

FILED UNDER SEAL

EXHIBIT 65

Understand Shareout



IG Youth Appropriate Experiences. Planning for H125


DS

Josh Latshaw
DS

Anyia Drabkin
LXR

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Agenda

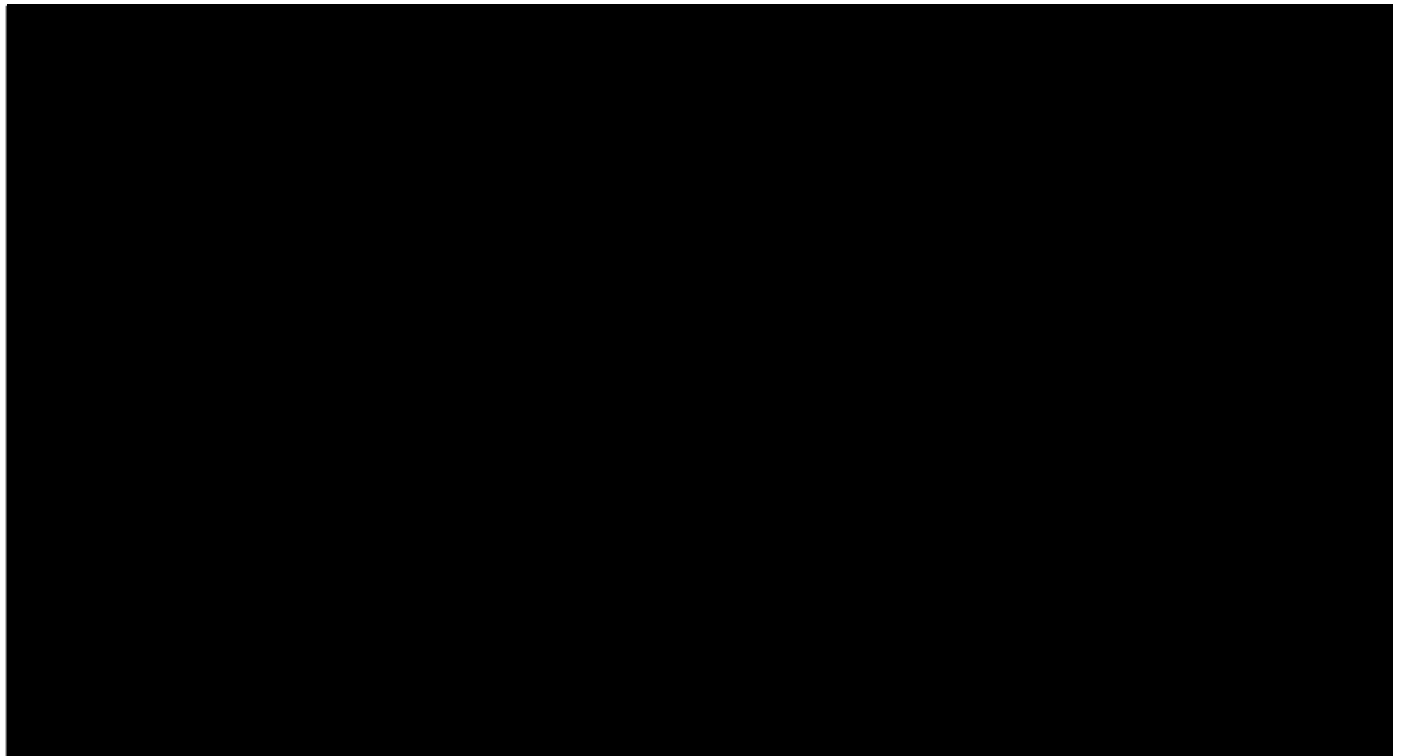
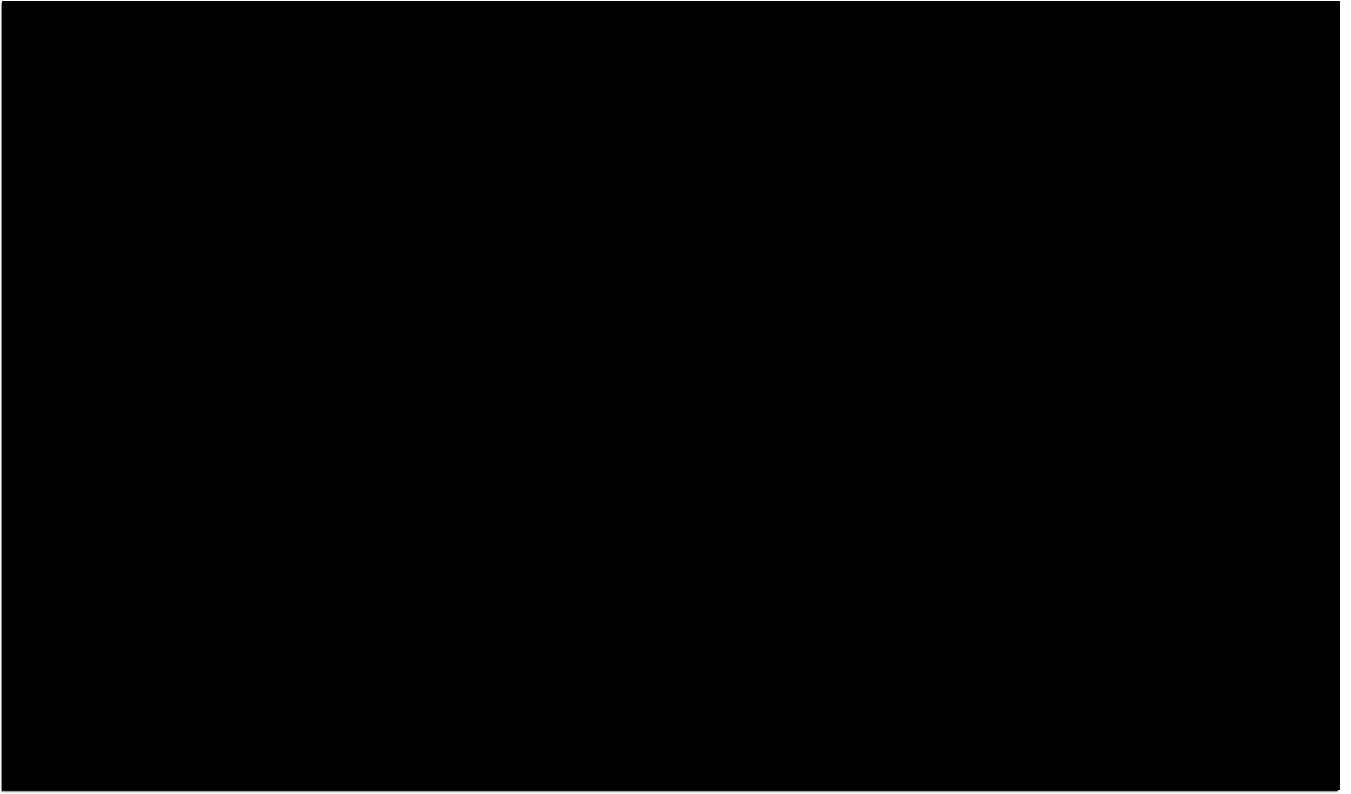
- 01 YP Priorities - YAE Focus Areas
- 02 SSI/ED
 - Pathways to CoE content consumption
 - Results from experimentation
 - Account Recommendations
 - Content seen by CoE
- 03 AAC: what we hear from parents & teens
- 04 Experiences to improve problematic content exposure
 - Digital Reset evolution
 - Opportunities to interrupt concentrated exposure
 - What parents say they want

IG Youth Protections

H1 2025 Priorities

Overall: Realigning with Parents		
Priority Area	Themes	In Scope for YAE
Teen Accounts Roll Out	Full roll-out to predicted age	No
	GTM Teen Safety Moments	Yes
Addressing Key Parental Concerns	Unwanted Contact from strangers	No
	Age Inappropriate content - Efficacy of age-gating - Establish approach to empower parents with content controls	Yes
	Bullying & Harassment	No
	Screen Time Management	No
Priority Risk Mitigation (PRM)	Child Sexual Solicitation	?
	Suicide & Self-injury	Yes
	Eating Disorders	Yes
Youth Regulatory Readiness	Meet New Regulations	Potentially
	Mitigate legal pressures	Potentially
Teen Accounts for Threads	N/A	?

SSI/ED



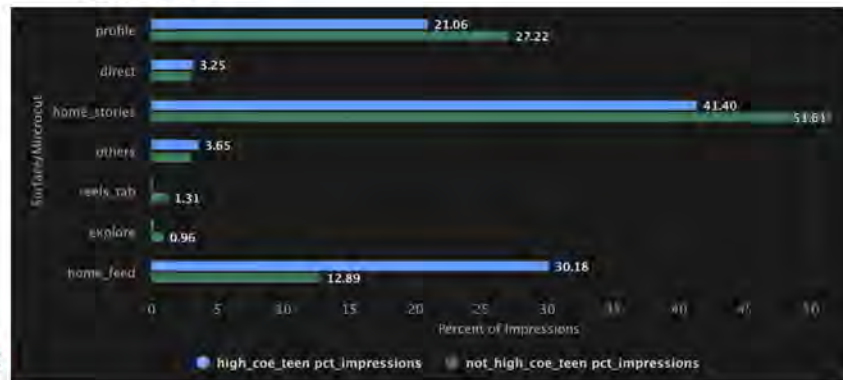


Surfaces

Research has shown that seeing even one piece of SSI content correlates with an increased likelihood that a user will be exposed to more SSI content

Age gating will be an important tool in limiting exposures to SSI content outside of the high CoE cohort as well

High CoE Teen vs Genpop teen SSI Surface



Genpop teens are also being exposed to SSI content on home stories the more than other surfaces

Some teens who are not High CoE have still been exposed to SSI content, they are just below our threshold for having a high concentration of exposure.

Notifications associated with SSI Content

Number of teens who clicked on a notification associated with SSI content	53.6K*
Percent of High CoE Teens who clicked on a notification associated with SSI content	1.5%*
Average number of exposures to SSI content during a session after clicking on an a notification associated with SSI content	3*
Average number of exposures to SSI content during a session where no SSI notifications were clicked	2.3*
Average 7d exposure for high CoE users who clicked a notification for SSI content	27.4
Average 7d exposure for high CoE users who did not click a notif	10.8

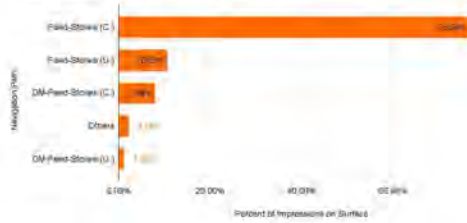
* Calculated from 10 two week periods

- Over a two week period 1.5% of high CoE teens clicked on a notification associated with a piece of SSI content. These teens had a higher average 7d exposure to SSI content
- **If possible, we should consider not sending users notifications where the associated content is over a certain threshold.**
- **When a user has consumed SSI content on a single day, we should explore lowering age gating thresholds for them, or increasing demotion strength for content in their feeds and stories. Considering lower age gating thresholds for teen CoE users or teens in general who have consumed any SSI content may also be a path forward**

- Over a two week period 1.5% of high CoE teens clicked on a notification associated with a piece of SSI content. These teens also had a higher average 7d exposure to SSI content with these users having over twice as many exposures to SSI content (27.4 vs 10.8 exposures)
- On avg after a session started with an SSI notification they 3 exposures to SSI content compared to 2.3 for other sessions where high coe teens consumed SSI content
- **If possible, we should consider not sending users notifications where the associated content is over a certain threshold.**
- **When we see that a user has consumed SSI content on a single day, we should explore lowering age gating thresholds for them, or increasing demotion strength for content in their feeds and stories. Considering lower age gating thresholds for teen CoE users or teens in general who have consumed any SSI content may also be a path forward**

Navigation Pathway to SSI Exposures

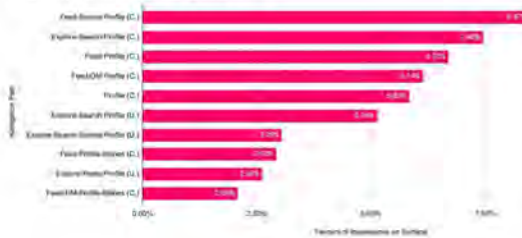
Home Stories - Top 5 Navigation Paths to SSI Exposure



Home Feed - Top 5 Navigation Paths to SSI Exposure

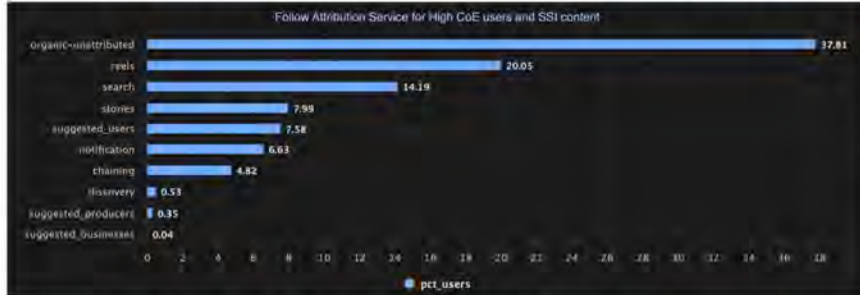


Profile - Top 10 Navigation Paths to SSI Exposure



- Typically exposures to content on home stories and home feed start in the home feed or other non violating stories for high CoE teens. This continues to emphasize the importance of feed and stories demotions and age-gating to address exposures to SSI content
- For unconnected profile exposures, most commonly the paths to exposure involved using search to get to the profiles where they were exposed. We also see users being exposed to SSI content on profile by finding the profile through reels.

Services that led to follows of SSI Producers



service: "why" this event occurred; what app feature exposed the target to the user for following; how the user found the target. Most "organic" follows occur on profile — we don't have enough information included in the pipeline to determine what led the user to the profile, where they performed the follow action, so we don't assign a service

- The top non-organic service that follows were attributed to was reels. Reels is mostly recommended content and teens should be age-gated from any non-rec content on reels. It's possible that the reels that lead to follows are benign but other content the user is posting is not. **We should consider making users who have posted any SSI content non-rec or age-gating them to address this issue.** The same interventions may also address follows that came from suggested users
- After reels search was the highest attributed service. This could be a result of teens searching for specific users or a result of them searching for SSI terms that lead them to those users who authored SSI content they were exposed to. We have tested adding nudges to SSI adjacent search terms however this did not successfully lower the volume of high CoE users. **More aggressive interventions in search, such as blocking results for teens may allow us to have an impact on follows attributed to search**
- Continuing our efforts and focus on SSI content in stories is important as this also resulted in follows of users who produced SSI content.