SHAYLI H2 2023 PSC

Peer Reviews:

- **Darius Kilstein, DS**
- **Marianne [redacted], PD**
- **Elizabeth [redacted], CD**
- **Kevin [redacted] UXR**

- **As the Lead xMeta Teen SME, I spearheaded the development and implementation of innovative processes that significantly enhanced our leadership and XFN's understanding of our teen audience. These efforts directly impacted product development and decision making across all levels, resulting in a more teen-centric approach to our work.**
  - **Launched IG's first Teen Codesign Lab in collaboration with USC by conceptualizing the program's research goals and operational strategy and effectively coordinating with relevant stakeholders and consultants to chart and execute milestones to guarantee timely implementation for H1 2024.**
  - **Oversaw major components of the IG Leadership Teen Onsite (SRT, panel discussion, exhibit content and design) to ensure delivery of high quality content and collateral that effectively drove empathy among senior leadership at the event and beyond when repurposed at All Hands week.**
  - **Played a crucial role in launching the IG Teen Insights Hotline (UXR + IG Leads) chat thread by partnering with senior UXR to develop the operational model and set deliverable expectations. Through my efforts, we were able to provide succinct and timely responses to leadership's priority research questions.**
  - **Instrumental in shaping RL's focus on TAYA informing product strategies and research deliverables across Avatars, Horizon and VR by actively socializing insights across Workplace and forming partnerships with their UXR.**
- **Identified early teens as a pertinent understand gap for IG's acquisition strategy and drove initial program of research as the qualitative lead, identifying high opportunity strategic recommendations and viable product concepts resulting in multiple roadmap items across PGs (x, x, x). This work also sparked and steered subsequent deep dives to address unknowns; Refine & Size Barriers to DM Teens Joining IG, Understand U.S. Early Teen Never-Users and Teen Utility JTBD contributing to the Growth Fundamentals WS8 Understand effort and strategy.**
- **Explored "social" as a differentiator for entertainment offerings through net new primary research and evangelized recommendations across Sharing and Communities Leads + 7 different product teams' brainstorm/planning sessions motivating them to develop experiences with play and teens' social needs in mind. This resulted in the development of products such as Photo Spins, Super Re-**

share, a community-based new bet on Eco/Labs and influenced the approach for the new onboarding vision to include flourishes of color, illustration, fun language, animation, and participation. This work also served as a foundation for further explorations in GenAI /imagine research and Marketing's work on 'everyday creativity' through play.

- **Championed a stronger consideration of teen's perspectives of privacy, sharing and audiences informing the research and development of Flipside, changing policy's perspective of teen audience controls and influencing IG Trust to focus on teens as the design target (vs. the prior gen pop lens) spurring explorations around privacy-first experiences roadmapped for H1 2024. Also heavily contributed to the canonical knowledge and insights for Privacy's xMeta Teen Privacy Insight Pack.**

600 word limit → overview, focus on impact
1-3 strengths → detail use it to talk about impact
Areas to develop
Career goals

Don't have to restate mid cycle 2023
Be specific about role, drove "program of research", highlight how you helped other people
Bring in X-Meta impact up top

Scope - The expectations are for an individual to support the company's values, make decisions that maximize impact while minimizing cost, and contribute to the community through leading organizational efforts. They should also be proficient in ensuring alignment on priorities, identifying potential roadblocks, simplifying processes, planning and executing complex assignments, and influencing major decisions across teams and regions.

Collaboration - Creates formal networks and appropriately involves key internal/external contacts in multiple areas across XFN teams. Recognized internally as an expert and thought leader and sought out for advice and expertise in a few product/business areas

Direction - Proactively identifies important problems and solutions with impact on longer term strategic objectives. Influences key leaders, stakeholders, and functional strategy. May participate in the development of the product or group strategy

Execution - Has specialized depth and/or breadth of expertise and is considered a company level expert in multiple product/business areas. Encourages continuous learning by championing training and development opportunities for themselves and others

- Support company values
- Make decisions that maximize impact while minimizing cost
- Contribute to the community through leading organizational efforts
- Ensure alignment on priorities, identify potential roadblocks, simplify processes
- Plan and execute complex assignments
- Influence major decisions across teams and regions

- Create formal networks and involve key internal/external contacts in multiple areas across XFN teams
- Recognized internally as an expert and thought leader

- Proactively identify important problems and solutions with impact on longer term strategic objectives
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- Encourage continuous learning by championing training and development opportunities for themselves and others

Product Impact

- **Set direction to bring teen privacy considerations into focus driving new private sharing experiences and more nuanced audience control development.**

- **Provided the foundational insights to validate company differentiation opportunities at the intersection of social and entertainment experiences shaping new product development across PGs.**

- **Championed early teen understanding Early Teen Synthesis, qual led with Sylvia lookback – product work and inspired early teen never user (Lea and Christina's)**

- **Bring leadership and XFN closer to teens**

- **Stood up IG's first teen co-design lab in collaboration with academic research partners and navigating complex approval systems and scoping.**
- **Lead voice of research in IG Leads requests/inquiries, building empathy, influencing decision making etc.**

- **IG Teen Leadership offsite**

- Teen SME

Strengths section

- Horizontal impact panelist
- IG Teen Experts Panel for NSX Sharing Studio
- Ability to make clear communication leveraged across companies
- Office hours Subject matter expert stakeholder management sought out by x # of people across PG
- Onboarding XFN to Ecosystems, Communities Labs people, new UXR

Instagram Impact - Product teams

- [HYPERLINK "https://docs.google.com/document/d/1W500gMbJwUsrCefb-kyhN-VxUE2uZmcYuOLc-v8lJ7E/edit?usp=sharing" \h]
  - To drive IG's expansion with teens outside of the U.S., the[HYPERLINK "https://docs.google.com/document/d/1W500gMbJwUsrCefb-kyhN-VxUE2uZmcYuOLc-v8lJ7E/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/document/d/1W500gMbJwUsrCefb-kyhN-VxUE2uZmcYuOLc-v8lJ7E/edit?usp=sharing" \h] provided a foundational understanding of teen core values and cultures and how they impact teen behaviors, social media needs and barriers.
    - Informed IG's approach to[HYPERLINK "https://docs.google.com/presentation/d/1nNoicWVqJZqzSV4MnRsWP7KGkR5N5H4B8BXrcO__FnU/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/presentation/d/1nNoicWVqJZqzSV4MnRsWP7KGkR5N5H4B8BXrcO__FnU/edit?usp=sharing" \h] bolstering the direction for the[HYPERLINK "https://fb.workplace.com/groups/teamig/permalink/6878494325523486/" \h][HYPERLINK "https://fb.workplace.com/groups/teamig/permalink/6878494325523486/" \h] and further reinforcing teen privacy and safety as a Meta-wide priority.
      - *Teen JTBD survey for Growth Fundamentals*[HYPERLINK "https://docs.google.com/document/d/15AZQhVw1ri2RaVrqLVELYrYu0PvpOkJ8/edit?usp=sharing&ouid=113859350455481889518

Commented [1]: Role: designing the research, project management, mentoring, directing deliverable and socialization strategy

Commented [2]: Role: designing the research, led brainstorming to inform it, collabing with Lauren, keeping GF up to speed on progress, bringing in Kevin

&rtpof=true&sd=true" \h], [HYPERLINK "https://docs.google.com/document/d/1UdIaEAI581UEqjKtL16buMUAsUcpnpUaRBRqtwGD37A/edit?usp=sharing" \h]
    - *Informing Surface Jobs* [HYPERLINK "https://docs.google.com/document/d/1MYIXHWBTCqOBi1qqTQFPi3CHN3L178Xf4-S791ajH9A/edit?usp=sharing" \h]

- [HYPERLINK "https://docs.google.com/presentation/d/1MuSDcFxjkIJvGGsDhsDEqsR8HsL-fzVdqM4EAacbjUw/edit?usp=sharing" \h]
    - Sharing AI planning/brainstorms
    - [HYPERLINK "https://docs.google.com/presentation/d/1Q2KXH27htqphy4v47qCg3hbowwmFuka_jK8AL3Kz94Q/edit?usp=sharing" \h]
    - [HYPERLINK "https://docs.google.com/document/d/1GmpY4cqh3owR_b6FxfpIt0vbOxkSsFbinIHhJ4tc0nI/edit?usp=sharing" \h]
        - [HYPERLINK "https://docs.google.com/presentation/d/11FTBxPAUzs46Z_zG-uzSn5Xp8ZleHmz5DljRibx-aaY/edit" \l "slide=id.g214534bea41_0_22" \h]
    - [HYPERLINK "https://docs.google.com/presentation/d/197FqssHyMV5bozxONDaOKm_b8ORIHvEZUmLDtIrV5Qs/edit?usp=sharing" \h]
    - Participation Research shareout
    - Evolution of Entertainment brainstorm
    - [HYPERLINK "https://fb.workplace.com/groups/1696958117250748/permalink/3538093126470562/" \h]
- Led the[HYPERLINK "https://docs.google.com/spreadsheets/d/1jdA8nM7coUYOUxdT9n7pupFiZxLrdj2cHzw1OEMx8-g/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/spreadsheets/d/1jdA8nM7coUYOUxdT9n7pupFiZxLrdj2cHzw1OEMx8-g/edit?usp=sharing" \h] process for Communities Lab, which generated 20+ concepts = led to Secret Profile/Opal/Flipside development
    - [HYPERLINK "https://docs.google.com/presentation/d/1puQR4AN2TwP3gD-TUhpKqixKi6K6I0IzZNSSJTAxIUI/edit?usp=sharing" \h]
- Contributed [HYPERLINK "https://docs.google.com/presentation/d/1H6PEFSOWUHD99R7ISv2oqP1ee5S-0KDdGEc32MA7F78/edit?usp=sharing" \h] to [HYPERLINK "https://docs.google.com/presentation/d/1sRGMzWE64luO1j_rhYAvaG5wwYV6OvJWYoNGUGATeN8/edit?usp=sharing" \h] acquisition brainstorm “Play Together”
- Shipped the[HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1343984106529522/" \h][HYPERLINK

Commented [3]: Role: everything end to end

Commented [4]: summarize number of sprints, propelled/evolved/pushed forward our thinking in how we approach teen product development

Commented [5]: track down specific roadmap items

Commented [6]: Role: Collabing with UXR to identify opp areas, aligning with XFN on prompts, conducting brainstorms, deliberating on investment

Commented [7]: Role: giving feedback to Sylvia who was driving this time, providing and presenting insights,

Commented [8]: Role: everything end to end

"https://fb.workplace.com/groups/568604604067480/permalink/1343984106529522/" \h] that serves as foundational research that several non-user and teen segment[HYPERLINK "https://docs.google.com/spreadsheets/d/1waLIXWTIX4sSKF8S5cRMLp0n3rwl3xRd4dcWBOxPuDs/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/spreadsheets/d/1waLIXWTIX4sSKF8S5cRMLp0n3rwl3xRd4dcWBOxPuDs/edit?usp=sharing" \h].

- [HYPERLINK "https://docs.google.com/presentation/d/1zAmWjt_OAISMqauXcjSu-L7yxIBr6qgYCfzsDl-A26Q/edit?usp=sharing" \h]

Commented [9]: managing partnership with Sylvia

Commented [10]: Role: collabing on narrative and framing

Instagram Impact - Leadership

- Collaborated on [HYPERLINK "https://fb.workplace.com/groups/324118628238164/permalink/1304238970226120/" \h]
- Teen Insights Hotline [HYPERLINK "https://docs.google.com/document/d/1AErPIC52ZzRcsfH-rDwQKyyZ-hDDWSrI0fTEljgPw5g/edit?usp=sharing" \h] and [HYPERLINK "https://docs.google.com/document/d/11vyuUsUovbePfj40KWjcVzkcyMwYgrkJ2MMhPG2C5MM/edit?usp=sharing" \h]for leadership
- Flagged skills mismatch w/ staffed UXR on CL resulted in resource change (Jehan and Olivia), edited DG for research on Opal to effectively get insights from RR
- [HYPERLINK "https://docs.google.com/presentation/d/17STLpoolWh-fsGgw3Reft-H024xN5miDbU9_0KhyhE4/edit?usp=sharing" \h]
- [HYPERLINK "https://docs.google.com/presentation/d/1Ak6eHftelu5eLuNPerpJ9Atd4UPTiQOeROA5LHp8BVE/edit?usp=sharing" \h]
  - Socialized with IG Leads
  - Socialized with IG Labs teams

Commented [11]: Role: collecting insights, framing for narrative (at last min bc Christina dropped the ball)

Instagram Impact - Research Programs

- IG Teen Codesign w/ USC
  - Stood up program [HYPERLINK "https://docs.google.com/document/d/1Sj1l8UIDBGgLVh2oFfMwsYoNITOC3H1ZqlwjYNjcMjs/edit?usp=sharing" \h]
- Horizontal impact panelist
- IG Teen Experts Panel for NSX Sharing Studio

x-Meta Impact (Fostered strategic focus through scaffolding understanding of core audience

- RL impact informed tons of decks

- [HYPERLINK "https://fb.workplace.com/groups/avatarsinsights/permalink/852903506333960/" \h]
    - [HYPERLINK "https://docs.google.com/presentation/d/1gNTjCLsNrpJy9ROxpmwBCorm6fsxSbB2eFtaf-c-3jw/edit?usp=sharing" \h]
    - [HYPERLINK "https://docs.google.com/presentation/d/1zaBucjvFwnOdpNrvaMMAwknoyXCCUMdffNRISB5picU/edit?usp=sharing" \h]
    - [HYPERLINK "https://docs.google.com/presentation/d/1Ga5vbWxhjkQb3wwMPJP_Mpj44tee-53RRREN4IkYyjs/edit?usp=sharing" \h]
- [HYPERLINK "https://l.workplace.com/l.php?u=https%3A%2F%2Fdocs.google.com%2Fdocument%2Fd%2F1MuyAuVa-KXlncT240udKC73g4f4Sg_p2BT929LXKJX4%2Fedit&h=AT23GwgnyViiL-b-ezj47TRjRWRjAfzw0Dw-xi0WUWeuYvCrtSPtWX2wz4u8_BwRv6a1nU5ar5eBNTVQVHyMGIPmxeBwomZ2VB_TTFMwxnxDiB3Sd5h0mk06kiXWxVHqSCYdK_IVfkdqDfA4x0lo8082eHgAjpiqf1hFKg" \h]

- *Pending*
    - *Teen JTBD survey for Growth Fundamentals*[HYPERLINK "https://docs.google.com/document/d/15AZQhVw1ri2RaVrqLVELYrYu0PvpOkJ8/edit?usp=sharing&ouid=113859350455481889518&rtpof=true&sd=true" \h], [HYPERLINK "https://docs.google.com/document/d/1UdlaEAI581UEqjKtL16buMUAsUcpnpUaRBRqtwGD37A/edit?usp=sharing" \h]
    - *Teen Microsite 2024 Update* [HYPERLINK "https://docs.google.com/document/d/1EYtI9YQHOjvjL6szsURDnMVj82f1lxvf4bl7maKPjwc/edit?usp=sharing" \h]
    - *Led Shared Experiences/Participatory Experiences framework (milestones)*

Extra UXR Community Contributions

- QUICK HIT IDEAS
    - Note on advice for planning based on general timelines
    - Note on socialization best practices
    - Reframe office hours to mentorships

SHAYLI H1 2023 MIDCYCLE PSC

IMPACT

- To drive IG's expansion with teens outside of the U.S., the[HYPERLINK "https://docs.google.com/document/d/1W500gMbJwUsrCefb-kyhN-VxUE2uZmcYuOLc-v8lJ7E/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/document/d/1W500gMbJwUsrCefb-kyhN-VxUE2uZmcYuOLc-v8lJ7E/edit?usp=sharing" \h] provided a foundational understanding of teen core values and cultures and how they impact teen behaviors, social media needs and barriers.
    - Informed IG's approach to[HYPERLINK "https://docs.google.com/presentation/d/1nNoicWVqJZqzSV4MnRsWP7KGkR5N5H4B8BXrcO__FnU/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/presentation/d/1nNoicWVqJZqzSV4MnRsWP7KGkR5N5H4B8BXrcO__FnU/edit?usp=sharing" \h] bolstering the direction for the[HYPERLINK "https://fb.workplace.com/groups/teamig/permalink/6878494325523486/" \h][HYPERLINK "https://fb.workplace.com/groups/teamig/permalink/6878494325523486/" \h] and further reinforcing teen privacy and safety as a Meta-wide priority.
    - Identified new product opportunities for private spaces, memories, interest communities, profile and expression that have informed planning and roadmaps x-org for IG Communities Labs, Growth, Stories Audience, IGX Labs and x-company for Horizon and Social VR teams
        - Founding member of v-team focused on auditing x-IG privacy opportunities and test at least one solution in H2
- [HYPERLINK "https://docs.google.com/document/d/1HKR2jt4xiGPL1y0pzQD7bS96TMp3QetvT8XgUyR6eiI/edit?usp=sharing" \h] research sought to identify differentiation opportunities through social teen entertainment offerings .[HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1320658002195466/" \h][HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1320658002195466/" \h] informed brainstorming and roadmaps of IG Live and Sharing Studio in addition to informing a top-down Reels differentiation design sprint.
- Led the[HYPERLINK "https://docs.google.com/spreadsheets/d/1jdA8nM7coUYOUxdT9n7pupFiZxLrdj2cHzw1OEMx8-g/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/spreadsheets/d/1jdA8nM7coUYOUxdT9n7pupFiZxLrdj2cHzw1OEMx8-g/edit?usp=sharing" \h] process for Communities Lab, which generated 20+ concepts, at least one of which will be prioritized for the team build in H2.
    - [HYPERLINK "https://docs.google.com/presentation/d/1puQR4AN2TwP3gD-TUhpKqixKi6K6I0IzZNSSJTAxlUI/edit?usp=sharing" \h]
- Shipped the[HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1343984106529522/" \h][HYPERLINK "https://fb.workplace.com/groups/568604604067480/permalink/1343984106529522/" \h] that serves as foundational research that several non-user and teen segment[

HYPERLINK "https://docs.google.com/spreadsheets/d/1waLIXWTIX4sSKF8S5cRMLp0n3rwl3xRd4dcWBOxPuDs/edit?usp=sharing" \h][HYPERLINK "https://docs.google.com/spreadsheets/d/1waLIXWTIX4sSKF8S5cRMLp0n3rwl3xRd4dcWBOxPuDs/edit?usp=sharing" \h].

BEHAVIORS

- Teen SME
  - Sought after by x-company and x-org for insights and feedback on teen strategies and product ideas through guest speaking, presentations, lightning talks or 1:1s
    - RL Avatars, IG Trust, IG Sharing Studio and NSX, IG Live, Feed Sharing, and Creators
  - Collaborated on Teen Values video that has been socialized widely across IG to drive empathy and understanding company wide
- IC Advocate
  - Trained 4 x-IG UXR on how to plan, execute and socialize insights on international field studies with XFN guests
  - Real Talk Office Hours (19 new UXR attended, 3 repeat attendees)

Commented [12]: Add link

Makes work happen with speed and simplicity by focusing on the following:

- Ensures upfront alignment on priorities, roles, responsibilities, and decision making criteria
- Identifies potential roadblocks early and develops plans to mitigate risks
- Simplifies iterations and reviews needed, limits number of docs/processes/resources and uses templates where possible
- Makes decisions that maximize impact while minimizing cost (people, ti'

I worked with Lauren on an extensive JTBD study to inform major strategic initiatives:

- Skillfully identified the opportunities and negotiated with vendor to combine objectives minimizing cost and maximizing impact
  - tactfully gave feedback to vendor operations to timeline and quality output
- Co-led the brainstorm and guided prioritization of jobs for survey, expertly collapsed and combined jobs,
- flagged including some typical social media jobs as a barometer for more novel jobs
- bridge to product