

FILED UNDER SEAL

EXHIBIT 79



Teen Private By Default Launch Decision Review

August 2020 • Growth Graph Team

Meeting Goals

1. Review results and answer any questions on the impact of defaulting teens to private
1. Make go/no-go decision for the global teen private-by-default launch

**Discussion
Question**

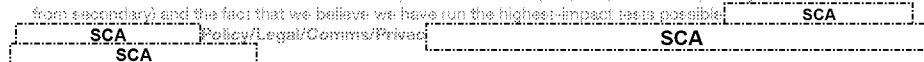
Are we comfortable launching private-by-default for teens with the identified retention and engagement drops?

Agenda

- 1. Problem Review
- 1. Default Teens to Private Test Results
- 1. Launch Options & Risks
- 1. Launch Decision

Private-by-default - Executive Summary

Context	The goal for defaulting teens to private is to create a safer space for teens that is both in-line with teen, parental, safety experts, and regulator expectations. As a result of testing private-by-default for teens in October 2019, the Growth team projected a 1.5M teen MAP drop (-4% new teen MAP) per year, of which the Growth Graph team set out to mitigate as much of the drop as possible to "responsibly" launch.
Original Estimation Was High	From our holdout, we see the original estimates of MAP overstated the impact by 600k, and the actual MAP drop was only 600k (-1.7% new teen MAP) per year vs. 1.5M for primary accounts.
Mitigations	From 12 tests the Graph team ran in H1, we have launched 7 and mitigated 22% of the new teen MAP drop (200k MAP for primary accounts) led by key product launches like adding the contact join notification for new private accounts, bringing new follow requests to the Activity Feed, adding a follow request reminder notification, and personalized PageRank based candidate sourcing.
The Launch Tradeoff	- We want to make Instagram a safer space for teens. Instagram is behind the industry on keeping our platform safe for minors. Other platforms, including TikTok, have taken bold moves to reduce interactions by strangers. We previously announced private-by-default for minors as part of our December age-collection moment which helped us land a favorable announcement. This is an area of high scrutiny by regulators and would be better for Instagram to address affirmatively, than forced by regulation. - Doing so will result in -2.2% teen DAP (-0.3% overall DAP), -1.9% teen TS (-0.3% overall), -2.3% teen feed impressions (-0.3% overall), -1.7% teen story impressions (-0.2% overall), -4.4% teen feed creation (-0.6% overall), -2.5% teen story creation (-0.4% overall) in 5 years, even after the Graph teams' mitigation work in H1. While small on top-line today, this will accrue over time as teens continue to join IG.
Launch Decision	With a clear view that the total new teen MAP impact will be -631k per year (-700k from primary accounts and -131k from secondary) and the fact that we believe we have run the highest-impact tests possible:



Review

Final MAP drop (primary+secondary): These are estimates based on global MAP numbers and teen population in the countries vs. global.

FCI teens: 308K per year

US teens: 57K per year

Launch Options & Recommendations

Decision 1 - Do we believe there's more meaningful work we can do to mitigate the teen MAP drop?

No More Mitigations

Growth Team Recommendation
(limited room for further mitigation and not worth US DAD work for now)

Retention:

- DAP: -0.33% (upline in 5 years) (-0.03% today)
- Teen DAP: -0.27% (upline teen DAP in 5 years)

Engagement:

- Overall TS: -0.33% (upline in 5 years) (-0.03% today)
- Feed impressions: -0.37% (upline in 5 years) (-0.04% today)
- Story impressions: -0.27% (upline in 5 years) (-0.01% today)
- Feed creation: -0.6% (upline in 5 years) (-0.05% today)
- Story creation: -0.4% (upline in 5 years) (-0.02% today)

Invest Further In Mitigations

Growth Team Recommendation
- New content to launch PRD items for existing users
- Update PRD items in model
- Improved content follow-up (upline in 5 years)

Retention (compared with no more mitigations):

- DAP: +0.06% (upline in 5 years)
- Teen DAP: +0.07% (upline teen DAP in 5 years)

Engagement (compared with no more mitigations):

- Overall TS: +0.03% (upline in 5 years)
- Feed impressions: +0.04% (upline in 5 years)
- Story impressions: +0.03% (upline in 5 years)
- Feed creation: +0.03% (upline in 5 years)
- Story creation: +0.04% (upline in 5 years)

Decision 2 - Given the tradeoffs, do we launch private-by-default for teens?

Launch Now

Policy/Legal/Comms/Privacy/Well-being Teams Recommendation

PRIV

Don't Launch (Now)

Growth Team Recommendation

PRIV

Why should we default teens to private accounts?

1. **Will Increase Teen Safety:** Defaulting teens to private will help prevent high severity actions such as child grooming and inappropriate contact with minors. As a result of defaulting to private, private account adoption increases by 5.5% for teens, making it harder for bad actors to discover and message them.
2. **In-line With Teen User Expectations:** Parents and teachers often warn teens to avoid "creepy older people on the internet." Because of that, most teens prefer private accounts and wish to see privacy controls during onboarding." ([First 14-days research from Yugian](#))
3. **In-line With Parent Expectations:** Parents are worried about the security and privacy of information and who can contact them/their teens. While parent usage of Instagram is relatively low, they are aware of private accounts and said it limits the number of strangers that can reach out. ([Talking about Safety Research from Wendy](#)).
4. **In-line With Regulator Expectations:** Providing additional resources and protections—such as private-by-default—for teens will strengthen many of our legal and policy positions across multiple jurisdictions as they relate to the processing of the data of minors, and may soon be required in some countries.
5. **In-line With Safety Experts' Expectations:** Safety partners and civil society groups regularly flag for us that defaulting teens to private accounts is necessary to give them a safe onboarding experience to our platform.
6. **Previously Announced Externally:** We announced this as part of our age collection moment in December 2019. The inclusion of the safety rationale for collecting age helped us land this favorable in press and avoid criticism that this was a move solely intended to help with ads targeting. We've also discussed with third-party policy partners (e.g., Anti-Bullying Association in UK, Unilever 5Rights Foundation)
7. **Decreased Follows from Growth Hackers:** By defaulting teens to private, we decreased #teens with inbound follows from Growth Hackers by 24% and #growth hacker follows by 25% during their first 7 days on the platform.

Review

Why aren't tags, mentions, and DM reachability a part of defaulting teens to private?

1. Well-being and Community made the decision to treat visibility, discoverability, and interactions as separate constructs for teen safety.
 - a. **Visibility** relates to private accounts
 - b. **Discoverability** relates to the account being discoverable by others
 - c. **Interactions** relate to how an unconnected account can tag, mention, or DM you.
1. Tag and mention opt-in settings were shipped in H1 to help prevent bullying and DM reachability settings are launched in certain markets.
1. After considering default strategies for interaction settings, ultimately Well-being and Community decided to leave as opt-in because of analysis showing significant value with current defaults.
 - a. Approximately 50% of 1:1 DM requests sent to new users in their first fourteen days on Instagram lead to the sender following the recipient at the end of the first 4 weeks.
 - b. This means DMs from unconnected accounts are an important way that new users make connections. [Note on DM reachability insights.](#)

Skip in discussion

When we default teens to private accounts, we are successful at nudging new teen users into the safer private accounts on Day 1. By making the selection more obvious/defaulted and seeing a spike in adoption, this also aligns with our research finding that most teens prefer private accounts to prevent strangers seeing their personal info and content.

+5.5x

More teen users chose private vs. control group on Day 1 (iOS/Android & iOS)

61%

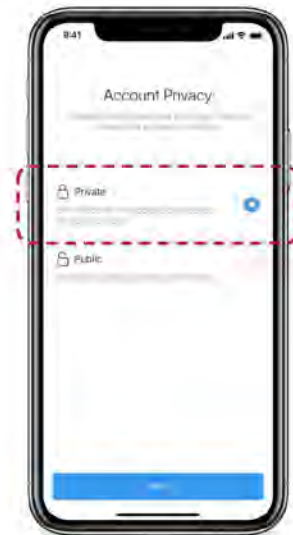
of new teen users chose private accounts as PRIMARY in NUD

63%

of new teen users chose private accounts as PRIMARY in NUD

52%

of new teen users chose private accounts as PRIMARY in NUD



(Public vs. Private choice in NUD group test) *Private is defaulted

We are successful at dramatically increasing the number of private accounts on Day 1 for teens.

Query: <https://fburl.com/daiquery/p202ava6>

As a result of defaulting teens to private, we see decrease in retention and engagement which will compound over 5 years.

1. Teen MAP drop due to inbound follow drop: With mitigations shipped by Graph Product and Graph Ranking, we estimated that the total teen MAP impact will be -831k per year (-700k from primary accounts and -131k from secondary) from defaulting teens to private.

- -1.6% New Teen MAU
- FCI teen MAP: -308K per year
- US teen MAP: -57K per year

1. Engagement Drop: We also saw negative impact in engagement metrics as a result of defaulting teens to private. However, the overall engagement impact was from drop in DAP, NOT in events per DAP (except production).

Metric (Test vs. Control)	Topline Today	Topline in 1 Year	Topline in 5 Years	Topline Teen Impact in 5 years
Overall DAP	-0.02%	-0.06%	-0.3%	-2.2%
Overall Time Spent	-0.02%	-0.05%	-0.3%	-1.9%
Overall Feed Impressions	-0.01%	-0.06%	-0.3%	-2.3%
Overall Story Impressions	-0.01%	-0.05%	-0.2%	-1.7%
Overall Feed Creation	-0.05%	-0.12%	-0.6%	-4.4%
Overall Story Creation	-0.03%	-0.07%	-0.4%	-2.6%

1. Currently, teens are 14% of DAP. As new teens continue to join and grow as a percentage of users, we expect these numbers to grow over time.

to cover - However, that comes with serious growth and engagement decreases, even after a half of launching 7 tests to mitigate loss.