Tennessee v. Meta
Case No. 23-1364-IV
PX-00417

Message

From: Miki Rothschild [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 9/26/2021 4:11:35 AM
To: Adam Mosseri [[redacted]@fb.com]; Miki Rothschild [[redacted]h@fb.com]; Max Eulenstein [[redacted]@fb.com]; Pavni Diwanji [[redacted]@fb.com]
Subject: Message summary [{"otherUserFbId":null,"threadFbId":4303021026481118}]

Adam S. Mosseri (9/25/2021 14:08:31 PDT):
>Are you all comfortable with me announcing parental controls for teens on Monday?

Michael Yehuda Rothschild (9/25/2021 14:21:22 PDT):
>Personally, I'm comfortable under the assumption that this gives us a sizable external PR/political benefit.
>
>I'm not fully convinced that this is the highest ROI opportunity for us to pursue for Teen Safety & Well-being. What pushes me over the edge on this is (1) the potential upside of expanding to Tweens in the future after we have this nailed for Teens (2) the PR benefit of having it as a release valve both short and long term (3) the continuity of existing investment/teams from Youth (family center, to a lesser extent Youth Accounts).
>
>One thing to call out is that it is a sizable investment that we haven't yet fully scoped out, my guess is ~2 teams for several months and it is likely not going to get broad adoption b/c we likely won't ask for Teens to set this up during new user sign up flow (there's a sizable hit to MAU/DAU by introducing more steps) so I believe we'd have this as Teen initiated from settings and parent initiated after account is already fully setup.

Max Eulenstein (9/25/2021 14:24:17 PDT):
>I share the same perspective as Miki. I think we should do it assuming the external benefit is there.

Adam S. Mosseri (9/25/2021 14:25:51 PDT):
>Is that how it works on TikTok and others, teen initiated?

Michael Yehuda Rothschild (9/25/2021 14:26:18 PDT):
>TikTok has this in sign up flow because they have a U13 product so they had to add it

Michael Yehuda Rothschild (9/25/2021 14:26:50 PDT):
>One sec, I'll look up the screenshots

Max Eulenstein (9/25/2021 14:27:56 PDT):
>Here's the announcement post: https://newsroom.tiktok.com/en-us/tiktok-introduces-family-pairing. Looks like it can be initiated from either side and paired using a QR code scan?

Max Eulenstein (9/25/2021 14:31:51 PDT):
>Adam, you can go to "Family Pairing" under the "Settings and privacy" menu in the Tik Tok app. That'll give you a quick sense of the flow.

Michael Yehuda Rothschild (9/25/2021 14:37:28 PDT):
>Yeah, what I'm calling out is I believe we won't integrate the entry point to the sign up flow (given the impact large DAU/MAU impact with no Tween upside) but rather just settings and QP. I'm assuming most adoption for TT/YT probably comes from requiring it in the registration flow for Tweens so we should expect small adoption. Still a lot of value from having this option for those who want it and having it as a release valve.

Michael Yehuda Rothschild (9/25/2021 15:01:02 PDT):
>From an internal perspective, we're probably going to point the Youth folks towards getting this shipped over the coming months, leveraging some of the already ongoing work. This will give us a bit of time to figure out the long term plan. So this might also help land the internal comms for the short term.

Pavani Diwanji (9/25/2021 16:34:43 PDT):
>Yes I am comfortable with optional parent controls for teens - tiktok offers through family pairing, YouTube offers supervised accounts. https://blog.youtube/news-and-events/supervised-experiences-for-families-on-youtube/

Pavani Diwanji (9/25/2021 16:36:01 PDT):
>We should use name - parent supervision or supervised experience - and not control as it has negative connotation.

Michael Yehuda Rothschild (9/25/2021 21:09:24 PDT):
>Adam, one question that will help us get crisp on internal comms and FAQ, if you're asked why we're pausing IGY, what would you answer as the primary reason? (1) external climate (2) current shape of teen safety/well-being or (3) 1+2. Which of these would you answer?

Adam S. Mosseri (9/25/2021 21:11:01 PDT):
>I'd say I still believe it's the right thing to do, but clearly a lot of people disagree, so it makes sense to take more time, focus the team on bringing much of the good work to teens, and spend more time with stakeholders building more consensus

Michael Yehuda Rothschild (9/25/2021 21:11:35 PDT):
>This is helpful. Cool