



DISCOVERY SAFETY - SEARCH

[A/C PRIV] IG Search Integrity: Keyword Enforcement Proposal for SCC Less

PLTF EX-04323_0001

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Goals for today

Context

- A key goal in H1 2024 is to improve Safety for Teens. The top opportunity to do this is to improve enforcements on non-recommendable queries such as “porn”, “meth”, “self harm”, and “skinny body”, [a gap that many competitors have already addressed](#).
- Currently, IG [shows account results](#) when someone searches for a non-rec query. Some of these accounts have non-rec content, violating content, or sometimes neither, but these accounts can still cause perception impact for the users (teens, parents, adults) - especially when the user has opted to be in a Safe setting (SCC Less).

We are seeking a decision from leads to improve search safety for [non-rec queries](#) for SCC Less ([Designs](#), [Traffic light](#)):

- ↳ **Option 1 (Increased Friction - Policy Preference)** that adds SERP friction for non-rec queries to mitigate some screenshot risk without significant over-enforcement impact, but is unlikely to improve topline teen safety.
- ↳ **Option 2 (Exact Match/Connected Only - Product/Legal Preference, Policy Supported)** that only shows the exact match account and connected account results for a non-rec query. This option prioritizes safety over voice and has the potential to reduce overall teen SWVP (Severity Weighted Views Prevalence) by 2.1% and overall teen sexual non-rec prevalence by 21%.
- ↳ **Option 3 (Fully Blocking)** completely empties SERP for non-rec queries, which is [Tiktok's approach](#)

Non-goals for today

- Discuss overarching Search principles: Search is an incredibly complex surface for enforcement principles and 30 min is insufficient to cover all enforcement principles, hence we would like to address this one-piece at a time.
- Discussing other improvements: a) protections for inherently violating queries b) Typeahead safety (the team is actively working on closing gaps) c) improvements to the overall SCC product

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Context
Proposal
Discussion

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Terminology

- **SCC - Sensitive Content Control**
 - ↳ SCC is a setting that allows users to control how much sensitive content they see on IG
 - ↳ Currently, ~54% of teens are in SCC Less, but this will increase to ~95% of teens through Project Nido. U16 teens will be hard defaulted into SCC Less and 16-17 y/o teens will be soft defaulted into SCC Less.
- **Inherently non-rec query** - Based on IG's [Keyword Recommendation Guidelines](#)
 - ↳ Examples - "porn", "meth", "self harm", "skinny body", "sex", "horny"
 - ↳ What is currently not covered - "pause challenge", "new drake song" and other queries that may currently show a high amount of non-rec content on SERP, but are not **inherently** non-rec per our Keyword Recommendations Guidelines. Policy is being updated to use SERP Media rollup to inform whether a query is considered non-rec.
 - ↳ **Note:** Policy is updating the Search Principles and Enforcement Framework. Some non-rec categories (e.g. Life Events) will be excluded from the proposed enforcements.
- **Inherently violating query** - Based on IG's [Community Guidelines](#). Inherently violating queries are already [completely blocked \(we do not return any SERP\) on IG search](#) through the [blocking inform module keyword lists](#).
 - ↳ Examples - "child porn links", "how to kill myself", "pro anorexia"
- **Search surfaces**
 - ↳ Typeahead - Recommended query matches that appear as the user types a search query
 - ↳ SERP - Search Engine Results Page
 - ↳ Media SERP - Content results on search that appear on the For You tab
 - ↳ Account SERP - Account results on search that appear on the Accounts tab

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⚠ Problem

Teens use Search to find problematic content, as measured by the fact that Search is a top pathway contributing to teen SWVP and non-rec prevalence. However, parents expect IG to limit the discoverability of age-inappropriate content for teens on search.

💡 Opportunity

Prioritizing safety over voice for Option 2 (Exact Match/Connected Only) can reduce overall teen SWVP by an estimated 2.1% (-4% UWVP) and reduce overall teen sexual non-rec prevalence by ~21% (Source) while also building into IG's broader efforts to address parental concerns around age-appropriate content.

Overall:

- Profile contribution to SSPx (67%) * search contribution to Profile (48%) * SSPx contribution to SWVP (6%) * Enforcable Rate (77%) = 1.5%
- Profile contribution to ANSA (54%) * Search contribution to Profile (48%) * ANSA contribution to SWVP (3%) * Enforcable Rate (77%) = 0.60%
- Profile contribution to sex non-rec (57%) * Search contribution to profile (48%) * Enforcable Rate (77%) = 21.1%

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What we know

- **Search is a key pathway to violating VPVs: at least 48% of SSPX VPVs and 26% of ANSA VPVs.**
 - ↳ Out of the top 200 searched users that led to violating ANSA/SSPX VPVs, 77% are results from inherently non-rec queries (others came from "adult" or "lesbian")
- **Classifier upgrades and other enforcement improvements have limited opportunity to improve content safety.**
 - ↳ Inherently non-rec queries (e.g. "porn") mostly produce bad or worse results. In many cases, users are intending to discover violating content and entities. Current IG inventory cannot support safe search since there are very few good results, and ranking/filtering are challenging and not effective.
 - ↳ We currently filter non-rec accounts from account results, but since non-rec account recall is currently ~38%, we are not enforcing >60% of non-rec accounts. There are also many accounts that look non-rec but barely scrape through policy lines.
 - ↳ Since recall for content/entity classifiers will never be perfect, users can continue relying on search to aggregate all False Negatives in one place. See violating and non-rec samples in Appendix, 2.
- **Non-rec prevalence can be driven down to MDE (Minimum Detectable Effect) on recs, but this will not be possible on Search without updating search principles**
 - ↳ IG needs to cater to the user's explicit non-rec intent on Search and return relevant results. Since the starting query is inherently non-rec, a concentration of unsafe exposure cannot be avoided.

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Context

Proposal

Discussion

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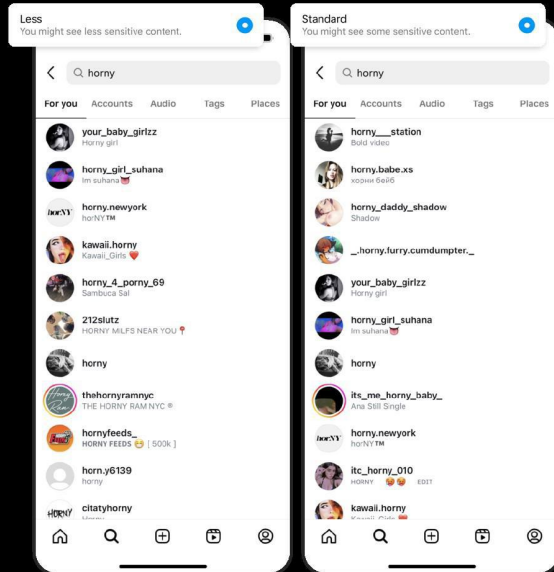
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Problem:

Despite SCC Less being our safest setting for teens and IG completely blocking inherently violating queries on search, teens still discover violating and non-rec content/entities through inherently non-rec queries.

Results for SCC Less are not significantly safer than SCC Standard results



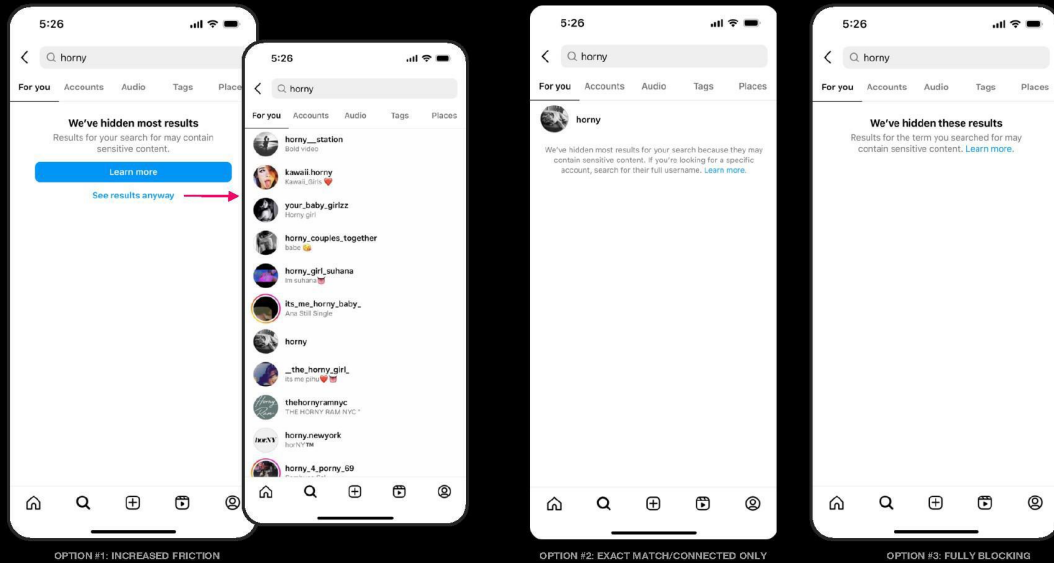
Note: There is stricter downranking for SCC Less, but it's not helpful for risky queries since we're ranking between poor and worse results

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PROPOSAL TLDR: - ENFORCEMENT OPTIONS



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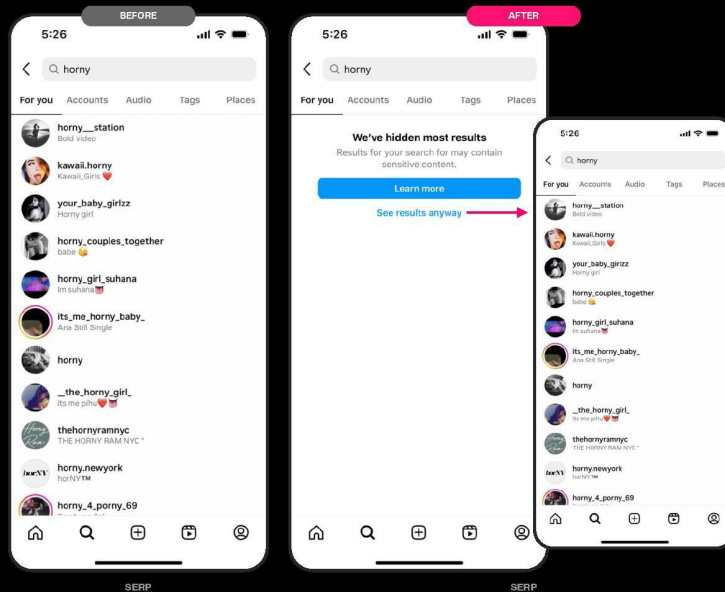
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OPTIONAL
PROXIES

A lightweight option that still allows discovery, but adds additional friction

We will hide all search results behind one layer of friction. At a minimum, we propose shipping this experience to bring IG to parity with FB. We will be ready to public test this experience in the next 2 weeks.



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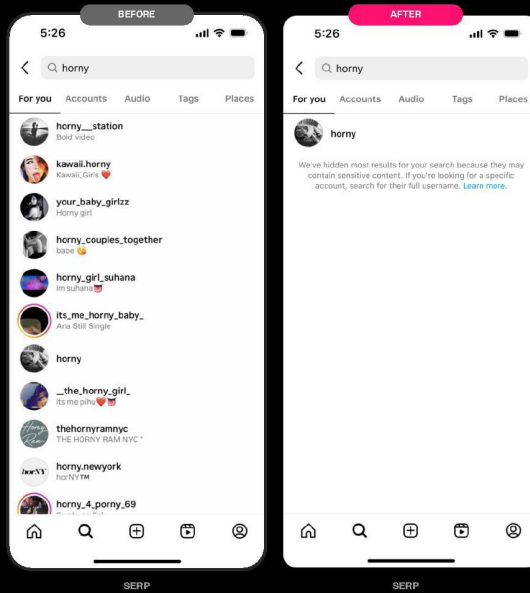
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SECTION 2 (EXACT
MATCHES ONLY)

Only allow exact account matches (for unconnected accounts) and connected accounts only

Making these 2 allowances will help us preserve voice and over enforcement
against benign accounts that happen to have an inherently non-rec keyword in
their username and prior connections.



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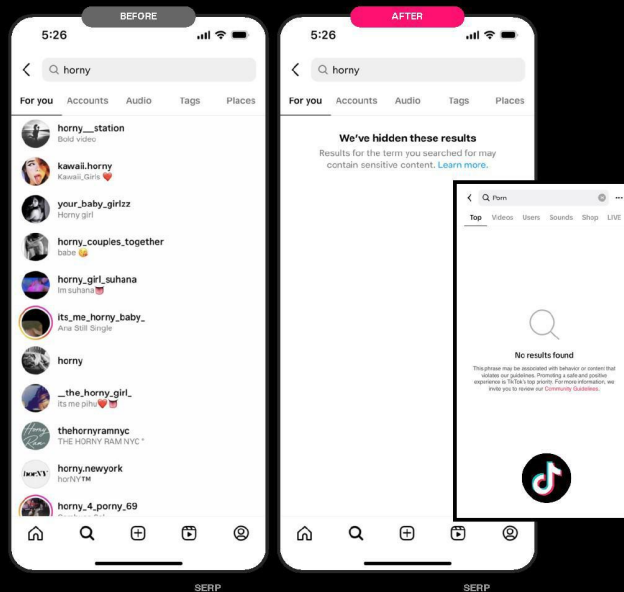
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SECTION 2354(b)(1)(A)

Fully blocking search, similar to TikTok's approach

Terms that Tiktok has completely blocked from search (for all users, not just teens) include "porn", "sex", "horny", "adderal", "fentanyl", "anorexia", "self harm", "suicide".

IG currently **allows results** for all of these terms for teens.



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TRAFFIC LIGHT	SAFETY		VOICE
	Discoverability of non-rec/violating content and entities		Creator reach, discoverability of benign and popular accounts
	Status Quo (Filter non-rec accounts, but no query-level enforcement for non-rec queries)	Although non-rec accounts are filtered, <u>recall gaps</u> make it <u>extremely easy for teens to find non-rec and violating content</u> .	All recommendable accounts are eligible to show up in search. Non-recommendable accounts receive <u>transparency</u> about their limited reach.
	Option #1 - Increased Friction	Teens will easily click through and find non-rec content and entities. No anticipated SWVP or non-rec prevalence reductions. Mitigates, but does not fully eliminate, screenshot risk. May lead to scrutiny from regulators/plaintiffs for letting teens see potentially harmful results anyway.	Moderately reduced discoverability for some recommendable accounts associated with inherently non-rec keywords.
	Option #2 - Exact Match/Connected Only	Estimated: 2.1% teen SWVP reduction and 21% teen sexual non-rec prevalence reduction (<u>Source</u>). PRIV legal PRIV PRIV	It will be <u>difficult for teens to find recommendable accounts</u> associated with inherently non-rec keywords, e.g. @fuckjerry, @foodporn, since they must type the account handle exactly. Those accounts will have reduced teen reach.
We believe that building trust with parents and the <u>estimated 2.1% teen SWVP and 21% teen sexual non-rec prevalence reductions</u> are worth the overenforcement trade-off to protect teens.			
Option #3 - Fully Blocking			
Estimated: 2.1% teen SWVP reduction and 21% teen sexual non-rec prevalence reduction (<u>Source</u>). PRIV legal PRIV PRIV			
It will be fully impossible for a teen to find any accounts associated with inherently non-rec keywords.			

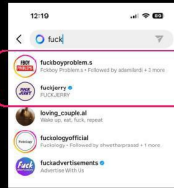
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RISKS

We are likely to make voice tradeoffs (see below) with Option 2 that can be managed via a) Comms b) Mitigations (next slide)

Risk 1

Over-enforcement of benign accounts for inherently non-rec keywords

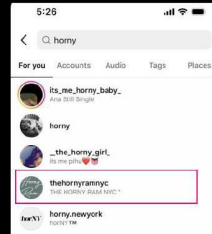


No results (if we launch option 2)

Examples: @fuckjerry (popular meme account), @foodporn, @sexeducation (Netflix show), @thesuicidesquad. We anticipated moderate to severe creator backlash.

Risk 2

Hard for users to find benign accounts with long names due to misspellings etc

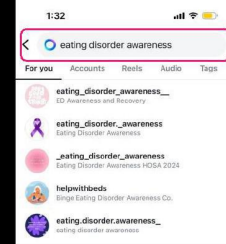


Getting to this account will be hard given the long name

Example: Misspellings or typos for benign and popular accounts such as @thehornyramnyc or @thesexlifecollegegirls may cause users to have difficulty finding the intended account.

Risk 3

False positive queries flagged by our classifiers



Example: "eating disorder awareness week", "food porn", "toxic relationship", and other related non-rec keywords

Overall Risk: Although this experience does not directly link to SCC settings, Teens can still attempt to change their SCC settings if they find that Search isn't comprehensive for them.

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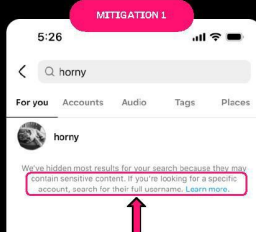
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MITIGATIONS

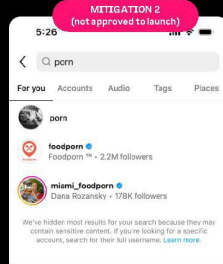
Although there will be significant tradeoffs for Option 2 (Exact Match/Connected Only), we have mitigations that will help.

Mitigation for Risk 1 and 2 (Benign accounts and typos)

- a) Content instructing users to type the full username
- b) Showing verified accounts, managed partners, and accounts with high followers (currently not policy approved due to bias concerns).



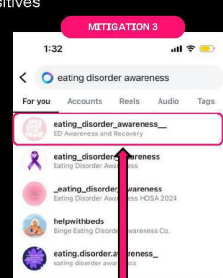
Text that encourages users to search for the full account name



This mitigation won't capture all benign/popular accounts. E.g. @food_porn (300k followers) may not be shown

Mitigation for Risk 3 (False Positive queries)

- a) Phase 1: Manually curated keyword bank
- b) Phase 2: Slowly open to keyword classifiers with proactive Ops review and allowlisting to mitigate most False Positives



Allowlist 'safe' accounts

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DISCUSSION

1. Are you aligned with moving forward with [Option 2 \(Exact Match/Connected Only\)](#)?
 - ↳ If we align on Option 2 (Exact Match/Connected Only), the team will start testing at the end of H1 with a set of manually curated keywords to enable a safe launch, and then scale to use a classifier in H2 ([Test Details](#)). We will also test Option 1 (Increased Friction) as an enforcement for SCC standard, in parity with FB.
 - ↳ If we align on Option 1 (Increased Friction), the team will start testing in late May ([Test Details](#)). Since we do not expect safety impact, the team will brainstorm other enforcements to reduce teen search pathways to problematic content.

Discussion

If we're aligned on Option 2,

1. Are you comfortable with the [mitigations](#) we have proposed for the over enforcement and voice risks?
2. Are you aligned with the test setup and going forward, what precision tolerance should the team aim towards for non-rec query classifier enforcement?
 - ↳ We were aiming for north star p75, but starting at p50. Note: Our current keyword classifier has ~30% precision at 40% recall (text classifiers have lower performance in general), hence we will start with a manually curated list of keywords with high precision.
4. Are you aligned on the Option 2 experience being limited to SCC Less only?
 - ↳ Unsafe results for non-rec queries will remain a gap for gen-pop users (including parents), but we do not believe the over-enforcement impact is worth it to extend either enforcement to gen-pop.
5. Do we need to plan for a Youth Integrity review for this work?

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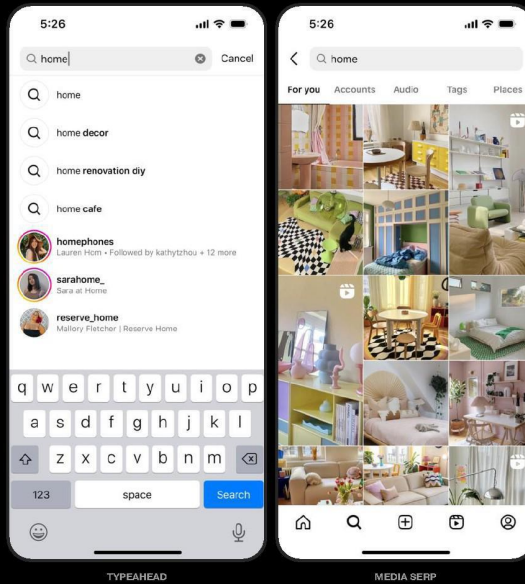
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Appendix

The benign search experience consists of typeahead suggestions and media SERP

This includes queries like "home", "Taylor swift", "latte art", etc.



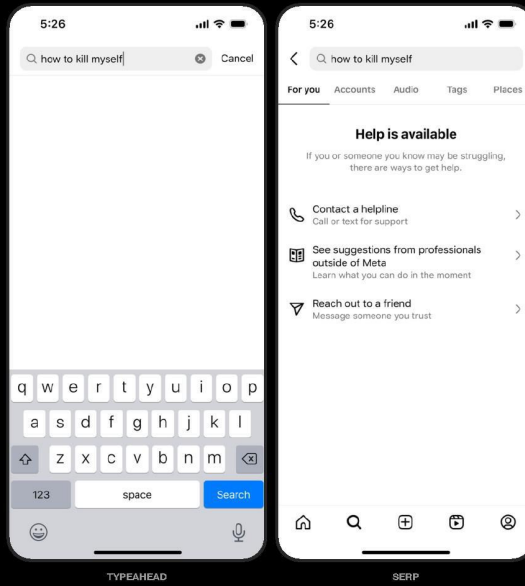
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For violating queries, we fully block typeahead and SERP

This includes terms such as "how to kill myself", "child porn", "pro anorexia", etc.



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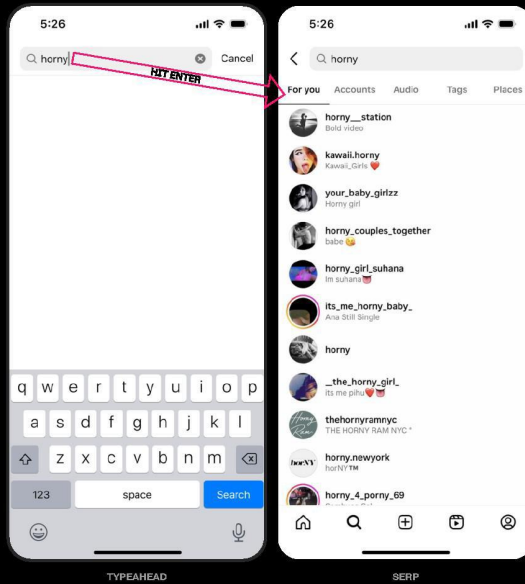
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For inherently non-rec queries, we block typeahead suggestions but still show account SERP

This includes terms like "porn", "sex", "cocaine", "skinny body". For non-rec search queries, we currently:

1. Filter typeahead suggestions against our Search recommendation guidelines.
2. Show account SERP instead of media SERP to help avoid directly showing potentially problematic images and videos. However, the accounts we show still offer a gateway into accounts that post violating content.



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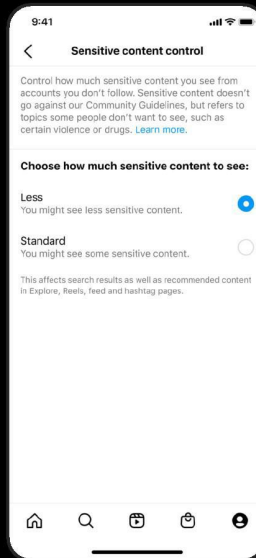
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As a reminder, our search enforcements for inherently non-rec queries are impacted by a user's SCC setting

These enforcements include downranking and filtering entities on SERP.

54% of teens are in SCC Less today. With our teen accounts work, we will be defaulting all teens into SCC Less (either hard or soft default depending on their age).



TEEN SCC

We offer transparency that SCC also impacts search results.

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It is quite easy to find violating and non-rec content by searching non-rec queries or violating adjacent search queries

The image displays several screenshots from a mobile application. On the left, two user profiles are shown: one with the username 'skinnybody' and another with 'your skinny body'. A red banner labeled 'SSI/ED' is positioned over the first profile, and a red banner labeled 'PRIV' is over the second. To the right, a grid of search results is shown, with a red banner labeled 'ANSA' over it. Below the grid, a 'User Search' section is visible, featuring two tabs: 'query length 3-6' and 'query length above 6'. A red arrow points from the 'ANSA' banner to the 'User Search' section. The 'query length 3-6' tab is active, showing a table with search results.

search_query_text	queries	sessions	user
sex	1116002	345289	3160
xxx	614000	217320	1990
porn	537140	207926	1950
sexy	501750	138300	1270
porno	415431	116860	1060
xnxx	248002	76792	7127

The 'query length above 6' tab shows a search bar with the text 'search_query_text' and a magnifying glass icon.

Many top queries on search are inherently non-rec (sexual)

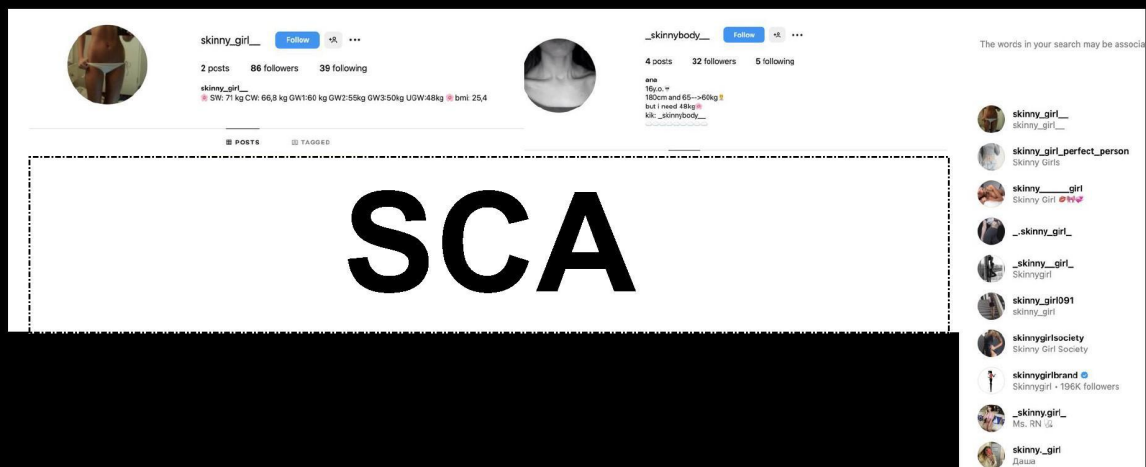
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TW: Non-rec and Violating Search Samples (ED)

Account-level recall is low, and it is extremely easy for any teen to find pro-eating disorder accounts with very triggering content.

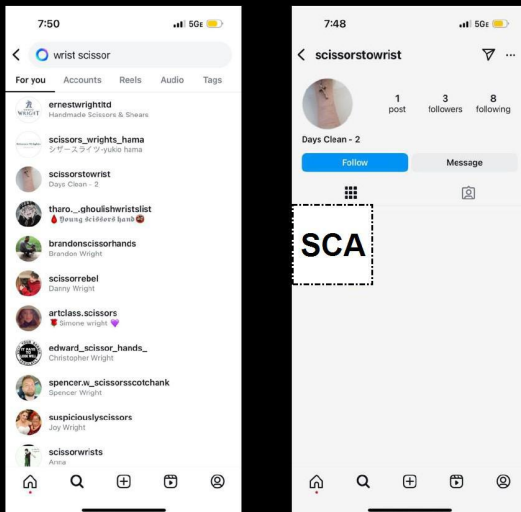


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TW: Violating Search Samples (SSI)



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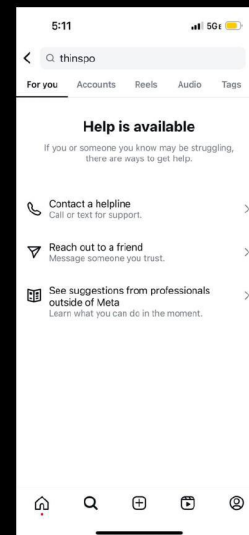
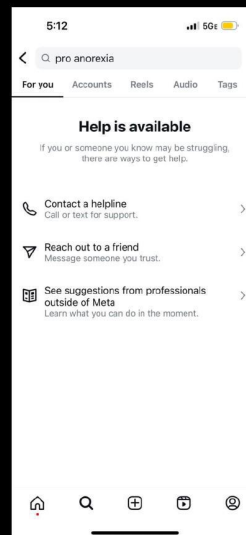
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Violating ED Query Experience

The ideal experience is to block all triggering eating disorder content and entities. Not all eating disorder related queries are inherently violating and most cannot be blocked from search.

However, account and content-level recall gaps pose a huge risk to teen safety.



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Users have high intent to find sexual content

The top queries on search are all inherently sexual and non-rec.

User Search							
query length 3-6				query length above 6			
search_query_text	queries	sessions	user	search_query_text			
sex	1116002	345289	3166	breast			
xxx	614000	217320	1996	hentai			
porn	537140	207926	1956	pornhub			
sexy	501750	138300	1276	breastfeeding			
porno	415431	116860	1066	frases			
xnxx	248002	76792	7127	sex video			

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TW: Non-rec and Violating Search Samples (Sexual)



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TW: Non-rec and Violating Hashtag Samples (Sexual)



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Public Test Details

Option 1 (Increased Friction)

- **ETA:** mid to end of May
- **Keyword list:** Matching the FB implementation to start (high precision manually curated regex), then will move to v2 of the IG Offensive Keyword Classifier when it is upgraded at the end of H1 24 with proactive manual review and FB offensive keyword classifiers.
- **Expected metric movement:**
 - No anticipated topline metric movement; we will track click-through rate for the interstitial

Option 2 (Exact Match/Connected Only)

- **ETA:** End of H1/in line with Project Nido dates (working with Youth teams to finalize)
- **Keyword list:** Matching the FB implementation to start (high precision manually curated regex), then will move to v2 of the IG Offensive Keyword Classifier when it is upgraded at the end of H1 24, with proactive manual review.
- **Expected metric movement:**
 - Topline teen sexual non-rec prevalence: ~21%; Topline teen SWVP: ~2.1%
 - Tier 0/1 Growth metrics: Possible teen friending regressions

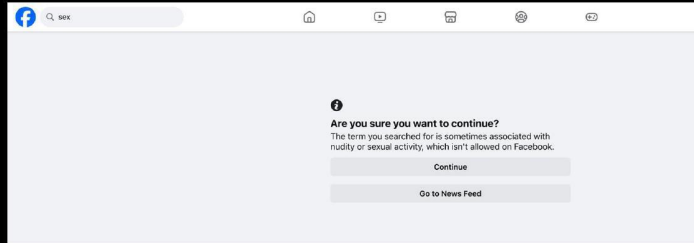
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FB Parity

FB shows an interstitial that requires users to explicitly select "Continue" to continue to search results for risky and inherently non-rec queries such as "sex", "porn", and "horny".



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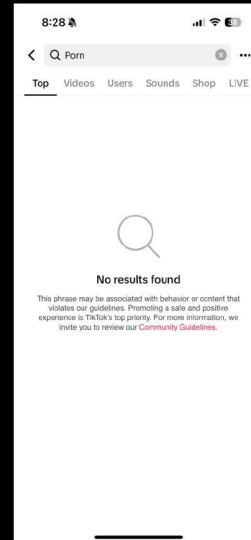
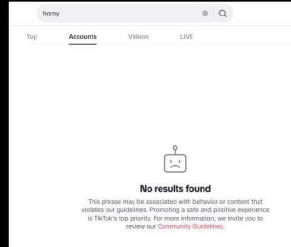
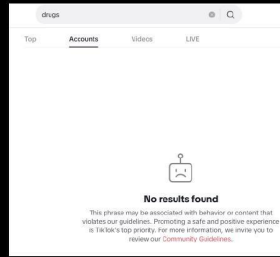
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META3047MDL-278-00050639
METANMAG-130-00050639

MOCKS

TikTok fully blocks search (no results at all) for risky and non-rec queries

Terms that Tiktok has **completely blocked from search (for all users, not just teens)** include "porn", "sex", "horny", "adderal", "fentanyl", "self harm", "suicide".



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Search x SCC: High Level Overview

Search query	SCC state	Typeahead/Popular filtering	SERP landing experience	SERP filtering	SERP downranking
Risky terms ("porn")	Less	Same as Standard	Account SERP	Same as Standard but applies when query <= 10 char E.g. horny, sex xxx	Same as Standard
	Standard	Filter (unless exact match or followed) MAXA enforcements, impersonation accounts		Filter in either of following cases, except if exact match, followed, query > 4 chars Does NOT include horny, drugs, etc ...	Downrank for AQVM and MAXA enforcements
	More	Same as Standard		Same as Standard	Same as Standard
Violating terms ("how to kill myself")	Less	Fully block all results (content, accounts) — exact match typeahead and search results			
	Standard				
	More				

Caveat this is extremely high level

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Discovery Safety

Parents recognize Instagram as one of the safest and most age-appropriate apps for their teens to **discover**, create, and connect.

WS1 - Parent Attitudes Measurement

Measure how Instagram is leading with parents with standardized parent and teen sentiment tracking.

WS2 - Winning Over Parents

Bundle advocacy, parental controls, and default safety protections into a simple GTM package, centered around age bands.

WS3 - Unwanted Contact with Strangers

Reduce teen exposure to unwanted contact with adult strangers.

WS4 - Age-Appropriate Content

Reduce teen exposure to inappropriate content with a simple, explainable content framework.

WS5 - Bullying & Harassment

Demonstrate that bullying is not tolerated on Instagram.

WS6 - SSI/ED

Reduce potential repeat SSI-ED teen exposure and empower teens in recovery.

WS7 - Parental Controls

Address key parental concerns with Supervision features.

WS8 - CSE & Child Predators

Mitigate threats with investigation-led enforcement and surface-level measures.

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