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EXHIBIT 14

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Instagram Bad Experiences

What are Bad Experiences and why we should care

Earlier this year, we met with Sam and Arturo who have been spending a lot of time thinking about bad experiences on instagram, and how we can make the experience better for users. Since then, we've been helping to create a narrative on this work, including what bad experiences are, why they are important, and recommendations for how to better address them. Today we want to share that narrative with you, along with our recommendations and next steps for your feedback.

Caveat, that this is still pretty early stage. We have shared versions of this with several people in IGWB and partnership teams for feedback and input, but we are very open to all feedback and candor.

Meeting Objectives

Goals

1. Share how we currently understand and address Bad Experiences
2. Discuss next steps and proposed commitments

Non-Goals

1. Product strategy for Bad Experiences
2. Deep dive into existing integrity/policy interventions

Goals

1. Share what Bad Experiences look like and how they manifest
2. Share how we currently understand and address Bad Experiences
3. Get feedback on a proposed approach and next steps

Non-Goals

1. Product strategy for bad experiences
2. Comprehensive overview of integrity/policy interventions

Selena Gomez On The Comments That Drive Her To Delete The Instagram App Once A Week

'Star Wars: The Last Jedi' actress Kelly Marie Tran deleted all her Instagram posts after months of harassment

Trolls force Billie Eilish to quit social media



Khloé Kardashian Disabled Her Instagram Comments After Racist Trolls 5-Month-Old Daughter True

Alia Bhatt's mother Soni Razdan lashes out at Instagram for not protecting her daughters from abuse

Your favorite content on Instagram and Alia Bhatt has become Instagram for nothing, worse to protect comments from abuse. Bhatt's has also taken out the platform by doing so high harassment.

Instagram | Comments | Like | Post | Share



The actress who plays AT&T's Lily is facing waves of online sexual harassment, including manipulated images and objectifying memes

The Fall of 'Terrace House'

Japan's heartwarming reality TV hit ended in tragedy when the participant Hana Kimura killed herself after a wave of online abuse. But "Terrace House" was always more complicated than it appeared.

We're no strangers to headlines like this, and can be hard to know how much to trust headlines given our current press environment. But what these headlines, partnership teams, and the data tells us, is that public figures and creators are [increasingly dissatisfied with IG](#) around their safety on the platform. And that the negative experiences they have on IG - from mass harassment and bullying to impersonation and misinfo and more - can lead to real emotional impact.

When we dig deeper, it's clear that these headlines are not isolated incidents.

These claims aren't isolated

56%

Aspiring Creators who experienced bullying in the last 30 days¹

1/4

1 in 4 people think Instagram makes social comparison worse²

36%

US creators satisfied with their well-being on Instagram³

1. "Bullying norms on Instagram", Hitomi Hayashi-Brando, Jan. 2021

2. Social Comparison on Instagram

3. Wave 3 Creator Sentiment Survey

- 56% aspiring creators exp bullying. And those witnessing bullying, equally high numbers.
- 1 in 4 people think IG makes their experience of social comparison worse - particularly true for teen girls + non-binary (37% said they "Often" or "Very often" felt worse about their appearance or body because of other people's IG posts). Worse than our competitors.
- 36% of creators satisfied with their well being. About lower numbers in major markets around the world, and in SR 12%

And what's worse is that users don't think IG cares... For instance:

Only 21-55% of users believe that Instagram disapproves of bullying.

7/10 people who think they've been shadowbanned believe that IG doesnt care about them

Despite all the tools and policies we currently have, this is still coming across loud and clear from users...

Notes

- Satisfaction w well being even lower in major markets (UK 31%, AU 30%, Germany 25%, KR 12%) - q: how well do you feel protected from harmful experiences?
- 124% Increase in mass B&H cases through Early Response Esc in 2020 YoY
https://docs.google.com/presentation/d/1JGwxSmCLYTe3ZDROMQ-s6-U3mh0UsQcngHnC6C06fe0/edit#slide=id.gc717be7cff_0_13
- Users feel that IG is the worst app for social comparison compared to our competitors (Snap, TikTok) https://docs.google.com/presentation/d/1PHGJS6j0w-uCKT8J_u-Zz-FpeHKyTdvQ2vrGcel8cgl/edit#slide=id.gd62ca52962_6_50

And we're only scratching the surface

.02%

of bad experiences are
estimated to lead to
action¹

1. TRIPS and FRX data, 2021

According to TRIPS data, we roughly estimate that only 1% of people who have a negative experience on IG report it. And of those reports, about 2% lead to action.

We have a *sense* of why this is happening, (people might think reporting won't do anything, reports don't fit their needs, may be cultural factors at play), But we don't *fully* know. What we do know is that there's a lot of opportunity in this area.

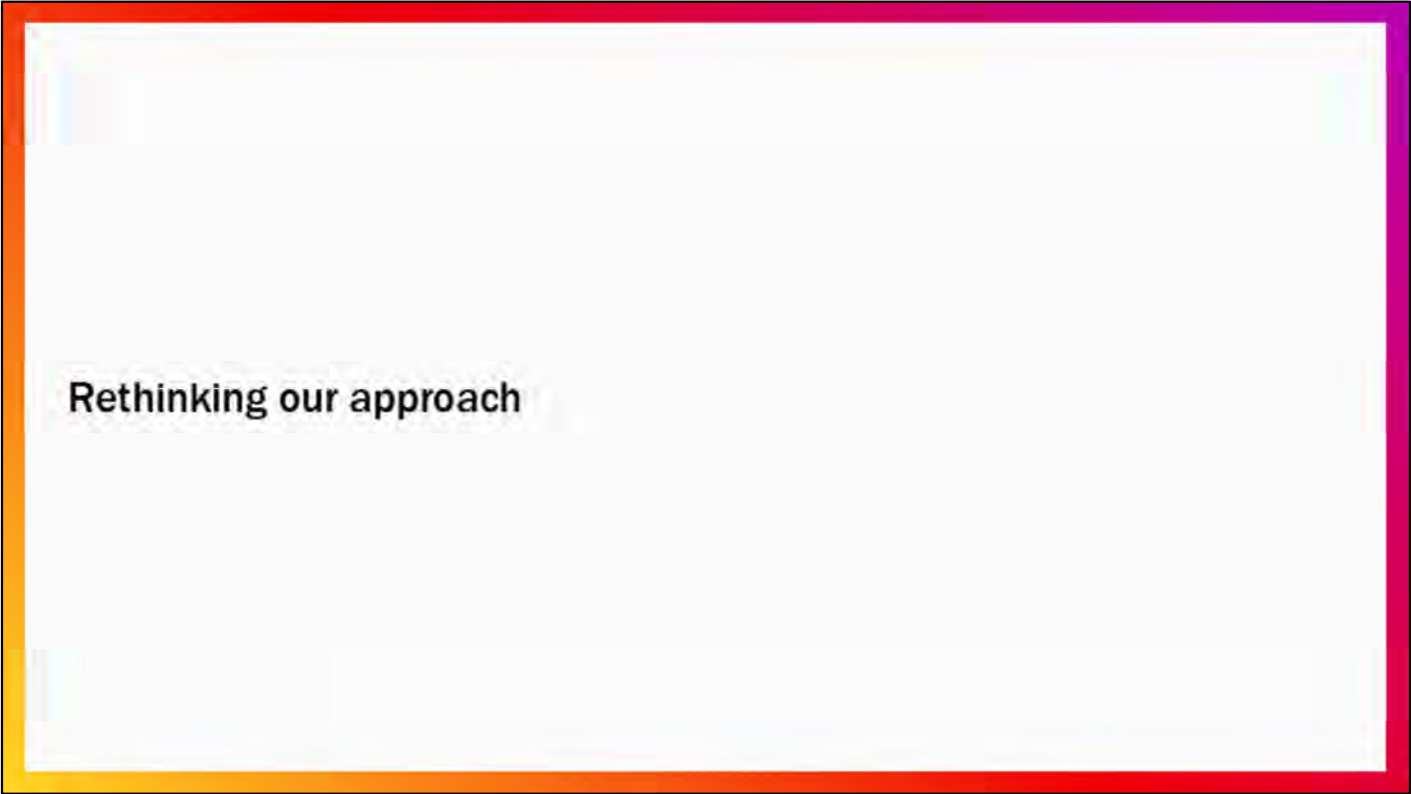
On the reporting side, we know that:

- Reporting mechanisms don't support what users want to express
- Users have low confidence in follow-up actions
- And for our younger users, for examples, there are offline social concerns around impacting relationship with their peers

And on the action side:

- Policy definitions which inform enforcement that don't always match how users define their experience

- Individual negative experiences are anchored in context that policies can't always account for



Rethinking our approach

So one of the questions we can ask ourselves, looking at these stories and numbers, is whether there might be an opportunity to rethink our approach and move towards better support for our users when they are faced with these experiences?

How we define Bad Experiences

Any interaction with content or an account that a user considers harmful or personally objectionable.

They can include anything that makes a user feel unsafe, unwelcome, or uncomfortable

They can vary depending on contextual dimensions (language, culture, and connection) and can be result of cumulative exposure.

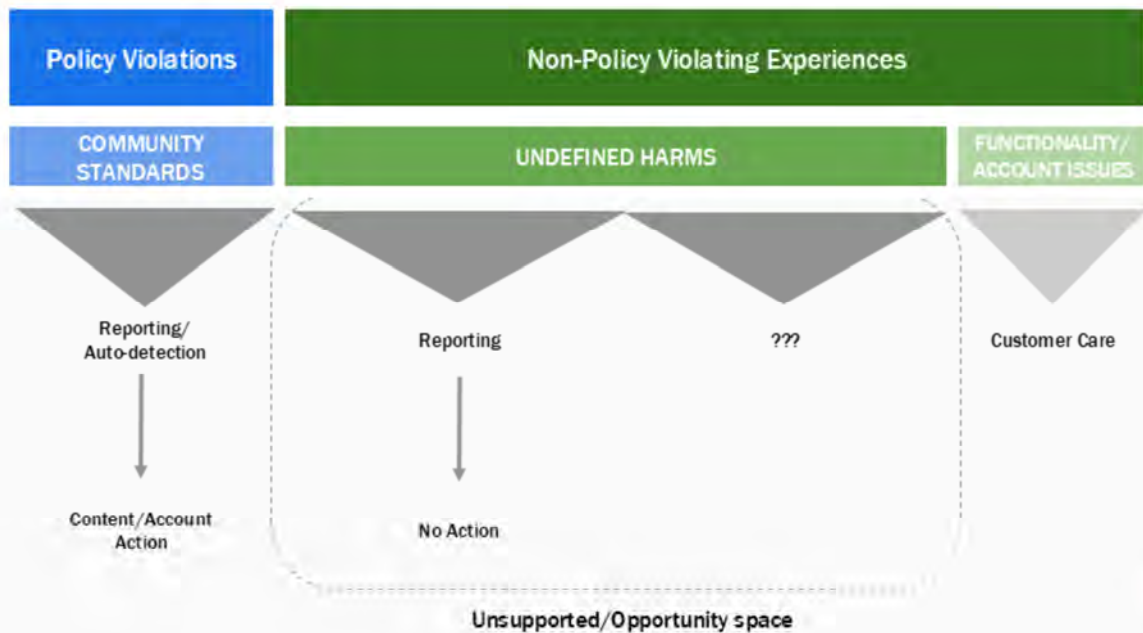
For these reasons, they go **beyond policy definitions of harms.**

But first take a step back and set the context of how we define a bad experience.

For all these reasons they can go beyond our policy definitions because they center the truth of how that experience is felt by the user.

And from here we should put in perspective our current approach to supporting these experiences.

How we currently address Bad Experiences



Right now, we have 2 top-level buckets of bad experiences:

- Policy Violations = categories of harms that are clearly & systematically defined in our Community Standards, and support would generally follow the flow of user reporting or auto-detection that would result in a content or account-level action
- Non-policy violating experiences =
 - a subset of those are issues related to functionality & account setups, and we have managed partnerships in place and setting up a Customer Care organization to support those
 - But then, we have this middle bucket of experiences and potential harms we don't have defined solutions for. Reflecting back on the .02% number we mentioned earlier, some of these get reported but lead to no action (because they don't meet policy definitions) and for the remainder we simply don't have a good view of what happens next for users.

What this demonstrates is that while Policy and associated integrity-based solutions are a vital foundation for tackling bad experiences, limiting ourselves to a "policy-first approach" exposes us to gaps in the support that we could be providing our users. There is an opportunity space of this broader universe of bad experiences that we may not be seeing, defining and measuring, but which are still painful for our users (and in recent incidents, those have come in the form of **mass harassment, non-violent threats, and body image issues**)

Limits of our "policy-first" approach

Policy is effective, but ...

1. it's constrained to specific definitions
2. it cannot keep pace with dynamic user experiences
3. it limits our detection of "grey area" or emerging issues
4. it doesn't capture the contextual nature of bad experiences

Policy isn't the right tool when ...

1. we want to center the truth of our users' experiences
2. "bad" is impossible to determine with any consistency
3. support calls for an alternative approach to the violator/non-violator binary model

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There is no questioning the effectiveness of our policies, but we want to recognize the impact of some inherent limitations

1. Is constrained to specific definitions that do not always capture the experiences our users are facing
2. Policies must be reliable, operationalized, & enforced systematically at scale - which requires that we carefully consider and evaluate any potential change before implementation
3. Limits dictation of grey area issues or emerging threats
4. Bad experiences are anchored in contextual dimensions such as language, culture, connection, or history. These changing nuances cannot be captured in our policies and often aren't visible to our enforcement mechanisms.

What we can acknowledge from there is that Policy may not be the right tool when:

1. We want to be people-first
2. Bad is impossible to determine with consistency
3. Support calls for alt approach to the violator/non-violator binary model.



Our vision

What's our ideal state? How do we approach this from a people-centric perspective?

Instagram is a place where, everyone - Including young people, creators, and marginalized communities - feels safe, feels supported, and feels cared for both by the platform and by the broader community.

Approaching this from a more people-centric view, our vision is:

Instagram is a place where, everyone - including young people, creators, and marginalized communities - feels safe, feels supported, and feels cared for both by the platform and by the broader community.

Policy and enforcement is crucial, but it's not enough to try and protect. We also want users to feel cared for-- and not just by IG alone, but how to we foster a safe space where the community cares for each other?

To get there, let's take a look at an example from the real world.



Bullying in schools:

All 50 U.S. states require schools to have a bullying prevention policy. But despite that, bullying remains a huge problem. (35% increase from 2015-18). What a lot of the most recent data and research tells us when it comes to bullying, is that policies are very important, but they are not enough. There are several reasons why:

- programs that rely on punishment have not been shown to be effective in the U.S.; and they often disproportionately target students of color. Authority figures have limited influence
- Programs like that place responsibility on the children to work out conflicts can *increase* bullying. (Adult victims of abuse are never asked to “work it out” with their tormentor.)
- Bystander intervention, even among adults, only works for some people—extroverts, empaths, and people with higher social status and moral engagement.

What works: a 2019 paper from the Yale Center for Emotional Intelligence and Yale Child Study Center,

- Social norms: Schools with a **positive climate** foster healthy development, along with Social and emotional learning (SEL) i.e. teaching kids skills of self-awareness, self-management, social awareness works.
- While a negative school climate is associated with higher rates of student bullying, aggression, victimization, and feeling unsafe.

2016 study 30% drop in bullying - recreating social norms. Found popular kids/ influencers in schools to condemn bullying alongside campaigns (events, hashtags, t-shirts). Princeton, yale, rutgers

Why this is an interesting example/ what can we learn from this:

- What new mental models can we use to reframe how we've traditionally approached bad experiences?
- Policy is table stakes, but what if we need something bigger to make a lasting impact?
- If we continue on our path today, do we run the risk of normalizing bad behavior, it in the same way bullying has been normalized (as part of growing up) for years?
- ~~Teaching our users to be part of a community can also help separate out the bad actors from people who have good intentions but dont see what they're doing as wrong (or those who think it's expected to do XYZ bad thing)~~

https://greatergood.berkeley.edu/article/item/what_are_the_best_ways_to_prevent_bullying_in_schools

<https://www.princeton.edu/news/2016/01/04/students-influence-over-peers-reduce-school-bullying-30-percent>