

FILED UNDER SEAL

EXHIBIT 26

H2/H1 2022 MWB Roadmap

SUMMARY

2021 has been a year of making significant progress on safety initiatives for company critical audience segments - Teens and Creators, while bootstrapping company priorities - Armadillo and Community Messaging. We expect these to remain the key focus areas as we move into 2022 and they are aligned with the key priorities for Meta and Messenger Org.

2021 Highlights

1. Increased minor reporting volume by 135% (+27K daily) and high severity harm reviewed by 30% (+300 daily)
2. 65% of incoming report volume is now automated as compared to ~0% a year ago.
3. We have increased adoption of Hidden words of creators MAU by 560% (0.3% to 2%) to reduce unwanted or abusive conversations.
4. Kicked off the Armadillo workstream with CI, and delivered 52 features to close the safety gap on foundations and high risk problems.
5. Bootstrapped the CM team, and built protections to contain safety risks for CM Beta.

2022 Priorities

Our long term goal is to make Messenger and Instagram Direct the safest private messaging app. We will achieve that by **preventing** harmful conversations from starting, empowering people with **controls** so they can create a protective experience tailored for their needs, and **care** for people when they are having a negative experience. While our strategy remains unchanged, we will be broadening our focus to the family of apps via Platformization so every messaging surface from Meta has a consistent safety experience.

Teen Safety - Teens face an outsized risk on our platform and they do not trust our tools are effective in protecting them. While we made progress this year in building controls, providing safety notices to warn them about their interactions with suspicious adults and increased reporting, we have a long way to go to build trust with this critical audience segment. In 2022, we will -

1. **Prevent harm** - We will increasingly prevent harmful interactions for minors through detecting suspicious adults and breaking friending/messaging, moving more messages to spam folder through protective filtering and providing warnings for the recipients.
2. **Build trust in safety tools** - We will continue to push the boundaries by making reporting a tool that minors can easily find, understand and use; building trust and

confidence with the safety tools by making them more protective; prioritizing reviews for high severity harm that gets reported, and communicating outcomes to reporters.

3. **Educate and support** - We have an opportunity to educate teens using our platform on how to keep themselves safe online, and support them through visible and impactful ways to ensure they avoid harm, and engage in positive conversations.

Creators - Creators are exposed to more harm from the platform due to their public nature, and often become targets of harassment and hate speech. Our vision here is to ensure Creators can be themselves and express freely without the fear of harassment due to any differences in opinion, color, race, religion, gender among others.

1. **Reduce exposure to harmful or abusive messages** - We have made a ton of progress here and we will continue the momentum in 2022 so creators do not get exposed to messages that contain harmful or abusive content. We will do this through a series of sender side friction and norm setting, recipient side filtering and better controls.
2. **Build a scalable experience** - We built an experience to consume messages from unconnected users for people who receive a few message requests in a week and offered the same experience to Creators who receive thousands of message requests daily. These tools do not scale for the unique needs of creators. We need to revamp the unconnected experience for creators and build a safe space for them to be able to respond to messages without worrying about creating a connection.

1. `

Community Messaging - Community messaging is new and it is clear that it increases safety risks to key audiences (Teens) and high severity problem areas (IIC, CSAM, DOI, B&H). We built safety products and integrated with Integrity foundations, but there is still a lot to be done. Our focus in 2022 will be -

1. **Minor safety** - Reduce the risk of discovery and reach between teens and unconnected adults.
2. **Content detection and enforcement** - Build and integrate with systems trained on messaging data to detect violating content on community messaging, and enforce on the violations at a content, channel and actor entities.
3. **Admin and user safety tools** - Build safety products for admins so that they can keep their community chats free from harmful content, reduce bullying and harassment and not worry about needing to actively moderate the channels 24x7. Extend tools that do not work well for users in large groups so they can have a protective experience.

In addition to the above core priorities, we will invest in keeping our products in **compliance** with changing regulations across the globe so we can maintain a safety baseline for all users. And finally, we will build a safety platform starting with reporting so that the safety benefits accrue to all messaging surfaces across FoA.

Measuring safety in private messaging has been among the most challenging problems to solve. This year, we made progress on measuring harm reported and enforced which has improved our ability to drive reporting volume as well as enforce on harm. Looking into the next year, we are well positioned to establish metrics that can be goaled on for other parts of the funnel, namely - TRIPS, Safety feedback DAU (Previously WAV), and problem specific metrics in a 'fact framework' including UNiS. Beginning in H1, we will identify a few workstreams to operationalize these metrics, and continue to drive towards maturity by the end of 2022. Our goal is by the end of 2022, we will have clear and established metrics to identify product improvements, prioritize projects and drive trade-off discussions between them, and set targets for teams to goal on.

1. Discussion

What do you need from this review? What are the key questions/forks in the road that you need guidance or early steer on?

1. **FYI:** We are working with other teams to get support on a few areas that are key to accomplishing our H1 goals and are at risk of accomplishing them. On **CM**, we are discussing with CI and Blue Integrity teams to identify a POC and a team who can be responsible for content detection and enforcement & co-building user safety features in Blue. On **Armadillo**, we are discussing with the privacy teams to get support in building safety features. And on **Web/Desktop** for CM and Armadillo, we are working with the large screens team to identify capacity.

We have an outstanding ask for DE to support CM initiatives next half to reduce the risk of being blocked on CM expansion due to safety. Without the DE HC, we can trade-off between Creators or CM, but cannot support both as the scope for a CM Safety DE is too large.

2. **FYI:** There are some areas we need to deprioritize in H1 due to resourcing constraints and to get more focussed on our key goals. We will revisit them in H2.
 - a. Continued work on B&H (Sexual harassment and connection to FoA)
 - b. Enforcement beyond CEI groups
 - c. Support (Support Inbox, Resources and csom)
 - d. Platformization beyond reporting
 - e. On Device safety (Pressure from Apple's announcement)
 - f. Inclusion projects (reducing hate speech, could lead to external escalations)
 - g. IGiM
3. **Discuss:** Building safety products in Armadillo is a moving target.
 - a. Build new capabilities on open threads to improve safety on high severity problem areas (child safety) so we can prove it works and derive measurement,
 - b. Close the feature gap between Armadillo and open threads -> This is a moving target based on the new work happening on open threads for Child safety.
 - c. Build measurement that can be used for public proof

Are we aligned on the approach?

4. **Discuss:** We funded IG creator safety with a small 5 Eng team (+ XFN) in 2021 - and we are thinking of our efforts as bounded by that resourcing and NOT planning to shift resources from other priorities to focus more on creator safety. **Are we aligned on the level to staff IG creator safety.**
5. **FYI:** Efforts to build IG parent controls for Teens are going to include some degree of messaging insights/controls that will likely require MWB partnership and resourcing. We will either reprioritize one of the projects on the child safety workstream if this would have more impact or request the IG Youth team to contribute towards execution?
6. **FYI:** There are three key elections we're tracking next year: Philippines, Brazil, France presidential elections, and US mid-terms. We are engaged with the Elections war room but we're proposing to rely on our Elections playbook with break glass levers in the case of escalations, and evergreen solutions like forwarding limits and inform treatments, rather than build targeted solutions. We also are unlikely to have capacity to take on positive projects such as voter empowerment which we contributed to in the past. **Are we aligned on the Elections plan?**

2. Market trends

What's happening in the world (both inside and outside of Facebook Inc.) in the problem space where you're playing? List 2-3 market trends that influence your thinking going into 2022. Use charts where relevant.

External perception is driving our focus on regulation, specific audiences, and promoting visible safety features:

- Policymakers continue to **leverage the issue of online child exploitation** to advance legislative, regulatory and legal action that would **limit the ability to ship end to end encrypted messaging** ([HYPERLINK "https://docs.google.com/presentation/d/1M69H0X_mRtvg5kfcQ4Le_0pKnW3XcOkF_204SdN0uY4/edit" \l "slide=id.ge4af82fb64_2_475" \h]) ([HYPERLINK "https://docs.google.com/presentation/d/1M69H0X_mRtvg5kfcQ4Le_0pKnW3XcOkF_204SdN0uY4/edit" \l "slide=id.ge4af82fb64_1_0" \h])

- **Minors** don't trust that our tools are effective. ([HYPERLINK "https://info.thorn.org/hubfs/Research/Responding%20to%20Online%20Threats_2021-ES-Report.pdf?utm_campaign=H2D%20report&utm_source=website" \h]). In addition, they care about diversity and inclusion more than ever. ([HYPERLINK "https://www.quantilope.com/en-us/blog/insight-studies-consumers-expectations-around-diversity" \h])
- Only 21-55% of creators believe Instagram disapproves of bullying. ([HYPERLINK "https://docs.google.com/presentation/d/1UQSVk46zq12tiNfWmfCEUX0Cdk2p828NCHtEpH6oixc/edit" \l "slide=id.gae878972ef_0_265" \h]), ([HYPERLINK "https://fb.workplace.com/notes/742978133270041/" \h])
- Recent news from the whistleblower has put the notion that Meta **does not optimize for safety** ([HYPERLINK "https://apnews.com/article/facebook-whistleblower-frances-haugen-4a3640440769d9a241c47670facac213" \h])

Strategies across Facebook, Messenger, and Instagram are influencing our focus and have major impact on the safety space:

- **E2EE** greatly reduces our ability to proactively detect and enforce on harm. We expect encryption to impact detection of CEI on the platform by 70%.
- **Creators** are an important audience for Instagram and FB. Improving their well-being on the platform is key to retaining them.
- **Community Chats** is a top company priority that introduces many safety risks and a new user type - Admins, that are important to support.
- Supporting messaging across the Family of Apps, through **platformization**, is a priority for Messenger. Safety tools need to be implemented consistently across platforms to ensure safety and build legitimacy.

What's actually happening on our apps and in the world:

- **Trips:** Bullying and Harassment, witnessing hate speech and seeing nudity are the highest intensity and reach on Messenger. Profanity, malicious links, false and misleading info, being contacted by fake accounts are highest reach. ([HYPERLINK "https://fb.workplace.com/groups/183613065758451/permalink/1007235156729567/" \h])
- **Bullying & Harassment:** 1 in 2.5M monthly active users report a bullying or harassment incident to Facebook from Messenger; 75% of violating reports actioned are B&H, making it the largest single abuse type we action against.
- **Youth Safety:** ~1 in 100 IG teen users in the US are exposed to IIC convos (child grooming) with adults everyday; Over the last 1 year, we detect, delete and report 36.37M pieces of content containing CEI to NCMEC, where 8 out of 10 come from Messenger
- **Elections:** There are three elections this year in critical markets — Philippines, Brazil, and US-midterms—in which Facebook's role could be scrutinized.

Competitive analysis:

- We're seeing visible, proactive safety messaging and products from competitors like Tiktok and Twitter that help build their safety brand. ([HYPERLINK "https://www.tiktok.com/safety/en-us/well-being-guide/" \h], [HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/844687739498459/" \h], [HYPERLINK "https://twitter.com/TwitterSafety/status/1433099983016759302?s=20" \h], [HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/865373434096556/" \h], [HYPERLINK "https://blog.twitter.com/common-thread/en" \h])
- Highlighting norms and community standards is common place amongst many apps with social interaction ([HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/858913294742570/" \h], [HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/894662304501002/" \h], [HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/853588035275096/" \h])
- iMessage and WhatsApp have inherently more closed graphs due to phone number requirements. Open graphs similar to ours, like Tiktok, have much stronger friction when messaging strangers. ([HYPERLINK "https://fb.workplace.com/groups/301351331089258/permalink/414403683117355/" \h])
- Apple is exploring using on-device scanning to reduce CEI on it's platform, with a strong push back from the privacy community, but strong support from organizations we partner with, like Thorn. ([HYPERLINK "https://fb.workplace.com/groups/844568042843762/permalink/856900161610550/" \h])
- Discord and Twitch have many safety issues such as B&H, doxxing and sextortion even with an abundance of moderation features as well as message filtering to help admins moderate communities. ([HYPERLINK "https://fb.workplace.com/groups/messengerintegrity/permalink/1227765037638198/" \h])

3. Look back

[HYPERLINK "https://docs.google.com/document/d/1hLqLtGv5rFAAQ6xcPwr0GrLyXIGg5KnlO9P7SDmW568/edit" \h] —

We made strong progress towards can't fail priorities this half:

- **Compliance, escalations and quality**
 - In response to the CSAM derogation in the EU, we re-enabled CSAM scanning on Messenger and IG Direct mobile apps. To date, we have detected and deleted 165k pieces of content since resuming scanning.

- Engg quality/infra: We enabled complex IG Infra Unification project to proceed on schedule.
- Team made expected progress on MO deprecation working with Privacy and Growth with progress on the account upgrade and download your info flows in particular.
- We launched ePD compliant filtering model in message requests in the EU decreasing deletes by 31% and increasing accepts by 5%.
- **Foundation for the safest private messaging platform**
 - Parity:
 - On track to ship all planned safety feature parity experiences on Armadillo.
 - Helped to scale the efforts across FoA - MSGR Web, IGD Web, Desktop, Lite/MiB and engaging FRL.
 - Reduce high severity harm on open threads in readiness for Armadillo:
 - Substantial progress on new interventions wrt bullying/harassment (reducing re-contacts (and safety feedback DAU) of blockers by 10%, Restrict)
 - Improving child safety (40x increase in blocks/reports through IIC Safety Notice coverage, extension of restrictions of unconnected adults<>minors to group threads, first set of experiments against CSAM sharing showing stat sig reduction in further CSAM sharing & exposures)
 - Increasing reporting (reports/week: 2.4M v/s 8M goal and weekly mIV actioned: 3.94B v/s 8.8B goal)
 - Collaborated closely with Thorn, an online child safety organization, to identify opportunities to better support youth safety on our platform.
- **Supporting key user segments and new product launches**
 - On track to reduce negative user actions on message requests by creators by 20%.
 - Doubled the adoption of Hidden words to 2% through improved awareness and improvements to the product.
 - Launched Hidden Words for Messages on IGD, and are on track to ship Restrict in MSGR (to enable 10M restricts/day).
 - Supported the alpha and beta releases of Community Chats (13/13 features to support product launches have been completed).

Highlights

2-5 things that went really well.

- Team Health continued to improve as execution and prioritization got more disciplined. The mission driven culture on the team continued. Attrition was low.

- Focussed teams on Communities and Creators led to clear wins in these specific areas. There is still a long way to go on both initiatives, but the teams have more understanding in this space than when we began H2.
- Looking into the next year, we are well positioned to establish metrics that can be goaled on for other parts of the funnel, namely - TRIPS, Safety feedback DAU (Previously WAV), and problem specific metrics in a 'fact framework' including UNiS metrics. Beginning in H1, we will identify a few workstreams to operationalize these metrics, and continue to drive towards maturity by the end of 2022. Our goal is by the end of 2022, we will have clear and established metrics to identify product improvements, prioritize projects and drive trade-off discussions between them, and set targets for teams to goal on.
- We have collaborated with multiple child safety organizations across the globe on our overall strategy for keeping teens safe on Messenger and IGD, and specifically getting feedback on our proposals to improve the reporting experience for teens.

Lowlights

We faced execution challenges on many dimensions.

- **Privacy Reviews:** Almost every project was delayed due to long privacy reviews. Due to the nuances of data requirements in safety, our interpretation of ePD requirements, and churn with the core pxfn community, we were severely impacted by pxfn reviews.
- **Hiring:** Slower engineering hiring in H2 so far (21 open, 12 hired, 62 filled seats)
- **Compliance:** Regulation compliance for CSAM appeals was more complex than expected and led to delays in re-enabling scanning in the EU.
- **Aggressive goals:** This half we took an aggressive goal to 4x (2.2B → 8.8B mIV) the harm reviewed on Messenger & IGD. We wanted to do this by two levers - Increasing reporting volumes & Improvements in review efficiencies (manual and automation). As of 12/3, we are trending at 3.03B mIV (31% since the start of H2). The gap between the goal and current projections are due to implementation challenges & some assumptions which proved not to be true, and we are baking these learnings for the next half.
- **Child Safety Gaps and Pivots:** Human labeling identified unbanked CEI from 540k unique users, they have now been check-pointed/disabled (1); we also decided against running tests for more private messaging defaults for minors on Instagram, leading to a need to pivot in our strategy to reduce exposure.
- **Well-being as an afterthought:** CM Web surprised many on the Well-being team, and had to scramble to build core safety products before it can ship. There were many instances (life events on Messenger) where the team was looped in late to help.
- **Quality at risk:** While our baseline quality levels are much ahead of where we were a year ago, we regressed this half in terms of SLA compliance and code coverage due to execution on multiple timeline driven projects.

What we learned

- Well-being is an xfn heavy space beyond any other team. Without key xfn in place, we will not be successful in delivering highly impactful projects. We entered the half with a depleted data team, and had to rebuild it. Other functions such as CD and UXR continue to operate with half the capacity than what is required leading to team health issues and impacting team outcomes.
- It takes continuous evangelism within teams to ensure they understand the importance of safety, and can design products from the start with safety in mind. We have a big responsibility to keep billions of users safe on our platform and it can only happen if every product team thinks about safety during early stages of designing the products.
- We need a strong narrative/arc on safety across products, new audiences and company priorities. Without which it is difficult to recruit talent.
- We need to set better expectations on the time to execute on safety projects due to the complex process and approvals, xfn requirements and industry expectations.

4. 2022 Strategy

Where we'll play

We are shifting our focus heavily to successfully landing company priorities (Armadillo, Community Messaging, & Creators) and maintaining safety on open messaging by staying in compliance on critical regulations (India IT, and ePD).

Insight / People Problem >	Strategy >	Our Advantage
Objective 1: Meet the compliance, infrastructure and quality bar		
Governments around the world are passing legislation (tracking 170+ incoming policies). Non-compliance carries severe penalties and damages trust & reputation.	[Care] Rely on CI teams to lead on compliance. Offer guidance and minimal investments on messaging to stay compliant globally.	Partnership with Experience resp (e.g. CSAM dero
Objective 2: Build industry leading safety on private messaging		
Current Well-being products offered on open threads are effective at preventing and remediating harms on the platform, but aren't currently available on E2EE threads.	[Prevent] [Control] [Care] Ensure existing mitigations are rebuilt in time for Armadillo tests and cutover.	Carrying momen 2022.
Child safety is a key argument used by govts and policy makers to oppose E2EE. There are ~550K* pieces of harmful content (CEI, NCII, DOI) actioned and removed per day on open messaging	[Prevent] [Control] [Care] Upstream, visible safety measures to keep minors safe and help us make progress with safety stakeholders.	Shared goals on CI. Cemented relatic in 2021; Armadillo GTM s

through MMS. This proactive enforcement is not possible in E2EE.	Reduce the spread of harmful content through product interventions and user & feature gating. Provide efficacy data around product interventions to combat fixation on harmful content count.	narrative
Regulators and stakeholders want measurable proof of keeping children safe on encrypted messaging.	Build proof points of our prevent, control and care strategy.	Some of the wor measured in pub
Objective 3: Support safety on Community Messaging/ Community Chats		
CC increases the risk of minors engaging with adults in ways that leads to increased discovery and downstream severe harm.	[Prevent] [Control] Use a combination of gating risky actors, warnings for minors and product friction to reduce the risky connections.	Extend existing messaging into
Group admins are overwhelmed and unable to independently handle moderation of Community Chats. They do not have enough tools to keep their communities safe.	[Prevent] [Control] [Care] Invest in prevention tools to reduce harm in groups, provide admins with controls to moderate their communities and enforce rules. <i>Eg. admin enforcement and moderation tools, groups remediation strategy.</i>	Collaboration m communities tea
Users are worried about having unwanted experiences in a large chat forum. They are concerned about issues ranging from spamming to doxxing to sexual harassment.	[Control] [Care] Invest in safety tools that keep community chats competitive. <i>Eg. update reporting classifiers, integrate with strike system, appeals system</i>	Head start with
Bad actors may intentionally use CM for sharing harmful content	[Prevent] Train content detection tools on messaging data and calibrate to detect and enforce on violating content.	Partnership with
Objective 4: Improve Creator Well-being		
Creators are exposed to an increased number of unwanted and abusive messaging experiences due to their public profile.	[Prevent] [Control] Continue our strategy of preventing unwanted message requests and increasing adoption of controls.	Continue our wo H2.
Objective 5: Platformization of Messaging Safety		
Messaging is increasingly used across new use cases and surfaces. This surfaces two problems - 1) Fragmented user experience across surfaces and apps 2) Multiple teams invest in building messaging well-being features	Strong collaboration with partner teams to understand needs, Documentation and building the platform in a way that enables scaling of our product in a coherent fashion.	Experts in messa and broadcast p Experience & lea teams in implem Experience in bu

	<i>Eg. Document messaging integrity principles, patterns and processes, Build platform in a way conducive to platformization.</i>	for projects such
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5. H1 Priorities and OKRs

Prioritization Framework

Priority	Framework	Examples
P0	1. Regulations that we need to comply with, and not complying has huge risks to Meta.	ePD compliance with high risk of penalties or Company brand.
	2. Time sensitive company or org priorities, with significant risk to brand without sufficient safety investments.	Armadillo, Community Messaging
	3. Extremely high severity harm to individuals and communities, high sensitivity in public domain.	Teen Safety, Creators
	4. Unplanned high severity real world events , external escalations impacting Meta brand.	E.g. Ukraine conflict, Abortion debate.
	5. Current systems are maintained , Keeping the lights on.	Operational quality, Perf and reliability, QED, Bug SLA, PAI, Measurement
P1	6. Planned real world events that require minimal Integrity product and operational support (i.e. Elections)	US 2022 mid-term.
	7. Platformization of Tier 1 products and apps	Reporting, Franking, safety notices.
	7. Company or Org priorities that require safety investments, but may not be time sensitive .	Reporting Scale, Parental Controls / Youth
	8. Very high severity harm to individuals and communities, sensitivity in public domain	Bullying and harassment
	9. Filling gaps in critical safety foundations areas (e.g. enforcement)	Message requests, Enforcement
P2	10. Improve product quality , iterate on products to improve outcomes	Flytrap reports, UX updates
	11. Secondary surfaces	Armadillo Web, IGD Web, FoA surface

H1 Priorities

In H1, we will focus on these 4 initiatives in the Well-being team.

1. [HYPERLINK "https://docs.google.com/document/d/11ar-ryU5k9LZhEn-2APhbDV_5D1tZr1RYWHqt7L_VYI/edit" \h]
2. [HYPERLINK "<https://docs.google.com/document/d/1QRXbAKqOwxPMRM8IPxRudCFPHXA-HFC0HZQO-GRy1eU/edit>" \h]
3. [HYPERLINK "<https://docs.google.com/presentation/d/1QpGx68ZhmroGyv6KMiRzbLodGLZzUYoYF91JCDXJFxs/edit>" \l "slide=id.g626e7f2d_2_128" \h]
4. [HYPERLINK "https://docs.google.com/document/d/1wuLXpUvx27L8K3pha-1fMRdX6yjTiDqg_UEeZ6KLskw/edit" \h]

In addition to the above, we will minimally invest in staying in compliance on safety features on Messenger and Instagram direct, PAI and infrastructure requirements, and ensure we are making continuous improvements on maintaining product quality.

Our investment heat map relative to the problems/foundations is as follows (red implies no investment, yellow implies limited investment and green implies adequate investment)

	Audience/New use cases					
Problem Areas / Foundations	Core messaging	Core msg - e2ee	Creators	CM	XAC	IGIM
1. Child Safety	P0	P0	NA	P0	P2	NA
2. B&H	P0	P0	P0	P0	P2	NA
3. Impersonation	P1	P1	P1	P2	P2	NA
4. Misinformation	P0	P1	P2	P1	P2	NA
5. Hostile speech	P1	P1	P0	P1	P2	NA
6. Spam	P0	P0	P1	P0	P2	NA
7. F&D	P1	P1	P1	P1	P2	NA
8. Compromised Accounts	P1	P1	P1	P1	P2	NA
9. Dangerous Orgs	P2	P2	P2	P0	P2	NA
10. ASE	P1	P1	P1	P0	P2	NA
12. Nudity	P2	P2	P1	P0	P2	NA
13a. Safety Foundations - Unknown Contact	P0	P0	P0	P1	P2	NA
13b. Safety Foundations - Self Remediation	P1	P1	P2	P1	P2	NA
13c. Safety Foundations - Reporting	P0	P0	P1	P0	P2	NA
13d. Safety Foundations - Enforcement	P0	P0	P1	P0	P2	NA
13e. Safety Foundations - Support	P1	P2	P2	P2	P2	NA
14. Inclusion & Equity	P2	P2	P2	P2	P2	NA
15. Safety Regulatory Compliance	P0	P0	NA	P1	P2	NA
16. Privacy Infra & Regulation Compliance	P0	P0	NA	P2	P2	NA
17. Infra Changes - eg Dolphin, IG IU	P1	NA	NA	P1	NA	NA

Our investment heat map relative to the surfaces/apps to be covered is as follows. We will invest in a targeted Platformization effort starting in H1 in order to setup better for leveraging our investments across FoA Surfaces in subsequent halves.

Problem Areas	Surface Coverage - Investment								T1 Apps (Lite, MiB)	T2 Apps (Portal, FRL)
	MN - Oper	MN - e2ee	IGD - Open	IGD - e2ee	MN Web	IGD Web	MN e2ee Web	IGD e2ee Web		
1. Child Safety									Needs audit	Needs audit
2. BSH									Needs audit	Needs audit
3. Impersonation									Needs audit	Needs audit
4. Misinformation									Needs audit	Needs audit
5. Hostile speech									Needs audit	Needs audit
6. Spam									Needs audit	Needs audit
7. F&D									Needs audit	Needs audit
8. Compromised Accounts									Needs audit	Needs audit
9. Dangerous Orgs									Needs audit	Needs audit
10. ASE									Needs audit	Needs audit
11. Nudity									Needs audit	Needs audit
13a. Safety Foundations - Unknown Contact									Needs audit	Needs audit
13b. Safety Foundations - Self Remediation									Needs audit	Needs audit
13c. Safety Foundations - Reporting									Needs audit	Needs audit
13d. Safety Foundations - Enforcement									Needs audit	Needs audit
13e. Safety Foundations - Support									Needs audit	Needs audit
14. Inclusion & Equity									Needs audit	Needs audit
15. Safety Regulatory Compliance									Needs audit	Needs audit
16. Privacy Infra & Regulation Compliance									Needs audit	Needs audit
17. Infra Changes - eg Dohstin			NA	NA			NA	NA	Needs audit	Needs audit

6. H1 OKRs

Our 5 workstreams are Compliance, Armadillo, User Safety, CM Safety and Platform. These are stack ranked in this order. While each is planned to be worked on, we plan to optimize schedules and allocations as per the above stack rank.

KR	Metric	Prio	Status
Objective #1: Meet the compliance, infrastructure & quality bar			
1a. Build appeals for disabled accounts (India Regulations)	Ship Goal	P0	
1b. Ensure compliance with ePD derogation	Ship Goal	P0	
1c. PAI related changes	Ship Goal	P1	
1d. PREQ and QED objectives	Detailed per dimension of PREQ	P1	
Objective #2: Build safety products and proof points for e2ee messaging			
2a. Scale minor safety products on encrypted threads	Ship goal	P0	
2b. Close the safety feature gap for high risk problem areas	Ship goal	P0	
2c. Build metric proof points for public narrative	Ship goal	P0	
Objective #3: Improve child safety in messaging			
3a. Increase coverage and effectiveness of IIC products	Prevalence/Unis	P0	
3b. Build awareness with minors on online safety and tools	Increase in usage of Safety Tools, reduction of IIC threads	P1	Deprioritized
3c. Reduce CEI sharing/exposures in groups	Reduction in CEI exposures, # of groups taken down	P1	

3d. Make reporting simpler for minors	<i>Increased reporting by minors</i>	P0	
3e. Reduce harassment for minors	<i>Reduced negative action by minors</i>	P0	
Objective #4: Reduce safety risks with communities			
4a. Enable minors to safely engage in Community chats products	<i>Ship Goal in Q1, Will build metric goal for Q2.</i>	P0	
4b. Detect content violations and enforce	<i>Ship Goal in Q1, Will build metric goal for Q2.</i>	P0	
4c. Build tools for admins to effectively moderate safety problems in communities	<i>Ship Goal in Q1, Will build metric goal for Q2.</i>	P0	
Objective #5: Improve Creator Well-being			
5a. Reduce exposure to unwanted message requests	<i>NUA</i>	P0	
5b. Empower creators to mitigate abuse	<i>Hidden words usage</i>	P1	

7. H1 Roadmap

Key Launches

Compliance

- Appeals or disabled accounts
- India IT regulations compliance

Child safety

- Simpler reporting flow for minors in IGD and Messenger open threads
- Reduce harassment/Recidivism for minors with multi-block
- Improve coverage for adult to minor restrictions and safety notices
- Minor education

Armadillo

- Message requests, group message requests and spam filtering
- Restrict
- Franking on Messenger
- New entry points to upsell reporting

Community Messaging

- Minor safety
- Proactive content detection and enforcement
- Admin strikes
- Appeals
- Admin assist

Creator Well-being

- Adoption and increased precision of Hidden words
- Filtering Message requests to reduce exposure

Detailed Roadmap

Workstream	Goal	Projects
Compliance	Comply with key regulations in India and EU.	Account disable appeals India IT regulations Improved spam performance for EU users. Scale ePD derogations (might get deprioritized if we need to wo projects)
Armadillo	Improve safety for minors on encrypted threads.	Onboard new classifiers for safety notices. Scale adult to minor messaging restrictions to other high usage messaging restrictions. Enforce on group metadata.
	Close the feature gap for high risk problems.	Message requests and controls to reduce Spam and unwanted Self-remediation actions for Bullying and Harassment. Reporting and enforcement for all problem areas, including imp Review automation to handle increased reporting volume. Reporting platform for Lite and MiB.
Child safety	Increase coverage and effectiveness of IIC products.	Expand coverage for adult to minor and safety notices on Lite p Heuristics and content improvements for safety notices.
	Build awareness with minors on online safety and tools.	Safety checkup Education on sharing self-generated csam
	Reduce CEI sharing/exposures in groups.	E2EE Group image and metadata scanning Build policy and enforce on risky groups potentially sharing CEI. Depth forwarding limits
	Make reporting simpler for minors.	Simplify tags and update content to help minors report more. Review and enforce on more harm reported by minors.
	Reduce harassment for minors.	Multi-account block on FB/MN Upsell block after B&H reports by minors More protective filtering for minors Improved reachability settings and upsells

Community Messaging	Build robust proactive detection and enforcement systems.	Calibration and integration for proactive content detection and review queue prioritization Admin strikes and penalties Appeals core functionality and integration for content, user and
	Ensure safety for minors.	Education on norms and reporting to Facebook Report U13 account flow Safety notices for minors Prevent minors from messaging and calling unconnected adults
	Protect admin wellbeing and empower admins to keep their communities safe.	Admin Assist V0 in Messenger and Blue Extend pause group functionality to channels
Creators	Reduce exposure to unwanted message requests	We will build experiences using sender side and filtering MR's to
	Empower creators to mitigate abuse	We will increase awareness of Safety tools and also, increase awareness of Hidden Words.
	Refine understanding of creator messaging interactions and segments	Continue to improve our understanding to find needs and problem cohorts.

8. People and Team

Team	2021 Eng (BiS / Budget)	2021 PM (BiS / Budget)	2021 PD (BiS / Budget)	2021 UXR (BiS / Budget)	2021 DS (BiS / Budget)	2021 DE (BiS / Budget)	2021 CD (BiS / Budget)	2021 TPM (BiS / Budget)
Self Remediation	11/16	1/1	1/2	0.5/0.5	1/1	1/1	0.5	0.25/0.25
Unknown Contact	13/15	1/1	1/1	0.5/0.5	1/1	1/1	0.5	0.25/0.25
Reporting & Enforcement	14/14	1.5/1.5	1/1	0.5/0.5	2/2	2/2	0.5	0.25/0.25
Support & Inclusion	11/13	1.5/1.5	2/2	0.5/0.5	2/2	1/2	0.5	0.25/0.25
Community Messaging & Instagram Creators	12/17	2/3	2/2	1/1	1/1	1/1	1	0/0
TOTAL	61/75	7/8	7/8	3/3	7/7	6/7	3/3	1/1