

What we learned so far about CSN #7

Overview

Resonance ([more](#))

1. Insiders, parents, and non-parents in the US view connections as core to well-being, and social media as positive for connections.
2. All stakeholders parents of teens are more likely to view social media positively; however insiders, parents, and non-parents all view social media as more negative than positive. Insiders in the US are extremely negative.
3. Highest ranked concerns fall on youth well-being with a focus on safety, content, and parental supervision. With social comparison and time spent relatively less common.

Persuadability ([more](#))

1. Anticipate significant headwinds in Fall 2022 for teen well-being that requires unique, reactive approaches.
2. All stakeholders want to see action -- certain product proof points perform well, especially proof points focused on age verification, parental supervision, and content control.
3. In the face of significant deficits of trust, third party vouching has some positive effect on convincing people that Meta is serious about well-being -- consider collaborations with medical professionals and youth advisors.

Messaging ([more](#))

DOs ([more](#))

1. Demonstrate action.
2. Join positive arguments with acknowledgment of difficulties and negatives.
3. Design messages to acknowledge the role of others (especially parents, difficulties of youth life lately) and emphasize partnerships (parents, medical professionals and youth advisors) and joint interests.

DON'Ts ([more](#))

1. Over-rely on statistics; these do not win over personal experience and existing narratives.

What we learned so far about CSN #7

Current messaging – What works

What Works	Why it works
Demonstrating action. Especially through product proof points - in particular related to parental supervision, age verification and content control, and safety.	Generally, Insiders and voters gravitate toward products and messages promoting age-appropriate experience, and content control. These have a strong influence on the perception that Meta is serious and effective in addressing issues. (link)
Supporting parents by providing tools and information that engage parents by facilitating connection, information, and participation with their teens.	- Insiders and voters gravitate towards products and messages promoting parental controls (ex: daily time limit). (link) - Insiders agree that while parents should play a role, parents seem to be limited in what they can do. Messages that are supportive of parents and show how Meta’s actions can help parents and increase safety of teens seem to be convincing and improve perception on seriousness and effectiveness. (link)
Third-party vouching. Collaboration with trusted entities may improve confidence in either new technology or products that require more trust or validation by experts (ex: education tools, research, regulations).	- Insiders express that when it comes to new and unfamiliar technology (ex: AI for age verification), partnering with “first-class” experts could increase their trust. (link) - Collaborations with trusted entities (e.g., vis-a-vis a Coalition) can strengthen some of Meta’s actions. For example, Insiders are more likely to indicate that tools centered around education and research can help parents support youth well-being, when such tools are informed by a broader coalition (vs. Meta working alone). (link)
Combine positives with acknowledgement of negatives. Outline the positives of our platforms, while still acknowledging some users have negative experiences and emphasizing how we work to mitigate these.	Insiders and consumers want transparency and acknowledgement of the potential negative experience that some users can have . (link) Refuting claims especially with detailed statistics does not work well and can increase skepticism; instead providing acknowledging and offering solutions works. (link)

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Current messaging – What to avoid

What to avoid	Why it doesn't work	What do instead
Emphasis on statistics	Stakeholders rely on their own experiences over statistics. (link)	Emphasize concrete actions being taken by Meta to protect teens online (such as removing harmful content or creating parental controls). (link) Statistics that resonate relate to measuring the actions.
A defensive tone, or ignoring potentially negative impacts	They want us to meet them where they are at. Not acknowledging negatives makes it seem like we are hiding something. (link)	Acknowledge (without taking blame) that the negatives could exist and that we're taking concrete actions to improve the safety of youths. (link)
Blaming parents	Voters and insiders who are parents viewed parenting as particularly challenging with nearly every parent thinking that they were doing a good job. (link)	Saying Meta takes responsibility for protecting youth online, or, that we are supporting parents with our new features and tools. (link , link)
Explicit mentions of addiction and comparisons to addictive substances	Insiders and voters hated claims that social media is not addictive. Insiders and voters generally anchor heavily on their own personal experience and don't trust research. (link)	Avoid making any mention of addiction. Instead, make a commitment to address concerns going forward. (link)
Emphasizing tools for teens to use to limit time-spent ("Take a Break")	Low trust in teens to limit their own use (link)	Emphasize parental controls ("Daily Limit") (link)

Early research-informed GTM strategy (1/2)

Overarching goal

Overarching goal		
Help identify how Meta might earn and establish the license to operate by taking a leadership role to empower and protect youth online.		
Why we think this will work	How we will get there	Key audiences
Significant short-term headwinds and some association with severely negative impacts (ex: SSI) warrant short-term focus on teen well-being, and messaging can be broadened later.	Splitting the strategic CSN approach into 3 major goals as outlined below: (1) Minimize further brand damage short term [immediately] (2) Repair a the trust deficit by developing and messaging third-party collaborations [immediately] (3) Shift toward more positive messaging [Winter 2022 into 2023]	All Special focus on Parents and Insiders

Early research-informed GTM strategy (2/2)

3 short- and long-term goals

Goals for CSN	Why we think this will work	How we will get there	Key audiences
(1) Minimize further brand damage in the face of significant headwinds on issues of teen well-being through Fall 2022. <i>Timeline: Summer/Fall 2022</i>	- Among US and European insiders, there is organic brand association between Instagram and teen SSI (link). - Events in Fall 2022 will echo these associations (link). Core CSN messaging will be harder under this climate.	Work closely with comms and marketing to test and validate reactive messaging through the remainder of summer and fall.	- All - Special focus on Parents and Insiders
(2) Address trust deficit by developing and messaging for collaborations and (third-party vouching). <i>Timeline: Summer/Fall 2022 and ongoing</i>	- There is a trust deficit in Meta among key audiences (policy insiders, consumers), though this isn't as strongly observed among parents. (link) - Research suggests modest gains to certain proof points by a combined approach. (link) - Collective action is supported, and reactive messaging on age verification for third parties highlighted use of third-parties will work. (link)	- Work alongside safety policy to develop and shape the coalition strategy and messaging. - Identify and vet ways to validate detailed third-party vouching related to actions.	- Non-parents - Insiders
(3) Begin to pivot to positives by messaging these key points: - Expanding the context and acknowledge concerns, - Leaning into connection; - Demonstrating action with products <i>Timeline: Fall/Winter 2022</i>	- Research consistently demonstrates focusing on action (i.e. products) and acknowledging concerns work. (link) - High-level concerns and preferred solutions follow parental controls, age appropriate content and safety. (link)	- Develop additional messaging regarding positive proof points. - Highlight the appropriate tone for each audience.	- Parents - Insiders

Upcoming Events Affecting CSN #7

Significant headwinds focused on teen well-being and SSI over Fall 2022 need to be addressed to maintain brand health in advance of Go-to-Market for CSN-7. We recommend developing reactive messages for these events as first order of business.

The dynamics of the current negative environment

1. We have significant ground to cover with insiders on youth well-being:
 - a. They believe the products are much more bad than good ([cite](#));
 - b. Organic and unprompted associations with Instagram and SSI occur with some frequency in qualitative research ([cite](#)).
2. Broader environment has deteriorated this year even more:
 - a. [Surgeon's General Advisory](#) on well-being is broadly critical/negative
 - b. Opportunistic critics are ready to reinforce presumed negative associations between teen-well-being and social media in the news, in podcasts, and testifying to congress (e.g. Haidt's website, [here](#), [adolescent mood disorder focused](#), [social media focused](#) open sourced lit reviews)
3. In both the US and the UK, Fall 2022 brings significant headwinds reinforcing negative framing of youth well-being:
 - a. In August in the United States, [REDACTED]
 - b. [REDACTED]
 - c. In October and November in the United States, we should expect the possibility of politicians exploiting these news cycles for the US midterms (e.g. Josh Hawley's Tyranny of Big Tech, [summary](#))

***Note:** This is not an accurate depiction of the state of scientific knowledge, but we highlight a common critique, here.

Resonance

Stakeholders agree with our internal position for value, but significant concerns for

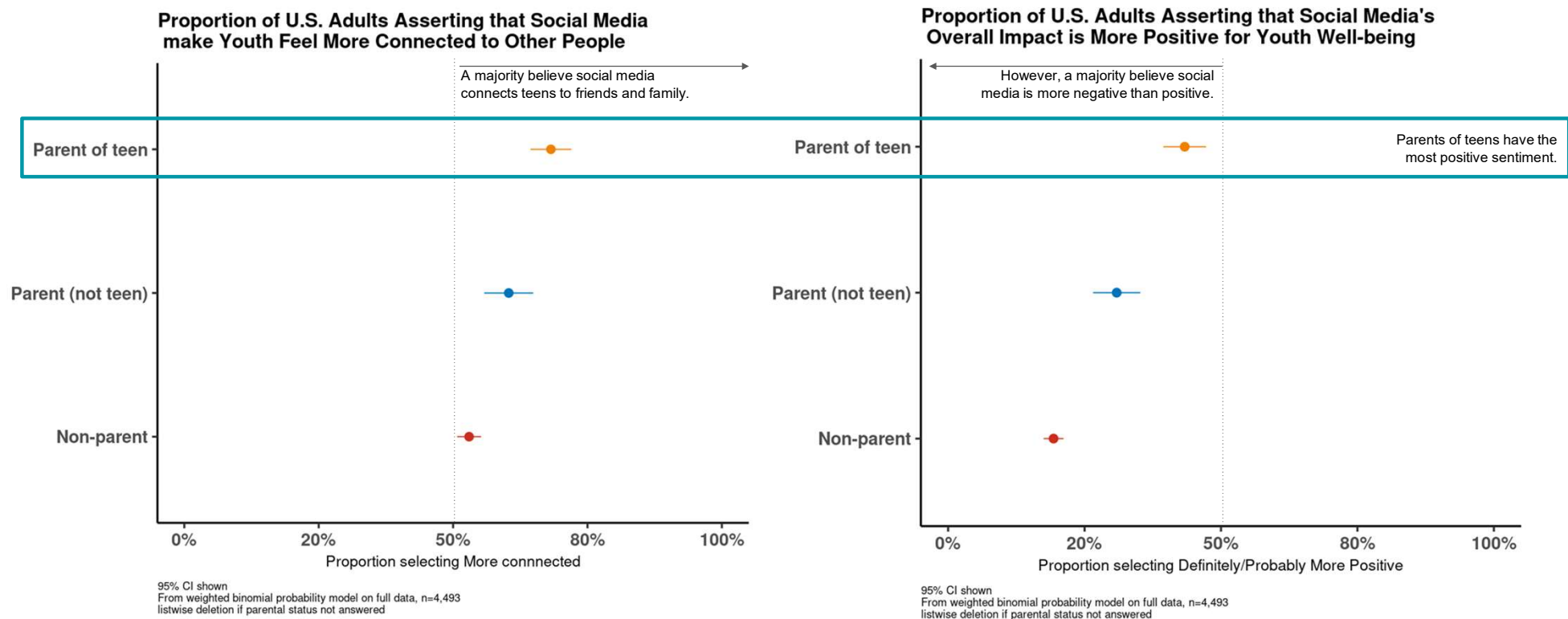
	Insiders	Genpop & Voters	Non-parents	Parents
Value: Connections are core and we build products that way	Articulation resonates, but does not address (1) business motivation, or (2) decreased efficacy of social media.	More than half of US genpop and voters believe that social media makes teens more connected.	In the US, non-parents are least likely to believe social media connects teens to friends and family.	In the US parents of teens are most likely to believe social media connects teens to friends and family.
	Articulation resonates, but leaning on positive benefits alone has the potential to backfire--diminishing the power of the message and moving toward critical or negative messages.			
Balance: Our products are a net benefit to well-being	Insiders have the dimmest view of social media: - social media universally viewed as net negative - organic association of brand with SSI	In the US, no demographic group currently believes that "the overall impact is more positive than negative" for teens.	In the US, non-parents are the most negative: only 1 in 5 asserting believing that the "overall impact is more positive than negative" for teens.	Parents of teens in the US are twice as likely as non-parents to say that social media is positive.
	<u>Top concerns are consistent across audiences and generally fall in this order:</u> Lack of parental involvement or supervision; safety from others' comments/activities; inappropriate content; social comparison using too much or at the wrong time.			
Leadership: We lead the industry in how we research and manage	N/a - leadership in the industry is not top-of-mind for these stakeholder groups.			

All demographics agree that connecting others is the key value proposition

- “I think it's hugely helpful to **stay connected with people** you may not see regularly: people that were in your life previously that you don't see: former coworkers, classmates, etc. **There are a lot of positive aspects of social media in that regard.**” - Republican Insider
- “The greatest good of social media is **allowing people to find their communities**. I knew people growing up who did not fit the mold: they couldn't talk to their parents about issues, they couldn't talk to their family, they weren't comfortable telling their friends. So, **the only place they could really go to find a community was online.**” - Democratic Insider
- “I think **finding inspiration and creativity are always positive**. If you inspire yourself, maybe you can inspire others with what you're doing—that is always good.” - Consumer, non-parent
- “I think learning something new is the biggest positive, simply because **focusing on learning is always important**. Social media grants a lot of access to learning and even can pique interests in different career fields, subjects, and topics that school did not expose.” - Consumer, parent

([Focus groups among insiders, parents, non-parents](#); emphasis added)

Despite recognizing the its ability to connect people, US parents and non-parents do not believe social media is overall positive



- 1 @ [REDACTED]@fb.com - this is why I hesitate a little with the "overall positive" framing in your deck.

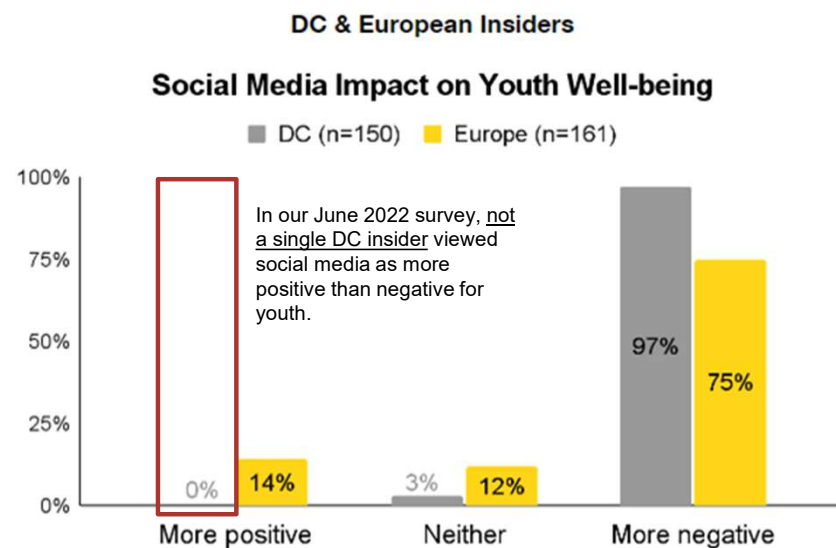
There can be distinction between believable and accurate. I don't think non-parents or insiders (next slide) would find "overall positive" believable. BUT, probably a lot of parents of teens would.

Assigned to [REDACTED]@fb.com

Bryce Bartlett, 7/15/2022

Insiders -- especially in the US -- have extremely negative views on the impact of social media to youth well-being. Much more so than the general population.

- Most Insiders (75%) believed social media has a negative impact overall on youth well-being, with this sentiment being more intense [among Left-leaning Insiders](#) (79% negative on the Left, 68% negative on the Right).
- [Consistent with past research](#), Democrats and Republicans were in [near unanimous agreement \(97%\)](#) that that the overall impact of social media on youth is negative. Similarly, Insiders did not think social media has the [best interest of youth](#), or the [same interest](#) as parents, in mind.
- Major concerns are related to safety, influence, and time spent; discussed in details in subsequent slides.



Q: In your opinion, is the overall impact of social media more positive or more negative for youth wellbeing?

Note: Data tables for this metric [here](#).

Insiders organically offer very negative associations with social media, including SSI

1. Insiders believe that the products are net negative.
2. Organic and unprompted associations with Instagram and SSI occur with some frequency in qualitative research.

Question asked: *How would you describe the impact of social media on youth wellbeing?*

Organic surfacing of SSI

"The suicide rates of teens has skyrocketed since the arrival of Facebook and Instagram, especially since those platforms allow you to put the best pictures of your life and everyone is just comparing each other." – *Spain, Right*.

"...The negative I think is the risk of discrimination that could happen on social media against younger people. I am thinking for example of revenge porn which has happened in Italy a lot recently in recent years and has had **a direct influence on people committing suicide.**" – *Italy, Left*

"For me, what I hear is a couple things - overuse is a big one. Another is FOMO and how that can create social pressures to maybe act out in different ways or feel differently, and **my final big concern or thought on social media is suicidal ideation** and that's correlated to my first comment - the danger there as peoples' brains are still forming in teen years." – *Democratic Insider*

"The unfortunate number of teens trying to hurt themselves due to bullying, not caused by but related to social media. Smack down kids and make them feel bad about themselves. Not directly related to social media, but an unfortunate side effect." – *Republican Insider*

"We know that suicide and violence spreads like contagion. When it's mentioned on social media suicide attempts rise...." – *Democratic Insider*

Positive associations do not shift the balance

"In general social media does have a lot of positive effects but the thing is that by overusing it also results in negative effects. The way they are designed purposely, it is to overuse it... And we are at a point where we are over consuming social media." – *Netherlands, Right*

"So I think social media affects the self perception of its users and of course people under the age of 18 have a less established- they're more susceptible to this type of influence... It can be body image. For minors it can be issues of perception of lifestyle success... and the type of [*things*] they share it is more positive than negative. So one can have a distorted perception of how life really is occurring and **have a more negative perception than they should be...**" – *Brussels, Left*

"I think it is a bit mixed... social media sometimes gives them models that are not that great that they want to mimic. There is a lot of competition for attention which I think can be a danger, but for young people being harassed online is something that is a pretty new trend for some years. I think it's really terrible, I think it's really dangerous that is going on. In general I would say **the impact is a net negative.**" – *France, Left*

WIP / DRAFT DO NOT CITE

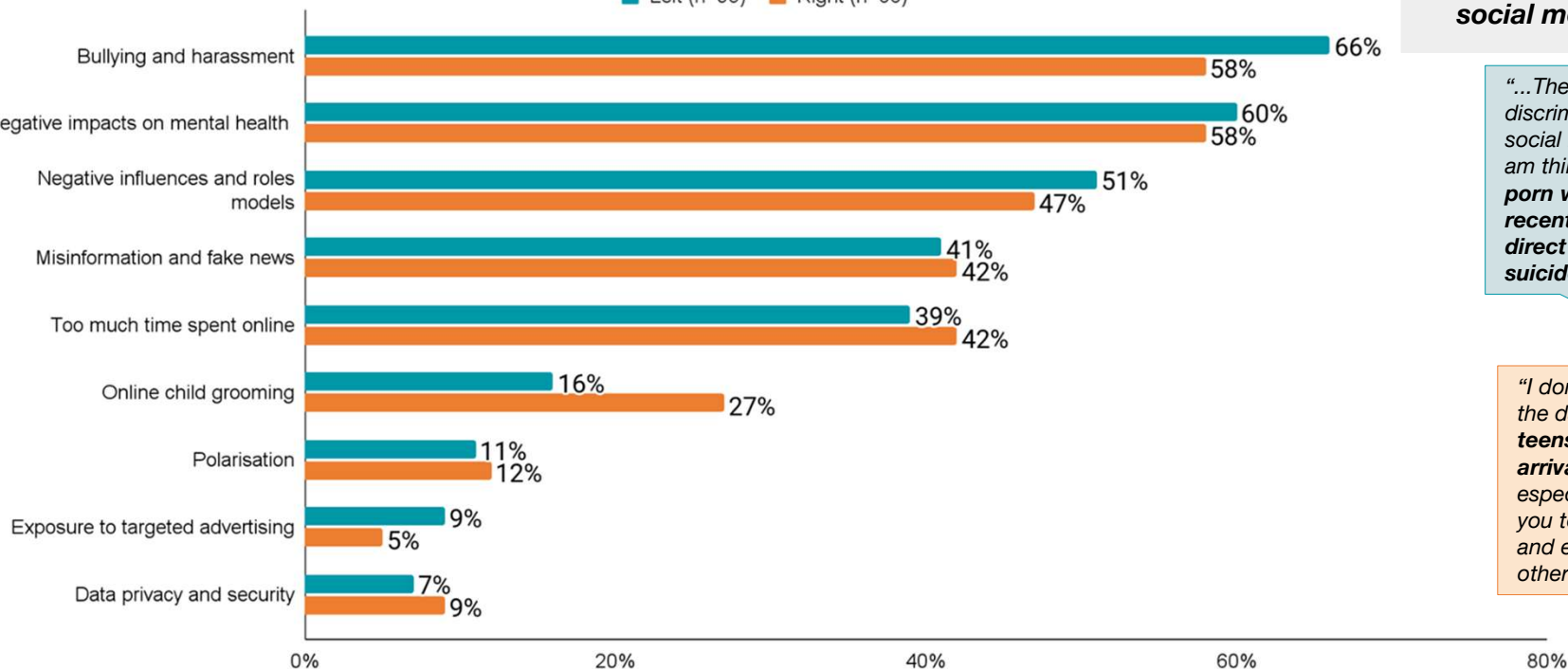
European insiders express similar concerns to parents from the previous slide, consistent with previous research.



Insiders on the Right were equally concerned about bullying and the negative impacts of social media on the mental health of young people. Mental health concerns were also high amongst Left-leaning Insiders. Around half of Insiders also selected negative influences and role models as a top concern. No Insiders had no concerns at all.

Well-being Concerns

■ Left (n=95) ■ Right (n=66)



How would you describe the impact of social media on youth well-being?

*"...The negative I think is the risk of discrimination that could happen on social media against younger people. I am thinking for example of **revenge porn** which has happened in Italy a lot recently in recent years and has had a direct influence on people committing suicide."*

Italy Insider (Left-leaning)

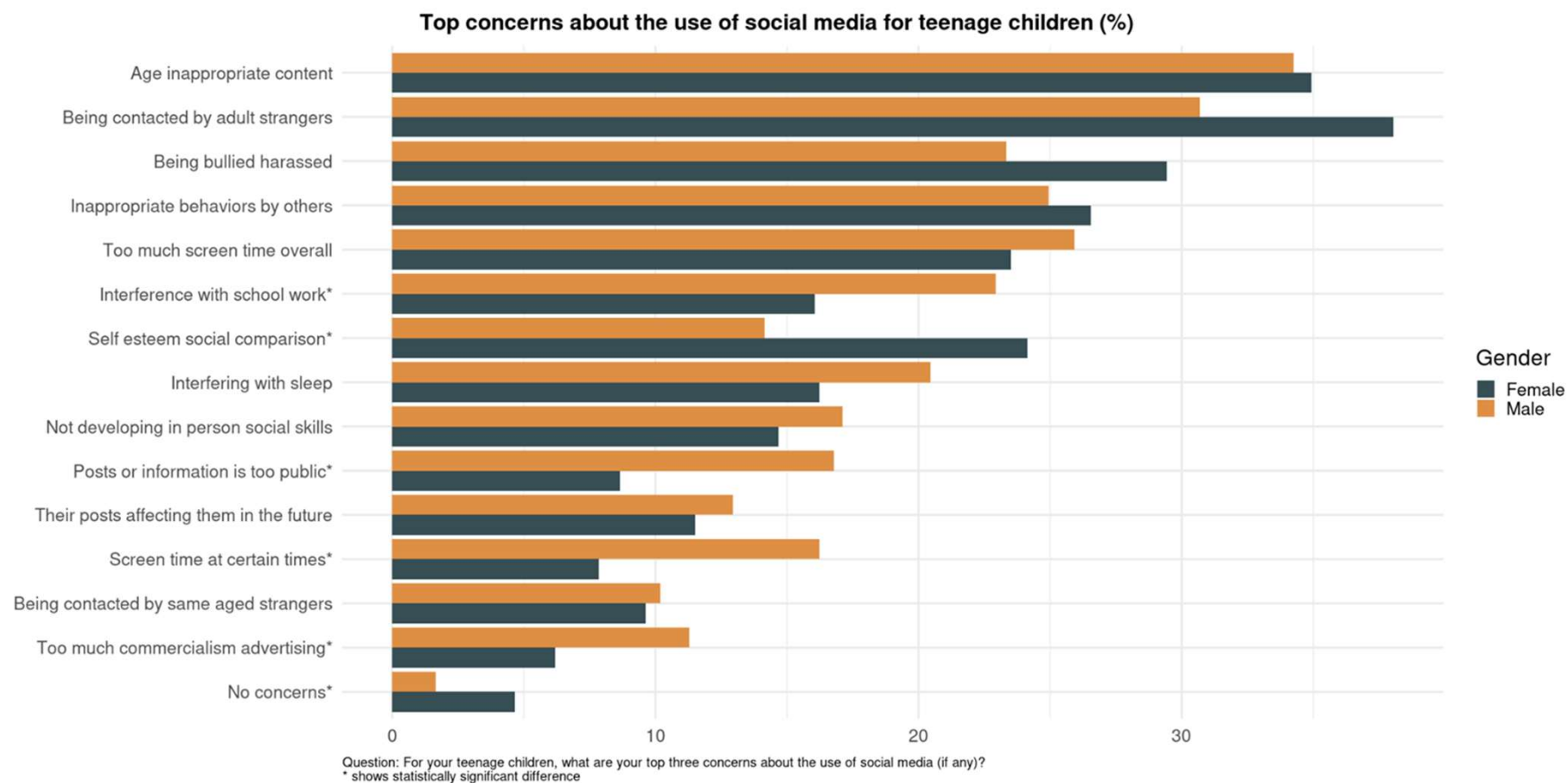
*"I don't think it's very positive based on the data I saw. **The suicide rates of teens has skyrocketed since the arrival of Facebook and Instagram**, especially since those platforms allow you to put the best pictures of your life and everyone is just comparing each other.."*

Spain Insider (Right-leaning)

Q: Of the following issues, what are your top three concerns when it comes to youth wellbeing on social media?

Legend: Showing % selected.

The general order of concerns among US parents with teenage children are similar; though there are some differences between men and women related to social comparison and time spent.



Like Insiders, parents were were also concerned with safety both on and offline

The pandemic was among the most mentioned factors affecting teens – and many mentioned how social media *also* shaped that experience.

*“Well, I don't know very many teens, but I imagine going through a pandemic, during those formative years, could not have been a piece of cake. I'm sure that **many of the impacts that social media already had on that age are amplified by the isolation and the extra extra screen time.**”* - Consumer, non-parent

*“I think coming off of the COVID pandemic, **there's been myriads of news articles around pediatric and youth mental health being labeled a crisis.** There's been a spike and in a number of emergency department and inpatient cases for Youth Mental Health, treatment needs suicide, behavioral health, depression, anxiety, etc.”* - Republican Insider

Parents were particularly concerned with “safety”

Insiders and Consumers who were parents were most worried about their child's physical safety. While some mentioned gun violence and driving, many **safety concerns were also closely tied to social media use**, like teens interacting with predators using fake accounts.

*“For me with two girls in the household **I am concerned about who they talk to. There are so many people with fake pages, and I've had to block several of those accounts because they're adults.** Reality is that you can't watch them 24/7. You can't catch everything, so it's frightening. What gets past me that I don't know about?”* - Consumer, parent

*“**I definitely worry most about online predators. For example, an Instagram account was created for a 13 year old girl, and within seconds, the account was bombarded with solicitations.** The pace and aggressiveness of online interactions is incredibly disturbing.”* - Republican Insider