

Message

From: Adam Mosseri [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=]
Sent: 12/2/2019 1:28:39 PM
To: Karina Newton []@fb.com]
Subject: Re: Instagram HPM — 09/30/19

Thanks.

- Adam

On Dec 1, 2019, at 8:59 PM, Karina Newton <@fb.com> wrote:

From: Karina Newton <@fb.com>
Sent: Wednesday, October 2, 2019 10:36 AM
To: Adam Mosseri
Subject: Re: Instagram HPM — 09/30/19

I'm sure other teams were talking about it simultaneously (and also that there were conversations at other times I have no idea existed too) – but I am confident it's been happening since 2017 and on product teams radar since early 2018.

From: Adam Mosseri <@fb.com>
Date: Wednesday, October 2, 2019 at 9:59 AM
To: Karina Newton <@instagram.com>
Subject: Re: Instagram HPM — 09/30/19

Thanks for the context, I've heard a few different origin stories so it's good to have the full timeline.

From: Karina Newton <@instagram.com>
Date: Tuesday, October 1, 2019 at 7:16 PM
To: Adam Mosseri <@fb.com>
Subject: Re: Instagram HPM — 09/30/19

Happy Head of Instagramiversary!

One historical correction on “nobody had even thought of making like counts private” a year ago:

- We started discussing hiding likes in December 2017 after a joint policy and well-being roundtable in LA to solicit feedback from the community – the discussion revealed how big of negative impact like counts were having, especially on young creators. This led us to make it an ask for the well-being team to explore in May 2018 as part of H2 planning process. [From my ask to Ameet:](#)
 - **PROBLEM:** as well as a broader sense that Instagram has created a #FOMO culture and a need to be perfect, there is a trend and pressure among teenagers to get the most

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likes possible on content, and an apparent corresponding impact on mental health / anxiety levels.

- Context

- Anxiety re likes is high on feed posts, but we know that stories don't cause the same level of anxiety since no-one can see the engagement. Could we turn off likes, in the same way you can turn off comments on posts?
- We also know that follower numbers are something that kids really care about and get anxious about. Is there a way that only the account holder can see that?
- **WHY IT MATTERS:** Policy advocates are increasingly raising this trend with us, and the theme of FOMO and pressure continues to build in the press.
- Then Kanye put a twitter push last September which jumpstarted the internal discussion again (see attached...Charles was worried ☺).
- The well-being team then hacked on it in [December 2018 and it came up top as one of the top 4 hacks](#):
 - **Instahack 8: The Hide Like Counts idea was also selected as one of the [Top 4 Hacks at Instahack 8](#)** To reduce the negative effects of social comparisons and social pressure while also preserving the benefits of likes on posts, we built a hack that hides the number of likes on a post from the public while still showing users who has liked their post. The hack is an opt-in feature that clearly communicates to posters and viewers when it has been activated. We are currently discussing how to collaborate with the feed interactions team to discuss how to realize this idea.

From there you know the story, it's been quite the journey.

From: Adam Mosseri <[REDACTED]@fb.com>
Date: Tuesday, October 1, 2019 at 8:39 PM
To: Instagram HPM [REDACTED]@fb.com>
Subject: Instagram HPM — 09/30/19

Top of Mind

Today marks exactly one year for me in this role at Instagram, so I've been making some time to reflect. This time last year we had seven leaders that we needed to hire, we hadn't yet decided to lead on bullying, Threads was an idea, and nobody had even thought of making like counts private. A lot has changed, but the important things have stayed the same. We value people first, simplicity, and craft. We focus on teens, creators, visual sharing, and well-being. We're lean and mean. There's also — and this is some real talk — a fair amount of anxiety with the Instagram team about the future. My big hope for year two is to create more clarity and excitement about where we're going. We have opportunities to lead that we need to reach out and grab. We need to put pen to paper on what kind of change we want to affect in the world, which requires a willingness to put ourselves out there. I'm going to be sharing some early ideas about our place in the family, and in the world more broadly, at our Q&A on Friday. For those of you on the Instagram team, I hope you'll join me.

Highlights

- On Wednesday, we'll [launch Restrict for all languages](#) to empower people to reduce bullying on Instagram. With Restrict on, people receive 54% fewer DM impressions and 56% fewer comment impressions from the restricted person.

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- On Thursday, the **Threads app will be available globally** in all app stores. At launch, we'll have a high-volume press moment with pre-briefs and an info center and Privacy Matters post, as well as targeted marketing to US teens through in-app channels.
- Season two of the **Netflix Original series “Abstract The Art of Design”** premiered last week, featuring Ian Spalter and Instagram. The episode highlights Instagram's culture, design as one of our values, and our commitment to the IG community.

Sharing Experiences

We're on track to **launch Viewmaster (new camera design)** as early as next week. The goals of Viewmaster are to drive camera captures (especially discovery and usage of AR effects) and unlock a new sharing destination with Create Mode. After three weeks of public tests, camera captures and shares with AR effects are up and overall media created is neutral on iOS and down slightly on Android, but within budget.

We're starting **Android company dog-fooding of a new interest account discovery surface** that groups interests accounts by topic and includes Story rings, Feed post previews, and social context to help people evaluate whether to follow an account directly from the surface. You can dog-food this experience on Android via a new icon at the top right of Explore, as well as “see more” entry-points from account suggestions in NetEgo and at the end of Feed. Please leave feedback in the [IG Discover Accounts Feedback](#) group.

For more details, read the [Home HPM](#) and the [Creation HPM](#).

Interests

Our ICQ (Interests Content Quality) team **shipped a new version of p(objectionable) on Explore grid** that resulted in a 20% objectionable prevalence reduction. This new version both increased Explore engagement +0.26% in organic media impressions and also had very meaningful top-line objectionable prevalence wins [[see post here](#)].

In an effort to get Instagram's recommendation surfaces ready for the US 2020 election, the ICQ team will be pivoting to focus on the intersection of civic and non-recommendable content in Q4 as part of the **US 2020 Election Integrity Lockdown**. This pivot will shore up more focus on building proactive and reactive solutions to minimize problematic civic content and actors from getting distribution on Discovery surfaces [[see post here](#)].

For more details, read the [Interests HPM](#).

Community

We're **un-shipping the Following Activity Tab** for all users to create a simpler, more comfortable Instagram experience. We heard from users that the Following Tab makes them feel exposed and less comfortable interacting on IG. Experiment results showed modest drops to key engagement metrics,

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e.g. small impact to top line DAP (-0.03%) and small drops in time spent (-0.3%). Engagement, creation, follows revenue and home metrics were all neutral.

For more details, read the [Community HPM](#).

Infra

We shipped **two optimizations to IGML's Fireball pipelines**, which resulted in a Data Warehouse compute savings of just over 9K [DIRCU](#). This equates to over \$1.8M savings per year, and represents about 4% of Instagram's overall Data Warehouse quota [[see post here](#)].

For more details, read the [IGML HPM](#).

Outreach

Jim Squires moderated a panel in front of a crowd of 500 advertising industry professionals at **Advertising Week New York**. Jim was joined on stage by a panel of diverse voices — author and activist @cleowade, advertising agency Droga5, and the founder of Bombas — and the conversation positioned Instagram a place that drives the cultural conversation, as well as showcasing the power of Stories.

We launched our **"Get into what you ♥" North Star campaign in Australia** to highlight what makes Instagram so special. We started with a teaser at VidCon AU and will have a 'launch moment' this weekend during the AFL Grand Final (think Super Bowl of Australia) with TV and in-stadium activity. The ads will run across TV, digital, cinema, OOH and our platform through November 10th.

People

Thanks to everyone who brought "Get into what you ♥" to life in Australia: Erica [REDACTED] Kevin [REDACTED] Mira [REDACTED] Hannah [REDACTED] Gregory [REDACTED] Jenn [REDACTED] Kate [REDACTED] Bekah [REDACTED] Janine [REDACTED] Yili [REDACTED] Chris [REDACTED] Tony [REDACTED] Daniel [REDACTED] Chris [REDACTED] Sekka [REDACTED] Kim [REDACTED] Dan [REDACTED] Alex [REDACTED] Elise [REDACTED] Christina [REDACTED] Kallie [REDACTED] Jeffrey [REDACTED] Arlo [REDACTED] Benjamin [REDACTED] Alina [REDACTED] Fadia [REDACTED] Justin [REDACTED] Zaac [REDACTED], Jeff [REDACTED] and Noelle [REDACTED]

Thanks to the team who was behind Advertising Week in New York: Jim Squires, Anne [REDACTED] Travis [REDACTED] Grace [REDACTED] Damien [REDACTED] Chris [REDACTED] and Kasey [REDACTED]

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Me

I spent last weekend up in Inverness on Tomales Bay with the family and a bunch of close friends, mostly with kids. That part of California has been dear to me since my friend Chris introduced me to it years ago. There's something about the light and air that's special and hard to articulate. It was so much fun to get outside and share that with the boys and a bunch of friends.

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