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Youth & Well-Being Narrative Research

Instagram Marketing Insights

June 8, 2022

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Agenda

- 1. Background, Context & Objectives**
2. TL;DR
3. Audience Starting Points
4. Summary of Strategic Insights
5. Audience Nuances
6. Message Breakdown
7. Proofpoint Breakdown



Background and Objectives



Background

Well-being is a top priority for Instagram. We are also on a journey to reclaim and strengthen Instagram's relevance with teens. Following a difficult year of leaks and press focus on teen mental health, we know how important it is to build trust with our audiences. We understand the problem spaces that exist but are missing a consistent, emotionally-resonant narrative for Instagram's youth & well-being efforts. Meanwhile, "IG is the place where *your* creativity pushes culture forward" has been identified as our brand positioning.



Our goal

Instagram's goal is to ensure that its well-being narrative ladders up to the [Meta CSN](#) while reflecting the values, perspectives, and challenges that are unique to IG. The narrative should speak to common questions and concerns and articulate a positive story that can be flexed to **Teens, Parents, and the News-informed.**



How we get there

We crafted messages rooted in the primary points to land and tested these messages with core audiences in the US & UK. The narrative will be used to inform all Youth + Well-Being consumer outreach in 2022 and beyond (e.g. campaigns, marketing in-product, blogs, etc.)



Background and Objectives



What this research IS

This research builds upon a large body of research about the value Instagram delivers and the topics of well-being. This research is designed to build a messaging strategy on top of those learnings to progress our corporate and IG marketing and comms goals and NOT to replace or add to that canonical body of research.



What this research is NOT

This research is qualitative in nature so it may not be representative of the broader IG population.

Due to prioritization, the research was only conducted in the US & UK. Therefore, the insights may not take into consideration country and cultural differences that may exist across other markets.

When we reference “Teens”, “Parents” and “News-Informed” throughout this report, we are referencing to only the people that we talked to during this research.



Background and Objectives

Qualitative research sample in the US and UK

Teens



Ages 13-17

Regular users of IG and other social media (n=26)

Parents



Have children ages 13-17 who use IG

Aware of IG. Mix of frequency of usage (n=41)

News-Informed



Consume multiple mainstream/tech news sources at least weekly

Knowledgeable about topics relevant to teens online (n=21)

Notes:

- Field dates: May 16 -June 7, 2022
- Total of 88 participants
- Countries: US (NY, AZ), UK (national)
- Branded research
- US groups conducted in person, UK groups conducted virtually
- Each group spanned 2 hours
- Narrative optimization between NY and AZ groups
- Full list of recruiting criteria [here](#)



Background and Objectives

The research seeks to inform three outcomes:		
Instagram's Well-Being Narrative	Instagram's outbound campaign for Teens (US)	Meta's CSN articulation work
Instagram's goal is to ensure that its well-being narrative aligns with the Meta CSN while reflecting the values, perspectives, and challenges that are unique to IG. Equally important is to tie our well-being goals and narrative to our core brand north star of Your Creativity Pushes Culture Forward. The narrative aims to speak to common questions and concerns and articulates a positive story that can be flexed to Teens, Parents, and News-informed. The narrative will be used to inform all Youth + Well-Being consumer outreach in 2022 and beyond.	We are on a journey to reclaim and strengthen Instagram's relevance with teens. Following a difficult year of leaks and press focus on teen mental health, we know how important it is to build trust with our audiences. 2022 marks an opportunity to re-establish Instagram in the Well-Being space. We want to land our new, validated overarching narrative for Instagram.	Instagram is to lead the charge on the well-being conversation for the company. Findings from this research seeks to help upstream by informing how Meta can best articulate the well-being CSN. We plan to work in lockstep with CSN Leads from DSS and MI teams across the FOA to deliver a consistent and unified message while reflecting the uniqueness of each app.



Background and Objectives

A closer look at the North Star & Core Supporting Narratives

The North Star Narrative is designed to capture the company's vision for the future that we are running towards. It is intended to ground everyone in the same vision and motivate teams through a shared sense of purpose around the future we are building for people.

To help ensure that the North Star Narrative is credible and received positively *from* Meta, a series of Core Supporting Narratives have been developed.

The narratives will help us answer important questions:

1. What is our story?
2. How do we tell it successfully?
3. How do we distribute our message?
4. How do we evaluate and measure outcomes?
5. GTM by Audience



North Star Narrative

- The North Star Narrative is designed to **capture the company's vision for the future in one paragraph**. It is firmly rooted in innovation, capturing the future we are running towards.
- As we communicate our North Star more widely, we believe it will be critical to frame this future around the **benefits and opportunities it unlocks for people**, drawing on our company's unique expertise for building technology around people and their relationships.
- Insights is working to **understand the best way to market this promise from Meta**.

Grounded in the future promise of the technology.

When Facebook launched, it changed the way we connect. We have shared life's moments with our friends and family, made new friends and reconnected with old ones. Now, Meta is moving beyond 2D screens towards immersive technologies that enable a sense of true presence. We are investing in AR and VR technologies that merge the physical and virtual worlds to create new opportunities for everyone. A future built by everyone, for everyone, where your imagination is more important than the circumstances of your birth. Where you can represent yourself however you want. A future that everyone will have a stake in, where individuals and businesses will be able to build, own, invest, sell, and be rewarded for a vast and diverse range of creative output - games, different experiences, objects and spaces. Welcome to the metaverse, where friends and families, creators, and businesses will be able to do more and experience more than we ever thought possible.



Background and Objectives

Core Supporting Narratives

- To ensure that the North Star Narrative is credible and received positively from Meta, the company has developed a short but comprehensive list of **8 Core Supporting Narratives** that align to three categories.
- These Arguments will help **shape our comms, marketing, policies and product roadmaps** for years to come and will not necessarily be winnable in the short term. They will however immediately **ensure a new level of consistency** so that we can make progress on what matters most to our key audiences.

Category	Core Supporting Narratives in order of priority
A. We build awesome things which connect people in inspiring ways	1. Meta pioneers innovation for human connection through social presence.
B. Things we build create value & opportunity for everyone	2. Meta's innovation unlocks economic opportunities for everyone.
	3. Meta is good for the world.
C. We have the right balance on the major societal issues facing the company	4. Meta has the right balance between giving people voice and limiting harmful content.
	5. People's experience on Meta technologies is personalized, and they are in control of their data.
	6. Meta's power is held in check by regulation and outside oversight.
	7. We know connecting people is core to well being
	8. Meta's business model respects people's privacy and creates value

Our Focus

Background and Objectives

Instagram is positioned to help lead the way on CSN #7

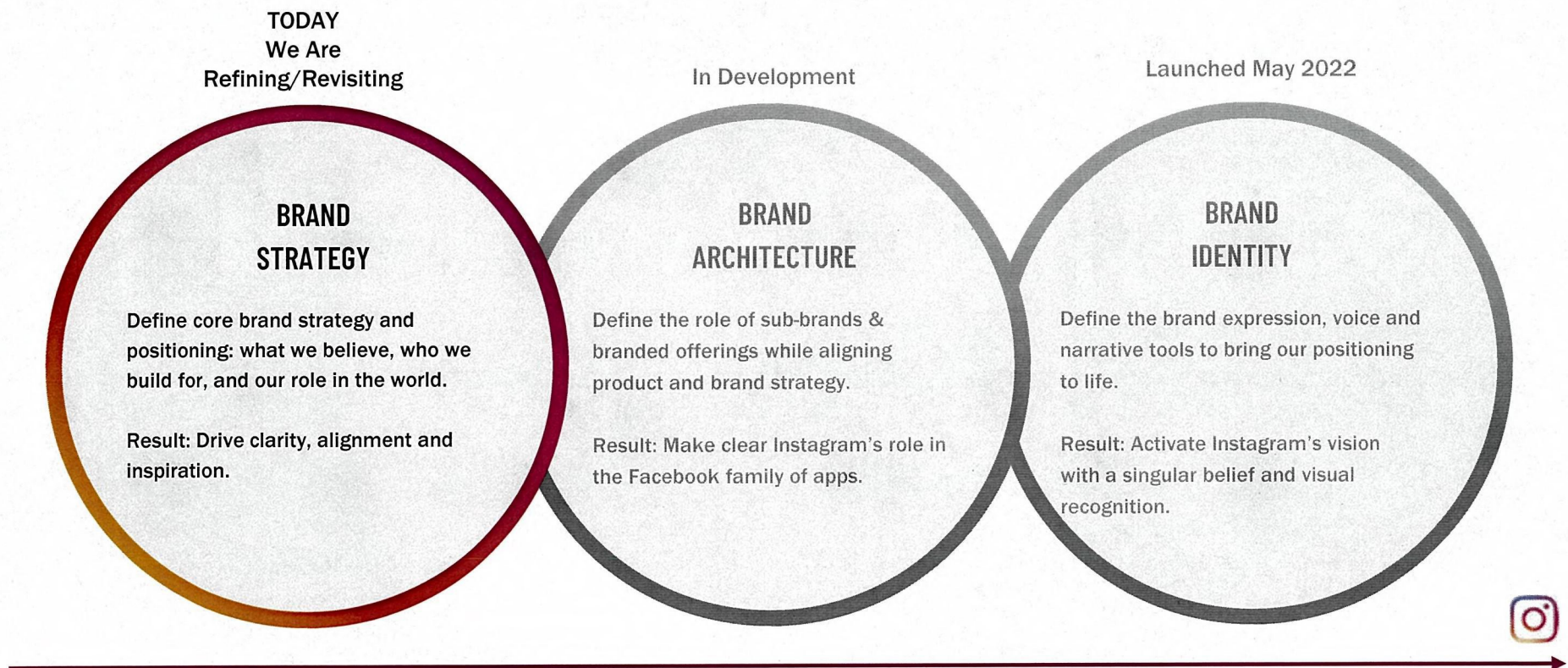
Well-being is arguably the most acute with Instagram’s core audience of teens. Instagram has a deep understanding of the problem space but seeks to unlock how it communicates the well-being CSN.

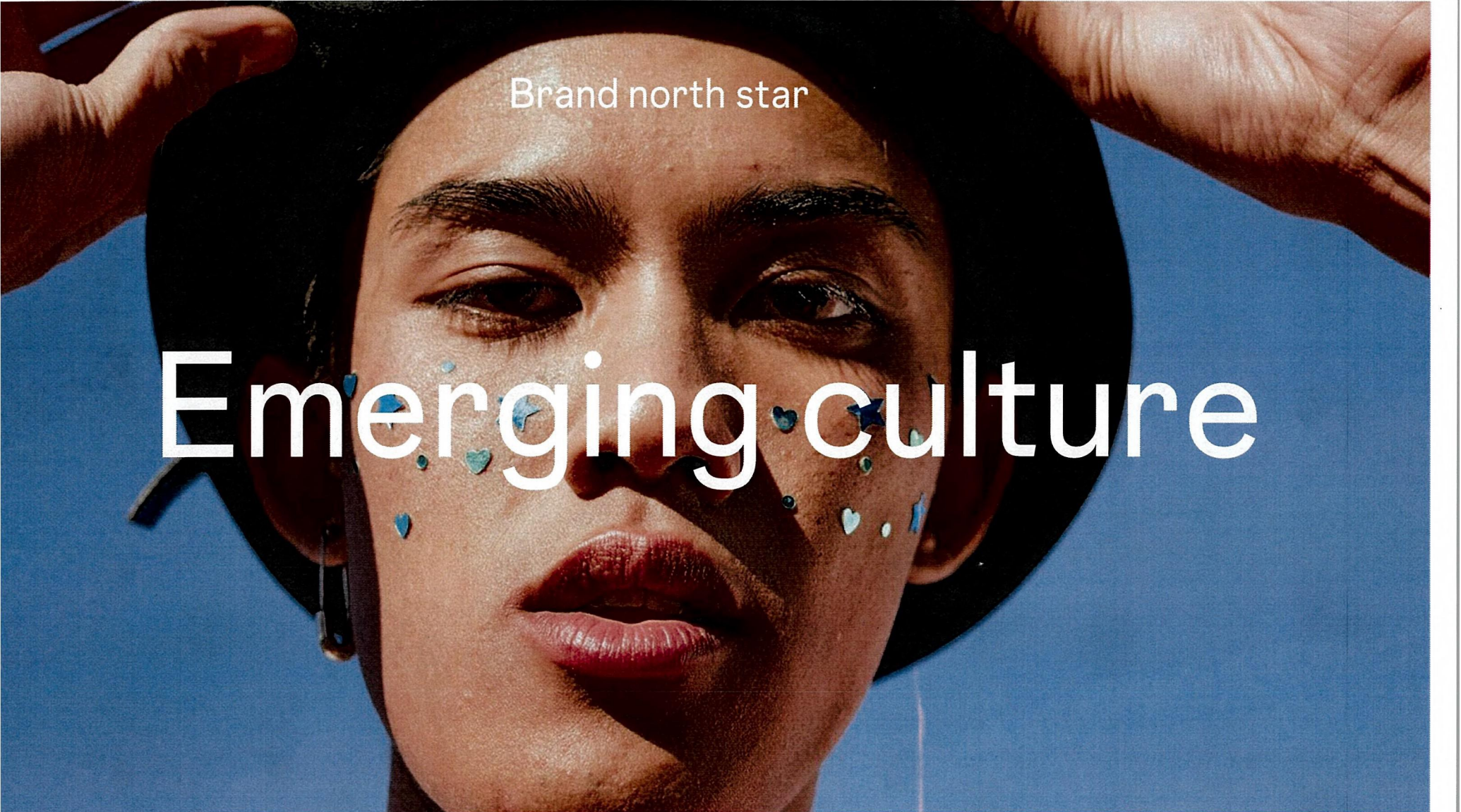
CORE IDEA TO CONVEY		
We know connecting people is core to well-being		
PRIMARY POINTS TO LAND		
Value: Relationships are not trivial. They are core to what make us human. We design and build our products to reflect that truth. Balance: Humanity is messy. While the outcomes of bringing people together will never be 100% positive, our products are a net benefit to people's well-being. Leadership: No company can be perfect, but we lead the industry in how we research and manage the impact of our products on well-being.		
AUDIENCES (SPECIFIC TO IG)		
Teens	Parents	News-Informed



Background and Objectives

Meanwhile, Instagram's Brand Strategy has been defined



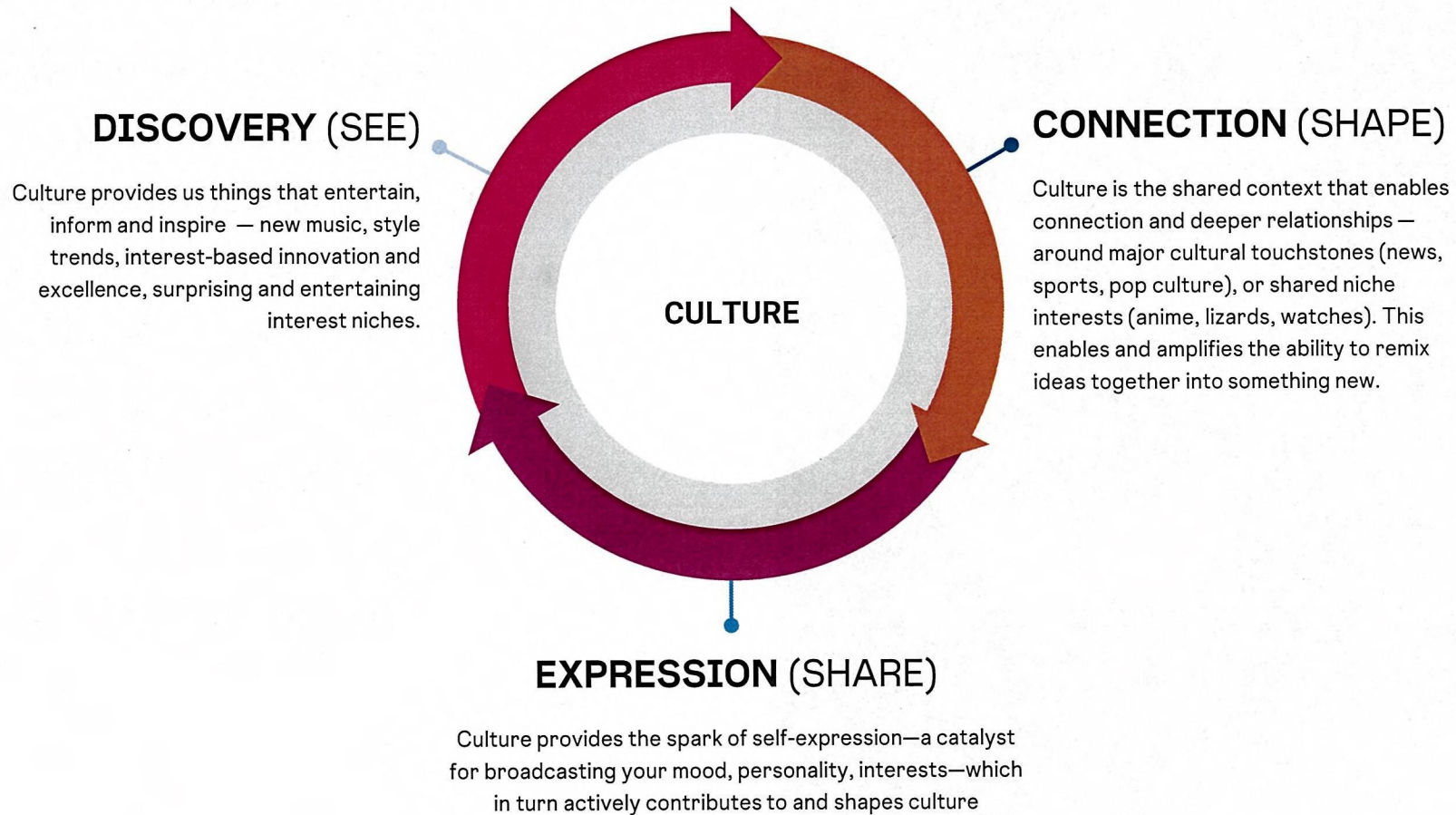
A close-up portrait of a person with a black hat and face paint, with hands adjusting the hat. The person has dark hair and is looking directly at the camera. Their face is adorned with small, light blue heart-shaped and star-shaped stickers. Two hands are visible at the top of the frame, adjusting the black hat. The background is a solid blue color.

Brand north star

Emerging culture

Background and Objectives

Culture is a journey for teens & creators



AUDIENCE INSIGHT

Teens are looking for¹⁴
creative ways to
express their unique
POV with like-minded
peers, contributing to
their *collective*
culture in a meaningful
way

Supporting Sources: IG Insights | IG Community Lab



BRAND POSITIONING
(unpacked)

Instagram is the place where *your* creativity pushes culture forward



Instagram is a
destination
where
users/creators
come to thrive



We give agency,
ownership &
freedom to our
users/creators



Creative
expression
(in all forms)
opens our eyes
to spark new
ideas



Contributing to
creative culture
is at the heart of
everything we
do

Background and Objectives

We tested messages that bring together CSN #7 & IG's brand positioning

CORE IDEA TO CONVEY (META CSN)

We believe connecting people is core to well-being

PRIMARY POINTS TO LAND

Value: Relationships are not trivial. They are core to what make us human. We design and build products to reflect that truth.

Balanced: Humanity is messy. While the outcomes of bringing people together will never be 100% positive, our products are a net benefit to people's well-being.

Leadership: No company can be perfect, but we lead the industry in how we research and manage the impact of our products on well-being.

Tested Messages:

- **Creativity** Instagram makes it easier to express yourself in creative ways, while creating a welcoming environment that encourages this kind of creativity.
- **Exploration** Instagram is a place to explore interests. We have features and tools to help you see what you want to see and avoid content that brings you down.
- **Connection** Instagram enables connections which are core to people's well-being. We work to make sure these interactions remain positive.
- **Emerging Culture** Instagram brings together a diverse community of people and provides them with a platform to create culture and push it forward.
- **Control:** Your Instagram should be a place you like. We provide you with tools and resources to help you shape a positive experience on the platform.

Tested Messages:

- We **believe** IG has a net positive balance
- We **know** IG has a net positive balance

Tested Messages:

- We **lead** in research
- We **set the standard** for well-being efforts

Note:

- Leadership messages were not tested with Teens
- [Link to view full messages](#)



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TL;DR

Core Messaging Insights

Point to Land	Key Insights
VALUE	• <i>Connection</i> from Instagram is less salient and teen behaviors have shifted towards entertainment • <i>Culture</i> is a resonant concept, but as a word it's abstract and easy to misinterpret • <i>Exploration</i> is by far the easiest well-being benefit to land across all audiences • <i>Creativity</i> is a more powerful benefit parents believe their teens do get from the platform • Teens, however, fear judgement and the pressure to be perfect limits their ability to post / be creative
BALANCE	• All audiences are still willing to agree the platform is "overall positive" for teens - <i>Adults</i> believe teens develop real-world skills, explore interests, and even build businesses - <i>Teens</i> follow friends, find interests, and dive deeper into hobbies • Importantly, we still can't say that the good "outweighs" the bad, or we sound dismissive
LEADERSHIP	• Parents and News-Informed audiences recognize social media will be a big part of teens' lives—and are open to the idea that Instagram could step up to take that responsibility seriously • Adults feel like the language of "leading the industry" doesn't go far enough • Instagram's own <i>internal</i> research isn't considered trustworthy, but partnering with external academics, teens, and parents is a good way to show leadership • Adults point out that "teens" is a broad bucket, and issues each individual faces will vary • Parents insist they and their relationship with their child are an essential part of any solution

TL;DR

Narrative Recommendations

Point to Land	Narrative Recommendations
VALUE	• Our wellbeing story should start with EXPLORATION, as it's the most credible benefit today • Then we can build to CREATIVITY, since it's powerful but more aspirational • Creativity most closely aligns with our brand strategy of "your creativity pushes culture forward" • The biggest enemy of this strategy is the PRESSURE TO PERFECT which keeps teens from posting • Raising teens' confidence or comfort is hard; lowering the bar for "creativity" is more achievable • Together these ingredients can more authentically ladder up to how Instagram enables CONNECTION through shared creative exploration, and ultimately drives CULTURE forward
BALANCE	• We can credibly message that Instagram is "OVERALL POSITIVE" for teens, especially if we cite real-world benefits like skills, hobbies, and interests • We need to maintain a humble tone that doesn't imply the good "outweighs" the bad
LEADERSHIP	• Our leadership message should start from the premise that the internet is here to stay • Speak to "SETTING THE STANDARD" and "RAISING THE BAR" for teen well-being online • Use the language of "AGE-APPROPRIATE EXPERIENCES" to acknowledge "teens" is a spectrum • We best support parents when we provide controls for them and their teens that enable conversation, help teens develop good online habits, and build TRUST between them

TL;DR

Optimized Wellbeing Narrative (Teens)

WE AIM TO...

BY SAYING...

1

Lead with exploration, build to creativity.

On Instagram, you can **explore your interests** and **be creative**.

2

>> Offer examples to make both interests and creativity tangible.

Whether it's food, music, fashion, sports, or something else, you can spark new interests, dive deeper into the things you care about, and share ideas, art, videos, jokes, and inspiration with whoever you choose be it close friends, your broader network, or the world.

3

Land **EXPLORATION** by showing the controls we offer for safe exploration.

We want you to be **able to explore**. As a platform, we **give you the tools** to make sure you're finding the kind of content you want to see. By liking, **blocking, muting, unfollowing**, and choosing your audience, you can shape the experience you have on Instagram to see **more of the content you want—and less of what you don't**.

4

Land **CREATIVITY** by showing the tools we offer to make creativity easier.

We want you to be able to feel comfortable sharing on the platform, too. We're always working to build ways to express yourself creatively without the **pressure of making the perfect post**, such as Reels, Stories, "Add Yours," and Stickers.

5

Ladder up creativity and expression to deliver **CONNECTION** in a way that's authentic to IG.

Together, these tools are designed allow you to explore, share, and **connect with others** around the things that matter to you.



Optimized Youth Wellbeing Narrative (Parents & News-Informed)

WE AIM TO...	BY SAYING...
1 Lead with exploration, build to creativity.	On Instagram, teens can explore their interests and express themselves creatively .
2 >> Offer examples to make exploration and creativity tangible.	Whether it's cooking, music, fashion, sports, or something else, they can spark new interests, dive deeper into the things they already care about, and then share ideas, art, videos, jokes, and inspiration with people who care about those things, too.
3 Establish NET BENEFIT while acknowledging concerns.	Parents and teens alike tell us that, overall, Instagram has a positive impact on the lives of teens . At the same time, we know not everything that happens online is good .
4 SET THE STANDARD and RAISE THE BAR by external research and by designing features	As teens grow up with the internet, we're committed to being the social media company that sets the standard for how to protect them online and support their parents. We're working closely with behavioral and development experts, parents, and teens to design features that raise the bar for age-appropriate experiences online.
5 >> Offer examples of features to support.	For example, today we offer tools for parents, like our Family Center , which lets parents see who their teens follow and are followed by, view their time spent on the app, and set limits. We also offer tools for teens, like Private Accounts, Block, Mute, and Unfollow , to control what they see and who can see them. These tools—and the conversations they enable—allow parents and their children to build trust over time as teens practice and develop good online habits.
6 Close with exploration and creativity.	With the right support from us and guidance from the adults in their lives, Instagram can be a powerful tool to help teens explore and share with others .



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Audience Starting Points

Teens

Teen respondents tell us that social media can be both a positive and negative force in their lives.

1. Most teens that we've talked to over the years have said that they perceive Instagram as having a **net positive** impact on their lives
2. At the same time, teen respondents are cognizant of the potential for negative experiences on social media and categorize these experiences as stemming from **external and internal factors**.
3. They tell us that **external pressures** (e.g., bullying or harassment) are **more tangible** and **easier to address via self-remediation tools** (block, mute, unfollow, restrict).
4. On the other hand, teens say **internal pressures** (e.g., pressure to be perfect) is **much more difficult to address** with tools and leads to **highly pressurized, low-frequency** posting.
5. The **pressure to be perfect** is an **ubiquitous issue** that teens face. Previous research indicates that nearly three-in-five teen respondents say they've experienced social comparison, and 27% say Instagram makes their experience of social comparison worse ([cit](#)).
6. **Instagram should play a role** as 71% of teens say it's important for IG to **support people** who experience social comparison. ([cit](#)).

Sources: Youth & Well-Being Narrative (June 2022); Well-Being Narrative Research (Oct 2021); Social Comparison on Instagram (Oct 2020); Teen Mental Health Deep Dive (Oct 2019); Expression and Authenticity (Aug 2019); Talking about safety on Instagram (May 2019); Teen Well-Being Foundational research (Dec 2018)



"I don't really post
unless I have something
I deem worthy." - Teen | NY



Audience Starting Points

Parents

1. Parents and caregivers tell us that social media has benefits for their teens but also some reasons for concern.
 - o **Benefits:** entertainment and exploring their interests; self-expression and creativity; connection
 - o **Drawbacks:** Stranger danger, inappropriate content, bullying, time spent, social comparison are top concerns.
2. Caregivers want to be a part of the solution, a large part of which they say comes down to **building trust with their teen** over time.
3. However, caregivers tell us they **don't always feel equipped** to help teens form healthy relationships with tech or to have conversations with their teens about online safety.
4. Caregivers' **self-reported awareness of most Instagram safety tools is low**, but tools that align with their top concerns (and enable conversations between caregiver and teen and support, development of good online habits) are most compelling.
5. Caregivers feel the window to influence and protect against biggest drawbacks is narrow and diminishes as teens age. "Teen" is a **spectrum**, so we're better served by focusing on "**age-appropriate.**"

Sources: Youth & Well-Being Narrative (June 2022); Well-Being Narrative Research (Oct 2021); Social Comparison on Instagram (Oct 2020); Talking about safety on Instagram (May 2019); Well-being Parents Foundational Research (Mar 2018)



"As a parent, you have to do your best to instill good values, show teens what's safe information, safe ways of being on social media." - Parent | AZ



Audience Starting Points

News-Informed

News-informed respondents are swayed by the latest news story, not necessarily the most negative. Concern for teen well-being abound, but only when prompted.

1. The **latest story** dominates.
2. Specific **Instagram stories aren't stuck** in News-Informed minds.
3. But **teen wellbeing concerns abound** when prompted.
 - o Violence - bullying
 - o Mental health and self image - suicide and self harm, anxiety, depression, body image
 - o Addiction - time spent on app
 - o Dangerous challenges and trends
4. "Safe" continues to be a **distant goal** they aren't sure we can achieve.
5. Seeing Instagram **"set the standard" resonates** for this audience.

Source: Youth & Well-Being Narrative (June 2022)



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Summary of Strategic Insights

The CSN Points of BALANCE and LEADERSHIP resonate from Instagram today

CSN #7

CORE IDEA TO CONVEY	
We believe connecting people is core to well-being	
PRIMARY POINTS TO LAND	
1.	Value: Relationships are not trivial. They are core to what make us human. We design and build products to reflect that truth.
2.	Balanced: Humanity is messy. While the outcomes of bringing people together will never be 100% positive, our products are a net benefit to people's well-being.
3.	Leadership: No company can be perfect, but we lead the industry in how we research and manage the impact of our products on well-being.

Almost all participants across audiences agreed Instagram's overall impact on teens is **positive**, even if they see issues on the platform today.

With the right language, Parents and News-informed welcome the idea that Instagram is **setting the standard** or **raising the bar** on teen well-being.



Summary of Strategic Insights

BALANCE: IG's real-world benefits give us permission to say we're an "overall positive," as long as we don't dismiss the downsides

What our audience believes...	So we <u>CAN</u> say...	As long as we <u>DON'T</u> say...
TEENS: IG lacks a unique value proposition, but is still a fun way to explore things that you care about <i>"It makes me happy when I see something that relates to one of my hobbies, like football, or something I like to do a lot." (Teen AZ)</i>	Overall, Instagram has a positive impact on the lives of teens.	The good Instagram does outweighs the harm.
PARENTS & NEWS-INFORMED: IG has risks, but teens are developing real skills, interests, relationships, and even businesses that benefit them off-platform. <i>"I'd rather them have it than not. They are learning, meeting other people. You have to trust, which is scary, but it's a net positive." (Parent NY)</i>		



Summary of Strategic Insights

LEADERSHIP: Parents & News-Informed welcome the idea that we're "raising the bar" or "setting the standard" for teen well-being

What our audience believes...	So we <u>CAN</u> say...	As long as we <u>DON'T</u> say...
PARENTS & NEWS-INFORMED: a) The internet and social media is going to be a big, inescapable part of their teens' lives <i>"It's only going to get more complicated. Maybe different platforms and different challenges" (News-Informed UK)</i> a) A company like Instagram can step up to take that responsibility seriously by working with external voices <i>"Raising the standard to protect teens feels powerful, and supporting parents, that's also good" (Parent AZ)</i> a) Parents, are an essential part of any solution that protects their children online <i>"Parents first, Instagram second. They're providing tools and guidance to help parents. It's a good partnership rather than anything else." (News-informed AZ)</i>	As teens grow up with the internet, we're committed to being the social media company that sets the standard for how to protect them online and support their parents. Working closely with behavioral and development experts, parents, and teens to design features that raise the bar for age-appropriate experiences online. Our tools—and the conversations they enable—allow parents and their children to build trust over time as teens practice and develop good online habits.	IG conducts its own research. <i>"I don't trust the research they conduct." (News-Informed NY)</i>



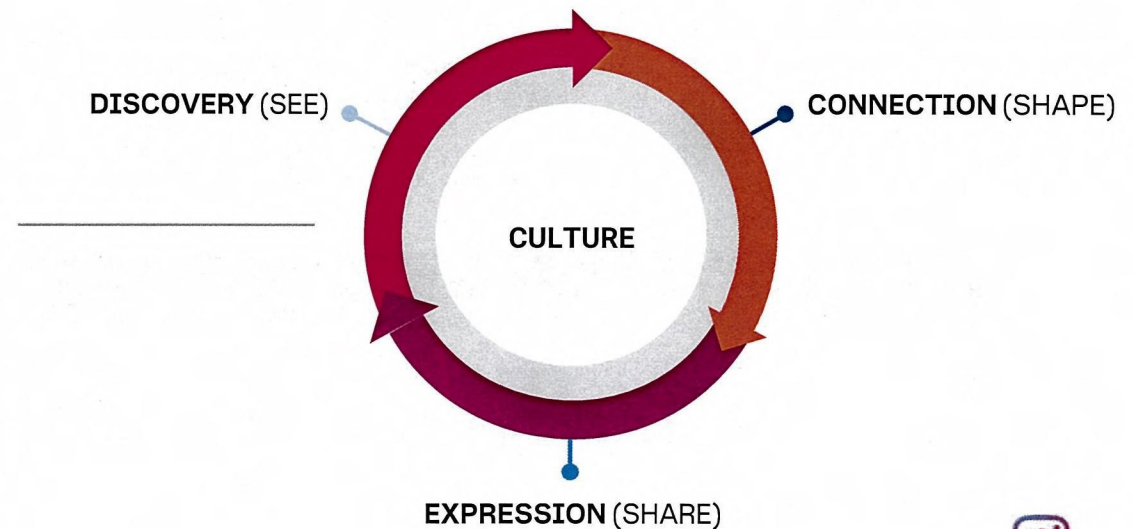
Note: we did not test "leadership" stimuli with teens in this research.

Summary of Strategic Insights

VALUE: as a pillar is more difficult to land. Teens face barriers that prevent them from fully participating in the cultural flywheel of See, Shape, Share

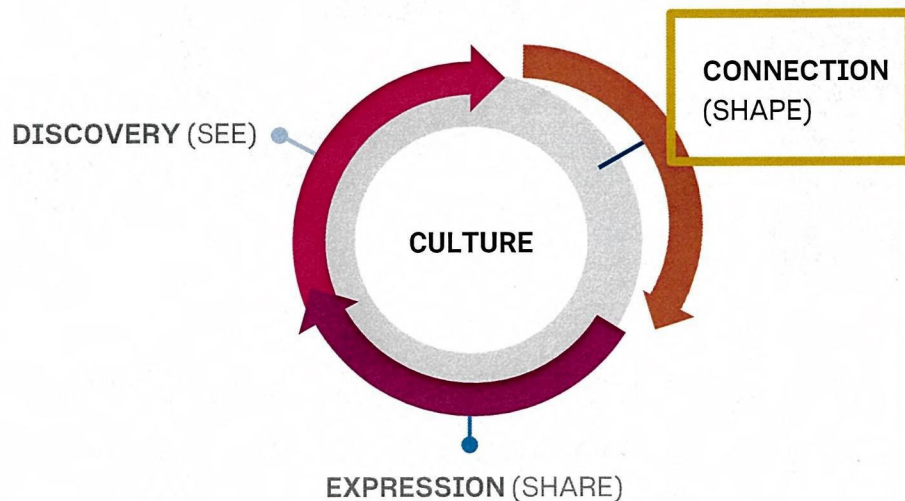
CSN #7

CORE IDEA TO CONVEY	
We believe connecting people is core to well-being	
PRIMARY POINTS TO LAND	
1.	Value: Relationships are not trivial. They are core to what make us human. We design and build products to reflect that truth.
2.	Balanced: Humanity is messy. While the outcomes of bringing people together will never be 100% positive, our products are a net benefit to people's well-being.
3.	Leadership: No company, can be perfect, but we lead the industry in how we research and manage the impact of our products on well-being.



Summary of Strategic Insights

VALUE: 'Connection' doesn't quite capture the well-being benefits audiences see on Instagram



Because
TEENS
believe...

Instagram, of the many apps in their lives, isn't the one they go to for "connection"

*"You can connect on Instagram, but **you can also connect everywhere else.**" (Teen | AZ)*

Connections on IG are much looser ties (new friends ahead of college, friends of friends)

Because
Parents &
News
Informed
believe...

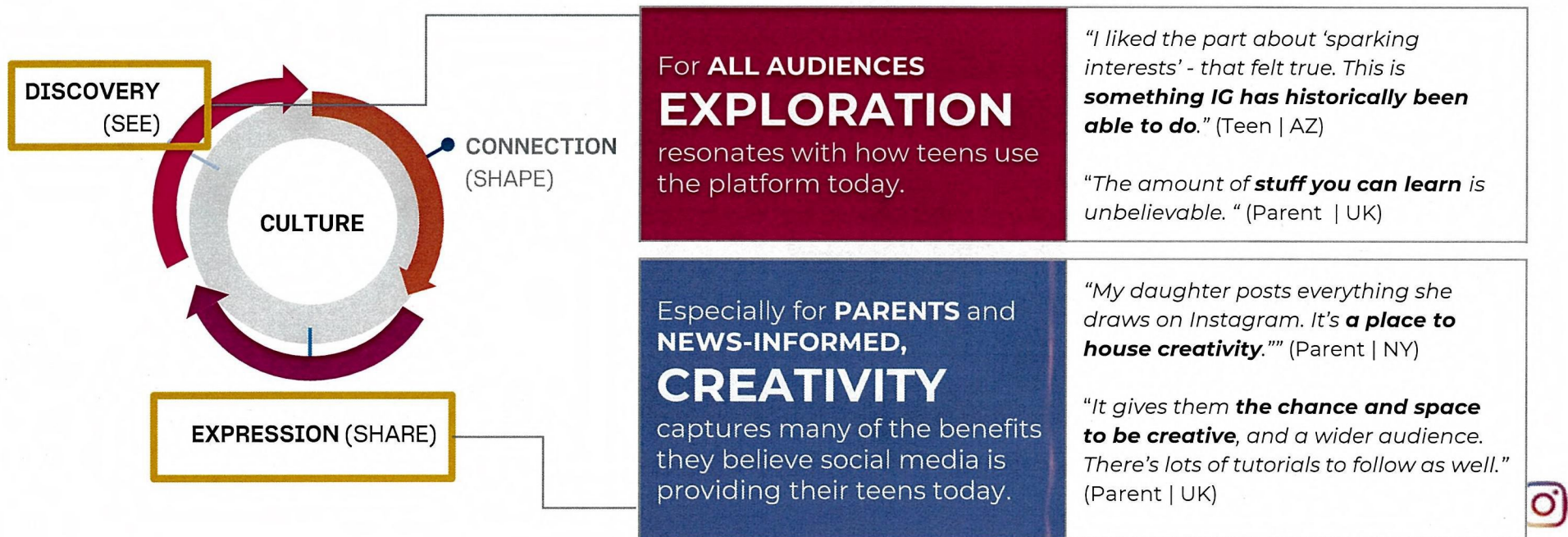
The "connections" that happen on Instagram aren't especially strong

*"We know **it's not really working** - sounds like smoke and mirrors." (Parent | NY)*

*"You can find people online and get to know them, but it's **not the same as getting to know someone in person.**" (Parent | UK)*

Summary of Strategic Insights

VALUE: The two other legs of the cultural flywheel offer easier ways into the Instagram well-being narrative than leading with 'Connection'



Summary of Strategic Insights

The one problem...

Teens **don't** always feel they can be **CREATIVE** on Instagram.

The **PRESSURE TO BE PERFECT** is a common reason why teens don't post often. This builds upon previous research where teens report comparing themselves across looks, lifestyles, and skills or abilities.

Sources: Social Comparison on Instagram (Oct 2020)
Hard Life Moments Survey (Topline) Covid Ed. (May 2020)

Marketing Insights & Analytics

*"There's such a stigma about being unique and perfect, so if I do have something creative, it'll **stress me out** so much I decide not to post."*

Teen | AZ

*"I don't know when I've felt creative on Instagram. **I don't have a lot to show off.**"*

Teen | AZ

*"You can be creative by posting a lot and creating stuff, **but I don't post on Instagram, so I wouldn't really be creative.**"*

Teen | UK

*"I think **seeing other people's posts is better than having to post my own**, because then I don't have to be judged if I post."*

Teen | UK



Summary of Strategic Insights

For teens, a major obstacle to feeling confident on the platform is perceived pressure and a fear of rejection or judgment from their peers

*"I don't really post unless I have something I **deem worthy**."*

Teen | AZ

*"I don't really post about myself. Maybe **if I did something interesting** that other people would like, then I would."*

Teen | UK

*"Even if they strive to be a silly platform, it's more serious. I don't think they can change...**unless they change the culture of posting as a whole**."*

Teen | NY



Summary of Strategic Insights

Teens identify **two primary sources** for the **pressure to be perfect** that they feel on Instagram

1 | FEAR OF JUDGMENT

Worried they won't get the validation they want

"After I post something, I'm constantly checking my phone to see who's liking and commenting for the next 24 hours." (Teen | NY)

"The people who post more are on the popular side. They have more people who like their posts." (Teen | AZ)

Worried they'll face criticism or judgment for what they do post

"I'm a huge person for Instagram profile stalking, so knowing people are gonna do that to me is scary." (Teen | AZ)

"I think seeing other people's posts is better than having to post my own, because then I don't have to be judged if I post." (Teen | UK)

2 | HIGH BAR FOR CONTENT

Your Instagram should be your "best self"

"It's not often I feel like I want to post. It's gotta be like...everything you're posting on IG, you're presenting yourself in some sort of way, so it has to be like this is what I want to share with the world." (Teen | NY)

The content in feed from advertisers and celebrities sets a high bar

"Most of the time on IG you see influencers with a really nice life doing really cool things.." (Teen | UK)

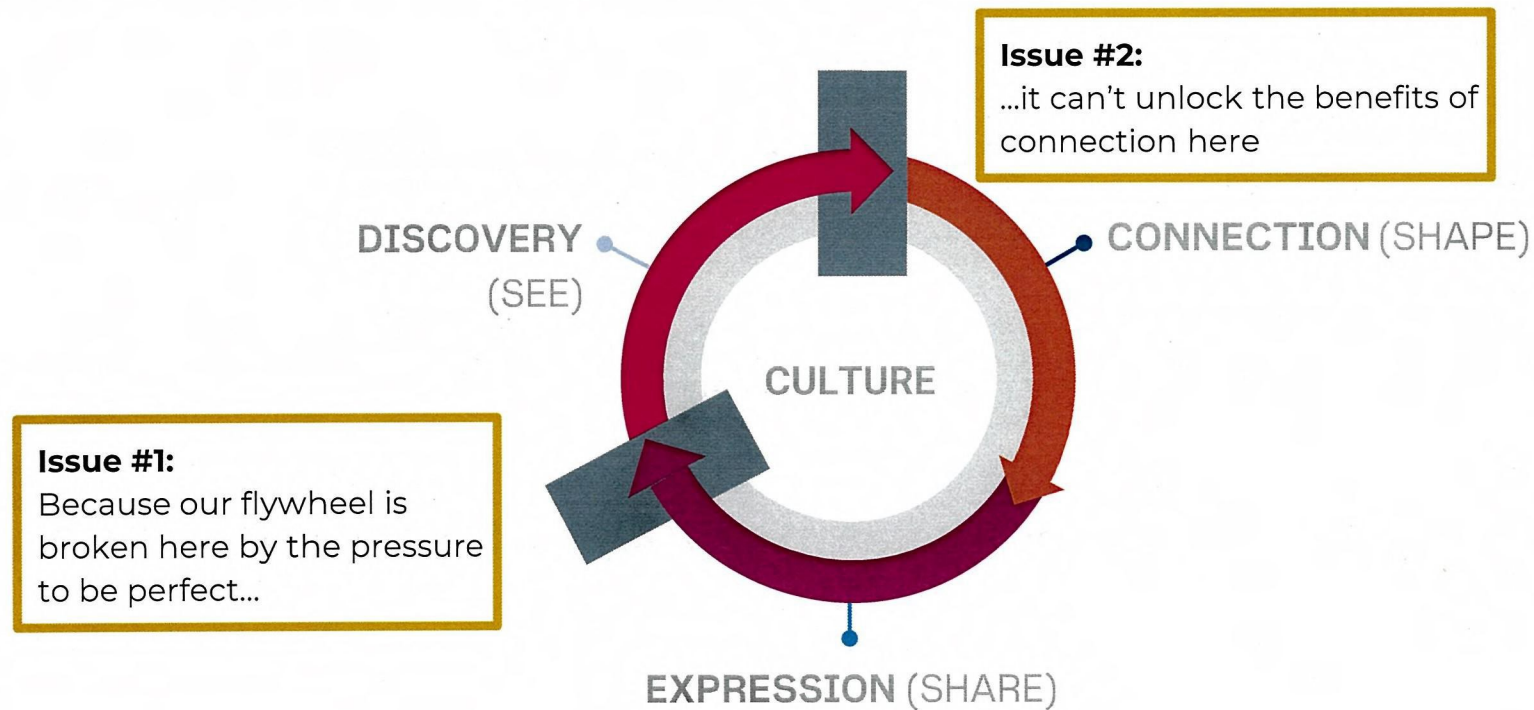
"Creator" and "create" have unofficial definitions teens don't think they meet

"I mean, I'm not a 'creator'" (Teen | AZ)



Summary of Strategic Insights

This pressure to be perfect disrupts the cultural flywheel with teens



Summary of Strategic Insights

Teens worry about what their peers think, and it's difficult to credibly promise we can help them feel more *confident* or *comfortable*

Because of teens'
FEAR OF JUDGMENT

- Worried they won't get the **validation** they want
- Worried they'll **face criticism** or **judgment** for what they do post

We tried language like...

"...so you can feel more comfortable"

"...so you can feel more confident"

"...to create a space that's safe"

But teens told us...

"How do you know everyone is going to feel comfortable being creative?" (Teen | UK)

"This isn't realistic. It's like a teacher telling a kid to not make fun of someone. They can't stop it even if they tried." (Teen | NY)

"I don't know how they'd make someone feel more confident" (Teen | NY)

"Confidently explore what makes you, you? I don't think anyone will feel comfortable doing that." (Teen | UK)



Summary of Strategic Insights

Rather than increasing teens' confidence, it may be more realistic to focus on lowering the high bar teens have for "creativity"

Because teens believe there is
a HIGH BAR FOR CONTENT

- Your Instagram should be your "best self"
- The content in feed from advertisers and celebrities sets a high bar
- "Creator" and "create" have unofficial definitions teens don't think they meet

We can explore language like...

We're always working to build ways to express yourself creatively without the pressure of making the perfect post, such as Reels, Stories, "Add Yours," Stickers, and Close Friends



Establishing pressure to be perfect as our brand enemy can help unlock everyone's creativity and restart the cultural flywheel

BRAND ENEMY

There is a perceived³⁹
pressure to be perfect on
Instagram.

We must show teens their
contributions don't have
to be 'Insta-worthy'
rather 'Always-worthy'
here.

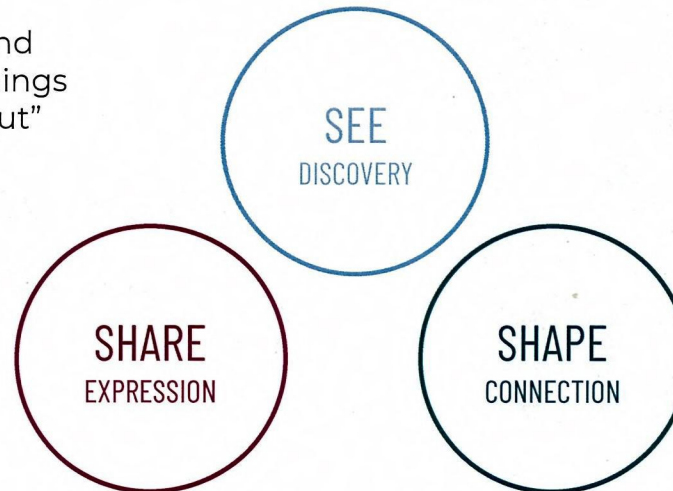


Summary of Strategic Insights

Once we've started the story with *exploring* and *creativity*, we can credibly ladder up to *connection* in a way that's authentic to Instagram

1| "Spark new interests and dive deeper into the things teens already care about"

2| "Share ideas, art, videos, jokes, and inspiration"



3| "...with other people who care about those things, too."



Summary of Strategic Insights

Potential Campaign Approach (TEENS)

Problem to solve	Teens are sharing less because of the pressure to be perfect . If teens are uncomfortable sharing real moments, there is a lack of authentic connection . At worst, IG content becomes mostly brands and influencers.
Our goal	To help teens feel more comfortable to post and unlock their creativity .
How we get there	By encouraging simpler, lower-stakes ways to share with each other
In service of	Enabling more connection in the long term. When teens are free to be themselves, they can connect closer to the people around them and improve their well-being. Laddering up to the Meta-CSN of “We believe connecting people is core to well-being.” Unlocking our brand strategy of emerging culture (See, Shape, Share) and to amplify our <u>brand voice of creativity</u> where “We believe everyone can be a creator”



Summary of Strategic Insights

Potential Campaign Approach (PARENTS + NEWS-INFORMED)

Problem to solve

Parents and news-informed adults are open to the idea that Instagram could take the lead on promoting teen well-being online, but **they see limits** to how much we can realistically do and insist that **parents play an important role in any solution**

Our goal

Help parents feel confident their teens are having age-appropriate experiences online

How we get there

Offering controls for both parents and teens that can be used **enable conversations, build trust, and develop teens' online habits** over time

In service of

Demonstrating that we're **setting the standard** for how teen well-being online should be handled to allow teens to **connect** in ways that are positive and age-appropriate

Laddering up to the **Meta-CSN** of "We believe connecting people is core to well-being."

Unlocking our brand strategy of emerging culture (See, Shape, Share) and to amplify our brand voice of creativity where "We believe everyone can be a creator"



Agenda

1. Background, Context & Objectives
2. TL;DR
3. Audience Starting Points
4. Summary of Strategic Insights
- 5. Audience Nuances**
6. Message Breakdown
7. Proofpoint Breakdown



Teens



Audience Nuances: Teens

For **teens**, a major obstacle to feeling confident on the platform is perceived pressure and a fear of rejection or judgment from their peers

*"I don't really post unless I have something I **deem worthy**."*

Teen | AZ

*"I don't really post about myself. Maybe **if I did something interesting** that other people would like, then I would."*

Teen | UK

*"Even if they strive to be a silly platform, it's more serious. I don't think they can change...**unless they change the culture of posting as a whole**."*

Teen | NY



Audience Nuances: Teens

Control and personalization aren't why teens use IG

Control, and controls, are a key part of protecting teen wellbeing on the platform, but they're a means to an end, not a value proposition on their own.

Teens appreciate the idea of having more control over their IG

The most resonant controls are also the most basic: block, mute, and unfollow. They widely criticize other controls, like reporting.

*"The report feature is poorly developed. **Reporting doesn't work**, so I've resorted to blocking."* (Teen | AZ)

Unlike other audiences, teens see the algorithm as something they can control to personalize their IG. They understand how what they like, follow, bookmark, can shape their future app experience.

*"The **algorithm does know what I like** and don't like. I tell it that by liking things I enjoy."* (Teen | NY)

*"Like, saving, bookmarking things can **shape the algorithm**."* (Teen | AZ)

But ultimately, control isn't what they're on Instagram for

Upon being exposed to control-focused stimuli, they say it's missing the "positives" of other messages, particularly those related to exploration of interests

*"**This doesn't include all the things you CAN do on Instagram**, like learning about different cultures."* (Teen | AZ)

*"I'd add music, art, and food into this message. This is **a lot about the negative side** of Instagram."* (Teen | UK)

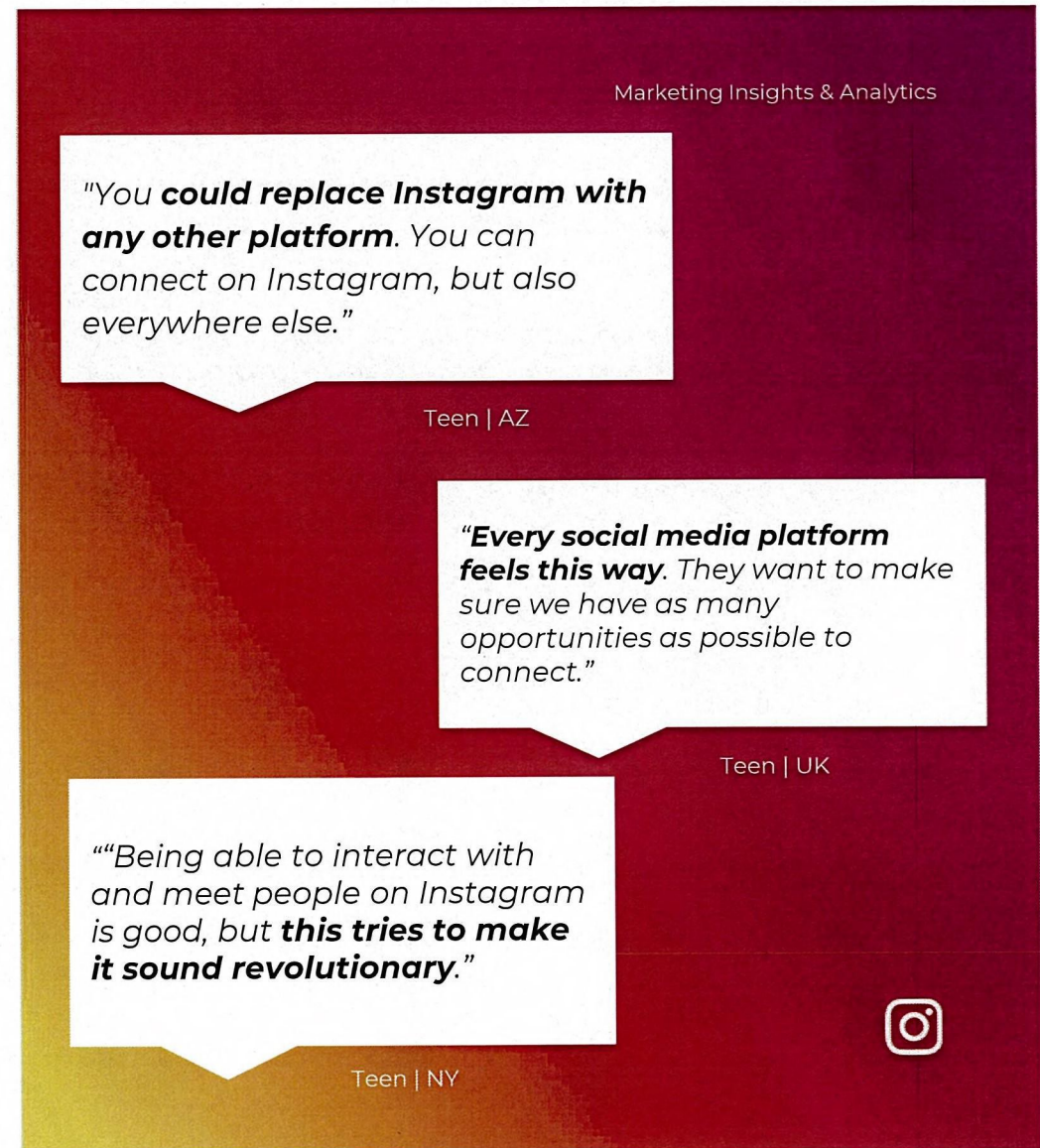
*"You could tell there were ways to prevent negative things, but **if this message focused more on the positives, it'd be perfect**."* (Teen | UK)



Audience Nuances: Teens

Our historical space of connection is less salient as other apps have emerged

- Teens agree Instagram helps them maintain looser ties (new friends ahead of college, friends of friends)
- But for almost anything we can say about connection, they say it can be achieved by any platform
- They're also not building/maintaining relationships - connection today on IG is a one-way street, not a two-way street - so "connection" doesn't feel true to their IG



Audience Nuances: Teens

Culture as a word is vague and easily misinterpreted, even if the idea is more resonant when we provide examples (fashion, music, art, etc.)

Even with follow-up examples, an initial mention of “culture” can throw them off track, and it takes discussion to orient them to the concept as we intend for it to be (and even then, some don’t budge from their original

interpretation)

When the word “culture” is first introduced, they (mis)interpret it as:

*"Culture **could be anything**: religion, race, sexuality, gender, it could be down to all sorts of things. That's how I'd explain it." (Teen | UK)*

*"I think of people of **different ethnicities**, sharing culture, not just trends, but also education. Like food from different cultures." (Teen | AZ)*

*"I think of culture as **other types of people**. Like religions, or people around the world. Sometimes it's weird, or funny, like Borat." (Teen | NY)*

After they're oriented to examples of “culture”, they're more on board:

*"I think of **Gen Z culture**, connection between a community of people—**trends, but on deeper levels**." (Teen | AZ)*

*"Culture is a **group of people with the same interests**, like music or dance, acting or singing ." (Teen | UK)*

*"Social media creates a different type of culture, **different from how countries can have culture**." (Teen | NY)*



Audience Nuances: Teens

Despite these limits, Instagram is still an “overall positive” for teens where exploration is the most resonate benefit

*“There are negatives, but at the end of the day, it’s **mostly positive.**”*

Teen | UK

*“**I’d say so** [that IG is an overall positive] - most of **their issues aren’t exclusive to IG.** Things like hate speech happen in other places too.*

Teen | AZ

*“There are bad things that do happen on Instagram, but they’re **outshined by all the good stuff.**”*

Teen | NY



"Value" messaging insights: teens

Exploration of interests is by far the easiest well-being benefit to land

- This is how teens describe the best aspects of Instagram today (discovering, learning, following)
- It also works within the confines of the mostly one-directional relationship most teens have with IG, where they're consuming rather than producing



"It definitely sparks new interests **that's how I started mountain biking**. I saw a couple videos [on Instagram] about it first."

Teen | AZ

"That's Instagram's role in social media—it's a **learning website** where you can start **new interests** and things you didn't know about before."

Teen | UK

"I found **specific accounts posting about specific things like astrology or poetry**, I have learned new things and been able to dive into them."

Teen | AZ

"Instagram is **definitely a place you can explore**, and do whatever makes YOU happy, not what makes other people happy."

Teen | UK

"You **can learn about different varieties of music through Instagram**, from people shouting out other musicians."

Teen | UK

"I liked the part about 'sparking interests' - that felt true. This is **something IG has historically been able to do**."

Teen | AZ

Audience Nuances: Teens

Creativity feels like a high a bar for teens, who don't feel they're creative with their IG experience today

- Teens agree IG is a place they **COULD** be creative (the tools exist, they know)
- But, they don't identify today with the word "create," "creator," or even "creative"
- They don't buy we can create a safe or comfortable space that somehow allows them to feel more creative—without changing the current posting culture

Marketing Insights & Analytics

*"There's such a stigma about being unique and perfect, so if I do have something creative, it'll **stress me out** so much I decide not to post."*

Teen | AZ

*"I don't know when I've felt creative on Instagram. **I don't have a lot to show off.**"*

Teen | AZ

*"You can be creative by posting a lot and creating stuff, **but I don't post on Instagram, so I wouldn't really be creative.**"*

Teen | UK

*"I think **seeing other people's posts is better than having to post my own**, because then I don't have to be judged if I post."*

Teen | UK



Audience Nuances: Teens

We can't credibly solve these barriers to creativity by promising to create a space where teens feel safe, comfortable, or confident

Because the concerns that teens deal with seem deeply rooted in adolescence, and extend off platform, audiences agree there are limits to how much Instagram can do to make teens feel safe enough to share.

When we promise

"comfortable"

"confident"

"safe"

Our audience hears

"How do you know everyone is going to feel comfortable being creative?"
(Teen | UK)

"This isn't realistic. It's like a teacher telling a kid to not make fun of someone. They can't stop it even if they tried." (Teen, NY)

"I **don't know how** they'd make someone feel more confident" (Teen | NY)

"Confidently explore what makes you, you? **I don't think anyone will feel comfortable doing that.**" (Teen, UK)

"They've banned a lot of accounts that catfish, but **they can really only do so much.**" (Teen | AZ)



Audience Nuances: Teens

If we can't credibly increase confidence or comfort, it may be more effective to focus on lowering teens' artificially high bar for creativity

As research went on, we dove deeper into the concept of creativity and identified an alternative path forward that may offer more potential to address concerns: lowering the barrier to entry, which includes reducing the pressure to perfect.

Less about...

INCREASING safety, confidence, or comfort with language like:

"Our job is to maintain a community where you can feel comfortable."

"Our job is to help you confidently explore."

"Our job is to create a place this can be done safely."

More about...

LOWERING barrier to entry with language like:

"We're always working to build ways to express yourself creatively without the pressure of making the perfect post, such as Reels, Stories, "Add Yours," and Stickers."



Adults

Parents
News-informed



Audience Nuances: Parents and News-Informed

We must recognize **parents** have a role in their children's online well-being in order for our message to be credible

- Parents reject messages that suggest we as a platform can fully protect, teach, or empower teens to be safe online
- They insist that they play an equal or greater role than Instagram in keeping their teens safe and well on social media

Marketing Insights & Analytics

*"Instagram is what you make of it and **that goes to parenting.** The human you're raising, what do they want? Are they powerful enough to not follow mean people, or do they want to be part of the group?"*

Parent | NY

***"As a parent, you have to do your best to instill good values,** show teens what's safe information, safe ways of being on social media."*

Parent | AZ

***"My role is to be the guardian and make sure they're kept safe,** not endangered, safeguarded, but also being given freedom. I look over their shoulder, I follow them, I talk about it, I follow their friends, look at what they're seeing."*

Parent | UK

***"Instagram isn't the parent.** We know what our child is capable of dealing with, and if we don't, Instagram isn't the place they should be getting answers."*

Parent | NY



Audience Nuances: Parents and News-Informed

For **news-informed** audiences, our message needs to separate us from a pack of competitors who share a similar set of well-being reputations today

- For most, the problems social media faces feel universal and difficult to solve
- They see Instagram doing just as well (but not necessarily better) than other platforms to address them
- The bar is low enough that we have a chance to stand out—but they don't really think of us as "leaders" today

Marketing Insights & Analytics

*"I **don't buy that they're leading the way. More than everyone?** Every time I see a new feature, it seems like one that would harm teens."*

News-Informed | NY

*"Having the most experience with teens online **sounds like BS.** It's awfully confident."*

News-Informed | AZ

*"I **don't believe that no one else deals with teens as much as Meta.** I feel like TikTok and Snapchat have more experience."*

News-Informed | AZ



Audience Nuances: Parents and News-Informed

Adults reject the idea that giving teens control could ever make the Instagram (or any social media, for that matter) experience safer

*"You can give kids as many controls as you want, but there's **always going to be a workaround.**"*

Parent | NY

*"It's trying to make us feel like it's safer, but **it's not.**"*

Parent | UK

*"The notion of what safety is to us is **different than what teens think safety is.**"*

News-Informed | AZ

Overemphasizing controls can also backfire: adults also note that emphasizing controls to keep teens safe only make them think of safety concerns even if they weren't top of mind in the first place



Audience Nuances: Parents and News-Informed

Culture as a word is vague and easily misinterpreted, even if the idea is more resonant when we provide examples (fashion, music, art, etc.)

Even with follow-up examples, an initial mention of “culture” can throw them off track, and it takes discussion to orient them to the concept as we intend for it to be (and even then, some don’t budge from their original interpretation)

When the word “culture” is first introduced, they (mis)interpret it as:

*"Culture **could be anything**: religion, race, sexuality, gender, it could be down to all sorts of things. That's how I'd explain it." (Teen | UK)*

*"I think of people of **different ethnicities**, sharing culture, not just trends, but also education. Like food from different cultures." (Teen | AZ)*

*"I **instinctively think of other cultures**, like It's A Small World." (News-Informed | AZ)*

After they're oriented to examples of “culture”, they're more on board:

*"Music, art, food, fashion - that encapsulates **what I know Instagram to be**." (Parent | AZ)*

*"I like music, art, food, fashion. That's what I'd like to see the app **be more focused on**." (News Informed | AZ)*

*"I like that this talks about art, music, food, and fashion. It **rounds it all off**." (Parent | UK)*



Message breakdown

Even more so than teens, adults don't need to be convinced that exploration of interests can happen on IG

- If there's one reason adults have to support why the positives of Instagram outweigh the negatives, it's the discovering, learning, and following their teens are doing



"The amount of stuff you can learn is unbelievable. There's **a real wealth of knowledge** if they're looking for it."

Parent | UK

"Instagram used to be about getting the right shot in the right place, but it's **more inspirational and about people's journeys.**"

News-Informed | UK

"Instagram can expose teens to **other people and ideas they wouldn't know about** if they remained local."

News-Informed | AZ

"My son is into training, so he'll **follow the latest weight training trends.**"

Parent | UK

"She mainly follows football players and chefs, because **she's big into cooking** as well. All she looks at is football and cooking.."

Parent | UK

"I did like 'explore.' My daughter's sense of fashion, she's not boxed in. She's using Instagram to put different things together, **seeing what's out there.**"

Parent | NY

Message breakdown

Creativity also encapsulates many of the best benefits adults see in Instagram

- Parents bring up times their teen was inspired to share their art or try new makeup or cooking trends
- News-informed audiences struggle a bit more to think about specific examples, but the concept of creativity remains positive
- Notably, neither audience sees the same obstacles to creativity teens do



"My daughter's **learning how to put her business out there**. She'll be researching how to get more followers, get her stuff out there more. She passes out business cards and everything."

Parent | AZ

"It **does inspire teens to be creative—the drawing or the makeup videos**. That's where it could be a good platform."

News-Informed | AZ

"I like that word, there's a positive connotation. **What bad can come from being creative?**"

News-Informed | NY

"My daughter loves to cook and gets **loads of ideas** from Instagram."

Parent | UK

"My daughter likes to draw, so if she finds a good artist she'll watch some of their videos, and share some of their pictures while she **creates a twist on them**."

Parent | AZ

"I like the idea of encouraging creativity, **I'd like to see more of that**."

News-Informed | UK

Audience Nuances: Parents and News-Informed

Adults appreciate the promise of *safe, comfortable, and confident*, but struggle to see how Instagram would be able to achieve them

Because the insecurity and concerns that teens deal with are so deeply rooted in adolescence, and extend off platform, audiences agree there are limits to how much Instagram can do to make teens feel safe enough to share.

When we promise

"comfortable"

"confident"

"safe"

Our audience hears

"What does it mean to feel comfortable sharing? What is comfortable? Who's the arbiter?" (News-Informed | NY)

"How are you going to do that?" (News-Informed | UK)

"How do you know? It's giving a false sense of security." (Parent | UK)

In fact, focusing on "safety" can backfire, prompting parents to wonder about the ways in which IG is "unsafe."
"If you didn't think it was unsafe, it opens doors when you see the word three times." (Parent | NY)



Audience Nuances: Parents and News-Informed

Despite the downsides, there is a clear consensus across audiences that Instagram is “overall positive” for teens

*“I think **it’s good for my children at the moment**, even though with everything there’s always room for improvement.”*

Parent | UK

*“I’d rather them **have it** than not. They are learning trends, meeting other people—always the frightening part—but that’s part of life. You have to **trust**, which is scary, but it’s a net positive.”*

Parent | UK

*“Teens can see people that **look like them** doing things they want to do.”*

News-Informed | AZ



Audience Nuances: Parents and News-Informed

We can say Instagram is “good,” but we can’t imply the positive invalidate, negate, or “outweigh” the real negatives

Language to Lose	Language to Use
Overall, the good moments and the good things Instagram can do for you outweigh the not-so-good ones.	Overall, Instagram has a positive impact on the lives of teens.

*"They're acknowledging there could be or have been problems, but again, **overall, it could be a tool for good.**"*

News-Informed | AZ

*"I like more positive than negative because it sounds like **they know there's bad stuff but they're working on it.**"*

News-Informed | AZ



Audience Nuances: Parents and News-Informed

A little humility goes a long way to land the benefits of the platform

If you say

Instagram pushes culture forward

Instagram is a force for good in the lives of young people

On Instagram, teens are accomplishing incredible things

We care deeply about the teens on our platform

They hear

*"I **don't think Instagram has anything to do with pushing culture forward** – it's more the people doing that." (Parent | NY)*

*"I didn't like them **self-anointing** as a force for good." (News-Informed | NY)*

*"I'm **not so sure** they are accomplishing incredible things." (Parent | NY)*

*"The **only part I don't buy** is that they care deeply." (Parent | AZ)*



Messaging by Audience: Parents and News-Informed

Consistent with previous research, adult audiences agree “raising the bar” or “setting the standard” communicates Instagram’s ambition better than “lead”

*“**Lead**’ is a difficult word, because there’s only so much Instagram can do.”*

News-Informed | UK

*“Raising the standard to protect teens feels **powerful.**”*

Parent | AZ

“This statement lets me know **they’re thinking about it the right way**, the way I would think about it.”

Parent | UK

Sources: Youth & Well-Being Narrative (June 2022); Well-Being Narrative Research (Oct 2021); Teen Mental Health Deep Dive (Oct 2019); Talking about safety on Instagram (May 2019); Teen Well-Being Foundational research (Dec 2018)



Audience Nuances: Parents and News-Informed

Parents and News-Informed audiences are intensely skeptical of Instagram doing their own research on teen well-being

If you say

We conduct our own research...

Our research shows us that our impact...

We're working to understand teen development and mental health...

Adult audiences hear

"I don't trust the research they conduct." (News-Informed | NY)

"It sounds awfully confident." (News-Informed | AZ)

"They're just trying to keep the youth so they don't go to another platform." (Parent | NY)

So instead say

We partner with academics and universities to learn from their studies.

We have advisory boards groups of external experts that give us guidance on the best way to build better products.

We work closely with Youth Experts, including third-party experts and professionals across online safety, privacy, media literacy, wellness, social and emotional health.



Audience Nuances: Parents and News-Informed

As we explain our approach, we can't rely on "18" as a magic number

Parents are convinced that teens are far too clever to be stopped by a simple age-restriction. Across the board, proof-points fail when we anchor them to coded-in age restrictions on the platform.

If you say

Teen profiles are set to private by default

No one over 18 can message anyone under 18

You can't create a profile until you're 13 or older

They hear

"My 15 year old will say she's 18 to do what she wants to do." (Parent | UK)

"It's good from a predator protection standpoint, but my son wouldn't be able to message family members." (News-Informed | AZ)

"How do they verify age? What tools do they have in place?" (Parent | UK)



Audience Nuances: Parents and News-Informed

"Teen" is a spectrum, and we need to show we're bearing mind that different teens and different families will face different challenges

Participants pointed out how **differences in maturity, gender, and personality** greatly impact the way a teen is affected by social media

Language to Lose

content and accounts on Instagram that **pose a risk to teens.**

Language to Use

help parents and teens work together to create a **positive, age-appropriate experience** on the platform.

"I think **it's more girls that do the videos.** He looks at videos. I don't want to know what he looks at to be honest." (Parent | UK)

"The filters **make the girls crazy.**" (Parent | NY)

"I know friends who have daughters who have really felt under pressure, they take 25 pictures before they were happy. **Guys don't feel as pressurized.**" (News-Informed | UK)

"She's a level-headed kid, but there is a lot of pressure around body image, material stuff, and she's not too bothered about it. **Maybe because she's 14, so that might change** in a couple years." (Parent | UK)

"She's **shown she's mature enough** not to be monitored, we don't have an issue with it. It's not a problem." (Parent | AZ)

"I'm interested in age appropriate content. My **13 year old is mature, but my 17 year old is a young 17.**" (Parent | AZ)

"I think **as kids get older, 16, 17, 18, they want that freedom** and you have to give it to them. You can't police their usage over time as they grow up." (Parent | UK)



Audience Nuances: Parents and News-Informed

Consistent with previous research, parents identify “trust” between parent and child as key in ensuring a teen’s well-being on social media

*“You can’t lock a child up and say ‘you can’t do this.’ They could have a fake profile, for all you know. You have to put **trust** in them and try to guide them.”*

Parent | UK

*“I have the passwords to her accounts. She allows family members to follow her so I don’t really check accounts. I talk to her and **trust** she’s not doing anything inappropriate.”*

Parent | NYC

*“I **trust** him. I let him make his own choices. Something he’s not sure about he’ll bring it to me. I don’t monitor it too much. I’m more hands off.”*

Parent | AZ

Sources: Youth & Well-Being Narrative (June 2022); Well-Being Narrative Research (Oct 2021); Social Comparison on Instagram (Oct 2020); Talking about safety on Instagram (May 2019); Well-being Parents Foundational Research (Mar 2018)



Audience Nuances: Parents and News-Informed

The right framing can position us as part of helping parents build this trust with their teens as they grow up with the internet

CONTEXT	TOOLS	TRUST OVER TIME	DIGITAL HABITS
As teens grow up with the internet as a part of their lives, we're committed to being the company that sets the standard for how platforms handle teen well-being online.	We offer tools for parents, like our Family Center, which lets you see who your teens follow and view their screen time and set limits. We also offer tools for teens like Private Accounts, Block, Mute, and Unfollow to set what they see and who can see them .	These tools (and the conversations they can help create) allow parents and teens to work together to create age-appropriate experiences online and build trust over time...	...as teens practice and develop good online habits . 

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Value

“Relationships are not trivial.
They are core to what make us human.
We design and build products to reflect that truth.”



Ways to land value

Messages Tested	Benefits	Drawbacks	Optimization
Connection	Connection with friends, family, others is viewed as a positive	Doesn't align with the sense that IG has more one-directional interactions (e.g. seeing, sharing).	Exemplify how connection can be a two-way street on Instagram through DM's, Close Friends, etc.
Exploration	Exploration is the easiest to land and is a clear and credible well-being benefit	But teens are already exploring . Focusing on this value doesn't move the needle on sharing.	Revise terms like "experiment" or "shape" that implies risk.
Creativity	A significant opportunity for us to develop messaging to encourage teens to be post more and be creative by lowering the pressure to be perfect .	Creativity is a difficult message to land with teens right now. They say it's possible to create on Instagram, but they don't due to pressures of perfection and social validation.	Craft messaging that serves to reduce the pressure of perfection , and redefine culture of posting and what it means to post on Instagram. That it could build closer relationships.
Emerging Culture	Culture, diversity of thought, and community is well-received by teens	Culture is a confusing term and means different things to different people.	To optimize, we need to clearly define what we mean by emerging culture and what role teens play in it.
Control	Having control and personalization is an important ideas for teens	However, having control isn't the primary value teens get out of IG.	We don't need to frame controls as a primary value on IG, but it can included in messaging as a value prop.

Message breakdown

Control - key language tested

What we tested	How they reacted
Your Instagram should be a place that YOU like. The best way we can ensure you have a positive experience on the platform is to help make sure you can shape that experience.	"All of my space I've cultivated it to make it what I want. You have to find the right types of accounts and tags you want to see. I search for things I would want to see on my page, and go through my explore page a lot and find posts I like and it's gotten a lot better." (Teen AZ) "It says it's customizable and yours. I must have gotten the wrong person's because it's not what I want to see. It's more what generally people probably want to see." (Teen NY)
We provide a ton of tools and tips, whether it's blocking, muting, unfollowing, or reporting, to let you make sure you're only seeing the content you want to see from the people you want to see it from.	"They seem to be totally on it with safety aspects, which really impressed me." (Parent UK) "They're putting their money where their mouth is. I don't pay enough attention, so something like this makes me feel better. They're trying, it might not work all the way, but it's better than nothing. It would make me feel better knowing these options were there." (Parent AZ) "There's a lot of system controls in it, so I don't know whether the person using it would have that freedom to explore things they wanted to explore working within this protective framework. I thought the whole experience was about new, wonderful things?" (News-Informed UK)
There are also a few extra protections we provide for teens specifically. For example, we set your accounts to private automatically and prevent anyone over 18 from messaging you.	"How do you know people are 18? You cant verify people's age. I don't think...that's giving a false sense of security for me." (Parent UK) "I like that they prevent adults from messaging minors, but I'm 16, and I have a job so a lot of people in my life are over 18, and if I was honest about my age (which it's easy to lie about) I wouldn't be able to interact with people in my life." (Teen AZ)

Message breakdown

Connection - key language tested

What we tested	How they reacted
Virtual connections and digital social skills will never fully replace in-person ones, but they've become a big part of how connections and communities are made	<i>"Especially coming out of the pandemic, not being able to have access to friends, I think this in the world we live in right now, this makes a lot of sense for them to still be able to connect, reach out and have a social life."</i> (Parent NY) <i>"Fundamentally, they're making connections in ways we haven't, and Instagram is here to provide those changes socially."</i> (News-Informed AZ)
Teens can be inspired, express themselves, find others like them, and build and maintain relationships	<i>"I like how they showed they wanted to have a focus on the teen community. Helping with social skills and identity forming, specific interests."</i> (Teen AZ) <i>"You don't have the headspace to respond to 800 people. This is saying you should have tentacles all over the place. It could be anxiety inducing, you have to respond."</i> (News-Informed AZ) <i>"Build and maintain relationships sounds like it's trying to make kids do networking."</i> (Parent NY)
We work to make sure these interactions are possible—and also make sure they remain positive	<i>"We work to make sure connections are possible—wouldn't that happen without Instagram?"</i> (Parent AZ) <i>"They don't really filter stuff much, and catfishing on the app isn't dealt with."</i> (Teen AZ)

Message breakdown

Culture - key language tested

What we tested	How they reacted
It's a place where new stories are told and new communities form	"Being together with a community is inspirational and strong. You can learn new things, if you're feeling down they can help you with your difficulties. It's a place where people can give you inspiration, teach you things you never learned before. It's a good way to develop confidence. What you didn't know, you can know now." (Teen UK) "Instagram is like a house. Everyone's putting their brick in it. It's a community." (Parent NY)
Instagram is a place where culture and creativity can thrive	"Everyone in some shape is connected to some social media app, and every time there's a joke or meme, you see it on the timeline first. It doesn't sound crazy for Instagram to say they're pushing the culture." (News-informed NY) "I think of culture as traditions and different types of people. And on Instagram, I only see selfies and pictures of people at the beach." (Teen NY) "Instagram influences culture, not necessarily in a forward direction." (Parent UK)
Where new conversations spark and grow	"I never think of Instagram as a place where conversations take place." (Parent NY) "I didn't like spark new conversations because the conversations could be making a joke of the person posting the content." (Teen UK)
That's what pushes us, our communities, and even the world forward	"They think they push the world forward, which I feel isn't true. I don't think the impact is that big, they're overestimating what they're accomplishing." (Teen NY)

Message breakdown

Creativity - key language tested

What we tested	How they reacted
Teaching and learning new skills	<i>"It's pretty accurate to the experience you get—teaching and learning skills, sharing." (Teen AZ)</i> <i>"It takes a different steer on what Instagram can be used for. Instead of browsing to look up posed pictures, it's more about broadening knowledge on areas you're interested in." (News-Informed UK)</i>
Sharing art, comedy, recipes, and even building businesses	<i>"I wish this was out there when I was getting my hustle!" (News-Informed AZ)</i>
A welcoming environment that encourages this kind of creativity	<i>"There's a variety of ways to be creative on Instagram, you could put a filter on, change the scenery of the photo, there's stickers as well for the photo. You can draw as well, so you can be creative in that sense." (Teen UK)</i>
We give you the option to block, mute, unfollow...	<i>"Choosing who to follow, block, and mute is good because it'll give people more confidence about what they post and share on Instagram." (Teen UK)</i> <i>"If a teen has a public account, they can remove a negative comment, but the damage is already done." (Teen UK)</i>
...and even report critics who might ruin their experience	<i>"Might ruin your experience—it seems a little harsh. Just because someone doesn't agree or follow in your way, to say they might ruin your experience." (Parent AZ)</i>
By default, we set teen accounts to private	<i>"Kids aren't stupid, they'll lie about their age for a public account." (News-Informed AZ)</i>

 Message breakdown

Exploration - key language tested

What we tested	How they reacted
a space to spark new interests, learn from communities and creators around the world, and be entertained	"I thought of those quick cooking videos, that sort of stuff is great." (News-Informed UK) "You can explore with hashtags, you can find posts about whatever you want." (Teen AZ)
You can dive deeper into the things you care about on Instagram	"You're discovering stuff on Instagram, scrolling through, you don't know what you're gonna watch. You know your interests, but it's different videos, different people, you are exploring and discovering." (Teen UK)
A community where you feel comfortable exploring your creativity and interests	"I didn't like they said you'd be comfortable exploring, because sometimes it's difficult to see what you want to see, or other differing things that clash with what you want to see." (Teen AZ)
The ability to easily report inappropriate content	"I'd rather they focus on how they address the inappropriate content. I've reported stuff and it comes back and violates nothing." (News-Informed AZ) "Easily reporting inappropriate content makes me think of a red button that can be dealt with straight away. It gives you peace of mind." (Parent UK)
A place where it's safe to look silly, try new things, and be real	"No one wants to look silly on Instagram. Look silly doesn't resonate, I don't like the be real phrasing. No one I follow is trying new things on Instagram." (Teen NY)
experimenting, exploring, and putting yourself out there	"Experiment, explore, putting out there, doesn't it have a sexual connotation?" (News-informed NY) "I don't like experiment. When we talk about kids and experimenting, it sounds like drugs and alcohol. I don't want them to experiment outside of coming to me." (Parent NY)

Balanced

“Humanity is messy. While the outcomes of bringing people together will never be 100% positive, our products are a net benefit to people’s well-being.”



Message breakdown

“Net benefit” messaging - key language tested

What we tested	How they reacted
working closely with and listening to parents and teens and partnering with experts in adolescent development and behavior at universities and academic institutions (2.1A)	<i>“I liked including parents and teens, experts and researchers from universities.” (Parent UK)</i> <i>“They are trying to get themselves out there and gather opinions and ideas from parents. That’s one of the main ways forward. That will have a more positive impact on parents who might be fearful of having teens with Instagram accounts.” (News-Informed UK)</i>
Even if it’s not all perfect, we believe that overall, the good moments and the good things Instagram can do for you outweigh the not-so-good ones. (2.1C)	<i>“I said it was a good balance between negative and positive. It tells you not everything is real, and it will warn first time users that not everything they see is how it is in real life.” (Teen UK)</i> <i>“There are bad things that do happen on Instagram, but they get outshined by all the good stuff.” (Teen NY)</i> <i>“I didn’t like the good experiences outweighing the bad. I feel like that’s not true for social media apps. There’s stuff they’re ignoring.” (Teen AZ)</i>



Leadership

“No company can be perfect, but we lead the industry in how we research and manage the impact of our products on well-being.”



“Leading on research” messaging - key language tested

What we tested	How they reacted
We see our role as raising the standard for protecting teens and supporting parents as their teens use social media	"I like the fact that they're trying to do something and be a leader in this field and make it safe for teens, being educational and encouraging teens to participate within Instagram. I think they should continue to do that." (News-Informed UK)
We're proud of the work we're doing to keep young people safe	"Saying they're proud of the work they're doing, it feels better from a company standpoint. We're proud of what we've done. They're owning that there are still other opportunities. " (News-Informed NY)
Tools and features for parents and guardians to help support their teens on our platforms	"I like the focus on features, it puts it in parents' and users' hands. " (News-Informed NY) "I like the words supporting and parents together. I feel like we're in it together. " (Parent AZ)
No organization has more experience with— or more of an incentive to help solve —the well-being issues that teens face online	"It's their incentive to solve the problems so people use the app." (Parent AZ) "I think they have an incentive , it means more users which equals money. Not because they care or have a heart, because it's business." (News-Informed AZ)
At Instagram, we're leading the way when it comes to researching how to protect teens' well-being online.	"I don't think they're leading the way with research." (News-Informed NY) "The only way I could believe it is if they had the numbers. " (Parent NY)

Agenda

1. Background, Context & Objectives
2. TL;DR
3. Audience Starting Points
4. Summary of Strategic Insights
5. Audience Nuances
6. Message Breakdown
- 7. Proofpoint Breakdown**



Proofpoint breakdown

Teens respondents talk about three types of tactics they use to feel more in control of their experiences on Instagram.

Type of Remediation	Tactics	Helpful for...
Use existing well-being features	• Direct controls (Block, Mute notifications, Unfollow, Private account, Authentication) • Reporting viewed as ineffective	• Privacy and stranger danger • Bullying • Exposure to fake or inappropriate content
Leverage additional Instagram features	• Use algorithm for custom feed • Shift to private spaces (DM's, close friends) • Multiple accounts (finstas, diaries, interest accounts)	• Exposure to fake or inappropriate content • Social comparison
Out-of-app remediation	• Ignoring challenges • Taking a break away from phone • Dialogue with friends & family	• Social comparison • Too much time spent
Inaction	• Doing nothing	• Bullying • Social comparison • Too much time spent



Source: Well-Being Narrative Research (Oct 2021); Teen Well-Being Foundational research (Dec 2018)

*Issues and responses are self-reported from qualitative research

Proofpoint breakdown

We evaluated the following proof points across all audiences:

Time Spent	Anti-Bullying	Safety	Supervision and Education
Hide Like and View Counts (Hide the total number of likes and views on your own posts and/or posts from other accounts) Set Reminder to Take Breaks (Receive a reminder to take a break after scrolling for a certain amount of time) Your Activity (One place to manage your activity (ex. Review and manage photos, interactions, etc.)) Daily Limit (Limit the total time you spend on IG each day by setting a reminder) Mute Notifications (Stop receiving push notifications) All Caught Up* (A message that appears when you've seen every post from the last 48 hours) Alternative Topic Nudge (A popup that lets you know that you've been viewing a topic for a while and shows you a suggested list of other topics you can explore)	Hidden Words (Hide words, phrases, or emojis that you don't want to see in your comments and/or DM's. You can create your own list or use a predefined list) Limits (Hide comments and DM requests from people who don't follow you, or who only recently followed you) Restrict (Restrict an account to have their comments on your posts to be only visible to that them) Comment Warning (A warning when someone tries to post a potentially offensive comment) Pinned Comments* (Choose a comment to pin to the top of your comment thread) Turn Off Comments* (Turn off commenting to prevent people from commenting on an individual post)	Sensitive Content Control (Choose how much sensitive content shows up in your Explore page) Private Account (Set your account to private so only people you approve can see your posts) Block (Block an account anonymously and that person won't be able to see your profile or posts) Mute (Hide posts from an account without unfollowing) Unfollow* (Stop following an account) Report (Report offensive content or spam on profiles, posts, and comments) Two-Factor Authentication (Protect your account by receiving a notification or be asked to enter a special login code when someone tries logging into your account from a device we don't recognize)	Anonymous SSI reporting (Report a post around suicide or self-injury) Family Center (Tools to help parents and guardians support their teen's online experience on IG) Education Hub for Parents and Guardians (Expert-backed tips, articles, and guides to help parents and guardians support their teen on IG). Well-Being Guides (Well-Being tips and guides via IG videos and posts from creators) 

* Not tested with News-informed audiences

Proofpoint breakdown

With adults, we also evaluated “leading on research” proof points :

We conduct our own research

(Our internal research is part of our effort to minimize the bad on our platforms and maximize the good. We do this industry leading research to proactively identify where we can improve and then make the changes to do so.)

We work with external independent researchers to conduct research

(We actively partner with university faculty, post-doctoral researchers, and doctoral students, to study complex societal issues and to understand the strengths and weaknesses of social media to identify areas we can improve.)

We work closely with Advisory Boards

(We have advisory boards groups of external experts that give us guidance on the best way to build better products. Leading experts across online safety, child development, media, body image and wellness regularly share their insights with Instagram to inform the development of our technologies, policies and resources.)

We have a co-design program

(We've launched a global co-design program that invites teens, parents and experts to participate as collaborators in our design process, empowering them to have their say and ensuring our products meet their needs.)

We work closely with Youth Experts

(A group of external advisors for our youth efforts that includes third-party experts and professionals across online safety, privacy, media literacy, wellness, social and emotional health.)



Proofpoint breakdown

Reminders, reporting, and Instagram's own research don't resonate

• Report, which most people feel doesn't work quickly or reliably (except Anonymous SSI Reporting, which tests well)	<i>"The report option doesn't work that well. It doesn't feel like they review it, things that shouldn't stay up stay up, and things get taken down for no reason."</i> (Teen AZ)
• Self-controls like Daily Limit, Set Reminder to Take Breaks, and Alternative Topic Nudge, which people can simply ignore	<i>"Who's going to listen to a reminder to take breaks or a daily limit?"</i> (News-Informed NY) <i>"Being on Instagram a lot is only a problem if specific people are making it a problem. [Daily Limit] won't change that much."</i> (Teen AZ)
• Instagram doing its own research, which people don't trust	<i>"I prefer them using an independent party to them researching themselves."</i> (News-Informed AZ)



Proofpoint breakdown

Support resources feel important in principle but parents in particular question their value in practice

• Support resources, which they say are nice in theory but aren't sure they would use (for example: Well-Being Guides, Education Hub for Parents and Guardians)	<i>"I can't see a kid telling their mom to come learn how to police them." (News-Informed NY)</i> <i>"I almost picked these in my top three." (Parent NY)</i> <i>"Who's going to listen to a reminder to take breaks or a daily limit?" (News-Informed NY)</i>
• The Family Center can be powerful when you spell it greater detail, but as a quick message doesn't stand out	<i>"I like the idea of it, but I'm not sure I'd use it." (News-Informed AZ)</i> <i>"When my younger child gets older, I'd use this straight off the bat with him. It's a way of getting information without being that intrusive." (Parent UK)</i>



Proofpoint breakdown

Our strongest well-being proof-points focus on external research and direct profile and feed controls

Direct feed and profile controls (for example: Block, Mute notifications, Unfollow, Private account, Authentication) which allow instant control over content	<i>"I like how Instagram makes you able to block, mute, and unfollow to create a welcoming environment."</i> (Teen UK) <i>"It's so easy to block and to put your Instagram to private."</i> (News-Informed NY) <i>"As a user, Restrict makes me feel in control."</i> (News-Informed AZ)
Proof we work with external experts (for example: co-design program, youth experts, advisory boards)	<i>"I liked the idea that kids and parents and experts are making the platform, tweaking it and coming to an agreement."</i> (Parent NY) <i>"[I liked co-design programs because] to understand how to best serve a teen audience, you need someone from that audience contributing."</i> (News-Informed NY)



Proofpoint breakdown

Proof point breakdown by audience (general proof points)

Audience	Teens	Parents	News-informed
Top performing	• Private account • Block • Turn off comments • Anonymous SSI Reporting	• Private account • Block • Anonymous SSI Reporting	• Comment Warning • Private Account • Block • Report • Education Hub
Bottom performing	• Alternative topic nudge • Reminder to take breaks • Well-Being guides • All caught up	• Reminder to take breaks • All caught up • Alternative topic nudge • Well-Being guides	• Reminder to take breaks • Alternative topic nudge • Daily limit



Proofpoint breakdown

Proof point breakdown by audience (leading on research)

Audience	Parents	News-informed
Top performing	• We work with external independent researchers to conduct research • We have a codesign program	• We have a codesign program • We work with external independent researchers to conduct research
Bottom performing	• We conduct our own research	• We conduct our own research



Appendix: Research Stimuli



1.1 CONTROL

NY (Original)

(Teen) Instagram is what you make of it. We want to empower you to control and shape your experience around the things that matter to you. The things that make you, you. That's why we've created tools to help you control what and who you see on Instagram, as well as tools to choose how you share and who you share with. We also have features that keep you safe and help you avoid subjects you don't want to see. You're in charge of what's right for you and who you connect with. Our job is to make sure Instagram feels like it's yours.

AZ (Optimized)

(Teen) Your Instagram should be a place YOU like. The best way we can ensure you have a positive experience on the platform is to help make sure you can shape that experience. It's not ALL on you, of course. There are plenty of safety features that come built into the platform. We've invested a lot in technology, engineers, and reviewers to proactively remove content and accounts on Instagram that pose a risk to teens. There are also a few extra protections we provide for teens specifically. For example, we set your accounts to private automatically and prevent anyone over 18 from messaging you. Beyond that, we provide a ton of tools and tips, whether it's blocking, muting, unfollowing, or reporting, to let you make sure you're only seeing the content you want to see from the people you want to see it from.

(Parent/News-Informed) Instagram is what you make of it. We want to empower teens to control and shape their experience around the things that matter to them. That's why we've created tools to help them control what and who they see on Instagram, as well as tools to choose how they share and who they share with. We also have features that keep them safe and help them avoid subjects they don't want to see. They're in charge of what's right for them and who they connect with. Our job is to make sure each person's Instagram feels like it's theirs.

(Parent/News-Informed) You know your teen best. And the best way we can ensure they have a positive experience on the platform is to help make sure you can work with them to shape that experience. It's not ALL on you, of course. There are plenty of safety features that come built into the platform. We've invested a lot in technology, engineers, and reviewers to proactively remove content and accounts on Instagram that pose a risk to teens. There are also a few extra safeguards we provide specifically for teens to protect their well-being. For example, we set their accounts to private automatically and prevent anyone over 18 from messaging anyone under 18. Beyond that, we provide a host of tools and tips, whether it's blocking, muting, unfollowing, reporting, or resources like time spent and well-being guides to help parents and teens work together to create a positive, age-appropriate experience on the platform.



1.2 CONNECTION

Marketing Insights & Analytics

NY (Original)

AZ (Optimized)

(Teen) We believe connecting with others is an essential part of being human – and is important to people's well-being. Everything we do at Instagram is about giving people more ways to connect around their interests and the things that matter to them. People come to Instagram to have interactions with other people, ideas, and communities that are positive and add value to their life. They come to form connections that reach across distances and barriers. That's why we give you options to decide the kind of content and creators you interact with, and who can reach out to you. Our job is to give you the tools to safely create and maintain connections that couldn't have been made otherwise.

(Teen) We believe connecting with others is an essential part of being human – and is core to people's well-being. The way we connect today is different from the way we connected fifty years ago, ten years ago, or even two years ago, before the COVID pandemic. Virtual connections and digital social skills will never fully replace in-person ones, but they've become a big part of how connections and communities are made. At Instagram, we enable as many of these connections as we can so teens can be inspired, find others like them, and build and maintain relationships. We also work to make sure these interactions remain positive, giving you the tools to create and maintain the kinds of connections you want.

(Parent/News-Informed) We believe connecting with others is an essential part of being human – and is important to everyone's well-being, especially young people. Everything we do at Instagram is about giving people more ways to connect around their interests and the things that matter to them. People come to Instagram to have interactions with other people, ideas, and communities that are positive and add value to their life. They come to form connections that reach across distances and barriers. That's why we give people options to decide the kind of content and creators they interact with, and who can reach out to them. Our job is to give people the tools to safely create and maintain connections that couldn't have been made otherwise.

(Parent/News-Informed) We believe connecting with others is an essential part of being human – and is core to people's well-being, especially teens. The way teens connect today is different from the way teens connected fifty years ago, ten years ago, or even two years ago, before the COVID pandemic. Virtual connections and digital social skills will never fully replace in-person ones, but they're a big part of how friendships and communities are formed and maintained—and can be positive in their own way. Teens can be inspired, express themselves, find others like them, and build and maintain relationships. We work to make sure these interactions are possible—and also make sure they remain positive, giving you and your teen the tools to help them use the platform in a way that makes you both comfortable.



1.3(A): EXPLORATION

Marketing Insights & Analytics

NY (Original)

(Teen) Instagram is a space to explore what makes you, you. You can spark new interests, learn from new communities and people around the world, and be entertained. You can also use Instagram to share your own original thoughts in creative ways and entertain others. For you to feel comfortable experimenting, exploring, and putting yourself out there, it's important to us to maintain a community that feels safe and welcoming--a place where it's safe to try new things, look silly, and be real. A place where you can be your authentic self. That's why we are always working to protect you from judgment, bullying, or anything else that could hold you back. Our job is to help you explore confidently and safely.

(Parent/News-Informed) Instagram is a space to explore what makes you, you. Teens can spark new interests, learn from new communities and people around the world, and be entertained. They can also use Instagram to share their own original thoughts in creative ways and entertain others. For them to feel comfortable experimenting, exploring, and putting themselves out there, it's important to us to maintain a community that feels safe and welcoming--a place where it's safe to try new things, look silly, and be real. A place where they can be their authentic selves. That's why we are always working to protect them from judgment, bullying, or anything else that could hold them back. Our job is to help them explore confidently and safely.

AZ (Optimized)

(Teen) Instagram is a space to spark new interests, learn from communities and creators around the world, and be entertained. Whether it's travel, music, style, art, cooking, or something else, you can dive deeper into the things you care about on Instagram. Our role is to maintain a community where you feel comfortable exploring your creativity and your interests. That's why we have features and tools like the ability to only see and share content with whom you want, and easily unfollow creators whose content brings you down. Our job is to help you confidently explore what makes you, you.

(Parent/News-Informed) Instagram is a space where teens can spark new interests, learn from communities and creators around the world, and be entertained. Whether it's travel, music, animals, art, cooking, or something else, they can dive deeper into the things they care about on Instagram. Our role is to maintain a community where they feel comfortable exploring their creativity and their interests. That's why we have features and tools like the ability to only see and share content with close friends, and the ability to easily report inappropriate content. Our job is to help you confidently explore what makes you, you.



1.3B: CREATIVITY

Marketing Insights & Analytics

NY (Original)

AZ (Optimized)

n/a

(Teen) Teens on Instagram are doing cool things. They're teaching and learning new skills, and sharing art, comedy, and recipes. They're finding their interests and finding their voice. Our role is providing new, intuitive tools that make it easier to express yourself in creative ways, while creating a welcoming environment that encourages this kind of creativity. We let you choose your audience, so only the people you're comfortable with can see what you create. And we give you the option to block, mute, unfollow, or even report critics who might ruin the experience for you. We want you to use the platform to create, and that starts with us doing OUR job and creating a space where you can do that with confidence..

n/a

(Parent/News-Informed) Teens on Instagram are doing cool things. They're teaching and learning new skills, sharing art, comedy, and recipes, and even building businesses. They're finding their interests and finding their voice. Our role is providing new, intuitive tools that make it easier to express yourself in creative ways, while creating a welcoming environment that encourages this kind of creativity. By default, we set teen accounts to private so they don't need to worry about a wider audience. And we give teens the option to block, mute, unfollow, or even report critics who might ruin their experience. We want teens to use the platform to create, and that starts with us doing OUR job and creating a space where they can do that with confidence.



1.4: CULTURE

Marketing Insights & Analytics

NY (Original)

(Teen) The heart of Instagram is bringing together a global community of people with different voices, interests, and ideas from all around the world, with the goal of creating culture and pushing it forward. It's a place where new conversations spark and grow, new stories are told, and new communities form. Our job is to create a place where this can be done safely. A place where you can manage unwanted interactions and all these points of views can be shared. Because when we have a safe space to share our perspective, that's what pushes us, our communities, and even the world forward.

(Teen) The heart of Instagram is bringing together a global community of people with different voices, interests, and ideas from all around the world, with the goal of creating culture and pushing it forward. It's a place where new conversations spark and grow, new stories are told, and new communities form. Young people's voices are a huge part of how culture is formed. Our job is to create a place where they can join in safely. A place where they can manage unwanted interactions and all their points of views can be comfortably shared. Because when we have a safe space to share our perspective, that's what pushes us, our communities, and even the world forward.

AZ (Optimized)

(Teen) The heart of Instagram is bringing together a community of people with different voices, interests, and ideas, and providing them with a platform to create culture and push it forward. It's a place where new conversations spark and grow, new stories are told, and new communities form. Whether it's music, art, food, or fashion, Instagram is a place where culture and creativity can thrive. Our job is to create a place where this can be done safely. A place where you can manage unwanted interactions and all these points of views can be shared. Because when we have a space where we feel comfortable sharing our perspective and being creative, that's what pushes us, our communities, and even the world forward.

(Parents/News-Informed) The heart of Instagram is bringing together a community of people with different voices, interests, and ideas, and providing them with a platform to create culture and push it forward. It's a place where new conversations spark and grow, new stories are told, and new communities form. Teens' voices are a huge part of how culture is formed. Whether it's music, art, food, or fashion, Instagram is a place where culture and creativity can thrive. Our job is to create a place where they can join in safely. A place where they can manage unwanted interactions and share their points of views on their own terms, with only who they want. Because when we have a space where we feel comfortable sharing our perspective and being creative, that's what pushes us, our communities, and even the world forward.



2.1A (NET POSITIVE BALANCE, ADULT)

Marketing Insights & Analytics

NY (Original)

AZ (Optimized)

(Parents/News-Informed) Our goal is always to make Instagram a positive part of the lives of young people. Teens use Instagram every day to connect with friends, explore their interests, express themselves, and accomplish incredible things. We also know there's harmful content that exists on the internet. But we're committed to making Instagram a net positive for teens and for the world. We're partnering with and listening to parents, experts in adolescent development and behavior, and lawmakers as a part of our ongoing commitment to find better ways to help teens enjoy the benefits of social media while protecting their well-being.

(Parents/News-Informed) Our goal is always to make Instagram a positive part of the lives of teens. They use Instagram every day to connect with friends, explore their interests, and express themselves. They're encountering new ideas that inspire them and making their own creative content, whether it's art, photos, crafts, or jokes. The entire time, they're also building digital skills and fluency that will be helpful for the rest of their lives. With all these advantages, we also know the internet poses certain risks for teens as well. We're working closely with and listening to parents and teens and partnering with experts in adolescent development and behavior at universities and academic institutions to help make sure we're designing our products in ways that protect the well-being of teens. Independent, third-party research tells us that overall, Instagram's impact today is more positive than negative, while at the same time helping highlight the ways we can continue to be better.



2.1B (NET POSITIVE BALANCE, ADULT)		Marketing Insights & Analytics
NY (Original)	AZ (Optimized)	
(Parents/News-Informed) Instagram is a force for good in the lives of young people. Teens use Instagram every day to connect with friends, explore their interests, express themselves, and be entertained. They are doing incredible things on our platform. Of course, there's harmful content that exists on the internet, but overall, Instagram is a net positive for teens and for the world, and our research tells us most teens agree. We can't take that fact for granted, of course, which is why we're always working to keep that balance tipped as far in the right direction as possible. By partnering with parents, lawmakers, and experts, we're continuing to build an Instagram that helps teens navigate social media and the internet and protects their well-being.	n/a	



2.1C(NET POSITIVE BALANCE, TEEN)

Marketing Insights & Analytics

NY (Original)

AZ (Optimized)

(Teen) We believe that overall, Instagram is a force for good. People use it every day to connect with friends, explore their interests, express themselves, be entertained, and do incredible things. We also know there is harmful content on the internet. We are committed to helping protect people from the risks that come with social media. But overall, our research tells us Instagram's impact is more positive than negative. Our job is to help you use social media for good, while protecting you from as much of the bad parts of the internet as we can.

(Teen) We believe that overall, Instagram is a good thing. People use it every day to connect with friends, explore their interests, express themselves, and be entertained. They make art, make jokes, share photos, and share funny or important moments in their lives with people they care about. Sometimes, people also see things on Instagram that aren't so positive. Maybe they see a Photoshopped picture or a piece of someone else's life that makes them feel pressure to be perfect or pretty. Maybe they share a post and don't get the reaction they were hoping for. We do everything in our power as a company to help you avoid negative experiences like these on the platform, but there's only so much we can do. Part of life is learning to deal with these kinds of moments—both online and in the real world. Even if it's not all perfect, we believe that overall, the good moments and the good things Instagram can do for you outweigh the not-so-good ones.



3.1: LEADING ON RESEARCH

Marketing Insights & Analytics

NY (Original)

(Parents/News-Informed) At Instagram, we're leading the way when it comes to researching how to protect teens' well-being online. We invest heavily in researching the critical issues that teens face online and the potential impact our products could have. That includes collaborating with teen behavioral experts and researchers across fields, with a shared goal of creating an online world that both benefits and protects generations to come. We're constantly working to make our platforms better, to maximize the good we do and minimize harm, and to proactively build features for teenagers and their parents that promote well-being. We care deeply about the teens who use Instagram, which is why we take these complex issues seriously, consult with experts, and test new concepts to better serve teens.

AZ (Optimized)

(Parents/News-Informed) No organization has more experience with—or more of an incentive to help solve—the well-being issues that teens face online than Instagram. For as long as we've been around, we've invested heavily in researching things like social comparison, peer pressure, and bullying. We consider them critical issues for the platform and our users, and want to do everything in our power to address them. We partner with academics and universities to learn from their studies. We share our own internal work with outside experts to get feedback and contribute to the larger field of research into teen development. And we work closely with parents and teens to co-design new features and changes to the product. For example, a few years ago, we specifically set out to tackle cyberbullying—and we've seen significant decreases after introducing a range of safeguards to the platform that have since become industry standards. This year, we're taking aim at the issue of social comparison and pressure between teens. As a leader in creating products in this space, we believe it's our responsibility to also be a leader on research, too.



3.2: SETTING THE STANDARD

Marketing Insights & Analytics

NY (Original)

(Parents/News-Informed) Today's younger generations are growing up with the internet. The internet and social media are large parts of their lives -- for education, for connecting with friends, and for exploring interests and hobbies. In this new age of the internet, Instagram sees its role as raising the standard for protecting teens and supporting parents as they use social media. We're designing Instagram to set the standard on what it means to be a place for teens to have a positive and age-appropriate experience on social media -- with tools and features that raise the bar on safety and control. This includes tools and features for parents and guardians to help support their teens on our platforms. We're proud of the work we're doing to keep young people safe, supporting them when they need it, and empowering parents with tools to help their teens develop positive and safe online habits.

AZ (Optimized)

(Parents/News-Informed) Teens today are growing up with the internet. The internet and social media are large parts of their lives -- for education, for connecting with friends, and for exploring interests and hobbies. At Instagram, we see our role as raising the standard for protecting teens and supporting parents as their teens use social media. We're designing Instagram to set the standard on what it means to be a place for teens to have a positive and age-appropriate experience on social media--with tools and features that raise the bar on safety and control, many of which have been adopted by other social media platforms. This includes tools and features for parents and guardians to help support their teens on our platforms. We're proud of the work we're doing to keep young people safe, supporting them when they need it, and empowering parents with tools to help their teens develop positive and safe online habits.



Thank you

