IG Mental Well-being FYI [Archived]

George Volichenko on June 28, 2022 at 2:32 PM
This is a celebration post to call out that the Mental Well-Being team has accomplished the primary P0 goal for the half: *"Reduce experiences of problematic use and negative appearance comparison. Goal metric: % of weekly active teens meaningfully adopting Take a Break or Alt Topic Nudge (sum of individual feature adoption figures)."* As a reminder, our target was 0.25% and, as of the last full week of June, we are** at 0.30%**. This figure is obtained by adding the following adoption percentages: * 0.137% of teen WAU clicked on one of our Alternative Topic Nudges * 0.165% of teen WAU took a 10min+ break after receiving one of our Take a Break nudges (honored the break) Great job, team! We've had a very intense period in the last few months with numerous tests and launches, but we pushed through and drove this to completion. Onwards to the next half!

Plaintiff's Exhibit Markers
π PLAINTIFF π
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. 0621
Date Entered
Mark Busby, Clerk
By: , Deputy Clerk

K[redacted] H[redacted] on June 28, 2022 at 2:39 PM
S[redacted] B[redacted] on June 28, 2022 at 2:52 PM
K[redacted] H[redacted] on June 28, 2022 at 2:53 PM
Congratulations team!
S[redacted] T[redacted] on June 28, 2022 at 2:55 PM
Congrats everyone!!! Such a great achievement
Charles Sismondo on June 28, 2022 at 3:09 PM
B[redacted]d'A[redacted] on June 29, 2022 at 5:14 AM
Wonderful news team!
G[redacted] A[redacted] on June 29, 2022 at 7:56 AM
Congratulations all! Special thanks to S[redacted] B[redacted] and J[redacted] who helped revisit the goal when default opt in was deprioritized, thank you for your support!
N[redacted] S[redacted] on June 30, 2022 at 4:44 PM
Wow!! Congrats team!!!
A[redacted] F[redacted] on July 1, 2022 at 9:44 PM
R[redacted] K[redacted] S[redacted] R[redacted] I know you've been pitching using solution adoption as proxy for reducing prevalence of a privacy problem - good to see it working in practice.
G[redacted] A[redacted] on January 3, 2023 at 2:44 PM
George Is there a quick way to know where we were at the beginning of the half? This is captured in the H1'22 roadmap but we changed our metric mid-half right? Wasn't sure if what's in the roadmap is the right baseline.
https://fb.quip.com/A7FVATbRrB8M#temp:C:JWUe9d2a58c785149418a4463932
George Volichenko on January 4, 2023 at 11:49 AM
Yes, we re-calculated the baseline to include predicted teens. As of the end of the H1, we were at 0.28%, reflected here:
[redacted]