

# MZ Comms Plan H2 2022

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1

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# Context, Goals & Discussion Questions

## Context

1. In H1, we surfaced a number of key learnings that are informing our H2 strategy. We saw success in sharing personal content and showing you as a hands-on leader. We are seeing mixed results from leading all announcements.
2. Based on feedback, we've set ambitious goals to position you as the leading builder of new technologies, and developed a strategy and set of tactics to achieve them in H2.
3. Looking ahead, we'd like to continue the conversation about how you envision your legacy and what it means to be a builder. This will provide the team with a north star and anchor longer-term strategy development.

## Goals

1. Align on your comms goals, strategy, and metrics for H2 so we have a shared sense of what success looks like
2. Share how our learnings/data are informing where we go from here
3. Identify the people, formats and forums that will help carry your message

## Discussion Questions

1. Are you aligned with our recommendation to prioritize fewer, bigger, higher impact moments? [Slide 5]
2. Are you aligned with our recommended balance between Meta Present, Meta Future, and Personal? [Slide 8]
3. Which tactics (podcasts, activations, etc.) do you think will help us deliver on our goals/are you excited about doing? [Slide 10]
4. What does "being a builder" mean to you? How are you thinking about your legacy?

# Agenda



01 H1 Learnings

02 H2 Strategy, Goals & Metrics

03 Tactics & Operationalizing the Strategy

# H1 Learnings

## 1. Humanize through personal content

- Personal content is Mark's best performing content type across Facebook and Instagram
- Evergreen content is critical to maintaining an authentic feel – posts that feel overly-produced are dismissed as corporate
- Sharing personal insights about Mark is critical to selling audiences on the metaverse and the value of our tech

## 2. Show Mark as a hands-on leader

- Implemented a process to capture more fly-on-the-wall content
- Contributed to some of the most engaged posts of the year, like the Cambria tease video, Meta store opening carousel and McDonald's announcement
- Compelling visuals also helped drive media coverage around these moments

## 3. Mark leads coverage for key announcements

- Pivoted to ensure Mark leads all announcements – pulled back supporting comms tactics (blogs, pre-briefs, etc.).
- The % of coverage Mark is leading increased significantly on key moments like NFT on IG, Cambria, Crayta Horizon Home, and Avatar Store.
- Increasing FOA focus helps highlight product momentum and innovation in our products today
- Early lessons learned: (a) seeing less volume in coverage over time and (b) coverage isn't as in depth

## 4. Continue to focus on Instagram

- Instagram audience has grown nearly 30% since June 2021
- Growth will inevitably slow as audience size increases, but still seeing positive signs here with an 8% YTD increase in followers due to increased posting frequency
- Engagement rate on Instagram is consistently higher than Facebook (2% v. 0.24%), and indications that our target audiences are likely spending more time on Instagram than Facebook

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4

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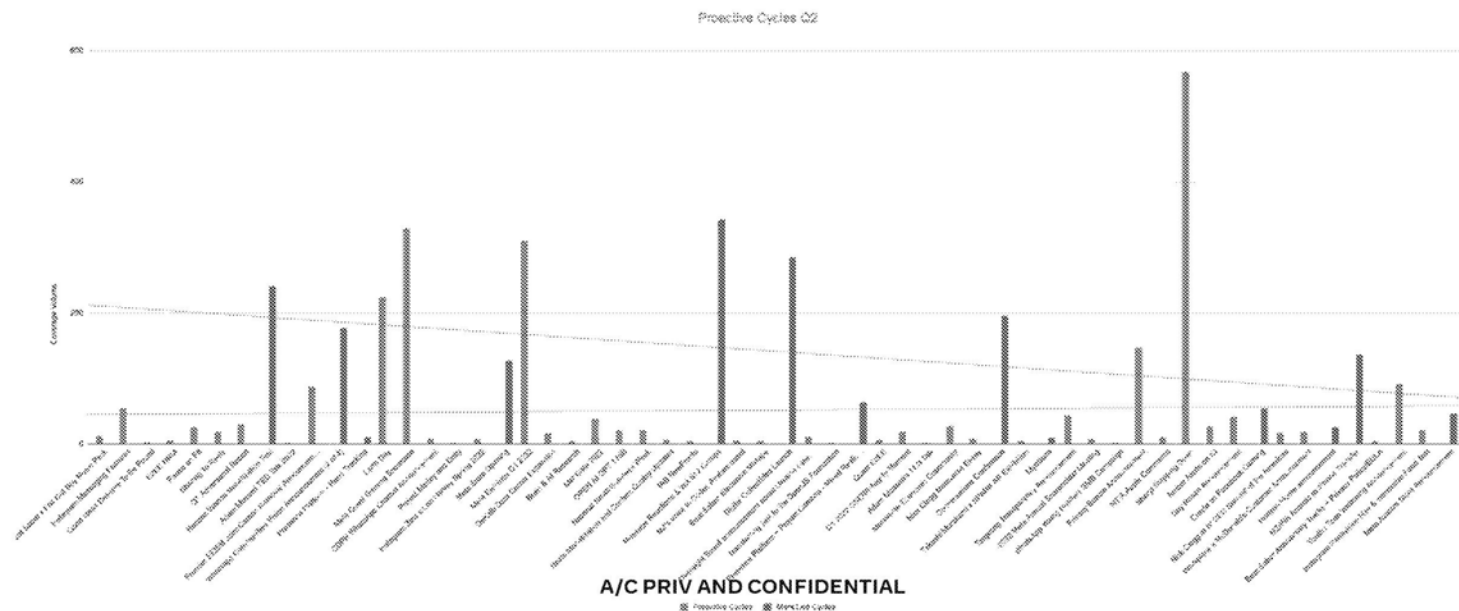


# H1 Learnings: Media coverage of Mark-led moments is decreasing over time

Through Q2, we've seen a decrease in press coverage volume for Mark-led moments. While the overall volume of Mark-led cycles is higher on average compared to non-Mark moments, the downward trendline may indicate less coverage of his announcements over time.

Possible reasons driving this: (1) Mark-led moments constrain our ability to pre-brief press in detail and offer spox or unique perspectives which makes media coverage more interesting; (2) When Mark leads many moments, it signals everything is important vs. just focusing on the things that Mark uniquely cares which makes him interesting to follow for specific audiences. We see this as a risk over time as folks may start to tune out.

For discussion: Are you aligned with our recommendation to prioritize fewer, bigger, higher impact moments?



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# Agenda

01 H1 Learnings



02 H2 Goals, Strategy & Metrics

03 Tactics & Operationalizing the Strategy

# H2 Goals, Strategy & Metrics

## Goals:

1. Position Mark as an innovator, hands-on builder and technologist.
2. Enable Mark to be the leading voice on the metaverse and educate target audiences on the value it will bring to the world.
3. Let Mark be Mark: share his values & how they shape his worldview and work at Meta and CZI.

## Strategy:

1. Mark leads all product and tech innovation announcements, with a focus on our priority narratives: **Meta Present** (FOA, Reels, AI) and **Meta Future** (metaverse, RL)
2. **Personal:** Post more personal content and less corporate sounding posts/assets when breaking news.
3. Keep engaging with influencers, creators and like-minded tech leaders and continue to invest and build the relationships.

## Target audiences:

1. Tech elites & early adopters, including AR/VR consumers, web3 community and creators
2. Investor and business community
3. Current & prospective employees

## Metrics:

1. Mark leads media coverage for 100% for tech/innovation tentpole moments, 50% product/tech announcements, 10% company announcements.
2. +2.5% on MZ's social reach and avg. engagement/post.
3. Sentiment on MZ's social/media coverage is 50% neutral to positive on Best Days Ahead.



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## H2 Strategy: Focus Areas & Key Messages

We want to ensure we have the right balance of content across focus areas to achieve our overall goals. In H2, Mark's comms will be focused on landing key narratives across 3 areas:

| Priority                                                                               | Key messages                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Meta Future (60%)</b><br><i>Metaverse, Reality Labs research, AI vision</i>      | We are the market leader in AR/VR technology and building the technologies that will be required for future metaverse experiences.                                                                                                                                                  |
| <b>2. Meta Present (30%)</b><br><i>Family of apps, AI for Product, Reels, Creators</i> | We continue to invest in FOA and creating the best possible experiences and services for our billions of users worldwide.<br><br>We're using AI to produce better content ranking, improve outcomes in our ads systems and accelerate the metaverse with creators around the world. |
| <b>3. Personal (10%)</b><br><i>Family, adventure, philanthropy</i>                     | Mark will share more of a window into his personal life and what drives him.                                                                                                                                                                                                        |

For discussion: Are you aligned with our recommended balance between Meta Present, Meta Future, and Personal?

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5  
8

# Agenda

01 H1 Learnings

02 H2 Strategy, Goals & Metrics

➡ 03 Tactics & Operationalizing the Strategy

# Tactics & Operationalizing the Strategy

To achieve our topline goals and ensure we're landing the right balance of Meta Present, Meta Future, and Personal content, we're recommending a number of tactics which we'd like your feedback on:

1. **Owned Social:** Growing/curating audience with focus on content that resonates with target audiences; leveraging a specific content mix and engaging formats
2. **Community Engagement:** Build a community of advocates interested in the tech we're building for the metaverse, with a focus on creators, AR/VR consumers and the web3 community
3. **Podcasts:** Continue podcast appearances, with influencers and in forums to land our AI for Biz narrative
4. **Horizon Home Hangouts:** Hangouts in VR with interesting folks as an episodic content series; showcase the content they've built and discuss what the metaverse will unlock for their vertical
5. **IRL BBQ:** Bring together the brightest minds in technology for off-the-record conversations to build rapport and discuss interesting technology breakthroughs that will shape the future.
6. **Internal Comms:** Options to engage with employees more frequently and in more intimate settings, given fewer Company Q&As

For discussion: Which tactics do you think will help us deliver on our goals/are you excited about doing?

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10

# 1. Owned Social: Growing Mark's Audience

Below, we've included a snapshot at Mark's audiences on Facebook and Instagram today. Each of the tactics outlined in this plan are intended to attract more of our target audiences to Mark's channels, which we'll measure through three key goals:

1. **Growth rate:** Maintain 4%/qtr audience growth on Instagram.
2. **Gender split:** Increase the percentage of female followers, shifting gender split closer to 50/50 male/female.
3. **Audience age:** Increase % of followers between 18-24.

## Facebook:

- **Age:** Mostly millennials – 52% of his followers are between 25-34.
- **Gender:** 64% male, 36% female.
- **Location:** Top 3 countries are India (27.7%), U.S. (10.8%) and Brazil (8.9%).
- **Growth:** Remained relatively flat since March '21, with the exception of a 2.12% jump (2.5M) in October driven by the company rebrand

## Instagram:

- **Age:** Mostly millennials – 66% of followers are 18-34.
- **Gender:** 62% male, 38% female.
- **Location:** Top 5 countries are India (30%), U.S. (11.2%), Indonesia (11.1%), Brazil (8.3%), Nigeria (5.7).
- **Growth:** 36% growth since March '21, including a 17% jump in H2 2021 driven by the company rebrand in October.
- **Education:** 1.3X more educated than platform average.
- **Interests:** Tech, politics, family, dining, cars, gaming, environmentalism, philanthropy, history.

\*NOTE: More audience data & proposed tactics are available in the appendix.

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# 1. Owned Social: Content Types

These are the main content streams that comprise Mark's social strategy.



## Influencer conversations

Long-form discussions with industry leaders, non-traditional media and influencers, posted to Mark's channels as Facebook videos, Reels and IG Stories.



## Innovation announcements

Leading the news on Meta product launches with raw, authentic and engaging photo and video content distributed across Mark's channels.



## Tech showcases

Highlighting innovation (outside of product launches) via photography and video content that showcases Mark using our tech.



## Personal posts

Photo and video showcasing the things Mark cares about outside of work – his family, friends and hobbies (foiling, sports, cooking, etc.).



## Long-form writing

Essays to set Mark's vision or perspective on important issues we're tackling around our family of apps, metaverse projects or the industry as a whole.

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\*Details in appendix<sup>12</sup>

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## 2. Community Engagement

**Overview:** In H2, we'll continue our aim of building a community of advocates who are interested in the tech we're building for the metaverse, with a focus on creators, AR/VR consumers and the web3 community.

### Tactics:

1. Regularly surface recommendations to engage on social with members of these communities who share our vision and/or are using our products in interesting ways via likes, comments, shares to Stories. NOTE: We've implemented a process to identify these opportunities.
2. Meet communities where they are – Discord channels, Horizon Worlds, community messaging platforms.
3. Connect with leading voices in these communities for vision-setting conversations.
4. Identify opportunities to authentically 'surprise and delight' these communities (e.g. sneak preview at relevant product).

### Keys to success:

1. Authenticity – this can't look like posturing.
2. ROI – these engagements need to be worth Mark's time.



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### 3. Podcasts: Influencers



#### On Purpose w/ Jay Shetty

**Goals:** Humanize Mark by landing his values, leadership principles, passion for building things, how they inform his work at Meta and CZI.

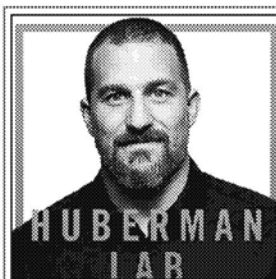
**Format:** 2hr in-person video interview in Tahoe. 2nd hour w/ Priscilla

**Audience size:** 48M social (excl. audio platforms)

**Audience interests:** Leadership, wisdom

**Flags:** Less tech-focused than previous interviews

**Timing:** July/August



#### Huberman Lab w/ Andrew Huberman

**Goals:** Educate audiences about Mark and Priscilla's CZI mission & their focus on science, and land the Harvard announcement.

**Format:** 2-3hr in-person video interview w/ Priscilla in MPK.

**Audience size:** 2.3M social (excl. audio platforms)

**Audience interests:** Science, health/wellness, tech

**Flags:** CZI-focused

**Timing:** September (CZI Harvard announcement)



#### GaryVee VR + Metaverse Video

**Goals:** Land Project Cambria/Connect, position Mark as a builder/innovator, engage web3 community, establish Meta as leader in VR.

**Format:** 1-2hr discussion and VR product showcase on campus at MPK.

**Audience size:** 40.5M social (excl. audio platforms)

**Audience interests:** Web3, entrepreneurship, tech

**Flags:** Spoke to Gary last year

**Timing:** October (Connect)



#### MKBHD Quality Tech Videos

**Goals:** Land Project Cambria/Connect, position Mark as a builder/innovator, establish Meta as leader in VR.

**Format:** 1hr video interview and product showcase on campus at MPK.

**Audience size:** 26.6M social (excl. audio platforms)

**Audience interests:** Tech hardware, AR/VR

**Flags:** Declined Connect 2021 offer to interview MZ

**Timing:** October (Connect)



#### Jocko Podcast w/ Jocko Willink

**Goals:** Humanize Mark by educating audiences on his leadership & parenting style and how he finds balance through sport (MMA and watersports).

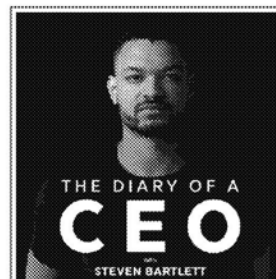
**Format:** 2hr in-person video interview.

**Audience size:** 5.3M social (excl. audio platforms)

**Audience interests:** Leadership, motivation, health/wellness

**Flags:** Less tech-focused than previous interviews

**Timing:** TBC



#### Diary of a CEO w/ Steven Bartlett

**Goals:** Land Mark's values & passion for building, and educate audiences about the metaverse vision and how we'll build it responsibly.

**Format:** 2hr in-person video interview.

**Audience size:** 3M (excl. audio platforms)

**Audience interests:** Entrepreneurship, business, world issues

**Flags:** Steven will ask difficult questions

**Timing:** TBC

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\*See appendix for details on each suggestion <sup>14</sup>

### 3. Podcasts: Landing our AI for Biz narrative



**TED Radio Hour Podcast**

**Goals:** Land Meta's AI vision and the valuable role it plays in current and future products & services.

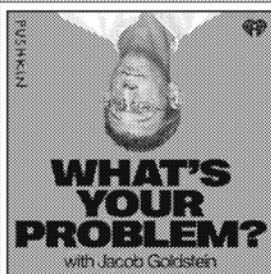
**Format:** 1hr interview (audio only)

**Audience size:** Unknown (audio platforms only)

**Audience interests:** Ideas, technology, business

**Flags:** TED may not agree to feature Mark without him delivering a TED Talk

**Timing:** July



**What's Your Problem? Podcast**

**Goals:** Land Meta's AI vision and the valuable role it plays in our products & services.

**Format:** 45min interview (audio only)

**Audience size:** Unknown (audio platforms only)

**Audience interests:** Ideas, technology, business

**Flags:** Relationship with Pushkin is unclear, short format may not be ideal for subject matter.

**Timing:** July



**Big Technology Podcast**

**Goals:** Land Meta's AI vision and the valuable role it plays in our products & services

**Format:** 90min interview (audio only)

**Audience size:** Unknown (audio platforms only)

**Audience interests:** Technology, business, current events

**Flags:** Alex will ask challenging questions, Yann, Nick & Schrep have appeared on the show.

**Timing:** July



**Robot Brains Podcast**

**Goals:** Land Meta's AI vision and Yann's position paper on Human-level AI.

**Format:** 90min joint interview with Yann (remote, audio and video)

**Audience size:** Unknown (YT subscribers hidden and no publicly available data for audio platforms)

**Audience interests:** AI, machine learning, robotics

**Flags:** Audience is smaller than other suggestions

**Timing:** July

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\*See appendix for details on each option

15

## 4. Horizon Home Hangouts\*

**Overview:** Building on the success of Mark's engagement with Alex Honnold in Horizon Home ([here](#)), we'll establish hangouts in VR with interesting folks as an episodic content series. Once a month, Mark will connect with an influencer/public figure in VR to showcase the content they've built (immersive video, games) and to discuss what the metaverse will unlock for their vertical. We'll distribute the conversation on Mark's channels and the influencer's channels.

### Objectives:

- Position Mark as the leading voice on the metaverse.
- Educate tech early adopters and VR consumers about the value of our current and future metaverse product offering.
- Connect with influencers/public figures to bring the value of VR experiences and storytelling to new audiences.

**Who Mark will connect with:** We'll identify influencers and public figures who plan to release content for Quest or who have already released content in Quest. Mark will then invite them to either co-watch their content or play a game/watch an experience related to their interests in VR. Initial suggestions are available on the next slide.

\*NOTE: To allow Mark to showcase a wider range of content and experiences in VR, these conversations won't exclusively take place in Horizon Home.



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16

## 4. Horizon Home Hangouts



**Karen X Cheng**  
Film director

**Overview:** Award-winning director and Meta partner who created a video for Oculus TV showcasing the process of creating a film for VR.

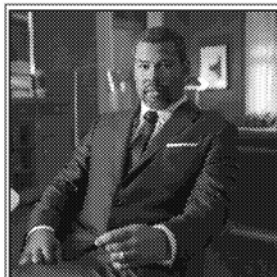
**Format:** Mark and Karen co-watch her film in Oculus TV and discuss creator opportunities in VR.

**Audience size:** 1.1M

**Audience interests:** Creativity, film

**Target audience:** Creators

**Flags:** Film was released 6.13, so opportunity may have passed



**Jordan Peele**  
Filmmaker

**Overview:** Oscar-winning director has partnered with us to create a Horizon Worlds environment for his production company Monkeypaw Productions.

**Format:** Tour the environment with Jordan in Horizon Worlds.

**Audience size:** TBC

**Audience interests:** Movies, entertainment, comedy

**Target audience:** Film fans/tech early adopters

**Flags:** TBC



**Melinda Davenport**  
Internal Comms

**Overview:** Mark joins Melinda for an episode of All The Things from Horizon Home, where they discuss our progress toward the metaverse.

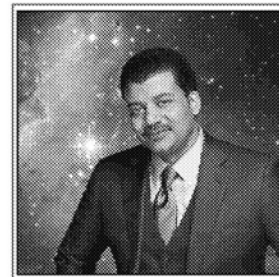
**Format:** 20-min discussion while playing Golf+ in Quest 2.

**Audience size:** 100K (employees)

**Audience interests:** Meta, metaverse

**Target audience:** Employees

**Flags:** No external visibility



**Neil deGrasse Tyson**  
Astrophysicist

**Overview:** Neil is a world-renowned astrophysicist and planetary scientist, and host of NatGeo's 'StarTalk.'

**Format:** Mark and Neil co-watch a 360 video about space and discuss VR as a tool for immersive learning.

**Audience size:** 27.6M

**Audience interests:** Science, technology, ideas

**Target audience:** Tech early adopters

**Flags:** Relationship with Meta is unclear

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\*List not vetted by partnerships, subject to change

17

## 4. Horizon Home Hangouts



**Mark Rober**  
Content creator

**Overview:** Former NASA and Apple engineer + highly influential video creator. Recently founded CrunchLabs, aimed at showing kids how to think like an engineer.

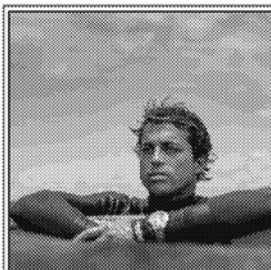
**Format:** Co-watch one of Mark's 360 videos and discuss engineering and VR for creators.

**Audience size:** 31M

**Audience interests:** Engineering, science, entertainment

**Target audience:** Creators

**Flags:** Apple association



**Kai Lenny**  
Professional surfer

**Overview:** Kai is Mark's friend & featured in the Connect 2021 keynote. His documentary 'Life of Kai', is featured in Oculus TV.

**Format:** Co-watch an episode of 'Life of Kai' and other surfing content with Kai via Horizon Home.

**Audience size:** 1.5M (excl. RedBullTV)

**Audience interests:** Extreme sports

**Target audience:** Tech early adopters and sports fans

**Flags:** Recently featured in Meta branded content



**David Attenborough**  
Natural historian

**Overview:** Sir David Attenborough has featured in several critically acclaimed VR films about the natural world.

**Format:** Co-watch David's award-winning film 'Micro Monsters with David Attenborough'.

**Audience size:** 5.9M

**Audience interests:** Nature, biology, science, environmentalism

**Target audience:** Tech early adopters

**Flags:** TBC



**Jeremy Bailenson**  
Stanford VR Researcher

**Overview:** Jeremy is a researcher and Stanford professor who launched the university's Virtual Human Interaction Lab, and the first class taught in VR.

**Format:** Mark joins Jeremy in the Virtual Human Interaction Lab to discuss how VR can be used to advance education.

**Audience size:** 15K TW

**Audience interests:** Education, research

**Target audience:** Tech early adopters

**Flags:** TBC

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\*List not vetted by partnerships, subject to change

18



## 5. IRL BBQ @ Mark's

**Overview:** Host an IRL semi-structured gathering at one of Mark's homes (Tahoe?) with influential and like-minded individuals. Bring them together for an "off the record" gathering where they can hear directly from Mark (and Priscilla), and other interesting thought leaders, about why they're excited about the future in a more casual setting. Slightly structured conversations or talks (AI focused session) and then time for fun and water sports.

**Timing:** Fall 2022 (post-Connect)

### Sample guest list:

- Tim Ferriss
- Lex Fridman
- Daniel Ek
- Chris Dixon
- Balaji Srinivasan
- Gary Vaynerchuck
- Ben Thompson
- Jensen Huang
- Katie Haun or Li Jin
- Yann LeCun
- Dr. Andrew Huberman
- Dr. Fei Fei Li
- Dawn Song
- Peter Abbeel



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19

## 6. Internal Comms: State of Play

**Overview:** Only 42% of employees answered favorably when asked how confident they are that leadership is leading the company in the right direction during our most recent Pulse survey.

**H2 Topline Goal:** Raise "confidence in leadership" Pulse metric by 5%

**Key Priorities:**

1. Restore confidence in Mark's leadership and get more employees into the "Mark fanclub"
2. Establish clear understanding of our product priorities and roadmap to navigate current challenges to our business
3. Build excitement for the metaverse
4. Drive cultural transformations necessary to execute as a 100K+ person company

**Strategy:** To achieve this, we recommend Mark go beyond this one-to-many approach and engage with employees more frequently and in more intimate settings.



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20



## 6. Internal Comms: H2 Strategy Deep Dive

### 1. Engage at an org level

- Org-specific Q&As and touchpoints more important given fewer company Q&As
- Face time with individual orgs & EMEA/APAC teams will help humanize Mark, particularly with new employees, and gives him a chance to emphasize how each team's work supports our long-term vision.

#### H2 50/50 Goal:

3 more org-specific Q&As. Ideally RL, FB, and key eng + int'l teams.

### 2. Connect the work to our company priorities

- Employees need to better understand how our work maps to our product priorities, and the metaverse
- When Mark leads announcements internally, we need to go further than reposting the copy we're using externally. We should include additional context explaining why this news matters for our business today and in the future.
- For new employees, or those not familiar with the product area – this is essential to show focus and prioritization.

#### H2 50/50 Goal:

100% of product announcements clearly articulate how the news maps to one of our product priorities

### 3. Show Mark as a "builder"

- Only a small number of employees get experience with how hands-on Mark with product development
- Engaging more in Workplace comments is a great way to get in the weeds and show his hands-on approach. To execute on this, we'll surface relevant Workplace posts and a suggested comment, and flag comments that are worth responding to.
- Judging the Summer Hackathon is another chance to show Mark's product chops and 0-1 development.

#### H2 50/50 Goal:

1 comment/week on innovation related Workplace posts + Hackathon

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# The mighty team

Iska Saric, Director Executive Communications

Kathryn [REDACTED] Communications Manager (Writer, Internal Comms)

Lach [REDACTED] Executive Communications Director (Speechwriter)

Austin [REDACTED] Communications Manager (Social and Influencer)

Elana [REDACTED] Communications Manager (Media relations)

Dan [REDACTED] Executive Communications Designer

Aly [REDACTED] Executive Communications Designer

Chloe [REDACTED] Communications Program Manager (Operations)

# Appendix

# H1 Key Metrics

18.7M

total engagements generated by Mark's Facebook and Instagram posts in H1 2022. 11.45M of these have come since April thanks to strong post-level performance and a higher posting frequency on Instagram.

8.1%

audience growth on Mark's Instagram account so far in H1 2022 (~750K new followers). Growth rate will inevitably slow as audience size increases, but the pace at which Mark's audience on Instagram has grown in the last 12 months is remarkable.

12.9M

video views from Instagram Reels in H1 2022 (8 posts). This format has consistently driven the most reach of any video format across Facebook and Instagram, and is a key business priority. The best performing Reel of H1 is Mark's Cambria tease (2.9M views).

84%

share of voice among competitor CEOs in Q1, driving 84% of earned global media mentions in relation to "metaverse." Meta overall captured 44% of the metaverse-related media conversation relative to competitor companies. Maintaining our leading position will be critical.

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24  
24

# Tone of Voice

Mark's tone of voice on social



## Should be

- Authentic
- Direct
- Human
- Insightful
- Real



## Should not be

- Try-hard
- Fake
- Robotic
- Corporate
- Cheesy

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25

# Other Tactics

# Behind-the-scenes content

Authenticity is key to success on Mark's social channels.

Mark's content should feel authentic and raw, giving his audience a behind-the-scenes (BTS) look at his work and process as a builder. Some of his most engaged posts of H1 fit this look-and-feel (Cambria tease, McDonald's, Gaming Showcase).

Conversely, we'll avoid overly-polished content that looks like advertising because it's dismissed by audiences and is detrimental to our objectives.

We'll continue our focus on capturing Mark in "builder mode" – demo-ing product, collaborating with other Meta leaders, or speaking with thought leaders about his vision for the future.



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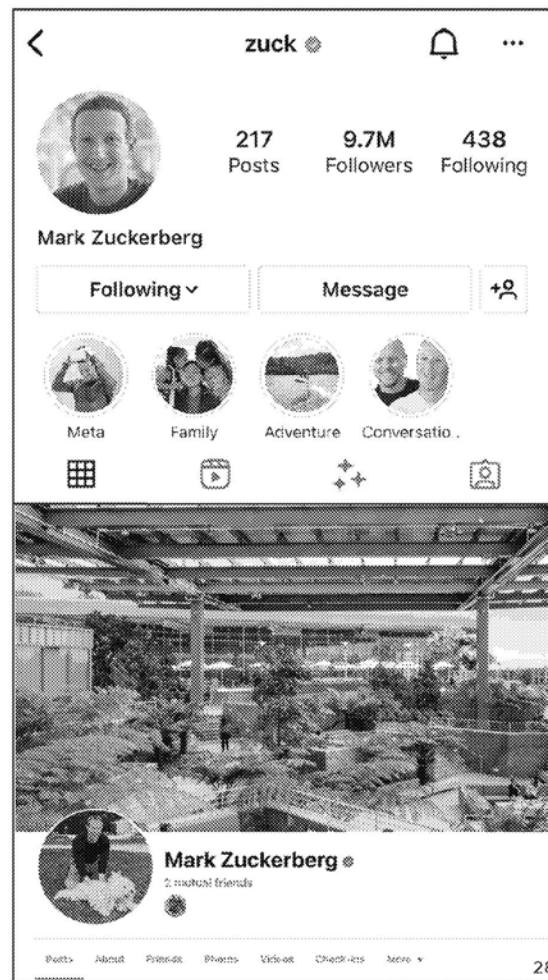
# Updating Mark's profiles

Mark has agreed to the below updates to his social profiles.

- **Updating profile image & cover photo.** We're planning a shoot to capture updated portrait and editorial photography for use on his social channels (incl. profile image), company sites, and as needed for comms moments. Details [here](#).
- **Removing tagged posts & hiding 'Likes.'** Mark's Facebook likes and interests are no longer publicly visible, and we've adjusted his Instagram settings so that only approved, meaningful content from account Mark follows will appear on his profile.
- **Adding Instagram Story Highlights.** To help organize Mark's content for his followers, we'll create 4 Instagram Story Highlights – Meta, Family, Adventure (sport/travel), and Conversations (discussions with influencers and other leading tech voices) – pictured in the image on the right. Populating these Highlights sections will require Mark to use IG Stories more regularly.

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# Evergreen and Personal Posts

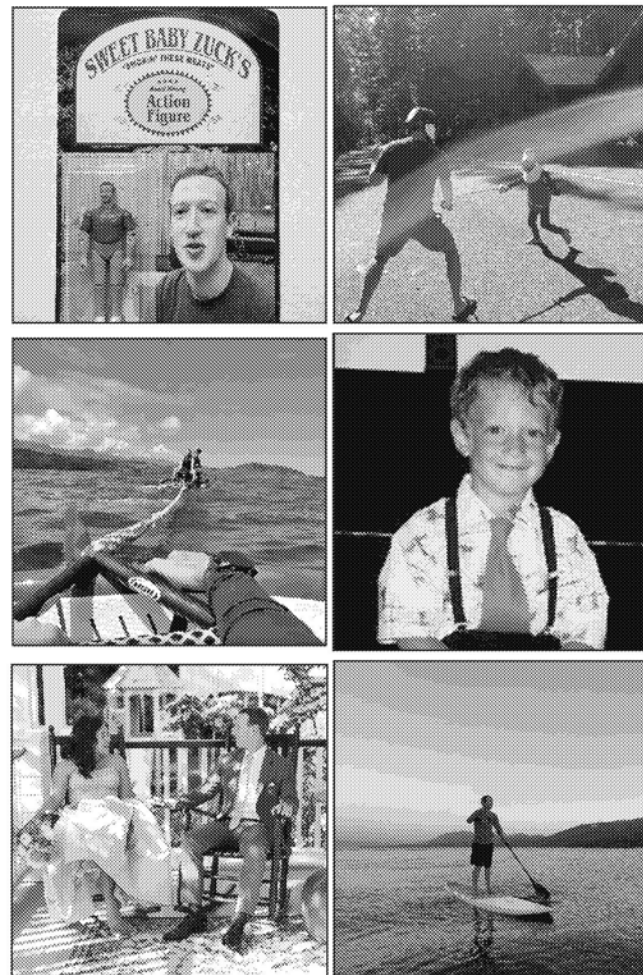
To maintain authenticity on Mark's social channels, we need to regularly post evergreen and personal content to balance his Meta announcements. If his channels appear corporate, we risk his audience disengaging.

Personal content is Mark's top performing content type, and Mark's insights in interviews on topics like parenting, leadership and sport contribute significantly to positive sentiment.

We'll continue to encourage Mark to complete one personal post per week, and personal content should make up a minimum of 25% of his overall social content.

Content types include:

- Family content
- Throwbacks
- Photo dump
- Sports content
- Shot on Ray-Ban Stories
- Memes



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# Writing

In H2, we'll look to increase our focus on writing as a way for Mark to outline his thinking on important topics.

## Why it's important:

- It allows Mark to structure an argument and set out his ideas in full – particularly helpful when laying out strategy.
- It's lasting. A written piece can serve as an easy reference for employees, execs, partners and others, and it will remain accessible.
- It lets Mark go deep, allowing space to explore subjects in depth while also allowing readers to quickly identify the parts they're most interested in.
- The timing and content are fully within our control, so only the words Mark chooses will be out there (rather than having to nail an answer in the moment in order to land a message), and we can work asynchronously and publish when we want.

## Potential topics:

- Avatars, identity and the metaverse economy.
- Presence and the future of human-computer interaction.
- Technical challenges in building the metaverse: networks, AI, hardware.
- Interoperability and the open metaverse.
- Bridges to the metaverse and our strategy.

**Distribution:** As behavior and audiences on our platforms – especially Facebook – have shifted, we're considering adjusting our distribution strategy for Mark's long-form essays. His Facebook profile and the newsroom will remain important places for this content to live, but we'll also explore other platforms (e.g. Medium, Substack, Twitter, Reddit, LinkedIn, Discord) based on where audiences are spending their time and the subject matter of each piece.

Meta

## Founder's Letter, 2021

October 28, 2021

We are at the beginning of the next chapter for the internet, and it's the next chapter for our company too.

In recent decades, technology has given people the power to connect and express ourselves more naturally. When I started Facebook, we mostly typed text on websites. When we got phones with cameras, the internet became more visual and mobile. As connections got faster, video became a richer way to share experiences. We've gone from desktop to web to mobile; from text to photos to video. But this isn't the end of the line.

The next platform will be even more immersive — an embodied internet where you're in the experience, not just looking at it. We call this the metaverse, and it will touch every product we build.

The defining quality of the metaverse will be a feeling of presence — like you are right there with another person or in another place. Feeling truly present with another person is the ultimate dream of social technology. That is why we are focused on building this.

In the metaverse, you'll be able to do almost anything you can imagine — get together with friends and family, work, learn, play, shop, create — as well as completely new experiences that don't really fit how we think about computers or phones today. We made a film that explores how you might use the metaverse one day.

30

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## Podcasts and Influencers (cont'd)

# On Purpose w/ Jay Shetty

**Overview:** 'On Purpose' features interviews from "the world's most insightful people" to understand their purpose, values and approach to their work. Jay is a tech optimist, original Facebook creator and fan of the metaverse. He loved Mark's recent interviews and proactively asked to feature him on the show. We recommend a 2-hour in-person interview at Mark's home: Hour 1 with just Mark, and Hour 2 with Mark and Priscilla to talk about CZI, the importance of their partnership and their approach to parenting.

**Discussion topics:** Diving deep on Mark's purpose and values, what inspired his passion for engineering and building things (parents, education, early experiences with tech), his leadership principles, how his passion for creating things and human connection has informed his work and metaverse vision, his partnership with Priscilla, interest in science and ambitious philanthropy work with CZI. We recommend a 2-hour in-person interview at Mark's home: Hour 1 with just Mark, and Hour 2 with Mark and Priscilla to talk about CZI, the importance of their partnership and their approach to parenting.

**Audience size:** 29M FB, 11M IG, 4.37M YT, 2.3M TT, 336K TW

**Audience interest:** Leadership, entrepreneurship, wisdom, health/wellness

**Moment/timing:** July/August

**Flags:** Jay's audience is less tech-centric than our other suggestions so this is more human-interest focused

**Reference content:**

- [Reid Hoffman](#)
- [Jocko Willink](#)



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32

# Huberman Lab Podcast

**Overview:** To educate audiences about CZI's science mission and to land the Harvard announcement in September, Mark and Priscilla could participate in an interview on The Huberman Lab Podcast – one of the most influential podcasts on science and technology. Dr. Huberman is a professor of neuroscience at Stanford University and is based in Palo Alto. He is interested in how new technology can be used to advance neuroscience, and conducted a study on using VR to restore eyesight lost to glaucoma. He records all of his interviews in person – we'd recommend filming at Mark and Priscilla's home.

**Discussion topics:** CZI's mission and progress, the intersection of AI and neuroscience, Harvard Kempner Institute, applications of metaverse technology (AR/VR) in science and medicine.

**Audience size:** 1.1M IG, 923K YT, 33K FB, 33K LI, 230K TW

**Audience interest:** Science, health/wellness, technology

**Moment/timing:** September 2022 (CZI Harvard announcement)

**Flags:** Primarily CZI-focused moment

**Reference content:**

- [Huberman Lab Podcast: How Your Brain Works](#)
- [Huberman Lab Podcast w/ Lex Fridman: Machines, Creativity & Love](#)
- [Dr. Andrew Huberman on the Jocko Podcast](#)
- [Dr. Andrew Huberman on The Tim Ferriss Show](#)

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33

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# MKBHD Project Cambria demo

**Overview:** Marques Brownlee is one of the most influential personalities in tech, with a channel focused on high-quality gadget reviews. We would invite Marques to campus to demo Project Cambria and interview Mark about Connect 2022, Cambria and the state of VR tech. Their conversation would be distributed via Marques' social channels and his new Podcast - 'Waveform: The MKBHD Podcast.'

**Discussion topics:** Project Cambria demo, the state of VR tech (consumer adoption trends, advances in hardware, most popular use cases), progress on the metaverse roadmap, role of hardware Meta is building in Mark's metaverse vision.

**Audience size:** 15.7M YT, 3.7M IG, 883K FB, 5.8M TW, 1.4M TT

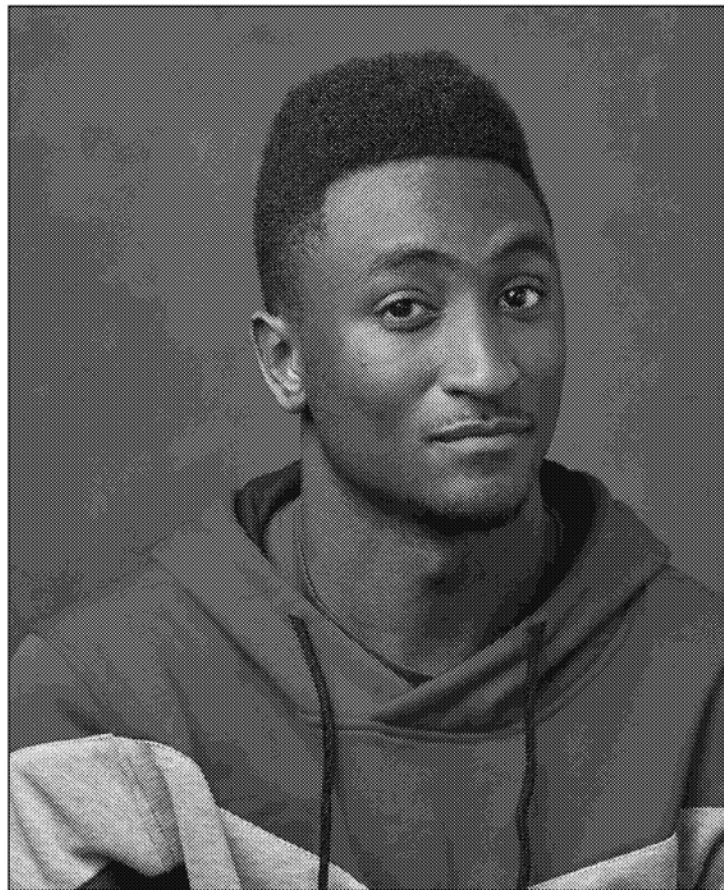
**Audience interest:** Tech, gadget reviews, hardware

**Moment/timing:** October 2022 (Connect)

**Flags:** Marques interviewed Mark in 2020, and more recently declined an opportunity to interview Mark after Connect 2021. Marques also hasn't spoken about VR devices recently - his focus has mostly been on EVs, phones, smart watches and laptops.

**Reference content:**

- [Talking Tech and The Metaverse w/ Mark Zuckerberg](#)
- [Tesla Factory Tour w/ Elon Musk](#)
- [MKBHD talking VR with Joe Rogan](#)



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34



# GaryVee VR product demo

**Overview:** GaryVee's team has expressed interest in sending Gary to MPK to record a video with Mark as a part 2 of their video aligned after Connect 2021. The video would be recorded in-person at MPK to allow Gary to demo the latest tech incl. Project Cambria, and would be released in line with Connect 2022. Gary is a Meta advocate, and has mentioned that Meta and Mark "so far ahead of the pack in VR."

**Discussion topics:** The state of VR tech (consumer adoption trends, advances in hardware, most popular use cases), Project Cambria demo, progress on the metaverse roadmap since Gary and Mark last spoke, the latest on Mark and Meta's vision for web3 and the role NFTs will play in current gen and future metaverse products

**Audience size:** 3.87M YT, 10M IG, 4.7M FB, 3.1M TW, 13.7M TT

**Audience interest:** Web3, NFTs, AR/VR, metaverse

**Moment/timing:** October 2022 (Connect – either timed with or fast follow)

**Flags:** Mark spoke to Gary in Oct. 2021

**Reference content:**

- [Web3/Metaverse chat with Mark Zuckerberg](#)
- [GaryVee on Meta's leading position in VR](#)
- [GaryVee on metaverse timeline and Meta in VR \(40:47\)](#)



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35

# Jocko Podcast w/ Jocko Willink

**Overview:** Jocko is an author, motivational speaker and podcast host who applies lessons learned as a Navy Seal to leadership and business. Mark has expressed interest times in appearing on Jocko's show – he reads Jocko's children's book 'The Way of the Warrior Kid' to his girls, they share a love for MMA, and he discussed Jocko during his Tim Ferriss interview. We'd recommend a 2-3-hour interview, recorded in person at Mark's home.

**Discussion topics:** Mark's approach to leadership and entrepreneurship, vision for the metaverse (fitness use cases, distributed work, societal value/impact), how Mark finds balance through sport and his parenting philosophy (referencing Jocko's children's book 'The Way of the Warrior Kid').

**Audience size:** 1.42M YT, 835K FB, 2.4M IG, 650K TW

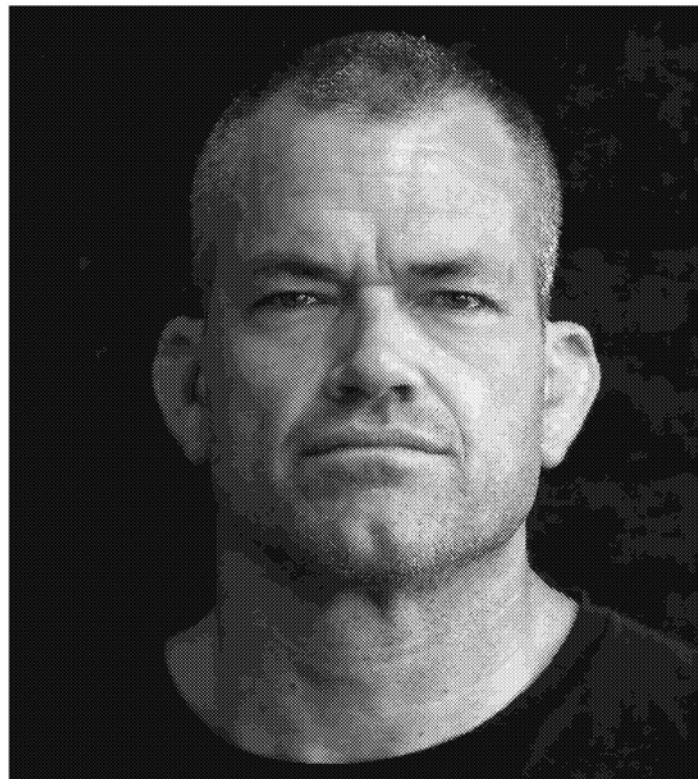
**Audience interest:** Leadership, entrepreneurship, motivation, fitness/wellness

**Moment/timing:** TBC

**Flags:** Audience is less tech-focused than other recommendations

## Reference content:

- [Jocko Podcast w/ Jordan Peterson](#)
- [Tim Ferriss Show w/ Jocko Willink](#)
- [Jocko Podcast / Dr. Andrew Huberman](#)



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36



# Diary of a CEO w/ Steven Bartlett

**Overview:** Diary of a CEO is the most popular podcast in Europe. Host Steven Bartlett is a British entrepreneur, author, investor and TV personality. He has co-founded three social/tech companies including Social Chain, ThirdWeb and Flight Story. Every episode is filmed in person, and features interviews with leading minds from different industries to unearth insights about how they approach their life and work, the lessons they've learned, and how they tackle the complex problems they've faced.

**Discussion topics:** Mark's approach to leadership/entrepreneurship, metaverse vision (use cases, distributed work, creator economy, value to the world), societal impact of social media and technology, philanthropy work, legacy.

**Audience size:** 300K YT, 530K FB, 2M IG, 195K TW, 450K TT

**Audience interest:** Leadership, entrepreneurship, health/wellness, ideas

**Moment/timing:** TBC

**Flags:** Steven is a tech optimist who has built his career on our platforms, but will likely ask challenging questions about both sides of the societal impact of social media and the metaverse.

**Reference content:**

- [Michael Horvath - Founder, Strava](#)
- [Diplo - Grammy-winning musician](#)
- [Ben Francis - Founder, GymShark](#)



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37

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# WIRED 'Tech Support'

*As part of our Connect 2022 publishing plan, WIRED's episodic social video series 'Tech Support' would give Mark the opportunity to answer questions about the metaverse and our advancements in VR to a large audience of tech early adopters.*

**Overview:** A lighthearted and educational video series where subject matter experts answer questions from the internet about their area of expertise, hosted on WIRED's social channels. Mark would answer questions from Facebook and Instagram about the metaverse, AR and VR after the launch of Project Cambria.

**Audience size:** 9.25M YT, 1.6M IG, 3M FB, 10.2M TW, 147K TT

**Audience interest/demographic:** Tech early adopters

**Moment/timing:** Cambria launch, Oct. 2022

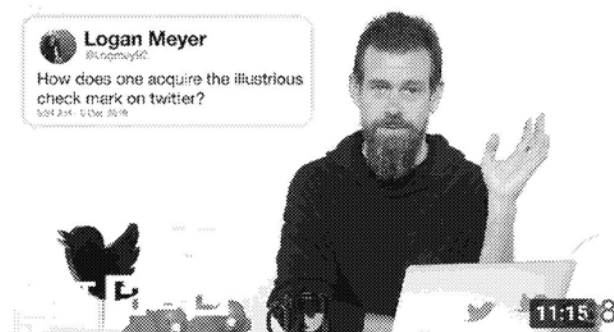
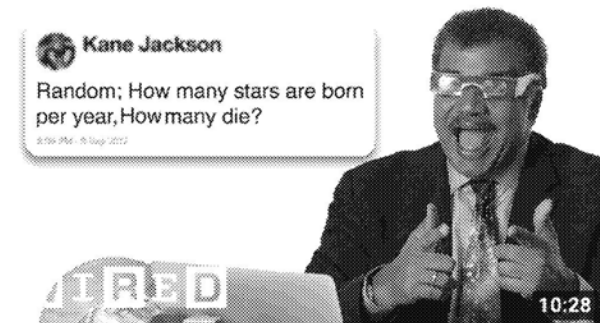
## Reference episodes:

- [Jack Dorsey](#)
- [Mark Cuban](#)
- [Neil Degrasse Tyson](#)

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# WIRED



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## AI Podcasts (cont'd)

# TED Radio Hour

**Overview:** Mark to be interviewed on TED Radio Hour to land the role AI plays in Meta's current and future products and services, and to share our long-term AI ambitions. The interview will be audio-only, distributed via TED Radio Hour's audio platforms, and will last appx. 1hr.

**Discussion topics:** Meta's AI roadmap, how AI improves products like Reels, role of AI in metaverse products and services.

**Audience size:** Unknown – no publicly available data for audio platforms

**Audience interest:** Ideas, technology, business

**Moment/timing:** July

**Flags:** Guests typically join the show after delivering a TED Talk – we'll need to discuss this with TED and partnerships.

**Reference content:**

- [What Leadership Looks Like](#)
- [The Digital Industrial Revolution](#)
- [Warped Reality](#)



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40

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# What's Your Problem?

**Overview:** Mark will appear on Jacob Goldstein/Pushkin's 'What's Your Problem?' to land the role AI plays in Meta's current and future products and services, and to share our future AI ambitions. The structure of the interview will start with framing up the problems we want AI to solve, and the steps we're taking to get there. The interview will be audio-only, can likely be recorded remotely, and will be appx. 45mins long.

**Discussion topics:** Meta's AI roadmap, how AI improves products like Reels, role of AI in metaverse products and services.

**Audience size:** Unknown – no publicly available data for audio platforms

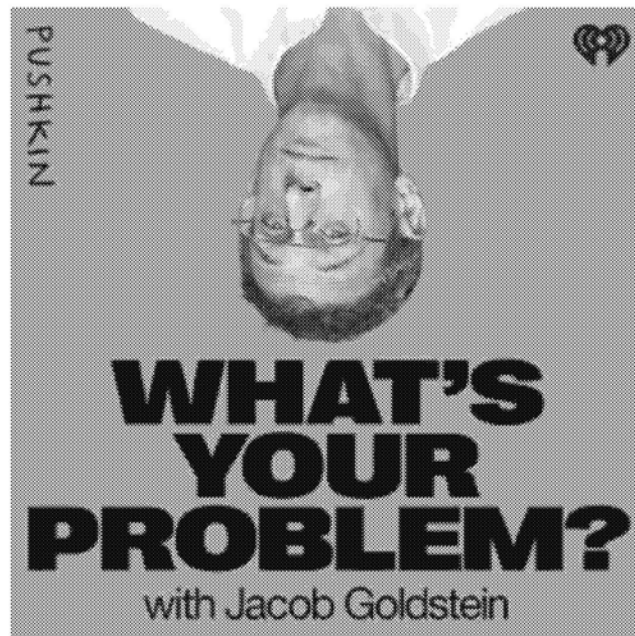
**Audience interest:** Ideas, technology, business

**Moment/timing:** July

**Flags:** Brand relationship with Pushkin is unclear.

**Reference content:**

- [Sam Bankman-Fried – Founder & CEO, FTX](#)
- [Anna-Katrina Shedletsky – Co-Founder & CEO, Instrumental](#)
- [Luis von Ahn – Founder & CEO, DuoLingo](#)



# Big Technology Podcast

**Overview:** Mark will appear on the 'Big Technology Podcast' with Alex Kantrowitz to land the role AI plays in Meta's current and future products and services, and to share our ambition to pursue new concepts in order to get to "human-level AI." Alex's tone and lens are generally friendly, but he'll ask challenging questions. The interview will be audio-only, can likely be recorded remotely, and will be appx. 90mins long.

**Discussion topics:** Meta's AI roadmap, how AI improves products like Reels, role of AI in metaverse products and services.

**Audience size:** Unknown – no publicly available data for audio platforms

**Audience interest:** Business, technology, current events

**Moment/timing:** July

**Flags:** Yann, Nick and Schrep have all appeared on the podcast in the past 7 months.

**Reference content:**

- [Erik Brynjolfsson - Human-Centered AI](#)
- [Nick Clegg - Do We Need The Metaverse?](#)
- [Aaron Levie - Web3 and the Future of the Internet](#)
- [Yann LeCun - Getting AI to Think Like Humans](#)



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42

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# Robot Brains Podcast

**Overview:** Mark and Yann participate in a joint interview on the Robot Brains Podcast with Pieter Abbeel focused on Meta's AI vision, and Yann's position paper on human-level AI. Pieter is a computer science and robotics expert at UC Berkeley, who started the Robot Brains Podcast 11 months ago. The interview could be conducted in person or virtually, with audio and video recorded for distribution across social and audio platforms.

**Discussion topics:** Meta's human-level AI ambitions, role of AI in current and future products, Yann's position paper.

**Audience size:** Unknown – no publicly available data for audio platforms and subscriber count hidden on YouTube.

**Audience interest:** AI, machine learning, robotics

**Moment/timing:** July

**Flags:** Audience size is much smaller than other suggestions.

**Reference content:**

- [Sergey Levine on real-world robotics](#)
- [Andrei Karpathy on AI in Tesla's autonomous cars](#)
- [Josh Lessing, CTO of AppHarvest](#)



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43

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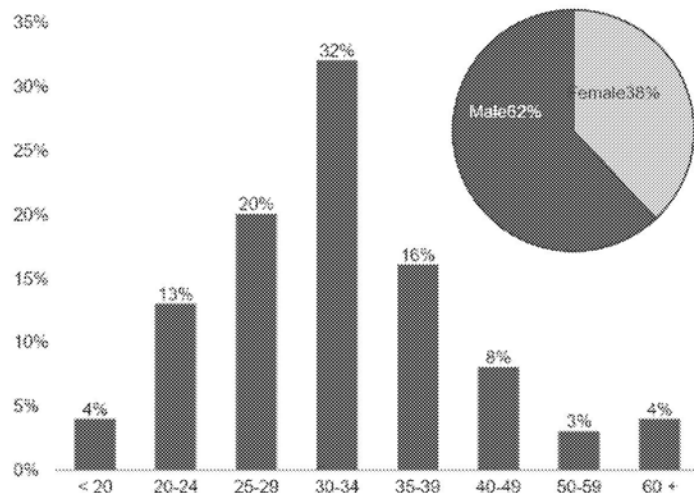
# Audience Analysis



# Instagram Audience: Gender, Age & Interests

Mark's Instagram followers are mostly Millennials, male, and interested in tech and science. His audience is well informed and media savvy; followers like to keep up to date with the latest news from mainstream, political, and tech outlets. On average, Mark's followers are also more highly educated compared to the typical Instagram user: over half of Mark's audience is comprised of university graduates.

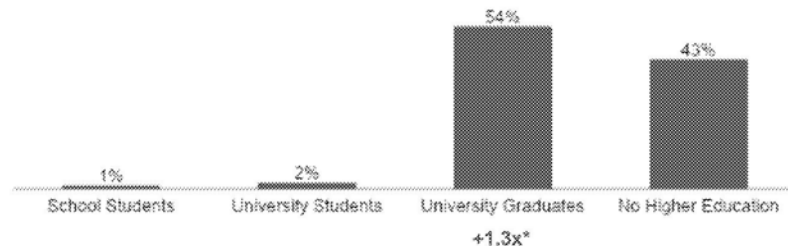
Age & Gender Breakdown



Sample of Top Affinities

|                   |                                                                                                                                     |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Interests         | Political news, cars/driving, science news, gaming and history.<br>Followers are charitably generous and very environmentally aware |
| Consumer Spending | Technology, wining/dining, and home/family                                                                                          |
| Media             | Time, The Economist, TechCrunch, Business Insider, Wired, Reuters, and The Washington Post                                          |
| Brands            | Google, Apple, Tesla, Twitter, Bloomberg, and the Associated Press                                                                  |

Education Level



\*Relative to average level for Instagram users.  
Data sourced from Demographics Pro on April 11, 2022.

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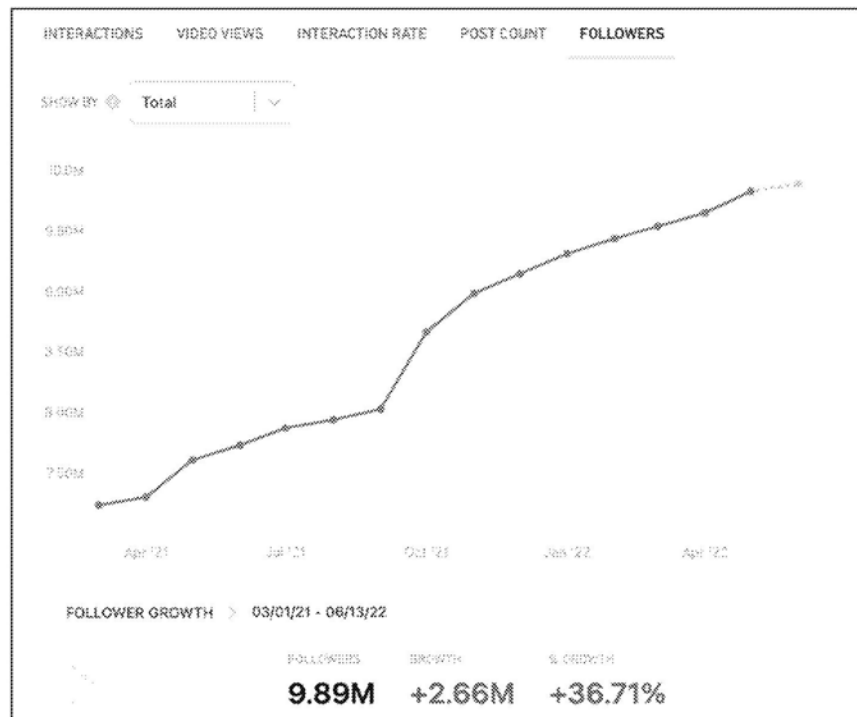
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# Instagram Audience: Growth

Mark's Instagram audience has grown rapidly since March of '21, including an almost 17% jump in followers in H2 2021 which was likely a result of publishing around Connect 2021 and the rebrand to Meta.

With the exception of October '21, growth rate on the platform has been relatively consistent each month.

There appears to be a correlation between posting frequency and audience growth – unsurprisingly, in months where Mark is active on Instagram, his audience grows more quickly.



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46

# Instagram Audience: Geography

## Top Countries

| Location      | Followers         |
|---------------|-------------------|
| India         | 2,878,167 (30.4%) |
| United States | 1,060,231 (11.2%) |
| Indonesia     | 1,054,492 (11.1%) |
| Brazil        | 791,025 (8.3%)    |
| Nigeria       | 544,048 (5.7%)    |

## Top States in U.S.

| Location   | Followers       |
|------------|-----------------|
| California | 252,085 (23.8%) |
| New York   | 137,209 (12.9%) |
| Texas      | 78,290 (7.4%)   |
| Florida    | 65,493 (6.2%)   |
| Illinois   | 44,164 (4.2%)   |



Data sourced from Demographics Pro on April 11, 2022.

47

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47

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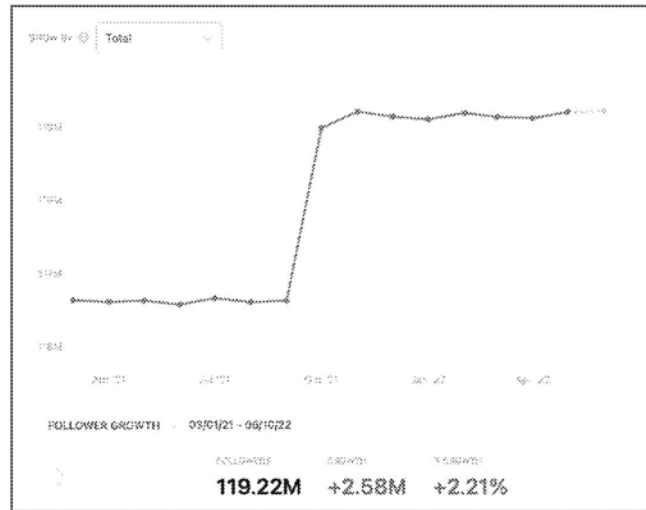
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# Facebook Audience: Geography & Growth



## Audience geography:

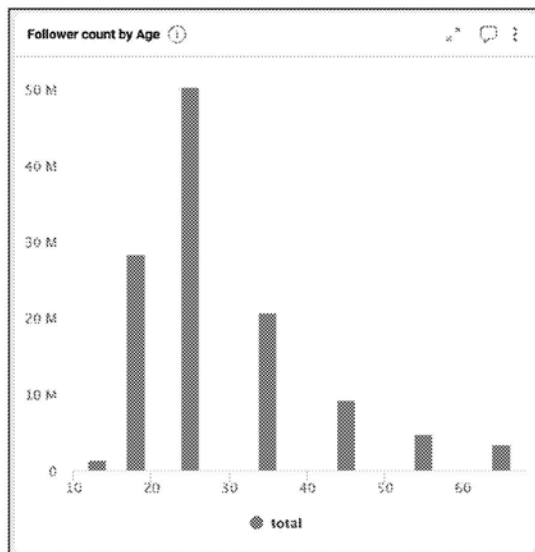
The top 3 countries where Mark's Facebook followers are based are **India** (33M), **U.S.** (12.8M) and **Brazil** (10.5M), with relatively even distribution across other highly populated countries. The majority of his new followers are from the U.S.



## Audience growth:

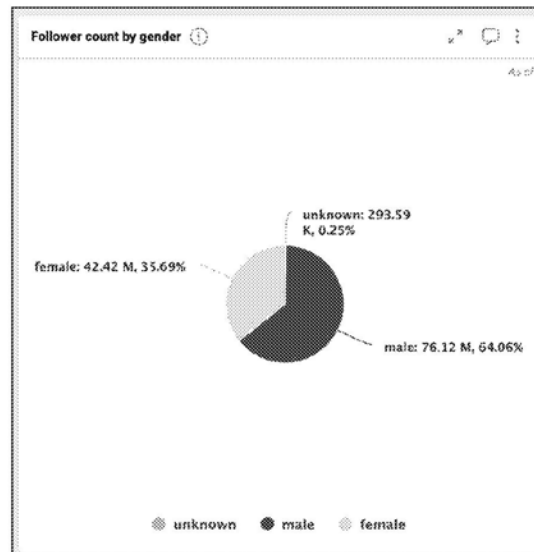
Mark's Facebook following has grown 2.21% since March '21. The only significant jump in followers came in Oct. 2021 when the company re-branded to Meta.

# Facebook Audience: Age & Gender



**Audience age:**

66% of Mark's Facebook followers are between 18-34, and 42% are 25-34. This is fairly consistent with the breakdown of Mark's Instagram audience.



**Audience gender:**

64% of Mark's Facebook followers are male, and 36% are female. This is also consistent with the gender split of Mark's Instagram audience.