

Take a Break

H1 '22 Opt-out for New Teens

Instagram Leads Review

A/C Priv

February 11, 2022



PLTF EX-01123_0001

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Executive summary

Strategy

Reduce experiences of Problematic Use and Negative Appearance Comparison and land a steady drumbeat of expert-backed visible products that support teen well-being

Our approach: Awareness & Control

Identify and drive awareness of on-app behaviors that may lead to negative experiences and design bold interventions/controls.

Goal for today's review:

- Align on overarching principles and bar for success ahead of test decision
- Decide if we test (or test with intent to launch) "Opt-out for New Teens"
- Check alignment to execute Reels upsell

Context: Take a Break priorities agreed at high-level in the [strategy review](#) on 12/6.

Non-goals for this review:

- **Break Experience:** Lower funnel plan is a fast follow (snooze, muting notifs, break duration etc.)
- **Status:** Fast follow pending launch of Status

**Proposal:
Opt-out for New Teens**

H1 Focus

Goal

Reach more teens who might benefit from taking a break to actually take a break

North Star

We want as many teens who need the upsell and Take a Break reminder to use it as possible in order to contribute to reducing Problematic Use via awareness and control. In the absence of PU metrics, we define "needing the product" based on [key behavior patterns](#) (based on internal and external research) -

- Long sessions - 15% of teens have 20m+ session/day
- Frequent back to back sessions - 26% have 20+ sessions/day and half of sessions $\leq$ 10 min apart
- Late night time spent - 9% spent 10+ min on IG between 12 - 4 a.m.

35% of teens exhibit at least one of these; 2.6% exhibit all three.

Hypothesis

Defaulting new teens to Take a Break will help more teens actually take regular breaks from Instagram and upfront avoid or reduce Problematic Use (and NAC for those prone to it) over time.

<https://docs.google.com/document/d/1WEffBZ8o6pQXSV6WY6aSsZ2oMO6pH-ss4MUWfjiXUIc/edit#>

Late night time spent / sessions

Internal surveys on FB show an association with greater problematic use (1, 2)

In a qual study on spirals, "teens say they need the most help during longer sessions that happen in evening hours" (1).

Academic research finds that poor sleep is associated with night-time use (1, 2), and that late-night smartphone use impairs next day behavior (1)

Very long sessions / overall time spent

Internal surveys on FB show that greater time spent on Facebook is associated with more PU (1, 2)

Academic research finds that greater time spent associated with more PU (1, 2)

Sessions within 10 minutes of a previous session

Our goal metric is exactly related to this.

Identified in previous PU research (1)

Why should we consider this?: People considerations

Teens

Teens had a positive reaction to Take a Break at launch and view it as a means to give them agency & control. However [research \(2\)](#) also shows that self-regulation skills for young adults aren't fully developed - making it important to consider opt out as an approach.

Post-launch data shows there is room to increase usage, with opt in at 4%; most [teens prefer](#) the (longest) 30 min break reminder option.

Parents

Spending too much time scrolling is a top concern e.g. could displace school work or lead to pressure to look perfect. ([external source](#), [internal research](#) by request)

Experts

General sentiment among experts is that we need to prioritize age appropriate experiences including defaulting teens into those, rather than expecting them to opt-in themselves.

Youth Advisors recommend that we default teens into this experience

Why should we consider this?: External landscape

Safety (Youth Well-being) + Policy

IG has committed to building age-appropriate experiences and youth defaults are an important component because of the Age Appropriate Design Code (AADC) and GDPR which requires we meet the bar of the "best interests of the child."

Part of showing progress here is addressing concerns that young people may not yet have the skills or self-control to manage their engagement on our app.

Press

'Take a Break' was received with positive to neutral press coverage, but journalists were quick to question why we weren't defaulting teens into it or take a stronger approach on encouraging them to use it ([Tech Crunch](#), [WSJ](#), [CNN](#))

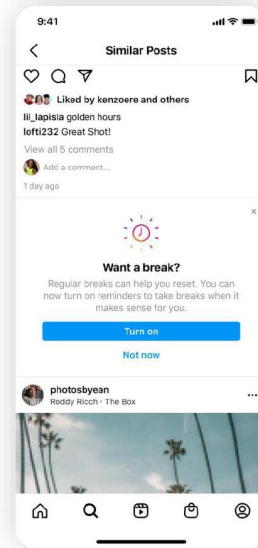
Regulators

There is additional legislation in progress across in several key countries and regions regarding nudge techniques and time spent. For example, the UK [Online Harms Bill](#) draft notes that social media companies should 'suggest well-being enhancing behaviours' (such as taking breaks).

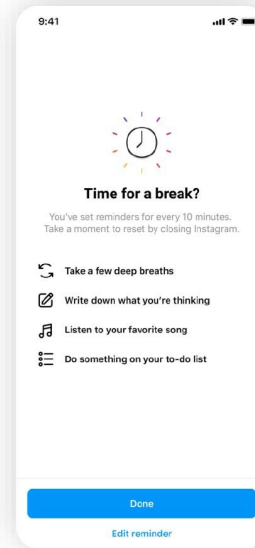
Defaulting teens into TAB would resonate well with regulators and set us up well for legislation that is to come.

Current State: Opt In for All Teens

- Available to all teens (users with stated age 13-17), new and existing
- Teens get an upsell for Take a Break on Explore Similar Posts surface to teens after they have spent 20 mins anywhere on the app
- They can then choose a break reminder frequency, which will remind them to “close Instagram” after they’ve spent that much time on app



Upsell in Explore



Break experience

Take a Break is launched to 6 EN countries on iOS (9MM eligible for upsell). Android and Global testing is complete, launch on Feb 3

Proposal: Opt-out for New Teens

Turn on feature by default for new teens.

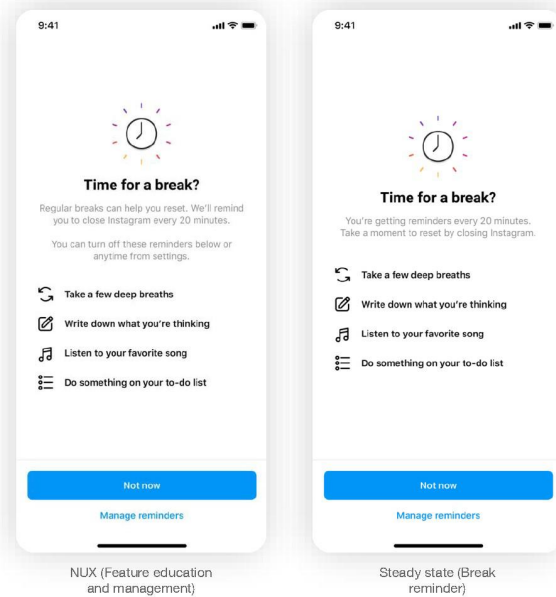
Remind users that the feature is “on” when they reach 20 min in the app with a NUX designed to explain the mechanics of the feature, and how to change the reminder frequency, or turn the reminders off altogether.

Key Considerations:

- Proactively creates teen awareness when they spend long periods on app
- Strong external narrative and proof point about our commitment to building age appropriate experiences
- Behaves like other teen defaults (see slide 20)

Risks:

- While teens can opt out or choose different duration, this experience reduces upfront agency for teens
- Could cause confusion, especially the first time. Leading users to turning the feature off because they don't know what it is



Some more ideas: different CTA(s) (i.e. 'Got it' / 'Okay' instead of 'Not now' or whatever we use for affirmation), stronger contrast between text and background to make sure user is well alerted to the feature, remove break activity recommendations to bring more focus to the NUX text.

**Key Decision
Considerations**

Product Principles

Awareness and control

We optimize for driving teens awareness and providing controls for them to manage their time on IG.

Solves the user problem

We prioritize designing for users who lack self-awareness or control over the amount of time they spend in the app, and balance this with empowering users who are self-aware to choose what's best for them.

Resonate externally

We consider the external landscape because building solutions for teens comes with additional sensitivity and scrutiny.

Consider ecosystem impact

We want to ensure our solutions help the key target segments that need it most; through this we ensure that any downsides (ecosystem impact) are sufficiently balanced by upsides (Well-being benefits).

Test Success Criteria

Our bar to consider the test a success is:

- **Awareness & Control:** Opt out rate within threshold
- **Solves User Problem:** Break usage within threshold (how often do new teens take a break after seeing the reminder)
- **Considers Ecosystem:** Material impact to [IG critical metrics](#) that is discussed/aligned on with leads

Supporting data for additional signal

- Standard support tool [survey](#) for understanding perceived value
- Qual feedback from lab sessions
- (North Star) Reduction in behaviors associated with PU (new metric)

(Stakeholders have varying POVs, represented in [discussion #1](#))

Scenarios & Possible Outcomes

Other parameters to consider:

- If the test is picked up by press/regulators, difficult to reverse
- IG ecosystem overall and room for additional budget
- External environment - new regulations
- Age 13-15 vs. 16-17

Launch scenario grid: WB impact vs Ecosystem impact		Impact on IG Critical Ecosystem Metrics		
		Positive	Neutral	Negative
Well-being upside (Users find value & solves user problem)	Positive	Launch	Launch	Maybe (evaluate based on other parameters and scale)
	Neutral	Launch (based on confirmed ecosystem impact; extend test duration)	Maybe w/bias to launch based on research conviction/experts	Don't launch; harder to explain from external POV
	Negative	Don't launch		

Benchmarks: Comparing Decisions on IG Controls

Product	Interaction Safety	Privacy for Minors	Well-being	U18 Data Use	Test Bar	Launch decision
Private by default (new teens)	X	X			Tradeoff on regulatory & competitive expectations vs. decline in teen engagement	"No ship" in 2020 Shipped in 2021 (U18 EU, U16 global)
Hide Like Counts aka 'Daisy' (all ages, new + existing)			X		Ecosystem vs. WB survey results trade off; some WB upside specific to like counts	Tested "always on" but not shipped due to high ecosystem impact and low upside. Launched as opt in
Remix/Tag/Mentions/ Guides off by default (new teens)	X	X		X	28 day test unblocked - user expectations, neutral to safety settings, external perception, ecosystem	Test in progress (decision ETA: Mar 22)
Take a Break (20 min reminder on by default; new teens)			X		Adoption and ecosystem data with supporting signal from survey data, qual sessions and long term behavior change	TBD (This review)

https://docs.google.com/presentation/d/1MOTjjSySP8pMdSesY59AQZRHUQ-yNkbBzQtj4gVG_Bc/edit#slide=id.gdfcd26b3cb_0_504
<https://fb.quip.com/oS7bAbbcLte2>

Compared to Benchmarks, Upper Bound Projected Ecosystem Impact is Lower

Overall, our rough estimate for the upper bound top line time spent regression is **-0.08%** (details in table). This is lower than benchmarks like teen Private by Default and Daisy by Default which coincidentally both had **-0.3%** time spent regressions (Private by Default showed ~2% drop in teen engagement and Daisy also showed -1% to -2.6%).

We would likely see lower time spent regression than this estimated upper bound as teens may spend more time on the app in shorter sessions even when they do honor the break.

Take a Break Funnel	Top line share (min per day per user)	% of top line
All users	28.8	100%
13 – 17 stated age	2.63	9.1%
Time spent past 20m in 20m+ sessions	0.17	0.59%
Stay Opted-In	0.15	0.53%
Honor the break	0.02	0.08%

Data is a 1% sample from 1/30-2/5 (7 days). Opt-out and honor rates estimated from current launch product usage. Total time spent estimated assuming 1.7B WAU.

Source:

<https://fb-my.sharepoint.com/:p:/p/stanleybrode/EUX7SSFwEF1Lrv-YknFAVCcBYHC8gpczSw5qkU8--Fe2YA?e=ArGEkV>

https://docs.google.com/spreadsheets/d/1ccMiDtgZ_y0nE6yUAD4lJlGqvh-6uJl8Q6cWufk7cg/edit#gid=0

Considering the External Landscape:
Competitor Well-being Teen Defaults *(Green shows where competitors lead)*

Feature							
Daily Time Limit	Default off, teens or parents can turn on	X	Yes, default off	Yes, default off	X	Yes for YTKids, default off	X
Break Reminders	Yes, default off	X	Testing	Yes, default on (not a control)	X	Yes, default off	X
Do Not Disturb	Yes (pause notifications), default off	Yes, default off	Yes, default off	X	Yes, default off	X	X
Nighttime Mode	X	X	X	Yes -- notifications muted for all teens	X	Bedtime reminder, default off	X
Hide Like Counts	Yes, default off	N/A	Yes, default off	X	X	Yes, default off	Has tested, not launched

Decision topics

#1

#1: Do we agree with the proposed bar (slide 11-12) for testing Take a Break default compared to those for benchmarks (slide 3) for safety/privacy?

There are two parts to the recommended decision bar:

1. Similar to benchmarks: Based on ecosystem impact and expectations set by external landscape
2. Additional: Measure positive impact for "solves user problem", using usage funnel metrics since we don't have PU measurement yet

We believe this higher bar could help address trade offs between well-being upside and ecosystem while making a launch decision.

There are different POVs across stakeholders:

Upside:

- **Team:** Well-being upside through adoption measures is our best proxy in the absence of operationalized PU measurement
- **JM (higher upside bar):** Well-being upside through measurable reduction in PU behaviors to justify this intervention for all new teens

Downside:

- **Ecosystem:** Can't upfront unblock launch without reviewing specifics of ecosystem impact
- **Policy Comms (lower downside bar):** Well-being impact might be hard to quantify, especially in the neutral cases. Need more flexibility in ecosystem impact as reversing a test will be hard to justify

For reference, benchmark products have a larger impact on IG product experience - Private by Default limited connections/inbound follows, impact how connected new accounts felt on IG and Daisy impacts counts that are used as social proof and as a signal on what's worth time to look at.

Decision topics

#2

#2: If we are aligned on the bar, then are we aligned on how our framework defines Go/No Go scenarios and the challenges for deciding not to launch after testing?

There are two “No Go” scenarios to discuss:

1. **Strong negative ecosystem impact:** We will need to weigh this against well-being signal and external factors. If the test is picked up by press/regulators, will be difficult to reverse without a strong user-based reason
2. **Neutral well-being impact:** It is somewhat likely that we may not have sufficient signal on the well-being upside (due to common measurement challenges in new well-being areas like this). This will warrant further discussion based on ecosystem impact and might be similarly hard to reverse

Decision topics

#3 + #4

#3: Which path should we decide today for new teen accounts?

- A: Continue "Opt In for All Teens" status quo and improve
 - Pro: Least disruptive UX to teens, likely no ecosystem impact
 - Con: Doesn't create incremental awareness for teens, doesn't address external criticism
- B: Test "Opt-out for New Teens" with reactive comms
 - Pro: Allows us to evaluate trade offs and iterate with data before making a one-way door decision
 - Con: May set expectations to launch that we'll miss if we don't, which could amplify criticism vs. status quo
- C: Test "Opt-out for New Teens" with proactive comms (as a limited launch)
 - Pro: Creates upfront awareness for teens. Shows a commitment to building age appropriate experiences
 - Con: One-way door decision to announce now, before we have supporting data

#4: If we're deciding option A, feedback on the [Opt-in options](#)?

**Check Alignment:
Reels Upsell**

Upsell in Reels

User experience

- Existing teens will see the upsell on Reels chaining after they have spent 20 minutes on the app
- Upsell will appear 1x/day (inclusive of upsell on Explore, whichever is seen first)

Recommended Approach

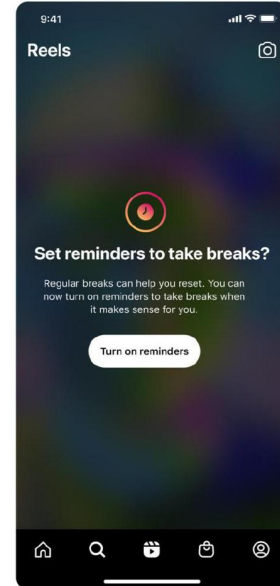
- Short term:** Creator collab reel. Modified UI to support Break CTA. Start with 6 EN-speaking countries with highest scrutiny.
- Long term:** Follow-up with a more scalable solution for rest of world. Use mid-card solution, which allows to have the text dynamically translated.

Key considerations

- Trigger: We are reviewing chaining/consumption behavior on Reels (also in comparison to Explore) and will follow up with a recommendation by 2/4.



Short term - editorial video, EN only



Long term - globally scalable UI

Contribution to Goal: 8.4% of goal metric
Test start: February 28

Decision topic #5

#5: Execute Reels Upsell?

We [heard](#) support from Communities on Dec 6 (and in recent Well-being email review, and email design review) that this is a straightforward opportunity.

Do we agree on moving this into execution?

Appendix: More Opt-in Options

Additional opt-in options

See visuals in slide 24

1. Same QP, updated logic

Same experience as today in Explore, but with increased frequency and number of impressions. Can be potentially introduced in Feed as well.

1. Updated QP functionality, easier activation

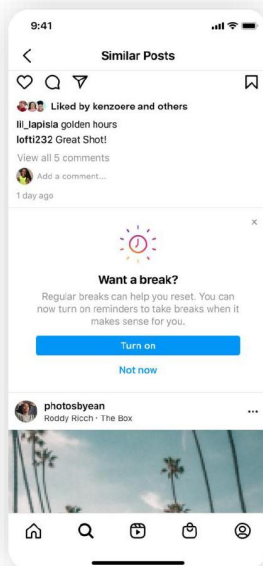
One tap conversion (instead of 3 taps). Can be introduced in Feed as well.

1. Full screen upsell in Reels + Story

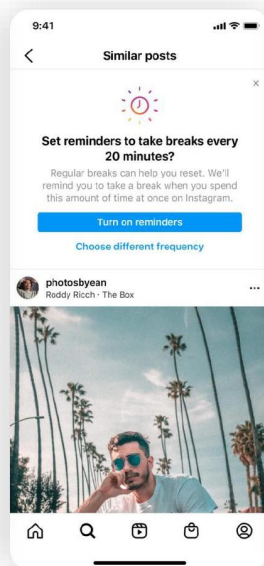
Full screen upsell on selected immersive surfaces (Reels and Story)

1. Full screen upsell takeover anywhere in the app [Not Recommended]

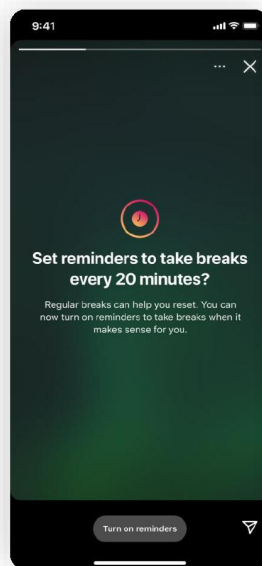
Block the user from engaging with the app until they choose to turn on the feature (or dismiss the blocking upsell). Disruptive solution with no precedent.



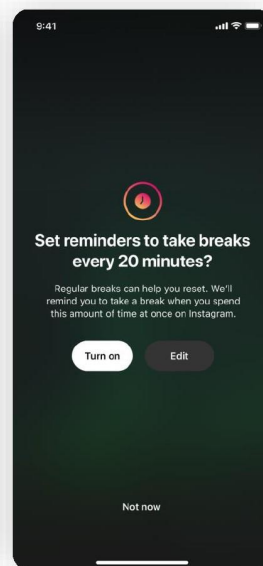
1. Increased frequency/impressions of current experience



2. One tap opt-in



3. Contextual full screen upsell on selected surfaces (Story, Reels)



4. Blocking interstitial takeover anywhere in the app [Not recommended]

Appendix: More Context

What is Support Effectiveness?

Support Measurement Framework is the conceptual framework we have been developing to holistically evaluate how well our tools reach, engage, and support our users.

The original [framework](#) has evolved over time but essentially, over the past year, through tests with our bullying products, we've learned the [following](#)..

- **Resolution** is not always possible BUT it can be captured through two other constructs (**Support** and **Effectiveness**)
- **Support** captures the process of **WHAT** we did to help someone with a need
- **Effectiveness** captures the results or **HOW** we did someone with a need
- We now have a well established set of [tailored questions](#) that we can tailor to a product solution.
- Two new constructs, **resilience** and **relief** may offer new ways to capture impact.

Measuring Support and Effectiveness of Perceived Resolution and Resilience (Survey Outcomes of 5 Bullying Products Analysis in Progress)

SRT Approval for Survey Measurement Questions

Survey Review Approval

Sample Survey (Hidden Words)

5 Insights from Validating Support Effectiveness Measurement Framework (09/21)

Product Brief: Support Measurement Framework (02/21)

What is Support Effectiveness (12/2020)

Why late night sessions and/or long sessions?

The behavioral signals we recommend have been shown to relate to problematic social media use in internal quantitative and qualitative research, as well as in external academic research.

Late night time spent / sessions

- Internal surveys on FB show an association with greater problematic use ([1](#), [2](#))
- In a qual study on spirals, “teens say they need the most help during longer sessions that happen in evening hours” ([1](#)).
- Academic research finds that poor sleep is associated with night-time use ([1](#), [2](#)), and that late-night smartphone use impairs next day behavior ([1](#))

Very long sessions / overall time spent

- Internal surveys on FB show that greater time spent on Facebook is associated with more PU ([1](#), [2](#))
- Academic research finds that greater time spent associated with more PU ([1](#), [2](#))

Note: *passive* sessions/time spent may be more problematic ([1](#)).

Post-launch Performance

Performance Metrics

(Top of Funnel - Setting up the control)

Funnel Step	# of Teens	% of above
Teens who got the upsell	3.72M	-
Teens with break turned on	166K	4.5% opt-in

Performance Metrics

(Bottom of Funnel - Pausing app usage when reminded)

Funnel Step	# of Teens	% of above
WAU teens with break turned on	172K (223K non-teen)	-
% that took 1+ break in past week (goal metric)	29.8K	17%

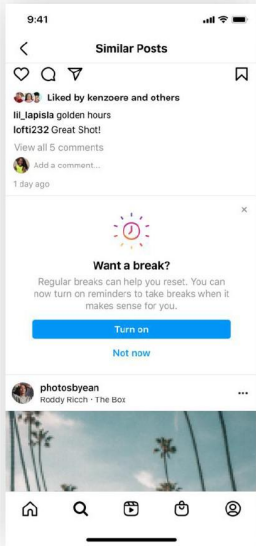
Performance Takeaways

Overall adoption from users seeing the upsell has been consistent (~4%), and 92% of teens retain the reminder after enabling it. However, break reminders [decrease in effectiveness](#) over time (20% down to 10% over a month, indicating some fatigue). We will follow up with additional optimization ideas for lower funnel.

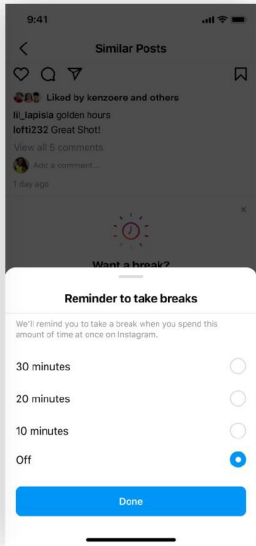
Source data: <https://docs.google.com/document/d/1Hgy2E2z1q5Linx5qZHlckVs7A15PvUDuphZfdeAp2QU/edit#>

WAU here is IG WAP (iOS + Android) who have the break turned on (regardless of whether they actually honor the break or not).

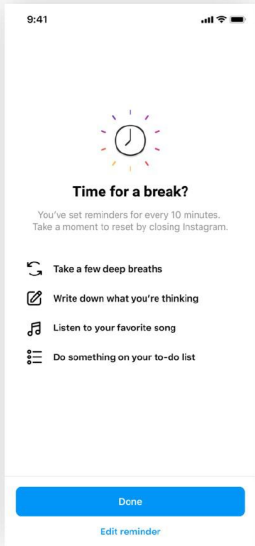
Live experience



Upsell in Explore



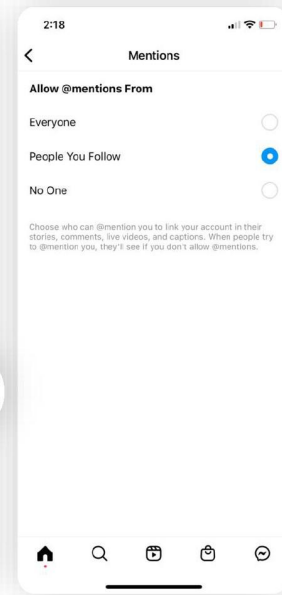
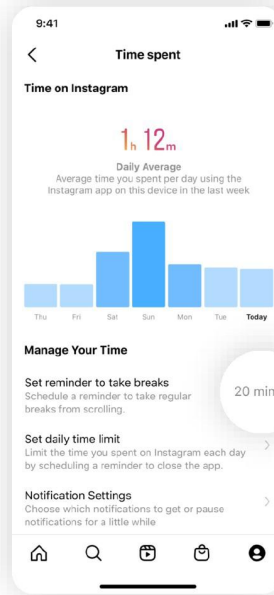
Selector



Break experience

Take a Break behaves like other teen defaults

Like other products (ie tags, mentions etc), we won't let the teen know that their break reminders are on by default. They will see the NUX break reminder the first time they spend 20 consecutive minutes on the platform.

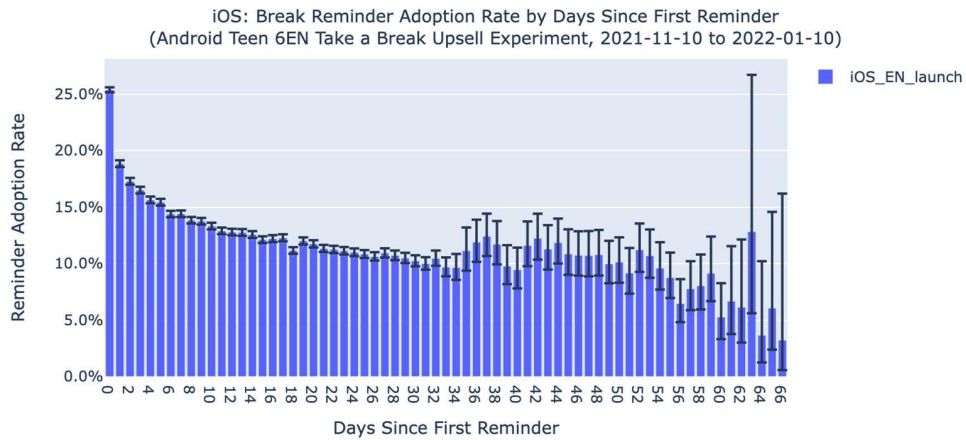


Benchmark Ecosystem Regressions

Results from 12/11-12/25 network test unless specified otherwise		Pure Daisy	
S			
	IG Event Based Revenue (full test period)	-1.0% ± 0.9%	
	IG Event Based Revenue	-1.361% ± 0.854%	
	Ad Impressions, Feed	-0.060% ± 0.189%	
	Ad Clicks, Feed	-0.923% ± 0.295%	
		Pure Daisy	
		Teen	Overall
Appwide			
	IG DAP	0.023% ± 0.156%	-0.092% ± 0.067%
	IG App Sessions		-0.281% ± 0.213%
	IG App TS		-0.30%
Consumption & Interaction			
	Overall Likes	-1.040% ± 0.396%	-1.162% ± 0.320%
	Overall Comments	-2.673% ± 1.026%	-2.132% ± 0.696%
	Home Feed Post Impressions	0.019% ± 0.332%	-0.022% ± 0.183%
	Explore Media Impressions	0.278% ± 0.416%	-0.395% ± 0.233%
	Outbound Follows	-1.227% ± 0.638%	-0.989% ± 0.444%

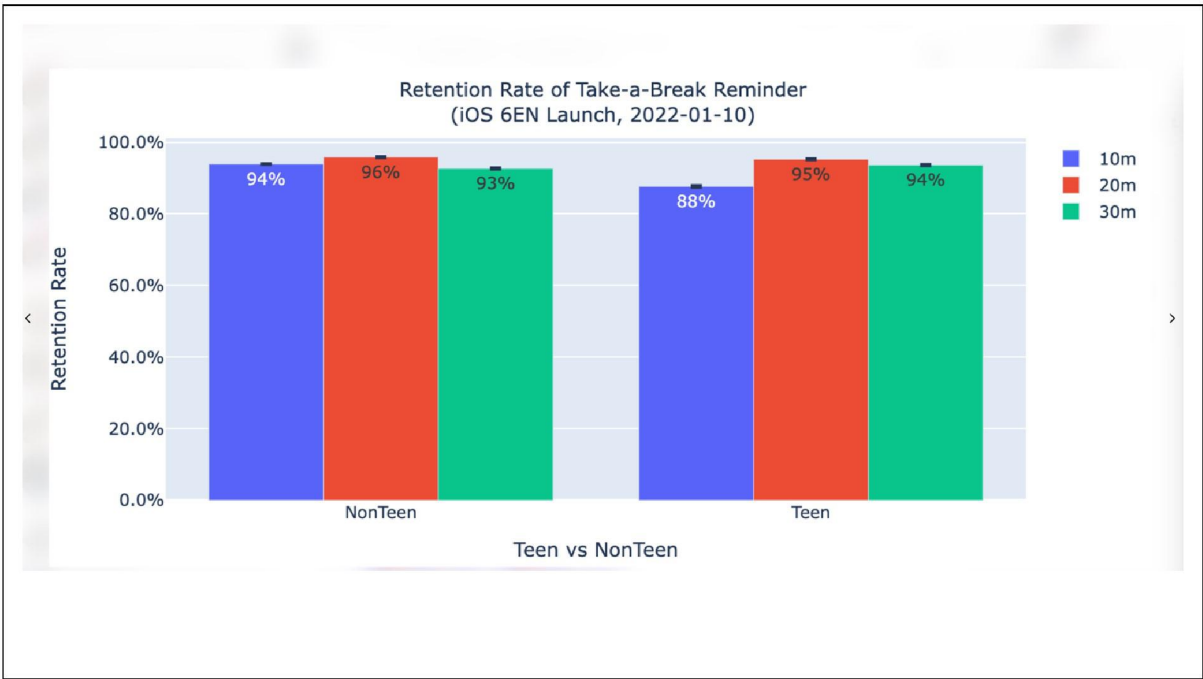
Metric (Test vs. Control)	Topline Today	Topline in 1 Year	Topline in 5 Years	Topline Teen Impact in 5 years
Overall DAP	-0.02%	-0.06%	-0.3%	-2.2%
Overall Time Spent	-0.02%	-0.05%	-0.3%	-1.9%
Overall Feed Impressions	-0.01%	-0.06%	-0.3%	-2.3%
Overall Story Impressions	-0.01%	-0.05%	-0.2%	-1.7%
Overall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

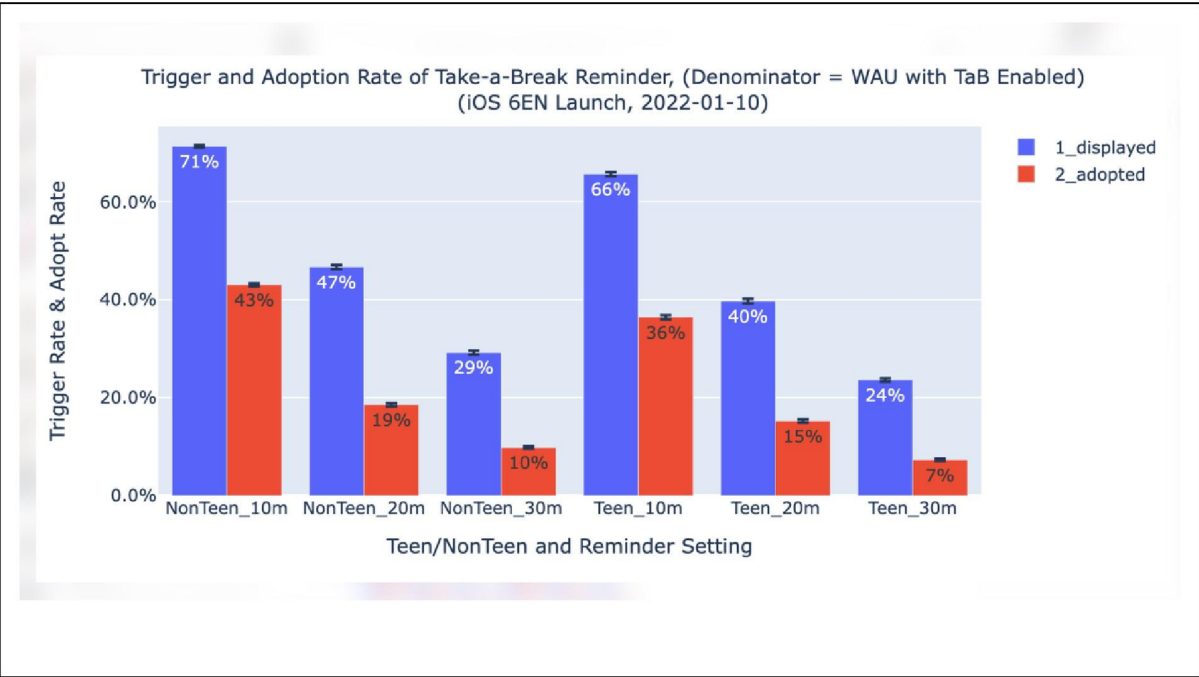
iOS Reminder Adoption Trend



- Days within 34 are iOS EN Teen public launch, beyond 34 are data from iOS EN Teen public test with small sample sizes
- The trend is similar across different reminder settings, though 20m has a slightly higher rate than 10m.

Source: <https://fburl.com/anp/cunbjc53>





Teen vs. Non-teen Preferred Break Reminder Frequency

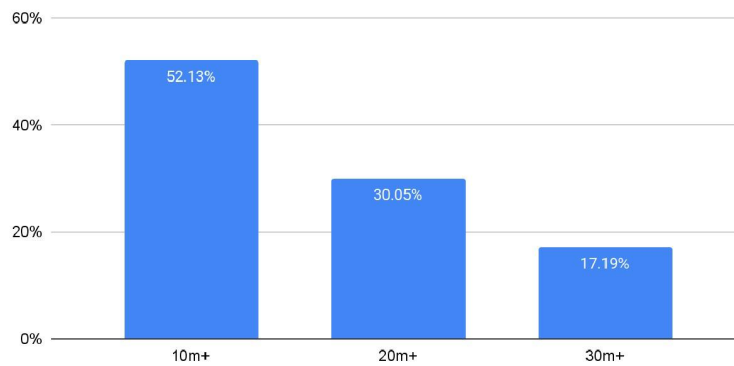
- Majority teens preferred 30 min followed by 10 min
- Majority adults preferred 30 min followed by 20 min

ds	reminder_setting	n_users	n_stated_teens	n_stated_adults	n_age_na
2022-01-09	10m	177214	55059	88092	34063
2022-01-09	20m	100730	44557	40085	16088
2022-01-09	30m	115977	63474	37487	15016

- About 30% of teens globally (44.6M) will have had at least one 20m+ session in the course of a week.
- 17% of teens (25.5M) will have had at least one 30m+ session.
- (There were 149M teen WAU from 1/20-1/26.)

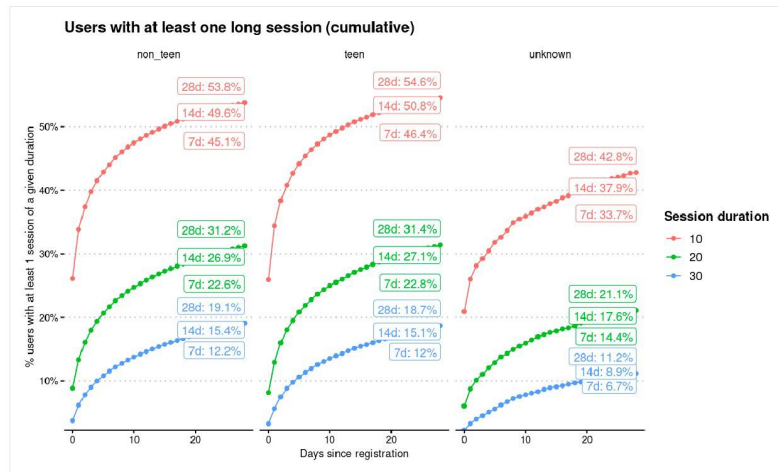
% teens with at least one session of a given duration in a week

1/20-1/26



Should we opt teens in at account set up? Is it too disruptive?

- On registration day, only 8% of teens had at least one 20m+ session, 7d 23% and 30d 31%
- If we add a delay, teens might see the upsell or control on time spent and choose to ignore it (opting them in after X days would disregard that choice). Alternately, we may need to delay upsell by X days, adding complexity
- Team recommends that given a small % of teens will see this on registration day and adding a delay has more complexity than benefits, **we opt teens in at account creation**



Current External Landscape:

- **Safety:** Committed to age appropriate experiences. Control is for all users. Teen need more protection and not have as much self-awareness. Defaulting them in is good for them. 8/10 teens retained their private setting
- **Policy:** Policy makers argue we put profit over youth well-being, and that we intentionally attempt to get youth addicted to our product. This was particularly highlighted in the recent [US Surgeon General's Youth Mental Health Advisory](#), which also recommended social media companies invest in features that "remind children to take breaks and limit screen time."
- **Regulatory:** US: Strong interest in experience for minors, legislation around privacy, mental health impact, BR: Draft bills that mandate how much time kids can spend online, PH: Age management legislation that ask companies to insert logical stopping point - 30 mins a day for social media). UK: In the UK, the [Online Harms Bill](#) says that social media companies should 'suggest wellbeing enhancing behaviours' (such as taking breaks). DE: Germany's Youth Protection Act requires us to take appropriate precautionary measures to protect minors and cites 'default settings that limit usage risks'. Defaulting teens into TAB would resonate well with the regulator.
- **Experts:** General sentiment among experts that we need to prioritize age appropriate experiences including defaulting teens into those, rather than expecting them to opt-in themselves. For example, UK-based group 5Rights [said](#): "Instagram suggesting to teens that they take a break from a platform that is designed to harness their attention is like asking an alcoholic at the bar if they would consider herbal tea." <TBD Youth Advisory feedback tomorrow>
- **Press:** 'Take a Break' was received with positive to neutral press coverage, but journalists were quick to question why we weren't defaulting teens into it or take a stronger approach on encouraging them to use it ([Tech Crunch](#), [WSJ](#), [CNN](#)). More generally, we're under intense criticism with regard to the 'addictive nature' of our platform (e.g., new lawsuits in CA and OR) and we can expect this to continue. <Don't have much to point back to> <lip service over committing and showing we care about protecting teens>
- Competition TikTok has a different product - shows it every time you hit 40-45 mins. Gets props for their features.
- **Guardians/parents:** Spending too much time scrolling is a top concern (e.g. could displace school work or lead to pressure to look perfect). There is a lack of knowledge around available tools to help address this. ([external source](#), [internal research](#) by request)
- **Teens and creators:** Both groups shared enthusiasm about the feature and said they would appreciate ongoing reminders to take breaks, but we know awareness of the features is low at this point.

1

UK Parliament has recommended that the Online Safety Bill should have a Code of Practice, that require would social media companies to mitigate the following (through e.g. default on features/tools for teens): auto-play; endless scroll; and rabbit holes.

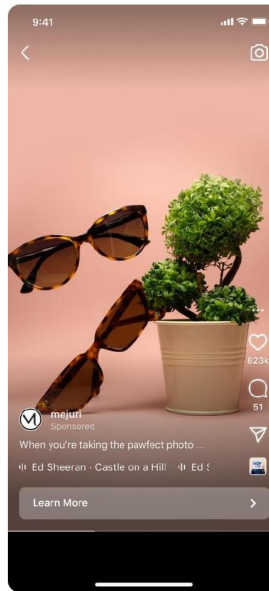
<https://committees.parliament.uk/publications/8206/documents/84092/default/>

UK Age Appropriate Design Code suggests for 13-17 year olds companies should: Suggest wellbeing enhancing behaviours (such as taking breaks). <https://ico.org.uk/for-organisations/guide-to-data-protection/ico-codes-of-practice/age-appropriate-design-a-code-of-practice-for-online-services/13-nudge-techniques/>

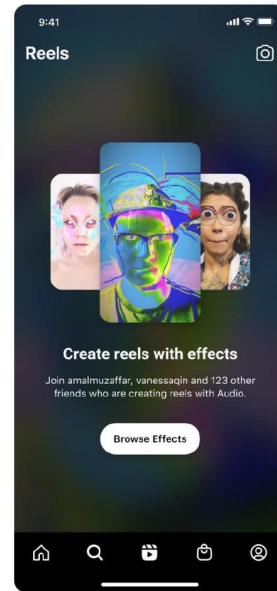
Competitors & Market Landscape: Well-being Teen Defaults (*Green shows where competitors lead*)

Feature							
Daily Time Limit	Default off, teens or parents can turn on	X	Yes, default off	Yes, default off	X	Yes for YTKids, default off	X
Break Reminders	Yes, default off	X	Testing	Yes, default on (not a control)	X	Yes, default off	X
Do Not Disturb	Yes (pause notifications), default off	Yes, default off	Yes, default off	X	Yes, default off	X	X
Nighttime Mode	X	X	X	Yes – notifications muted for all teens	X	Bedtime reminder, default off	X
Hide Like Counts	Yes, default off	N/A	Yes, default off	X	X	Yes, default off	Has tested, not launched

Existing Reels patterns (In Testing)



Ads



Full screen card

Reels team is testing half card ..

+20 Minute Variant IG Criticals Ecosystem Impact

+20 Minute Variant Ecosystem Impact							
Description	Fully Qualified Name	Pillar	Materiality Threshold (Budget)	Topline Impact Lower Bound	Topline Impact Upper Bound	Topline Impact Stat-Sig?	Meets Budget?
Good User Experiences	instagram:perf:good_user_experiences	Product Foundation	-0.20%	-0.22%	0.06%	No	No
Overall Objectionable Prevalence	community_integrity:obj:viewer:ig_holistic_prevalence_world_combined	Wellbeing	1.00%	-0.77%	0.90%	No	Yes
Foreground Sessions	instagram:sessions:foreground_session_cnt:overall	Feed & Relevance	-0.20%	-0.11%	0.05%	No	Yes
Reels Intentional Plays	instagram:clips_media:video_playback_intentional_play_count:overall	Reels	-0.75%	-0.28%	0.12%	No	Yes
Stories Impressions	instagram:media_vptd_impressions:stories:home	Stories	-0.30%	-0.07%	0.21%	No	Yes
Feed Impressions	instagram:post_vptd_impressions:feed:home	Feed & Relevance	-0.50%	-0.14%	0.03%	No	Yes
Direct Sends	instagram:direct:sends:overall	N/A	-1.00%	-0.18%	0.25%	No	Yes
IG Time Spent	instagram:time_spent:overall	N/A	-0.20%	-0.12%	0.10%	No	Yes
Infra - Power	instagram:efficiency:normalized_power:overall	Infra	0.40%	-0.10%	0.03%	No	Yes
Infra - TAO	instagram:efficiency:tao_fbobj_get:overall	Infra	0.40%	-0.11%	0.03%	No	Yes
IG DAP	instagram:growth:instagram_classic:dap:overall	Growth	-0.20%	-0.04%	0.01%	No	Yes
Original Stories Creation	instagram:creation:producer_17_original_media:stories	Stories	-0.50%	-0.11%	0.11%	No	Yes
Reels Producer DAP	instagram:creation:clips_media_producer_dap:overall	Reels	-2.00%	-1.51%	1.06%	No	Yes
Creator Watch Time	instagram:video_consumption:viewer_creator_watch_time_60s_capped_excluding_stories	Creators	-0.50%	-0.18%	0.06%	No	Yes
IG Revenue	instagram:ab:ad_metrics:revenue_usd_cents:overall	IG4B	-0.20%	-0.07%	0.20%	No	Yes
IG DAU	instagram:growth:instagram_classic:dau:overall	Growth	n/a	-0.04%	0.01%	No	Yes
Source query: https://fburl.com/deltoid3/u6795jj							
Color Key:	Reach:						
Doesn't violate topline threshold, stat-sig	8.70%						
Violates topline threshold, stat-sig							
No stat-sig difference between topline threshold and topline impact							

Source: https://docs.google.com/spreadsheets/d/11WEGaWwvcehTdu_tklzPrTmYPIK35aexIvz2yb_ARs/edit#gid=1621687515

Test Success Criteria

Principle	Success Definition	Success Criteria
Awareness & Control	Teens that were defaulted in are finding similar value as those who converted via the upsell	- Opt out rate within threshold - NUX break usage within threshold (May be lower than current opt in model)
Solves User Problem	Ongoing retention and corresponding reduction in (behaviors associated with) problematic use	Since there's no single clear Problematic Use metric, we will primarily look for signal via support effectiveness survey. Supporting data via: - Qual feedback in lab sessions (North Star) Reduction in PU related behaviors
Resonates Externally	Positive feedback from experts and policy makers	N/A since the test will not be announced publicly
Considers Ecosystem Impact	Metrics indicate a valid trade off between well-being upside and any ecosystem regressions	- Ideally, no material impact to IG critical metrics. Warrants further discussion depending on scale - Test should run long enough to be able to project long-term effects (possibly 4-6 wks)

Further product improvements needed to more effectively target PU behaviors

Opt-out (easy disable)

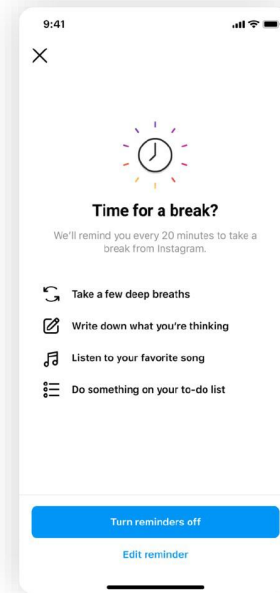
Turn on feature by default for specific cohorts. Remind users the feature is on when they reach their time in the app. Main CTA to turn the feature off altogether.

Pros

- Proactively creates teen awareness when they spend long periods on app
- Strong external narrative and proof point about our commitment to building age appropriate experiences and taking a stand
- Easy opt out of the product

Cons

- Due to easy ways to turn the feature off from the reminder screen, it could make it harder for us to re-upsell user in the future if they chose to opt out.
- Could cause confusion, especially the first time, leading users to turning the feature off because they don't know what it is



Main CTA turns feature off

Only 10m and 20m variants were associated with an overall decrease in daily time spent

https://docs.google.com/presentation/d/1bnfLZ-qIz7a163N17aDGL7Dd3UW9VZeGZy1D-dBSVk/edit#slide=id.g1037589bc4e_0_0

20m variant was also associated with the highest likelihood of ending a session.

More recent analysis indicates that this continues to hold, although the differences are not significant.

https://docs.google.com/presentation/d/1bnfLZ-qIz7a163N17aDGL7Dd3UW9VZeGZy1D-dBSVk/edit#slide=id.g1061a3380a2_0_8

<https://docs.google.com/document/d/1Hgy2E2z1q5Linx5qZHlckVs7A15PvUDuphZfdeAp2QU/edit#bookmark=id.bbt2fmbxn81u>

Highest retention rate: see slide 19

IG Benchmark Controls & Similar Past Launches

	Top of Funnel/Interaction Safety/Harm Prevention	Privacy Expectations For Minors	Intentional Time Spent/Well-Being	U18 Data Use
Private By Default	X	X		
Embeds-Off By Default		X		X
Take A Break By Default			X	
DM Reachability Restrictions By Default	X	X		
Daisy By Default			X	
Remix-Off By Default	X	X		X
Tag/Mention Restrictions By Default	X			

Past Default Launches

- Daisy by default -
- Private by default - Default for teens (28 day test approved) - Research confirmed user need, neutral on teen safety/integrity metrics, improved external perception, ecosystem impact