Tennessee v. Meta
Case No. 23-1364-IV
PX-01083

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Deck Outline

1. Context & Definitions
2. Current State of Defaults
    a. Current U16 Defaults
    b. Upcoming Defaults Decisions
3. Options
    a. **Option 1** - Status Quo: Maintain current defaults & keep making ad hoc decisions
    b. **Option 2** - Set U18 as general standard default, and adopt U16/18 Differentiation Framework for principled decision-making for where differentiation is needed
    c. **Option 3** - U18 everywhere (no exceptions)
4. Framework & Recommendations
    a. U16/18 Defaults Framework
    b. Approach for Assessments & Analysis
    c. Changes if Option 2 is adopted
5. Key Milestones
6. Appendix

Async Review Goals

1. Review new deck framing: start with current settings, then show the criteria we will evaluate a setting on, and then apply that criteria.
2. Is there alignment on the options and our recommendation for a principled approach?
3. Review current differentiated settings.
4. Align on IG perspective for our principles.

U16/U18 Youth Defaults & Settings Framework

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Context

Why we're doing this

In mid-January, Youth Leadership aligned on shipping more private defaults for teens on FB/IG, including private messaging reachability defaults to U18 in EU and U16 elsewhere. As a follow-up, we were asked to **deliver a principled framework that can be used to guide externally defensible decision-making across all of Meta's Youth Defaults & Settings.** We've established a cross-co Working Team to develop the Framework & align on recommendations.

Dependencies

A number of upcoming decisions rely on having clearly defined and understood positions on teen age differentiation in order to deploy age-appropriate experiences and settings, for example:

a. WS0: CA/FL Regulatory Response: CXMY Decision on March 8
b. Winning over Parents: IG Age Bands: IG Leads Decision on March 12
c. WS3: Problematic Use/Time Settings
d. WS4: Age-appropriate Content Settings

IG Alignment Note

Work on Age Bands and U16/U18 Defaults are related, but different projects. Core team members driving IG Age Bands are embedded in this workstream so that we can support IG to stay focused on Age Bands while ensuring we can scale and align their approaches cross-co.

WIP Definitions

We have provided working definitions on this slide, but many of these words are used differently and interchangeably across Meta.

As a part of this project, we are working with Content Design to establish Canonical Nomenclature for these definitions.

Baseline: Backend experiences determined by the app that a user cannot modify (e.g. via a setting).

Defaults: Preset user settings, decided on by the app, when a user creates an account

- **Hard default** = teen cannot change their setting to a less restrictive option unless a parent approves the change via Supervision
- **Soft default** = teen is able to change their setting to either a less or more restrictive option at any time without parental approval

Out of scope for today's Framework discussion

Settings/Controls: Choices a user can make to modify elements of their experience in an app. These are currently used interchangeably as Settings or Controls.

Age Bands: Refers to age range groupings for teens based on development. Current Age Bands are: 13-15 (also called "Early Teens" or "Younger Teens") and 16-17 (also called "Late Teens" or "Older Teens").

- For VR Salsa users with Parental Supervision, there is a 10-12 age band.
- On IG, Age Bands refers to product strategy work to package age-appropriate defaults & differentiated experiences for teens and parents on Instagram based on their age, inclusive of how Supervision layers on top of these defaults.

U16/U18 Defaults & Settings: Refers to the Baseline, Defaults, & Settings that Meta offers to teens under 16, and under 18.

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SETTINGS

Current Differentiated Defaults

1. The majority of teen-specific default settings across Meta apply to U18 broadly and don't differentiate between U18 and U16.
2. There are 4 settings across Meta that are currently differentiated between U18/U16

Setting Name & Description	**Relevant Apps/Surfaces**	**Teen Setting Details** (plain in english)
1. **Account Privacy:** Who can see a user's account.	IG and FB	On Instagram and Facebook: In the EU, all 13-17 year olds (U18) have private accounts by default. In the US and the rest of the world, 13-15 year olds (U16) have private accounts by default, but 16-17 year olds are not private by default.
2. **Sensitive Content:** Content that doesn't go against Community Guidelines but refers to topics some people don't want to see.	IG	Sensitive content control on Instagram is set to "Less" for 13-15 year olds and "Standard" for 16-17 year olds. All teens U18 cannot access "More."
3. **Tagged post approvals:** Ability for users to approve posts they're tagged in before the posts appear on their profile.	FB	On Facebook, new 13-15 year olds (U16) who join the platform are defaulted into the setting to approve posts they're tagged in before those posts appear on their profile. Existing users and new 16-17 year olds don't have this default.
4. **Messaging:** Adults (over 18) sending messages to teens U18 and messaging defaults.	IGD and Messenger	MSGR/IGD: We restrict adults over the age of 19 [18 as of March 2024 rollout] from messaging teens who don't follow them. IGD: Teens cannot receive DMs from anyone they don't follow or aren't connected to on Instagram – including other teens – by default. This applies to U18 in EU/UK, U16 in the rest of the world. MSGR: On Messenger, teens can only receive messages from Facebook friends, or people they're connected to through phone contacts. This applies to U18 in EU/UK, U16 in the rest of the world.

Note: Quest and Horizon aren't included in this table because there aren't settings that differentiate between U16 and U18. There are specific accounts for U13.

Owner: Andrew [redacted]
Working Team: Sarah / Andrew / Amanda
Target: Update by mid-Wed 2/28

SETTINGS

[WIP] Upcoming Decisions

Setting Name & Description	Relevant Apps/Surfaces	Decision Details	Decision Driver
1. **Account Privacy:** Who can see a user's account.	IG and FB	What is our position on CA regulation stating accounts should be high-privacy by default given this is not our position in non-EU jurisdictions today?	CA regulation position needed
2. **Adult ->Minor Messaging:** Adults (over 18) sending messages to teens U18.	IG and Messenger	What is our position around how LA identifies an adult as 17?	LA regulation position needed
3. **ODNC:** On device nudity controls.	IG and Messenger	Should we default users into U16 or U18 for on device nudity controls for messaging?	New feature being built
4. **Quiet Mode & Daily Limit**	IG and FB	Should we default users U16 or U18 into quite mode and daily limit well being settings?	WS3 YRR Strategy Recommendations

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U16/18 Defaults: Differentiation Decision

	Product	**Legal**	**Policy**	**Privacy** [may need to make this YRR - Raena will align w/Diana]	**Public Affairs/Comms**
Option 1: Status Quo Maintain current defaults & keep making ad hoc Defaults decisions					
Option 2: U18 with Principles-based exceptions Set U18 as general standard default, and adopt U16/18 Differentiation Framework for principled decision-making for where differentiation is needed		**NOT to be filled out until we are aligned across the working team + Diana/Miki on Options**			
Option 3: U18 everywhere (no exceptions) Shift all Youth settings to be U18 by default without exceptions					

RS to add note on why U16 is a foregone option

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All teens need safety & well-being protections. Early teens may need additional protections, beyond what we offer for all teens.

Based on child development expert guidance, we recommend starting from a point where we assume a Default is set to U18. Then we propose **only differentiating to U16 for Defaults when there is a clear user need for differentiation,** based on our Framework primarily prioritizing parent & external perspectives.

Owner: Ashley [redacted]
Working Team: XYZ
Target: Update by mid-Friday 2/24

In general, our teen settings are defaulted to U18 Globally based on expert guidance.

We differentiate a default to U16 when...

1. **It is aligned with Parents' POV.** The default setting is important to parents of u16 teens, but NOT parents of U18 teens. *[Do U16/U18 parents want their teen to have control over this setting?]*
2. **It aligns with External Experts' POV.** Child development experts think that this setting should *only* apply to U16 by Default and not u18. *[Do experts think U16 or U18 teens should have control over this category?]*
3. **It does not limit Core Value to Teens:** Making the setting U16 by default does not significantly limit a 13-15 year old's ability to enjoy the core experience of the product, and enables 16-17 year olds to have more control over their settings.

PRIORITIZATION & WEIGHTING

High Priority considerations for a Default to be set to U16.

If there is disagreement among top considerations, we default to top parental preferences when there is clear parental signal

4. **It aligns with Direction of Travel:** Making this default setting U16 helps us "skate to where the puck is going", and is aligned with where external expectations and regulation are headed in 2025/2026.
5. **It aligns with Meta Policy Stance:** Making this default U16 instead of U18 is aligned with the key principles we are advocating for in our US Youth Legislative Proposal.

Medium Priority considerations

These are not sole deciding factors. Requires clear evidence from High Priority inputs to pursue decisions that contradict this.

4. **Considers Competitors:** We also consider whether our key competitors in relevant spaces (eg: TikTok, SnapChat, YouTube, Netflix, Discord) have this default setting for U16 and not U18.

Validation Check

Can inform/strengthen decisions based on High and Mid priority inputs. Not a sole deciding factor, as this is a lagging indicator of the direction of travel.

Owner: Ashley[redacted]
Working Team: XYZ
Target: Update by mid-Friday 2/24

Our recommendation for U18 by default and U16/U18 Differentiation Criteria (outlined on previous slide) is based on the following Principles, interpreted application, and rationale:

1. IG Principles From IG's Age Bands Framework – our working team is aligned on adopting these as our Principles to guide our U16/U18 Defaults Approach	**2. Principles Applied** How we make decisions based on this/Decision Criteria	**3. Rationale** References: APA Statement, National Academies of Science Consensus Report, US Surgeon General Netional Advisory, American Academy of Pediatrics Policy Statement
1. Instagram protects teens of all ages	A. We make defaults available to u18 unless there is a clear user need for differentiation, based on their developmental stage	Adolescence is a time of significant biological, social, cognitive and emotional change; these changes may make adolescents particularly susceptible to potential online and offline risks.
2. As teens age, they gain more autonomy over their experience in order to set them up for responsible, independent Instagram use when they turn 18	A. We offer older teens more control over their settings B. We offer more extensive parental controls for younger teens C. We only offer parent or teen controls for areas where there is a clear benefit to the teen for personalizing; otherwise, it becomes a baseline experience.	There is no data suggesting online and offline risks stop at any specific numeric age during adolescence, and evidence suggests risks may differ significantly for individual teens.
3. Younger teens can enjoy the core experience of Instagram: connecting with friends over content they love. Older teens can connect with more people, discover *more* content, and have more control over their settings	A. We explore whether there are additional limitations/restrictions beyond our default u18 settings that should be in place for u16 to address potential heightened vulnerabilities B. We ensure that default protections for younger teens do not prevent them from experiencing the core value of IG	Some risks presented by social media use may be more pronounced for some early teens because, on average, this is when developmental changes and increased online activity may begin.
4. Parents are empowered with the option to shape their teens' experience to fit the unique needs of their family	A. In many areas, parents can further refine their teens default settings through Supervision, if it's the right option for their family. These tools should feel usable and useful to parents and their families. B. We understand that not all teens have willing and involved parents, so our baseline default protections are enough to keep them safe without their parent's involvement.	Scaffolding teens' social media use with parental supervision, monitoring, and open communication can have an important role, particularly for early teens, given parents' knowledge of teens' individual needs.

For SteerCo: Do these Principles (#3 in particular) extend well also to RL, FB, MSGR, & WA?

Business impact, contagion risks, comms are important considerations when implementing changes to default settings based on U16/U18 framework

U16/U18 framework focused on WHAT our default experiences should be and areas of differentiation

However, when it comes to implementation (HOW, WHEN), it's critical to consider:

- Minimizing impact to business outcomes
  - Default setting change could have significant engagement and revenue impact, some of which may take time to fully materialize
  - Optimize product treatment (e.g. types of hard vs soft default) to minimize user disruption and help users control their experiences
- Identifying and mitigating contagion risks
  - xxx
  - xxx
- Communicate to teen users and parents simply and convincingly
  - xxx
  - xxx

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KEY MILESTONES · HIGH-LEVEL TIMELINE (WIP details in Appendix)

U16/U18 Framework Milestones

WE ARE HERE

2/20

Propose Framework

We have drafted a framework that will help Meta decide whether Youth default settings should be U18 or U16 globally.

This is the focus of today's Steer

Note: hard vs. soft defaults decision-making is out of scope for today's review

3/1

Audit Settings

We'll leverage an established list of settings: a previous workstream audited the current state of FB+IG default settings.

We will also align today on scope of Settings needed

3/4-8: SteerCo Review

Recommendations

Based on using our Framework we will bring recommendations for what the Defaults & Settings should be for teens across Meta to Youth SteerCo (includes recommendations for soft vs. hard defaults, Tier 1 positions & noting any Tier 3 positions.)

3/22: Youth Leadership Decision

Youth Leadership

Youth Leadership Review to discuss & land Decision on Youth Defaults & Settings.

Appendix

Youth Working Team

- Add people here

External expert perspectives do not support an overall differentiated default experience for early vs. late teens

➔ **Adolescence is a time of significant biological, social, cognitive and emotional change**; these changes may make adolescents particularly susceptible to potential online and offline risks.
- ◆ *Adolescents may need a different level of protection from potential risks than adults.*

➔ **Data suggests online and offline risks differ significantly for individual teens, are present throughout adolescence, and do not start, stop, or change at any specific numeric age.**
- ◆ *We may consider a consistent default experience across the adolescent period (13-17), only deviating when we have strong evidence to support its safety.*

➔ **Some risks presented by social media use may be more pronounced for some early teens** because, on average, this is when developmental changes and increased online activity begin.
- ◆ *We may consider even stronger protections for this age group.*
- ◆ *Parental supervision, monitoring, and open communication may be particularly relevant for younger teens, givevn parents' knowledge of their teens' individual needs,*

REFERENCES
- Detailed Summary of External Developmental POV here
- APA Statement, National Academies of Science Consensus Report, US Surgeon General National Advisory, American Academy of Pediatrics Policy Statement

IG Age Bands Framework

1. Instagram protects teens of all ages

2. As teens age, they gain more autonomy over their experience in order to set them up for responsible, independent Instagram use when they turn 18

3. **Younger teens** can enjoy the **core** experience of Instagram: connecting with friends over content they love. **Older teens** can connect with **more** people, discover *more* content, and have *more* control over their settings

4. Parents are empowered with the option to shape their teens' experience to fit the unique needs of their family

IG Age Bands: Today's defaults

		13-15	16-17	Adults (as reference)
Contact	**Who can send a message**	Only people they follow or have messaged **(soft default)**	Any teen, adult they follow, or adult who follows them*; **(soft default)** (EU/UK: Only people they follow or have messaged)	Anyone
	Account privacy	Private in onboarding **(soft default)**	Public (EU/UK: Private) **(soft default)**	Public
	If private, who can request to follow	Anyone except known MACSA adults **(backend)**	Anyone except known MACSA adults **(backend)**	Anyone
	Discoverability	May be recommended to anyone except known MACSA adults **(backend)**	May be recommended to anyone except known MACSA adults **(backend)**	Eligible if public account
	Potential CSAM, MACSA Scenarios	Disrupted and reported **(backend)**	Disrupted and reported **(backend)**	Disrupted and reported
Content	**Sensitive Content Control**	Set to "Less" **(soft default)**	Set to "Standard" **(soft default)**	Set to "Standard"
	Content they can see	Not shown content that is violating, age-inappropriate (borderline violating), or overly sensitive **(backend)**	Not shown content that is violating, age-inappropriate (borderline-violating) or overly sensitive **(backend)**	Not shown content that is violating
Bullying & Harassment	**Hidden Words**	Off **(soft default)**	Off **(soft default)**	Won't receive comments that are potentially offensive or spam
	Who can tag, mention, or remix Reels	For new teens, only people they follow **(soft default)**	For new teens, only people they follow **(soft default)**	Everyone
Time Spent	**Quiet Mode**	Off, but we nudge to turn on & also nudge nighttime breaks	Off, but we nudge to turn on & also nudge nighttime breaks	Off
	Take a Break	Off, but we nudge to take breaks during long sessions	Off, but we nudge to take breaks during long sessions	Off
	Daily Limits	Off	Off	

Soft default = teen is able to change their setting at any time without parental approval

*Adults are defined as people over 19 years old. People aged 18 and 19 are permitted to send private messages to younger, unconnected teens within a two-year age gap to allow for connections between classmates and friends. (e.g. a 19 year old may message unconnected teens aged 17 and older.)

Reviews Archive

Working team Agenda 2/28

Agenda

1. Review previous action items (All, 5 min)
2. Current Differentiated Settings (Sarah, 10 min)
3. How to use the framework for current settings(Ashley, 10 min)

Outcomes / Next Steps:

Update deck with current differentiated settings

Have a clear goal for the deck review

Call out how we need to incorporate IG Principles

2/20 Discussion Questions

1. **U18 by Default**: Are you aligned with our overall recommendation that Youth Settings be U18 by Default based on expert guidance (and only U16 when there is a clear user need for differentiation)?

2. **Proposed Framework:** Are there any important criteria we are missing or that are not needed in our draft Framework? Are you aligned with our proposed prioritization & weighting?

3. **Settings:**
   a. Are you aligned with us scoping how we organize Youth Settings into this project, and are there any categories you think are critical to keep?
   b. Are you aligned that we should include Ads Settings, MSGR, RL, and WA to establish a comprehensive view of Meta's current defaults? Anything else we need to consider?

4. **Timeline**: We're currently targeting a 3/22 Youth Leadership Review. Any timeline flags?

2/20 SteerCo alignment on Settings

Context

1. We plan to expanding on the FB/IG Deep Dive settings list, and are seeking SteerCo alignment on Scope and organization of settings.
2. There is not a standard way of grouping the settings.
   a. The FB/IG list has categories of **Contact, Content, Well-being,** & **Supervision**.
   b. IG Age Bands proposal has categories of **Contact, Content, Bullying & Harassment,** & **Time Spent.**
3. **Next Steps** (aligned through 2/20 SteerCo Early Steer):
   a. Build on list to add Messenger + RL (WhatsApp out of scope) & add Ads settings as a category
   b. Make slide outlining the current U16 Defaults, and upcoming Defaults decisions

2/20 Meeting Notes & Next Steps

Notes from 2/20

1. There was overall alignment on continuing with our directional recommendation that based on child development expert guidance, most teen default settings should be set to U18.
2. We aligned that for business impact (eg: monetization/growth/engagement), this should continue to not be included as a part of the decision-making criteria/framework, and we will consider this as a part of the follow up assessment/analysis process.
3. The framework should:
    a. be practical for the settings that need a decision made, we should reframe to start with the current U16 settings and understanding through our framework if these should change.
    b. outline where there are clear differences between 16/18, and give clearer product decision-making guidance to teams.
4. The scope of this workstream should immediately focus on U16 vs U18 and not soft vs hard defaults, which can be a phase 2 of the work.
5. As we audit settings, RL + Msgr should be a part of this effort but not Whatsapp. Monetization settings should also be added as a category.

Next Steps

1. Turn the deck, reframing to anchor on current state (mostly U18, with a few U16 settings) + recommendations for those + upcoming decisions.
2. Complete audit of all default teen settings and identify all settings that are not U18 by default globally
3. Revise our framework and test it on a U16 setting that exists now.
4. Turn the deck based on today's input and bring back to SteerCo async the week of 2/26.

End of Deck

working team reference slides beyond this point
(to be removed before final reviews)

tl;dr

[tl;dr goes here]

Applied Examples

[Add example w/framework applied]

Working team Agenda 2/23

Agenda

1. Review deck re-frame (Andrew, 10 mins)
2. Review updates to Framework (Ashley, 15 mins)

Outcomes / Next Steps:

1. Iterate on framework (Ashley)
2. Complete audit / run audited settings through framework (Sarah / Andrew / Amanda)
3. Get early Miki steer on Options (Raena)
4. Update deck based on comments (All)
5. Setup another working group meeting (same group as before + Nicole / Ryan B) (2/28)
6. Send out deck async to Miki (3/1)

Notes 2/26

- Ashley: IG is looking to start from a different principle
- SW: Adam has a strong POV on a differentiation between 16 and 18
- Ashley: Hard / soft is next
- Ashley: Leave a lot of comments to pick apart the criteria
  - We need to simplify the stop light chart
  - Competitors?
  - Getting clear steer from Miki / Raena on how we should elevate competitors here
  - Anya: flag we dont have same goals as competitors
- Competitors:
  - be clear it is a second order effect here