

Meta Leadership Day

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EYES ONLY)

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- Hi everyone, I'm Naomi Gleit - one of the leads on Youth along with Michel.
- Before we get into all of the pressure and regulation we are facing (which I'll pass to Michel to explain :) I wanted to remind us why the Youth work is so important.
- Because I believe our products are good for teens.
- And that is based on:
 - My personal experience
 - The data and research I've seen
- Obviously, I was not cool in high school. And I have no desire to relive those years, but I actually think it would have been less painful if social media was

around.

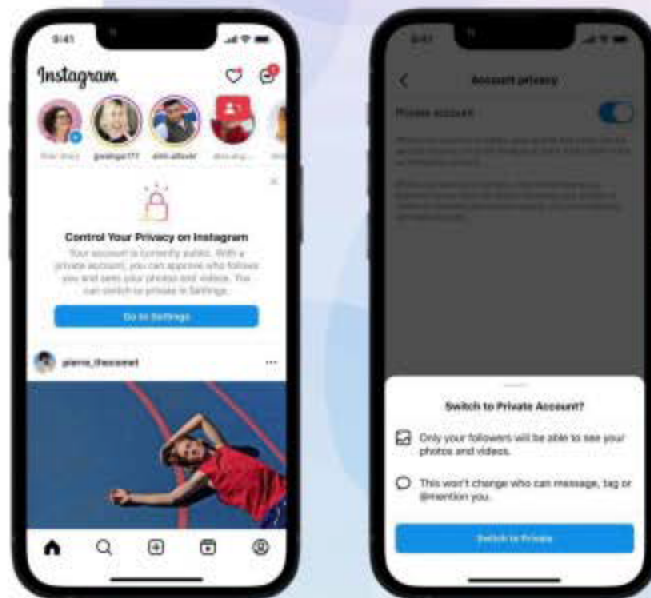
- It is still early, but there's a lot of research that says social media can be associated with positive experiences in teens' lives, ~~especially if they're struggling~~. Last year, The American Academy of Pediatrics Center and the National Academies of Sciences both said that social media helps with "identity exploration, peer connection, and independence ... " and "may also be valuable to teens who otherwise feel excluded or lack offline support..."
- But we know that arguing this research is not going to help us win over the external narrative.
- It's more effective to show people how much we're investing and everything we're doing.

We've made significant progress in protecting teen's safety and privacy and empowering parents.



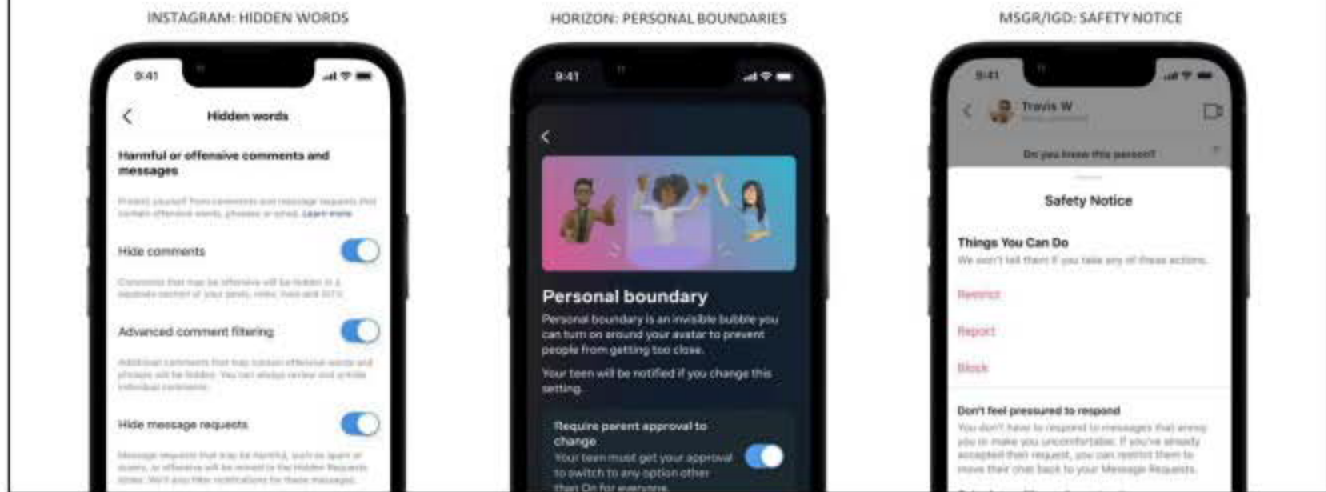
- We often repeat the stat that we have invested over \$20bn and 40k people on privacy, integrity, security - a lot of that effort has been focused on youth.
- Our approach has been to protect teens and empower parents
- We've built over 30 tools to:
 - **(1) Protect teens'** privacy and safety
 - **(2) Empower parents** to supervise how their teens use our apps
- I know none of us are teens and some of us have teens - so most of us haven't seen these tools.
- Here are some examples:

Private accounts by default for teens & nudges for public teen accounts to consider a private setting



- We want teens to have appropriate and positive interactions -
- That's why:
 - We default teen accounts to private.
 - For teens with public accounts, we nudge them to be private.

Created tools to help keep teens safe

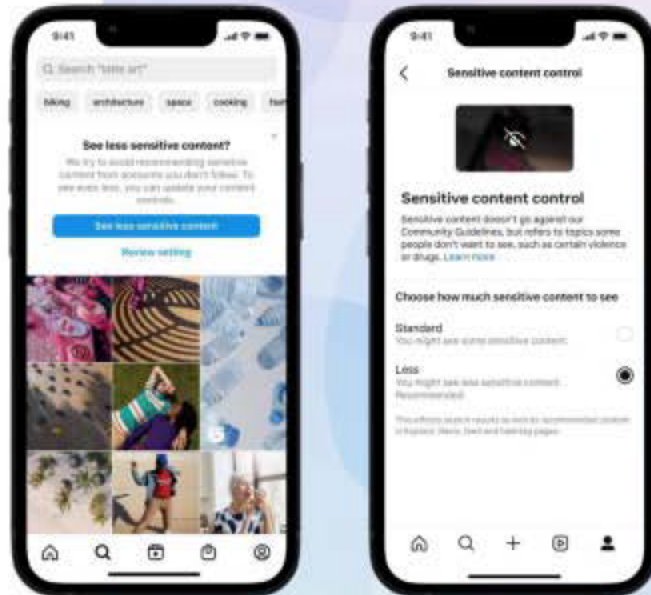


- On top of that, we created safety tools like:
- Hidden Words on Instagram - teens can filter out comments and messages.
- Personal Boundary on Horizon - teens can keep a distance from other avatars.
- Safety Notices to warn teens when they message adults.

Sensitive content controls

Limits the types of content teens can see in places where we suggest content

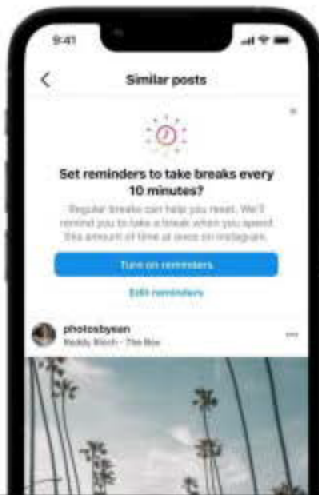
Teen IG users are defaulted into a "see less" state and we encourage existing users to select that for themselves via nudges



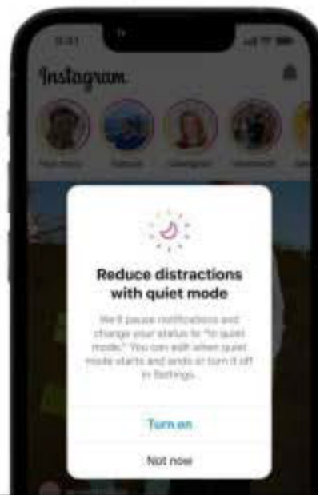
- We also want teens to see age-appropriate content.
- That's why we default teens to the most restrictive content settings.
- The "Sensitive Content Control" on Instagram and "Reduce" control on Facebook make it less likely for teens to see sensitive or borderline content in places like Search and Explore.

Giving teens ways to manage their time

TAKE A BREAK



QUIET MODE



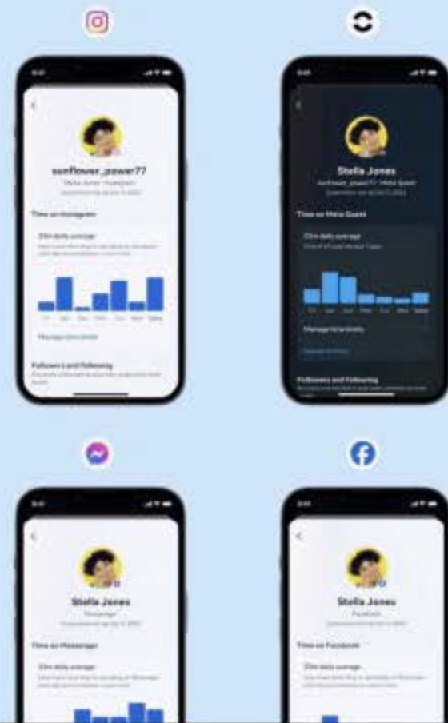
NIGHTTIME NUDGE



- We also want teens to feel good about the time they spend on our apps.
- We have tools like:
 - Take a Break, which reminds teens to close the app after certain amount of time
 - Quiet Mode, which turns off notifications and sends an auto-reply when someone DMs them.
 - And Nighttime Nudge which tells them to go to sleep :)

Family Center helps parents support their teens on the FoA through insights and tools controls

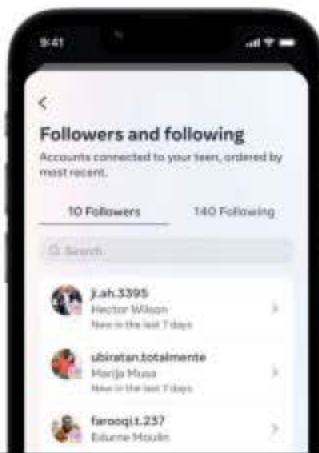
Family Center is currently launched on Facebook, Messenger, Instagram and Meta Quest.



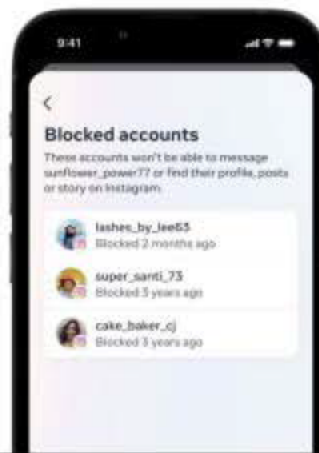
- We also have tools to **empower parents**.
- We believe parents know what is best for their teens, and teens look to their parents for advice.
- We built Family Center for parents to supervise how their teens use our apps.

Giving parents the controls and insights to support their teens

FOLLOWERS/FOLLOWING LIST



BLOCKED ACCOUNTS



SHARED REPORTS



For example, on the Instagram Family Center, parents can:

- See how much time their teens are spending on Instagram, and limit the amount of time or time of day
- See their followers and who they're following
- See who their teen blocks or what they report

2023 Youth Well-Being Campaign Highlights

We launched a coordinated Public Affairs campaign across marketing, comms and policy teams in 2023 to raise awareness of our youth tools and influence legislation.



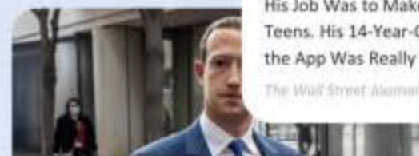
- We want parents to know about these tools.
- Last year, we launched a big campaign to raise awareness.
 - Marketing ran ads, Comms did media tours, Public Affairs partnered with 200 creators to educate people about our tools.

However, the level of scrutiny on Meta has exponentially increased due to litigation.



Instagram Connects Vast Pedophile Network

The Wall Street Journal



His Job Was to Make Instagram Safe for Teens. His 14-Year-Old Showed Him What the App Was Really Like.

The Wall Street Journal

Meta sued by 42 attorneys general alleging Facebook, Instagram features are addictive and target kids

CNN

SPEAKER: MICHEL

- Thanks Naomi. I'm a parent of two teenagers and a frequent user of IG's Parental Supervision tools. I checked on my 14 year old son's use yesterday. He's averaging 46m a day on IG which is honestly a little higher than I'd like but it spikes on weekends so that's OK. easymoneysniper.
- **Despite all the progress Naomi mentioned, Youth is one of the more acute social issue challenges we face right now with a level of external scrutiny that has increased substantially over the last 6 or so months.**
- **We are facing over 1000 lawsuits from AGs, school**

districts and parents alleging that social media companies purposely make their apps addictive to grow their teen audiences, at the detriment of teen safety and mental health.

- **We've seen investigative reports** about alleged child harm (pedophile networks).
- **And we have congressional attention** with Mark testifying next week – in addition to Adam and Antigone's previous testimonies.

[Additional Context for Speakers:]

- We started H2 reducing our Share of Voice on this topic to -19pp
- Press coverage this half has been dominated by multi-district litigation
- As a result, our Share of Voice metrics have reverted back to levels seen in H1
- In addition, news coverage on child safety issues, particularly as it relates to online pedophilia, have also driven more press and Congressional attention on Instagram's safety practices.

(Source: Key negative press stories from the year)

- <https://www.wsj.com/articles/instagram-vast-pedophile-network-4ab7189>
- <https://www.wsj.com/tech/instagram-facebook-teens-harassment-safety-5d991be1>
- <https://www.cnn.com/2023/10/24/bipartisan-group-of-aqs-sue-meta-for-addictive-features.html>
- <https://www.dailymail.co.uk/health/article-11982323/More-40-school-districts-America-suing-social-media-giants-mental-health-crisis.html>
- <https://www.bbc.com/news/uk-67709857>
- <https://thehill.com/newsletters/technology/4302983-zuckerberg-vetoed-teen-safety-measures-suit-alleges/#:~:text=Zuckerberg%20allegedly%20vetoed%20plans%20to,in%20teens'%20well%20being.>



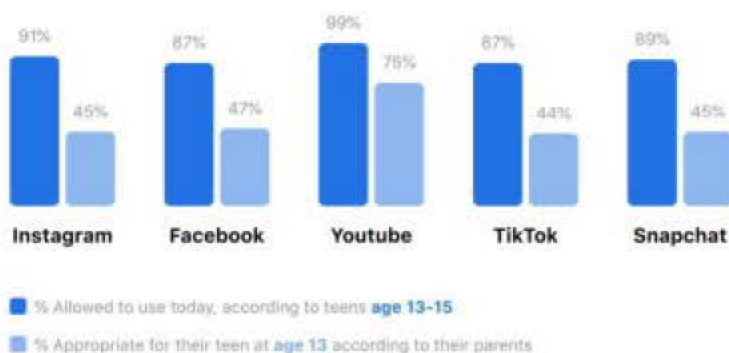
- **We're also facing a range of new regulations and new requirements that mandate significant changes in our practices**
 - Tracking 44 global laws with Youth requirements (13 new ones came into effect in 2023) with dozens more working their way through national or regional legislative processes
- These imply a broad range of product and operational changes including:
 - Needing parental consent for Youth to use our services, often paired with age verification requirements which can be quite invasive
 - Deep restrictions on data use of Youth users

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- Sometimes bans on ads
- Each individual law has its own particular mix of requirements and its own idiosyncrasies making for a complex environment
- And consequences of non-compliance are increasingly severe including fines of up to 10% of revenue. Some of the laws also include Private Rights of Action with large potential liabilities.

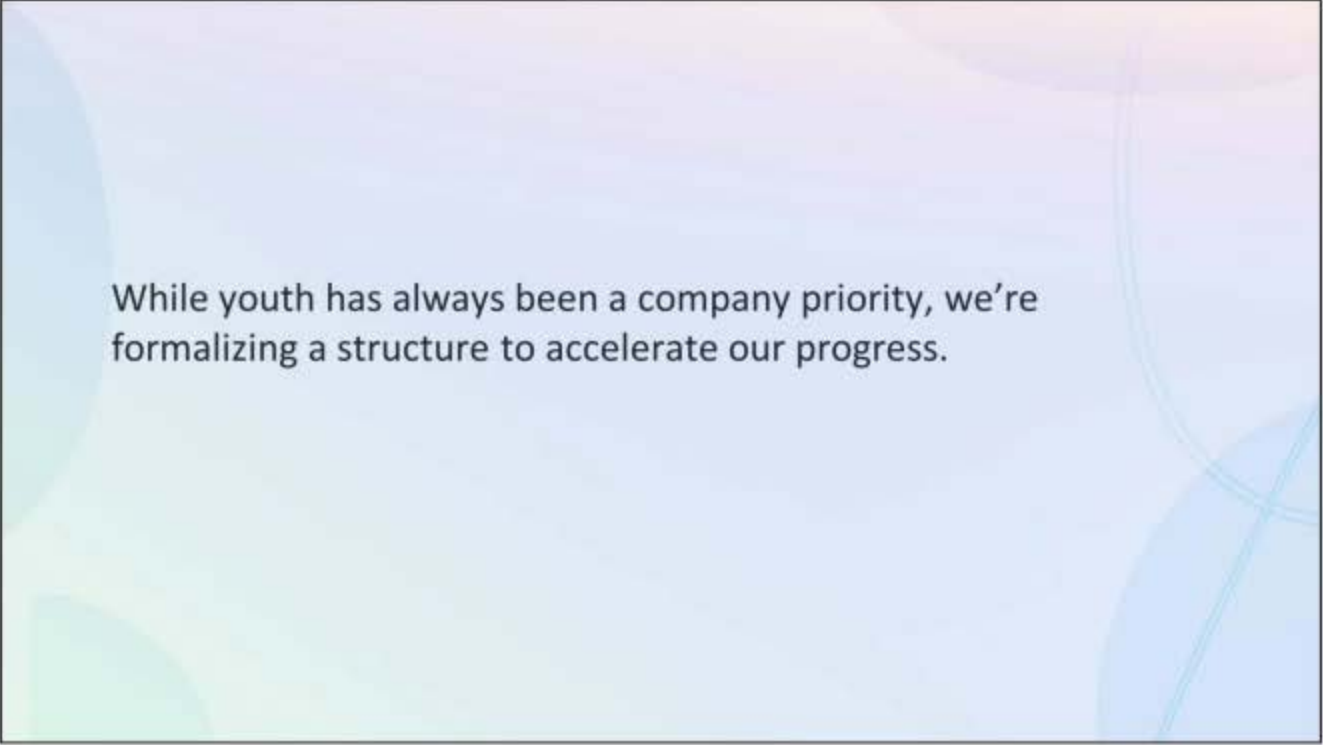
We also need to earn trust with parents

To be relevant with future generations we must continue to earn trust with parents and teens. We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.



- **Our company efforts aren't just about regulatory readiness.**
- To be relevant with future generations, we must continue to **earn trust with parents and teens.**
- Generally speaking, parents know what's best for their teens –
 - and we need to constantly earn the right to serve them.
- **Based on our study of parent's perception of social media age appropriateness**
 - **Instagram and Facebook are at similar levels (or slightly ahead) of TikTok and Snap but YouTube significantly leads the pack**
- We need to continue to **improve** our position with

parents.



While youth has always been a company priority, we're formalizing a structure to accelerate our progress.

- **Youth has always been a priority**, we've had dedicated teams on Youth initiatives for years, but we have not really landed the unified strategy and cross-company execution model that we'll need in the space.
- **Youth is inherently hard from an execution standpoint** -it's both offense and defense work, touches every product team, super dynamic landscape, very sensitive topics.
- Over the last 3-4 years we've gone through multiple iterations of product group ownership and operating models on Youth that we're trying to land something more consistent and resilient going forward.

- **To accelerate our progress, we're formalizing it as a cross-company initiative.**
 - This raises the priority level internally, becomes a dedicated initiative that Mark gets updated on weekly at company priorities

Youth Leadership Team

Small Group STOS	Central Leadership	PG Youth Leadership
Naomi Gleit (Overall)	Product: Miki Rothschild	Instagram: Adam Mosseri
Michel Protti (Regulatory Readiness)	Legal: PRIV	Facebook: Dane Glasgow
	Public Affairs/Comms: Andrea Saul	Reality Labs: Vishal Shah
	Policy: Antigone Davis	Monetization: John Hegeman
	Marketing: Josh Ginsberg	Integrity: Amit Bhattacharya
	Regulatory Readiness Programs: Susan Cooper	Privacy: Nathan Davis
	Strategic Response: Molly Cutler	Growth: Ameer [REDACTED]

- We've also sought to clarify **cross-company Youth Leadership Team**
- **Naomi and I are now the STOs from Small Group.**
 - Naomi as overall leader, and I will take responsibility for the Reg Readiness aspects of Youth
 - **And have organized a cross company virtual team with senior leads from each area supporting Youth to drive a concerted effort.**

Our Plan

Respond to regulatory requirements

Advocate for parental involvement

Improve our position with parents

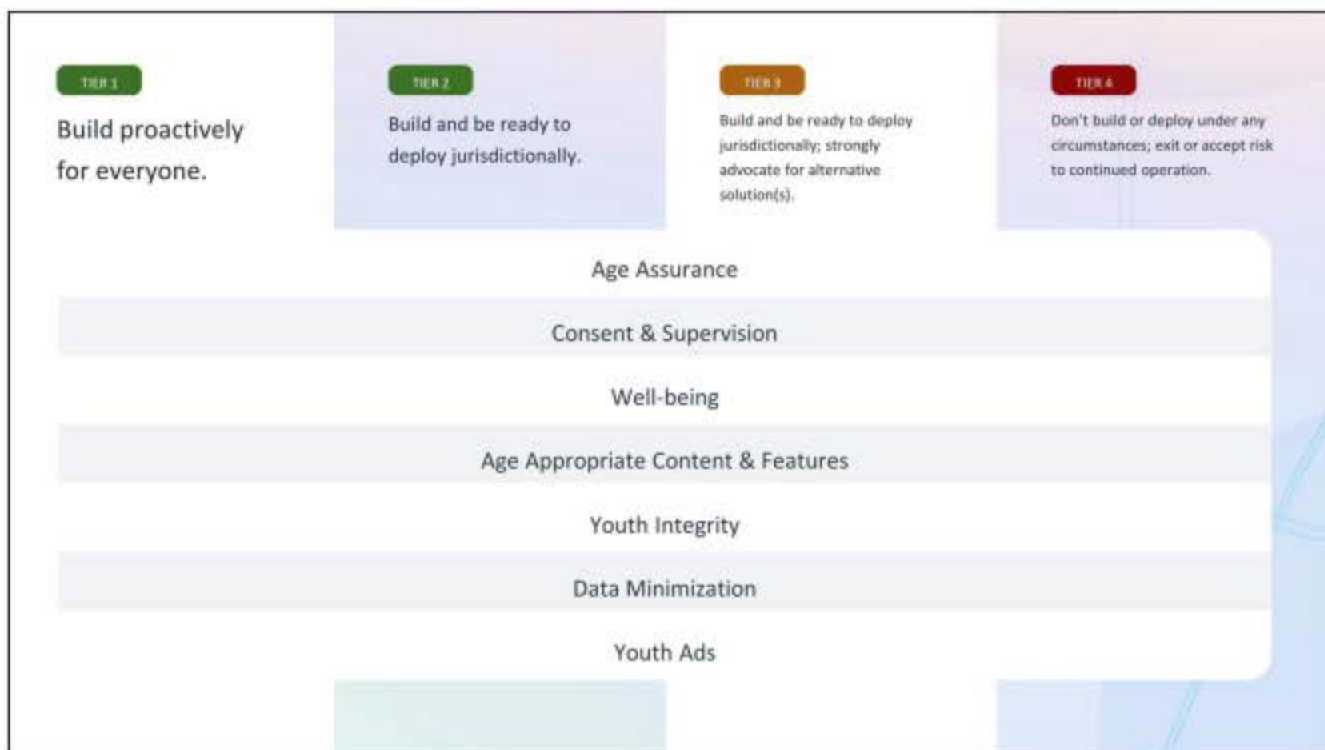
- For the year ahead, **we're focused on a three-point plan** for Youth.
 - Handling regulatory requirements
 - Advocating for parental involvement - our desired legislative solutions
 - Become the most "parent approved" platform for Youth

1.

Respond to regulatory requirements

Objective: Ensure Meta addresses existing youth obligations and is ready to meet regulations being passed in the near future defensibly while minimizing business and implementation impact.

- Point one in our plan is to **respond to regulatory pressures.**
- Our Regulatory Readiness **goal is to ensure Meta addresses existing youth obligations**
 - **and is ready to meet regulations being passed in the near future defensibly**
 - **while minimizing business and implementation impact.**



- As I mentioned earlier Youth regulatory requirements cover a broad swath of practices
- We're listing here the 7 core areas in which we have teams working across the company to build strategies and update practices in response to regulatory requirements
 - Age assurance - age collection, age prediction, age verification
 - Parental Consent and Supervision - new mandatory consent requirements across jurisdictions
 - Well-Being - which includes helping teens manage their time in app and preventing "problematic use"

- Age Appropriate content & features - which includes ensuring teens aren't exposed to content and features that are inappropriate for their age
- Youth integrity - unique safety standards and tools tailored to youth (e.g., anti-bullying)
- Data minimization - increasing requirements to default off data use and personalization in many contexts
- Youth Ads - restrictions on Youth ads data use and, in some jurisdictions, on even showing ads to Youth
- These workstreams synthesize requirements/and pressures and then we assess them against tiers we have based on their level of alignment with our core beliefs and company position. This helps us determine whether we build proactively for everyone (t1) ; build ability to deploy where required (t2 and t3); and set our true red lines (t4)

To respond to the regulatory landscape in a consistent, scalable and efficient way, we developed a **Youth Regulatory product system**

- To respond to these fragmented jurisdictional requirements, we are building a flexible platform that supports all of our apps and services.
- This way, instead of dealing with jurisdiction by jurisdiction and app by app, we centralize many of the common requirements and manage this complexity in one place.
- This is similar to how we've built up our Regulatory Readiness efforts in Privacy over last few years. In Privacy we're tracking hundreds of data practice requirements that vary jurisdiction by jurisdiction (e.g., different data use consents required across jurisdiction, different definitions of sensitive data and associated restriction) and constantly

maintaining and updating different company positions in these areas with a combination of central platforms and federation processes across the company. So there's a lot we've learned about how to do this that is informing how we are scaling this for Youth requirements.

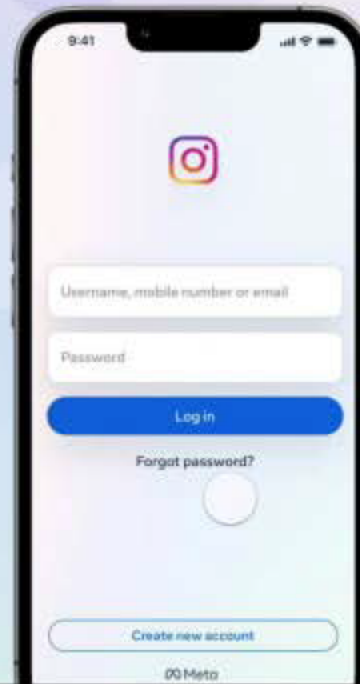
- I want to share two examples of where we are tackling this for Youth – Parental Consent and Age Verification.

Example

Parental consent

Some jurisdictions will start requiring parental consent for teens to access social media services.

The Arkansas youth social media law was the first we responded to, followed by Ohio – both were halted by a preliminary injunction.



- In many jurisdictions we're starting to see requirements to collect Parental Consent for youth to access social media services.
 - First, the age for consent varies by jurisdiction, in some it's u16, others it's u18 or even u20.
 - Second, the process of collecting consent varies from just collecting consent to verifying that the parent is an adult through various methods like Credit Card checks.
 - Finally, in some jurisdictions there's also requirements for the parent to continue having access to supervision features to support the teens experience after providing their consent. The specific supervision features also vary by

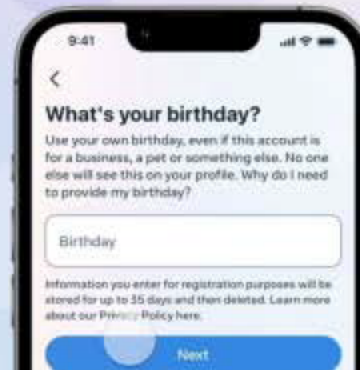
jurisdiction.

- We've already built these requirements for Arkansas and Ohio, and are continuing to build up the youth platform to support upcoming jurisdictions.

Example

Age Verification

Some jurisdictions are introducing requirements to not only collect age but also verify the user isn't lying about their age. Verification methods vary by jurisdiction and can be onerous.



- Another example is **Age Verification**.
- We're increasingly seeing jurisdictions where we'll be required to not only collect age and block under 13s from using our apps, but also to verify that they aren't lying about their age.
- The exact method of verifying age varies by jurisdiction and can span from Face Based prediction (this is where we scan the face of the user to estimate their age), ID verification, obtaining credit card information, or even checking against an official government database.
- Importantly, all of these parental consent and age verification requirements are generally T2 or T3 in the framework I shared meaning that we deploy

them only where required.

- The reason we're only deploying where required is our belief is that it should be handled at app store level as it makes infinitely more sense than putting the responsibility in the hands of 1000s of apps.
- And this is a good transition to Antigone & Andrea who are going to share what we're doing on the advocacy front....

Our Plan

Respond to regulatory requirements

Advocate for parental involvement

Improve our position with parents

(Transition to Antigone)

2.

Advocate for parental involvement

Objective: Demonstrate that Meta is aligned with parents' interest in ensuring youth safety and well-being on Meta's services and help shape legislative and regulatory outcomes to maintain our license to operate.

- Thanks, Michel.
- **Andrea and I are excited to share point two in our plan – Advocate for Parental Involvement.**
- As policy makers continue to advance youth legislation at a fast clip, while perhaps well-intentioned, many of the legislative requirements are not straightforward, have consequences that threaten privacy, diminish the value of apps like ours, and create burdens on end users, particularly parents.
- In the US, there are several significant and fast-moving state bills.
 - Resulting in a patchwork of solutions
 - While we are building flexible and modular

solutions to address these bills, we also are **advocating for a federal approach that would pre-empt these bills and give us one consistent path – which is better for us, better for parents and better for teens.**

- That's why we're pushing for federal legislation **requiring app stores to get parental approval for app downloads by anyone under 16**; our proposal also includes:
 - developing industry-wide standards on age-appropriate content
 - parental controls for those under 16
 - requiring app stores to share verified age with apps to help us meet reg reqs
- Not only do we think this is a **more effective** option for regulators to consider, it's **much simpler for parents than** providing consent, **sharing their IDs** and their teens **with every app** their teen uses

SPEAKER: ANTIGONE

87%

Parents favor parental choice over forbidding use of social media for minors under 18*

76%

Parents favor app store over apps as easier and more secure place to approve app downloads**

79%

Parents support legislation that would require parental approval for children under 16 to download apps**

Sources:

*Ipsos/YouGov US National Poll (Jan 2024)

**Meredith Consult US Parent Study (Nov 2023)

- And research shows parents overwhelmingly support our legislative approach
 - **87% want** the choice to decide when their teen can use social media,
 - **76% prefer** to have consent done at the app store level, and
 - **79% support** legislation requiring parental approval
- Importantly, [research](#) also shows that when it comes to social media teens look to their parents for advice and parents are one of the biggest influences on their understanding of what is appropriate and inappropriate behavior online
- **Our policy teams are engaging with policy**

stakeholders globally

- From the Hill to international government chambers, to push for better regulatory outcomes and help inform thoughtful legislative solutions that take into account the needs of youth, parents and consumers, as well as companies like ours
- And I'm encouraged by these engagements – but much like my hearing and Adam's, these engagements also make clear we need to continue to inform and educate policymakers.
- And we've launched a full-scale public affairs campaign to do this and advance our position, which Andrea is going to tell you about

SPEAKER: ANTIGONE

[Additional Context for Speakers]

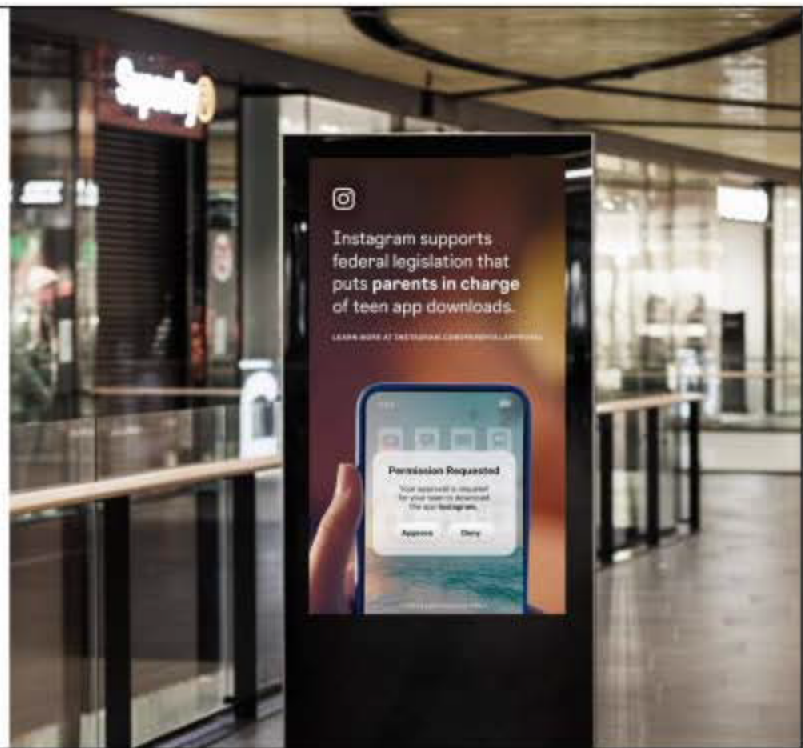
- Specifics on external research show:
 - 87% of parents say they should be able to choose if their teen under 18 is able to use social media apps
 - Three-in-four (76%) of parents favor app stores over apps as easier and more secure places to approve app downloads
 - Four-in-five (79%) parents support legislation that would require parental approval for children under 16 to download apps.

Sources:

Swayable: https://docs.google.com/presentation/d/1qoJaeeJ4bTSZX4lIPflkJdws-vpbAC7lyLDRpXiu5D8/edit#slide=id.g1b7489baa9c_0_2026

MC: https://pro-assets.morningconsult.com/wp-uploads/2023/12/US-Parents-Study-on-Teen-App-Downloads_Memo.pdf

We're
advocating for
parental control
at the app store
level



In the US, our Public Affairs team recently launched a campaign to advocate for federal legislation requiring parental approval at the app store when teens under 16 download an app.

- So what does a campaign mean in this sense?
 - The same way someone running for office would use every tool in their arsenal—generating press, running ads, getting other people to support their candidacy—we're doing the same thing.
 - But our end goal is to pass federal legislation.
 - As you can imagine, getting anything through the US Congress is difficult, but given the patchwork of state bills we're facing, that's why we're launching a full-fledged campaign to try.
- **As a part of our campaign, we've already published**

two op-eds on Medium, are conducting press briefings, are activating different 3rd party groups, and have multiple marketing ads running in high volume in DC and target US states.

- The purpose of these efforts are two-fold:
 - **Advocate for a US federal approach to preempt these state bills**
 - **Support and build a case for simpler methods for parents to shape their teens' online experiences**
- To bring this to life, here is our 30-second ad spot of the current advocacy campaign

SPEAKER: ANDREA

<https://medium.com/@AntigoneDavis/parenting-in-a-digital-world-is-hard-congress-can-make-it-easier-6039e7a350b1>



- This ad has been running in DC and parts of the US since November
 - The reason they're in the states is to target legislators who we're trying to influence home districts.
 - These ads, along with the other tactics I mentioned, are intended to spark a public discussion on parental controls so that we can push for this federal legislation with US lawmakers directly
- As you'll see, the key message here being that **Instagram supports federal legislation that puts parents in charge**
- To date, our plan seems to be working as app-store

based solutions are starting to be discussed in the press and with regulators – but we still have more work ahead to try and get an actual bill passed.

- [And, if you're wondering, Apple and Google haven't yet commented on our proposal.]

Sources

<https://www.bloomberg.com/opinion/articles/2023-11-17/meta-is-right-apple-and-google-can-do-more-to-protect-kids-by-verifying-ages>

https://www.postandcourier.com/politics/sc-lawmakers-want-id-requirements-for-social-media-and-porn-sites-amid-free-speech-concern/article_d02db328-b099-11ee-a099-33ea400a584a.html

Our Plan

Respond to regulatory requirements

Advocate for parental involvement

Improve our position with parents

(Transition to Naomi)

3.

Improve our position with parents

Objective: (Instagram and Horizon) Become the most "parent-approved" platforms for youth (or close second to YouTube) such that parents feel confident in their youth accessing and using our apps.

- The third point in our plan is we need to improve our position with parents.
- As Michel said, we are behind Youtube.
- To change this, we need to address parents top concerns with our apps.

Top parent concerns

Unwanted contact

Parents are concerned about their teens receiving messages from people they don't know or don't want to be contacted by.

Age-appropriate content

Parents are concerned the content their teens see on social media is not age appropriate.

Bullying or harassment

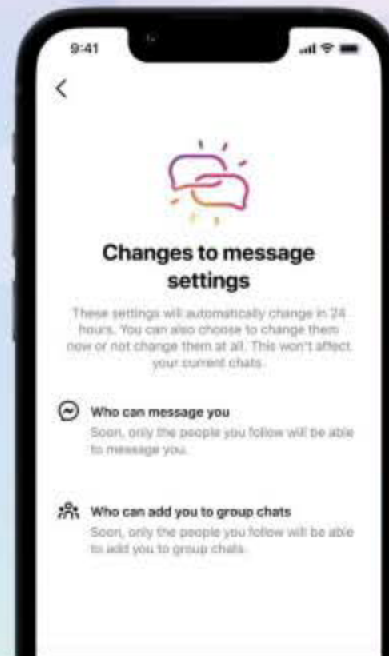
Parents are concerned about their children being bullied or harassed via social media.

- What are parents most concerned about? Internal and external research say they are most concerned about their teen experiencing:
 - **unwanted contact,**
 - **Inappropriate content,**
 - **bullying and harassment.**
- That's why we are focused on doing more in each of these 3 areas.

Example

Unwanted Contact

Turning off the ability for teens to receive message requests from anyone they don't follow by default.



- For example, on **unwanted contact**
- We don't want teens to be contacted by people they don't want to hear from or don't know.
- That's why - Today, Teens can only get messages from adults they are connected to (which means they are friends or follow them)
- But, other teens or adults pretending to be teens can still be a problem.
- Next week, we're making it so teens can only get messages from accounts they are connected to.
- This is one example, but there's a lot more we're going to do across these 3 areas.

Provide simple and powerful supervision tools for parents to manage their teens experience across Meta services

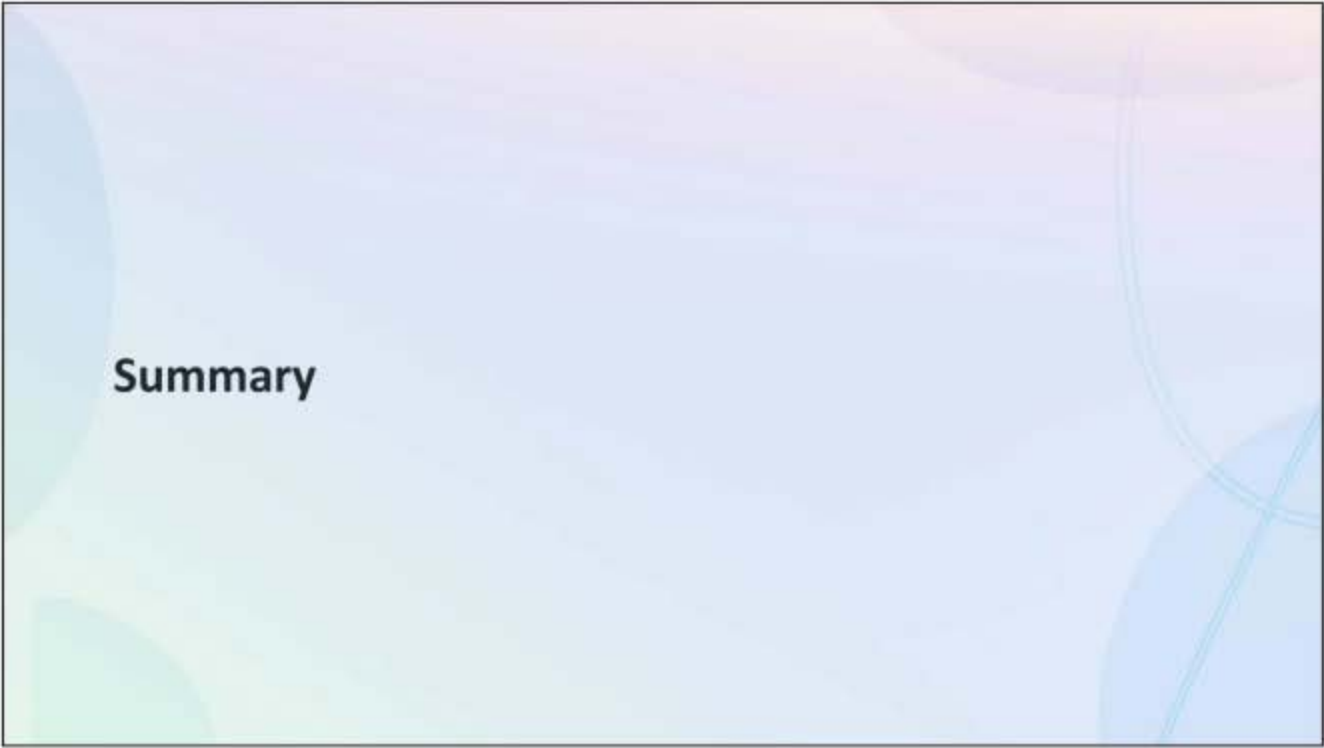
Family Center is currently launched on Facebook, Messenger, Instagram and Meta Quest.

- So there are a lot of controls and settings and defaults and we need to make all of this easier for parents.
- One of the things I was talking to Joel about this morning is that we're working on "age bands" which bucket controls into a simple bundles. We'll have a bundle for 13-15 year olds that is more restrictive and 16-17 year olds that is less restrictive. So parents can just choose a bundle.
- I also mentioned we have a Family Center on Facebook, Messenger, Instagram and Quest.

With Meta Account
we'll create a single
Family Center
experience with
profiles merged at the
teen identity-level



- We want to centralize these 4 Family Centers into one Meta Family Center.
- This allow parents to supervise their teens across every app from one place.



Summary

(Transition to Summary)

Takeaways

We've been investing in youth for a while

Today we offer more than 30 tools to help teens and parents manage their experience on our apps and services.

In 2024, we'll continue to enhance age appropriate experiences, safety and tools for teens and parents.

We need to accelerate

Naomi and Michel are the small group owners.

We have established a centralized effort engaging with leaders across the company.

We have a three-pronged strategy to win

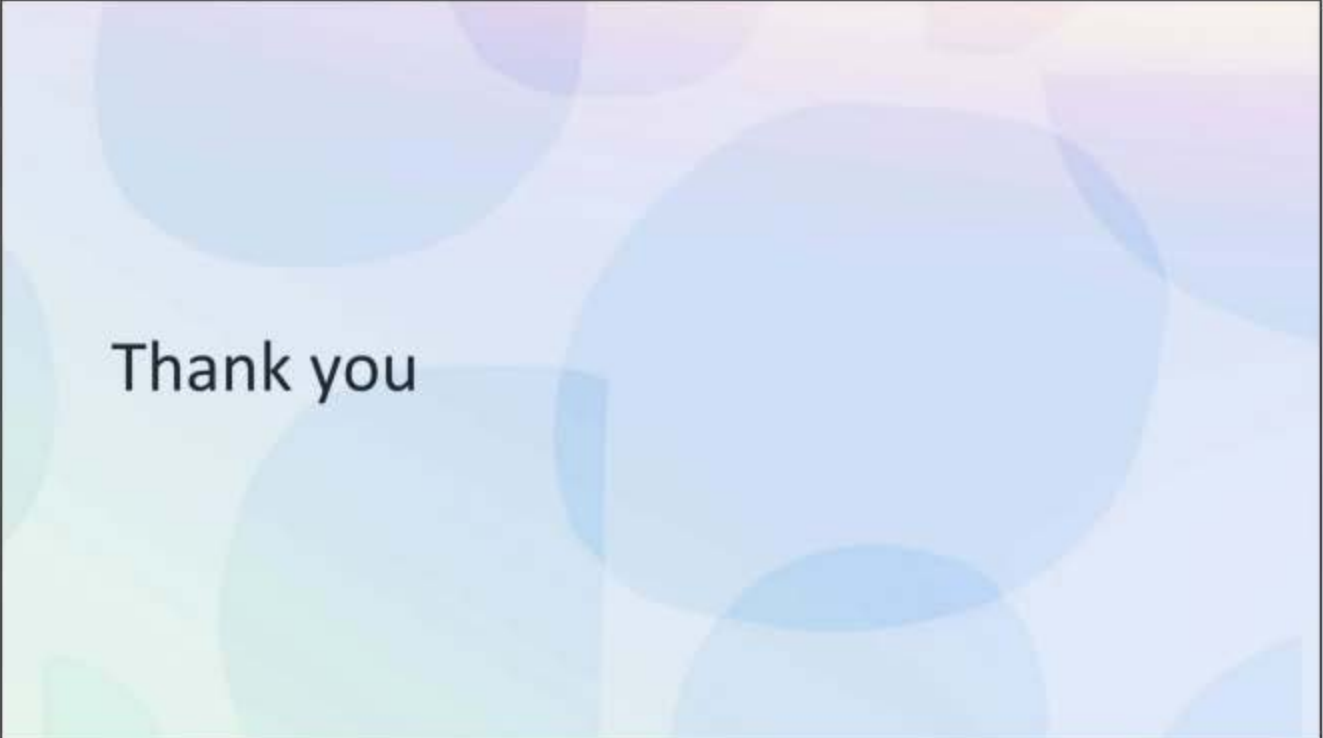
We will (1) respond to regulatory requirements, (2) advocate for parental involvement and (3) improve our position with parents.

- For extreme clarity, the key takeaways are:
 - **We've done a lot to protect teens and empower parents.**
 - **We need to accelerate**
 - Youth is a company priority.
 - Michel and I are the Small Group owners on Youth.
 - **We have a three-point plan.**
 - 1 – regulatory readiness
 - 2 – advocacy
 - 3 – improve our position with parents



Q & A

- Now let's turn to Q&A
- Any of us are happy to take any questions.
- And we have a lot of the Youth team here with us.



Thank you

Appendix

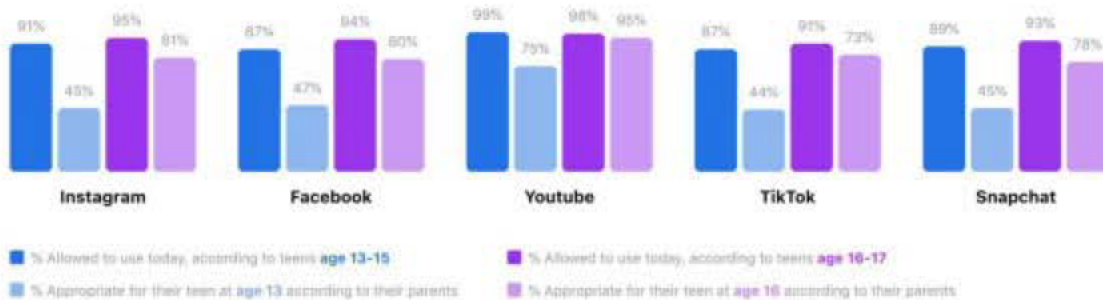
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We also need to earn trust with parents

To be relevant with future generations we must continue to earn trust with parents and teens. We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.



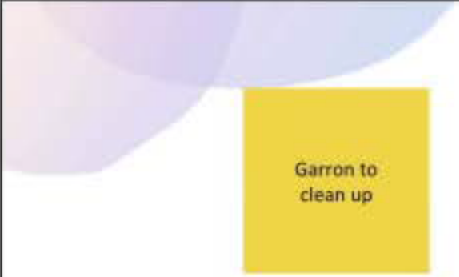
- **Our company efforts aren't just about regulatory readiness.**
- To be relevant with future generations, we must continue to **earn trust with parents and teens.**
- Generally speaking, parents know what's best for their teens –
 - and we need to constantly earn the right to serve them.
- **Based on our study of parent's perception of social media age appropriateness**
 - **Instagram and Facebook are at similar levels (or slightly ahead) of TikTok and Snap but YouTube significantly leads the pack**
- We need to continue to **improve** our position with

parents.

SPEAKER: MICHEL

[Additional Context for Speakers]

- 57% of parents stated it would be appropriate for their teen to start using Instagram at age 13-15 vs 84% for Youtube, 55% for TikTok
- 83% of parents stated it would be appropriate for their teen to start using Instagram at age 16-17 vs 96% for Youtube, 75% for TikTok
- Parents' opinions about age appropriateness for teen vary as a function of age



Garron to
clean up

SPEAKER: NAOMI

Talking Points:

- As previously noted, Family Center is currently available across our family of apps: Facebook, Messenger, Instagram and Meta Quest.
- But we know parents' ideal experience is to manage their teens' accounts from one place.
- And today, if a parent wants to manage a teen account on IG, the parent also needs an IG account to do that.
- In the future, we'll make it more convenient for parents to support and manage their teens' experience across our platforms.

- Our long-term vision is to evolve to one Meta Family Center and by leveraging the Meta Account, we can truly centralize supervision and well-being tools in a way that's convenient for parents.
- Features we are planning to rollout include:
 - Ability to supervise teens across apps from any app or from Meta Account (without having to have the app the teen is on)
 - Ability to view insights and set controls across apps from any app
 - Ability to onboard supervision across all apps that their teen uses
 - Ability to manage supervision across all apps from Meta Account

Source: [Draft GTM doc](#) on centralized supervision

Proposed Positioning

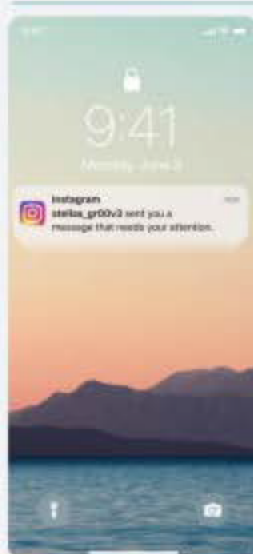
- Meta Account: Your Meta Account gives you secure, universal access to all Meta technologies and makes it easier to explore and connect across the apps you know and love
- Centralized Supervision Features: Centralized Supervision features make it more convenient for parents to shape their teens' online experiences by streamlining their activities across FoA

Age appropriate content explorations

1. Baseline ranking experience
2. Age-bands revealed & topic controls for parents
3. Behavior-triggered support & education for teens, including onboarding.
4. Seeking feedback from people to improve classifiers.

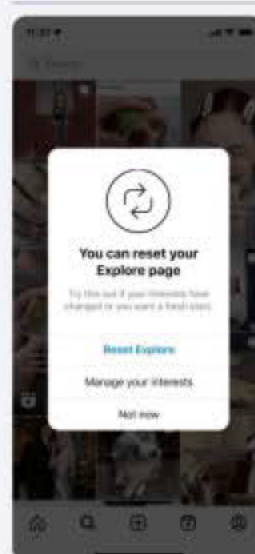
Garron to clean up

Hydral view, with teens in supervision



In high-risk moments, teens within supervision can send their parent a message and ask Instagram to notify that parent.

For all teens



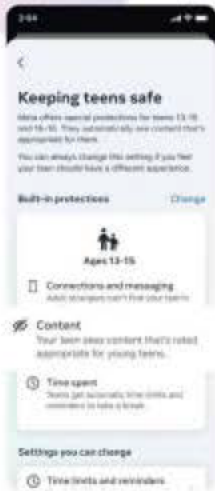
Budge to refresh recommendations surfaces

Notes:

- 1 WIP - including as additional example of how we could talk about enhancements to age appropriate content / support for teens in supervision and overall
Megan [REDACTED] 1/20/2024

Age-appropriate content

For teens in supervision



Baseline ranking changes for teens.
*Visibility only for parents in supervision for now, but changes for all teens.

Topic controls

We only allow your teen content that's rated for ages 13+.

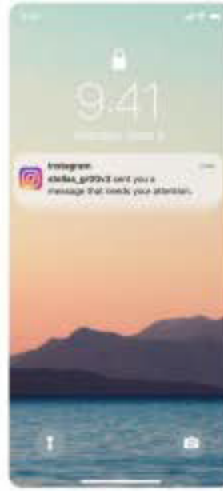
You can restrict certain topics to further customize their experience.

Body and appearance
Includes diet and beauty-focused content. [See examples](#) ☒

Violence and aggression
Includes simulated violence, like in video games. [See examples](#) ☐

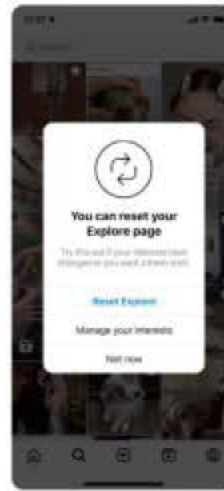
Explicit language
Includes profanity and vulgar language. [See examples](#) ☐

Additional research-backed topic controls for parents



For parent: Behavior-triggered notifis to parents for high-risk SSI moments.

For all teens



For teen: Behavior-triggered nudges to refresh recommendations surfaces

For gen-pop to teen/teens

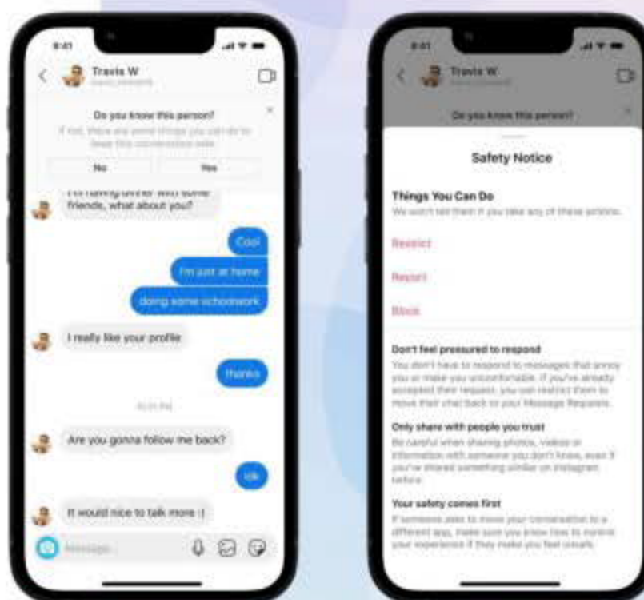


For gen-pop: Soliciting feedback, QP-style

For example, in the age appropriate content space, we're exploring product levers and interventions like:

- 2 teen experience; let's remove the IG notif and add into a complementary parent experience slide
@[REDACTED]@meta.com
Assigned to [REDACTED]@meta.com
Megan [REDACTED], 1/20/2024

Prompting young people to be more cautious about interactions in DMs.



SPEAKER: NAOMI

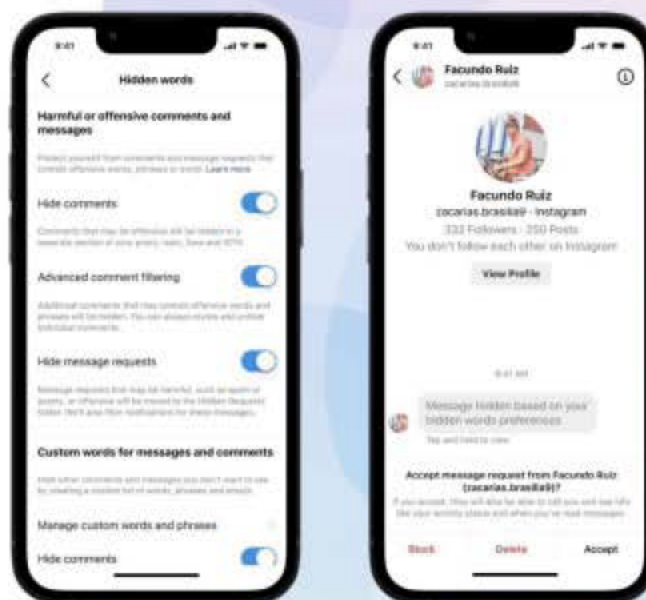
Talking Points:

- On Instagram DMs, we have safeguards in place for DMs between adults and teens:
- We aim to limit adults from messaging teens who don't follow them on Instagram.
- Even if they do follow them, we'll prompt them with a safety notice if we find the adult is engaging in suspicious behavior, like trying to DM a lot of people under 18 or getting reported on a lot by young people.

- This notice says: Don't feel pressure to respond, and shares that you can restrict, report, or block this person without them knowing.
 - Restrict was something that came across very clearly in our research and conversations with teens as a unique need. When they Block someone, that person knows they're blocked.
 - If you think about the social dynamics here – that can be tough for a teen. If they know them in real life, that teen has to navigate that for example the next day at school.
 - Restrict makes it so the other person doesn't know they've been restricted. But for the teen, they don't have to see the restricted person's comments and they also won't know when you're online or if you've read their messages.
- We also surface safety tips here – like to only share photos & videos with people they trust, and to be cautious if someone asks to move the conversation to another app.

This is one of the small ways we're encouraging teens to build skills and hone their judgment on our platforms in context – just like we try to do with them in real life.

Helping protect teens from seeing offensive DMs and comments via “hidden words”



This is another one of my favorites: Hidden Words.

To be clear - we have safeguards and defaults in place for what content cannot be shared at all. That’s not the kind of words I’m talking about hiding.

For Hidden Words: if a teen doesn’t want to see a particular word, phrase, or emoji for any reason, they can use our Hidden Words feature to customize their experience and block that content from popping up.

I’m a big fan of this feature from a product inclusion

perspective because the concept behind this is that we know that everyone is different – a word may be personally offensive or triggering to *one* teen and it may not have any special meaning to another teen. And we want to give teens more control over what *they* see.

If they add something to Hidden Words, then they won't see it in the content we suggest to them, or in their comments, or in DMs.

Alright – those are some of our tools for teens. And while they can't and shouldn't *replace* our job of parenting, they *can* help *reinforce* our guidance and help our teens use social media more responsibly.

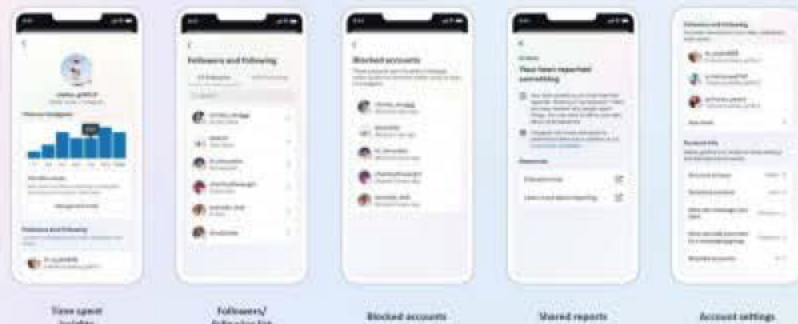
[MOVE]

So we've covered our parental supervision tools and our tools for teens. Let's look at what we have to support teen safety.

PARENTAL SUPERVISION

Instagram Parental Supervision

Parents can see how much time their teen spends on Instagram, schedule breaks, see their followers/following lists, blocked accounts, account settings, and shared reports.



Supporting Families: Navigating Teen Online Safety, Together | 44

Through our Instagram Parental Supervision tools, which you can access through the Family Centre - and directly through your IG app, parents and guardians can:

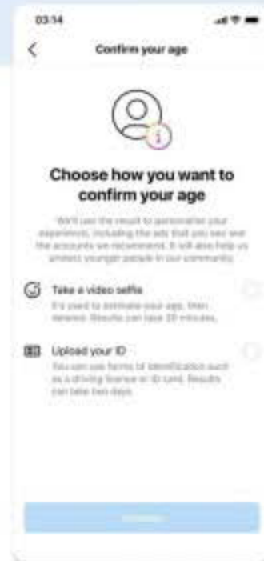
- See how much time your teens are spending on Instagram.
 - You can also set time limits for your teen or limit their use to specific times during the day or week.
- See who follows your teen, and who they're following - and get notifications when they follow/get followed by someone new
 - I appreciate this feature as a parent because I *really* want to make sure I understand *who my kids are interacting with* online and I like how this helps you do that in a way that's also transparent to your teens

- Get notified when they report or block accounts
- You can also see who was reported, and what type of report it was.
- You can also view their privacy settings and see if they changed them from the private experiences we've defaulted them into.

- 1 Update and make double-click of Family Center in intro section. @garron@meta.com
Claire [REDACTED] 1/20/2024

Understanding age

- ✓ Understanding someone's age online is a complex, industry-wide challenge.
- ✓ As well as requiring everyone to provide their date of birth at sign up, we use AI models to help us understand if someone is under or over 18.
- ✓ We've also partnered with Yoti, a UK company leading in privacy-preserving age verification. When someone tries to change their age from being under 18 to 18+, we ask them to verify their age, either with ID or by doing a video selfie, powered by Yoti.



Lastly - we keep saying “age appropriate experiences” - so you might be wondering: how do they understand how old someone *really* is online? This is a complex challenge without a clear unified solution across our industry.

We do a number of things:

1. Ask for age at sign-up. If under 13, we reject, and if someone puts in two different ages in quick succession we block them from creating an account for a set period of time.
2. Once people have set up an account, we use artificial intelligence – AI models – to help detect if someone may be misrepresenting their age on our apps, and to help

estimate if they're actually a teen or an adult - because we want to make sure they're in the right experience for them.

3. Finally, we've also been exploring new methods of age verification - including partnering with UK company Yoti. Now, when someone tries to change their age from being u18 to 18+, we ask them to verify their age - either by providing an ID, or doing a video selfie to enable Yoti to confirm their age.

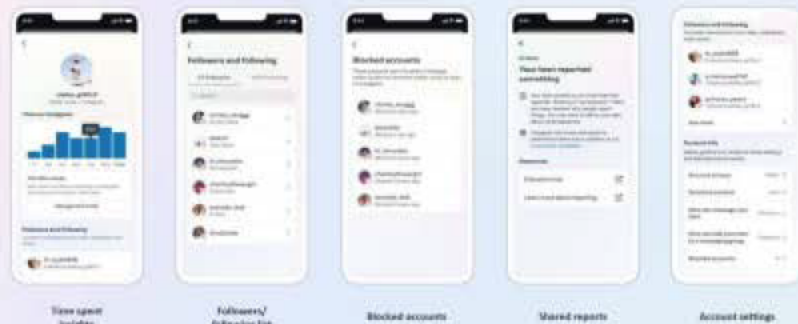
This technology is what powers some of the features we've mentioned to help teens have age-appropriate experiences on our apps.

Alright - that's everything - we're around to answer questions, and and as you heard we love product feedback. These events are a great way to help us understand what you're seeing and what your needs are – we'll be excited to hear from you. Thank you for your time today.

EMPOWERING PARENTS

Instagram Parental Supervision

Parents can see how much time their teen spends on Instagram, schedule breaks, see their followers/following lists, blocked accounts, account settings, and shared reports.



SPEAKER: NAOMI

Talking Points:

- If we click into Instagram Family Center, parents can access Instagram Parental Supervision tools.
- Through their IG app, parents and guardians can:
 - See how much time their teens are spending on Instagram, set time limits or limit their use to certain times of the day.
 - See who follows their teen, and who they're following, and get notifications when they follow/get followed by someone new.
 - Get notified when they report or block accounts.

- Parents can also see who was reported, and what type of report it was.
 - Parents can also view their teens' privacy settings and see if they changed them from the private experiences we've defaulted them into.
- Other app Family Centers, like Quest Supervision, includes additional controls to limit which apps the teen can use.

- 1 This slide's content is good. Just needs updated formatting to match the rest of deck
Miki Rothschild, 1/21/2024
- 2 @ [REDACTED]@meta.com
Miki Rothschild, 1/21/2024

Parking Lot / WIP Slides

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S
EYES ONLY)

META3047MDL-294-00059694
METANMAG-159-00059694

PLTF EX-07795_0071

1

PRIV

Mel Howard, 1/20/2024

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S
EYES ONLY)

META3047MDL-294-00059695
METANMAG-159-00059695

PLTF EX-07795_0072



We've made significant progress in protecting teens and empowering parents.

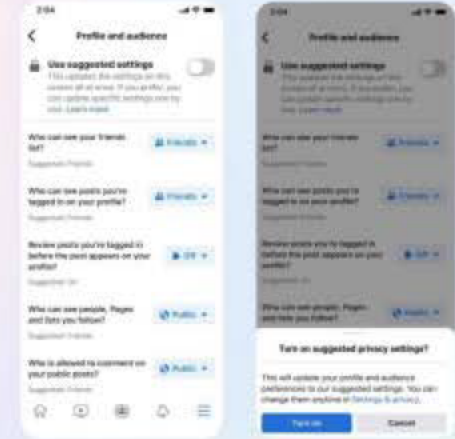
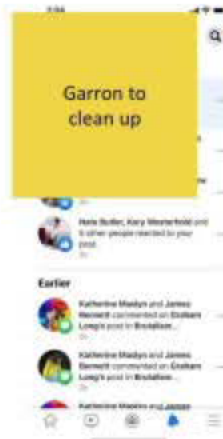
SPEAKER: NAOMI

Talking points:

- At Meta, we want young people to have safe, positive experiences on our apps, and feel good about the time they spend there.
- And, we want parents to help their teens build skills and resilience, be empowered by tools that are easy to use.
- **We've made significant progress in protecting teens and empowering parents. We've designed our products with the safety and well-being of teens front of mind**
- "best interests of child" principles in mind and have leading Integrity and privacy programs.
- **We've built over 30 tools and features that help parents and teens navigate our services.**

PROTECTING TEENS

Private settings by default for people under 16 on Facebook



And we also default them into more private settings on Facebook.

This keeps the teen in control of their experience, so that they can choose who they're interacting with and who can and can't interact with them and their content.

3 Omit
Megan [REDACTED] 1/21/2024

However, the level of scrutiny has increased exponentially



And, this isn't just regulatory readiness

1. RESPOND TO REGULATORY REQUIREMENTS

With all these puzzle pieces in place, **we can efficiently deploy a consistent set of modular jurisdictional flows.**

12 The information is for reference

A/C PRIV - Highly confidential

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S
EYES ONLY)

META3047MDL-294-00059701
METANMAG-159-00059701

PLTF EX-07795_0078

Table TK

We also need to earn trust with parent

[Top parent concerns]

Talking Points:

- **And, this isn't just regulatory readiness.**
- To be relevant with future generations we must continue to earn trust with parents and teens.
- We also need to earn trust with parents. **Key parent concerns include unwanted contact, inappropriate content, and bullying.**

The largest concerns we have consistently seen reported by parent/guardian respondents when it comes to their teens using social media are inappropriate or unwanted contact from others (especially strangers) and exposure to age-inappropriate content. In some studies, bullying and harassment does make it into the set of key concerns cited by parents. These concerns are relatively consistent across geographies and for parents of early v. later teens.

76%

Parents favor app store over apps as easier and more secure place to approve app downloads

79%

Parents support legislation that would require parental approval for children under 16 to download apps

Source: [Morning Consult US Parent Study](#)

SPEAKER: ANTIGONE

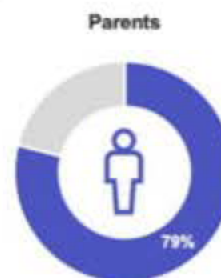
Talking Points

- We believe parents know what's best for their teens
- Research shows that parents support consent and it's more effective to have consent moments happen at the app store level versus managing consent for each app.
- Specifics on external research from Morning Consult study show:
 - When asked the easiest way for parents to provide approval for their child to use an app, three-in-four (76%) of parents favor app stores over apps as easier and more secure places to approve app downloads
 - Four-in-five (79%) parents support legislation that would require parental approval for children under 16 to download apps.

(Source: https://pro-assets.morningconsult.com/wp-uploads/2023/12/US-Parents-Study-on-Teen-App-Downloads_Memo.pdf)

we think parents know what's best for their kids. based on our research, parents want more control and dont want it fragmented. This is at the ap level.

In one place (such as an app store) | Separately in each app



We think parents know what's best for their kids and external research even tells us that parents want to engage more

- More than 75% of parents favor app stores over apps as easier and more secure places to approve app downloads
- Four-in-five (79%) parents support legislation that would require parental approval for children under 16 to download apps.

Source: https://pro-assets.morningconsult.com/wp-uploads/2023/12/US-Parents-Study-on-Teen-App-Downloads_Memo.pdf

- **Legitimacy & Advocacy: Demonstrate that Meta is aligned with parents' interest in ensuring youth safety and well-being on Meta's services and help shape legislative and regulatory outcomes to maintain our license to operate.**
- As policy makers continue to advance youth online regulatory proposals, we are openly and proactively advocating for our proposed legislative solution requiring app stores to get parental approval for app downloads by U16s.
- Because parents know best what's good for their teens. Research shows that parents support consent and it's more effective to have consent moments happen at the app store level versus managing consent for each app.

+++

morning consult research reinforcing parents favoring law requiring parental approval

https://pro-assets.morningconsult.com/wp-uploads/2023/12/US-Parents-Study-on-Teen-App-Downloads_Memo.pdf

there are helpful ad campaigns here that can be used as a visual pushing for app store level PC

https://docs.google.com/presentation/d/1JUS9kpg7S6vKlzMmlUD9jT32v479wbhyvIsYOHOTLM4/edit#slide=id.g298eaf08081_1_1135

- 4 more than 75% of parents prefer app store approval over app-level approval.
Megan [REDACTED] 1/10/2024



1. Respond to regulatory pressures

May want another slide on this to show how we're doubling down on Youth Integrity

Talking Points

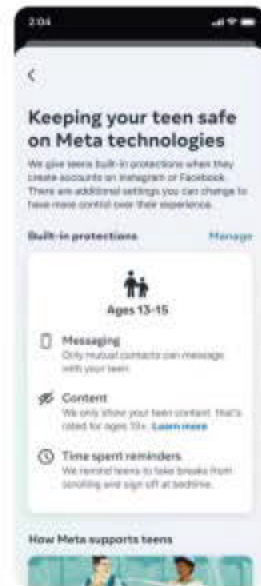
- Integrity is prioritizing work on Youth Safety and support for Wellbeing and Age-Appropriate Content
- Our Youth Safety Workstream will focus on implement enhancements to privacy safe defaults, restrictions on messaging and information collection, and enhance preventative measures and enforcement against bad actors.

- 5 I don't think we have visuals here; I'm still looking around for possible options. Otherwise may need to layout the talking points
Megan [REDACTED] 1/9/2024

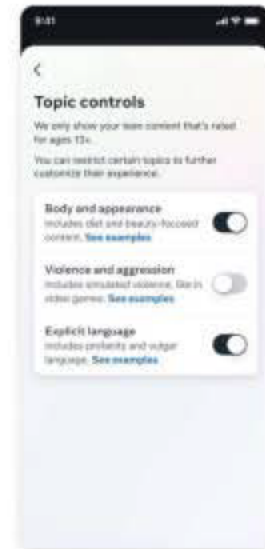
Parent visibility & control

For parents in supervision, we'll surface information about the protections on their teen's account by age/maturity band. We are exploring letting parents change the age/maturity band itself.

On top of that baseline, parents can customize specific settings based on their family's needs.



Parent view (Ex): visibility into teen's age band & experience, with option to change. (restrictions are example-only)



Parent view (Ex): Baseline content protections coupled with the ability for parents to toggle research-backed additional topics.

6 Placeholder - speculative; not live in product
Megan [REDACTED] 1/8/2024

Created tools to help keep teens safe and foster a supportive platform

Meta Quest

Introducing a Personal Boundary for Horizon Worlds and Venues

February 4, 2023

By Vivek Sharma, Vice President, Horizon



Note that the Personal Boundary won't be visible like you see in the screenshot. The purpose of this screenshot is to illustrate the concept of the new Personal Boundary.

SPEAKER: NAOMI

Talking Points:

- Similarly, we invested in tools that help keep teens safe and encourage positive, supportive behavior on the platform.
- For example:
 - We launched **Hidden Words on Instagram**, which enables teens to filter inappropriate comments and messages. It's powered by a preset list we've created for them, and they can build on.
 - We introduced **Personal Boundary on Horizon**

to prevent other avatars from coming too close, and to limit unwanted interactions.

- And we launched **Nudges on Messenger and Instagram DMs** to foster a more positive community by enabling teens to easily find our reporting tools and warn against suspicious behaviors.



And, this isn't just regulatory readiness.

include parent perception data charts

ask Funda for data charts we showed in youth strategy: https://docs.google.com/document/d/1UrRbUS8npq8h4yt0z41-G5xkbo9rh6CtZtgOy6A8_k/edit#bookmark=id.kqj084ypsv40

Talking Points:

- **And, this isn't just regulatory readiness.**
- To be relevant with future generations we must continue to earn trust with parents and teens.
- We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.

- 2 @ [REDACTED]@meta.com i the data chart cited in the MZ doc doesn't look like it was part of DSS tracker so Funda is your best source
1 total reaction
Megan [REDACTED] reacted with 👍 at 2024-01-08 12:47 PM
Bao [REDACTED] 1/8/2024
- 7 Note for the working group that we're referring to Appendix C wrt to data charts
Megan [REDACTED] 1/8/2024
- 1 we can ask DSS directly as they own these charts and may have the latest update - POC: Lauren [REDACTED] Sam [REDACTED]
Bao [REDACTED] 1/9/2024
- 8 Garron's laid out what we have in slide 11; our DSS owner is on PTO through Wednesday so will have to dig in more then.
Megan [REDACTED] 1/9/2024

1. RESPOND TO REGULATORY PRESSURES

TIER 1

Build proactively for everyone.

Example: Best Interest of the Child framework

TIER 2

Build and be ready to deploy jurisdictionally.

Example: Arkansas, Ohio

TIER 3

Build and be ready to deploy jurisdictionally; strongly advocate for alternative solution(s).

Example: Utah

TIER 4

Don't build or deploy under any circumstances; exit or accept risk to continued operation.

Example: ???

Point one in our plan is to respond to regulatory pressures.

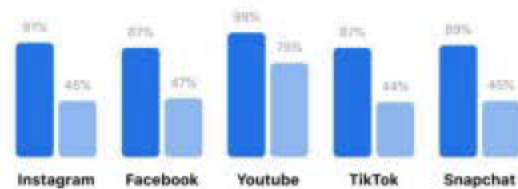
Talking Points

- **Our Regulatory Readiness Goal is to ensure Meta addresses existing youth obligations and is ready to meet regulations being passed in the near future defensibly while minimizing business and implementation impact.**
- We extend youth protections globally wherever they're inline with our product principles while building a flexible tiering platform to comply in jurisdictions where requirements that are not aligned with our position.
- The Arkansas law was the first we responded to—scheduled to go into effect on September 1st but halted by a preliminary injunction. Ohio is schedule to go into effect on January 15th, pending any legal challenge and ruling

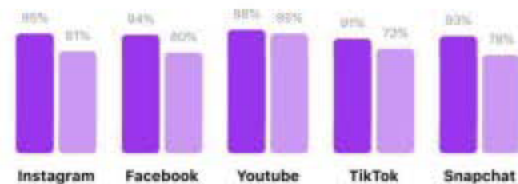
We also need to earn trust with parents

To be relevant with future generations we must continue to earn trust with parents and teens. We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.

■ % Allowed to use today, according to teens **age 13-15**
■ % Appropriate for their teen at **age 13** according to their parents



■ % Allowed to use today, according to teens **age 16-17**
■ % Appropriate for their teen at **age 16** according to their parents



SPEAKER: MICHEL

Talking Points:

- **And, this isn't just regulatory readiness.**
- To be relevant with future generations, must continue to **earn trust with parents and teens.**
- We believe parents know what's best for their teens
 - and we need to constantly earn the right to serve them.
- Across research studies, both internal/external, we observe key parent concerns around:
 - unwanted contact

- exposure to age-inappropriate content
- and bullying or harassment.

We also need to earn trust with parents

To be relevant with future generations we must continue to earn trust with parents and teens. We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.

	% Allowed to use today, according to teens age 13-15	% Appropriate for their teen at age 13 according to their parents
Instagram	91%	45%
Facebook	87%	47%
Youtube	99%	75%
TikTok	87%	44%
Snapchat	89%	45%

	% Allowed to use today, according to teens age 16-17	% Appropriate for their teen at age 16 according to their parents
Instagram	95%	81%
Facebook	94%	80%
Youtube	98%	95%
TikTok	91%	73%
Snapchat	93%	78%

SPEAKER: MICHEL

Talking Points:

- **And, this isn't just regulatory readiness.**
- To be relevant with future generations, must continue to **earn trust with parents and teens.**
- We believe parents know what's best for their teens —
 - and we need to constantly earn the right to serve them.
- Across research studies, both internal/external, we observe key parent concerns around:
 - unwanted contact

- exposure to age-inappropriate content
- and bullying or harassment.

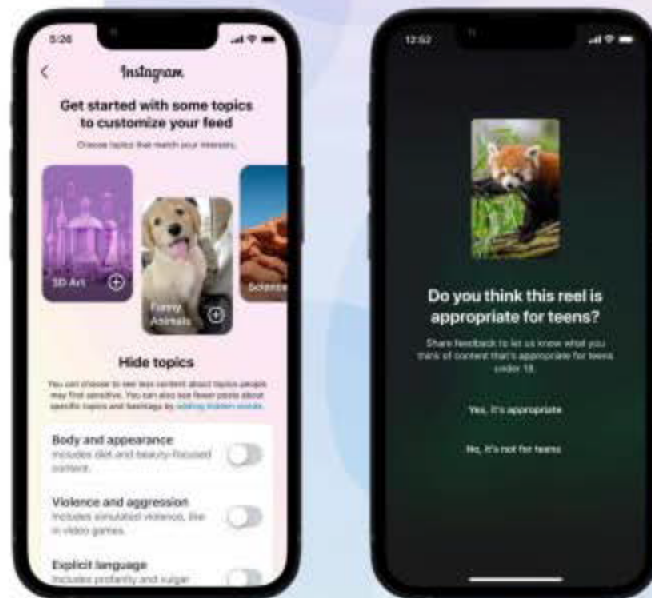
- 4 (not critical)
Miki Rothschild, 1/17/2024
- 3 Would be nice to convert this slide into visual data charts that make the takeaway pop.
Miki Rothschild, 1/18/2024
- 9 @ [REDACTED]@meta.com's working on making this pop more and taking a pass at seeing if the curves work as a format
Megan [REDACTED] 1/18/2024

Youth integrity

Integrity is prioritizing work on Youth Safety, well-being and age appropriate content.

Our Youth Safety workstream will focus on implementing:

- Enhancements to privacy-safe defaults
- Restrictions on messaging and information collection
- Enhancements to preventative measures and enforcement against bad actors



SPEAKER: MICHEL

Talking Points

- Integrity is prioritizing work on Youth Safety, well-being and age appropriate content.
- Our Youth Safety workstream will focus on implementing:
 - Enhancements to privacy-safe defaults
 - Restrictions on messaging and information collection
 - Enhancements to preventative measures and enforcement against bad actors

2	PRIV Claire [REDACTED] 1/12/2024	Mel/Legal	PRIV
1	PRIV Antigone Davis, 1/12/2024		
2	PRIV Mel Howard, 1/12/2024		

3. Improve our position with parents

Showcase the problems parents care most about or how we plan to improve our parental tools further and promote them to parents.

Talking Points

- **Leading with Parents: (Instagram & Quest/Horizon) Become the most “parent-approved” platforms for youth (or close second to YouTube) such that parents feel confident in their youth accessing and using our apps.**
- As the regulatory direction of travel and our own advocacy position is to raise the age of mandatory parental consent to u16 (and in some jurisdictions u18), parents’ confidence in the safety and well-being of their kids on our platform will be even more critical in order to be the service of choice.
- In addition to meeting regulatory requirements, we are aiming to lead in the [areas parents care most about](#)
- Key parent concerns today include: unwanted contact, inappropriate content, and bullying.
- We will build simple, effective and visible controls that empower teens and parents.

- 5 Narrative:
Double down on top parental concerns
Build simple yet powerful user visible controls to empower teens and parents
Miki Rothschild, 1/8/2024
- 10 @ [REDACTED]@meta.com we have some speculative work we could show to drive this point home - example on slide 20. Would you like us to include spec work?
Megan [REDACTED] 1/8/2024

And, this isn't just regulatory readiness

To be relevant with future generations we must continue to earn trust with parents and teens. We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.

13-15	% allowed to use today (according to teens)	% appropriate for their teen in this age bucket (according to parents)
Instagram	91%	57%
Facebook	87%	59%
Youtube	99%	84%
TikTok	87%	55%
Snapchat	89%	55%

16-17	% allowed to use today (according to teens)	% appropriate for their teen in this age bucket (according to parents)
Instagram	95%	83%
Facebook	94%	82%
Youtube	98%	96%
TikTok	91%	75%
Snapchat	93%	80%

Talking Points:

- **And, this isn't just regulatory readiness.**
- To be relevant with future generations we must continue to earn trust with parents and teens.
- We believe that parents know what's best for their teens and we need to constantly earn the right to serve them.

2024 Cross-Meta Youth (xMY)

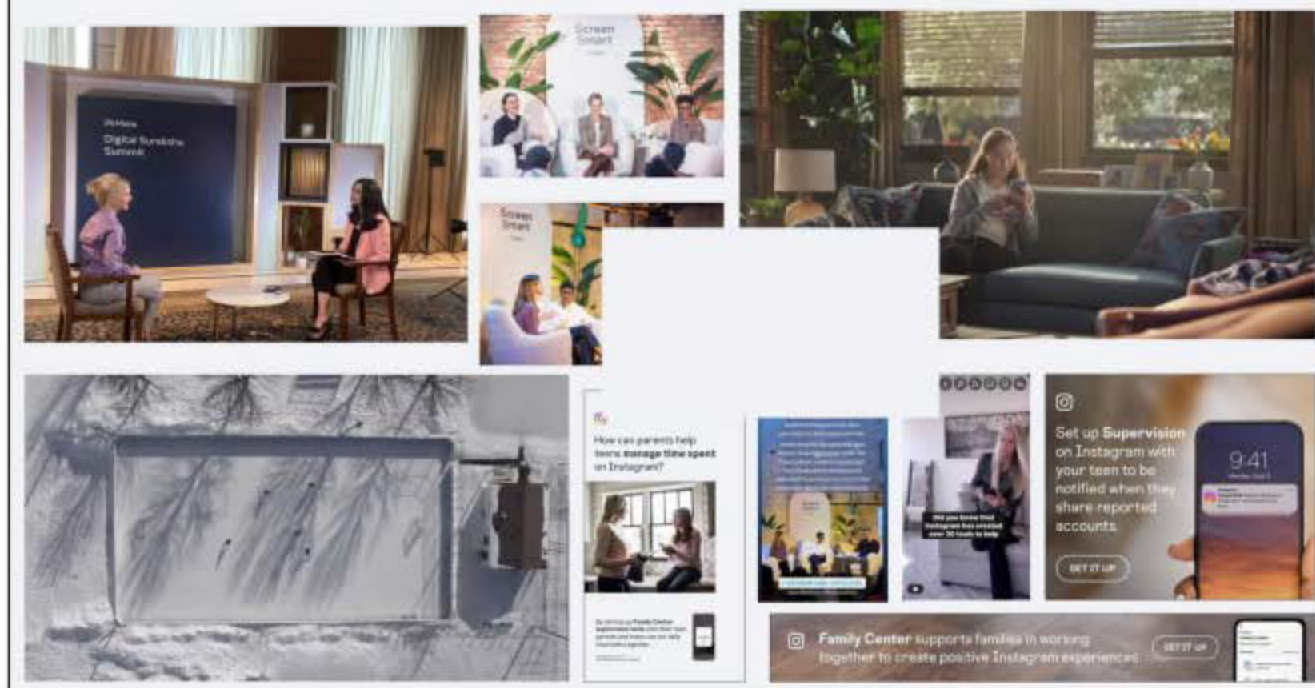
YOUTH SMALL GROUP (STOS)	CENTRAL CROSS-META YOUTH LEADERSHIP		APP AND PG YOUTH LEADERSHIP		ADDITIONAL LEADERSHIP STAKEHOLDERS
Naomi Gleit (overall)	Product Miki Rothschild, Diana Williams	Marketing Josh Ginsberg	Instagram Adam Mosseri	Integrity Amit Shattacharya	C-Suite Jen Newstead, Chris Cox, Nick Clegg
Michel Protti (Regulatory Readiness)	Legal Jonathan Martin, Mel Howard	Regulatory Readiness Susan Cooper	Facebook Dane Glasgow	Privacy Nathan Davis	US Public Policy Kevin Martin
	Policy Antigone Davis	Strategic Response Molly Cutler	Reality Labs Vishal Shah	Growth Amee [REDACTED]	Litigation Scott Tucker
	Comms Andrea Saul		Monetization John Hegeman		

Talking Points

- **We're making youth a company priority to accelerate our progress - ensuring focus, resourcing and prioritization**
- Michel & Naomi are now STOs.
- We have organized a cross company virtual team with the most senior leaders from each area supporting to ensure we have a concerted effort.
- And we're further increasing our investments and operationalizing through 9 key workstreams. (include table showing our organization around youth workstreams) ~1-2 slides
- Our Canonical x-Meta Youth Working Model aligns people and processes to drive efficiency in decision-making and execution.

- 11 placeholder
Megan [REDACTED] 1/7/2024
- 2 We might want to add India and EU policy leads as these are the other two fast moving regions and India, inparticular, is very important to the business. I'd also add Erin Egan for Privacy Policy here.
Antigone Davis, 1/8/2024
- 3 You could do Public Policy: Kevin Martin, Shivnath Thukral, and Markus Reinsich. Privacy Policy: Erin Egan
Antigone Davis, 1/8/2024

2023 Youth & Wellbeing Campaign Highlights



Talking Points:

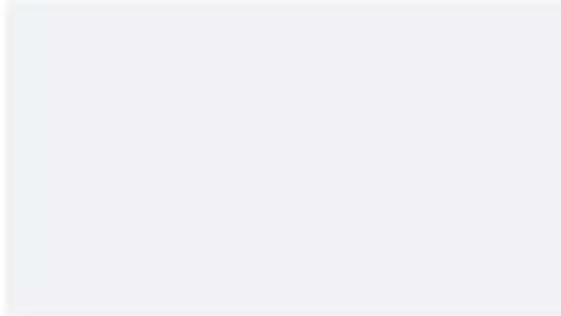
- Our teams also executed a number of campaigns to raise awareness of our youth efforts and influence legislation.
- This year's efforts have ensured that the debate around Youth Well-being (YWB) remains focused on social media as a whole.
- Some examples of our campaign work include:
 - Marketing ran successful US and EU marketing campaigns; H1 US campaign moved us **+20 points on Instagram is "serious"** and **+16 points on is "effective"** at protecting the wellbeing of youth on its platforms, **+20 points Believability** and **+11 points MPT** and remained steady in H2)
 - Comms held satellite media tours with 22+ local radio and tv interviews (results: 3,000+ airings, cumulative audience of 34.6 million+, focus on priority regulatory markets)
 - Public Affairs held **over 25** global events and partnered with **more than 200+ creators** to educate audiences on Instagram's youth safety tools; participated in high-profile events including Semafor and the Girl Scouts National Convention

Public Affairs Marketing: Youth Tools (U.S.)



[Link to .30](#) | [Link to .60](#)

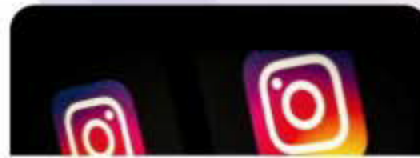
**Public Affairs Marketing:
Youth Tools (Europe)**



IG Parent Creator content on IG Tools

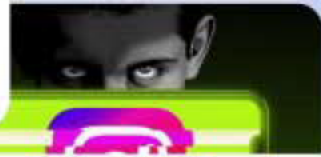


However, the level of scrutiny has increased exponentially and we've been too slow to respond.



Instagram Connects Vast Pedophile Network

The Wall Street Journal



His Job Was to Make Instagram Safe for Teens. His 14-Year-Old Showed Him What the App Was Really Like.

The Wall Street Journal



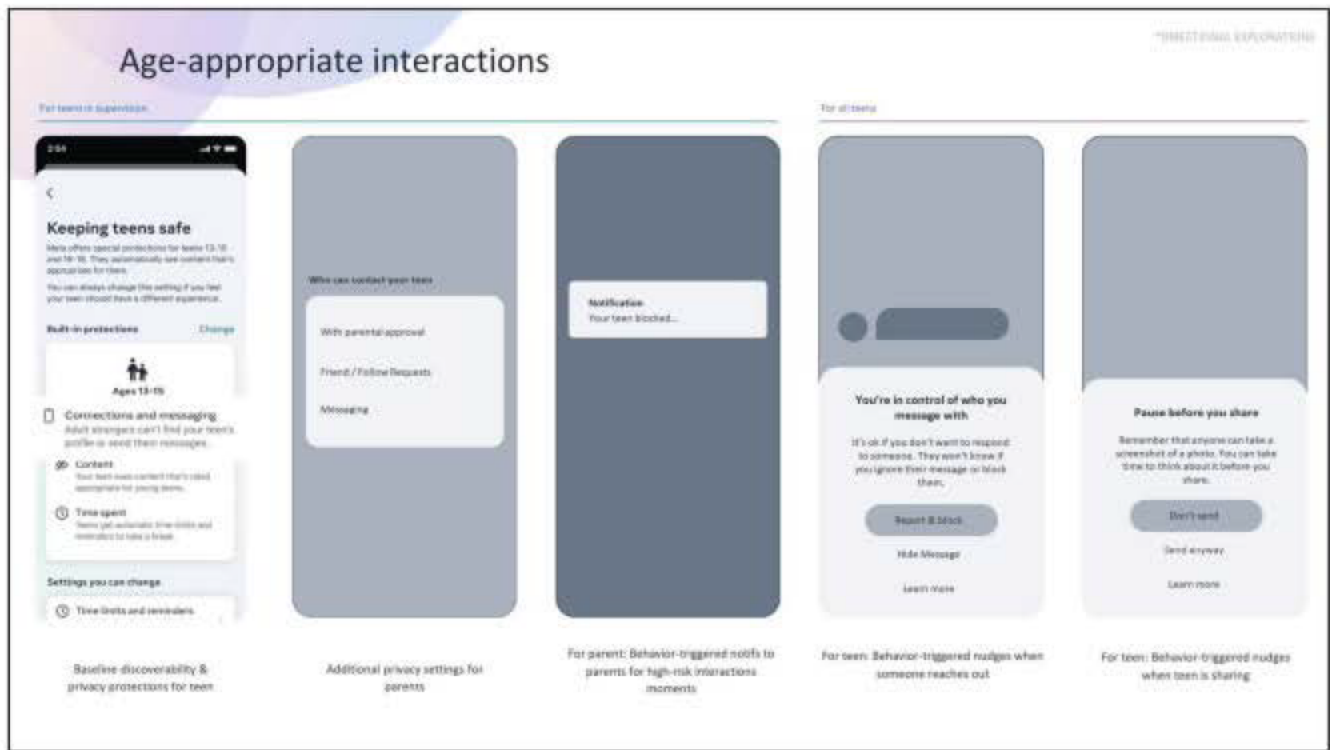
Meta sued by 42 attorneys general alleging Facebook, Instagram features are addictive and target kids

CNBC

Talking Points:

- **However, the level of scrutiny has increased exponentially and we've been too slow to respond.**
- We are facing dozens of lawsuits from AGs and many new youth regulations are being passed with varying requirements.
- These regulations touch all parts of our platform and business: Age Assurance, Parental Consent, Integrity, Privacy, Monetization.

- 3 from Paige
https://docs.google.com/presentation/d/1b8tAh53wNv4Qai6AitkaafR4RA1dKDe9DBXJDKHzM_4/edit#slide=id.g
Bao [REDACTED] 1/8/2024
- 12 Can you add Garron and me directly? I don't have access.
Megan [REDACTED] 1/8/2024
- 4 added!
Bao [REDACTED] 1/8/2024
- 1 So we need another slide in addition to this one showing all the jurisdictions?
Garron [REDACTED] 1/8/2024
- 6 Also need a slide showing all the recent/upcoming state/global youth regulations (can get from Anjali/Paige via the youth strategy doc
Miki Rothschild, 1/8/2024
- 5 i think so per Miki's note above
i can see the story being we're facing a lot of scrutiny and to make matters worse, we're also seeing an uptick in youth regulation in 2024 (note the link above has 2 versions - slide 2 is more youth focused)
Bao [REDACTED] 1/8/2024



Fleshing out strong baseline experience + concepts on this slide.

Agenda

Where we are today

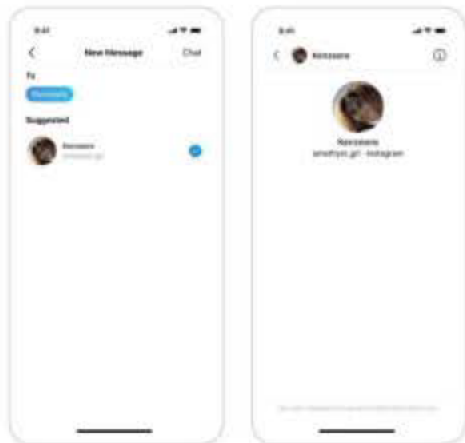
What we're doing differently

How we'll succeed

Summary and Q&A

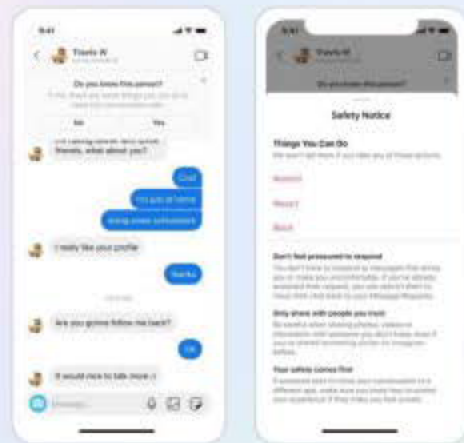
PROTECTING TEENS

We seek to limit adults from sending direct messages (DMs) to teens who don't follow them.



Meta

Prompting young people to be more cautious about interactions in DMs.



Supporting Families Navigating Teen Online Safety, Together | 71

SPEAKER: NAOMI

Talking Points:

- On Instagram DMs, we have safeguards in place for DMs between adults and teens:
- We aim to limit adults from messaging teens who don't follow them on Instagram.
- Even if they do follow them, we'll prompt them with a safety notice if we find the adult is engaging in suspicious behavior, like trying to DM a lot of people under 18 or getting reported on a lot by young people.

- This notice says: Don't feel pressure to respond, and shares that you can restrict, report, or block this person without them knowing.
 - Restrict was something that came across very clearly in our research and conversations with teens as a unique need. When they Block someone, that person knows they're blocked.
 - If you think about the social dynamics here – that can be tough for a teen. If they know them in real life, that teen has to navigate that for example the next day at school.
 - Restrict makes it so the other person doesn't know they've been restricted. But for the teen, they don't have to see the restricted person's comments and they also won't know when you're online or if you've read their messages.
- We also surface safety tips here – like to only share photos & videos with people they trust, and to be cautious if someone asks to move the conversation to another app.

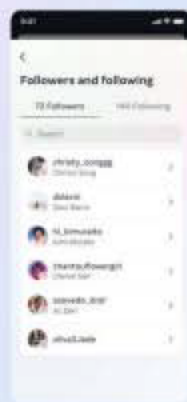
This is one of the small ways we're encouraging teens to build skills and hone their judgment on our platforms in context – just like we try to do with them in real life.

13 WIP - zero in on images to the right
Megan [REDACTED] 1/20/2024

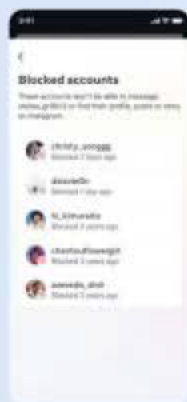
Parental Consent



Time spent
insights



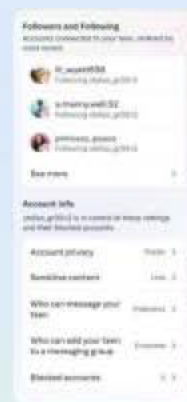
Followers/
following list



Blocked accounts



Shared reports



Account settings

01 Giving people a voice

We believe in the potential of people

Meta started as a single app. Now, 15 years later, we offer a suite of products that help people connect to their friends and family, find communities and grow businesses. These apps and technologies have shared infrastructure for years and the teams behind them frequently work together.

XX

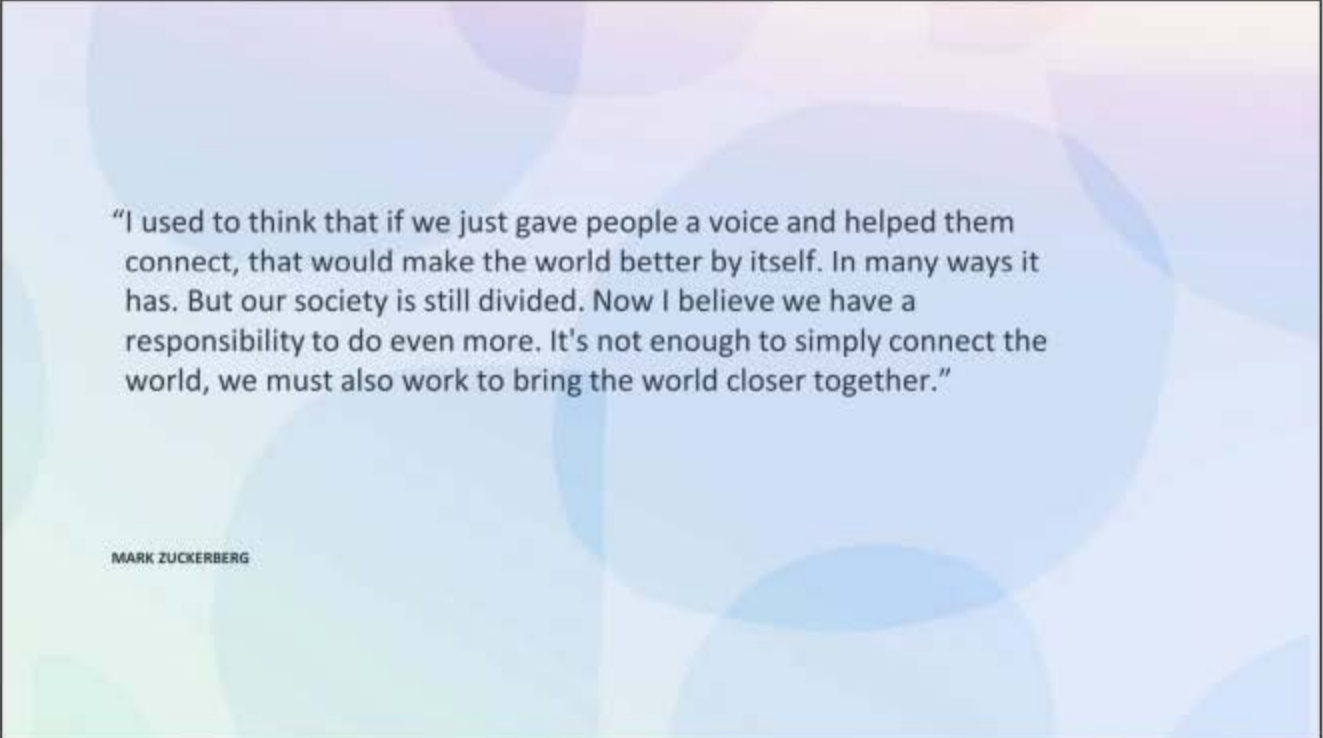
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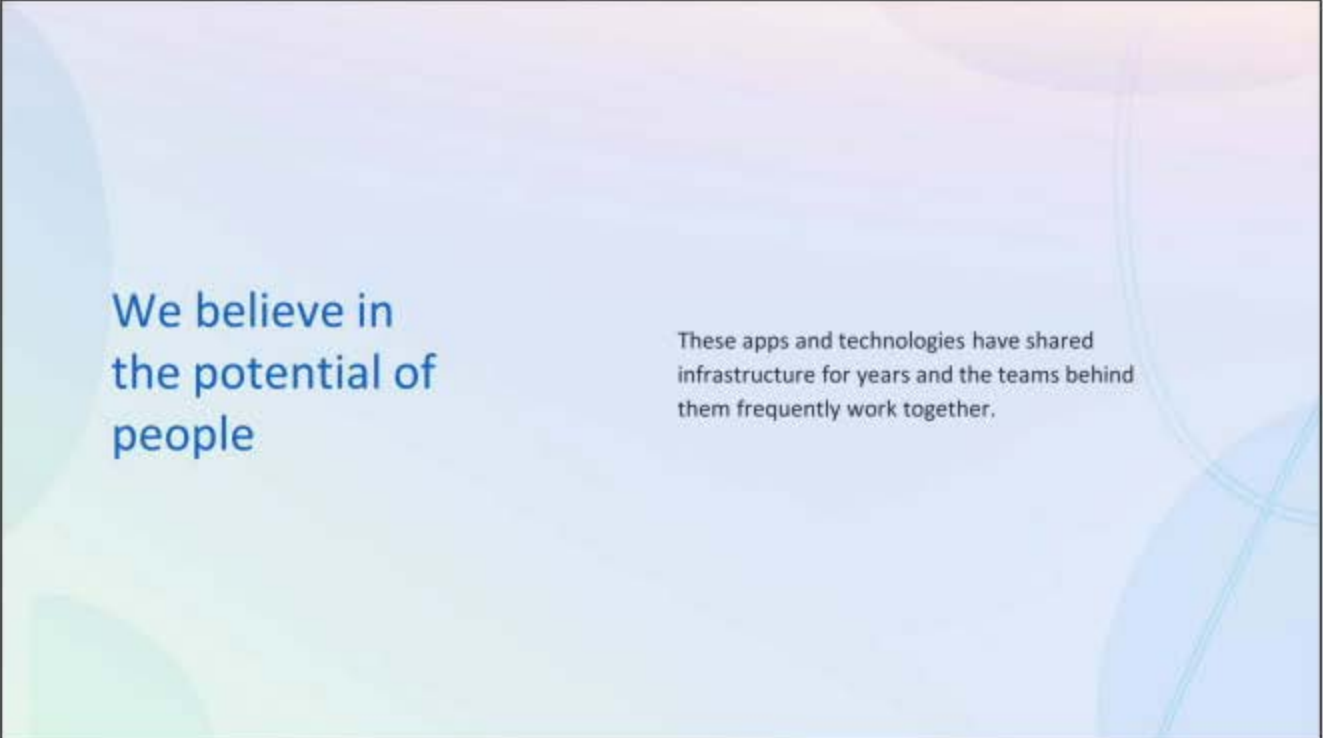
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"I used to think that if we just gave people a voice and helped them connect, that would make the world better by itself. In many ways it has. But our society is still divided. Now I believe we have a responsibility to do even more. It's not enough to simply connect the world, we must also work to bring the world closer together."

MARK ZUCKERBERG



We believe in
the potential of
people

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Source: source context is set to 14pt type with single line spacing
in Normal font weight. This is a multiple line preview for a long source.

XX

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consectetur adipiscing elit

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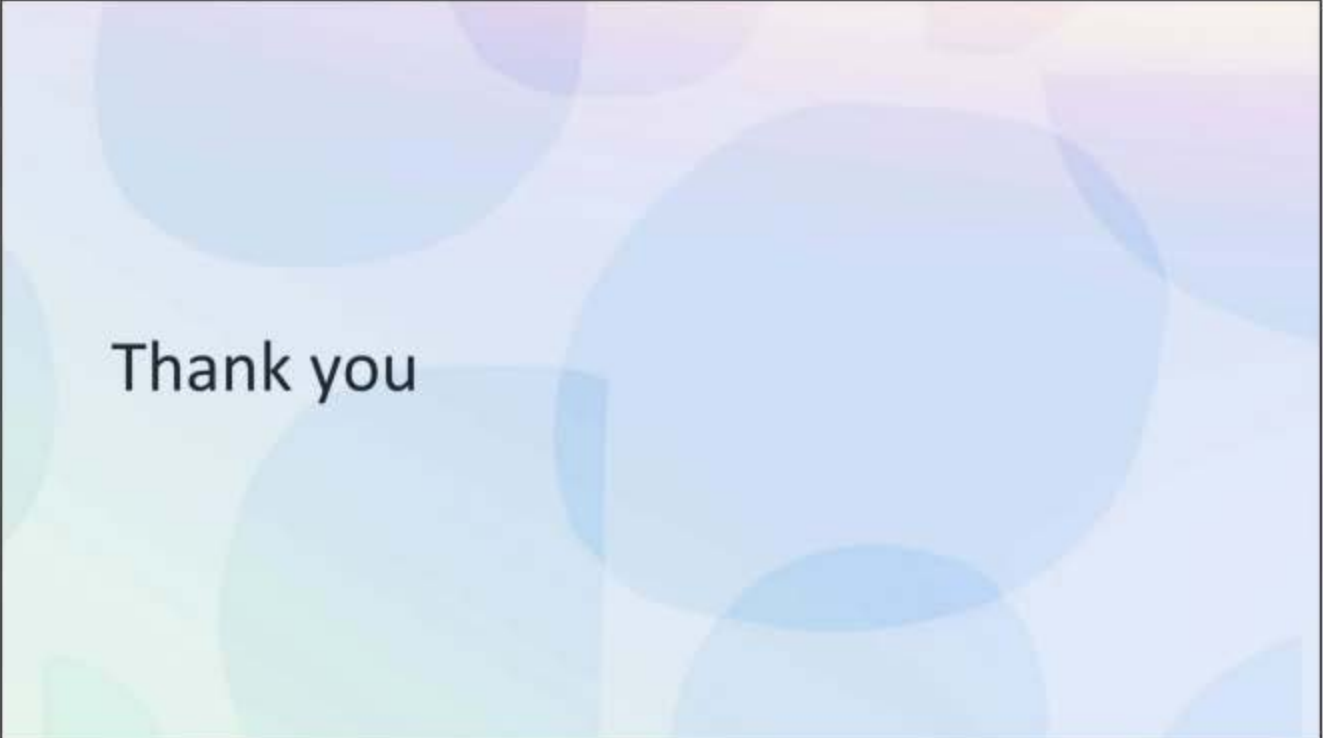
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Thank you