

Filed Under Seal

EXHIBIT J

Well-being Review 3/30

Goals

Get feedback on:

- mission, vision and opportunity areas (please read ahead and leave feedback via comments)
- well-being strategy and what's next (please read ahead and leave feedback via comments)
- Compassion name and role of Compassion team in well-being work (share feedback in discussion)

Agenda:

- Review mission statement, vision statement and opportunity areas (5 min)
- Review Next Steps (5 min)
- Discuss team name, expansion of team, and how this will affect our resourcing/division of the team (20 min)

Mission Statement (WIP)

Please leave feedback and comments below.

Mission

The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

- strengthen social connections
- access practical resources
- engage in authentic self-expression and reflection
- participate in behavior that benefits others
- pursue interests and learn
- exercise agency and make deliberate choices

Well-being Themes & Product Ideas

Strengthen social connections: Reduce loneliness and encourage social support by connecting people to relevant networks and enabling interactions of mutual respect and trust.

- Sample Projects:
 - ~~36 questions~~ game: a series of questions to foster mutual vulnerability and closeness
 - A care package post: a post designed specifically to show a friend you're thinking about them
 - Common humanity: highlight people around the world who share your common interests or beliefs
 - Affirmation circle: encourage people to share a quality they love about one of their friends (potentially on their birthday or another special day)

Access to practical resources: Increase awareness of and access to resources for: safety, security, mental and physical health, educational and job opportunities.

- Sample Projects:
 - Vulnerable life transitions: offer resources to people who've recently gotten out of prison, mothers coming back into the workforce, transitioning genders, refugees, or bereaved
 - "How are you doing?" notification: Follow up with people to provide resources a week after their post has been reviewed for suicidal ideation
 - Free education for emerging markets: provide info about how to manage finances, get a job, etc.
 - Make suicide prevention tips more culturally sensitive (e.g. for young men who might be angry, we can suggest they punch a pillow)

- Suicide prevention and other mental health resources for emerging markets

Engage in authentic self-expression and reflection: Provide space for people to express themselves authentically and reflect on their lives. Minimize social comparison.

- Sample Projects:
 - Removing Like counts or all numbers to reduce social comparison
 - An "On This Day" video that shows achievements, or ways you've changed over time, e.g. highlights of the last ten years
 - Provide more options for people who don't categorize themselves as female or male (i.e. on signup, when transitioning, provide more options for names, etc.)
 - Well-being journal: a place to log how you're feeling and to get tips on how to improve your well-being

Participate in behavior that benefits others: Encourage opportunities for people to support others in need, engage in their communities, and give back to the world.

- Sample Projects:
 - 2 Billion Acts of Kindness Campaign: people are prompted to share one act of kindness and then tag a friend to do it next; we can show a visual representation of where these acts of kindness are generated
 - Volunteer Hub: For one-time volunteer opportunities, local opportunities, and/or long term, committed volunteer opportunities
 - Helping Stories: people are prompted in the composer to share a story about when someone helped them or when they were helped

Pursue interests and learn: Surface opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture) and to expand their worldview. Find ways for people to get more value out of these normally solitary pursuits, for example, through making them more social or interactive.

- Sample Projects:
 - Games that only work when you're together
 - Expand my worldview: videos of people celebrating different cultural events or images of what's happening around the world
 - View another person's News Feed (celebrity, friend, someone in a different country)

Exercise agency and make deliberate choices: Allow people's attention to match their intention by removing/rethinking features that are interruptive or distracting. Provide more endings, opportunities to pause, or move deliberately to something else (even off Facebook).

- Sample Projects:
 - End of News Feed
 - Remove auto-play videos
 - Rethink notifications: push notifications off by default, remove notifications that people find useless (e.g. comments on a post you commented on), prominent controls
 - Information about time spent and activity on Facebook

Next Steps

Please leave feedback and comments below.

Design Principles

We identified design principles to help the Compassion and Well-being team and other teams build products to support people's well-being, and prevent harm to someone's well-being. To give you a sense of what we discussed, we've outlined some examples below, but will continue to refine them over the next quarter:

- Give people the most value in the least amount of time; emphasizing the positive while encouraging diversity.
- Provide the transparency needed for people to make decisions about how/when they use Facebook.
- Grant people the power over their Facebook experience.

- Create an environment where good things are happening and easy to participate in.

See more details [here](#).

Playbook

We'd like to develop a playbook, similar to CI's playbook, to help teams:

- Understand what well-being is by providing resources and easy to understand documentation
- Identify where in their product well-being might be at risk or where they could improve people's well-being
- Understand what levers they have to improve people's well-being
- Develop metrics to measure whether their product positively/negatively affects well-being

Team Name & Structure

For discussion:

Name: The team is proposing updating its name to: Compassion and Well-being

- This reflects our focus and commitment across both the "traditional" compassion areas (i.e., suicide prevention, memorialization, take a break, loneliness, etc.), as well as our investment in well-being.
- Adding "well-being" is important as an indicator that this team is embracing the company's new interest in prioritizing improving people's well-being. Additionally, as the team that's led well-being research efforts, including this in our name will position us as leaders in this space.
- Keeping the word "compassion," for now, is important as a way to honor the team's long pre-existing identity, and also indicate that we will preserve resources allocated to the traditional compassion work streams.
- "Compassion" is a concept that should be baked in to all work we do, regardless of the legacy work. We don't intend to split the team into two halves to take on one or another part of the work.

Structure:

- Open for discussion.

OPTION FOR CONDENSING THEMES/CATEGORIES

Goal is to condense down into key areas of focus for our team. One option is to keep agency and resources as is, combine "strengthen social connections" and "participate in behavior that benefits others", and remove (or say not our team's priority to focus on) "engage in authentic self expression and reflection" and "pursue interests and learn". That leaves us with three main themes, which could easily become sub-teams within broader "Compassion & Well-being Team".

MAIN THEMES

(1) Exercise agency and make deliberate choices: Allow people's attention to match their intention by removing/rethinking features that are interruptive or distracting. Provide more endings, opportunities to pause, or move deliberately to something else (even off Facebook).

(2)** Access to practical resources: Increase awareness of and access to resources for: safety, security, mental and physical health, educational and job opportunities.

(3) Strengthen personal & community connections: Encourage social support by connecting people to relevant networks. Encourage opportunities for people to support others in need, engage in their communities, and give back to the world.

(0) Measurement: well-being measurement spanning across all areas

**The (2) one could be reworked to be something more along the lines of "Support vulnerable communities" or "Support sensitive life experiences" and one of the main ways we do that is through providing practical resources. In this way, suicide prevention and memorialization fit nicely within this bucket.

Other components related to well-being that FB influences but our time does not prioritize
Engage in authentic self-expression and reflection: Provide space for people to express themselves authentically and reflect on their lives. Minimize social comparison.

Pursue interests and learn: Surface opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture) and to expand their worldview. Find ways for people to get more value out of these normally solitary pursuits, for example, through making them more social or interactive.

[Contact Support](#)

Conversation History

Quipbot#08 left the thread Oct 12 at 12:08 pm

Quipbot#08 Oct 12 at 12:02 pm

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Quipbot#08 added Quipbot#08 to the thread Oct 12 at 12:07 pm

Quipbot#08 added you to a document Oct 12 at 12:02 pm

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED] Apr 3, 2018 at 3:19 pm

[REDACTED] Apr 2, 2018 at 8:31 pm

Is this intended to be experiences on the product, or in life (including but not limited to on the product)? Would we want to use verbiage that could clarify this?

[REDACTED] Apr 2, 2018 at 7:00 pm

would like "life's difficult experiences" capture what we want to say? "sensitive" sounds euphemistic and vaguely applicable to a medical cream

[REDACTED] edited Apr 2, 2018 at 8:31 pm

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED] Mar 31, 2018 at 3:30 pm

Jennifer Guadagno edited Mar 31, 2018 at 12:26 am

OPTION FOR CONDENSING THEMES/CATEGORIES

Goal is to condense down into key areas of focus for our team. One option is to keep agency and resources as is, combine "strengthen social connections" and "participate in behavior that benefits others", and remove (or say not our team's priority to focus on) "engage in authentic self expression and reflection" and "pursue interests and learn". That leaves us with three main themes, which could easily become sub-teams within broader "Compassion & Well-being Team".

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(2)** Access to practical resources: Increase awareness of and access to resources for: safety, security, mental and physical health, educational and job opportunities.

(3) Strengthen personal & community connections: Encourage social support by connecting people to relevant networks. Encourage opportunities for people to support others in need, engage in their communities, and give back to the world.

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Other components related to well-being that FB influences but our time does not prioritize

Engage in authentic self-expression and reflection: Provide space for people to express themselves authentically and reflect on their lives. Minimize social comparison.

Pursue interests and learn: Surface opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture) and to expand their worldview. Find ways for people to get more value out of these normally solitary pursuits, for example, through making them more social or interactive.

[REDACTED] edited Mar 30, 2018 at 10:40 pm

Jennifer Guadagno edited Mar 30, 2018 at 9:53 pm

- o Vulnerable life transitions: offer resources to people who've recently gotten out of prison, mothers coming back into the workforce, transitioning genders, refugees, or bereaved
-

[REDACTED] edited Mar 30, 2018 at 9:16 pm

- o Volunteer hub Hub: for For one-time volunteer opportunities, local opportunities, and/or long term, committed volunteer opportunities

██████ Mar 30, 2018 at 5:22 pm

Did we want to highlight "Surface opportunities for people to connect in real life" since this came up often as a primary example?

██████ edited Mar 30, 2018 at 7:03 pm

- o "How are you doing?" notification: Follow up with people via a reminder or checkpoint to provide resources a week after their post has been reported reviewed for suicidal ideation
- o Suicide prevention and other mental health resources for emerging markets
- o Volunteer hub: for one time one-time volunteer opportunities, local opportunities, and/or long term, committed volunteer opportunities
- o Expand my worldview: videos of people celebrating different cultural events or images of what's happening around the world
- o Rethink notifications: push notifications off by default, remove notifications that people find useless (e.g. comments on a post you commented on), prominent controls
- o Information about time spent and activity on Facebook

Jennifer Guadagno edited Mar 30, 2018 at 4:51 pm

- o Suicide prevention and mental health resources for emerging markets
- o Information about time spent on Facebook

Jennifer Guadagno Mar 30, 2018 at 4:47 pm

This all sounds good. We should figure out how cleanly all the compassion stuff does or doesn't fit in here and to ██████'s point be sure we're calling Compassion product ideas out explicitly.

Jennifer Guadagno disabled the outline for the document Mar 30, 2018 at 4:46 pm

██████ Mar 30, 2018 at 4:26 pm

cc: Jennifer Guadagno I also changed the name to themes vs. opportunities because that sounds clearer to me.

Mar 30, 2018 at 4:25 pm

That makes sense. I edited the heading - is it clear enough now?

Mar 30, 2018 at 4:22 pm

Maybe even just editing this heading to make it clear these are the ideas specific to well-being. That might do it.

Mar 30, 2018 at 4:12 pm

I love that we're starting to build up a library of product ideas! I'm somewhat uncomfortable that the doc has pivoted to starting sounding like it is describing the overall mission and charter of the team, but then has a list of product ideas that are specific to the well-being part and not the conventional compassion part. I think either part is good and valuable, but having them in tandem like this could end up looking like we're walking away from Compassion. It is a well-being doc, so the opportunities/product ideas make sense; it is just having them positioned like they are the implementation of the broader mission, if that makes sense?

opened your conversation with Jennifer Guadagno, , , , Funda Kivran-Swaine, , Moira Burke, , Justin Cheng, Elena Davis, and Mar 30, 2018 at 4:10 pm

edited Mar 30, 2018 at 4:10 pm

edited Mar 30, 2018 at 4:25 pm

Mission & Vision Statements Statement (WIP)

Vision

The Compassion and Well-being team at Facebook helps people live in accordance with their values, feel a sense of belonging, and give and receive social support, especially through sensitive life experiences.

Opportunities Well-being Themes & Product Ideas

edited Mar 30, 2018 at 3:39 pm

- pursue interests and learn
 - View another person's newsfeed News Feed (celebrity, friend, someone in a different country)
 - Rethink notifications: remove notifications that people find useless (e.g. comments on a post you commented on)

[REDACTED] edited Mar 30, 2018 at 3:20 pm

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED] Mar 30, 2018 at 2:43 pm

[REDACTED] edited Mar 30, 2018 at 3:56 am

- Measure Success by:
 - Sentiment Surveys: feeling of comfort sharing personal/vulnerable aspects; feelings of acceptance in communities; engaging in social comparison
- Measure Success by:
 - Sentiment Surveys: feeling that you're learning, feeling entertained with the experience feeling satisfying
- Measure Success by:
 - Sentiment surveys: feelings of control; feeling good about the time spent

For discussion:

- This reflects our focus and commitment across both the "traditional" compassion areas (i.e., suicide prevention, memorialization, take a break, loneliness, etc.), as well as our new goals to increase investment in well-being.
- Open for discussion.

Elena Davis Mar 30, 2018 at 2:55 am

Is this (and the below) intended to be something people opt in to? Seems like censorship...

Elena Davis edited Mar 30, 2018 at 2:59 am

- Sentiment Surveys: feeling entertained or that you're learning, feeling entertained with the experience feeling satisfying

[REDACTED] Mar 30, 2018 at 1:02 am

I think this part is redundant.

[REDACTED] Mar 30, 2018 at 12:42 am

Another Vision alternative: The well-being efforts at Facebook aim to understand and improve the effects of our products on the well-being of individuals, social connections [relationships?], and communities around the world.

[REDACTED] edited Mar 30, 2018 at 3:50 am

Get feedback on:

- Get feedback on
- mission, vision and opportunity areas (please read ahead and leave feedback via comments)
- well-being strategy and what's next (please read ahead and leave feedback via comments)
- Gather ideas and feedback on Compassion name and role of Compassion team in well-being work (share feedback in discussion)
- Review mission statement, vision statement and opportunity areas (5 min - everyone should read ahead of time) min)
- Review Next Steps (5 min - everyone should read ahead of time) min)

Mission & Vision Statements (WIP)

Please leave feedback and comments below.
[Still a work in progress - but here's the current draft]

Vision

:

The Compassion and Well-being team at Facebook helps people live in accordance with their values, feel a sense of belonging, and give and receive social support, especially through sensitive life experiences.

The Compassion and Well-being team at Facebook helps people live in accordance with their values, feel a sense of belonging, and give and receive social support, especially through sensitive life experiences.

Mission

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The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

- pursue interests and learn
- exercise agency and make deliberate choices
- feel that their digital presence will be respected in perpetuity

Strengthen social connections: Enable opportunities for Reduce loneliness and encourage social support by connecting people to give relevant networks and receive social support, become aware enabling interactions of the networks they can access when needed, connect with a welcoming and supportive community, feel their relationships are characterized by mutual respect and trust, and reduce feelings of loneliness and isolation.

- Measure Success by:
 - Sentiment Surveys: feeling a sense of belonging; less loneliness; aware of available support, etc.
- Sample Projects:
 - 36 questions game: a series of questions to foster mutual vulnerability and closeness
 - A care package post: a post designed specifically to show a friend you're thinking about them
 - Common humanity: highlight people around the world who share your common interests or beliefs
 - Affirmation circle: encourage people to share a quality they love about one of their friends (potentially on their birthday or another special day)

Access to practical resources: Increase awareness of and access to resources for: safety, security, mental and security physical health, educational and job opportunities, and to help meet basic needs for physical and mental health.

- Measure Success by:
 - Sentiment Surveys: feelings of support; increased knowledge of resources available; feeling resources are helpful and timely; self-reported engagement with resources

- Sample Projects:
 - Vulnerable life transitions: offer resources to people who've recently gotten out of prison, mothers coming back into the workforce, transitioning genders, or bereaved
 - "How are you doing?" notification: Follow up with people via a reminder or checkpoint to provide resources a week after their post has been reported for suicidal ideation
 - Free education for emerging markets: provide info about how to manage finances, get a job, etc.
 - Make suicide prevention tips more culturally sensitive (e.g. for young men who might be angry, we can suggest they punch a pillow)

Engage in authentic self-expression and reflection: Give Provide space for people space to share what's important to them, express themselves authentically, and reflect on valuable aspects of their lives. At the same time, we try to minimize possible unintended consequences of self-expression, such as the pressure to compare oneself to others Minimize social comparison.

- Removing Like counts or all numbers to reduce social comparison
- An "On This Day" video that shows achievements, or ways you've changed over time, e.g. highlights of the last ten years
- Provide more options for people who don't categorize themselves as female or male (i.e. on signup, when transitioning, provide more options for names, etc.)
- Well-being journal: a place to log how you're feeling and to get tips on how to improve your well-being

Participate in behavior that benefits others: Encourage opportunities for people to support others in need, engage in their communities, and give back to the world. We'll facilitate easy ways for organizations to post their needs, for people to participate in local volunteer opportunities, and for people to see what causes their friends are interested in. Furthermore, we can provide an easy way for people to share their acts of kindness and visualize the good around the world.

- Measure Success by:
 - Sentiment Surveys: self report participation in offline activities, feeling more connected with community
 - 2 Billion Acts of Kindness Campaign: people are prompted to share one act of kindness and then tag a friend to do it next; we can show a visual representation of where these acts of kindness are generated
 - Volunteer hub: for one time volunteer opportunities, local opportunities, and/or long term, committed volunteer opportunities
 - Helping Stories: people are prompted in the composer to share a story about when someone helped them or when they were helped
 - Games that only work when you're together
 - Expand my worldview: videos of people celebrating different cultural events
 - View another person's newsfeed (celebrity, friend, someone in a different country)

Exercise agency and make deliberate choices: Give people the ability Allow people's attention to have more intentionality over when they come to Facebook and how they spend time here. Remove or rethink the product match their intention by removing/rethinking features that interrupt are interruptive or unnecessarily capture people's attention distracting. Provide more endings, opportunities to pause, or move deliberately to something else (even off Facebook).

- Rethink notifications: remove notifications that people find useless (e.g. comments on a post you commented on)

Please leave feedback and comments below.

In the sprint we We identified design principles that will to help the Compassion and Well-being team and other teams build products to support people's well-being, and in the least aren't harmful prevent harm to someone's well-being. To give you a sense of what we discussed, we've outlined some examples below, but will continue to refine them over the next quarter:

- Transparency: Design products that are free of pretense or deceit. Give people power over their Facebook experience.
- Guidance: Have a point of view on what experiences are positive for well-being, with an baseline of respect for other cultures, groups, and values. Nudge people in a way that aligns with their values; design ethically.
- Simplicity: Design to avoid cognitive overload; limit the need for choices and make necessary choices clear.
- Margaret Stewart is working on a project that encourages people to "design ethically." We'll work with her team to either build our own set of design principles or mimic hers:

- Give people the most value in the least amount of time; emphasizing the positive while encouraging diversity.
- Provide the transparency needed for people to make decisions about how/when they use Facebook.
- Grant people the power over their Facebook experience.
- Create an environment where good things are happening and easy to participate in.

See more details [here](#).

We'd like to develop a playbook, similar to CI's playbook, to help teams:

██████████ Mar 30, 2018 at 12:39 am

go @ ██████████

██████████ opened your conversation with Jennifer Guadagno, ██████████, ██████████, ██████████, ██████████, Funda Kivran-Swaine, ██████████, Moira Burke, ██████████, ██████████, Justin Cheng, Elena Davis, ██████████ and ██████████ Mar 30, 2018 at 12:38 am

██████████ edited Mar 30, 2018 at 12:38 am

In the sprint we identified design principles that will help the Compassion and Well-being team and other teams build products to support people's well-being, and in the least aren't harmful to someone's well-being.

- Transparency:
 - design
- Design products that are free of pretense or deceit. Give people power over their Facebook experience.
- Guidance:
 - design defaults
- Have a point of view on what experiences are positive for well-being, with an baseline of respect for other cultures, groups, and
 - nudge
- values. Nudge people in a way that aligns with their values
 - (we'd expand on this for times when it's not clear what someone's values might be)
- ; design ethically.
- Simplicity:
 - design for simplicity
- Design to avoid cognitive overload; limit the need for choices and
 - the paradox of choice
- make necessary choices clear.
- ~~Mergeret Stewart is working on a project that encourages people to "design ethically." We'll work with her team to either build our own set of design principles or mimic hers.~~

██████████ Mar 30, 2018 at 12:27 am

<3

██████████ Mar 30, 2018 at 12:26 am

I don't think we need this bullet, because in theory every team will be held to whatever principles that her team comes up with.

██████████ Mar 30, 2018 at 12:24 am

<3

Mar 30, 2018 at 12:20 am

It's worded strongly.

Mar 30, 2018 at 12:19 am

I love this one!

edited Mar 30, 2018 at 12:36 am

Participate in behavior that benefits others: Encourage opportunities for people to support others in need, engage in their communities, and give back to the world. We can We'll facilitate [or surface] easy ways for organizations to post their needs, for people to participate in local volunteer opportunities, and for people to see what ~~causes~~ their friends are interested in.

Furthermore, we can provide an easy way for people to share their acts of kindness and visualize the good around the world.

- o 2 Billion Acts of Kindness Campaign

Pursue interests and learn: Provide Surface opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture) and to expand their worldview. Find ways for people to get more value out of these normally solitary pursuits, for example, through making them more social or interactive.

Exercise agency and make deliberate choices: Provide opportunities for Give people the ability to have more deliberate choice intentionality over when they come to Facebook and how they spend time there here. Remove or rethink the product features that interrupt or unnecessarily capture people's attention. Provide more endings or , opportunities to pause, or move deliberately to something else (even off Facebook).

- o End of News Feed
- o Remove auto-play videos
- o Rethink notifications

Next Steps:

Mar 30, 2018 at 12:18 am

Encourage opportunities for people to support others in need, engage in their communities, and give back to the world. We can facilitate [or surface] easy ways for organizations to post their needs, for people to participate in local volunteer opportunities, and for people to see what their friends are interested in. Furthermore, we can provide an easy way for people to share their acts of kindness and visualize the good around the world.

edited Mar 30, 2018 at 12:19 am

Exercise agency and make deliberate choices: Provide opportunities for people to have more deliberate choice over when they come to Facebook and how they spend time on Facebook there. Remove or rethink the product features that interrupt or unnecessarily capture people's attention. Provide more endings or opportunities to pause or move off of Facebook or deliberately to something else (even off Facebook).

- In the sprint we identified design principles that will help the Compassion and Well-being team and other teams build products to support people's well-being, and in the least aren't harmful to someone's well-being. Example ideas included:

██████████ Mar 30, 2018 at 12:16 am

If people feel like memorialization has a clear home elsewhere, then it's fine to delete!

Jennifer Guadagno Mar 30, 2018 at 12:16 am

██████████ I'm not tied to anything here - please feel free to edit and improve directly :)

Jennifer Guadagno Mar 30, 2018 at 12:15 am

These need quite a bit of work. Feel free to edit directly

██████████ Mar 30, 2018 at 12:15 am

If we do have a vision, I think it should be lofty. Something like this: "The Compassion and Well-being team at Facebook exists to support people in living in accordance with their values at any point in life, including during sensitive life experiences."

Because a sense of belonging and social support are captured in the mission.

██████████ Mar 30, 2018 at 12:13 am

Alternative:

██████████ Mar 30, 2018 at 12:12 am

Or rather: "... share their acts of kindness and visualize the good around the world."

██████████ Mar 30, 2018 at 12:11 am

"giving" sounds odd here. "kindness"?

██████████ Mar 30, 2018 at 12:10 am

Just your friends or even your foes? Trying to get at that "build common humanity" piece.

██████████ Mar 30, 2018 at 12:09 am

What kind of opportunities? Volunteer opportunities?

Jennifer Guadagno edited Mar 30, 2018 at 12:15 am

Pursue interests and learn: Provide opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture) and to expand their worldview. Find ways for people to get more value of these normally solitary pursuits, for example, through making them more social or interactive.

Facebook is known as a place where people get information and find entertainment. We're not looking to change that fundamentally, but we want to make sure that people are getting the most value out of their time spent here. We seek to incorporate aspects of well-being into these often solitary pursuits, enhance the well-being promoting aspects of these. Entertainment and info can still contribute to well-being, self-care, joy, stress relief, distraction, connecting people to the broader social or cultural context, discover new values.

- o * Measure co-experiences: Sentiment Surveys: feeling entertained or that you're learning
 - * Number of discussions/comments
 - * Sessions and time spent could go down
 - * Sentiment would go up
 - * Learning (CIT)
 - * Feeling of quality & relevance of content
- o Behavioral: # of experiences had together; # of comments on a news article shared

Exercise agency and make deliberate choices: Facebook's thought Provide opportunities for people to have more deliberate choice over when they come to Facebook and how they spend time on Facebook. Remove or rethink the product features that interrupt or unnecessarily capture people's attention. Provide more endings or opportunities to move off of as a waste of time Facebook or deliberately to something else. It's not apparent that people's time is being spent in a valuable way. They're coming for entertainment, information or validation and their expectations aren't being met (they're not getting info they didn't have, entertainment that feels worthwhile or notifications that are about them). People also feel manipulated because they don't have control over the experience. We need to honor people's intentions about how much time they want to spend and what they want to get out of it. We also need to provide more value overall.

- Measure Success by:
 - o Sentiment surveys: feelings of control; feeling good about the time spent
 - o Behavioral: use of controls; MAP over the long term; fewer deactivations; sessions decrease
- Sample Projects:
 - o End of News Feed

██████ edited Mar 30, 2018 at 12:18 am

Participate in behavior that benefits others: Encourage opportunities for people to give back to support others in need, engage in their communities, and give back to the world. Provide an We can facilitate [or surface] easy way ways for organizations to post their needs, for people to participate in local volunteer opportunities, and for people to see available opportunities and show what your their friends are interested in. Furthermore, and we can provide an easy way for organizations to post needs. Provide an easy way for people to share their acts of good kindness and visualize the giving good around the world.

██████ Mar 30, 2018 at 12:05 am

I tend to agree, although I do feel the mission is a tad long when we want to quickly communicate to someone/team what we do.

██████ Mar 30, 2018 at 12:04 am

👁️ heart_eyes

Jennifer Guadagno Mar 29, 2018 at 11:39 pm

Going back to this one, is there a specific reason we're including learn? Couldn't learning be an interest?

Jennifer Guadagno Mar 29, 2018 at 11:38 pm

Based on the discussion I'm crossing it out and voting to remove this for tomorrow. Does anyone feel strongly that it should be included? [REDACTED] Elena especially given you both were the ones working on this)

Jennifer Guadagno edited Mar 30, 2018 at 12:07 am
[REDACTED] to update]

Strengthen social connections: Enable opportunities for people to give and receive social support, become aware of the networks they can access when needed, connect with a welcoming and supportive community, feel their relationships are characterized by mutual respect and trust, and reduce feelings of loneliness and isolation.

- Measure Success by:
 - Sentiment Surveys: feeling a sense of belonging; less loneliness; aware of available support, etc.
 - Behavioral: specific supportive actions taken; counts of meaningful social interactions (comments received from friends, message sessions with friends, etc.); proportion of emotional or support terms used; network densities or change in network coefficients
- Sample Projects:

Access to practical resources: Increase awareness of and access to resources for safety and security, educational and job opportunities, and to help meet basic needs for physical and mental health.

- Measure Success by:
 - Sentiment Surveys: feelings of support; increased knowledge of resources available; feeling resources are helpful and timely; self-reported engagement with resources
 - Behavioral: # of resources delivered; people connecting with professional care through FB links; # of crisis support over Messenger conversations started
- Sample Projects:

Engage in authentic self-expression and reflection: Give people space to share what's important to them, express themselves authentically, and reflect on valuable aspects of their lives. At the same time, we try to minimize possible unintended consequences of self-expression, such as the pressure to compare oneself to others.

- Measure Success by:
 - Sentiment Surveys: feeling of comfort sharing personal/vulnerable aspects; feelings of acceptance in communities; engaging in social comparison
 - Behavioral: kind/accepting feedback in comments; identifying number of posts that are more strongly related to social comparison (eg, humblebrags)
- Sample Projects:
 - Removing Like counts

Participate in behavior that benefits others: Encourage opportunities for people to give back to others in need, their communities, and the world. Provide an easy way for people to see available opportunities and show what your friends are interested in, and provide an easy way for organizations to post needs. Provide an easy way for people to share their acts of good and visualize the giving around the world.

- Measure Success by:
 - Sentiment Surveys: self report participation in offline activities, feeling more connected with community
 - Behavioral: number of organizations posting opportunities; number of people engaging in opportunities; track activities/acts of kindness completed

- Sample Projects:

Pursue interests and learn: Provide opportunities for people to engage in activities related to their everyday interests (e.g., learning, entertainment, culture). Find ways Facebook is known as a place where people get information and find entertainment. We're not looking to change that fundamentally, but we want to make sure that people are getting the most value out of their time spent here. We seek to incorporate aspects of well-being into these often solitary pursuits. enhance the well-being promoting aspects of these. Entertainment and info can still contribute to well-being, self-care, joy, stress relief, distraction, connecting people to the broader social or cultural context, discover new values.

- Measure Success by:
 - * Measure co-experiences
 - * Number of discussions/comments
 - * Sessions and time spent could go down
 - * Sentiment would go up
 - * Learning (CIT)
 - * Feeling of quality & relevance of content
- Sample Projects:

Exercise agency and make deliberate choices: Facebook's thought of as a waste of time. It's not apparent that people's time is being spent in a valuable way. They're coming for entertainment, information or validation and their expectations aren't being met (they're not getting info they didn't have, entertainment that feels worthwhile or notifications that are about them). People also feel manipulated because they don't have control over the experience. We need to honor people's intentions about how much time they want to spend and what they want to get out of it. We also need to provide more value overall.

- Measure Success by:
 - * Sentiment survey (control - CIT)
 - * Time spent/sessions
 - * People's use of controls
 - * Positive media response
 - * MAP over the long term
 - * Reactivations/fewer deactivations
 - * WAP
- Sample Projects:

Team Name & Structure

Name: The team is proposing updating its name to: Compassion and Well-being
Structure:

Jennifer Guadagno Mar 29, 2018 at 11:26 pm

Bringing back in [REDACTED]'s comment from the other quip -- do we need a vision statement in addition to the mission? The mission is strong and stands alone, I'm not feeling that the vision adds a lot at this point

[REDACTED] edited Mar 29, 2018 at 11:00 pm

- Keeping the word "compassion," for now, Adding "well-being" is important as a way to honor an indicator that this team is embracing the team's long pre-existing identity company's new interest in prioritizing improving people's well-being. Additionally, and also indicate that we as the team that's led well-being research efforts, including this in our name will preserve resources allocated to the traditional compassion work streams position us as leaders in this space.

- Adding "well-being" is important as an indicator that this team is embracing the company's new interest in prioritizing improving people's well-being. Additionally, as the team that's led well-being research efforts, including this in our name will position us as leaders in this space.
- Keeping the word "compassion," for now, is important as a way to honor the team's long pre-existing identity, and also indicate that we will preserve resources allocated to the traditional compassion work streams.
- "Compassion" is a concept that should be baked in to all work we do, regardless of the legacy work. We don't intend to split the team into two halves to take on one or another part of the work.

Mar 29, 2018 at 10:50 pm

Edited a bit to make it feel more direct and also split into bullets to make it easier to digest each point.

Mar 29, 2018 at 10:42 pm

Should the examples mirror what's been drafted in the playbook? If not, let's at least just speak to the fact that both at WIP and they will be brought into alignment.

Mar 29, 2018 at 10:39 pm

complement, not mimic

Mar 29, 2018 at 10:38 pm

This feels really specific to memorialization and our memorialization efforts can already be tucked quite well into the engage and agency bullets.

Mar 29, 2018 at 10:37 pm

<3

edited Mar 29, 2018 at 10:50 pm

Goals:

Team Name

The team is proposing updating its name to: Compassion and Well-being

- This reflects our focus and commitment across both the "traditional" compassion areas (i.e., suicide prevention, memorialization, take a break, loneliness, etc.), as well as our new goals to increase investment in well-being.
- Keeping the word "compassion," for now, is important as a way to honor the team's long pre-existing identity, and also indicate that we will preserve resources allocated to the traditional compassion work streams.
- Adding "well-being" is important as an indicator that this team is embracing the company's new interest in prioritizing improving people's well-being. Additionally, as the team that's led well-being research efforts, including this in our name will position us as leaders in this space.

Compassion & Well-being

As the team that has led the well-being research efforts, we want to continue leading the company to improve people's well-being across all of FB. Well-being initiatives align nicely with the projects we've already worked on (suicide prevention, memorialization, take-a-break, loneliness, etc). We don't want our "traditional" compassion projects (suicide prevention, memorialization, etc.) to fall by the wayside, so we'd like to rename the team to Compassion & Well-being to reflect our focus and commitment across all of these areas, and we'll continue to prioritize them based on what will have the greatest impact, our resources, etc.

Mar 29, 2018 at 10:37 pm

This feels a little long, but overall captures the ideas nicely! Very awesome iteration, team!

opened your conversation with Jennifer Guadagno, Funda Kivran-Swaine, Moira Burke, Justin Cheng, Elena Davis, and Mar 29, 2018 at 10:09 pm

Mar 29, 2018 at 10:02 pm

We can use the first doc to continue to discuss.

Mar 29, 2018 at 10:02 pm

Updated!

edited Mar 29, 2018 at 10:02 pm

Vision:

The Compassion and Well-being team at Facebook helps people live in accordance with their values, feel a sense of belonging, and give and receive social support and feel a sense of belonging at every , especially through sensitive life stage, including at times of vulnerability experiences.

Mission:

The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

Mission:

The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

Jennifer Guadagno Mar 29, 2018 at 9:37 pm

I edited it a bit.

Jennifer Guadagno Mar 29, 2018 at 9:33 pm

I commented about this in the original doc, so adding here too. I feel this is too specific and not necessary. I could make an argument for putting this into "engage in authentic self-expression and reflection" bucket and also parts of the memorialization / supporting community part fit in the "strengthening social connections" bucket.

Jennifer Guadagno Mar 29, 2018 at 9:32 pm

I have no strong opinions here - [REDACTED] suggestion is more streamlined which is nice, and I kind of like it as written as it adds a sort of separation between the two efforts

Jennifer Guadagno Mar 29, 2018 at 9:30 pm

I take that back -- I like the vision statement that [REDACTED] purposed in the comments below. That feels solid to present, and we can continue iterating with feedback

Jennifer Guadagno Mar 29, 2018 at 9:29 pm

And I'm aware that maybe the reason I'm liking it is bc it's so close to the original. Don't want to default to this just bc it's familiar so after getting more feedback we should re-evaluate and push on this some more

Jennifer Guadagno Mar 29, 2018 at 9:28 pm

I like [REDACTED]'s suggestions -- I'm still getting caught on the life stage and vulnerabilities part and this skirts around it

Jennifer Guadagno Mar 29, 2018 at 9:27 pm

I feel that our vision needs more messaging. Input from leads on mission & opportunity areas, and especially how our team will tackle this, would be helpful to hear and would inform this. I advise we skip talking about the vision tomorrow and focus on the mission and opportunity areas since they're both very strong

Jennifer Guadagno edited Mar 29, 2018 at 9:37 pm

As the team that has led the well-being research efforts, we want to continue leading the company to improve people's well-being across all of FB. Well-being initiatives align nicely with the projects we've already worked on (suicide prevention, memorialization, take-a-break) and often overlaps (loneliness take-a-break, addiction) loneliness, etc). We don't want our conventional "traditional" compassion projects (suicide prevention, memorialization, etc.) to fall by the wayside, so we'd like to rename the team to Compassion... across all of these areas, and we'll continue to prioritize them based on what will have the greatest impact, our resources, etc.

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED] and [REDACTED] Mar 29, 2018 at 9:17 pm

Elena Davis Mar 29, 2018 at 8:52 pm

I think we were grouping those into the resources section, but that memorialization didn't fit elsewhere

[REDACTED] Mar 29, 2018 at 8:51 pm

I don't think it's as much Facebook as it is our team or all team's well-being efforts.

██████ Mar 29, 2018 at 8:45 pm

How do we feel our efforts on suicide prevention, eating disorders, and breakups fits into this list?

██████ Mar 29, 2018 at 8:43 pm

This feels very specific to memorialization and legacy contact.

Elena Davis Mar 29, 2018 at 8:42 pm

But who is the 'we'? Our team, or FB

██████ Mar 29, 2018 at 8:42 pm

Instead of "Facebook," "we"?

██████ Mar 29, 2018 at 8:41 pm

Alternative: The Compassion and Well-being team's mission is to support people during life's sensitive experiences, promote the well-being of individuals and communities, and guide the company's broader efforts in this area.

Elena Davis Mar 29, 2018 at 8:41 pm

██████ I think this is a good jumping off point since it's closer to the original

██████ Mar 29, 2018 at 8:40 pm

Alternative: The Compassion and Well-being team at Facebook helps people live in accordance with their values, feel a sense of belonging, and give and receive social support, especially through sensitive life experiences.

██████ edited Mar 29, 2018 at 8:49 pm

- Get feedback on mission/vision mission, vision and opportunity areas
- Get feedback on well-being strategy and what's next
- Gather ideas/feedback ideas and feedback on Compassion Name name and role of Compassion team in well-being work
- Review mission/vision mission statement, vision statement and opportunity areas (5 min - everyone should read ahead of time)

Mission & Vision Statement Statements

- In the sprint we identified design principles that will help the Compassion and Well-being team and other teams build products to support people's well-being, and in the least aren't harmful to someone's well-being. Example ideas included:
 - Transparency: design products that are free of pretense or deceit
 - Guidance: design defaults and nudge users people in a way that aligns with their values (we'd expand on this for times when it's not clear what someone's values might be)
 - Simplicity / Ease of Use: design for simplicity to avoid cognitive overload and the paradox of choice

As the team that has led the well-being research efforts, we want to continue leading the company to improve people's well-being in across all of FB. Well-being initiatives align nicely with the projects we've already worked on (suicide prevention, memorialization, take-a-break) and often overlaps (loneliness, addiction). We don't want our conventionally conventional compassion projects (suicide prevention, memorialization, etc.) to fall by the wayside, so we'd like to rename the team to Compassion & Well-being to reflect that our focus is and commitment across all of these areas, and we'll continue to prioritize them based on what will have the greatest impact, our resources, etc.

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED] Mar 29, 2018 at 8:36 pm

Elena Davis edited Mar 29, 2018 at 8:36 pm

[REDACTED] Elena Davis] could you add [Still a work in your improved mission/vision statement here? progress - but here's the current draft]

Vision:

The Compassion and Well-being team at Facebook helps people live in accordance with their values, give and receive social support and feel a sense of belonging at every life stage, including at times of vulnerability.

Mission:

The Compassion and Well-being team's mission is to support people during life's sensitive experiences and promote the well-being of individuals and communities, as well as guide the company's broader efforts in this area. Towards that end Facebook aims to provide for more meaningful and satisfying experiences by offering tools and structure for people to:

- strengthen social connections
- access practical resources
- engage in authentic self-expression and reflection
- participate in behavior that benefits others
- pursue interests and learn
- exercise agency and make deliberate choices
- feel that their digital presence will be respected in perpetuity

Elena Davis opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, [REDACTED], [REDACTED] and [REDACTED] Mar 29, 2018 at 8:20 pm

Jennifer Guadagno opened your conversation with [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED] Mar 29, 2018 at 8:02 pm

[REDACTED] Mar 29, 2018 at 7:59 pm

Jennifer Guadagno [REDACTED] would love for you to take a look at this part and edit directly.

[REDACTED] opened your conversation with Jennifer Guadagno, [REDACTED], [REDACTED], [REDACTED], Funda Kivran-Swaine, [REDACTED], Moira Burke, [REDACTED], [REDACTED], Justin Cheng, Elena Davis, [REDACTED], [REDACTED] and [REDACTED], Mar 29, 2018 at 7:59 pm

[REDACTED] enabled link sharing · View/Edit Mar 29, 2018 at 7:59 pm

[REDACTED] Mar 29, 2018 at 7:09 pm

[REDACTED] added you to a document Mar 29, 2018 at 7:09 pm

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edited Mar 29, 2018 at 8:29 pm

added the document to the folder Well-Being Sprint March 2018 Mar 29, 2018 at 7:09 pm

created the document Mar 29, 2018 at 7:15 pm
