Message

From: Rob [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 2/19/2014 3:30:06 AM
To: Arturo Bejar []; Ronan Bradley []; Vanessa []; Terry []; Ellen []; Katie []; Pete []
Subject: Re: Latest Data Model Slides
Attachments: SI Data Model_v0.8.ppt; SI Data Model_v0.8.key.zip

Newer version – it turns out our product feedback category was much bigger than originally thought. I've updated the numbers and re-ordered some things to reflect the change in the volume rankings. Ronan, can you double check I did that all correctly and consistently?

From: Rob Boyle <>
Date: Tuesday, February 18, 2014 at 6:44 PM
To: Arturo Bejar <>, Ronan Bradley <>, Vanessa <>, Terry Guo <>, Ellen <>, Katie <>, Pete <>
Subject: Latest Data Model Slides

Hey all, here's the latest data model slides. Please give Ronan and I your feedback so we can touch up anything that's unclear, or that doesn't accurately represent the volumes/channels your teams are seeing.

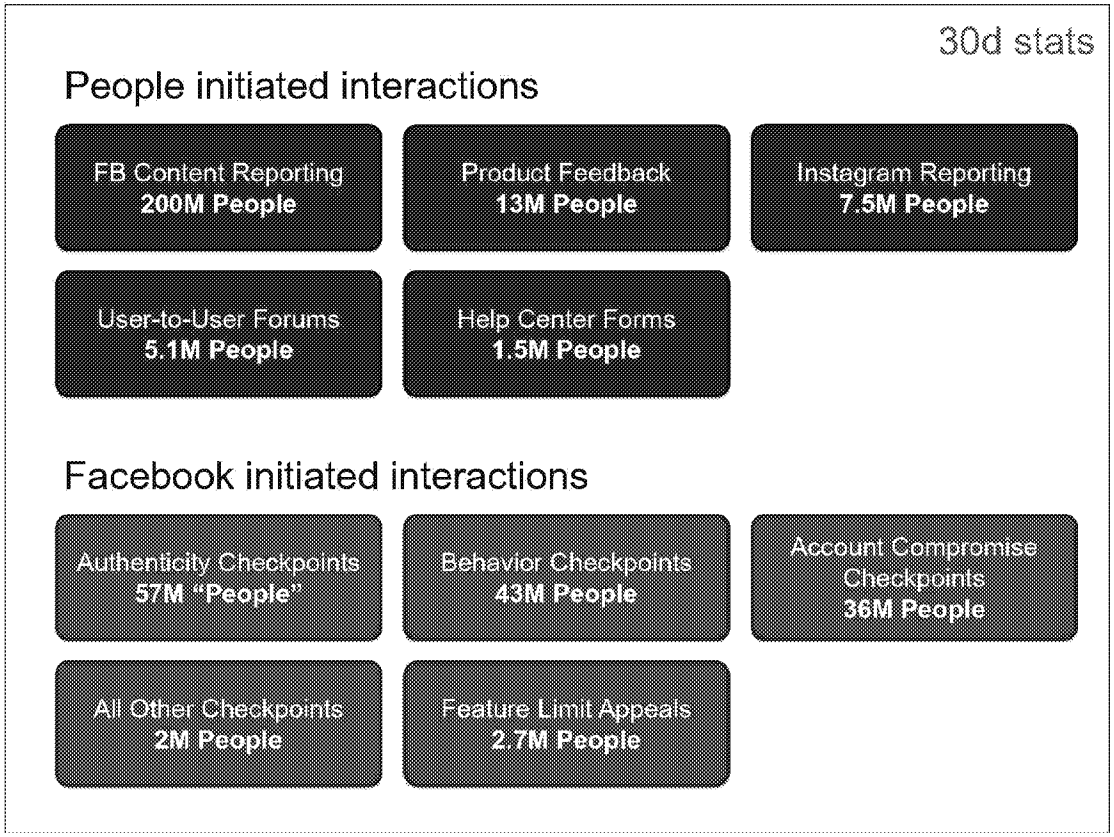
Measuring Bad Experiences

30d stats

SI/TE/CO Feedback Channels

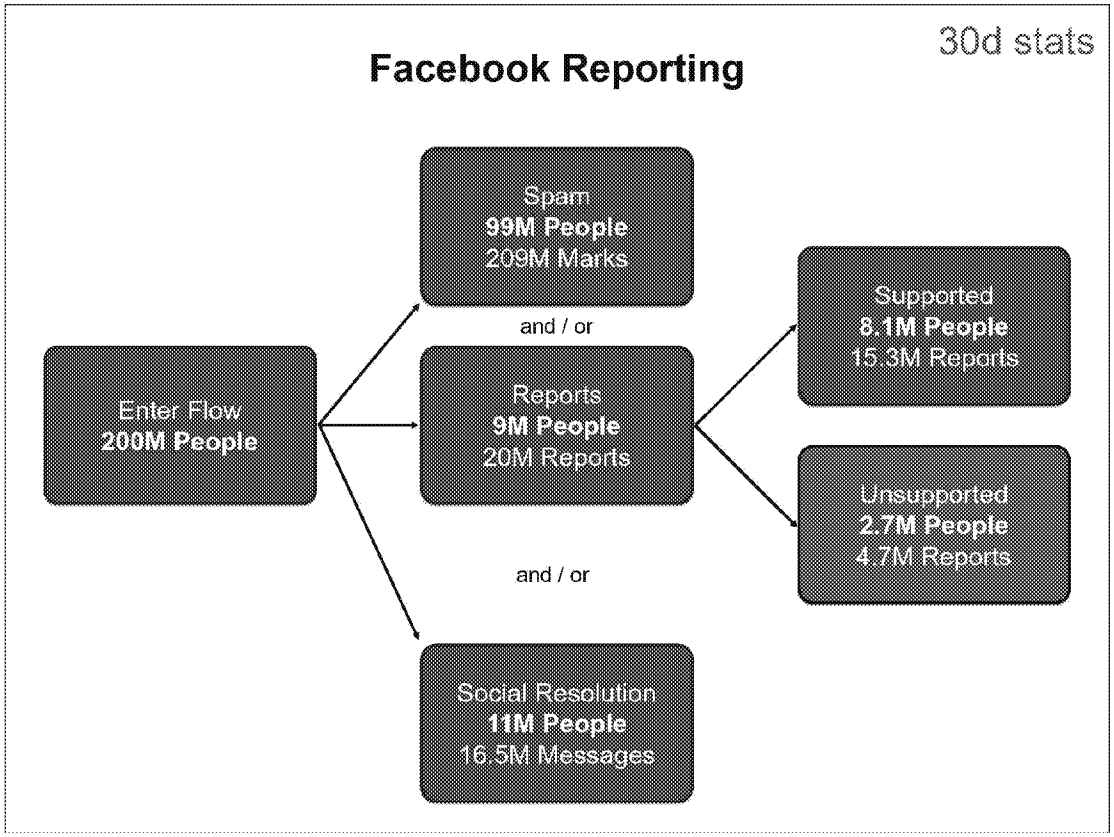
Channel	People
Facebook Reporting	**200M**
Checkpoints	**107M**
Product Feedback	**13M**
Instagram Reporting	**7.5M**
User to User Forums	**5.1M**
Feature Limit Appeals	**2.7M**
Help Center Forms	**1.5M**

People Initiated FB Initiated Mixed


30d stats
People initiated interactions
FB Content Reporting
200M People
Product Feedback
13M People
Instagram Reporting
7.5M People
User-to-User Forums
5.1M People
Help Center Forms
1.5M People
Facebook initiated interactions
Authenticity Checkpoints
57M "People"
Behavior Checkpoints
43M People
Account Compromise Checkpoints
36M People
All Other Checkpoints
2M People
Feature Limit Appeals
2.7M People

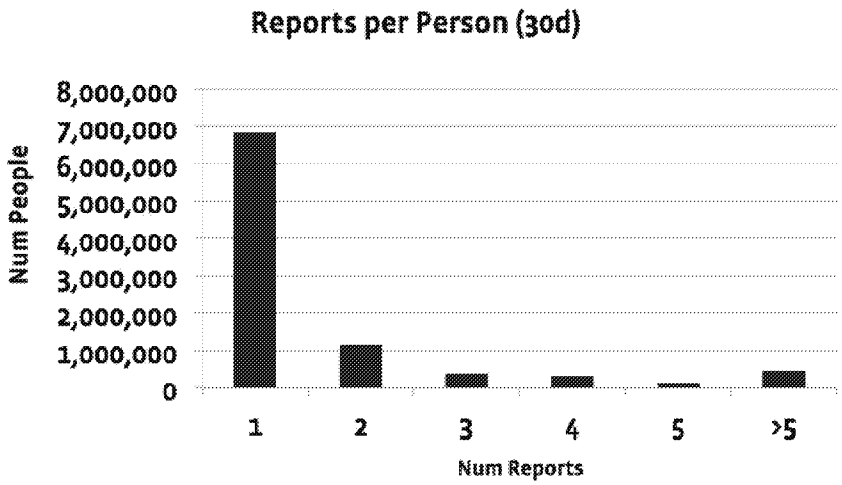
Facebook Reporting


News Feed
Alex Ristevski
SCA
News Feed
I don't want to see this
Hide all from Alex Ristevski
SCA
News Feed
Sharon Hwang with Mike Matas
at Gowan Orchards
SCA
Report a Problem
Done
Why don't you want to see this?
It's annoying or not interesting
I don't like what it says about me
I think it shouldn't be on Facebook
It's spam


30d stats
Facebook Reporting
Spam
99M People
209M Marks
and / or
Enter Flow
200M People
Reports
9M People
20M Reports
Supported
8.1M People
15.3M Reports
Unsupported
2.7M People
4.7M Reports
and / or
Social Resolution
11M People
16.5M Messages

30d stats

Facebook Reporting



30d stats

Result of Reports

Supported Reports
8.1M People
15.3M Reports

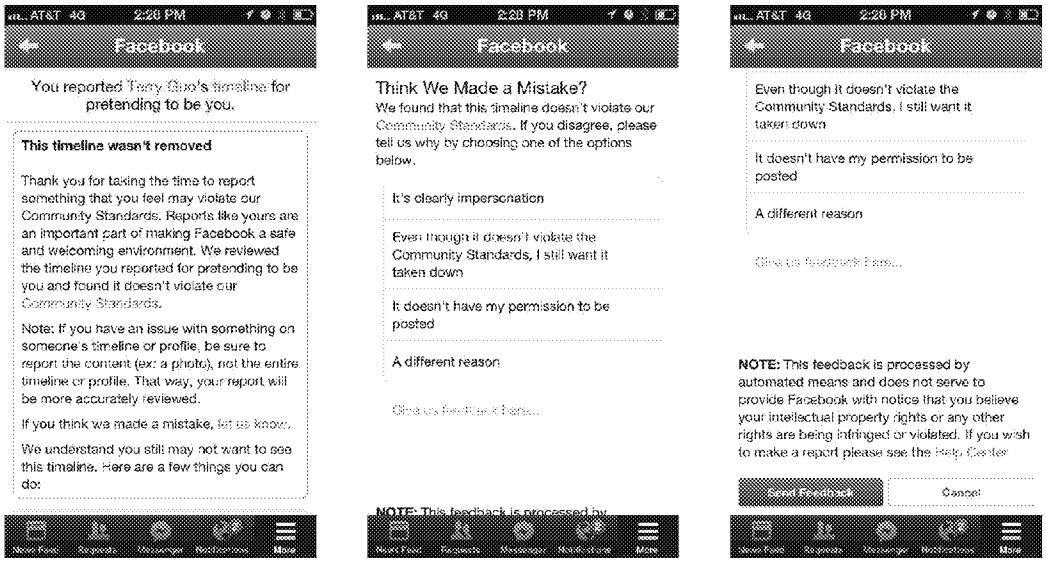
Action Rate: **18%**
Agree Satisfaction: **76%**
Disagree Satisfaction: **15%**

Issue	Type	Satisfaction	Action Rate
Pornography	CRT	33%	22%
Cyberbullying	CRT	30%	6%
Hate	CRT	22%	4%
Fake Accounts	CRT	-	25%
Violence	CRT	26%	5%
Fake Name	CRT	40%	20%
CredibleThreat	CRT	22%	3%
PhotoDNA Match	CRT	-	0%
Unwanted Contact	CRT	34%	3%
SelfHarm	CRT	29%	5%
Drug Use	CRT	24%	3%
Impersonating Private User	CRT	-	32%
Inappropriate Comments	CRT	-	16%

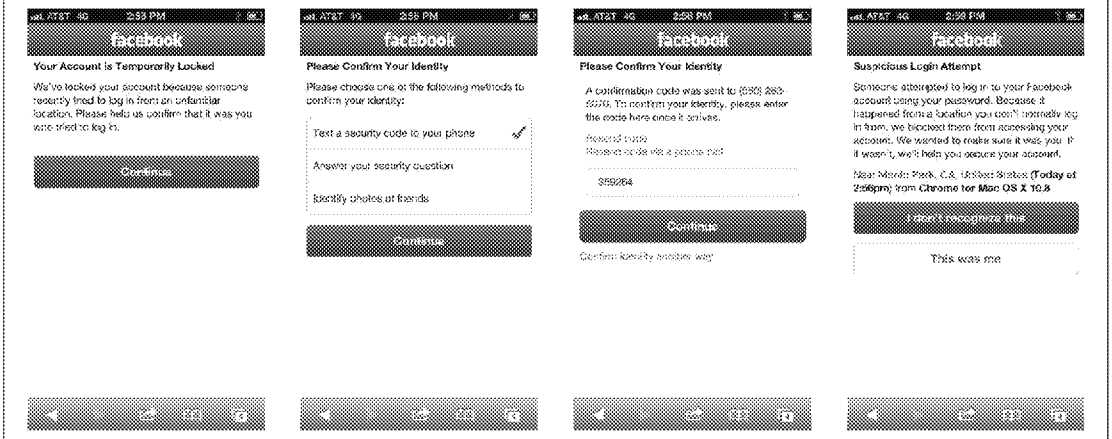
30d stats

Content Reporting Appeals

Appeals
240k People

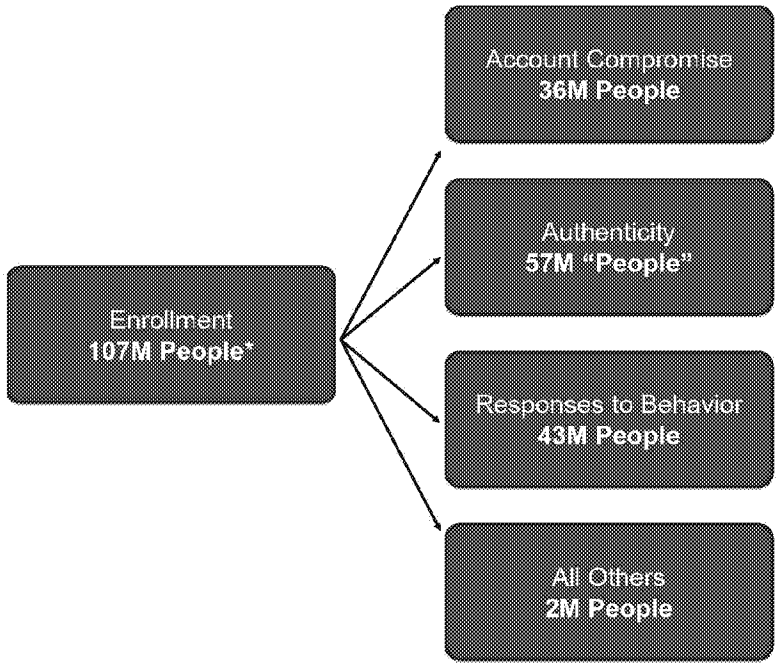


Facebook Checkpoints


facebook
Your Account is Temporarily Locked
We've locked your account because someone recently tried to log in from an unfamiliar location. Please help us confirm that it was you who tried to log in.
Continue
facebook
Please Confirm Your Identity
Please choose one of the following methods to confirm your identity:
Text a security code to your phone
Answer your security question
Identify photos of friends
Continue
facebook
Please Confirm Your Identity
Recent code
Password not set via a phone call
Confirm
facebook
Suspicious Login Attempt
Someone attempted to log in to your Facebook account using your password. Because it happened from a location you don't normally log in from, we blocked them from accessing your account. We wanted to make sure it was you. If it wasn't, we'll help you secure your account.
This was me

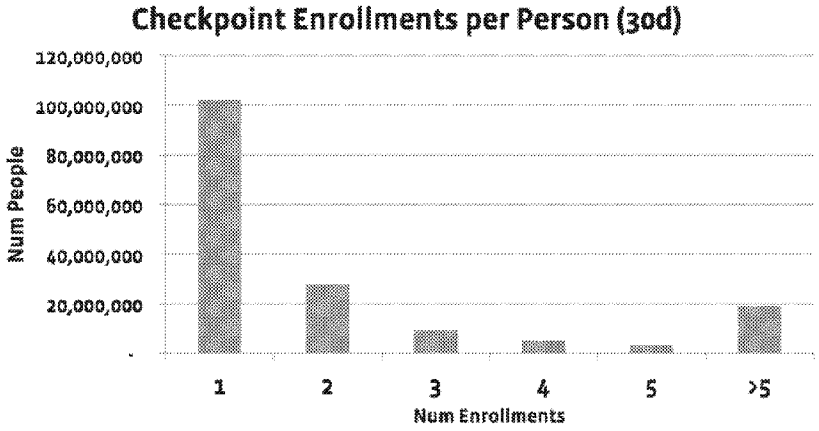
30d stats

Facebook Checkpoints



30d stats

Facebook Checkpoints

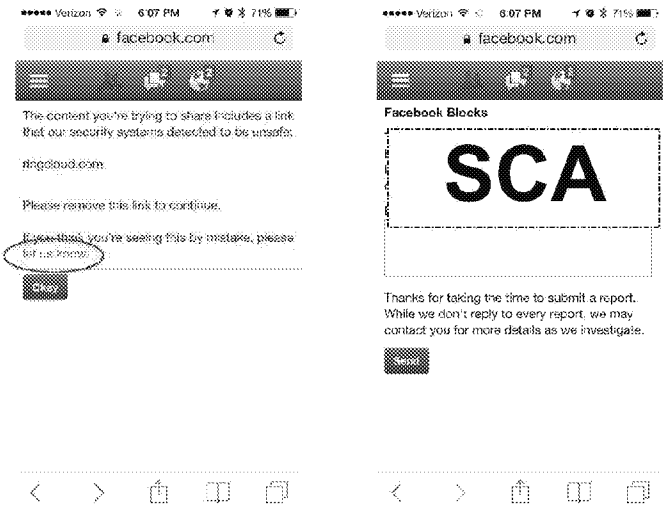


Facebook
Feature Limit Appeals

30d stats

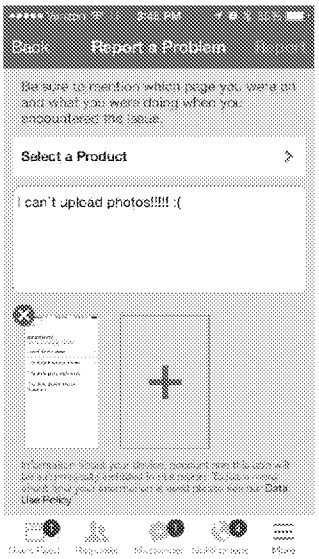
Facebook Feature Limits

Feature Limit Appeals
2.7M People
3.4M Submissions

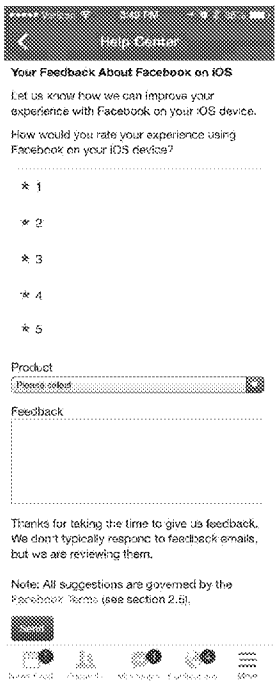


Facebook
Product Feedback

Report a Problem



Send Feedback



30d stats

Product Feedback

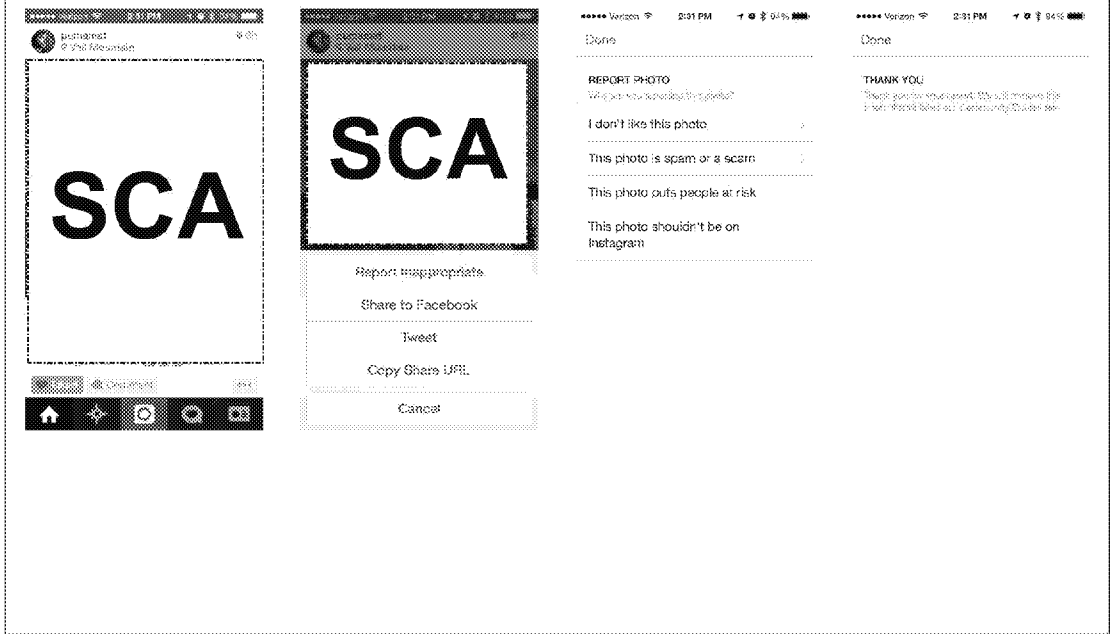
Report a Problem

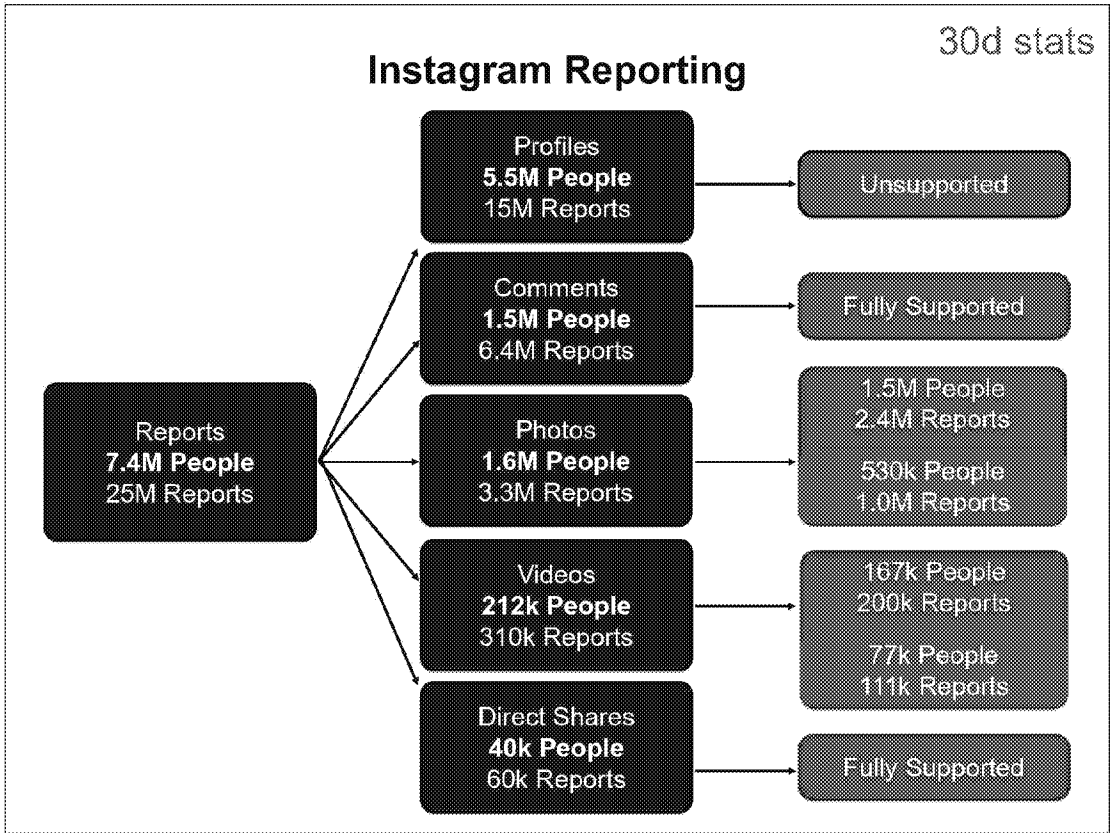
Bug Reports
3.8M People
4.6M Submissions

Send Feedback

Feedback
10M People
10M Submissions

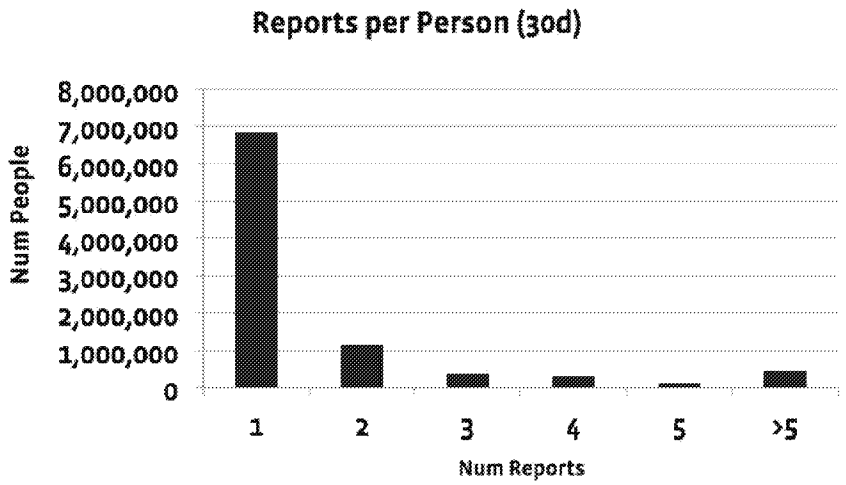
Instagram Reporting


SCA
SCA
Report Inappropriate
Share to Facebook
Tweet
Copy Share URL
Cancel
Done
REPORT PHOTO
I don't like this photo
This photo is spam or a scam
This photo puts people at risk
This photo shouldn't be on Instagram
Done
THANK YOU

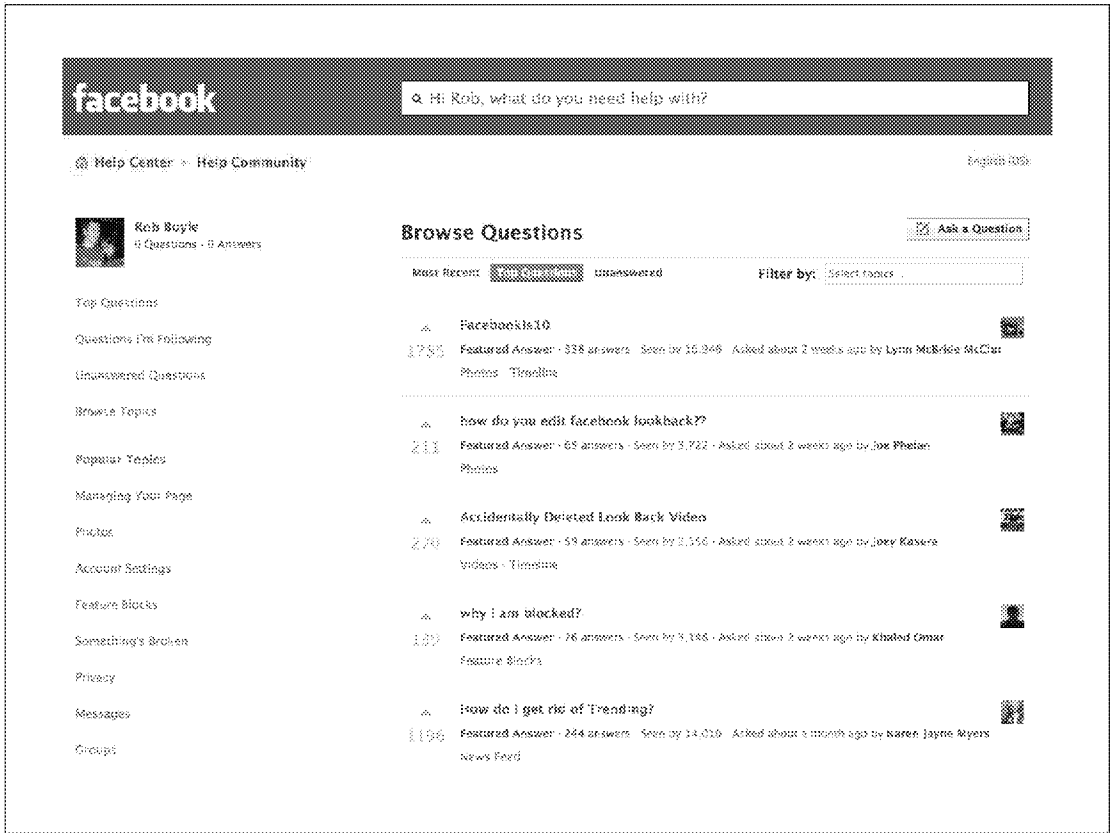

30d stats
Instagram Reporting
Reports
7.4M People
25M Reports
Profiles
5.5M People
15M Reports
Unsupported
Comments
1.5M People
6.4M Reports
Fully Supported
Photos
1.6M People
3.3M Reports
1.5M People
2.4M Reports
530k People
1.0M Reports
Videos
212k People
310k Reports
167k People
200k Reports
77k People
111k Reports
Direct Shares
40k People
60k Reports
Fully Supported

30d stats

Instagram Reporting

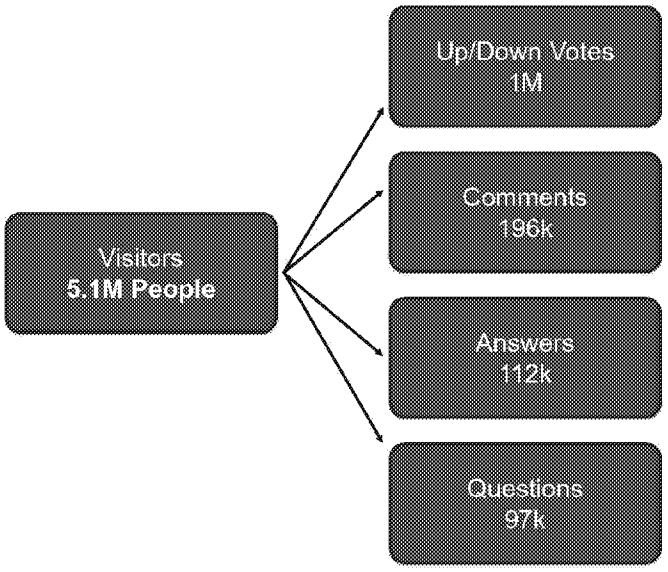


Facebook
User-to-User Forum

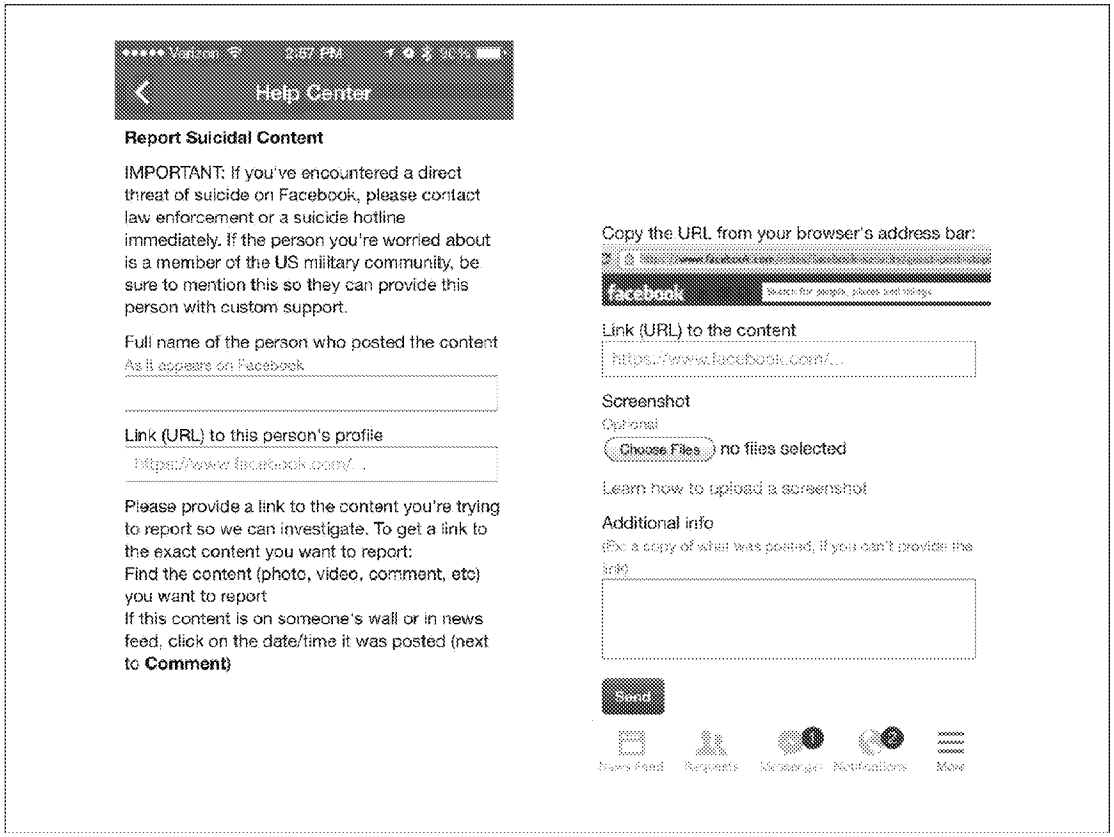

facebook
Hi Rob, what do you need help with?
Help Center › Help Community
Rob Boyle
0 Questions · 0 Answers
Top Questions
Questions I'm Following
Unanswered Questions
Browse Topics
Popular Topics
Managing Your Page
Photos
Account Settings
Feature Blocks
Something's Broken
Privacy
Messages
Groups
Browse Questions
Ask a Question
Most Recent
Unanswered
Filter by:
Facebooklis10
Photos · Timeline
how do you edit facebook lookback??
Photos
Accidentally Deleted Look Back Video
Videos · Timeline
why I am blocked?
Feature Blocks
How do I get rid of Trending?
News Feed

30d stats

User-to-User Forum



Facebook
Help Center Forms


Help Center
Report Suicidal Content
IMPORTANT: If you've encountered a direct threat of suicide on Facebook, please contact law enforcement or a suicide hotline immediately. If the person you're worried about is a member of the US military community, be sure to mention this so they can provide this person with custom support.
Full name of the person who posted the content
As it appears on Facebook
Link (URL) to this person's profile
Please provide a link to the content you're trying to report so we can investigate. To get a link to the exact content you want to report:
Find the content (photo, video, comment, etc) you want to report
If this content is on someone's wall or in news feed, click on the date/time it was posted (next to Comment)
Copy the URL from your browser's address bar:
facebook
Link (URL) to the content
Screenshot
Optional
Choose Files
no files selected
Learn how to upload a screenshot
Additional info
Send

30d stats

Help Center Contact Forms

Help Center Forms
1.5M People
2.9M Submissions

Satisfaction: 50%

Form	Type	Satisfaction	Action Rate
Edit Date of Birth	TPS	70%	N/A
Hacked	TPS	52%	N/A
Edit Name	TPS	55%	N/A
Spam	TPS	-	N/A
Fake Appeals	TPS	-	N/A
Mobile Login	TPS	54%	N/A
Hacked - automated	TPS	-	N/A
Fake Accounts	TPS	-	N/A
Account Security (Delta)	TPS	40%	N/A
Privacy	TPS	-	N/A
Harassment	TPS	-	N/A
Impersonation Appeals	TPS	-	N/A

Document Provided in Native Format

Measuring Bad Experiences

30d stats

SI/TE/CO Feedback Channels

Channel	People
Facebook Reporting	**200M**
Checkpoints	**107M**
Product Feedback	**13M**
Instagram Reporting	**7.5M**
User to User Forums	**5.1M**
Feature Limit Appeals	**2.7M**
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People Initiated FB Initiated Mixed

People initiated interactions

FB Content Reporting
200M People

Product Feedback
13M People

Instagram Reporting
7.5M People

User-to-User Forums
5.1M People

Help Center Forms
1.5M People

Facebook initiated interactions

Authenticity Checkpoints
57M "People"

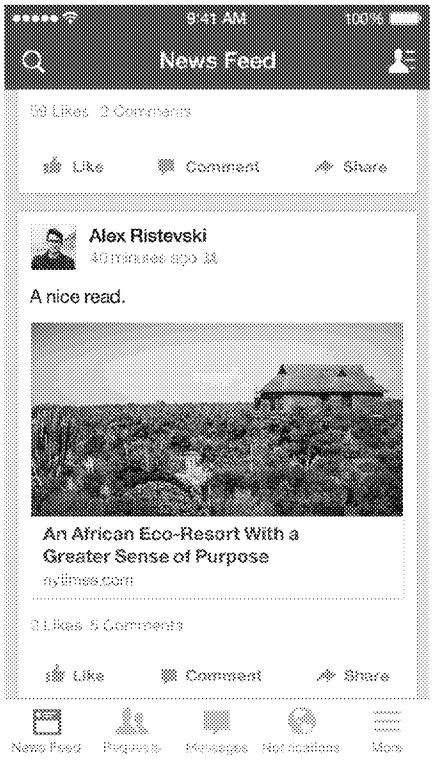
Behavior Checkpoints
43M People

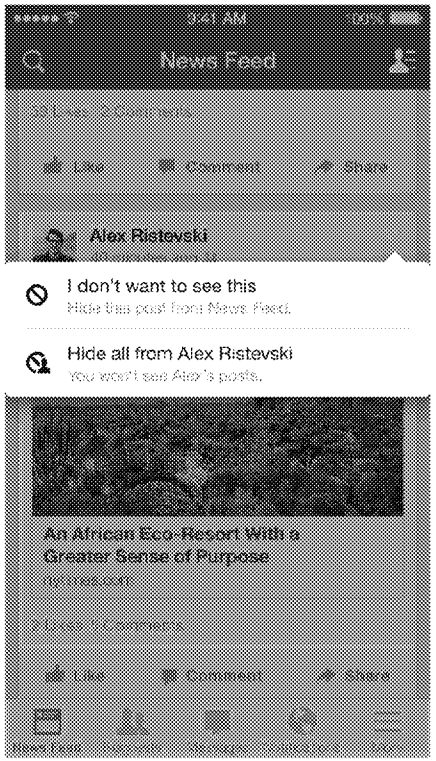
Account Compromise Checkpoints
36M People

All Other Checkpoints
2M People

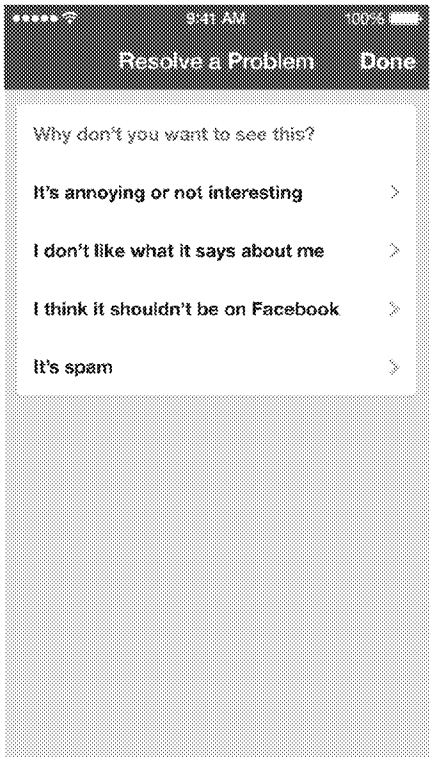
Feature Limit Appeals
2.7M People

Facebook Reporting


9:41 AM
100%
News Feed
59 Likes 2 Comments
Like
Comment
Share
Alex Ristevski
40 minutes ago
A nice read.
An African Eco-Resort With a Greater Sense of Purpose
nytimes.com
3 Likes 5 Comments
Like
Comment
Share
News Feed
Requests
Messages
Notifications
More

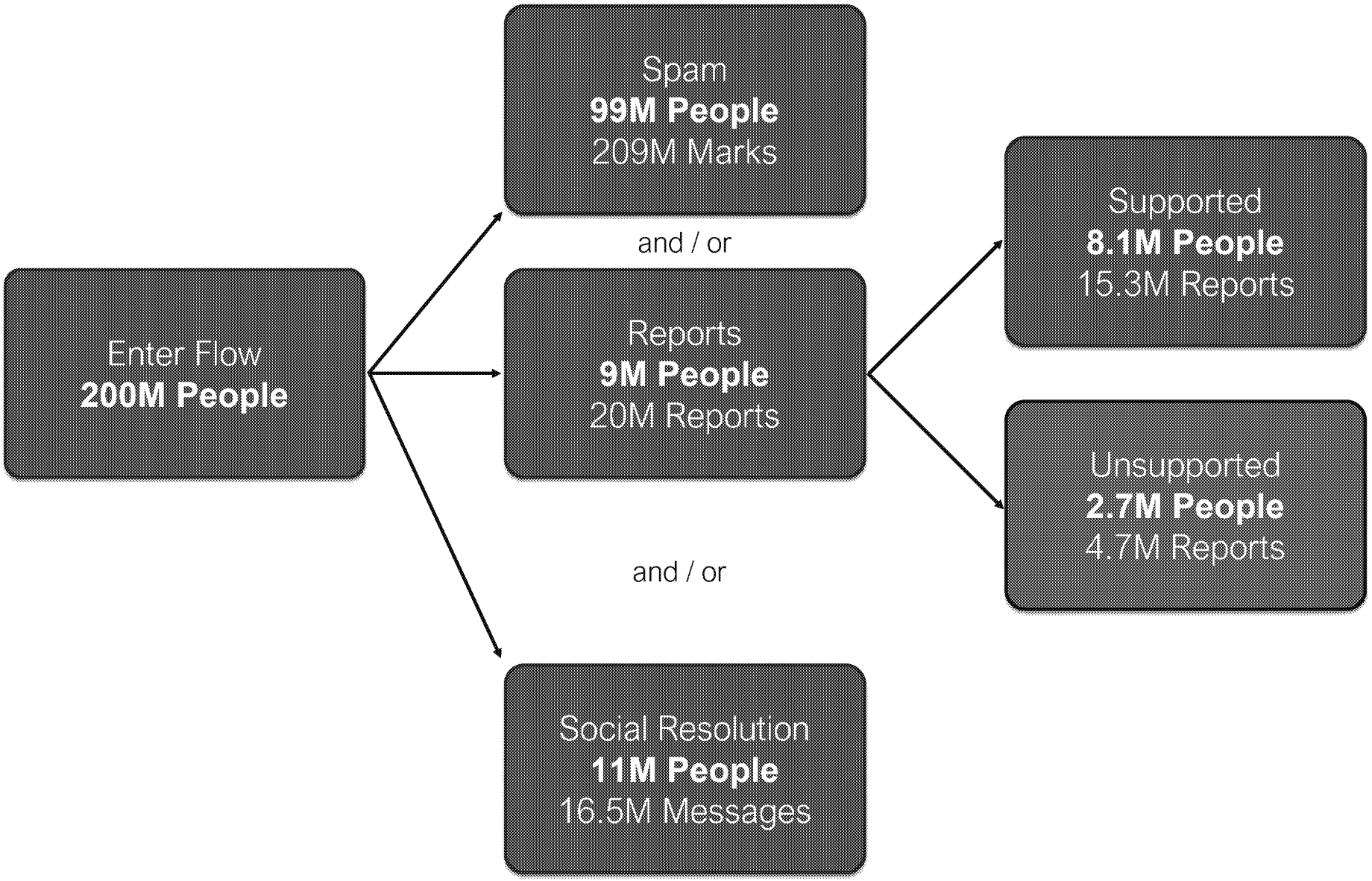

9:41 AM
News Feed
Alex Ristevski
I don't want to see this
Hide this post from News Feed.
Hide all from Alex Ristevski
You won't see Alex's posts.
An African Eco-Resort With a Greater Sense of Purpose


9:41 AM
100%
News Feed
59 Likes 2 Comments
Like
Comment
Share
Why don't you want to see this?
Sharon Hwang with Mike Matas at Gowan Orchards
Yesterday at 10:07 PM
Sunday stroll
News Feed
Requests
Messages
Notifications
More


9:41 AM
100%
Resolve a Problem
Done
Why don't you want to see this?
It's annoying or not interesting
I don't like what it says about me
I think it shouldn't be on Facebook
It's spam

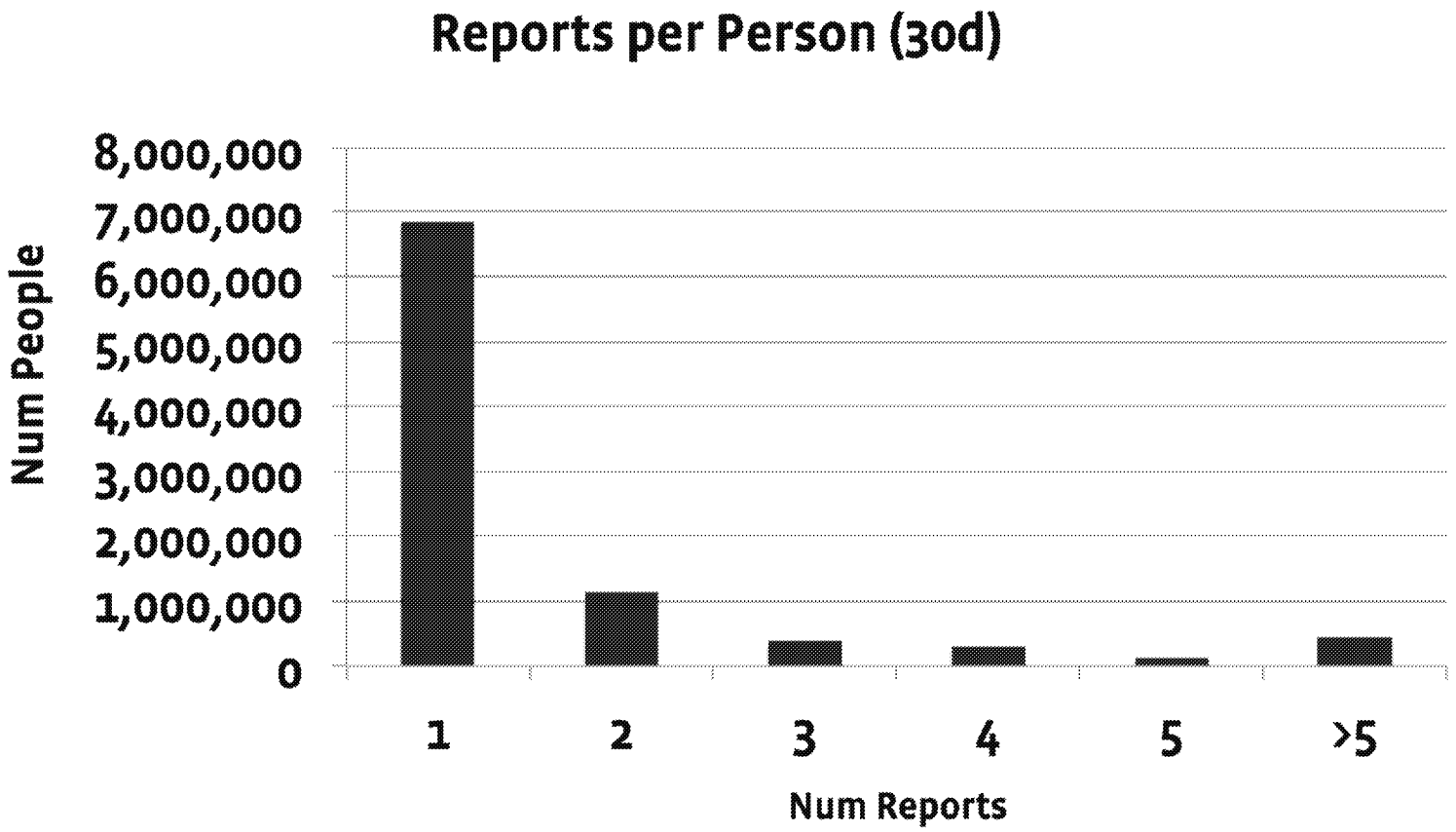
30d stats

Facebook Reporting



30d stats

Facebook Reporting



Result of Reports

Supported Reports
8.1M People
15.3M Reports

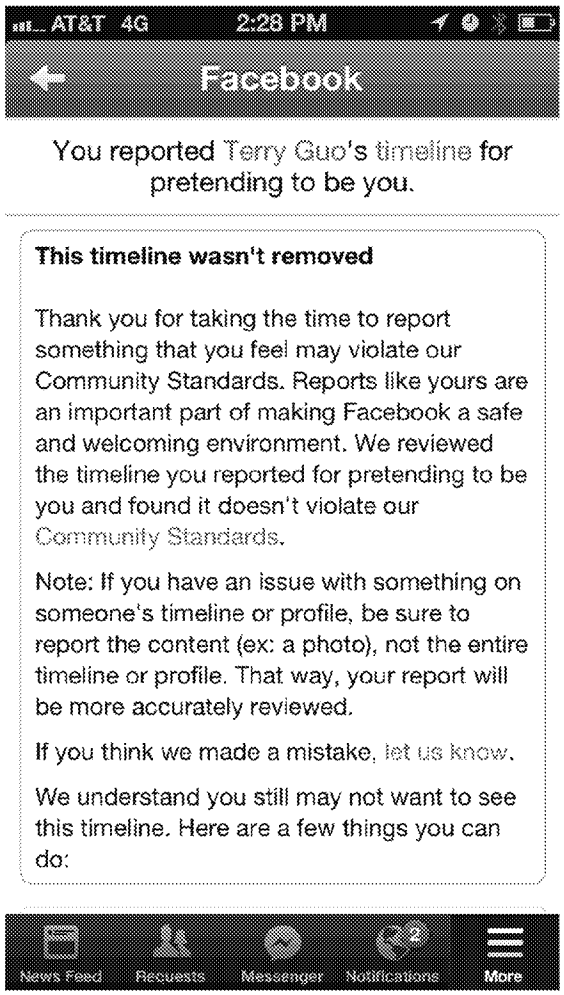
Action Rate: **18%**
Agree Satisfaction: **76%**
Disagree Satisfaction: **15%**

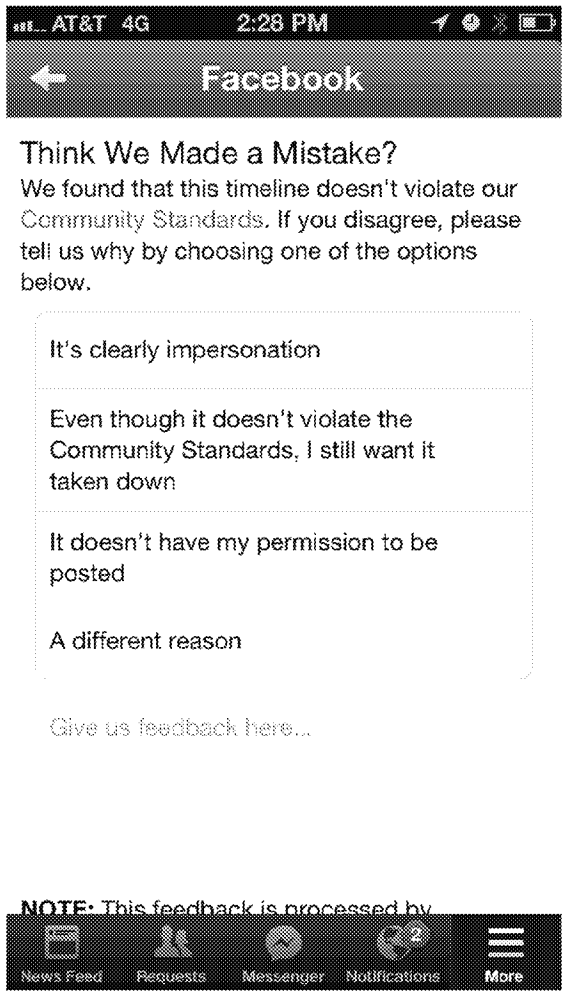
Issue	Type	Satisfaction	Action Rate
Pornography	**CRT**	**33%**	**22%**
Cyberbullying	**CRT**	**30%**	**6%**
Hate	**CRT**	**22%**	**4%**
Fake Accounts	**CRT**	**-**	**25%**
Violence	**CRT**	**26%**	**5%**
Fake Name	**CRT**	**40%**	**20%**
CredibleThreat	**CRT**	**22%**	**3%**
PhotoDNA Match	**CRT**	**-**	**0%**
Unwanted Contact	**CRT**	**34%**	**3%**
SelfHarm	**CRT**	**29%**	**5%**
Drug Use	CRT	24%	3%
Impersonating Private User	CRT	-	32%
Inappropriate Comments	CRT	-	16%

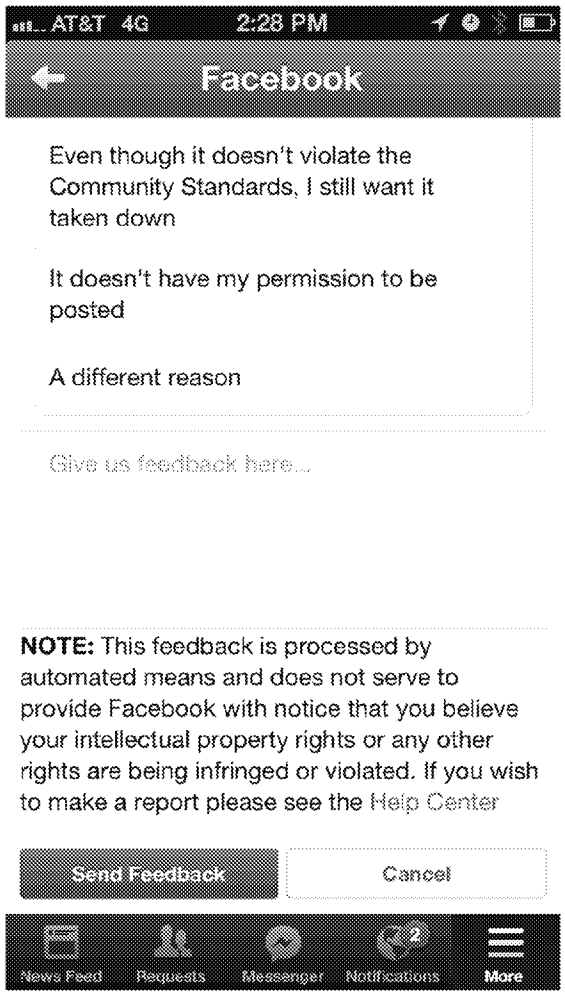
30d stats

Content Reporting Appeals

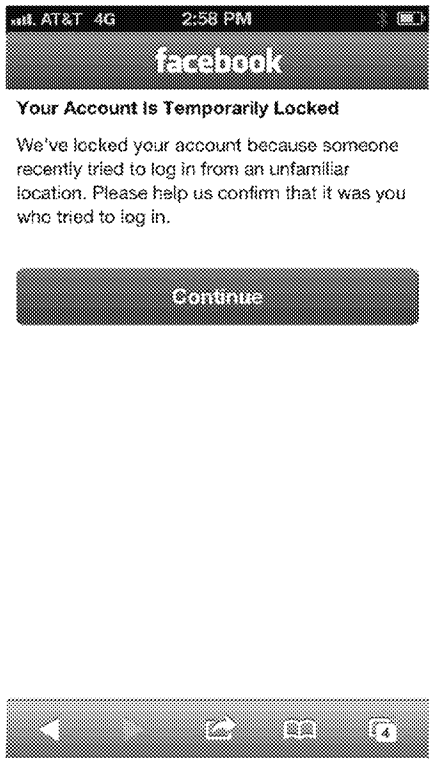
Appeals
240k People

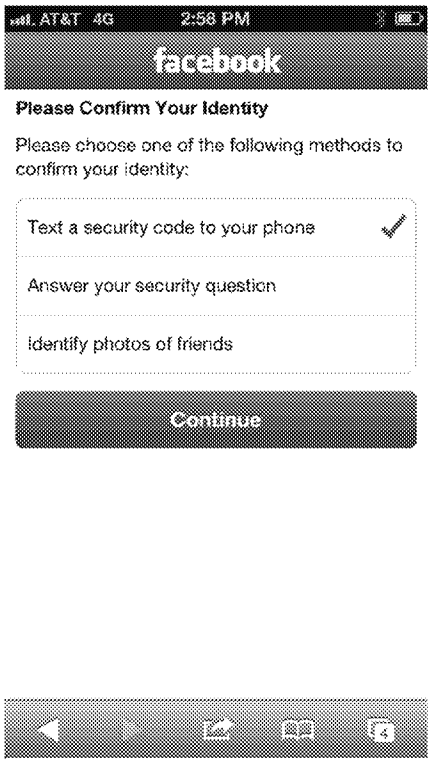


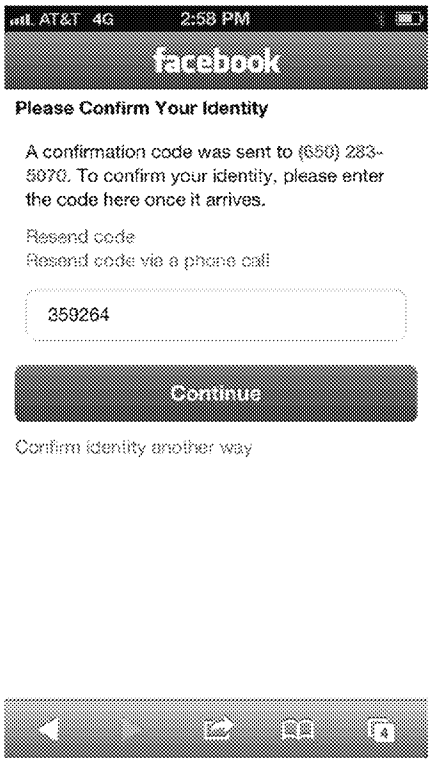


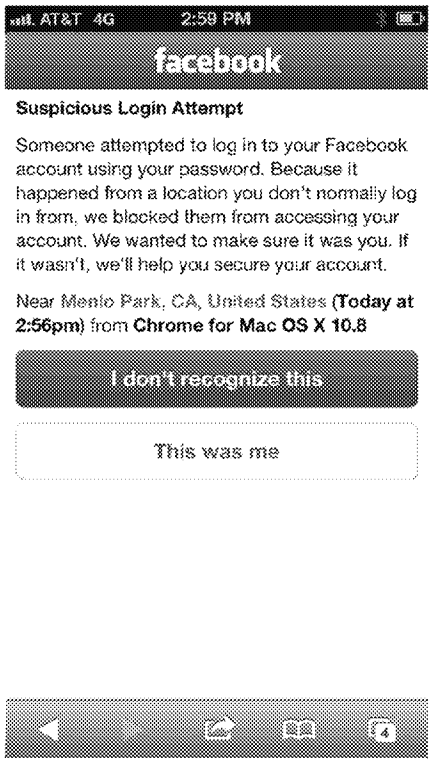


Facebook Checkpoints

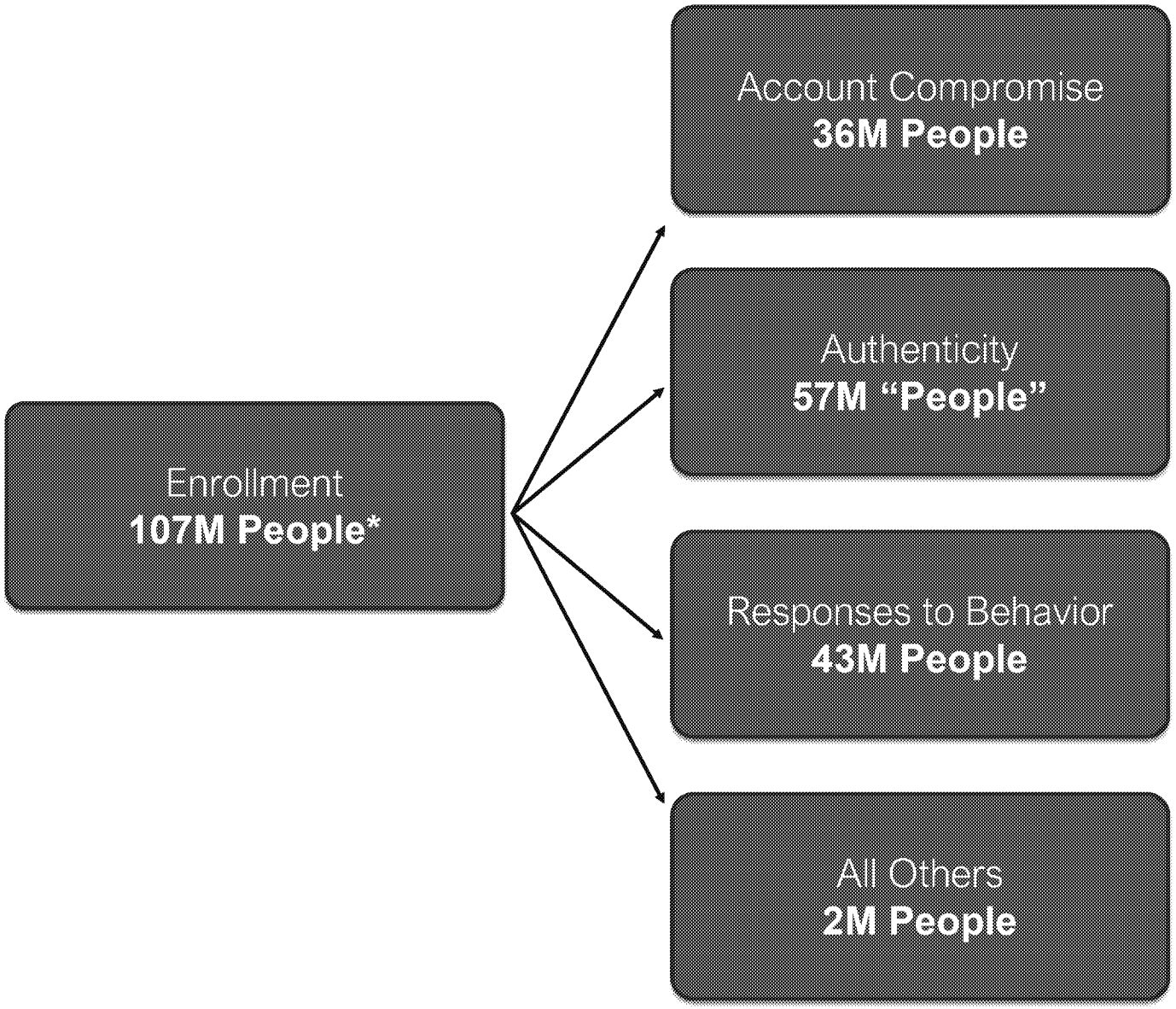

AT&T 4G 2:58 PM
facebook
Your Account Is Temporarily Locked
We've locked your account because someone recently tried to log in from an unfamiliar location. Please help us confirm that it was you who tried to log in.
Continue


AT&T 4G 2:58 PM
facebook
Please Confirm Your Identity
Please choose one of the following methods to confirm your identity:
Text a security code to your phone
Answer your security question
Identify photos of friends
Continue

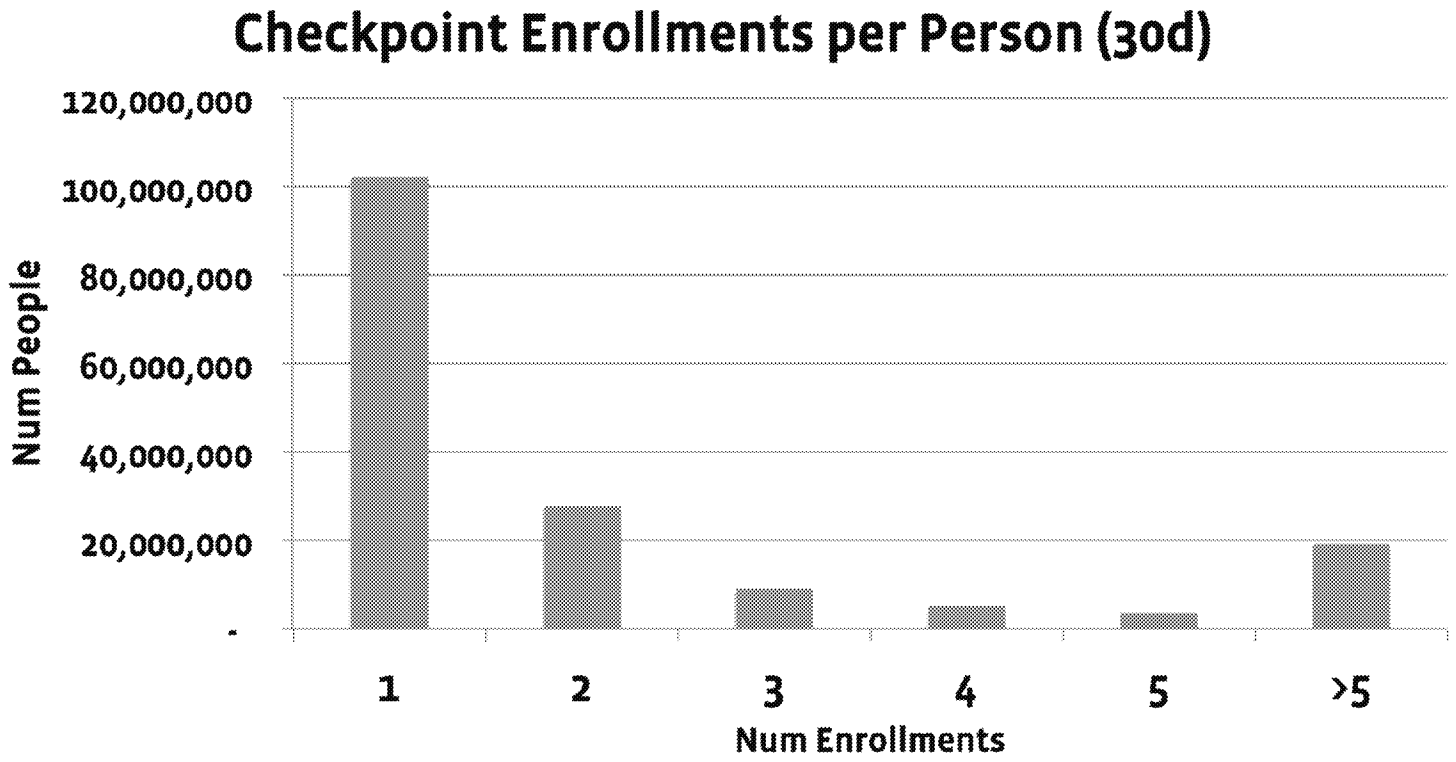

AT&T 4G 2:58 PM
facebook
Please Confirm Your Identity
A confirmation code was sent to (650) 283-5070. To confirm your identity, please enter the code here once it arrives.
Resend code
Resend code via a phone call
359264
Continue
Confirm identity another way


AT&T 4G 2:59 PM
facebook
Suspicious Login Attempt
Someone attempted to log in to your Facebook account using your password. Because it happened from a location you don't normally log in from, we blocked them from accessing your account. We wanted to make sure it was you. If it wasn't, we'll help you secure your account.
Near Menlo Park, CA, United States (Today at 2:56pm) from Chrome for Mac OS X 10.8
I don't recognize this
This was me

Facebook Checkpoints



Facebook Checkpoints

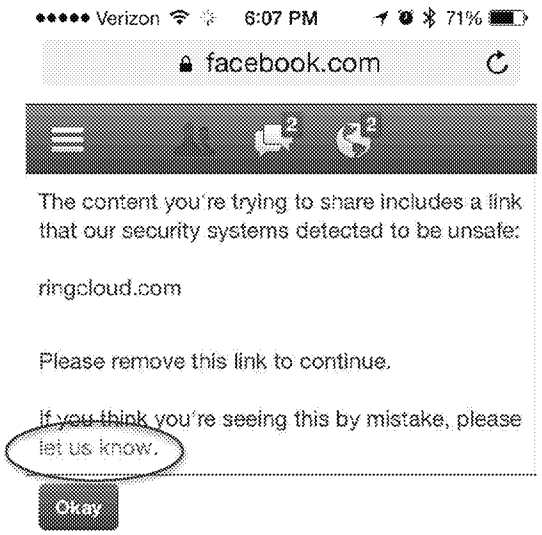


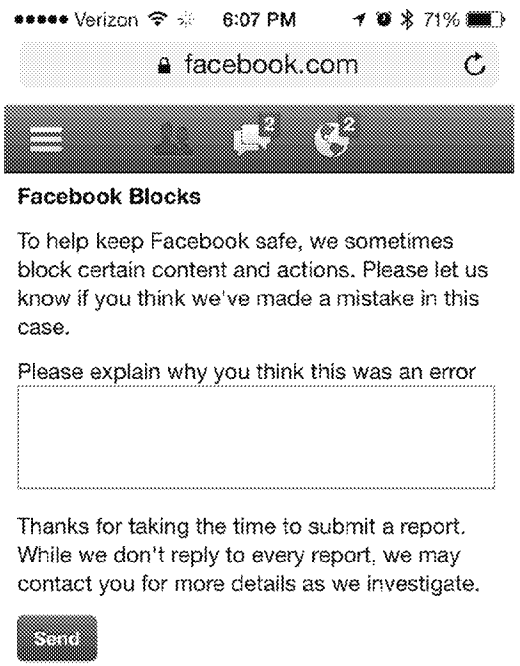
Facebook
Feature Limit Appeals

30d stats

Facebook Feature Limits

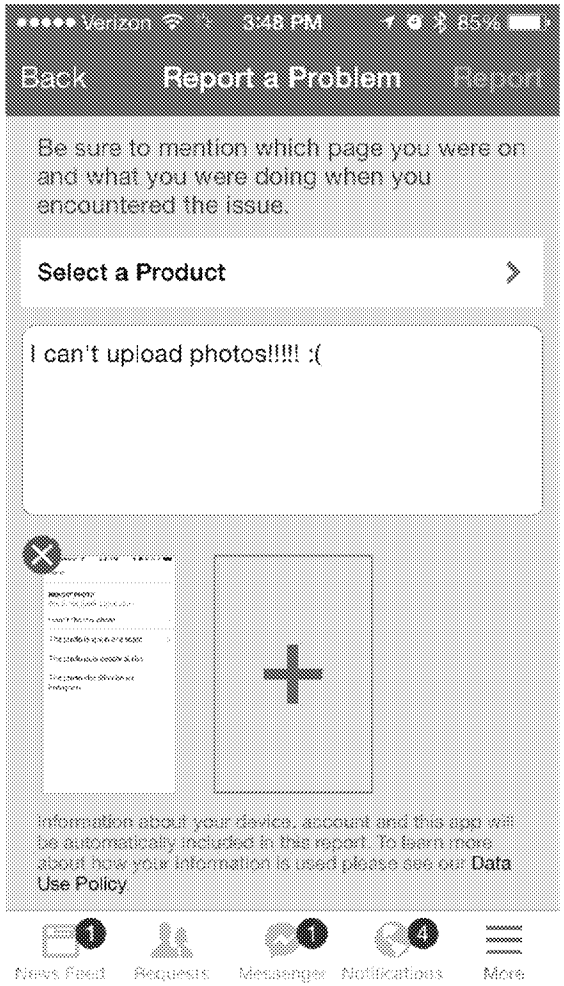
Feature Limit Appeals
2.7M People
3.4M Submissions



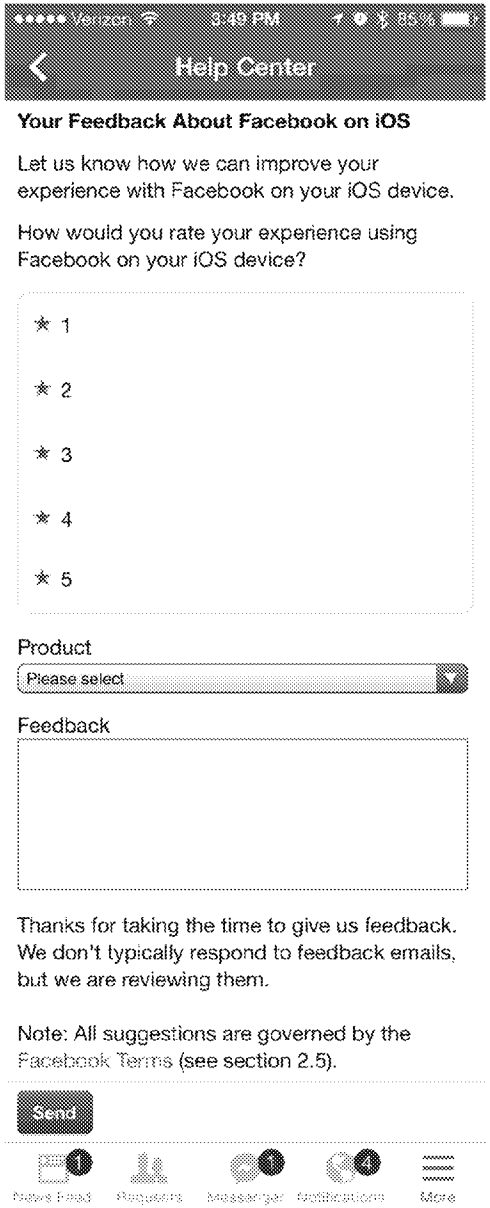


Facebook
Product Feedback

Report a Problem



Send Feedback



30d stats

Product Feedback

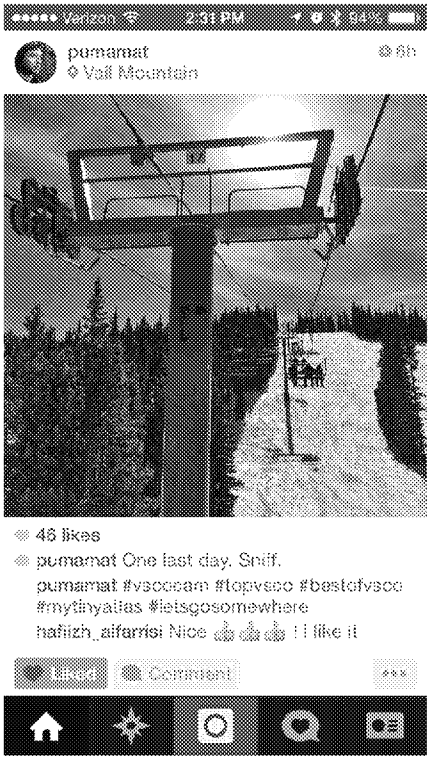
Report a Problem

Bug Reports
3.8M People
4.6M Submissions

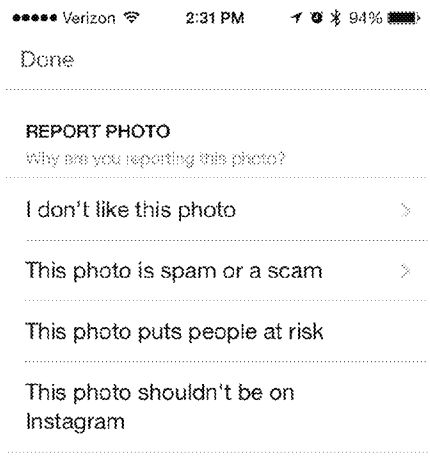
Send Feedback

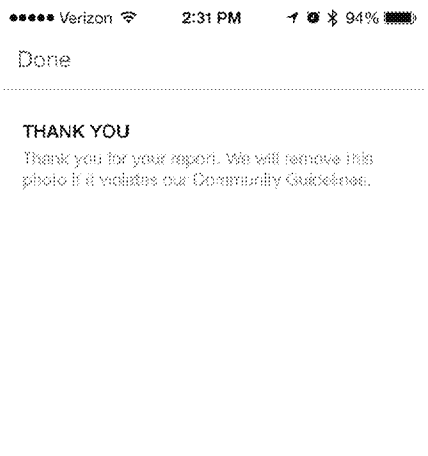
Feedback
10M People
10M Submissions

Instagram Reporting


Verizon 2:31 PM 94%
pumamat
Vail Mountain
8h
46 likes
pumamat One last day. Sniff.
pumamat #vscocam #topvsco #bestofvsco #mythinyatlas #letsgosomewhere
hafiizh_aifarrisi Nice ! I like it
Liked
Comment

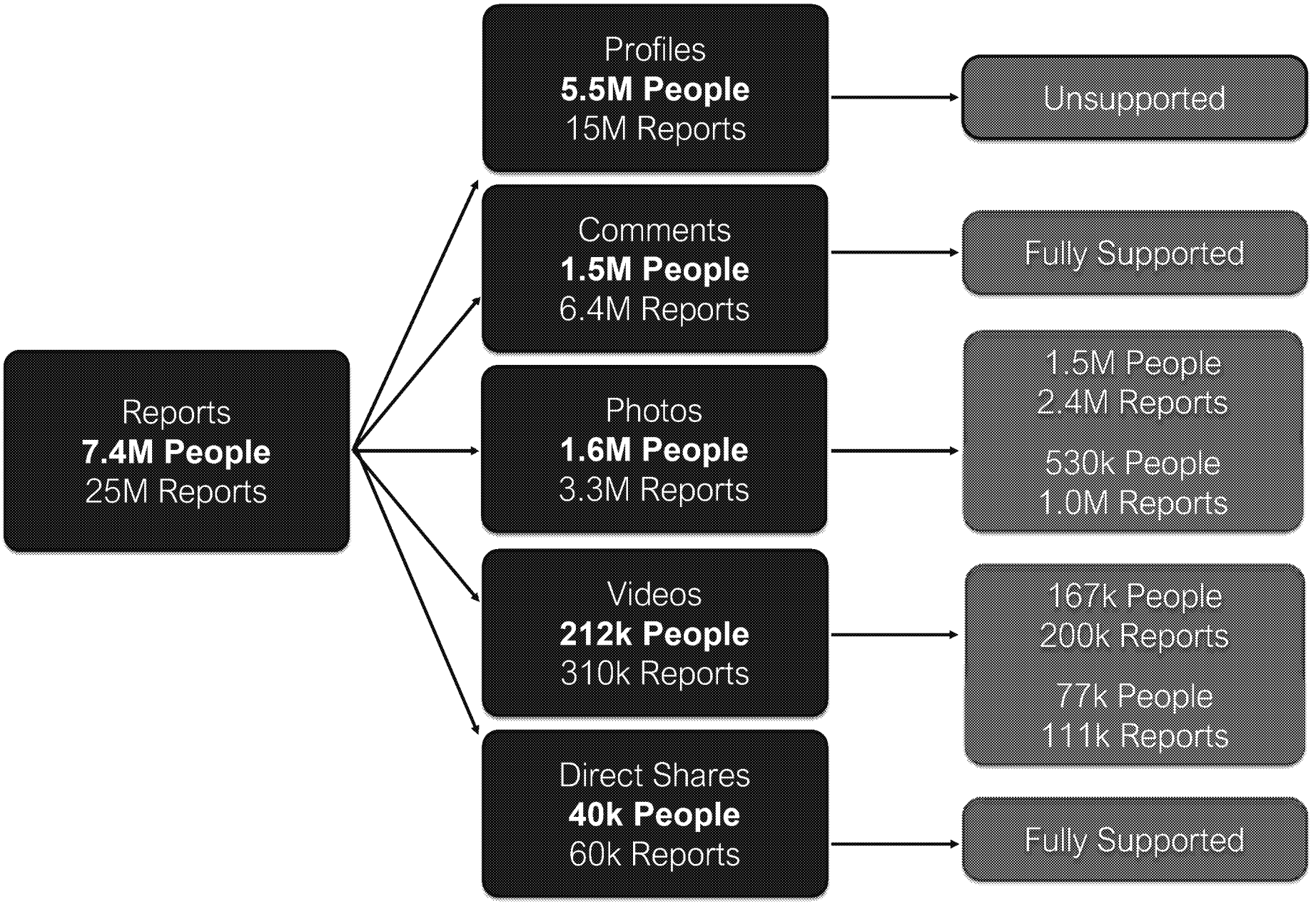

pumamat
Vail Mountain
Report Inappropriate
Share to Facebook
Tweet
Copy Share URL
Cancel


Verizon 2:31 PM 94%
Done
REPORT PHOTO
Why are you reporting this photo?
I don't like this photo
This photo is spam or a scam
This photo puts people at risk
This photo shouldn't be on Instagram

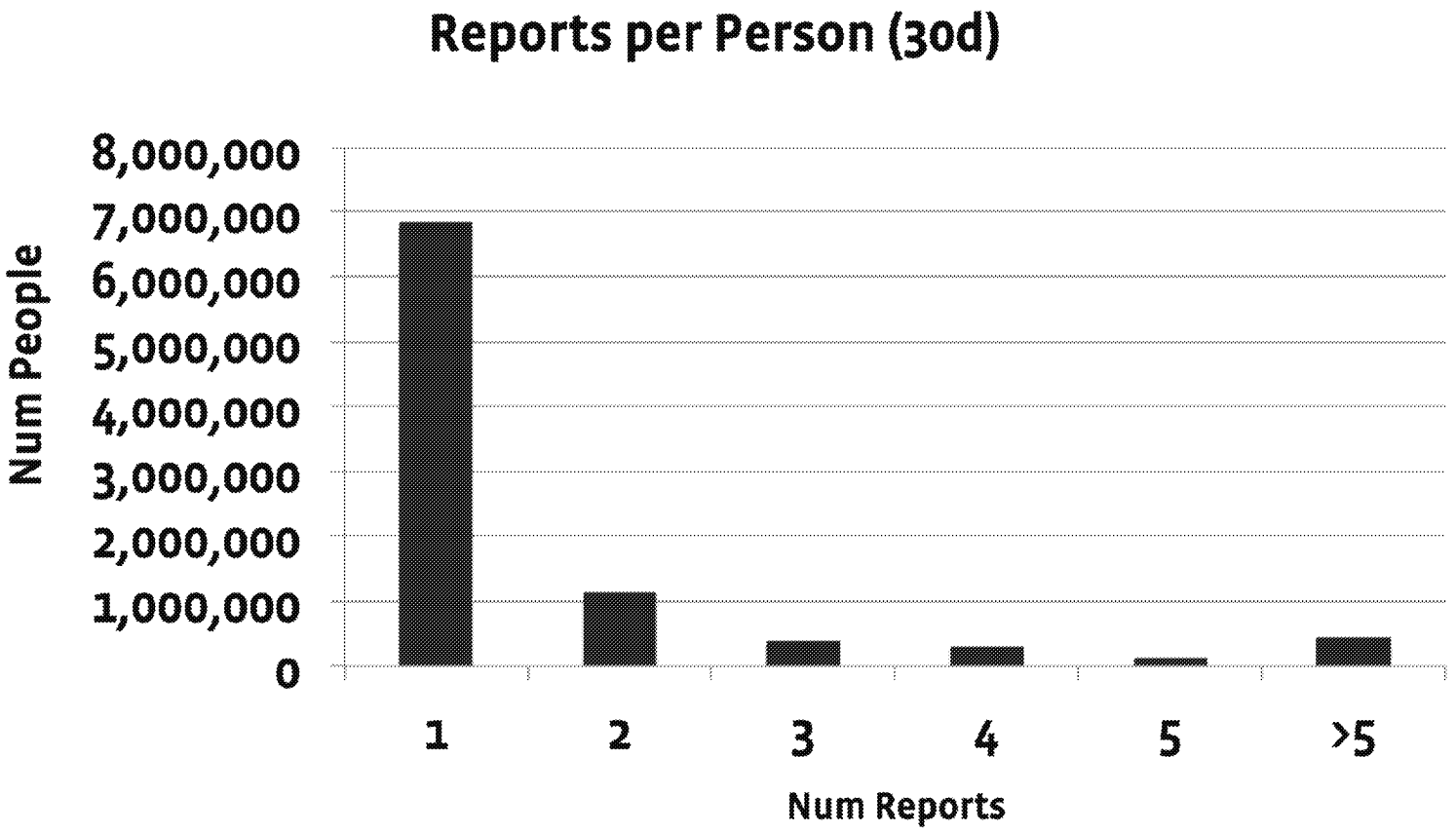

Verizon 2:31 PM 94%
Done
THANK YOU
Thank you for your report. We will remove this photo if it violates our Community Guidelines.

30d stats

Instagram Reporting



Instagram Reporting



Facebook
User-to-User Forum

facebook

Hi Rob, what do you need help with?

Help Center ▸ Help Community

English (US)



Rob Boyle
0 Questions · 0 Answers

- Top Questions
- Questions I'm Following
- Unanswered Questions
- Browse Topics

Popular Topics

- Managing Your Page
- Photos
- Account Settings
- Feature Blocks
- Something's Broken
- Privacy
- Messages
- Groups

Browse Questions

Ask a Question

Most Recent | Top Questions | Unanswered

Filter by: Select topics...

1785 **Facebookis10**
Featured Answer · 338 answers · Seen by 16,946 · Asked about 2 weeks ago by **Lynn McBride McClur**
Photos · Timeline

211 **how do you edit facebook lookback??**
Featured Answer · 65 answers · Seen by 3,722 · Asked about 2 weeks ago by **Joe Phelan**
Photos

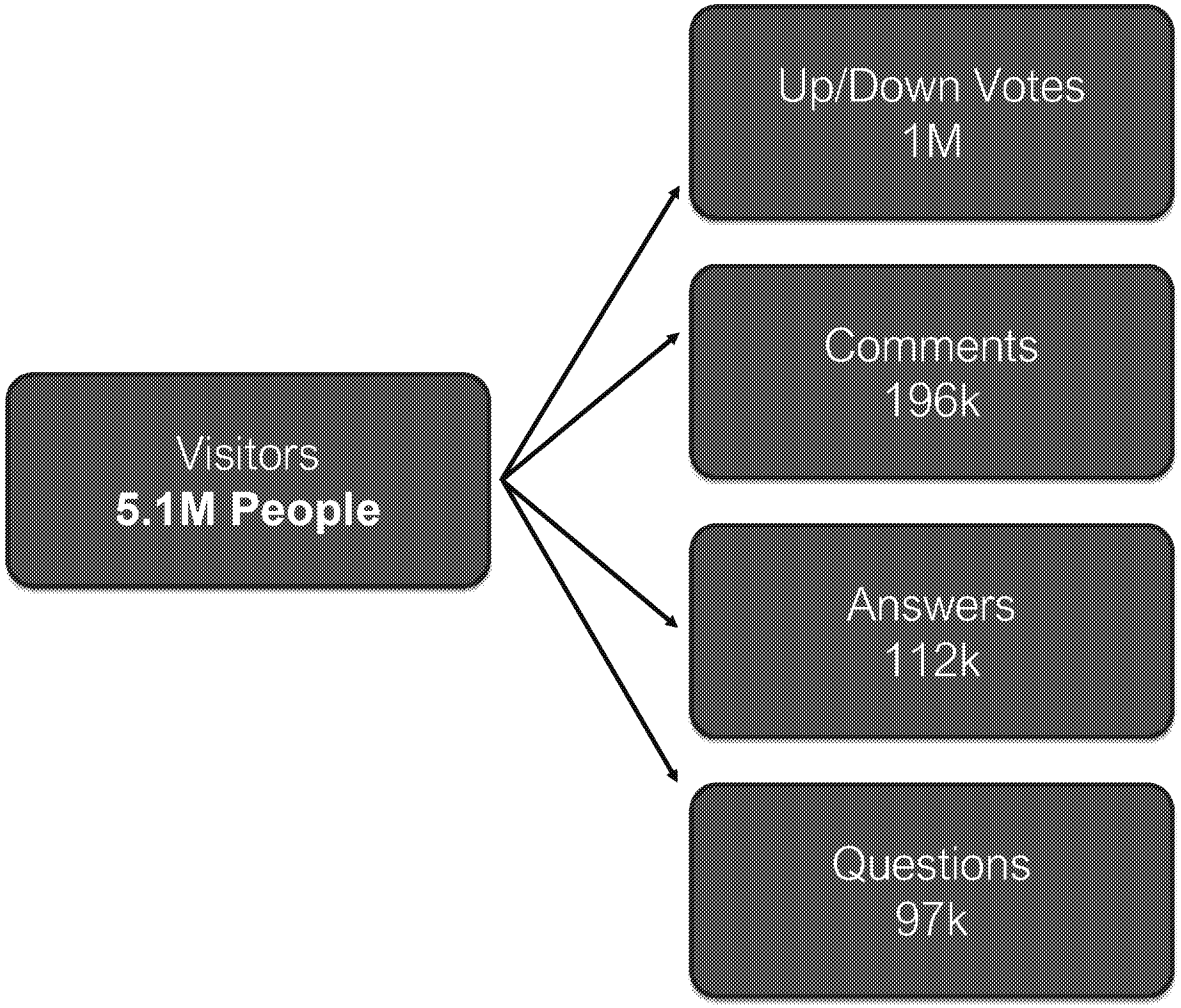
270 **Accidentally Deleted Look Back Video**
Featured Answer · 59 answers · Seen by 2,556 · Asked about 2 weeks ago by **Joey Kasura**
Videos · Timeline

139 **why i am blocked?**
Featured Answer · 76 answers · Seen by 3,148 · Asked about 2 weeks ago by **Khaled Omar**
Feature Blocks

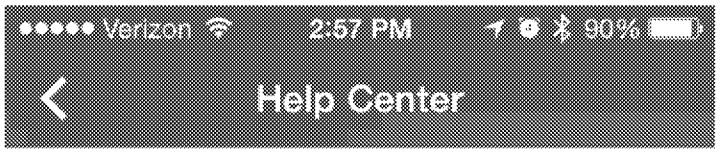
1196 **How do I get rid of Trending?**
Featured Answer · 244 answers · Seen by 14,010 · Asked about a month ago by **Karen Jayne Myers**
News Feed

30d stats

User-to-User Forum



Facebook
Help Center Forms



Report Suicidal Content

IMPORTANT: If you've encountered a direct threat of suicide on Facebook, please contact law enforcement or a suicide hotline immediately. If the person you're worried about is a member of the US military community, be sure to mention this so they can provide this person with custom support.

Full name of the person who posted the content

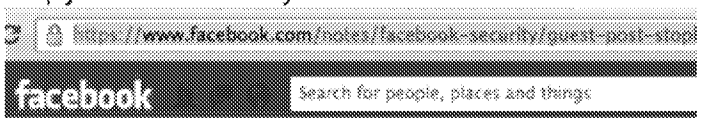
As it appears on Facebook

Link (URL) to this person's profile

https://www.facebook.com/...

Please provide a link to the content you're trying to report so we can investigate. To get a link to the exact content you want to report:
Find the content (photo, video, comment, etc) you want to report
If this content is on someone's wall or in news feed, click on the date/time it was posted (next to **Comment**)

Copy the URL from your browser's address bar:



Link (URL) to the content

https://www.facebook.com/...

Screenshot

Optional

Choose Files no files selected

Learn how to upload a screenshot

Additional info

(Ex: a copy of what was posted, if you can't provide the link)

Send



30d stats

Help Center Contact Forms

Help Center Forms
1.5M People
2.9M Submissions

Satisfaction: 50%

Issue	Type	Satisfaction	Action Rate
Edit Date of Birth	TPS	70%	N/A
Hacked	TPS	52%	N/A
Edit Name	TPS	55%	N/A
Spam	TPS	-	N/A
Fake Appeals	TPS	-	N/A
Mobile Login	TPS	54%	N/A
Hacked - automated	TPS	-	N/A
Fake Accounts	TPS	-	N/A
Account Security (Delta)	TPS	40%	N/A
Privacy	TPS	-	N/A
Harassment	TPS	-	N/A
Impersonation Appeals	TPS	-	N/A