

# The Future of Youth Regulation Design Sprint

July 11-14, 2023



| Plaintiff's Exhibit Markers |                                                                 |
|-----------------------------|-----------------------------------------------------------------|
| PLAINTIFF                   | United States District Court<br>Northern District of California |
|                             | Case No. MDL No. 3047 (N.D. Cal.)                               |
|                             | Case Title In re: Social Media Adolescent Addiction             |
|                             | Exhibit No. 0005                                                |
|                             | Date Entered                                                    |
|                             | By: Mark Busby, Clerk<br>Deputy Clerk                           |

0005\_0001

## IG Regulatory Design Principles

Francesco Fogu, E [REDACTED]  
PD, Instagram, CD, Instagram

### Introductions

**PRIV**

1. Support user goals  
while striving for  
regulatory  
compliance



As a company, we make different choices when it comes to regulatory responses. Sometimes we don't comply and accept a fine. Sometimes we comply in the most minimal or literal way possible. Where we see great opportunity is in finding the user need embedded within the regulation and solving those real people problems in the process of meeting the regulation's requirements. Regulation can be an expression of our users' (and their parents') desires, fears, and values. Doing this for DSA meant offering customization across surfaces, so users could choose non-profiling for one aspect of their experiences while using ranking for another. "Less relevant" "Not interested" versus "following" or "Not personalized"