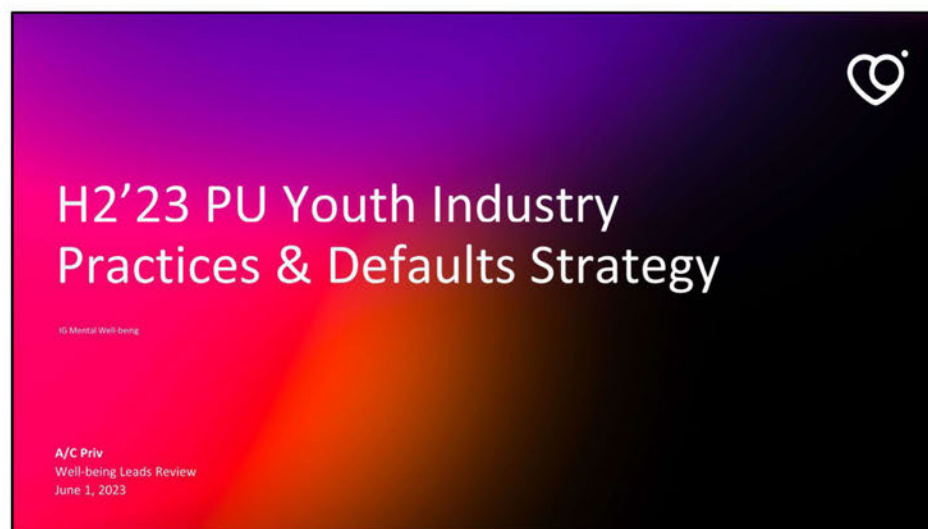




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H2'23 YIP Strategy
Well-being Leads Review

Executive
summary

In the 4/18 IG x CSI YIP alignment [review](#), we aligned on YIP [definition and status](#), and agreed to follow up with our overall defaults strategy for PU as a next step.

In today's review we share our plan to meet YIP by end of year across IPs with discussion focused on how we meet YIP by defaulting teens into a break reminder control.

Our plan to meet YIP in H2 is as follows:

1. [Meet PU-2] Continue time spent accuracy improvements
2. [Meet PU-6] Ship a bedtime reminder
3. [Meet PU-3] Central resource on how to use our tools - led by CSI
4. [Meet PU-5] Default teens into break reminders i.e. Take a Break [focus of discussion today](#)

Based on guidance that meeting YIP is our highest priority goal for H2 followed by potential new ED/SSI focus, and late night use reduction, we are looking to discuss:

1. **[Align]** Revisiting prior guidance on defaults and opting teens into Take a Break by default
2. **[Feedback]** Our approach to defaulting U18 teens into Take a Break by testing conservative (new U18 teens) & aggressive options (all U18 teens) to gauge impacts on late night time spent and the IG ecosystem
3. **[Guidance]** Trade offs - How should the team prioritize YIP vs. late night time spent reduction in the H2 roadmap given current eng bandwidth

Summarize opinion from team – takeaway

Objectives

Goals

- 01 Align on overall approach to meet Youth Industry Practices
- 02 Align on strategy for defaults & proposed product framework
- 03 Discuss next steps & feedback

Non-goals

Design & measurement feedback

Context

Phy & Defaults

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Context on IPs

On 4/18, we aligned with IG WB & CSI leads on the following PU IPs and their status (**canonical**):

Youth Industry Practice for Well-being (YWBIP)	Product Translation → Translation of how this Industry Practice applies to Instagram's products	Status	Next Steps / Recommendations
PU-1. Provide tools that control teens' total time spent on our platforms.	→ Provide tools that enable teens to set a daily limit for total time spent on Instagram and receive a reminder when they have reached that limit.	MEETING <i>Time Spent</i> includes daily limit but we don't default teens	N/A because we are meeting with Daily Limit
PU-2. Surface insights on usage patterns and durations to teens.	→ Surface insights to teens on daily time spent on Instagram and how long time was spent.	PARTIALLY MEETING <i>Time Spent</i> exists, but prelim measurement shows its ~75% accurate	Prioritized for H2
PU-3. Offer age-appropriate information to teens on how to manage their time online.	→ Provide teens with information about how to use the tools to manage their screen time, within time spent tools flow.	NOT MEETING We only have help center articles and uprolls today.	Prioritized for H2
PU-4. Provide options to mute notifications specific to nighttime	→ Provide settings that mute notifications with a night-time specific range of time.	MEETING <i>Quiet Mode</i> exists but we don't default teens nor mute notif by default	N/A because we are meeting with Quiet Mode
PU-5. Interrupt long periods of watch time with reminders to take a break and stop scrolling, defaulted to on, and/or move to other topics.	→ Provide teens with a nudge to take a break, triggered by long usage.	NOT MEETING <i>Take a Break</i> and Topic Nudge exist, but we don't default teens.	Prioritized for H2. Today's review: IG to review approach for defaulting Tab as part of meeting YIP.
PU-6. Send notifications to teens before their bedtime to remind them to wind down	→ Provide teens with a reminders to wind down before bedtime, triggered by late night usage	NOT MEETING	Prioritized for H2

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Slide 5

1 What does IP stand for?

Carly [REDACTED] 5/31/2023

1 industry practices - at times also abbreviated YIP for "youth industry practices" (since they apply to youth)

Elena Davis, 5/31/2023

Prior defaults guidance

Previous defaults proposal (TAB)

In H1'22, we proposed defaulting new teens into Take a Break based on positive feedback from teens, parents, regulators, and press.



Why we did not pursue it

1. Leadership shared that the bar for defaults is high and should consider policy/legal requirements, experimental data showing strong adoption, and behavioral data that a majority of users would support a given product.
2. Testing without confidence in launching was considered challenging, as it is difficult to walk back what many would see as a positive step for well-being. We still face this challenge, but it's more defensible if we move forward with some level of default (ie., U16 v U18).

With recent announcements from competitors, as well as our company goal to be at Youth Industry Practices, we are reopening the defaults topic for further discussion and re-evaluation.

Why reconsider defaults

User needs & solving the problem

- Perceived low control over Instagram use is a common problem (~20-40% of youth IG users) and awareness of opt-in control features is modest (23-34% aware of time management features)
- 35% of late night time spent for p90+ teens comes from sessions over 15 minutes long. However, 97.5% of teens have not adopted Take a Break or Quiet Mode, indicating opportunity for intervention

To more fully address PU behaviors when they are occurring in the moment, controls and nudges could be surfaced in context by default.

Industry landscape & regulation

- YouTube and TikTok both have taken a strong stance on defaulting teens into time spent controls
- Youth Industry Practices specify the need to default a break nudge (default either break nudge or daily limit plus break reminders in 2 of 3 competitors) and a bedtime reminder (default in 2 of 3 competitors).
- In addition, select competitors like TikTok have more strict defaults around overall time limits and muting nighttime notifications for teens.

To respond to this external landscape, stronger defaults are expected from IG. This would also be in line with recommendations from emerging legislation.

Experts

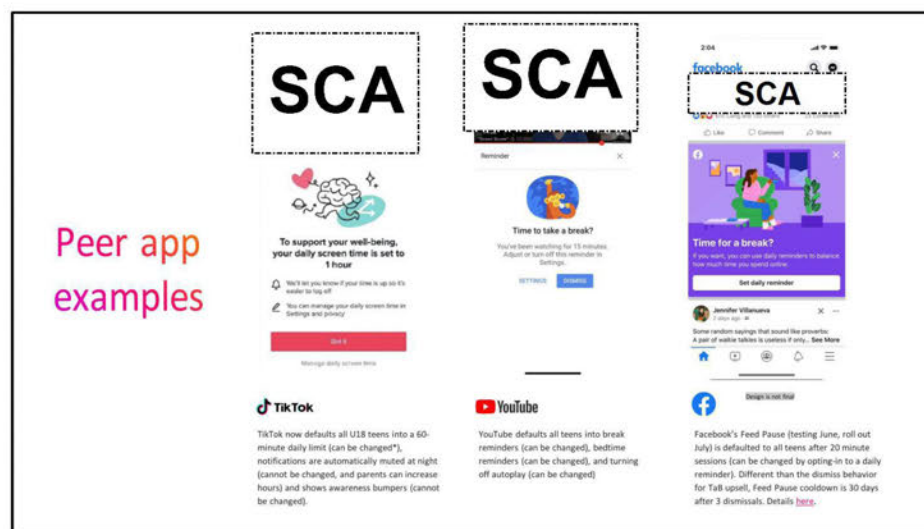
The Surgeon General's recent advisory on teen mental health and social media use called for tech companies to "ensure default settings for children are set to highest safety and privacy standards," based on synthesis of research evidence and input from subject matter experts.

Experts have recommended that default controls can generally help to facilitate "learning through experience"—so teens can try them out, reflect on their relevance, and then make adjustments.

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*If a teen turns off Daily Limit on TikTok, they'll see an upsell asking them to turn on again if they spend more than 100 mins on the app

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H2'23 Plan

VP Implementation

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Meeting YIP

Goal: Move "not meeting" and "partially meeting" statuses to "meeting" through the following workstreams

PU-2: Surface insights on usage patterns and durations to teens.

- Addressed by landing H1 measurement of screen time & scheduler accuracy.
- Setting H2 goals to improve screen time accuracy & scheduler reliability (details).

PU-3: Offer age-appropriate information to teens on how to manage their time online.

- xMWB is driving this cross FoA workstream (PM: antheaws@)

PU-5: Interrupt long periods of watch time with reminders to take a break and stop scrolling, defaulted to on, and/or move to other topics.

- Team to address by defaulting Take a Break.
- Implementation plan discussed in today's review.

PU-6: Send notifications to teens before their bedtime to remind them to wind down

- Team is committed to building a bedtime reminder, and is exploring adding as standalone or part of Quiet Mode (designs to come).
- Will also address our core goal metric of reducing late night time spent.

SCA

Resources

Take a Break default

Bedtime reminder

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Options considered for Take a Break default				
Options	1: Default New U16 Teens	2: Default New U18 Teens	3: Default All U16 Teens	4: Default All U18 Teens
Description	Only U16 (13-15) Stated Age Teens are defaulted into the feature at registration	Only U18 (13-17) Stated Age Teens are defaulted into the feature at registration	All new and existing U16 recommended age teen users are defaulted into the feature (with an upsell to inform them about the feature)	All new and existing U18 recommended age teen users are defaulted into the feature (with an upsell to inform them about the feature)
Late night impact	~0.1% of incremental LNTS impact per month	~0.2% of incremental LNTS impact per month	Potential for >3% impact on LNTS	Potential for >5% impact on LNTS
Ecosystem impact	Gradual ecosystem regressions that may not drive noticeable near term regressions (though these will have significant impact in aggregate)	Gradual ecosystem regressions (though these will still have significant long term impact)	High potential for immediate topline regressions in ecosystem.	Likely topline regressions that are stronger than U16 Defaults.
IG and External Precedent	IG announced publicly that we we default new U16 teens to "less" on SCC, but we are soon moving to all U16	IG defaults new U18 teens to safer TRGM settings	When IG moves SCC to all U16, we'll update comms. TikTok mutes notifs from 9pm onwards for teens 13-15	YouTube says they default all teens (13-17) for both bed + break reminders TikTok mutes notifs from 10pm onwards for teens 16-17 TikTok says they set 60min Daily Limit for all U18 teens

• Recommended age teens doesn't have signal at registration, only new stated age teens can be targeted
 • QM/Tab effectiveness (approximate LNTS reduction per adopted user) is currently 6%
 • Defaulting our other core product, Quiet Mode, would not help us meet PU-5 as is not a break reminder.

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

ASSUMPTIONS:

- New teens -
- U16 (EU would be U18) -
- <PS: SCC moving to all teens not just new>

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Brian: Challenges on option 2, relatively small audience. Exposure points will be critical.

Loop in DS/DE leads early in the test setup to get it right in the first try.

Be more formal in verification processes that exposures/QEs are set up accurately early on.

Anastasia: Opportunity to combine these tests for efficiency

Swithin: Defensibility of doing only new teens if that path works better.

Sayed: Tiered enforcement, clear principles + tenets on U16 vs. U18.

Align across PM pod on POV.

Brian: Principles we need to uphold (new vs. existing) - external expectations,

In touch with Recommendations leads to have principled alignment with IG leads on trade offs (eng vs. ecosystem). Will net out on this that will influence big swings (Sayed, Brian own AI)

Gargi [REDACTED] 6/1/2023

2

Will have guidance for ship decision but not impact test plan

Gargi [REDACTED] 6/1/2023

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Team recommendation: Test options 2 & 4

Our recommendation is to test both rolling & full U18 defaults of Take a Break in H2, allowing for more robust learnings on ecosystem and Teen P90 LNTS impact before shipping a version of defaults in late H2.

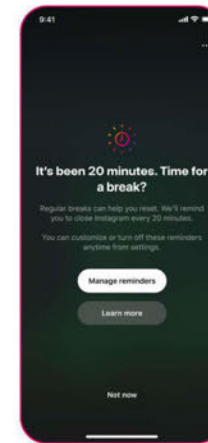
Execution timeline:

- Late Q3 '23: Start global test of new vs. new + existing defaults
- Middle Q4 '23: Bring learnings to leads for review
- Late Q4 '23: Launch defaults
- H1 '24: Explore additional default opportunities

Rationale:

Take a Break can be a powerful tool to reduce Teen P90 LNTS, but we are wary of the effects of full defaults on the IG ecosystem.

This proposal will allow us to test our most aggressive option (default all U18 teens), while also gathering learnings from a lower-impact approach (default new U18 teens) that would still allow us to ship a default feature in H2 if we determine ecosystem impacts are too large for full defaults.



Proposed TAB Default

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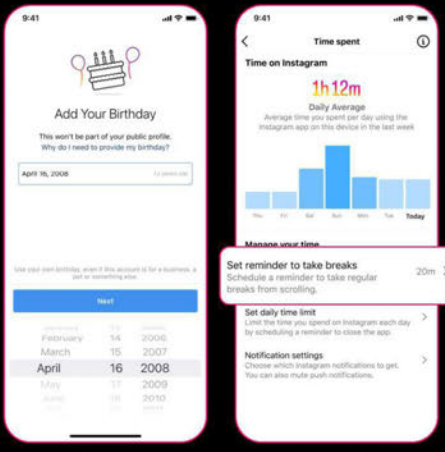
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Take a Break Default UX

New teens defaulted during onboarding

- Default new U18 teens to Take a Break (~1M stated age)
- No extra education or call-outs are necessary for this default *during* the onboarding flow (in adherence with precedence set by [Teen Safety defaults](#))
- Default will be set to break reminders every [20] minutes



Teens identified during onboarding

Break reminder default

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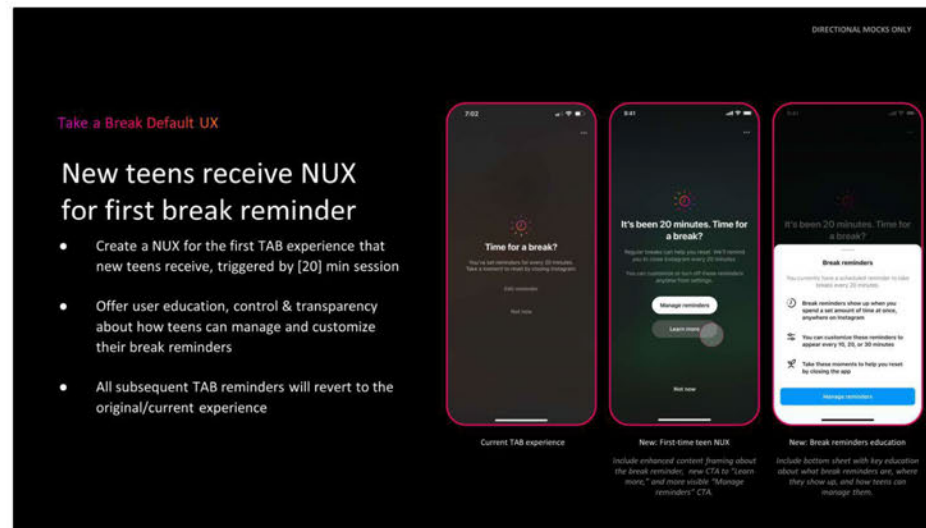
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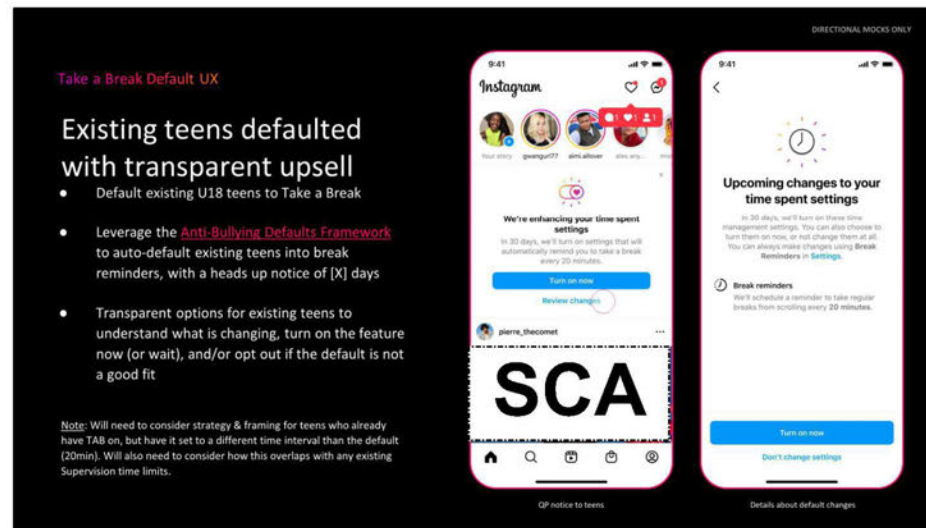
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Slide 13

- 1 @ [REDACTED]@meta.com what is the approximate # of new U18 stated age teens each day?
Reassigned to [REDACTED]@meta.com
Brian [REDACTED] 5/31/2023
- 1 ~1M Stated Age U18 Teens, ~550K Stated Age U16 Teens
Taylor [REDACTED] 5/31/2023
- 1 Is the rationale to use 20 mins instead of the other options rooted in FBs approach for consistency?
Swithin [REDACTED] 6/1/2023
- 3 Consistency with FB app

Follow up async _ GTM
Gargi [REDACTED] 6/1/2023





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Discussion

Feedback and next steps

FAQ: Potential H2 Roadmap Beyond Take a Break Defaults

With current HC (7 eng)

- YIP: Ship a bedtime reminder
- YIP: Default teens into break reminders i.e. Take a Break
- QM Armadillo compatibility
- (Android Only) YIP: Continue time spent accuracy improvements

Collaborations:

- BrandX: Quiet Mode adoption, including Activity Feed QP & permanent entry point
- CSI: PU-3, central repository of age appropriate information for teens
- Others TBD

With additional HC: We can prioritize late night use reduction levers outside of YIP

- (iOS) YIP: Continue time spent accuracy improvements
- Reels interruption i.e. awareness bumper (key strategy for late night use reduction)
- Night time wind down timer
- Quiet Mode effectiveness (audio off, dim screen)
- Quiet Mode day of week customization
- (WIP) Ranking: Adjust recommendations at night time
- ED/SSI blunt tools - pending more context

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4

YIP in context of PU

Blunt levers across discovery recs - digital cleanse/rec refresh

Resources for ED/SSI (team has historically owned this)

As part of roadmap reviews, WB will review top priorities and find ways to staff..

either deprioritize other areas or HC for this

Sayed with share ED/SSI context for blunt levers

bake all of above priorities into roadmap

Gargi [REDACTED] 6/1/2023

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Discussion

1. Based on the context shared, are we aligned on revisiting prior guidance on defaults and opting teens into Take a Break by default?

1. Are leads aligned with our approach and UX to defaulting U18 teens into Take a Break?

With tests of conservative (new U18 teens) & aggressive default options (all U18 teens), we will weigh the relative impacts on late night time spent & the IG ecosystem.

1. Ahead of our goals review on 6/8, do leads have an early steer on how the team should think about resource allocation and goal prioritization?

At current team size, we expect meeting YIP (4 workstreams) + Armadillo compatibility to utilize 100% of eng bandwidth.

As a result, without incremental HC, levers to (1) reduce late night use - Reels interruption and Quiet Mode effectiveness (customization of hours and audio visual cues) and (2) ED/SSI blunt levers - will fall below the line. Rough roadmap [here](#).

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9 Question about default 20 vs. 10 min
Gargi [REDACTED] 6/1/2023

5 Sayed: Aligned on the rec.

Tab: Rationale makes sense across options. Relatively low risk option to see meaningful adoption and retention.
Gargi [REDACTED] 6/1/2023

6 Ashley: Using most recent, best in class research to inform implementation. Consistency across FoA.

20 min upsell- are you considering
Gargi [REDACTED] 6/1/2023

8 Sayed:

H2 there is opportunity to take on even more ambitious goals. Defaults are a big swing in that direction.

Even more optimized for test set up and excellence - fix issues seen this half

Brian:

This half other teams are regressing our metrics. LNTS is a tier 1 metric, but we don't have a robust method to ensure guardrails are being held. RI as benchmark for defense strategy (DS process oriented). Topline impact for defense strategy that can be in line with order of magnitude for next week.

Trade offs: Scale of regression is important
Gargi [REDACTED] 6/1/2023

7 (1) How can we have meaningful impact in this space?

SG advisory as consideration

What happens after the default? what if users dismisses? Hard blocks/friction?

Long term how can we affect time spent for teens? Feature limiting like for Explore or Reels?

(2) Empowerment as a strategy - has it been effective? What roles could parents/ guardians play? Identify core tenets that they can apply from settings POV for more stringent settings.

Gargi [REDACTED] 6/1/2023

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Slide 18 (Continued)

2 Are we comfortable to defend keeping just new teens if we have other controls like SCC that may roll out completely to all teens?

Swithin [REDACTED] 6/1/2023

1 @ [REDACTED]@meta.com @ [REDACTED]@meta.com @ [REDACTED]@meta.com

Can we ensure Policy (liz and others) and Legal (Sonia or whomever on the IG side)

PRIV

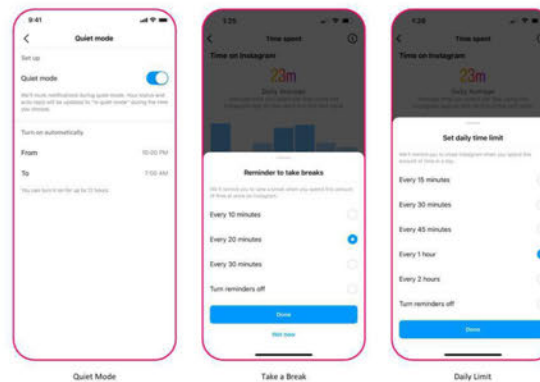
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Josh Latshaw, 6/1/2023

FAQ: Did the team consider other default controls?

Current suite of MWB controls that *could* be considered for defaults. Only **Take a Break** was considered since **PU-5** clearly refers to break reminders.



FAQ: How is the portfolio performing & how did that inform the team's choice?

- Please note Daily Limit has not been actively updated/iterated on outside of maintenance since 2020 ([ref/ref](#))
- Quiet Mode has potential as a default strategy but only after we ship globally, optimize retention and hour customization (post H2)
- Take a Break is our most mature product, ready for an H2 default strategy, especially with strong retention and equivalent effectiveness, include most recent encouraging results from IGD QP test.

	Quiet Mode	Take a Break	Daily Limit
Teen P90 LNTS Effectiveness per User (28D)	-6% per User (Yet to Observe Global)	-6% per User	Not measured
Ecosystem Impacts	None observed, but not confirmed in Global Test	Confirmed SS Impact on US Core Foreground Sessions (TaB Upsell Test)	
Teen Feature Retention (28D)	63%	96%	92%
Teen Adoption	1.6%	1.6%	1%
Teen Trigger Rate		19%	13%
Teen Honor Rate		45%	40%

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Slide 20

- 2 @ [REDACTED]@meta.com do we have a hypothesis on this one? This implies that spending more time on the App induces more future sessions? Could this be because increased engagement creates events (comments, posts, dms) that others react to and then bring the user back?

Reassigned to [REDACTED]@meta.com

Brian [REDACTED] 5/31/2023

- 2 We don't have a leading theory yet--I want to validate and investigate more deeply once we have restarted test with tighter targeting, but am holding on additional analysis until we have that data.

That said, in the initial test, we did observe SS regression in communication (DMs) in the US, so the communication theory is a viable hypothesis (particularly when we consider the idea that the QP is in DM). Potentially, the user enters DM inbox, sees the upsell and chooses to enroll in QM or dismiss rather than sending a message. This could lead to fewer "come-back" sessions.

Taylor [REDACTED] 5/31/2023

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FAQ: How do the products compare for a general defaults strategy beyond PU-5?

Product vs. value of default	User value UXR	Late Night Time Spent	IG Ecosystem Impact	External POV	Product/Eng	YIP Alignment
Daily Limit (assume 1 hour)	+ Feed Pause based on total time spent had positive impact (gen pop) (1, 2, 3; summary here) + High time spent (strongest) association with perceived low control + Gap between perceived effectiveness and awareness (report in review) + Expert-endorsed; works better if limits are a personal goal	We do not have recent measurement of the products ecosystem or goal metric impact since we haven't iterated on it since ~2020.		+/- Meets competitor standard - TT already announced w/ some criticism + Could be stronger if we decrease default	- Unlikely to meet H2 timeline as product requires UX refresh & updated baseline measurement	+/- Daily limit default is not a requirement, but would be "beyond"
Take a Break (assume 20 min)	+/- Upsell already shown to qualifying teens; though repeated break nudges will reach more users + Gap between perceived effectiveness and awareness (report in review) + Expert-endorsed	Global Tests of TaB have shown 6% per adopted user effectiveness in reducing late night time spent	Global Tests of TaB showed 55 impact on US Core Foreground Sessions (est. 10% impact per adopted user) so defaults likely will impact IG ecosystem.	+ Meets/exceeds competitor standard + Also addresses "rabbit holing" etc	+ Product has strong retention, low friction + Reminder is surface agnostic - Break honor rate is low	+ Nudge to take a break is required by default (PU-5) + Feed Pause precedent will make this more timely for IG to meet
Quiet Mode (assume 11 pm to 7 am)	+ Positive user feedback and perceived effectiveness from QM users (report forthcoming) - Opt out might be high (related to retention issue) +/- Preventing late night "pull" to app is only part of the evening/night problem + Expert-endorsed	US tests showed 6% effectiveness per adopted user at reducing late night time spent, but global tests have yet to confirm these results.	US tests showed minimal impact on IG Ecosystem, but these have yet to be confirmed in global tests	+/- Meets competitor standard - External scrutiny is currently lower on night use	+/- More investment needed in H2 to increase effectiveness - Not yet shipped globally; adds risk due to ecosystem impact	+/- Adding bedtime reminder to QM would be a good fit and address YIP gap for PU-6 +/- Muting notif's at nighttime would go "beyond" addressing PU-4 (but not far beyond as 1 competitor defaults this)

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

ASSUMPTIONS:

- New teens -
- U16 (EU would be U18) -
- <PS: SCC moving to all teens not just new>

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FAQ: How does this default strategy evolve over long term?

Below is a rough outline of a multi-half defaults strategy, though we'd need to finalize resourcing before locking this in:

Q3'23

- Ship Reels night time awareness bumper after testing in Q2 (beyond IP)
- Test default on for Take a Break

Q4'23

- Ship Take a Break to U18 teens (meet IP)
- Prepare to test Quiet Mode default by investing in effectiveness levers (audio off, dim screen, day of week customization, retention)

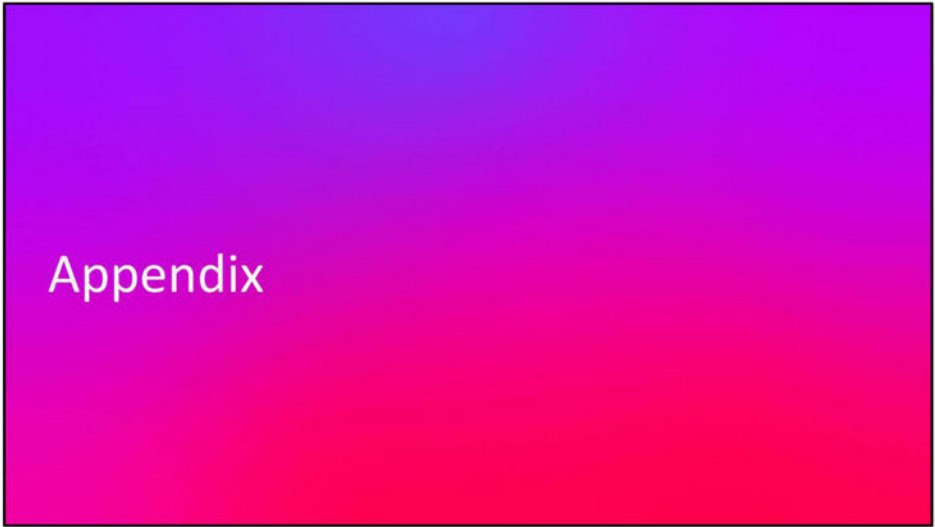
H1'24

- Test & ship (based on results) default on for Quiet Mode
- Competitive & regulatory landscape to inform if Daily Limit or any other bundle of defaults is to be considered

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Appendix

Expected External Impact

Youth Industry Practices: Would move us from “not meeting” to “meeting” as we currently do not default break reminders like other competitors are already doing.

Press: Potential for a medium-volume moment. We’d be seen as taking a meaningful step, but catching up to competitors. A larger moment would require doing something new (e.g. stronger break experience or not letting teens opt-out)

Current defaults proposal likely puts us here			
Launch volume	Low	Medium	High
Expected sentiment impact	Neutral/no impact	Moderate positive or negative	Strong positive or negative
Impact to user	Only power users would notice	Noticeable, but table stakes and/or another competitor has launched something similar	Very noticeable and/or changes user experience. No competitors with similar feature.
Potential activations <i>*Not guaranteed</i>	• Mention in bundled announcement (if applicable) • Potential inclusion in Hidden Gems, TWOI • Mention at events	• Bundled announcement • Press pitching with medium-volume coverage • Social channels • Mention at events	• Standalone announcement (or highlight of bundle) • Press pitching with high-volume coverage • Exec comms • Creator activation • Mktg support • Highlight at events

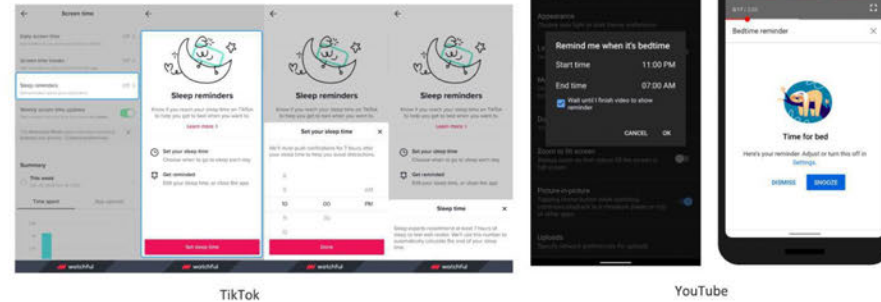
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Bedtime Reminders

Competitor products



<https://blog.google/outreach-initiatives/digital-wellbeing/improve-your-sleep/>
<https://www.technobaboy.com/2020/05/22/youtube-bedtime-reminders/>
<https://techcrunch.com/2023/01/06/tiktok-testing-sleep-reminders-feature-nudge-you-when-bedtime/?guccounter=1>

PLTF EX-04321_0034

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META3047MDL-277-00008397
METANMAG-127-00008397

Changes since prior guidance

Parameters for targeting bedtime reminders

Goal: Provide all U18 recommended teens with bedtime reminders, with opt-out control

- **Age:** YIP requires offering all teens (U18) a bedtime reminder, triggered by late night usage. (YouTube defaults this on; TikTok offers sleep reminder feature).
- **Scope — New teens vs. All teens:** Industry expectation is to **offer this feature to all teens** (including existing teens), but permits opting out of reminders. If this feature is defaulted on, the [impact on goal metrics](#) will be observed sooner.
 - Precedent is not uniform:
 - SCC started with new teens now going to existing teens
 - Anti-bullying team defaulted existing users into a Creator bundle with a 30 day notice and option to opt-out
- **Opt-out/customization:** IG precedent is to allow users to **update settings and opt out** of defaults
- **Time:** Based on usage patterns, we plan to test bedtime reminder variants at 10PM, 11PM, and 12AM and explore the opportunity for age-based timing. We would allow users to **customize when they see the bedtime reminder**.

Document Title

PLTF EX-04321_0035

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META3047MDL-277-00008398
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How to offer bedtime reminders? Spectrum of directions

Concept	Standalone Bedtime Reminders	Bedtime Reminders x Quiet Mode	Bedtime Reminders x Take a Break
Description	New Bedtime Reminder control added to the suite of MWB products (alongside TAB, QM, etc.). Default teens to seeing the reminder at night, with the ability to customize when it shows up.	Integrate Bedtime Reminder as an option within Quiet Mode, and default on both Bedtime Reminder and Quiet Mode for teens to start at the same time.	Integrate Bedtime Reminder as a subset of Take a Break. Default teens to seeing the Bedtime Reminder part of Take a Break, with the ability to customize when it shows up.
Pros	✓ Able to more easily build and test efficacy of a standalone product ✓ Teens who don't resonate with the other MWB products have the option to turn on only Bedtime Reminders, which could reduce late night use ✓ Matches TikTok and YouTube paradigms	✓ Seems like a natural product extension of Quiet Mode, as both are intended for night use and offer a set start time ✓ Bedtime reminders are a top-requested feature by QM users (28%) in survey responses ✓ Strengthens one of our existing MWB features, rather than adding a new feature to the portfolio	✓ Bedtime Reminders could be framed as a "break" experience, just intended for when it's time to go to sleep ✓ Strengthens one of our existing MWB features, rather than adding a new feature to the portfolio
Cons	⊖ Adds another separate feature in addition to the MWB suite of products (more maintenance) ⊖ Need overlap logic with TAB and QM if teens are opted into other features that may show up at the same time	⊖ Defaulting teens to Quiet Mode would require more product improvements and retention levers before it is feasible ⊖ Teens would need to find value in Quiet Mode in order to adopt the Bedtime Reminders ⊖ If we move towards Ad-Hoc Quiet Mode, this would impact implication of "bedtime"	⊖ Data impact analysis shows that defaulting teens to TAB could lead to negative ecosystem impact, so we'll need to identify trade-offs here ⊖ Teens would need to find value in Take a Break in order to adopt the Bedtime Reminders
Directional Designs			

PLTF EX-04321_0036

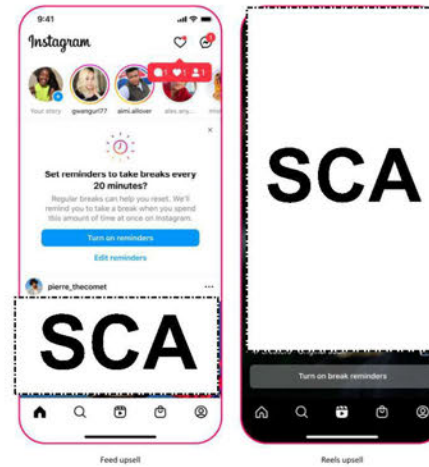
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Default control

Existing Teens: Upsell TAB Default (Short-term)

- Continue to upsell TAB default break reminders to existing teens (following the Teen Safety framework)
- Continue to leverage the 1-tap CTA to turn on the feature



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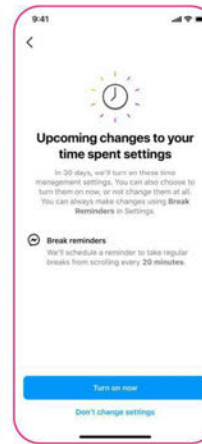
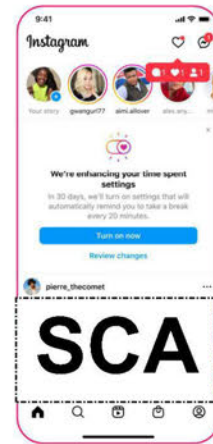
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Default control

Existing Teens: TAB Default
(Long-term)

- Concept to adopt the Anti-Bullying Defaults framework to auto default existing teens into break reminders
- Heads up notice of X days, with option to turn on now or wait until the default updates



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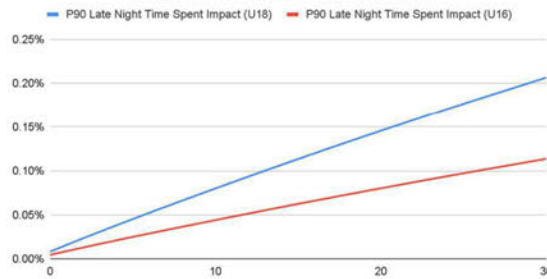
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A “full” default strategy is the best approach to maximize near-term impact, while a “rolling” default strategy may minimize ecosystem shock.

The impact on both LNTS and ecosystem for a default strategy depends on several key factors:

1. **Feature Impact:** If a feature drives more impact at a per-user basis, the sooner the total impact will be seen (and the larger the potential impact will be).
2. **Feature Retention:** As with non-default implementations, low retention can reduce impact because of a “leaky bucket” of lost users.
3. **Number of Default Users:** If we default more users into a feature, the impact on overall goal metrics will be felt sooner.
4. **Time:** Lastly, for enrollment-linked defaults (such as new-teen users), more impact will be felt as the “defaulted” users make up a larger portion of total users.

Example: TaB P90 Time Spent Impact by Days from Rolling Default Start
Retention at D30: 60% | 6% Effectiveness per User



At current rates, a U18 rolling strategy that defaults new users at enrollment will reach ~1M Users, while a U16 rolling strategy will reach ~550K users per day. Based on these results, we could expect to see ~1% of additional LNTS movement per half for a 6 months of rolling default.

On the other hand, a full default push (where all recommended teen users are enrolled at once) could drive >5% of impact on Teen P90 LNTS, but also could drive significant impacts on ecosystem metrics.

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

ASSUMPTIONS:

- New teens -
- U16 (EU would be U18) -
- <PS: SCC moving to all teens not just new>

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Defaults considered						
Product vs. value of default	User value UXR	Late Night Time Spent	IG Ecosystem Impact	External POV	Product/Eng	YIP Alignment
Daily Limit (assume 1 hour)	+ Feed Pause positive impact (gen pop) + High time spent strongest association with perceived low control + Gap between perceived effectiveness and awareness	No understanding of impact on Late Night Time Spent.	No understanding of impact on Late Night Time Spent.	+/- Meets competitor standard - TT already announced w/ some criticism +/- Could be stronger if we decrease time	- Will require refresh and maintenance; could be overhauled in future	+/- Daily limit default is not a requirement, but would be 'beyond'
Take a Break (assume 20 min)	+/- Upsell already meets this 1x/day, though repeated break nudges might work better + Gap between perceived effectiveness and awareness	Global Tests of TaB have shown 6% per adopted user effectiveness in reducing late night time spent	Global Tests of TaB showed SS impact on US Core Foreground Sessions (est. 20% impact per adopted user) so defaults likely will impact IG ecosystem.	+ Meets/exceeds competitor standard + Also addresses 'rabbit holing' etc	+ Product has strong retention, low friction + Reminder is surface agnostic - One way door - Meaningful adoption is low	+ Nudge to take a break is required by default (PU-5) + Feed Pause precedent will make this more timely for IG to meet +/- TaB upsell currently meets a minimum bar; defaulting TaB itself would be 'beyond' (but not far beyond)
Quiet Mode (assume default)	+ Positive user feedback and perceived effectiveness (for those who use it) - Opt out might be high (related to retention issue) +/- Preventing late night 'pull' to app is <i>very, very</i> difficult, the evening/night problem	US tests showed 6% effectiveness per adopted user at reducing late night time spent, but global tests have yet to confirm these results.	US tests showed minimal impact on IG Ecosystem, but these have yet to be confirmed in global tests	+ Meets competitor standard - Doesn't go beyond baseline	+ Implicit pivot to sleep mode + TaBak mutes notifis at night by default - One way door	+/- Adding bedtime reminder to GM would be a good fit and address YIP gap for PU-6 +/- Muting notifis at nighttime would go 'beyond' addressing PU-4 (but not far beyond as 1 competitor defaults this)
Reels night time nudge	+ Positive user feedback and perceived effectiveness + Teens use Reels to wind-down at night, but often lose track of time +/- More effective triggering could account for surface-switching behavior + Gap between perceived effectiveness and awareness	No understanding of impact on Late Night Time Spent (Upcoming tests should provide this)	No understanding of impact on IG Ecosystem (Upcoming tests should provide this)	+ Teens cannot opt-out - Only address night use on single surface, would be stronger if it expanded	+ Less interruptive UX, TikTok does this + Targets existing users as well + Two way door as it's not a setting - Currently surface specific	- Not specifically related to a YIP gap- this would be another example of a defaulted nudge to take a break - Would not fully meet the bedtime reminder YIP gap

Not in scope: Muting not

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

ASSUMPTIONS:

- New teens -
- U16 (EU would be U18) -
- <PS: SCC moving to all teens not just new>

PLTF EX-04321_0040

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What would it take to move these options to 'green'?

Product vs. value of default	User value UXR	Late Night Time Spent	IG Ecosystem Impact	External POV	Product/Eng
Daily Limit (assume 1 hour)			- Not much in what was already documented - Is this less harmful to the ecosystem than default TaB, as an overall time management tool? - Are nudges/reminders at longer intervals of time spent more effective for adherence? - What was TikTok's criticism noted externally (that it was too long of a time interval?) - Would bundling this with TaB be more meaningful?		
Take a Break (assume 20 min)			- Defaulting into repeated nudges could be more effective; need to find ways to promote meaningful adoption (ways for users to try it out and check in? varying the messaging? requiring an action to dismiss?) - Updated targeting for addressing 'rabbitholing' - Rising to a new bar from Feed Pause; more cohesive narrative? - How to keep it from being a one-way door?		
Quiet Mode (assume default)			- Improvements to core functionality to improve retention - Adhoc functionality to not only address late night, but broader time management use cases - Having a bedtime reminder feature, to meet YIP - Having muting of notifis at night be a potential default option in the future (would address PU-4) - Bundle with other features to make it easier to stop using at night/step away from IG (like visual cues to wind down) could be more of an external 'moment' - Bundle could have the largest ecosystem impact		
Reels night time nudge			- More effective triggering could account for surface-switching behavior - Only covers a single surface - so it addresses a narrow part of the time management problem, though that might make it additive/unique on top of TaB (part of 'beyond' YIP and might address concerns of Feed Pause showing up more persistently than TaB - this would be a new and more tailored nudge) - Could this be a Reels time spent nudge not exclusive to nighttime?		

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

ASSUMPTIONS:

- New teens -
- U16 (EU would be U18) -
- <PS: SCC moving to all teens not just new>

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