

Defendant's Exhibit Markers	
Δ DEFENDANT Δ	United States District Court Northern District of California
	Case No. 4:23-cv-05448-YGR
	Case Title State of California v. Meta, et al
	Exhibit No. 18403
	Date Entered
By: Mark Busby, Clerk Deputy Clerk	

Message

From: J [REDACTED] P [REDACTED] [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 7/13/2023 10:30:25 PM
To: C [REDACTED] F [REDACTED] [REDACTED]@meta.com]; M [REDACTED] P [REDACTED] [REDACTED]@meta.com]
CC: Max Eulenstein [REDACTED]@meta.com]; F [REDACTED] C [REDACTED] [REDACTED]@meta.com]; M [REDACTED] B [REDACTED] [REDACTED]@meta.com]; Francesco Fogu [REDACTED]@meta.com]; C [REDACTED] H [REDACTED] [REDACTED]@meta.com]
Subject: Re: [Pre-read] Leading on IG Teen Protections - July 11 review (IGWB and Trust)

Smaller group, + R [REDACTED] G [REDACTED]

All three action items here are ripe for CD to support. I understand we are pulling E [REDACTED] I [REDACTED] in now. Please keep R [REDACTED] looped in on how things are progressing so we can be sure to prioritize and push this forward successfully.

J [REDACTED]

From: C [REDACTED] F [REDACTED] <[REDACTED]@meta.com>
Date: Tuesday, July 11, 2023 at 2:36 PM
To: Adam Mosseri <[REDACTED]@meta.com>, Max Eulenstein <[REDACTED]@meta.com>, Ashley (Yuki) Alexander <[REDACTED]@meta.com>, Jenni Romanek <[REDACTED]@meta.com>, Nam Nguyen Engineering <[REDACTED]@meta.com>, C [REDACTED] H [REDACTED] <[REDACTED]@meta.com>, Kristin Hendrix <[REDACTED]@meta.com>, J [REDACTED] M [REDACTED] <[REDACTED]@meta.com>, N [REDACTED] M [REDACTED] <[REDACTED]@meta.com>, I [REDACTED] A [REDACTED] <[REDACTED]@meta.com>, T [REDACTED] H [REDACTED] <[REDACTED]@meta.com>, S [REDACTED] C [REDACTED] <[REDACTED]@meta.com>, IG Reviews <[REDACTED]@meta.com>, R [REDACTED] S [REDACTED] <[REDACTED]@meta.com>
Cc: M [REDACTED] B [REDACTED] <[REDACTED]@meta.com>, F [REDACTED] F [REDACTED] <[REDACTED]@meta.com>, Sayed Otaru <[REDACTED]@meta.com>, A [REDACTED] F [REDACTED] <[REDACTED]@meta.com>, M [REDACTED] F [REDACTED] <[REDACTED]@meta.com>, Francesco Fogu <[REDACTED]@meta.com>, M [REDACTED] Z [REDACTED] <[REDACTED]@meta.com>, A [REDACTED] T [REDACTED] <[REDACTED]@meta.com>, I [REDACTED] M [REDACTED] <[REDACTED]@meta.com>, C [REDACTED] L [REDACTED] <[REDACTED]@meta.com>, T [REDACTED] B [REDACTED] <[REDACTED]@meta.com>
Subject: Re: [Pre-read] Leading on IG Teen Protections - July 11 review (IGWB and Trust)

Hi all,

Thanks for the feedback today. Here are the takeaways and action items we captured.

Takeaways

1. Although all of the focus areas are important, we want a more focused tagline for our IG go-to-market approach. We need to get more opinionated on the 1-2 specific problems that we think are most important and will further our progress in credibly landing key external messaging.
2. In order to drive this focus, we'll take another pass at the principles and consider where we have a believable opportunity to be both best-in-class and land a proactive and defensible external message that can break through. We need to take a stance on if we are primarily speaking to parents or policymakers. Likely there are other table stakes requirements where we want to be best-in-class but would not speak to proactively, so we'll consider that independently.
3. As a next step, we'll develop a more opinionated strategy through an external lens, the key go-to-market message related to that strategy, and the 2-3 features that support that message. From there,

we can debate the strategy, if the message will land in market, and if the features support the message.

Action Items

1. Refine the principles to narrow the focus and clarify the definition of 'leading' in this context is focused on credible external messaging, rather than benchmarking above our peers
2. Develop a more opinionated and focused strategy around one 1-2 problems
3. Connect the product strategy with comms, marketing, policy to align on the key features and positioning that we think we can credibly land in market

Target timeframe: mid-August

Thanks again,

C [REDACTED], M [REDACTED] and Francesco

From: C [REDACTED] F [REDACTED]

Sent: Friday, July 7, 2023 6:22 PM

To: Adam Mosseri <[REDACTED]@meta.com>; Max Eulenstein <[REDACTED]@meta.com>; Ashley (Yuki) Alexander <[REDACTED]@meta.com>; Jenni Romanek <[REDACTED]@meta.com>; Nam Nguyen Engineering <[REDACTED]@meta.com>; C [REDACTED] H [REDACTED]@meta.com>; Kristin Hendrix <[REDACTED]@meta.com>; J [REDACTED] B [REDACTED] M [REDACTED] <[REDACTED]@meta.com>; N [REDACTED] M [REDACTED]@meta.com>; L [REDACTED] A [REDACTED] <[REDACTED]@meta.com>; T [REDACTED] H [REDACTED]@meta.com>; S [REDACTED] C [REDACTED]@meta.com>; IG Reviews <[REDACTED]@meta.com>
Cc: M [REDACTED] B [REDACTED]@meta.com>; F [REDACTED] F [REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; A [REDACTED] F [REDACTED]@meta.com>; M [REDACTED] P [REDACTED]@meta.com>; Francesco Fogu <[REDACTED]@meta.com>; M [REDACTED] Z [REDACTED]@meta.com>; A [REDACTED] T [REDACTED]@meta.com>; L [REDACTED] M [REDACTED] <[REDACTED]@meta.com>; C [REDACTED] I [REDACTED]@meta.com>; T [REDACTED] B [REDACTED]@meta.com>
Subject: [Pre-read] Leading on IG Teen Protections - July 11 review (IGWB and Trust)

Hi all,

Across IGWB and IG Trust, we've been working on a refreshed vision for teen protections on IG, looking beyond youth industry practices and near term regulatory requirements to define which areas we should lead the industry.

Please find the pre-read here: https://docs.google.com/presentation/d/1ebng5qckun6vhA_CTu6F1YL1oTAAL-y2TNu6dAE6YDQ/edit?usp=sharing

The goals of the review are to:

1. Review current landscape of IG youth protection and the new regulatory environment
2. Align on strategy (overview [here](#)) and criteria ([here](#)) for where IG should lead for teen protections
- 3.
4. Align on the opportunity areas for where IG will lead and the path to get there
 - a. We recommend leading across Safety, Age Appropriate Experiences, the Well-being components of Bullying & Harassment, SSI and ED, and Supervision (excluding parental consent).
5. Align on principles to guide our feature investments ([here](#))

Please note we have been collaborating with CxMY as they are teeing up a review for x-Meta alignment on focus areas for where to lead and we are broadly aligned in our recommendations.

Looking forward to your feedback and the discussion on Tuesday, July 11.

Thanks!

C[REDACTED], M[REDACTED] and Francesco