

Message

From: G [REDACTED] A [REDACTED] [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 1/20/2023 12:02:21 AM
To: D [REDACTED] [REDACTED]@meta.com]; George Volichenko [REDACTED]@meta.com]; N [REDACTED] S [REDACTED] [REDACTED]@meta.com]; M [REDACTED] B [REDACTED] [REDACTED]@meta.com]; [REDACTED] [REDACTED]@fb.com]
CC: [REDACTED] [REDACTED]@fb.com]; [REDACTED] [REDACTED]@fb.com]; H [REDACTED] R [REDACTED] [REDACTED]@meta.com]; F [REDACTED] F [REDACTED] [REDACTED]@meta.com]; K [REDACTED] H [REDACTED] [REDACTED]@meta.com]; L [REDACTED] W [REDACTED] (IG) [REDACTED]@meta.com]; B [REDACTED] H [REDACTED] [REDACTED]@meta.com]; S [REDACTED] L [REDACTED] [REDACTED]@meta.com]; J [REDACTED] K [REDACTED] [REDACTED]@meta.com]; L [REDACTED] M [REDACTED] [REDACTED]@meta.com]; T [REDACTED] O [REDACTED] [REDACTED]@meta.com]; B [REDACTED] Z [REDACTED] [REDACTED]@meta.com]; L [REDACTED] [REDACTED]@meta.com]; L [REDACTED] F [REDACTED] [REDACTED]@meta.com]; D [REDACTED] K [REDACTED] [REDACTED]@meta.com]; S [REDACTED] O [REDACTED] [REDACTED]@meta.com]; S [REDACTED] T [REDACTED] [REDACTED]@meta.com]; A [REDACTED] Y [REDACTED] [REDACTED]@meta.com]; J [REDACTED] K [REDACTED] [REDACTED]@meta.com]; M [REDACTED] Z [REDACTED] [REDACTED]@meta.com]; B [REDACTED] S [REDACTED] [REDACTED]@meta.com]; F [REDACTED] B [REDACTED] [REDACTED]@meta.com]; A [REDACTED] C [REDACTED] [REDACTED]@meta.com]; S [REDACTED] t [REDACTED] W [REDACTED] [REDACTED]@meta.com]
Subject: Re: [Launch Decision; Input Requested by 1/13 EOD] Quiet Mode Test Results & Launch Plan 1/19

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. 1003
	Date Entered
	By: Mark Busby, Clerk Deputy Clerk

All,

Excited to share that we launched Quiet Mode today! Launch went well and we have about 40K new adopters as of 3pm PST. We will share post launch performance in a few days and Liza will be posting a summary of external responses shortly.

Separately, I wanted to share a recap of a pre-launch discussion I had yesterday with M [REDACTED], N [REDACTED] and Sayed. They shared feedback around (1) signal from test results (2) our bar for launch (3) H1 strategy:

- **Test results:** Leads were concerned that the results (7-day roll ups that showed non stat sig trends) indicate the product is not as effective as originally expected and could be underestimating ecosystem impact.
 - As D [REDACTED] mentioned in his latest email, we have updated our result window to use all available data (a 28-day roll-up) instead. During this period, the impact on late nighttime spent is statistically significant (-0.38 ± 0.34).
 - However, we acknowledge that going forward there is an opportunity here for process improvements in how we review and communicate analysis of test results to ensure rigor and create extreme clarity.
- **Bar for launch:** The burden of proof for the future is very high. We need to test variants that are most effective, and tests should give us the best signal possible.
 - For H2, our goal was to land a drumbeat with table stakes features that give teens control over their experience without harming the ecosystem and make progress on our X-Meta Youth efforts.
 - We acknowledge that there is an opportunity for extreme clarity on the bar for launch (drumbeat vs. metric impact) and ongoing check ins to gauge if the bar has evolved
- **H1 strategy:** Going forward, we need to refresh the baseline. For our H1 goal, what are the key levers and what is the impact of each? How much adoption must happen to see effectiveness?
 - We plan to present our H1 strategy to reduce late night use over the next 2-3 weeks with this information including product iteration plans and additional levers.

I'm working with the team to retrospect our process and with Sayed to ensure that the Mental Well-being launch approval process going forward is aligned with the overall teen and PG processes.

Please let us know if we've missed anything above or if there is additional feedback.

Thanks.

From: D [REDACTED] A [REDACTED] <[REDACTED]@meta.com>
Sent: Thursday, January 19, 2023 12:33 PM
To: George Volichenko <[REDACTED]@meta.com>; N [REDACTED] S [REDACTED] <[REDACTED]@meta.com>; G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>; M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; H [REDACTED] R [REDACTED] <[REDACTED]@meta.com>; F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; K [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] W [REDACTED] (IG) <[REDACTED]@meta.com>; B [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] L [REDACTED] <[REDACTED]@meta.com>; J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] M [REDACTED] <[REDACTED]@meta.com>; T [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; B [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>; Liza Crenshaw <[REDACTED]@meta.com>; L [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; D [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] T [REDACTED] <[REDACTED]@meta.com>; A [REDACTED] Y [REDACTED] <[REDACTED]@meta.com>; J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; M [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>; B [REDACTED] S [REDACTED] <[REDACTED]@meta.com>; F [REDACTED] B [REDACTED] <[REDACTED]@meta.com>; A [REDACTED] C [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] t [REDACTED] W [REDACTED] <[REDACTED]@meta.com>
Subject: Re: [Launch Decision; Input Requested by 1/13 EOD] Quiet Mode Test Results & Launch Plan 1/19

Hi all,

We are following up to provide some clarity on the ground truth impact of Quiet Mode on late night use.

Previously, the team referred to 7 day roll-ups that were statistically significant over the holiday period (*when shared with WB leads*) but then returned to non-statistically significant but directionally negative shortly thereafter (*when shared with Communities leads*). While using recent 7 day roll-ups is the norm, due to observed variance over multiple 7 day windows, we believe a longer roll-up better measures expected long term impact.

For extreme clarity, in alignment with M [REDACTED] and S [REDACTED], we have updated our result window to use all available data (a 28 day roll-up) instead. During this period, the **impact on late night time spent is statistically significant** (-0.38 ± 0.34). With a back-of-the-envelope calculation, this equates to an effect of **-5.76% per adopter** on late night (12 AM - 4 AM) time spent (-0.39% topline effect / 6.6% adoption = -5.76% effect per adopter).



Going forward, we will use 28 day windows to measure the impact of Quiet Mode. Given that the longer time window allows us to reduce the confidence intervals and more easily reach statistical significance, we believe it reflects the ground truth of the impact of Quiet Mode.

After the launch of Quiet Mode today, we plan to review H1 plans to reduce late night use with leads in the next 2-3 weeks. Our initiatives will focus on improving product quality and effectiveness of Quiet Mode along with exploring new relevant product levers.

Best,
MWB Team

From: George Volichenko <[REDACTED]@meta.com>
Date: Tuesday, January 17, 2023 at 5:34 PM
To: N [REDACTED] S [REDACTED] <[REDACTED]@meta.com>, G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>, M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>, [REDACTED] <[REDACTED]@fb.com>
Cc: [REDACTED] <[REDACTED]@fb.com>, [REDACTED] <[REDACTED]@fb.com>, H [REDACTED] R [REDACTED] <[REDACTED]@meta.com>, F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>, K [REDACTED] H [REDACTED] <[REDACTED]@meta.com>, L [REDACTED]

W [REDACTED] (IG) <[REDACTED]@meta.com>, B [REDACTED] H [REDACTED] <[REDACTED]@meta.com>, S [REDACTED] L [REDACTED] <[REDACTED]@meta.com>, J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>, L [REDACTED] M [REDACTED] <[REDACTED]@meta.com>, T [REDACTED] O [REDACTED] <[REDACTED]@meta.com>, B [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>, Liza Crenshaw <[REDACTED]@meta.com>, L [REDACTED] F [REDACTED] <[REDACTED]@meta.com>, D [REDACTED] K [REDACTED] <[REDACTED]@meta.com>, S [REDACTED] O [REDACTED] <[REDACTED]@meta.com>, S [REDACTED] T [REDACTED] <[REDACTED]@meta.com>, A [REDACTED] Y [REDACTED] <[REDACTED]@meta.com>, J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>, D [REDACTED] A [REDACTED] <[REDACTED]@meta.com>, M [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>, B [REDACTED] S [REDACTED] <[REDACTED]@meta.com>, F [REDACTED] B [REDACTED] <[REDACTED]@meta.com>, A [REDACTED] C [REDACTED] <[REDACTED]@meta.com>, S [REDACTED] t W [REDACTED] <[REDACTED]@meta.com>

Subject: Re: [Launch Decision; Input Requested by 1/13 EOD] Quiet Mode Test Results & Launch Plan 1/19

+ D [REDACTED], M [REDACTED] B [REDACTED], F [REDACTED], A [REDACTED], S [REDACTED]

Thanks for the feedback, N [REDACTED]. Responses below. Based on your response and the upcoming ship day (1/19), we'll prepare an update for A [REDACTED] and EDS by EOD.

1. How do the results look for 13-15 vs. 16-18 teen cohorts? Do we have enough evidence across all dimensions that early teens are embracing this feature as intended?

Adoption is slightly higher amongst early teens compared to late teens (7.1% and 6.4%, respectively). The retention curves (see appendix) amongst the two groups are almost identical (about 80% at 28 days enabled). Unfortunately, given the sample size we would be unable to obtain a statistically significant result if we were to cut the late night time spent reduction by early vs late teen cohorts. Therefore, while we can't determine exactly how the feature is performing amongst the different age groups, the strong adoption and comparable retention for 13-15 y/o teens compared to 16-18 y/o teens suggests that early teens are embracing this feature.

2. Do we have benchmarks for similar opt-in products to get a sense of what we would expect for retention? Otherwise, the retention seems reasonable and high adoption rates are great to see.

We are comparing retention to Take a Break that has over 90% retention of the control (break honor rate is about 10%). While we do expect Quiet Mode to have lower control retention since it is more disruptive (mutes notifs for the entire duration) and the only way to dismiss it is to disable it, we will prioritize flattening the retention curve post launch exploring ideas that allow delaying start time/snooze.

3. What is the ground truth on late night use reduction?

We did see late night ts reduction to be statistically significant during three separate 7-day periods at the end of December 2022 but going into January the metric went back to being non stat sig (Deltoid). Overall, it is trending in the right direction and we have hopes that our work this half to improve retention and the feature's effectiveness in reducing late night ts will manifest in a more consistent significant impact.

We'll continue to monitor this trend via the backtest. Our hypotheses for this lack of consistency are seasonality and dilution of the effect by non-adopters in the test group.

4. Ecosystem impacts:

a. What were the original hypotheses of the ecosystem impact

Our original hypothesis was to see a reduction in late night time spent at a cost of a smaller reduction in overall time spent (partially mitigated by the morning digests). Due to our subtle

upsell strategy and corresponding modest adoption, we anticipated that these effects may not show up on the topline test level.

b. **Have we done the due diligence to ensure the deltoid readouts are accurate**

We did our due diligence by working with IGNS (notification metrics) and IGD (includes DM specific metrics), who carefully checked and signed off on their respective metric collections as part of their review process ([IGD review](#), [IGNS review](#)).

Given that our test size is small (allocated to 50% of stated age teens in 6EN who exhibit late night use), we aren't able to do detailed splits (retained only, heavy night use, age/Lness). Our plan is to analyze in detail with the backtest.

Re: foreground sessions, we do need to conduct additional analysis to confirm its driven by morning digests.

c. **Also, we should be rigorous in evaluating what % of ecosystem impact from late night TS reduction is being recouped by morning digests**

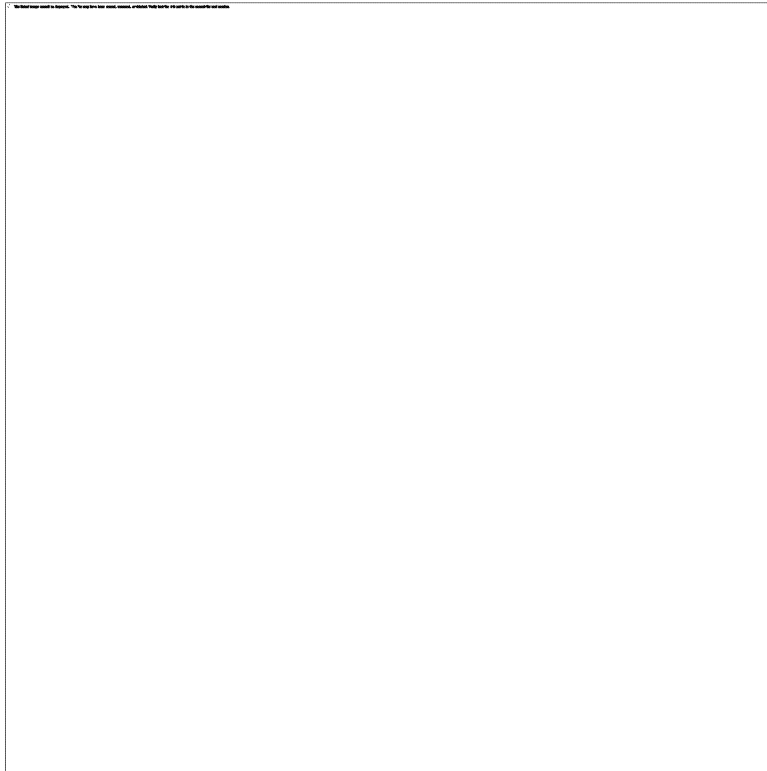
Noted. We don't yet have the specific offsets yet but as we gain more adopters post-launch, we will be closely monitoring the impact on time spent and digging into the positive contribution of digests there. We also do not have "time of day" as a dimension in Deltoid due to the expensive nature of adding such a cut, so these would have to be analyzed manually.

5. **The results refer to "stated teens" when the recommendation from our Age team is to use "recommended teens". Can we please align on the right definition here and rerun the analysis as needed?**

Our tests were run for "stated teens" in H2 2022 (the upsells are also targeted to stated teens). After rolling out the feature to stated age teens in January, our plan for Q1 is to test and launch for "recommended teens"

6. **Digests: What is the specific landing experience per digest?**

For the activity digest, the landing destination is Activity Feed. For the direct digest, it is the direct messaging surface.



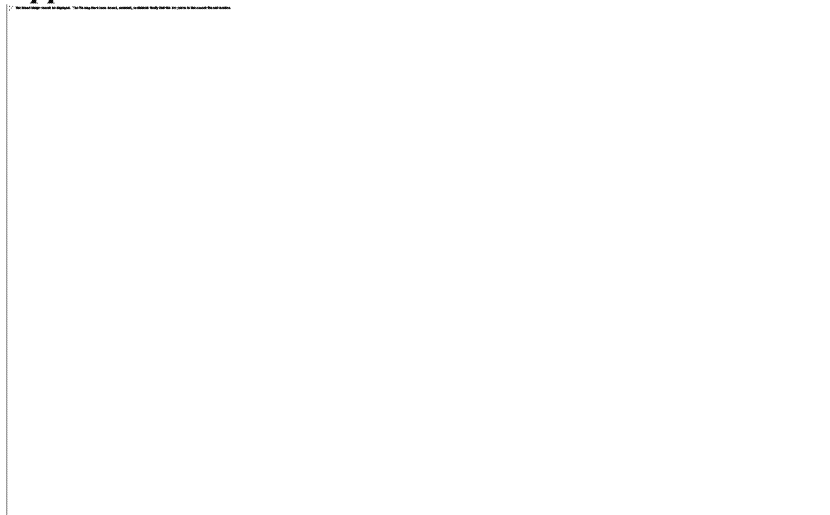
7. **Badging: We have been making some changes to badging, and if the digests are triggered by badging, that backtest is going to be critical to monitor. It would be ideal if we can read results at the country level for US in the backtest (not a hard constraint)**

Yes, Deltoid gives us the ability to easily split results by country, so we will add the US split to the list of results to monitor.

8. **How much of the H1 goal would this test/launch account for?**

The goal for H1 2023 is based on the recommended age. We plan to test and launch to this new audience in H1 2023. Our rough estimate suggests that the January launch to stated age teens will get us halfway to our target and launching to recommended age teens will bridge the rest of the gap (more details in [this post](#)). We'll revisit our goal targets (if needed) at the end of Q1 based on actual post launch results.

Appendix



From: N S <@meta.com>

Sent: Friday, January 13, 2023 12:37 PM

To: G A <@meta.com>; M B <@meta.com>; <@fb.com>

Cc: <@fb.com>; <@fb.com>; H R <@meta.com>; F F <@meta.com>; George Volichenko <@meta.com>; K H <@meta.com>; L W (IG) <@meta.com>; B H <@meta.com>; S L <@meta.com>; J K <@meta.com>; L M <@meta.com>; T O <@meta.com>; B Z <@meta.com>; Liza Crenshaw <@meta.com>; L F <@meta.com>; D K <@meta.com>; S O <@meta.com>; S T <@meta.com>; A Y <@meta.com>; J K <@meta.com>

Subject: Re: [Launch Decision; Input Requested by 1/13 EOD] Quiet Mode Test Results & Launch Plan 1/19

Hi Team,

This is an exciting email and test results!

We have a few follow-ups on the test results:

- **Early vs. Late Teens:** How do the results look for 13-15 vs. 16-18 teen cohorts? Do we have enough evidence across all dimensions that early teens are embracing this feature as intended?
- **Retention:** Team seems concerned about retention “Retention is lower than expected, currently at 70% 28 days past enable.” What was the expected retention – do we have benchmarks for similar opt-in products to get a sense of what we would expect for retention? Otherwise, the retention seems reasonable and high adoption rates are great to see.
- **Late night use reduction:** Late Night TS Reduction is a great finding! However, later in the email it says “ We were seeing statistically significant reductions in late night (12 AM - 4 AM) time spent in the final test but the most recent Deltoid refresh showed no statistical significance (-0.30±0.38).” What is the ground truth on late night use reduction?
- **Ecosystem impacts:** No negative ecosystems impacts is a surprising finding (as well as foreground sessions uptick due to the digest). What were the original hypotheses of the ecosystems impacts and have we done the due diligence to ensure the deltoid redouts are accurate (e.g., taking a look at retained users only, those with heavy late night use, by age/L-ness, looking specifically at DM usage impact since DM notif suppression is key to QM, notif usage, etc.). Given that this is the first feature for PU, we should be extremely rigorous in building a strong intuition of ecosystems effects.
 - Also, we should be rigorous in evaluating what % of ecosystem impact from late night TS reduction is being recouped by morning digests.
- **Teen definition:** The results refer to “stated teens” when the recommendation from our Age team is to use “recommended teens”. Can we please align on the right definition here and rerun the analysis as needed?
- **Digests:** What is the specific landing experience per digest?
- **Badging:** We have been making some changes to changes to badging, and if the digests are triggered by badging, that backtest is going to be critical to monitor. It would be ideal if we can read results at the country level for US in the backtest (not a hard constraint)

Independent of the test, I’m wondering about how this rollout is baked into the H1 goal. The team took on an a goal to reduce Late Night Time Spent by teens in H1. How do these findings align with the goal targets for H1, e.g., how much of the H1 goal would this test/launch account for?

Assuming the concerns above, especially around Late Night TS reduction and Eco impacts are not merited or addressed, the launch recommendation seems reasonable.

Thank you, team!

From: G A <@meta.com>
Date: Wednesday, January 11, 2023 at 3:56 PM
To: M B <@meta.com>, <@fb.com>, <@fb.com>
Cc: <@fb.com>, <@fb.com>, H <@meta.com>, F F <@meta.com>, George Volichenko <@meta.com>, K H <@meta.com>, L W (IG) <@meta.com>, B <@meta.com>, S L <@meta.com>, J K <@meta.com>, L M <@meta.com>, T O <@meta.com>, B <@meta.com>, Z <@meta.com>, Liza Crenshaw <@meta.com>, L F <@meta.com>, D K <@meta.com>, S O <@meta.com>, S T <@meta.com>, Y <@meta.com>, J K <@meta.com>
Subject: [Launch Decision; Input Requested by 1/13 EOD] Quiet Mode Test Results & Launch Plan 1/19

+A, J

Hi Communities leads,

We are following up with the final test results for Quiet Mode and are **looking for alignment on a launch recommendation**. Launch is on 1/19, so our timeline is to align with you by 1/13 EOD followed by a heads up to IG and CSI leads by 1/17.

Context: Test 2 and 3 features were combined into a single test in 6 EN countries as their timelines converged. We followed this with a country test in the Philippines (PH) to evaluate ecosystem and efficiency impact of a full launch and virality of the direct auto-reply feature. Designs [here](#).

Test Result Summary: Based on the experiment evaluation framework aligned with Communities leads ([link](#)), we have:

1. Exceeded our adoption benchmarks despite the subtle upsell strategy (6.6% vs. 0.5%),
2. Seen [evidence](#) of the feature's capability to deliver a statistically significant late night use reduction in the [final test](#), and
3. Done no harm to the ecosystem in either the final test or the country test run in PH; we see a bonus win of stat sig increase in foreground sessions

Recommendation: We recommend launching Quiet Mode on 1/19 to US, NZ, AU, CA (and UK/IE pending final confirmation from legal). We have aligned with partner teams on the launch proposal (IGNS, IGD, IG Growth Retention). After launch, we will be closely monitoring ecosystem movements using a backtest.

Product Commitments & Monitoring: Primary product commitments are that notifications will be muted and digests will go out with a p95 SLA of 15 min. We are actively monitoring volume for both and SLA for digests. We also have logging and are in the process of adding alerts for other features like status suppression, direct auto reply, and customization.

GTM: The GTM is intended to be medium-volume and a strong proactive moment. Our [GTM includes](#) an Instagram blog post, New! Story, creator content development, @creators and @instagram activations, Adam exec support via his 'This Week on Instagram' video, widespread press outreach and more. It has been scaled back since our initial conversations, given that it's been

de-coupled from the Parenting Creator event in February and a few in-product activations have been pared down due to budget constraints.

Post MVP Product Opportunities: As a heads up, we are aware of the following product opportunities for the digest experience and plan to address post launch:

1. We simplified the digest content to be generic "you have new messages from while in quiet mode". We plan to make it more dynamic this half by adding sender names/counts. Same for activity digest.
2. Digests are triggered by app badge count and will trigger in case there is unchecked activity before QM starts and there is no activity during QM.
3. Direct digest will trigger if the user has new messages in direct, even if they have visited direct (but not clicked into the messages) before QM end time.

Additional test results details below. Please let us know if there are any questions or concerns on the above and if you are aligned with a launch recommendation by 1/13 EOD.

Best,
MWB Team

Detailed result updates:

1. We were seeing statistically significant reductions in late night (12 AM - 4 AM) time spent in the final test but the most recent Deltoid refresh showed no statistical significance (-0.30±0.38). We will monitor to see if we regain statistical significance.
2. There is a statistically significant increase in core foreground sessions (0.26±0.21), which we believe to be due to the daily and direct digests encouraging users to re-engage with Instagram in the mornings, a more active time across users than late night. Additionally, VPVD metrics are trending positive while total time spent is neutral.
3. We still see no regressions to IG critical metrics and have rectified efficiency regressions that we saw shortly after launch.
4. In test 2, the **adoption rate is 6.6% (162,457 adopters) amongst stated age teens with at least 1 day of 5 min+ late night time spent (10am-7am) in the last week before entering the test.**
 - a. In the country test, adoption is 0.6% (106,749 adopters) across gen pop (who do not receive upsells) and **6.0% (17,284 adopters) amongst stated age teens with late nighttime spent at or above the 90th percentile** (the audience we will be using for our P0 half goal)
5. Retention is lower than expected, currently at 70% 28 days past enable and 80% 28 days past enable for users who were still enabled at the end of day 0. 46% of disables occur within an hour of sending a message and 30% of "disable" events are followed by an enable event.
 - a. Our top hypothesis is that these users disable QM to be notified when they receive replies. We are exploring opportunities post launch to help users delay their QM start time or find a way to re-enable.

From: M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>

Sent: Thursday, November 10, 2022 3:37 PM

To: G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@fb.com>

Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; H [REDACTED]

R [REDACTED] <[REDACTED]@meta.com>; F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; George Volichenko <[REDACTED]@meta.com>; K [REDACTED] H [REDACTED]

<[REDACTED]@meta.com>; L [REDACTED] W [REDACTED] (IG) <[REDACTED]@meta.com>; B [REDACTED] H [REDACTED]

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<[REDACTED]@meta.com>; T [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; B [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>; Liza

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S [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] T [REDACTED] <[REDACTED]@meta.com>

Subject: Re: [FYI] Launch Plan for Quiet Mode

Thanks - I think most of the excitement of a new phone will be over post-holidays, but the new year narrative is a good one to tie into. Looking forward to seeing the results.

From: G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>

Sent: Tuesday, November 8, 2022 1:08 PM

To: M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@fb.com>

Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; H [REDACTED] <[REDACTED]@meta.com>; F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; George Volichenko <[REDACTED]@meta.com>; K [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] W [REDACTED] (IG) <[REDACTED]@meta.com>; B [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] L [REDACTED] <[REDACTED]@meta.com>; J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] M [REDACTED] <[REDACTED]@meta.com>; T [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; B [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>; Liza Crenshaw <[REDACTED]@meta.com>; L [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; D [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] T [REDACTED] <[REDACTED]@meta.com>

Subject: Re: [FYI] Launch Plan for Quiet Mode

Hi M [REDACTED],

Reg. timing the launch closer to holiday/gifting season - the alternate option was early Dec which wouldn't leave enough time for final ecosystem/learnings discussions since test 3 wraps up by end Nov. Mid-late Dec wasn't considered due to holidays for media outlets. After evaluating all these factors, comms/marketing aligned on Jan 19 and still expect to benefit from post-holiday tail winds with the "reset and check in" narrative.

Reg. in person pre-launch review - Yes, we plan to wrap up all 3 tests by end of Nov and then meet with

1. Partner teams for any ecosystem discussions and
2. Leads for a final launch go/no go based on test results & flag any escalations based on #1. We'll include the final GTM plan as part of this.

Let me know if there are any other questions,

G [REDACTED]

From: M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>

Sent: Thursday, November 3, 2022 4:48 PM

To: G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@fb.com>

Cc: [REDACTED] <[REDACTED]@fb.com>; [REDACTED] <[REDACTED]@fb.com>; H [REDACTED] <[REDACTED]@meta.com>; F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; George Volichenko <[REDACTED]@meta.com>; K [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] W [REDACTED] (IG) <[REDACTED]@meta.com>; B [REDACTED] H [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] L [REDACTED] <[REDACTED]@meta.com>; J [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; L [REDACTED] M [REDACTED] <[REDACTED]@meta.com>; T [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; B [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>; Liza Crenshaw <[REDACTED]@meta.com>; L [REDACTED] F [REDACTED] <[REDACTED]@meta.com>; D [REDACTED] K [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] O [REDACTED] <[REDACTED]@meta.com>; S [REDACTED] T [REDACTED] <[REDACTED]@meta.com>

Subject: Re: [FYI] Launch Plan for Quiet Mode

Thanks G [REDACTED],

The january/fresh start narrative makes sense. However, it does seem like a moment right before a bunch of teens get new phones would be an ideal awareness point for parents and teens as they're deciding which apps to install. Did we consider this moment as part of this decision? Do we think we'll see less impact by missing this moment?

Second, can we do an in-person launch review post test #3 completion with a look at the following:

- data from three tests, what we've learned, what's next based on those learnings
- discussion of how we'll mitigate potential sevs related to this product (e.g. our commitments w/the product vs. how we'll monitor, maintain, defend them)
- review of gtm

M [REDACTED]

From: G [REDACTED] A [REDACTED] <[REDACTED]@meta.com>

Sent: Monday, October 31, 2022 12:06 PM

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Subject: [FYI] Launch Plan for Quiet Mode

Hi Communities leads,

Since we last discussed Quiet Mode, the team has successfully rolled out test 1 (features that reduce distractions), is in dogfooding for test 2 (norm setting features) and has identified a final test 3. With this progress, our final launch plan (aligned with Comms and Marketing) is - **launch ready by mid Dec, launch with comms moment on Jan 19th**. Rationale below.

TL;DR: After successfully incorporating user and partner team feedback in test 2, we've now finalized our last milestone i.e. test 3 which will include two new features: customization of start and end times and self-profile indicator (test timeline is 11/14 to 11/25).

We are reaching out to share the final plan we've aligned on in collaboration with Comms and Marketing (see traffic light below):

- We will be **ready to launch by mid-Dec** having completed all 3 tests, partner team negotiations for ecosystem and leads alignment
- The final **launch will be on Jan 19** to allow for a strong proactive high-volume announcement post-holiday/PSC timeline. The latest viable H2 date for comms is Dec 6 which doesn't give the team enough time for launch readiness and ecosystem trade off discussions after test 3.

Rationale for Jan'23 launch timeline: Comms and Marketing recommend a proactive, high-volume youth well-being moment on Jan 19. For a successful announcement moment, they feel strongly that:

- January allows us to bundle additional parental supervision tools and lean into a broader youth well-being "reset and check in" narrative when press and other external stakeholders are back online after the holidays
- Launching in early Dec with only test 2 scope doesn't work because:
 - Customization (test 3) is critical to landing our narrative of giving teens control over their experiences; self-profile indicator is valuable for user transparency
 - Having customization also allows to tailor the news to other audiences (i.e., creators) who would also benefit from this feature but would be averse to strict timing defaults

The team thinks this is the right move for users and de-risks both product quality and comms moment with a fairly small timeline delay. Traffic light, GTM and product details below. Please let us know if there are any questions/concerns or if you'd prefer to meet live to discuss.

Best,
MWB team

APPENDIX

Traffic Light: Options Considered for H2

Option	Impact to user	Impact to goal: # of milestones	Impact to comms moment
Launch Jan 19 with comms moment (keep product in public testing in H2) [Recommended]	High - offers customization & user transparency at launch	Medium - Hits 3/3 tests in H2 but no launch	High - full scope and right timing for narrative
Launch in early Dec without customization	Med - default everyone to 10-7; customization as fast follow in Jan	High - Hits 3/3 milestones - 2 tests, 1 launch	Low - Comms/Marketing not aligned with this scope
Launch mid-late Dec ,comms moment in Jan	High - offers customization at launch	Medium - 3/3 milestones - 3 tests and 1 launch (pending final QA of customization)	Low - Comms/Marketing prefers to couple launch with drumbeat

GTM Overview: High-volume bundled announcement that will include Quiet mode (hero product), youth supervision tools and FB teen defaults. We will prioritize marketing-in-product via targeted New! Story, partner amplification (via content marketing), editorial features, IRL event featuring parent and teen creators, media outreach, and share updates via blog (IG, Family Center, etc). More [details here](#).

Scope & timeline details:

Test 2 scope (starting 10/31) was increased to include the following ([visuals here](#)):

- Dedicated IGD digest that takes users directly to the inbox to catch up on missed messages (in addition to the existing digest for all other notifications housed within Activity Feed)
- Ability to manage Quiet Mode from within the Notifications page in Settings (on top of the existing Time Spent entrypoint in Your Activity)
- Additional CTA to get to settings from all success dialogs so people can easily manage (turn off/change start and end time) quiet mode
- Self-indicator toast on profile to let users know they are in quiet mode (shown once per quiet mode window, will be replaced by a different design in the following phase)

As a result, we have finalized a test 3 with the following ([visuals here](#)):

- Ability to customize start/end time
- Permanent Quiet Mode indicator on self-profile (shown for the entire QM window). This is tappable and lets the user know until what time they are in QM and gives a direct link to Settings to edit the parameters or turn off the feature altogether