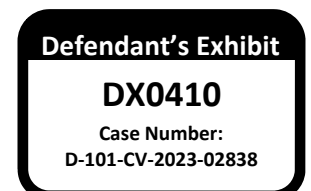


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H1'23 Youth Well-being Bundle GTM

H1 2023 BUNDLE



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01 Strategic Context

OUR NORTH STAR

We want people, especially teens, to feel good about the time they are spending on our apps

Insight

Problematic use is a driver of churn for teens and one of the top well-being issues they report experiencing on IG that IG makes worse.

Additionally, Gen Z is more likely to use time management tools as compared to Millennials.

Challenge

Awareness is low for time management controls as compared to other well-being tools (and much lower than creation and connection tools).

Parents also have low understanding of how they can better help their teens manage their time and the content they see.

Approach

We'll strengthen upsell efforts and continue to introduce new time management and supervision tools across Meta, so that both parents and teens feel in control of their time and experience no matter what app they are using.

We'll share the latest updates in a bundled announcement, to demonstrate our ongoing investment in providing safe, positive experiences for teens.

Sources: YPulse Trend Report "What is Wellness" August 2022; [Instagram Hard Life Moments May 2020](#); [IG Feature Awareness Study 2022](#)

Supporting CSN 7

This announcement is meant to support CSN 7, which emphasizes the value of social media in encouraging relationships and connections, while demonstrating our commitment to support youth well-being.

- Relationships are essential to our well-being. Meta platforms help people form and maintain relationships, express themselves, and find support if they need it.
- We want people, especially young people, to connect with others in an environment where they feel safe, and where they leave our apps feeling good about the time they spend on them.

We'll focus primarily on introducing new examples of ways to manage time so it's meaningful, and helping parents and teens navigating social media together. This builds on prior moments that have resonated well externally, including our [supervision announcement](#), our [teen well-being and safety update](#), and the [quiet mode launch](#).

02 Proof Point Overview

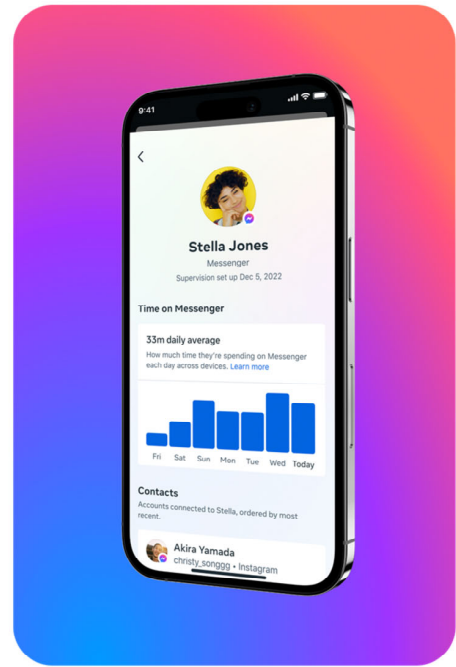
Family Center Supervision on Messenger

What: Meta will launch Supervision on Messenger (part of Family Center), which comes on the heels of the parental supervision roll-outs on Instagram and VR in 2022, and predates the future parental supervision roll-out on Facebook. This new Messenger roll-out is the latest proof point of Meta's commitment to supporting teens and parents on our platforms. With Messenger on the Family Center:

- ✓ Parents and teens can initiate invites to set up supervision
- ✓ Parents can view teens' time spent on Messenger
- ✓ Parents can view teens' contacts list
- ✓ Parents have visibility into teens' reachability settings (ie., who can message them)
- ✓ Teens can notify parents after they've reported someone or content

Timing: Dogfooding now, launching in late-June. Phase I Announcement on June 27: US, Canada, UK; Phase II Announcement on TBD July or October: RoW

Audience/Market: Messenger teens/parents, US/UK/CA to start

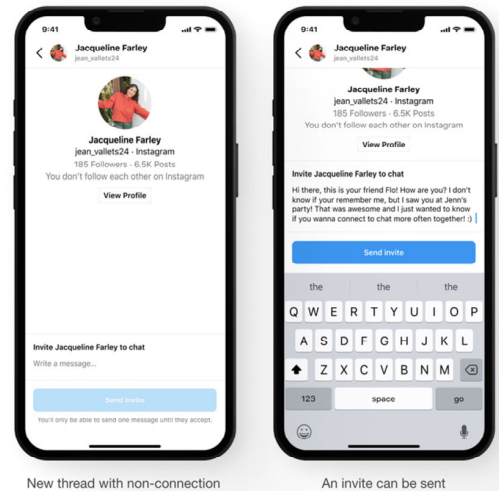


IGDM Safer Message Requests 2.0

What: We're introducing an invite model where the sender can only send one message invite request to someone they aren't connected with, and message can't include media, after which they can only send additional messages once the recipient has accepted the invitation to connect.

Timing: Currently testing in Iran, Serbia, Panama & Brazil, will roll out globally by mid-June.

Audience/Market: All Instagram users at launch, global.

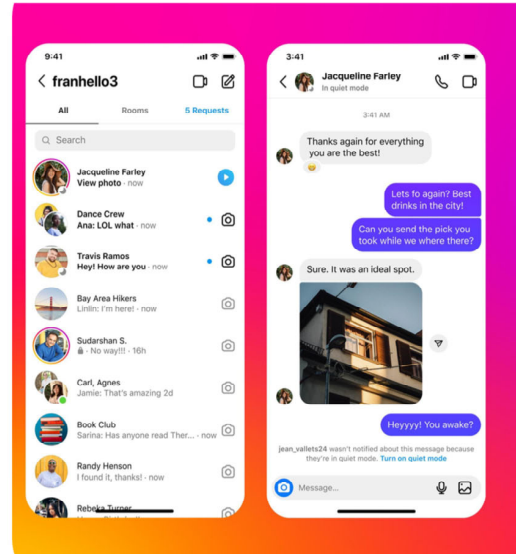


Instagram: Quiet Mode Global Launch

What: Following up on our EN-market launch in January 2023, we will be launching Quiet Mode globally. As part of this, we are introducing improvements such as the ability to see the number of notifications to review when the Quiet Mode hours are over. We are also testing new upsells to further drive adoption among both teens and parents.

Timing: Testing now, launching in mid-June.

Audience/Market: Instagram teens, global.

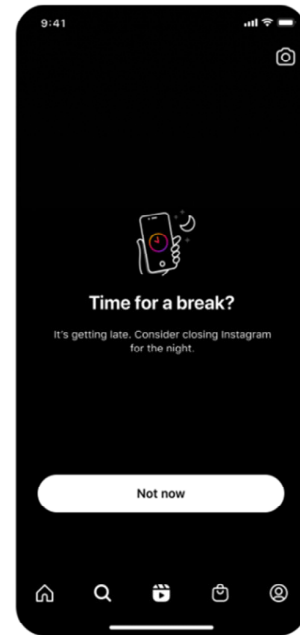


Instagram: Nighttime Nudge Test

What: When teens are watching Reels for long periods of time (exact time TBD based on testing) at night, and don't have break reminders enabled, we'll show them a notification suggesting they close Instagram since it's late. Teens can dismiss, but will be unable to opt-out of this.

Timing: Testing in mid-June, include as pre-announcement in bundle.

Audience/Market: Instagram teens, global.

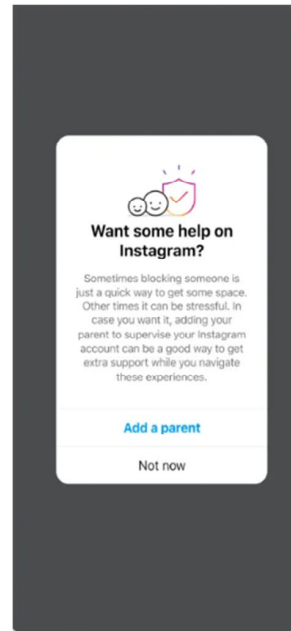


Family Center Supervision on Instagram: Upsells

What: We're launched a contextual Supervision upsell to Teens that shows after a Teen blocks someone. We believe this will help awareness and adoption of supervision. The hypothesis is that Teens need support from parents when they run into problems on IG, but may not be aware that Supervision is an option. This upsell will hopefully offer a path to support, at the right moment.

Timing: Now shipped globally.

Audience/Market: Instagram teens/parents, global.



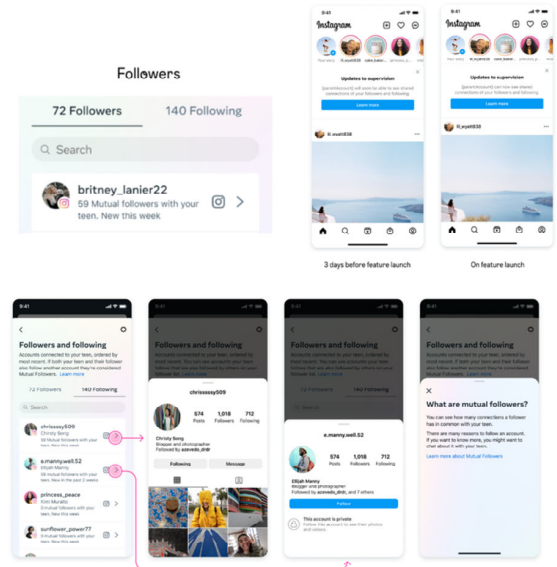
Family Center

Supervision on Instagram:
Mutual Followers

What: Parents can now see the number of shared connections of their teens followers and following. Globally, parents indicated that a top supervision challenge is tracking who their teens are in contact with. However, it's challenging to do this while maintaining a teen's privacy. Today, we show parents a list of their teen's followers and following. This change will provide parents with more context about their teens followers/following by showing how many connections a follower has with their teen.

Timing: Test live as of 4/25 (has not been discussed externally). Global rollout happening by end of first week of June.

Audience/Market: Instagram teens/parents, global.



Being shipped by our CSI team vs. Supervision team, so different set of Eng.

Family Center

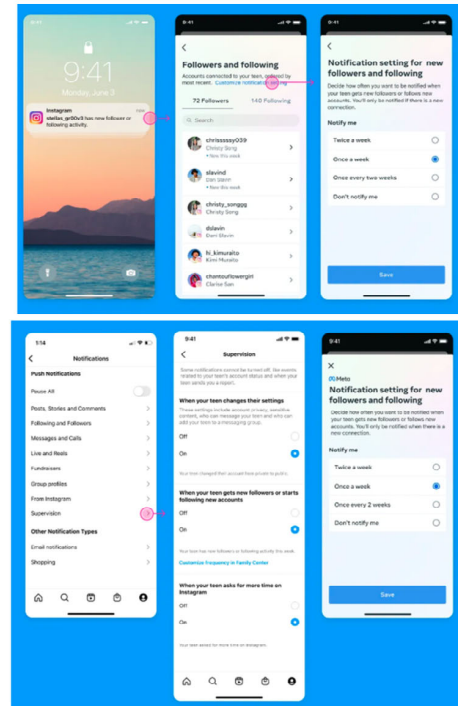
Supervision on Instagram: Notification Preferences

What: Letting parents customize what they're notified about* and how often they're notified via push notifications. Parents can turn off a subset of feature-specific push notifications and set how often they are notified when their Teen gets new followers or follows new accounts. Before this, parents were defaulted into all receiving all notifications and couldn't customize how often they received of follow/follower notifications (default is once a week).

Timing: Live as of 4/20 (has not been discussed externally).

Audience/Market: Instagram parents/teens, global.

**Teen Account Settings Change, Teen Requests, Updates to Connections*

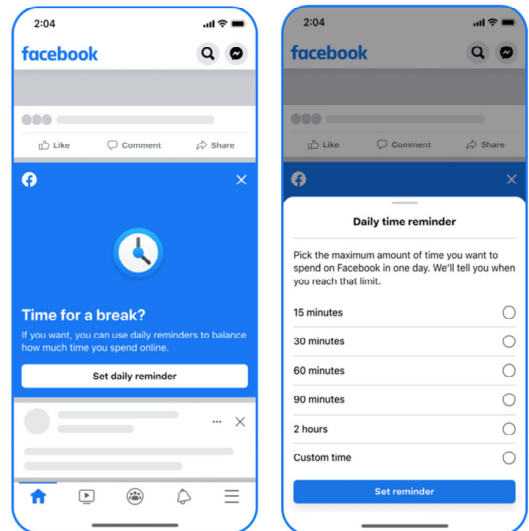


Facebook Feed Pause

What: Feed Pause is a prompt that teens will see in-feed after 20 minutes on the app that encourages them to take a break and consider setting a daily reminder. Feed Pause is an expansion of our existing controls suite. Teens can dismiss this prompt, but will be unable to opt-out of this.

Timing: Testing in June, high confidence in pre-announcement.

Audience/Market: Facebook teens 13-17, global.



Design is not final

03 GTM Strategy + Timing

03 GTM STRATEGY + TIMING

Overview

Strategy

High-volume announcement (June 27) sharing an array of time management and supervision updates across the family of apps, reinforcing Meta's ongoing investment in providing safe, positive experiences for teens.

Objective

Enable parents to build trust and dialogue with their teens around time management across FoA and support teens with new features to manage their time.

KPIs

- GTM KPIs:
 - 80% of coverage mentions Meta's on-going work in the YWB space, and no more than 10% speculates that this work isn't enough
 - Increase feature awareness among teens and parents (TBC)
- Product KPI:
 - Instagram: Reduce late night TS for P90 teens + increase supervision signups
 - Facebook: Complete global roll-out

Key Messaging

It's important that people, especially teens, feel good about the time they spend on our apps. We've built 30+ tools to support families as they use our apps, and today, we're introducing even more ways to help teens and parents work together to be mindful and intentional about how they spend their time on our apps.

03 GTM STRATEGY + TIMING

Channel Strategy

Channel	Details
Meta Newsroom and Messenger Blog	Meta NRP announcing recent updates in the YWB space, Messenger blog with more details on supervision
Organic Press Outreach	Wide press outreach to consumer, policy, tech press; exec interviews with 3-5 top-tier outlets per priority region
Global Events	Highlighted in parent creator events (UK, France, India) aligned to announcement
Social Posts	@instagramforcomms tweet, @messenger social, Adam TWOI video
Exec Social	Exec engagement in parenting events in UK, Nick Clegg op-ed in EU, exec social posts
Sponsored Native Content	Paid inclusion in parenting media (e.g. Scary Mommy, Romper)
Content Marketing	Fun 3-5 top-tier parent creators to share news with their audiences
Podcast Interviews	Use news as a hook to engage execs for parent-focused podcast interviews
Video Assets	Easy-to-understand videos highlighting how to use Messenger Supervision and existing time management features
Policy Partner Outreach	Policy wrappers, proactive heads-up to partners on news

Deep Dive: UK/France Parent Creator Events

- We're hosting Parent Creator events in London and Paris, bringing together parenting creators, parenting media and policy partners to educate them on our approach to youth wellbeing, discuss ways to foster offline conversations between parents and teens, and reach parents through their channels.
- Both events will:
 - Include a walkthrough of our latest wellbeing features, including Take A Break, Topic Nudges and Parental Supervision - and the new features included in the bundle.
 - Include a panel discussion, featuring a mix of popular parenting creators, youth safety and parenting experts, and policy partners, moderated by Meta - and with audience Q&A.
 - Take a content-first approach, looking to land both organic and paid content from the event that features our youth wellbeing features and highlights from the event. We'll encourage content creation through product demos and photo backdrops.
 - Act as a launchpad for our respective local Creator Wellbeing Collectives, where we're bringing together parenting creators with experts to create and amplify content that educates parents on our teen wellbeing features and supports them in having conversations with their teens about online habits.
 - Be supported by broader pitching to relevant media sharing the updates in the bundle announcement.
- Emily Dalton Smith, Diana Williams and Sayed Otaru will also be attending and supporting the UK event, including with media briefings.

Deep Dive: India Parent/Teen Activations

- We'll have an IG live roundtable discussion on July 4 [TBC] where the discussion will be centred around enabling parents to build trust and dialogue with their teens around time management on Instagram and support teens with new features to manage their time. The roundtable will feature:
 - A prominent PF as the Wellbeing ambassador
 - Genz Creator as the voice of youth
 - Parent community leader to run the discussion
 - Meta Policy head Natasha Jog
- This will be followed by a comms outreach with 10-15 Creators and Community partners [Teens + Parents] making Reels talking about any of the 4 Wellbeing tools to drive awareness
- We will also be present IRL via parent creator events in 4-5 smaller cities in India focused on educating parent communities on navigating Instagram safely and managing their time

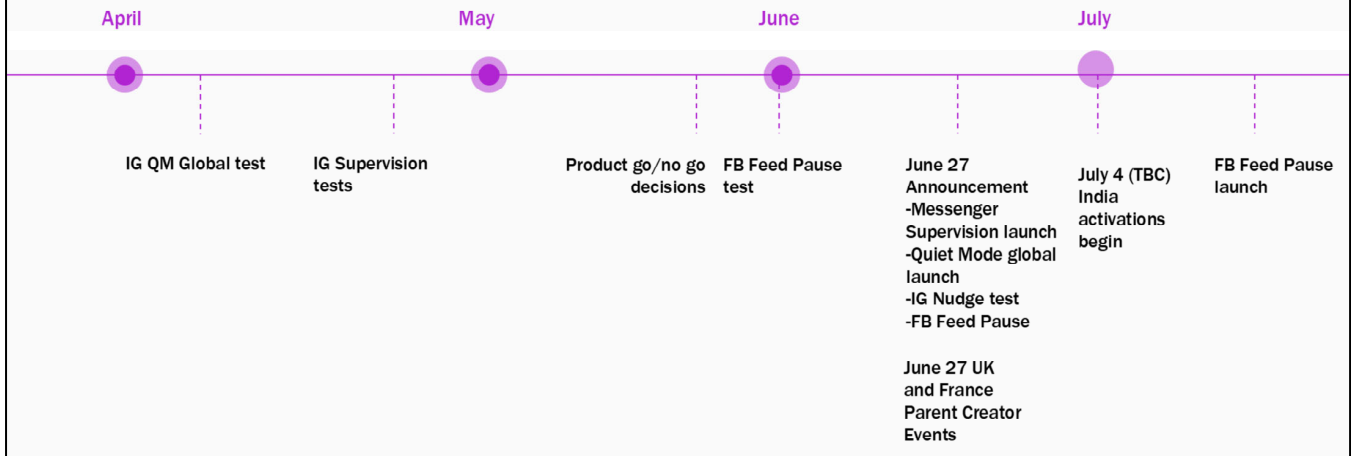
03 GTM STRATEGY + TIMING

Comms Goals and Metrics (U.S. focused)

GOAL	CORRESPONDING METRIC
Reinforce this as part of Meta's ongoing work to support teens and families	- 80% of coverage mentions that this is part of Meta's ongoing work to develop features to support teens and families <u>OR</u> mentions specific past YWB features (ex. Supervision features, Quiet Mode, Take a Break) - 60% of coverage mentions Meta is offering new features for parents on Messenger
Reach multiple key audiences (parents/teens/policymakers) through targeted approaches	- 20% of coverage is from consumer-focused outlets - 20% of coverage is from policy-focused outlets
Minimize speculation that these features don't go far enough to decrease time spent	- No more than 10% of coverage suggests that these steps are not strong enough to decrease time spent
Leverage third-party creators to validate approach and share news	- 5-8 parent or parent-adjacent creators share news / content about the announcement - 65% of creators at IRL events share organic content about news
Leverage FoA senior executives to emphasize company commitment to youth well-being and providing resources for parents	- 4-5 executives share news on their owned social platforms - Nick Clegg op-ed lands in top-tier outlet

03 GTM STRATEGY + TIMING

Timeline



Test: 6% US, UK, CA, IE, AU, NZ. Upsell teens-only, control gen pop. iOS (Android fast follow)



Executive Summary

Meeting objective (6/16): INFORM on GTM strategy

TLDR: On June 27, we will announce a bundle of youth well-being updates across Meta. The goal for this moment is to continue to position Meta as a leader in this space, with the overall messaging being around new features for teens and families that make it easier to manage time and experiences.

We'll announce supervision launching on Messenger, but also highlight Instagram-specific updates include:

- Quiet mode global launch
- Mention of the upcoming nighttime nudge test
- Supervision updates: upsell after teen blocks someone, seeing number of shared connections for teen following/followers, and notification customizations