1 passive session 12-4 am in a week                                            | 18% (32M users)                        |
| <b>Late night use</b><br>Non-0 late night time spent 12-4 am in a week                                           | 36% (63M users)                        |
| <b>Frequent checking</b><br>>=30 clearing of notifications L7 daily average                                      | 42% (74M users)                        |
| <b>Frequent checking: Surface switching</b><br>>=1 session with 20 surface switches 9 pm - 4 am L7 daily average | 35% (61M users)                        |
| <b>Content consumption patterns (e.g., long scrolls on single topic)</b>                                         | TBD                                    |

Source: Taking a look at IG Well-Being Problematic Use Heuristics  
Behavior references: 1, 2  
L7 refers to last 7 days

- 1. RE: Short sessions <-> repeat passive sessions. The volume short sessions and the number of repeat passive sessions are very highly correlated (0.8 correlation) and repeat passive sessions slightly outperformed short sessions so it is the one that remained.

## Slide 8

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2 @ [REDACTED]@meta.com  
G [REDACTED] A [REDACTED], 12/8/2022

5 @ [REDACTED]@fb.com  
G [REDACTED] A [REDACTED], 12/8/2022

1 We don't have parent data on this at present, no, but we can sync with the supervision team and w/marketing to see if this is something we might be able to partner on to collect and measure.  
K [REDACTED] H [REDACTED], 12/8/2022

2 We have research underway to better understand the frequent checking problem space, including those questions you raised. We'll have a better understanding in early H1 of how these behaviors/problems relate to each other and how to prioritize among them wrt product solutions.  
K [REDACTED] H [REDACTED], 12/8/2022

3 Aligned with focusing on teens. Oppty to understand parent. perception & where we can leverage for marketing oppties. addnl input into overall teen strategy.  
G [REDACTED] A [REDACTED], 12/8/2022

4 Would there be a different product approach to the different types of frequent checking outlined in the sizing PU slide (slide 8). e.g. is notif clearing a fundamentally different problem than passive sessions w/shorter between session durations? Is there a reason we see one as more important than the other?  
G [REDACTED] A [REDACTED], 12/8/2022

6 Make as user focused as possible. Correlate (table) to sentiments from surveys - survey trackers not where we want them to be yet. Unclear how A&C and PU are correlated. Is there a programmatic step correlated with disengagement of teens with our platform? step 1 - thresholds at which behavior leads to churn/engagement issues. then critical thresholds we can't violate. step 2 - align with sentiment, more fuzzy, more personalized  
G [REDACTED] A [REDACTED], 12/8/2022

1 do we have parent perception data around the most severe or disruptive of these behaviors?

Are there opportunities to both (1) improve perceived control for teens and (2) improve parent perceptions of appropriateness of the platform?  
M [REDACTED] B [REDACTED], 12/8/2022

1 we might not get parents' input that's granular enough to differentiate among several of these specific behaviors (i.e., more something like a teen spending too much time'), but parents' perceptions along with their role in supporting their teens in behavior change through our products could be an important angle to incorporate  
Elena Davis, 12/8/2022



# Market landscape

IG's PU efforts are aligned with industry 'baseline' standards, however, to be market-leading we should:

- Re-consider defaults for early teens; previously deprioritized to give teens agency & control
- Offer more robust insights/resources via a well-being hub; previously deprioritized due to low engagement potential

Starting H1, we will operationalize how we track progress for the x-Meta Youth scorecard and surface key decisions needed to reach industry leading standards.

| Feature                    |  |  |  |  |  |  |
|----------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Daily usage limits         | Yes (opt-in)                                                                      | Yes (opt-in)                                                                      | Yes (opt-in)                                                                       | Yes (opt-in)                                                                        | No                                                                                  | No                                                                                  |
| Take a Break               | Yes (opt-in)                                                                      | Yes (opt-in)                                                                      | No                                                                                 | No (Feed Pause on hold)                                                             | No                                                                                  | Yes (opt-in)                                                                        |
| Late Night interventions   | Coming soon (Quiet Mode)                                                          | Yes (silenced notifs for all teens)                                               | Yes (Focus Mode opt-in)                                                            | No                                                                                  | No                                                                                  | Yes (opt-in reminder)                                                               |
| Frequent use interventions | Yes (TAB upsell)                                                                  | Yes (insights)                                                                    | Yes (insights)                                                                     | No                                                                                  | No                                                                                  | No (aside from TAB notif)                                                           |
| Time spent insights        | Yes                                                                               | Yes (detailed breakdown, resource center)                                         | Yes                                                                                | Yes                                                                                 | No                                                                                  | Yes                                                                                 |

TT late night interventions - Awareness videos

Auto-silenced notifs

Night use insights

- On **TikTok** all teens do not receive notifications at night by default ([more here](#)):
  - 13-15 yrs old - notif muted starting at 9PM
  - 6-17 yrs old - notif muted starting at 10PM
- **Apple** defaults Focus Mode/Do Not Disturb to 10PM - 7AM daily
- **Youtube's Bedtime reminders** lets you set specific times when you want to get a reminder to stop watching videos and go to bed.
- **Snapchat's** Do Not Disturb allows you to mute certain accounts and stops all notifications from said users or groups.

## Slide 9

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7 @ [REDACTED]@meta.com @ [REDACTED]@meta.com  
G [REDACTED] A [REDACTED] 12/8/2022

2 latest youth hpm said this was ready to launch?

> Youth Wellbeing reached Policy and CSI Leadership alignment to move forward with launching PU  
focused FB intervention called FB Feed pause (slides),  
M [REDACTED] B [REDACTED] 12/8/2022

1 Yes we are in discussions with FB leadership for launch approval.  
A [REDACTED] Y [REDACTED] 12/8/2022

# Strategy

Reduce behaviors of Problematic Use and increase sense of control, by landing a steady drumbeat of expert-backed visible products that support teen well-being

## How we build

# Strategy

Our interventions fall into 3 key [research-informed](#) and [expert-validated](#) categories (Awareness, Attentiveness, Intentionality & Choice).

The aim is to holistically help teens increase sense of control and reduce PU-associated behaviors.

### Sense of control

#### Awareness

Provide info to prompt reflection and inform choices

#### Attentiveness

Interrupt and draw attention to behavior in the moment

#### Intentionality & choice

Help set goals, limits, preferences

:

Intentionality & Choice (offer intentional choices)

Attentiveness (draw attention in-the-moment)

Awareness (increase awareness of their behavior)

# Success

## Overall success

People have the tools that they need and are empowered to control their time and experiences on our platforms.

## North star

Increasing users' sense of control

## Operationalized across

- 1) Meaningful usage (adoption, engagement, retention)
- 2) Behavior change (tool use corresponds with shifts, e.g., reduction, in the relevant behavior target)
- 3) User perception (survey or qualitative feedback on tools being helpful and improving sense of control)

# Existing coverage and opportunities

Current products address prioritized PU-related behaviors primarily through intentionality, with room to address:

- 1. Awareness of user behavior, across top behaviors
- 2. Frequent checking
- 3. Late night use (passive)

PRIORITIZED PU-RELATED BEHAVIORS

| LEVERS FOR SENSE OF CONTROL                          |                                                                                                       |                                                                                         |                                                                                          |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
|                                                      | Awareness<br>Products that give people feedback about their own behavior and experiences on platform. | Attentiveness<br>Products that give information in context - tied to specific behavior. | Intentionality and choice<br>Products that enable behavior change or make change easier. |
| Frequent checking                                    | <div></div>                                                                                           | <div></div>                                                                             | Quiet mode                                                                               |
| Overall amount of time spent                         | Your Activity                                                                                         | Daily Limit<br>Take a break                                                             | Daily Limit<br>Take a break                                                              |
| Late night use (passive and overall)                 | <div></div>                                                                                           | <div></div>                                                                             | Quiet mode                                                                               |
| Content consumption patterns (includes long scrolls) | <div></div>                                                                                           | Alternative topic nudge                                                                 | Multi-hide in Explore, Sensitive content controls, Persistent controls (ie WAIST)        |

## ATTENTIVENESS IN CONTEXT

### Contextual bumpers and resources

What: In-feed units with content/resources developed in partnership with experts and creators, designed to help people wind down or to nudge them to take a break from scrolling for the night.

Why:

- Experts indicate that providing awareness in context when the behavior is happening is best (vs. out of context, delivering later, or making teens go searching for it)
- We have a coverage gap for late night passive use, exhibited by 18% of teens



## Slide 14

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3 is this part of quiet mode or separate?

M [REDACTED] 8 [REDACTED], 12/8/2022

8 We propose starting with showing this to teens with Quiet Mode enabled when they are scrolling at night time.

Based on signal from that set of users, we can then test broadening it to general cohort of late night users (p90 for example).

G [REDACTED] A [REDACTED] 12/8/2022



# Guiding principles

## **Empower through controls**

We empower teens to be more intentional about their time by creating contextual behavioral awareness and offering relevant controls.

## **Identify and target teens in need**

We use research and expert feedback to generate conviction in our products and target adoption with teens who can benefit most from them.

## **Drive long-term engagement through well-being**

Despite potential near term ecosystem impact, our products aim to create long term retention and engagement by encouraging healthier social media use.

## **Foster healthy norms**

Our products and amplification tools enable creators and teens to set norms around usage habits and influence their communities.

# Late Night Interventions

Directional product bets to reduce problematic late night use behaviors (p95)

*Concepts are illustrative only*

## INTENTIONALITY & CHOICE

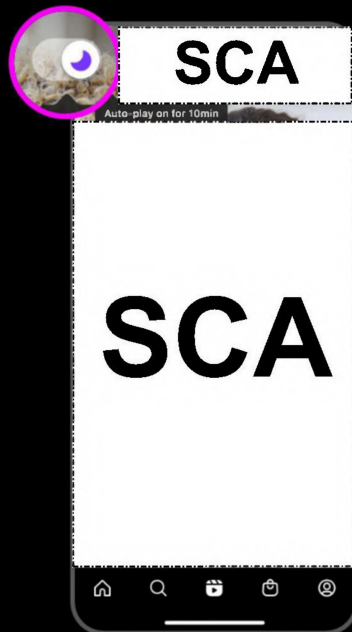
### Wind-down timer for Reels

What:

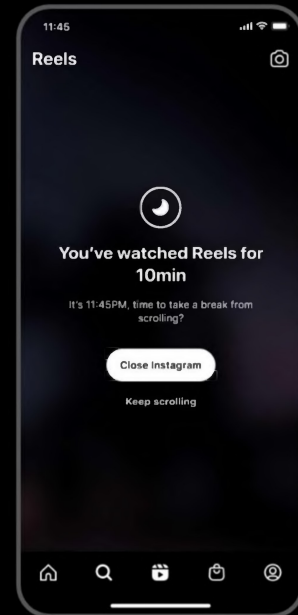
- Auto-play reels for a set time as a way to wind down before bed
- Teens can set how long they want to watch before being nudged to close app and sleep

Why (ref):

- Teens say they already use Instagram to wind down and relax before bed
- At times, it might be hard for teens to know when to stop scrolling



Teens set a timer to auto play Reels



Full screen reminder to close app

## INTENTIONALITY & CHOICE

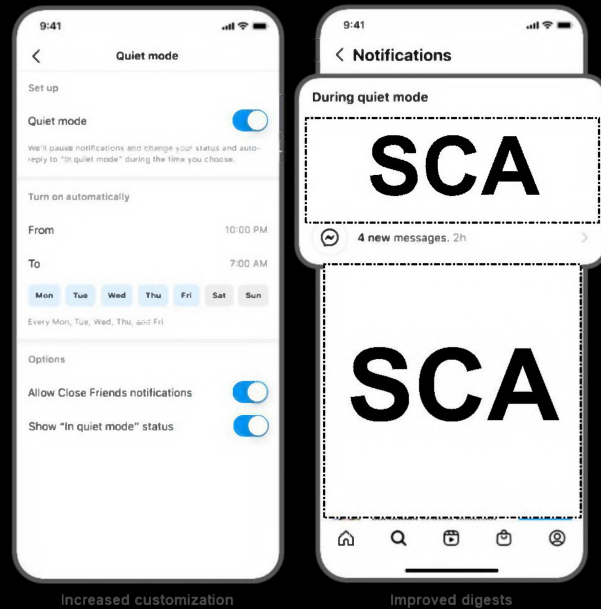
### Quiet Mode Fast Follows

What: Improve product utility and retention of Quiet Mode by adding table stakes features:

- Customization by day of week
- Digest improvements that are more indicative of what was missed, and
- Norm setting via public profile indicators

Why:

- Early demand for Quiet Mode is encouraging - As of 11/26, 171k teens have Quiet Mode enabled - about a half enabled via the in-app notification and the other half via megaphone QP in Direct (~5% user-level enable rate for both upsell strategies).
- We don't yet see a stat sig reduction in late night use but there is a 3% decrease in late night use among Quiet Mode adopters ([ref](#))



Increased customization

Improved digests

## Slide 18

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- 4 any data about participation rate of teens w/supervision enabled vs. those without?  
M [REDACTED] 12/8/2022
- 9 @[REDACTED]@fb.com  
G [REDACTED] A [REDACTED] 12/8/2022

## INTENTIONALITY & CHOICE

### Take a Break upsells and enhancements

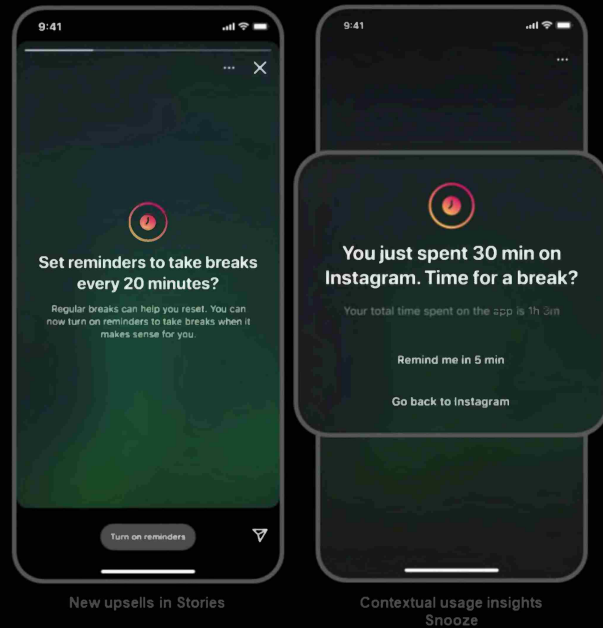
#### What:

- Leverage Take a Break to reduce night time use - target upsells to late night users
- Increase adoption through surface expansion for upsells (ie Stories), predicted teens, and sessionization,
- Increase meaningful use via snooze & new contextual usage insights

#### Why:

- Strong retention (90% retain the setting, 57% honor reminders WoW, and honor rate for each incremental impression above 12%) [ref](#)
- Meaningful use at a user level needs improvement (0.2% WAU honor breaks with 8% reminders honored)

[Investigation of adoption decline in Q3](#)



New upsells in Stories

Contextual usage insights  
Snooze

~10% of teens who have enabled Take a break have also enabled Daily limit.

@[REDACTED]@fb.com please validate this since this is the first time I am using Daily limit data.

<https://www.internalfb.com/intern/daiquery/workspace/3718692751690760/666599328414993/>

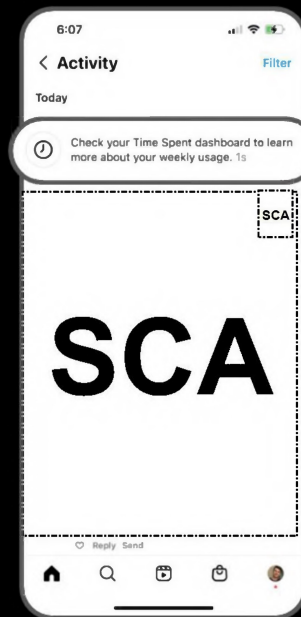
## AWARENESS OF BEHAVIOR PATTERNS

### Usage and behavior insights

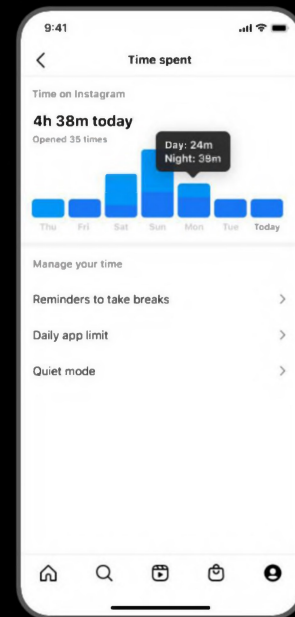
What: Your Activity improvements for 'table stakes' info to support behavior change (i.e. night vs day use, app opens, etc).

Why:

- Teens are bad at estimating time they are spending on social media
- Insights about one's own behavior are a key part of successful goal-setting and behavior change, and can inform people's goals (1, 2)
- Time management tools are ubiquitous in the competitive landscape for 'digital well-being,' thus this is becoming an industry standard



Time Spent notification



Enhanced dashboard  
(day vs night insights and app-opens)

## Slide 20

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5 do we or have we considered surfacing quiet mode directly in activity feed vs. ts dash > quiet mode funnel?

M [REDACTED] B [REDACTED] 12/8/2022

10 this is an interesting idea! @ [REDACTED]@fb.com we could think about showing the insight itself.

G [REDACTED] A [REDACTED] 12/8/2022



# Beyond Late Night

*Concepts are illustrative only*

## INTENTIONALITY & CHOICE

### Frequent Checking: Ad-hoc Quiet Mode

What: Expand Quiet Mode to support ad-hoc/temporary needs (ie while driving, studying, etc.) on top of the existing automated scheduling.

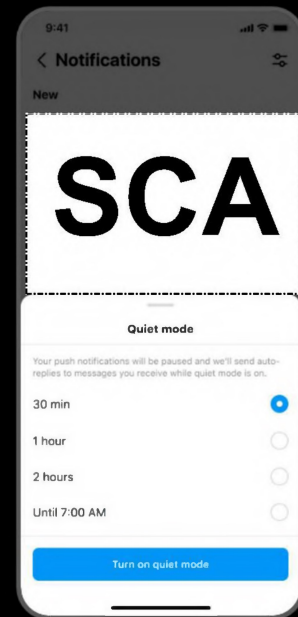
Why: FOMO and social pressure are associated with frequent checking

- 42% of US teen WAU with self-reported low control over their IG usage experience FOMO if they don't check IG often (Hanko 2022, report forthcoming)
- 42% are concerned about offending friends if they don't immediately respond to messages - IGD auto reply can help here (Hanko 2022, report forthcoming)

Additional features from partner teams [here](#)



Quiet mode entryptpoint



Quiet mode selector

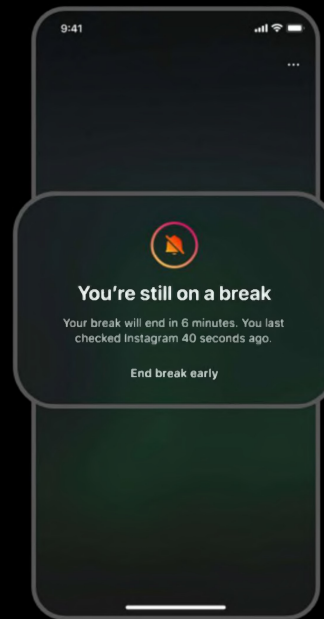
## ATTENTIVENESS IN CONTEXT

### Frequent Checking: Break duration

**What:** Expand Take a Break to support break duration. This will remind users when they've reopened the app too soon after being notified of being on a break.

**Why:** Some teens open the Instagram app automatically and habitually, without intention.

- 23% of US teen WAU say they open Instagram without realizing it at least once a day (Hanko, PU foundational survey)
- 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).



Reminder to honor break

## INTENTIONALITY & CHOICE

### Content Consumption: Topic Nudge & Bulk Hide

#### What:

- Topic Nudge: Prove out WB impact and effectiveness followed by global expansion
- Bulk hide: Explore discovery options & collab with T&C on positive controls

#### Why:

- We are in the beginning stages of understanding how content consumption patterns manifests as a form of PU; we're planning research in Q4'22-Q1'23 to understand this better
- 2% of WAU get a Topic Nudge impression per day with a 12-14% CTR and 42% retention WoW. Need to further confirm effectiveness in breaking long chains.
- "Not Interested" control is the #1 ask from Teens.
- T&C is also planning to develop a positive control "Interested" - opportunity to collab for bulk signal



Pull to refresh with multi-hide

- Pre-launch, Explore bulk hide is used by 0.13% of WAU with 40 mean content hidden (median 11 with Explore bulk hide), vs 10.4 in control

# Creator Partnerships

Amplify impact of our products and set norms through creators

## Key considerations

- Creators and public figures are essential in driving our message to a wider audience and building credibility; their influence is critical in setting positive norms for long-term success.
- Overall [awareness of some mental well-being products is low](#), demonstrating there is an opportunity to reach teens more consistently.

## Marketing-in-product strategy

Leveraging Marketing in Product (MIP), enables us to deliver positive marketing experiences at high volume with high quality creative.

### Tutorial series

- New! Story tutorial series ([Reels example here](#)) to drive product education and consideration (new and existing products).

### Ongoing upsells and nudges ([WIP strategy here](#))

- Leverage promotional dialog QPs (similar to [Safety Check](#)) to teens
- Partner with Product to drive traffic to Your Activity via targeted video and static QPs



## Slide 26

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- 6 consider doing this for parent education too?  
M [REDACTED] B [REDACTED], 12/8/2022

## Creator First Product Activations

### Evergreen upsells versus standalone launch moments

- Take a Break Creator-led upsells performed moderately well and showed strong signs of PMF in the first month (0.64% teens enabled Take a Break).

### Creators as product ambassadors

- Leverage marketing-in-product placements where we can reach teens with Creator-centric content (New! Story, Explore 2x2 unit, video QP, New! Reel, etc)
- Align Creators who have publicly spoken about/amplified MWB issues with 2-3 products upsells per half (e.g. Selena Gomez x Take a Break upsell, Megan thee Stallion x Quiet mode)





## Slide 27

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- 3 This is very exciting and does feel like something that would land very authentically with the audiences of creators who have been vocal about MWB. Is this something that we're already doing? What are the plans moving forward?

R [REDACTED] A [REDACTED], 12/8/2022

- 11 @ [REDACTED]@fb.com @ [REDACTED]@fb.com

G [REDACTED] A [REDACTED], 12/8/2022

# Understand: Creator Burnout

Understand new areas for the team to focus on in addition to teen PU<sup>1</sup>

*1. Burnout is related to PU and therefore is aligned with our current focus on PU, however, our vision and mission are still centered on teen mental well-being. Following creator burnout, we will continue to do understand work to identify how to address issues in the teen mental well-being landscape.*

# Why Creator burnout

*"Instagram is creators' first choice for building their home and sharing their creativity".*

## Creators tell us they are experiencing burnout

- Creators say they feel constant pressure to create to sustain engagement & growth and believe that they will be 'punished' by low distribution if they take a break from creating (Data suggests that at least a portion of this is perception vs. reality)
- An external report suggests that as many as 90% of creators may experience burn out<sup>1</sup>
- Stress & burnout may lead to creator churn

## Creators & teens are interconnected

- Creators influence teens and, like teens, are an IG priority audience. Additionally, 16% of creators in the total addressable market (i.e., those who create on any platform) are teens.

## Opportunity to be industry leading

- While this problem is not limited to IG, we can use the momentum from our work on teen PU to be industry leading in this space
  - Creators have shared they do not feel supported by TikTok in this struggle.
  - YouTube has acknowledged the problem head-on and dug into data to confirm no systemic enforcement.

1. Given this is an external survey on creators generally (and without full methodological detail in reporting), we need to validate this with internal survey research among creators on our platforms.

IG is developing a Creator Health Score, which is a composite of different behaviors, each chosen because they're leading indicators of future production churn, If "burnout" can be proxied by reduced production, then this strategy is well aligned with company Creator direction.

with two-thirds citing algorithm changes and half citing the 'hamster wheel effect' of content creation as impacting their mental health (though we would need to validate these data with our own research)

"We need to sit down and take a break... nothing about burnout is cute.... we need to rest so we can create." — Candace Marie, Creator  
IG's vision:

7 how does this fit into overall x-meta creator strategy or can it be leveraged to inform future halves work there?

M [REDACTED] B [REDACTED] 12/8/2022

1 We believe that it can be leveraged to inform future halves work for investments in Creator Well-being broadly.

An outcome we'd want for this Understand investment is a clear picture of the stressors that impact creator mental well-being and lead to creator burnout. We hypothesize from existing insights that some of the stressors might include: distribution volatility, not understanding distribution / reach as a result, belief that you must post / comment constantly in order to maximize distribution, borderline harms like bullying and spam and the time needed to combat, etc

Depending on what we learn, we think some of the existing work across IG Creators and IGWB may help with some of the upstream problems that lead to burnout as a downstream impact. This Understand would help us determine additional opportunities to keep remediating the upstream issues and also help us identify what we might do to help creators once they feel burned out.

I'd expect us to be able to map these stressors to our Creator Well-being Scorecard buckets of Harm, Impediments, and Trust & Transparency

C [REDACTED] F [REDACTED] 12/8/2022

# Our approach to Creator burnout

With Creator WB efforts historically focused on anti-bullying & harassment and customer support, we know less about the overall MWB landscape for creators. But burnout can be understood as a form PU arising from external pressures to spend more time on social media than one intends to.

## 1. Starting H1'23, we propose understanding creator burn out by conducting research to:

- Define creator burn out, size it relative to other creator MWB issues and benchmark to competitors
- Better understand the relationship between burnout and churn
- Investigate the factors that contribute to creator burnout and how to address them within the context of IG's overall goals for creator production

## 1. Mid H1'23 we propose creating a design vision followed by proofs of concept in H2'23:

- We will put together a design vision in collaboration with relevant partner teams
- Generate early learnings by identifying proofs of concept like extending Take a Break and QM to creators. Sample ideas [here](#)

Assuming successful understanding of the space and alignment across IG, we'd plan to have a drumbeat by early '24.

See Discussion #3 for trade offs to go faster.

## Slide 30

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- 4 Is there an also an angle to evaluate the relationship between burnout and quality of content / engagement on content / frequency of content creation / etc all of which may contribute to ultimate churn?

R [REDACTED] A [REDACTED], 12/8/2022

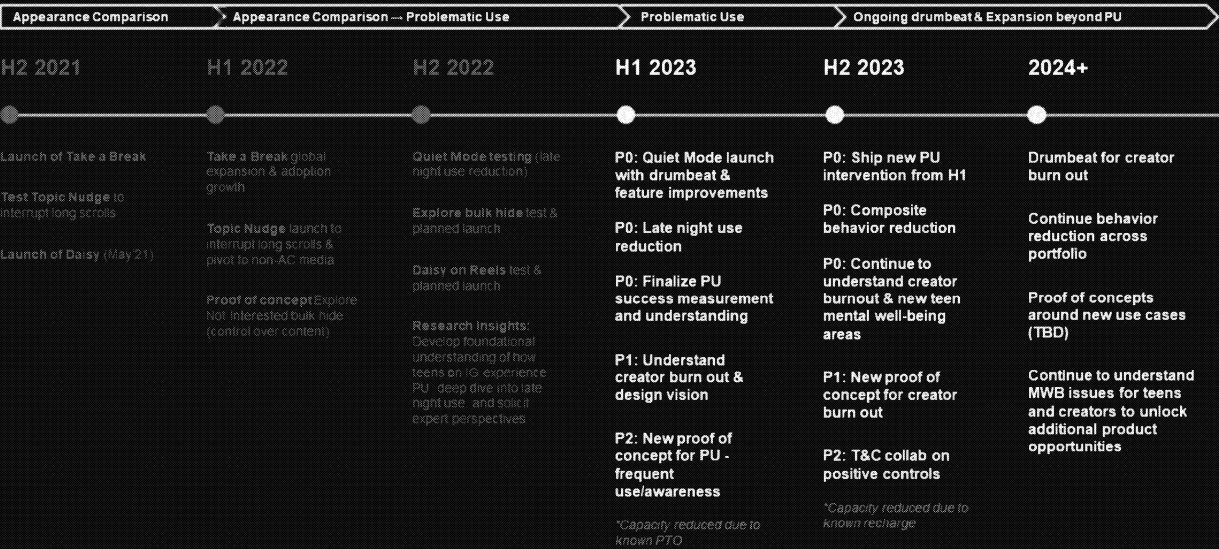
- 8 would push us to have this as a goal or alignment x-meta if feasible

M [REDACTED] B [REDACTED], 12/8/2022

- 1 +1

S [REDACTED] D [REDACTED], 12/8/2022

FORWARD-THINKING PLANS



# Discussion questions

## #1: [Alignment Check in] Overall Approach & Plan

Are leads supportive of the overall multi-half plan -

(1) to prioritize and execute on PU - including reduction of late night use behavior next half followed by new drumbeat in H2'23

(2) prioritize understand work for a new area in addition to PU?

## #2: [Feedback] New Product Ideas

Do the business case & directional concepts create conviction to invest in new PU behaviors/ideas?

Any other directions we should explore or any that need more conviction?

1. <



## Slide 32

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- 12 1/ In addition to helping teens, what is the overlap or opportunity to drive awareness and favorability among parents about these features in the coming half?  
G■■■■ A■■■■, 12/8/2022
- 13 We have a proactive comms/GTM in Jan 19 followed by an event in Feb where the core audiences for the event will be parents, parenting creators and consumer press and QM will be shared.  
G■■■■ A■■■■ 12/8/2022
- 15 Per an initial discussion, our two main gaps today are ability to mute notifs (that will be addressed with Quiet Mode) and contextual education (that we are getting more clarity on).  
G■■■■ A■■■■ 12/8/2022
- 16 Do we feel x- meta score card is the right thing to goal against?  
G■■■■ A■■■■ 12/8/2022
- 14 M■■■■ 4/ When we get to the end of the half with this work - what does that mean for the x-Meta youth score card for IG? Do we end at Industry practices for well-being? In other words, is the work here sufficient to make material progress against x-Meta Youth priorities?  
G■■■■ A■■■■ 12/8/2022
- 17 N■■■■: general direction makes sense. trade off against AC stands out -  
G■■■■ A■■■■ 12/8/2022

## Discussion questions

### #3 [Guidance] Creator Burnout

Over next two halves, we expect to have made substantial progress on PU and would like to be proactive in identifying new, relevant, areas of expansion for the team.

Based on the initial business case, are leads supportive of the team understanding Creator Burnout starting H1'23 and drumbeat starting H1'24? To go faster on shipping a drumbeat, we'd need to trade off against new PU interventions for teens.

### #4 [Confirm] Appearance Comparison

Landscape table and recent teen prioritization continue to show Appearance/Social comparison as a top problem. However, in May'22, we aligned across IG and CWB leads to pivot on PU because of the disconnect between approved solutions (more general in nature) and theory of change (required specific user/topic targeting).

As of now, CDS/CWB have not prioritized further understand work and MWB is focused on PU. Confirming leads are aligned with this (de) prioritization.

## Slide 33

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- 22 Recognize this is a priority. purpose of the research - understand if there is opportunity to extend products to creators, help broader org think about investment in H2.  
G■■ A■■ 12/8/2022
- 18 Emailing QM results next week to WB leads. Should we follow up with Communities via in person review or email OK?  
G■■ A■■ 12/8/2022
- 19 AC: cosmetic procedures and weight loss - if this is a specific angle we could use to approach AC, good angle to inform non rec policy. deprioritizing that entirely doesn't make sense. to influence central's policy, we need to overcome structural barriers. how to focus, targeted detection, intervention?  
  
start narrow - playbook for how to tackle. concerted effort later in the year.  
G■■ A■■ 12/8/2022
- 23 M■■ Are we receiving extra funding from creator initiatives? Are we taking on on our own?  
G■■ A■■ 12/8/2022
- 24 Very finite resources. This is the intersection of two top priorities - don't want to end up in a spot with sub optimal work on both spaces.  
G■■ A■■ 12/8/2022
- 25 AC for teens a better use of resources?  
G■■ A■■ 12/8/2022
- 26 Are we being asked to lead the work for creators? do we have the funding?  
G■■ A■■ 12/8/2022
- 21 5/ General comment: Teens/Youth and creators are both top-level x-Meta priorities, so let's be really intentional when it comes to trade-offs in these areas so that we're not out of position relative to overall Meta priorities when we get to the end of a half. We don't want to be in a position where we've made a trade-off that puts x-Meta prios unnecessarily at risk.  
G■■ A■■ 12/8/2022
- 27 Historical context: B&H spent 2 years tackling for teens before switching focus to creators. still don't feel like its been tackled. seems very risky. trade offs. - general staffing availability. problems between teens and creators very different.  
  
Before even investing XFN resources, think through trade offs conceptually. teens also have complex problems  
G■■ A■■ 12/8/2022
- 20 AG praised - asked if there were any companies researchers wanted to identify for creating best practices "impact of pre-teen, adolescent girls"  
  
IG is trying to get it right.  
G■■ A■■ 12/9/2022

# Appendix

FAQs & Additional Insights

## FAQ: What is the results from Quiet Mode so far?

### ADOPTION:

As of 11/26, 171k teens have Quiet Mode enabled - about a half enabled via the in-app notification and the other half via megaphone QP in Direct (~5% user-level enable rate for both upsell strategies). This surpassed our benchmarks - 0.7% for in-app notifs and 4% of QP

### WELL-BEING IMPACT (LATE NIGHT USE REDUCTION)

1. We do not see a statistically significant reduction in late night time spent in test vs control. We believe this is due to two factors:
  - Dilution due to adoption: ~5% of users in the test group adopted Quiet Mode, meaning that any impact we have on those users will be diluted by the ~95% of users that don't adopt
  - Lower than expected effectiveness of muting notifs:
    - a. Although nearly 40% of late night sessions for teens start within 25 minutes of receiving a notification, only ~8% of late night sessions come directly from a notification click
    - b. Other tests run by other teams suggest that the true effectiveness of a notification in driving an incremental session is +2.7% within the first minute of the notification being received, with almost no effect in other time windows. This aligns with our estimated impact of ~3% and suggests that many sessions that start from a notification would have occurred even without that notification
1. However, among adopters of Quiet Mode, we see an estimated effectiveness of ~3% in terms of a reduction in late night time spent. *Note that this is purely an estimate and is not causal in nature*

### ECOSYSTEM IMPACT

We do not see any material ecosystem regressions ([Link](#))

### NEXT STEPS

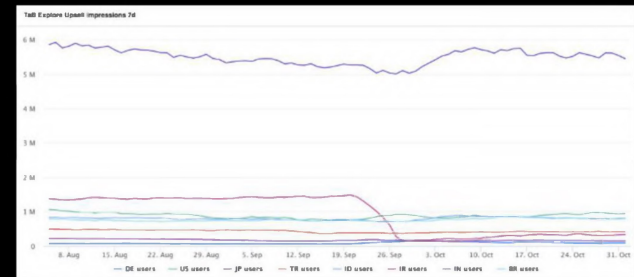
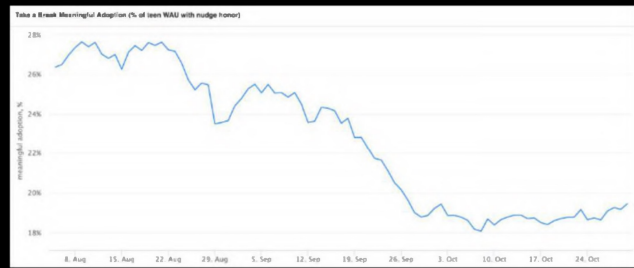
1. The country test is currently live in the Philippines and we expect that test to generate higher adoption rates given network effects of features such as direct auto reply, as well as a clear read on topline ecosystem impact in a launch scenario.
2. Experiment reviews
3. Final trade off discussion and go/no go

## Slide 35

- 1 Later on we did see a stat sig reduction in late night time spent that maintained over 3 7-day periods: <https://fburl.com/deltoid3/729tb9we>  
George Volichenko, 1/11/2023
- 1 <https://fb.workplace.com/groups/677071286613975/posts/985062525814848>  
H R 1/11/2023

## FAQ: What caused the Q3 Adoption decline in Take a Break

- We observed a rapid drop in Take a Break meaningful adoption in the second half of September. This has since stabilized.
- Take a Break adoption is heavily reliant on the influx of new users, specifically through the upsell we have in Explore chains.
- The IG ban in Iran impacted us heavily because ~30% of WAU there were seeing our upsell impressions (compared to 3% in the US and 10% in India)
- Upsells on new surfaces should help diversify our channels and lower the reliance on Explore
- Understand work is needed for how the currently enabled users are honoring breaks over time (i.e. why are we so reliant on new users?)



FAQ: How are Take a Break & Daily Limit performing today?

- Both are showing signs of PMF (see retention below); 90% retain the break control once enabled
- We have an opportunity to be more aggressive in driving awareness and adoption of Take a Break
- "Daily Limit" proportion of enabled users getting break reminders is 70% higher than TaB. The amount of enabled users is 40% of TaB, even without any upsells tactics

| Product      | Awareness | Meaningful Adoption (% of teen WAU) | Effectiveness                 | PMF Retention           |
|--------------|-----------|-------------------------------------|-------------------------------|-------------------------|
| Take a break | 37%       | 0.2% (took a break)                 | Unknown - proper tests needed | 57% honor reminders WoW |
| Daily Limit  | 42%       | 0.05% (took a break)                |                               | 55% honor reminders WoW |

| Funnel          | Take a Break (% of Teen WAU) | Daily Limit (% of Teen WAU) |
|-----------------|------------------------------|-----------------------------|
| Enabled         | 2.3%                         | 0.55%                       |
| Nudge Displayed | 0.5%                         | 0.2%                        |
| Honored         | 0.2%                         | 0.08%                       |

4.23M tab enabled -> 924K tab displayed -> 370K tab honors

63% Daisy similar results in UK and BR, [ref](#))



## Take a Break Retention and Honor Rate

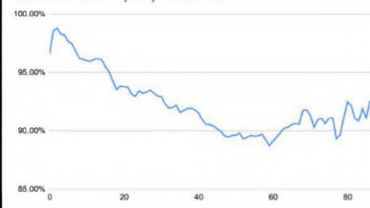
### What:

- TaB meaningful adoption had declined from ~0.28% to ~0.19% of teen WAU from August to October 2022. (1)
- The feature has strong retention over time, with reminder set % leveling out around 90% and honor rate around 12.5%.
- However, there is a strong decline in the number of users to see incremental TaB reminders meaning that the decline in adoption is due to decline in impressions as opposed to fatigue.

### Why:

- Users do not exhibit long-session behavior consistently over time, which causes the TaB nudge display rate to decline rapidly. (2, 3)
- This means that currently, TaB adoption is dependent on new users enabling the feature and we should explore other exposure opportunities for the feature. (4)
- The drastic decline in number of users exhibiting long-session behavior over time *could* be caused by a lack of sessionization for the TaB nudge.

Reminder Set % by Days Since Set

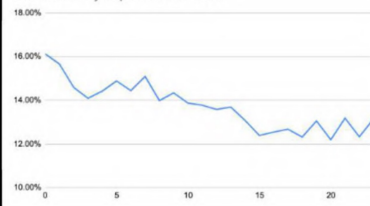


Numerator: # of users with TaB reminder set on day X

Denominator: # of users that had TaB reminder set on day 0

X axis: # of days since user set TaB reminder

Honor Rate by Impression Number

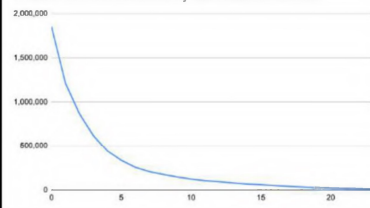


Numerator: # of users who honored TaB reminder X

Denominator: # of users that saw TaB reminder X

X axis: Index of day # that user saw TaB reminder, starting at 0

Users to See TaB Reminder by TaB Reminder Number



Value: # of users to see TaB reminder X

X axis: Index of day # that user saw TaB reminder, starting at 0

## FAQ: How are Content Consumption products doing?

We've had a healthy drumbeat and successful collab with T&C + Relevance this half to implement ranking changes, but we have more understand work to do here before claiming success

- Topic Nudge engagement especially WoW retention is promising, but needs more understand work on effectiveness before global roll out
- Bulk hide usage is encouraging - 40 mean content hidden (median 11 with Explore bulk hide), vs 10.4 in control; more data to come post ranking changes
- Daisy: Low organic adoption could be due to low interest or low awareness, but since we don't have strong evidence of improving well-being we shouldn't invest heavily here.

| Product                            | Exposure                                             | CTR                    | Effectiveness                                         | PMF (Retention)              |
|------------------------------------|------------------------------------------------------|------------------------|-------------------------------------------------------|------------------------------|
| Alternative Topic Nudge            | 2% get impression per day (12-14% of these click in) | 0.16% (clicked on ATN) | No stat sig reduction in high-NAC content consumption | 42% clicked on ATN nudge WoW |
| Explore Not Interested - Bulk Hide | 0.13% WAU                                            |                        | Pending cluster demotion                              | Still not launched           |
| Daisy                              | Producer grown 0.6% to 1.12%                         | N/A                    | TBD                                                   |                              |

4.23M tab enabled -> 924K tab displayed -> 370K tab honors

63% Daisy similar results in UK and BR, ref)

- 4.7% of media producers hide like on at least one media per day (2.3X increase from one year ago)
- Viewer control has low organic adoption

# FAQ: What do we know about Frequent Checking?

## Teens open the Instagram app automatically and habitually, without intention

- 23% of US teen WAU say they open Instagram without realizing it at least once a day (Hanko, PU foundational survey)
- 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).

## Notifications make it difficult to manage time spent

- Getting too many minor/irrelevant notifications is a trigger for those with PU; people with PU found it "incredibly difficult to avoid notifications" ([ref](#))
- 21% of US teen WAU say notifications make it harder for them to manage the amount of time they spend on the app, and 32% say the number of notifications they receive can be overwhelming (Hanko, PU foundational survey)

## Fear of missing out and social pressure plays a role

- Among teens with self-reported low control over their IG usage:
  - 45% are concerned about missing out if they don't check IG often
  - 42% are concerned about offending friends if they don't respond to messages right away
  - 40% are concerned about offending friends if they don't respond to their posts or stories right away

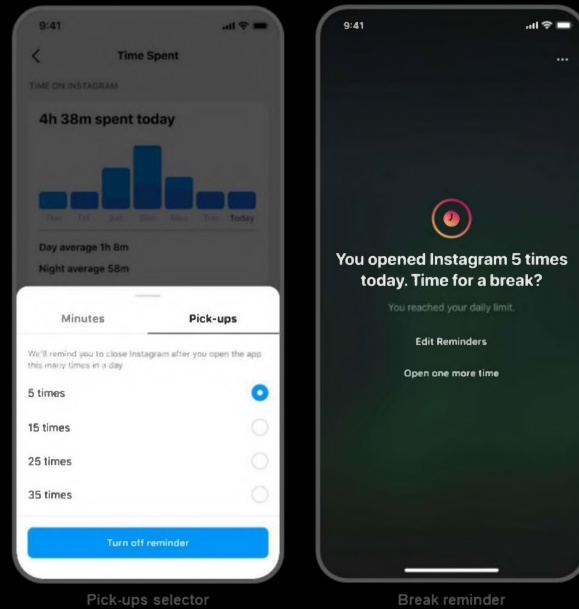
## FAQ: Have we considered other interventions specific to Frequent Use?

*Insight: Teens may benefit from nudges to interrupt frequent automatic, habitual checking behavior*

- 23% of US teen WAU say they open Instagram without realizing it at least once a day<sup>1</sup>

Product Bet: Expand Take a Break to support app-opens

We did not recommend it because we don't yet know if this should be a control vs. a nudge to be most effective and we'd want to test out a few directions to identify what resonates best, especially since direct messaging is major reason for app opens.



Source: 1. PU Foundational Survey, Hunko 2022 (forthcoming)

Heads up you opened the app 10 times

Remove time?

ALT stat: 27% of teen WAU across 6 countries (UK, US, NG, SK, BR, IN) report 'often' or 'very often' checking IG automatically without realizing it (Davis, PU pilot survey).

**FAQ: If Notifications drive frequent checking, do we have any product ideas in that space?**

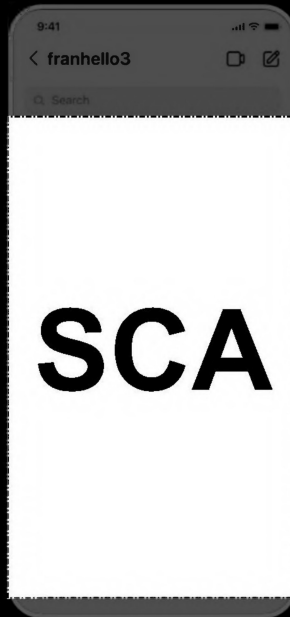
***Driven by partner teams***

What: IGD and IGNS teams have made progress in building products that help teens have more control over their notifications via batching and muting features.

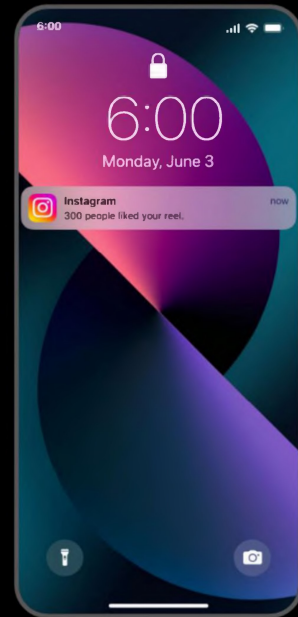
We plan to measure the WB impact of these features once PU measurement is in place beginning in H2-23

Why: Notifications can make it difficult for teens to manage time spent.

- 21% of US teen WAU say notifications make it harder for them to manage the amount of time they spend on Instagram (Hanko 2022, report forthcoming)



Temp thread muting (testing)



Notifications batching (testing)

## FAQ: What could a solution for creator burn out look like?

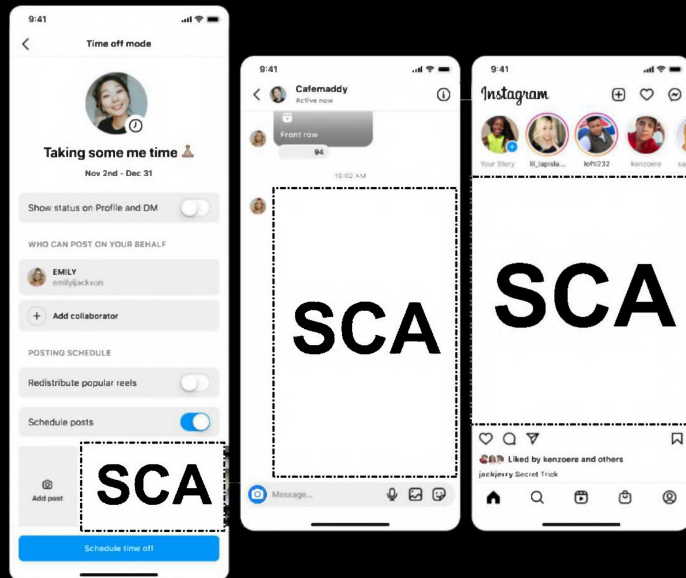
Designs created by Creator Monetization

VISION

**Time Off Mode**  
gives creators a  
more sustainable  
work life balance

Time off mode tackles the concerns creators have around being forgotten by the algorithm or their fans if they take a break.

We want to give creators the peace of mind to take breaks and when they come back, their reach isn't hurt.



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## Additional Competitive benchmarking



IG has a comprehensive list of well-being features but there are opportunities to be industry leading:

- Products are hard to find and use cases are not explicitly clear (e.g. TAB and Limits)
- Re-considering our stance on defaults for early teens
- A well-being hub will enable IG to be more intentional with all of these tools.
- More targeted contextual and leverage usage propensity models upsells would aid awareness and education



In addition to a Well-being Resource center, TikTok has an in-app Safety center that features a number of Guides including one focused on mental-wellbeing that links out to relevant resources and tips. They also mute notifs for teens at night by default.



YouTube also have a comprehensive in-app Time Watched center, with Take a Break, Bedtime, and weekly stats. YouTube also have controls for Not Interested as well as content flagging on each video.



Twitter's content control tool allows users to control what topics they've seen and remove them. No time spent related controls.

## GTM Overview

### Strategy

High-volume bundled announcement (Jan 19) that will include Quiet mode (hero product), youth supervision tools and FB teen defaults. For the MVP, we will prioritize marketing-in-product via targeted New! Story, content marketing, editorial feature, IRL event, and share updates via blog (IG, Family Center, etc) and targeted press outreach.

### Objective

Give teens more ways to reduce distractions on IG, and enable parents to build trust and dialogue with their teens.

### KPIs

- Primary KPI: [Swipe up \(via New! Story\)](#) as proxy for consideration
  - Secondary: all metrics and objectives [here](#) + methodology [here](#)
- Product KPI: [Time spent late at night](#) (12am-4am) stat sig reduced

### GTM Levers

- MIP: New! Story targeted at teens / young adults (13-24)
- Website: IG blog post, Creator blog, Family Center
- Editorial: @creators feature (w/ [theestallion](#))
- Content Marketing: Content amplification featuring a range of Creators
- Social: @instagramforcommstweet, Adam TWOI Post
- Event: Parent & teen Creator IRL event



## GTM Tactics

| Objective         | Give teens more ways to reduce distractions on IG, and enable parents to build trust and dialogue with their teens.                     |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Channel           | Details                                                                                                                                 |
| New! Story        | Targeted at eligible teens / young adults (13-24) in EN-speaking countries                                                              |
| Instagram Blog    | Blog post announcing new features + update to Family Center                                                                             |
| Website           | Update Communities microsite, <a href="#">Stay Safe page</a> , and <a href="#">Creator blog</a>                                         |
| Help Center       | Details on enabling controls, how to opt-in, etc.                                                                                       |
| Social            | @instagramcomms tweet, @mosseri TWOI video                                                                                              |
| Event             | <a href="#">IRL event</a> aimed at parent creators, highlighting new and existing parent and teen well-being tools including Quiet mode |
| Content Marketing | <a href="#">Creator content</a> amplification                                                                                           |
| Editorial         | @creators feature featuring <a href="#">theestallion</a>                                                                                |
| Policy Programs   | Re-launch Parents Quiet w/ inclusion of Quiet Mode and distribute at WB event                                                           |
| Comms             | <a href="#">Comms plan</a>                                                                                                              |