

FILED UNDER SEAL

EXHIBIT 71

Inappropriate Interactions with Children on Instagram

Proactive Risk Investigation

[REDACTED], [REDACTED], and [REDACTED]

June 20, 2019

Thank you

Instagram

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Karina Newton

[REDACTED]

[REDACTED]

(Messenger)

[REDACTED] (Search)

IG well-being

[REDACTED]

[REDACTED]

Problem Process

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] (Graph Integrity)

Content Policy

[REDACTED]

[REDACTED]

[REDACTED]

Safety Policy

Antigone Davis

[REDACTED]

External Metrics CP
Platforms

[REDACTED]

[REDACTED]

Core Data Science

[REDACTED]

CI

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

CI RES

[REDACTED]

Imminent Risk

[REDACTED]

[REDACTED]

Agenda

- 
- 1 Context
 - 2 Testing & Cause Analysis
 - 3 Recommendations & Discussion

Context

What is IIC?

2. Inappropriate interactions with children (IIC) such as:

- Initiating unsolicited contact with minors (for example, private messages between stranger adults and minors)
- Soliciting, displaying, sharing, or viewing imagery of nude, sexualized, or sexual activity with minors
- Arranging real-world sexual encounters or obtaining sexual material from a minor directly
- Displaying nudity to minors

7. Child Nudity and Sexual Exploitation of Children

Policy Rationale: We do not allow content that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people reusing or misappropriating the images.

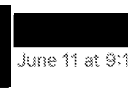


IIC XFN (formerly Anti-Grooming XFN)

Closed Group

About Posts Members More ▾

Tier 1 Violations (most severe)	Tier 2 Violations
- Meeting or Met for Sex - Position of Trust - Sextortion - Suicidal or Self-Injury - Minor Sex Trafficking - Sadism - Incest - Minor on Minor Abuse - Bestiality	- Sexualized Conversation - CEI

  to CIPCO HPMs
June 11 at 9:12 AM

Interaction Integrity IIC HPM - 11th June, 2019

Roadmap: Inappropriate Interactions with Children (IIC) CIPCO Q2 2019
Roadmap

Dashboard: <https://fburl.com/datainsights/ifttbf8>

This week I'll be trying a lighter format with links to more detailed posts. Let me know if you prefer the previous format!

HIGHLIGHTS

- Team changes: IIC is becoming Child Safety at the end of the quarter
 - IIC will be merging with CEI, thus taking ownership of the entire child safety space and rebranding as Child Safety. The IIC (LON) and CEI (SEA) teams are still operating independently until the end of Q2 with CEI being transitioned to this team for Q3 [post]

Investigation Scope

2. Inappropriate interactions with children (IIC) such as:

- a. Initiating unsolicited contact with minors (for example, private messages between stranger adults and minors)
- b. Soliciting, displaying, sharing, or viewing imagery of nude, sexualized, or sexual activity with minors
- c. Arranging real-world sexual encounters or obtaining sexual material from a minor directly
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██████████ to CIPCO HPMs
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HIGHLIGHTS

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1. Discoverability - Test

Hypothesis

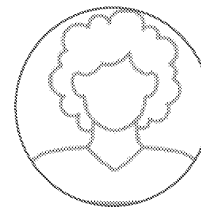
We may be facilitating possible groomers finding young people through following, hashtags, explore, and search.

Test

- Created two test users
 - One followed teen hashtags
 - One followed sexy teen accounts

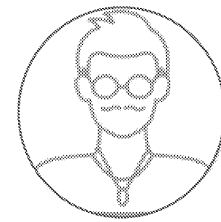
Results

- Following hashtags with minors did not result in content being served to us.
- IG recommended a minor through top suggested to an account engaged in groomer-esque behavior.



13rftc

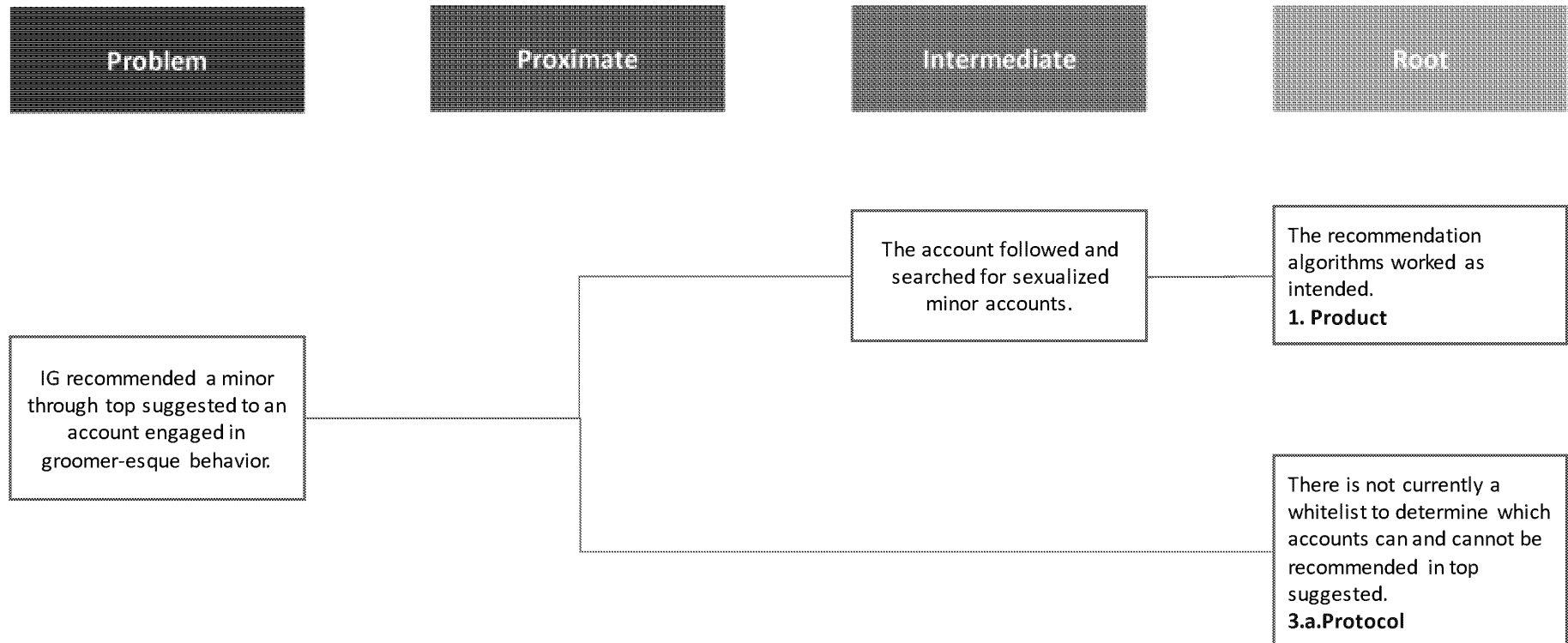
Test User 1



gogo1980atx

Test User 2

1. Discoverability



1. Discoverability - Recommendations for Groomers

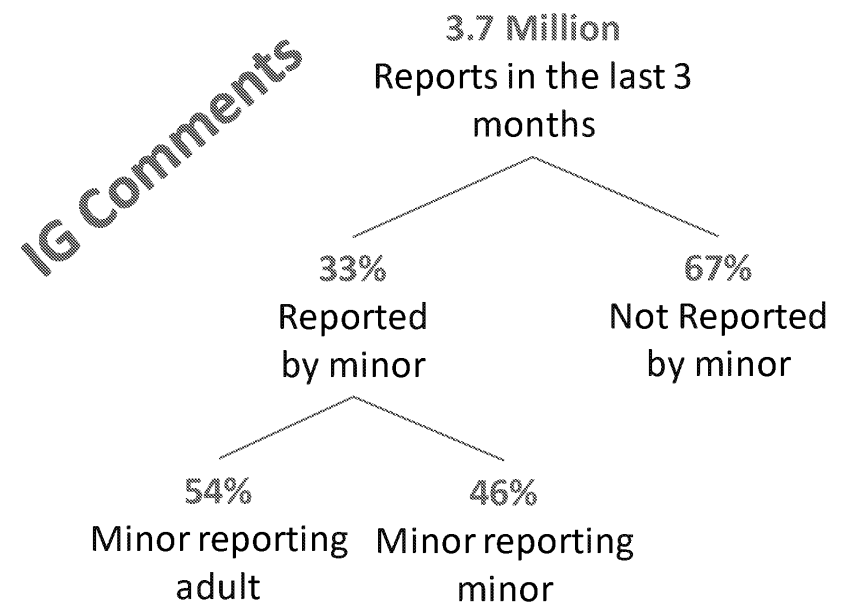
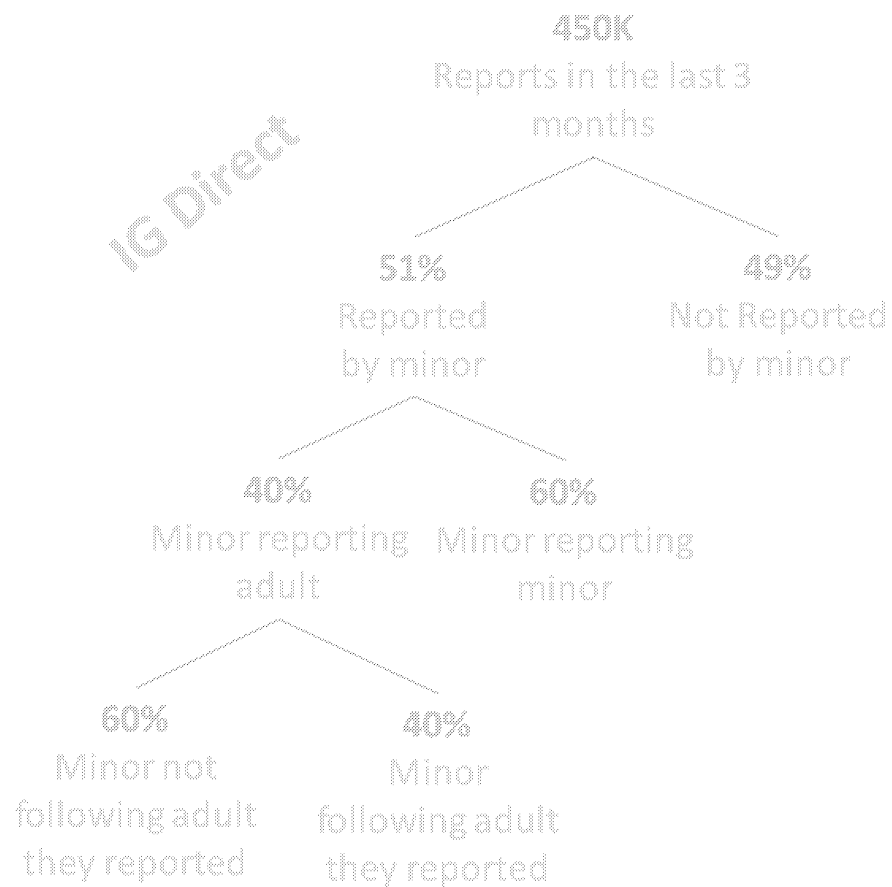
Overall IG: 7% of all follow recommendations to adults were minors

Groomers: 27% of all follow recommendations to groomers were minors

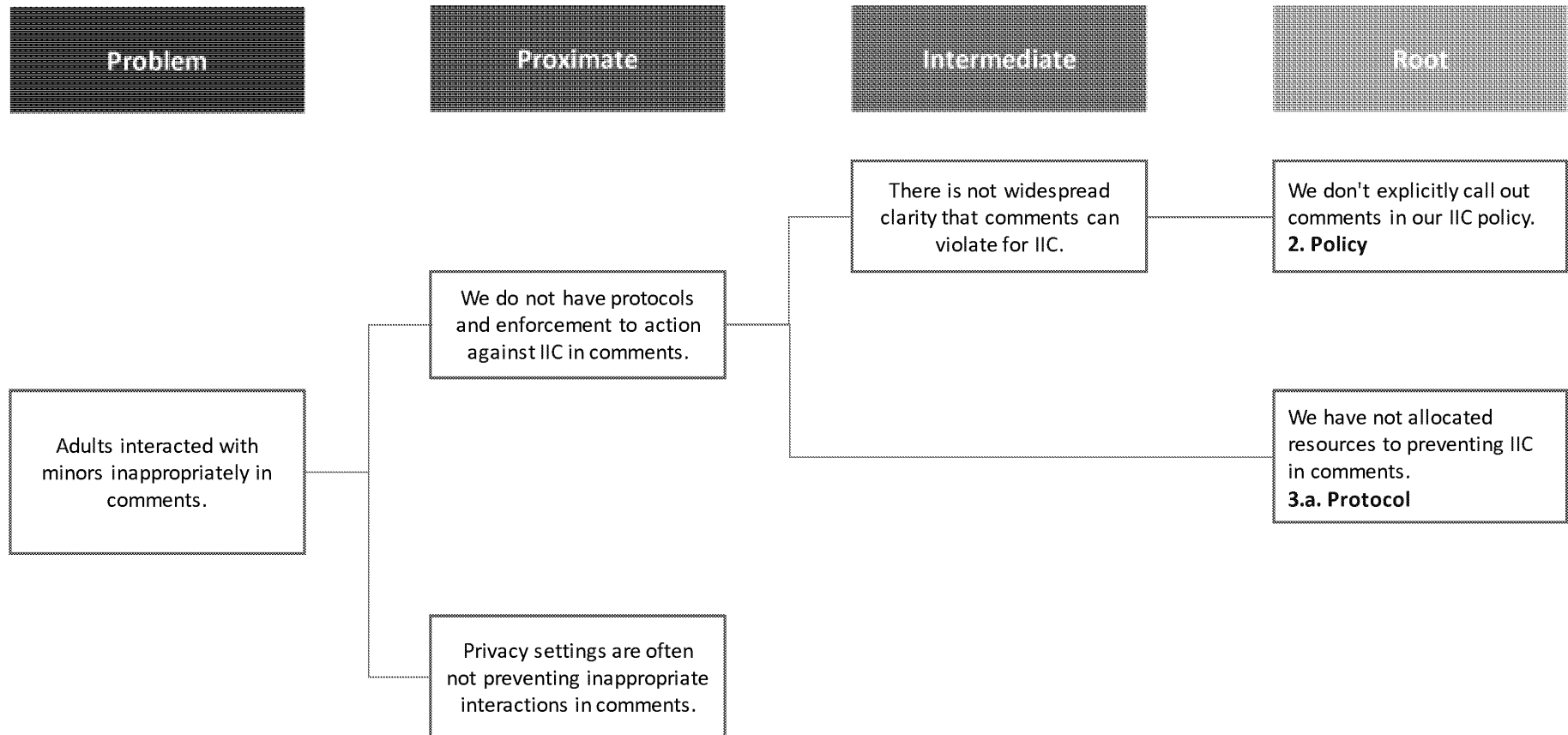
- We are recommending nearly 4X as many minors to groomers (nearly 2 million minors in the last 3 months)
- 22% of those recommendations resulted in a follow request



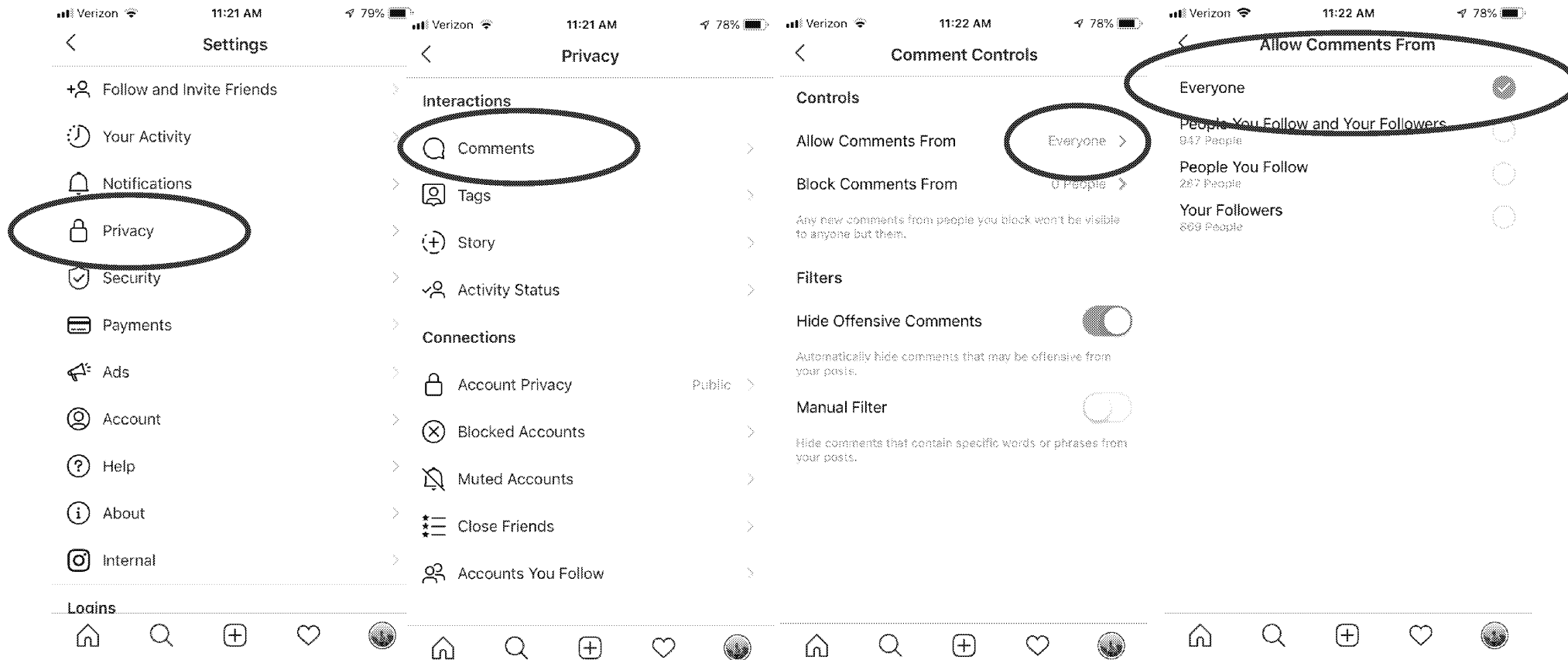
3. Inappropriate Comments



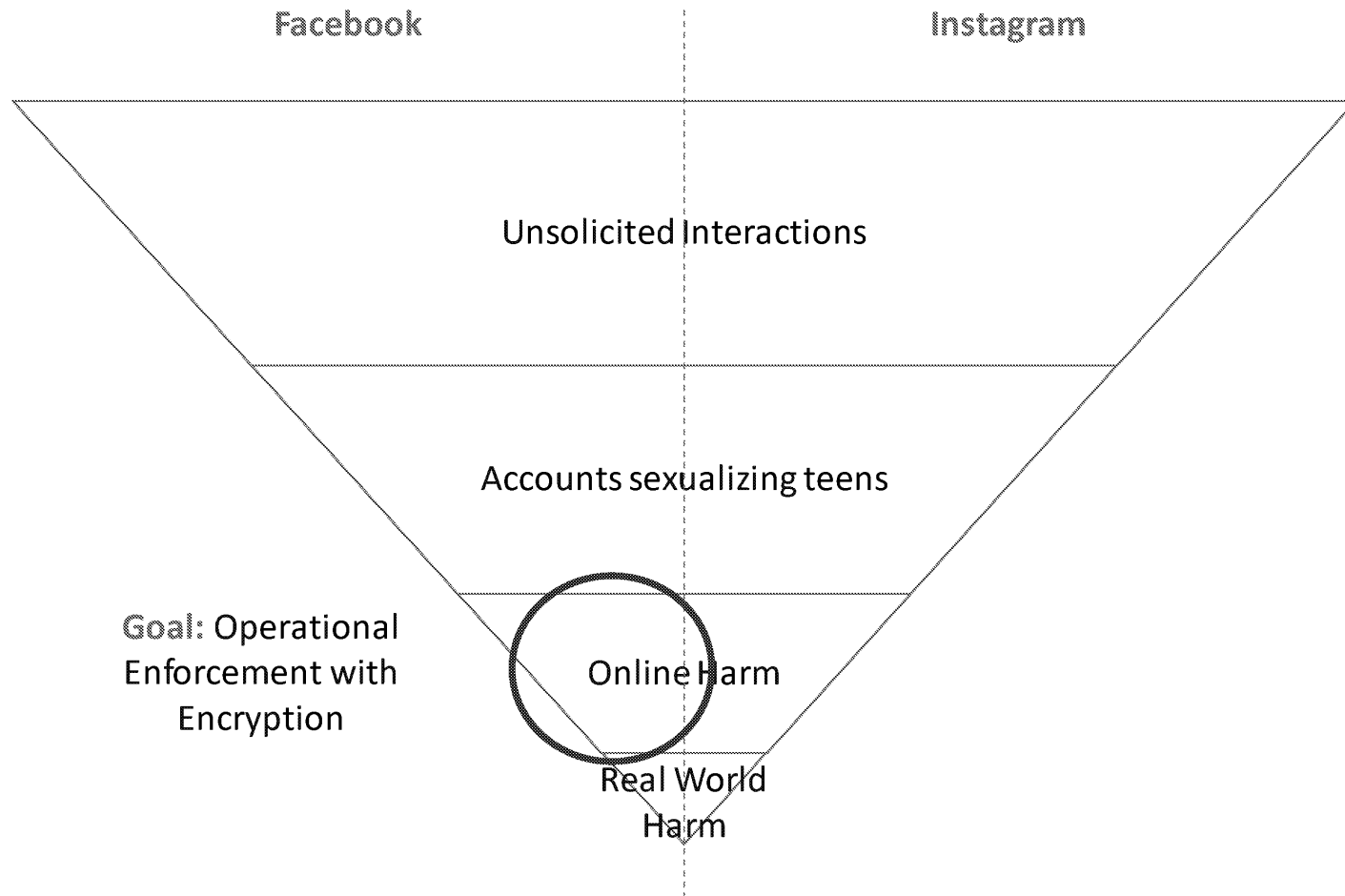
3. Inappropriate Comments



3. Inappropriate Comments – Privacy Settings



Our Focus for Q3



Recommendations and Discussion

1: Do we want to be taking a more holistic approach (surface and behavior) to combatting IIC on the platform?

2: If so, how can we ensure that age is taken into account throughout our prevention and detection efforts?

a) This includes: 1. Default Privacy Settings, 2. Recommendations, 3. User Messaging, 4. Report Routing, 5. SRT Context, 6. Severity of Actions

3: Given CI/Safety Process' focus for Q3, are there short-term steps we can take to mitigate IIC on IG?

4: How can we most effectively incorporate different IIC violator personas into our prevention and detection efforts?

#	Problem	AI Description	Owner/Team	Status
1	IG recommended a minor through top suggested to an account engaged in groomer-esque behavior.	Establish a whitelist for recommendations on IG.	[REDACTED] (Interests Content Quality)	Not Started ▾
2	3 accounts engaged in IIC remained live on the platform even after FB received signal that they were engaging in child exploitation.	Add escalation path for reps at scale to escalate jobs for IIC.	Safety Process	Not Started ▾
		Update ops guidelines and add more context to include age and photos of reporter and responsible so that there is sufficient information to action for IIC.	Safety Process, IG Wellbeing	Not Started ▾
3	Minors reported adults interacting inappropriately in IGDM and we left the accounts up.	Update account disable threshold on IG and explore opportunities to incorporate age in determining severity of actions.	[REDACTED]	Not Started ▾
4	Minors have a limited ability to prevent receiving violating unsolicited messages from adults.	Consider adding functionality to turn off requested inbox.	IG Growth	Not Started ▾
5	Adults interacted with minors inappropriately in comments.	Update IIC policy to include comments as an example and clarify behaviors that are and are not IIC.	[REDACTED]	Not Started ▾
		Consider proactive and reactive opportunities to address IIC in comments.	[REDACTED]	Not Started ▾
		Update default privacy settings for minors to be more secure.	Instagram Ops/Instagram Growth	Not Started ▾