US Teens

State of the Union H1-2022

Family Data Circle
04/03/2022

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Tennessee v. Meta
Case No. 23-1364-IV
PX-01515

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Executive Summary - The Problem

1 **Fewer US Teens are using IG on a daily basis,** driven by cohorts who joined after H2'20.

-7.2% US Teens DAU vs 2 years ago (pre-COVID)

Top-of-Funnel: Fewer Teens are joining IG (-15% vs 2 years ago), esp. Early Teens. Research indicates that this is due to both increased competition & parental concerns about inappropriate content & safety.

New User Experience: After joining, Teens are not reaching the same level of visitation as before. We're doing a poor job setting them up for success: the majority don't see relevant content early on, and struggle to build strong friends graphs.

2 **US Teens are less engaged on IG,** as interest content becomes less relevant.

-15% US Teens TS/DAU vs 2 years ago (pre-COVID)

Interests. Decline in interests consumption is impacting time spent on IG. This is happening across most surfaces, with complaints about its quality and relevance. The #1 feature request from teens in a survey was a "see less / uninterested" button. The introduction of Reels is insufficient to make up for the losses.

Friends. Messaging and consumption of friends' content remains resilient, due to increased use of Stories after back to school & the addition of participatory sharing features like "Add Yours".

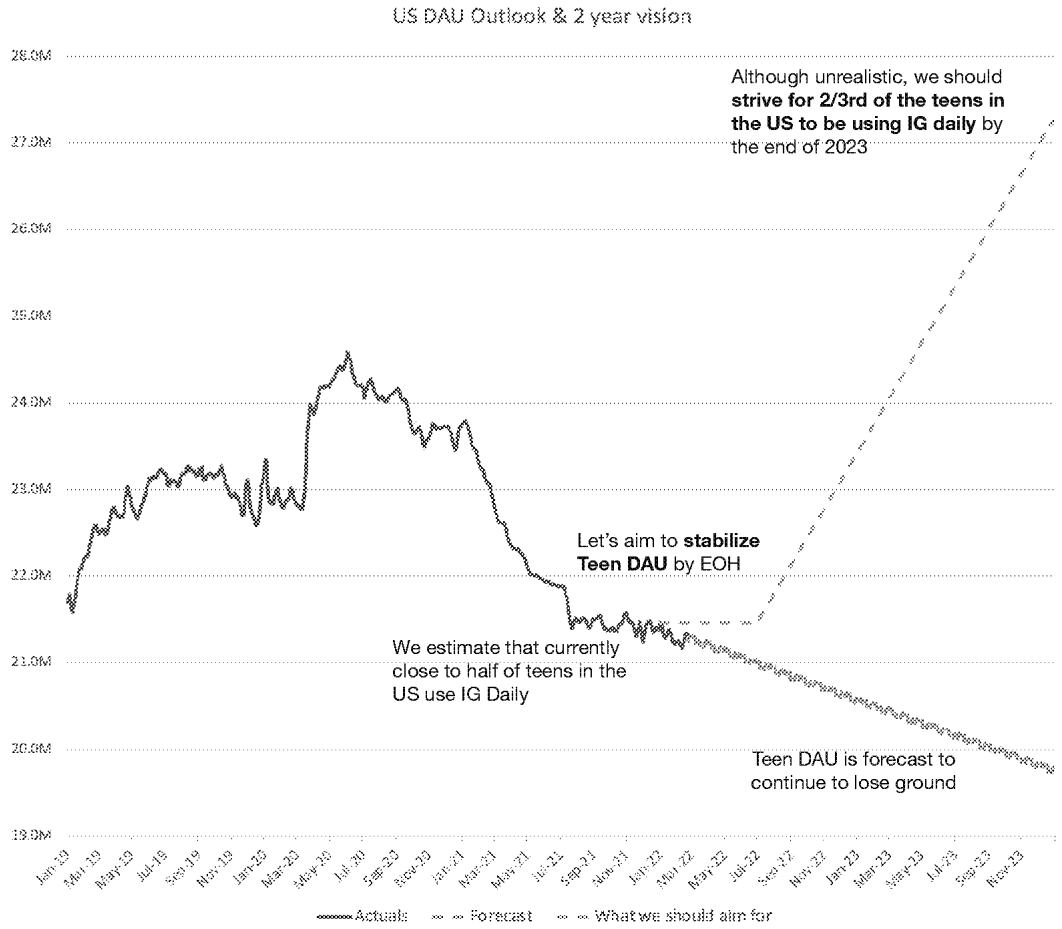
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Executive Summary - Outlook

Our forecast suggests we'll continue to lose ground, however the outlook is better than we thought 6 months ago.

Let's aim to stabilize Teen DAU by End of H1, while striving for 2/3rd of US Teens using Instagram daily by the end of 2023.

To be successful, we MUST push for a trajectory change in new user growth, but traditional growth levers alone will not get us there. We need to create new & exciting features for Teens to talk about with their friends in real life as well as earning trust with parents.



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Executive Summary - Recommendations

1) Fewer US Teens are using IG on a daily basis.	
TOP-OF-FUNNEL Appeal to both Parents + Teens	**Expand Parental Controls.** Build controls for unwanted contact & age appropriate content, to win Parents' trust to enable Early Teens to join.
	Lean into Novelty. Create a steady drumbeat of new products that are exciting to try out and talk about, coupled with brand marketing that correct perception that IG is not cool and their friends aren't on it.
NEW USERS Solve the Cold Start Problem	**Early Friending for Teens.** Make account recommendations catered for teens, bring back contact importer based friending page, etc.
	Cold Start Problem: 46% of teens are seeing empty feed or irrelevant content on day one. Populate feed, reels, explore with age-appropriate unconnected content optimized for teens. Make reels tab available to new users in their first session (!).
2) US Teens are spending less time on IG.	
INTERESTS Improve Content Offering	**Diversify Content for Reels.** Improve ranking models to address dissatisfaction around content feeling stale, repetitive, and already seen on other apps.
	More Content where Teens Care. Create IG Communities and shared spaces that allow teens to connect with like minded folks over niche interests.
FRIENDS Differentiate through Friends	**Leverage Friends on Reels.** Improve Reels relevance by highlighting friends-endorsed content, and spark conversations among friends around Reels. Consider audience controls so they can control who they share what content with (teens are setting profiles public temporarily to get more engagement)
	Lean into lightweight self-expression & messaging. Invest in participatory experiences that challenge IG norms that content must be polished. Double down on prompt-based sharing (e.g. Add Yours) and co-creation tools with friends. Lean into Group messaging.

One last thing: we need to rally around Teens as an organization... (1) Most teams are not optimizing or goaling on Teens Metrics. (2) Org boundaries get in the way of addressing horizontal problems for Teens (e.g. New User Experience). (3) Teams lack reliable Teens metrics for testing & monitoring. (4) Foundational understanding of Teens must be packaged & socialized via frameworks like Teen Tenets, so teams aren't starting over each time.

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Discussion Questions (for FDC 4/3)

1. Are there any clarification questions on any of the data / research presented in this deck? Is this a similar data story to what Facebook saw years ago, or does it look different?

2. Would love to discuss the important questions on the next slide to see if there are any learnings from when Facebook saw the teen decline

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Executive Summary - Important Questions

1 **Are we innovating enough?** Our strategy has been to lean into trending content formats in the market. Is that enough to ensure we are at the frontier of innovation? Has Facebook partnered closely with NPE (New Product Experimentation) and if so, has it been fruitful?

2 **Why are we so far behind on Short Form Video?** Is it because we don't have the content, is it because we cannot rank what we have? Or are we just too late to the game? Would leaning into friend-recommended content (think reshares on a much larger scale) carve out a differentiated market within short form video?

3 **Parental Controls**: Our current strategy is to invest in supervision and parental controls to appeal to parents to get more teens on IG. Teens by nature, don't want to be monitored. As we make progress with parents, will we lose touch with teens?

4 **Uncool app**: Facebook learnt that Teens don't want to use the same app as older adults. By trying to appeal to everyone, are we ultimately building an app that nobody really loves but everyone finds okay? Should we consider unbundling & launching a separate app focused on Teens?

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IG US TEENS - STATE OF THE UNION

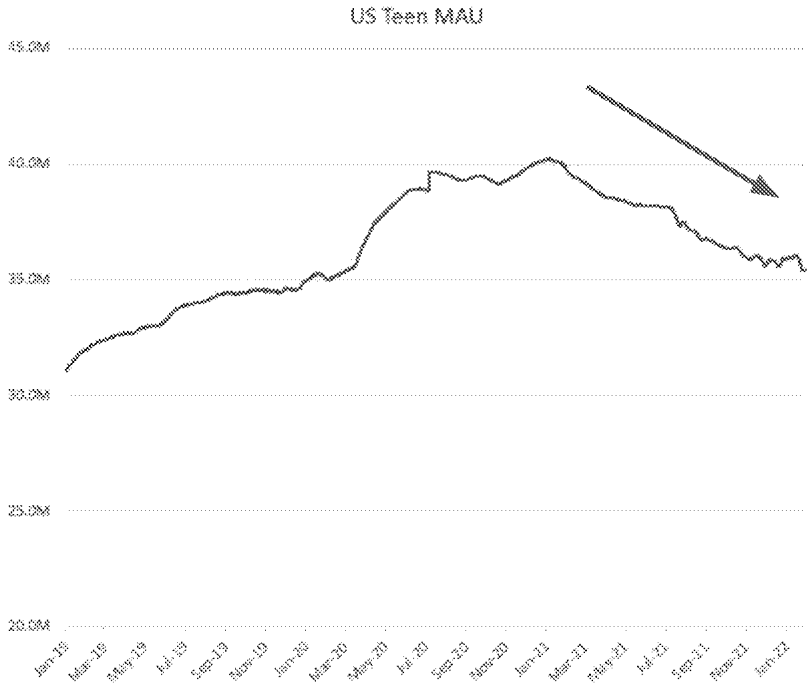
1 **Fewer US Teens are using IG on a daily basis,** driven by cohorts who joined after H2'20

2 US Teens are less engaged on IG, as interest content becomes less relevant.

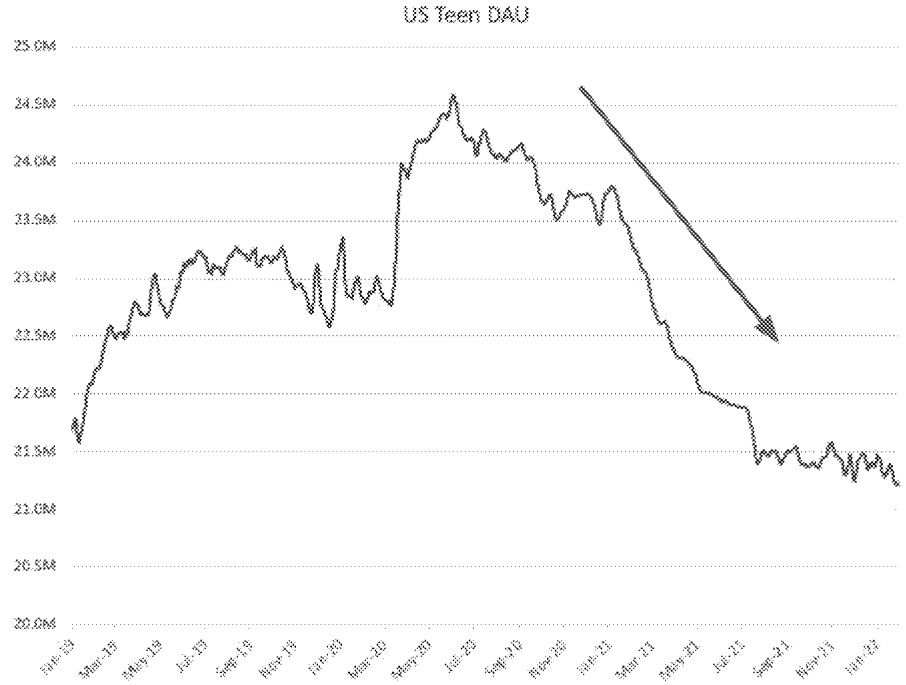
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US Teens MAU & DAU declined significantly since H2-2020.

US Teens MAU declined -9.7% since Sep-2020
and is currently 0.5% ahead of pre-COVID levels



US Teens DAU declined -11.6% since Sep-2020
and is currently -7.2% behind pre-COVID levels

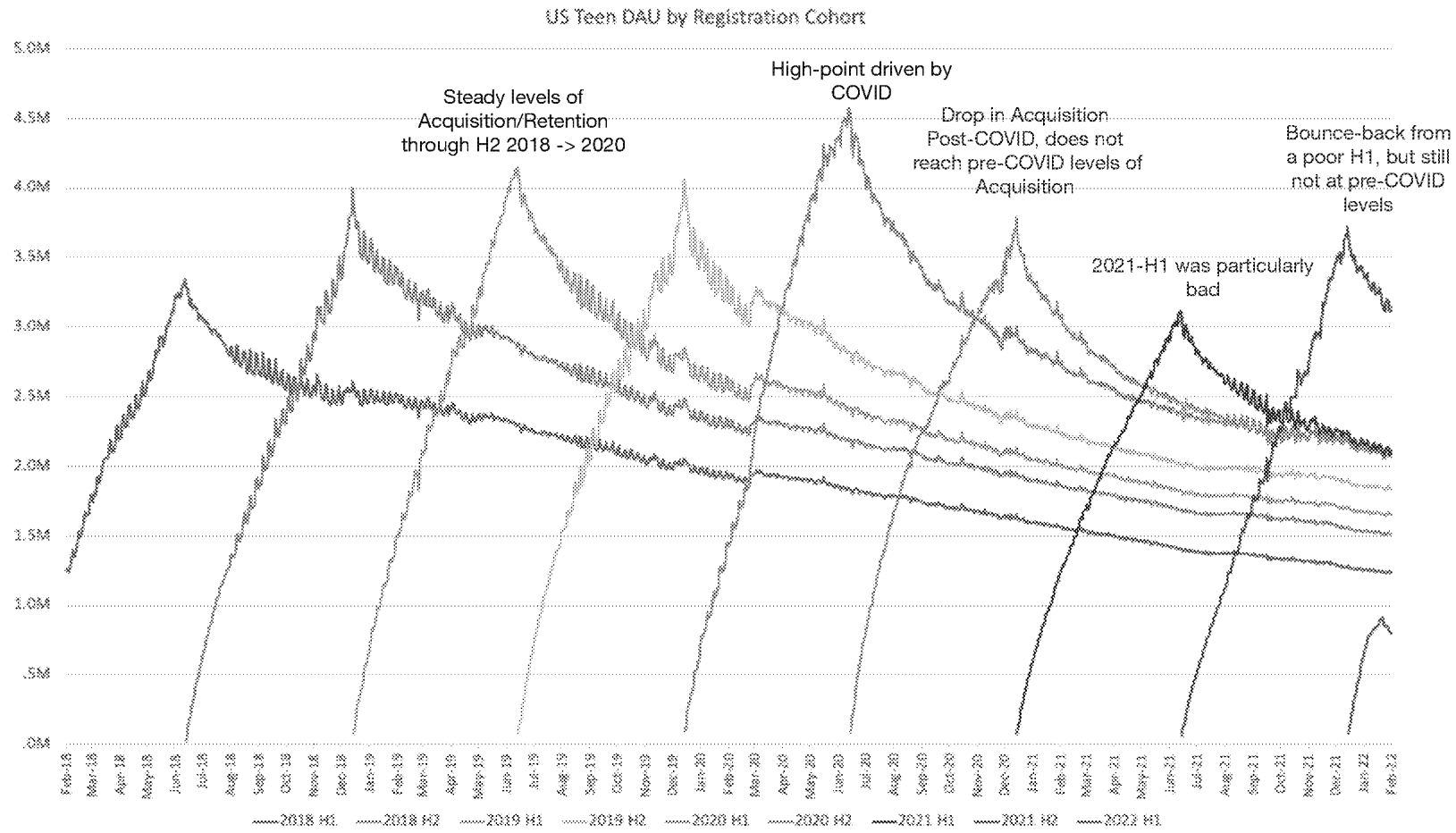


We will focus on **US Teens DAU** on the rest of this analysis,
as it encompasses the breadth and depth of the problem in a single metric.

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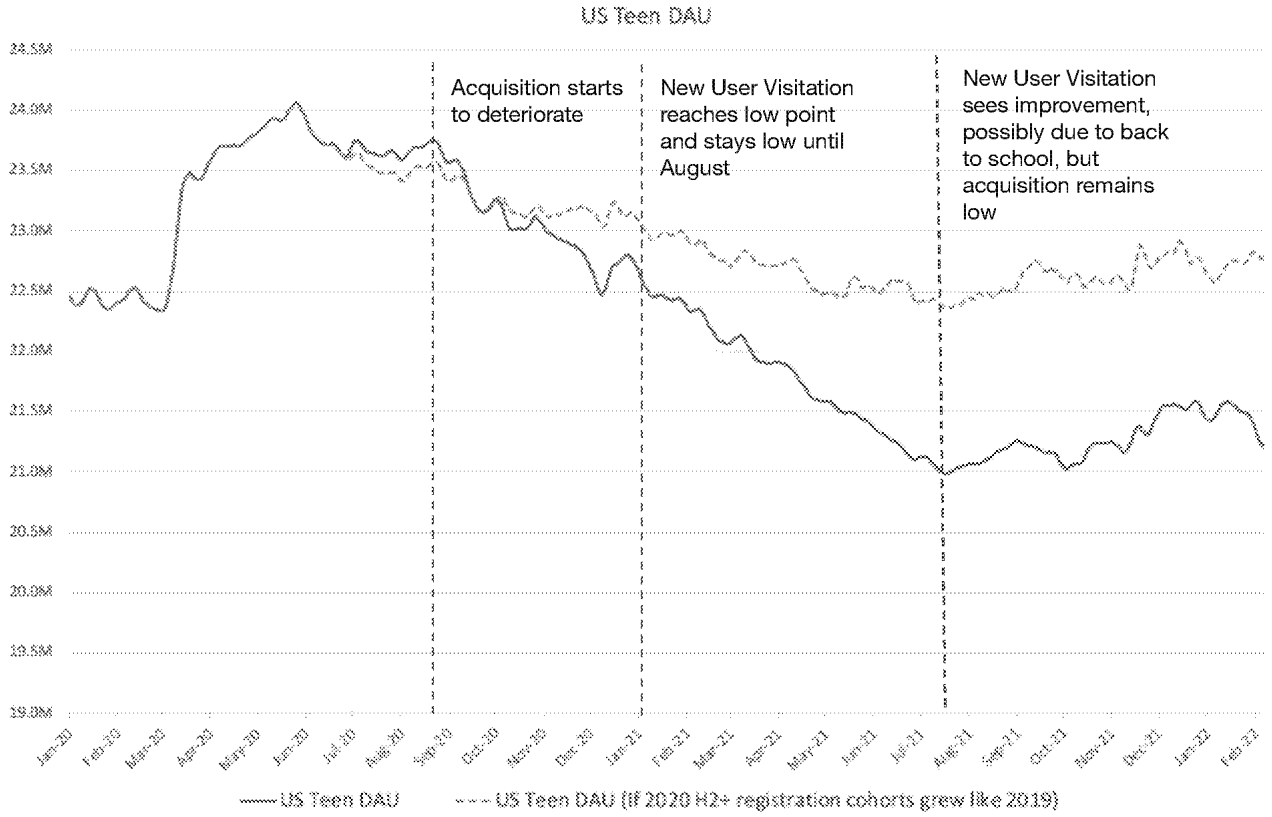
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The DAU decline is concentrated in cohorts that registered after H2-2020.



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In fact, if Registrations & Visitation for new-joiners starting H2 2020 onward matched 2019, we'd be slightly above pre-COVID levels for Teen DAU.



It's reasonable to expect some DAU decline for Teens after the COVID surge given how influential new users are to the cohort.

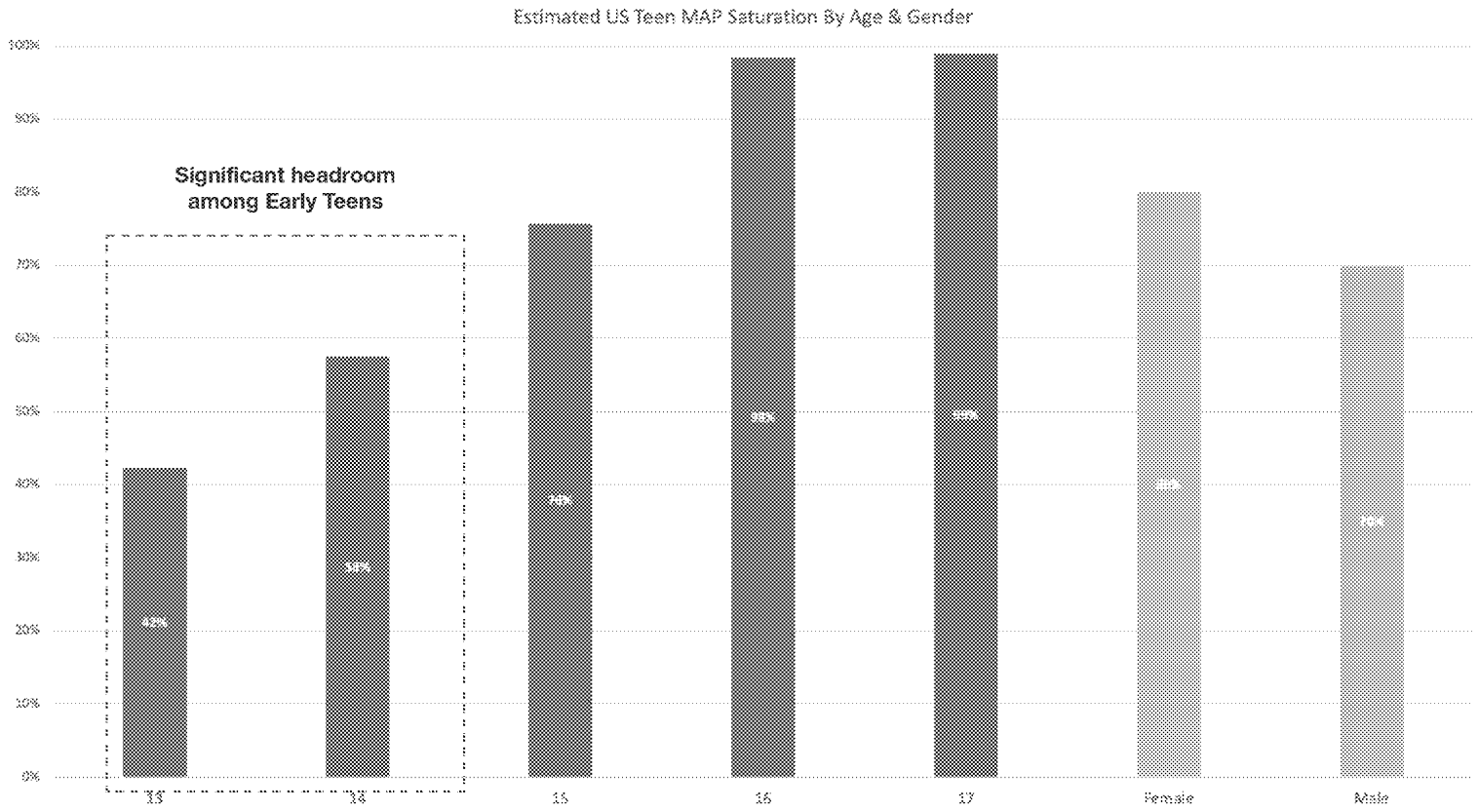
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Top-of-Funnel

Fewer Teens are joining IG, especially Early Teens.

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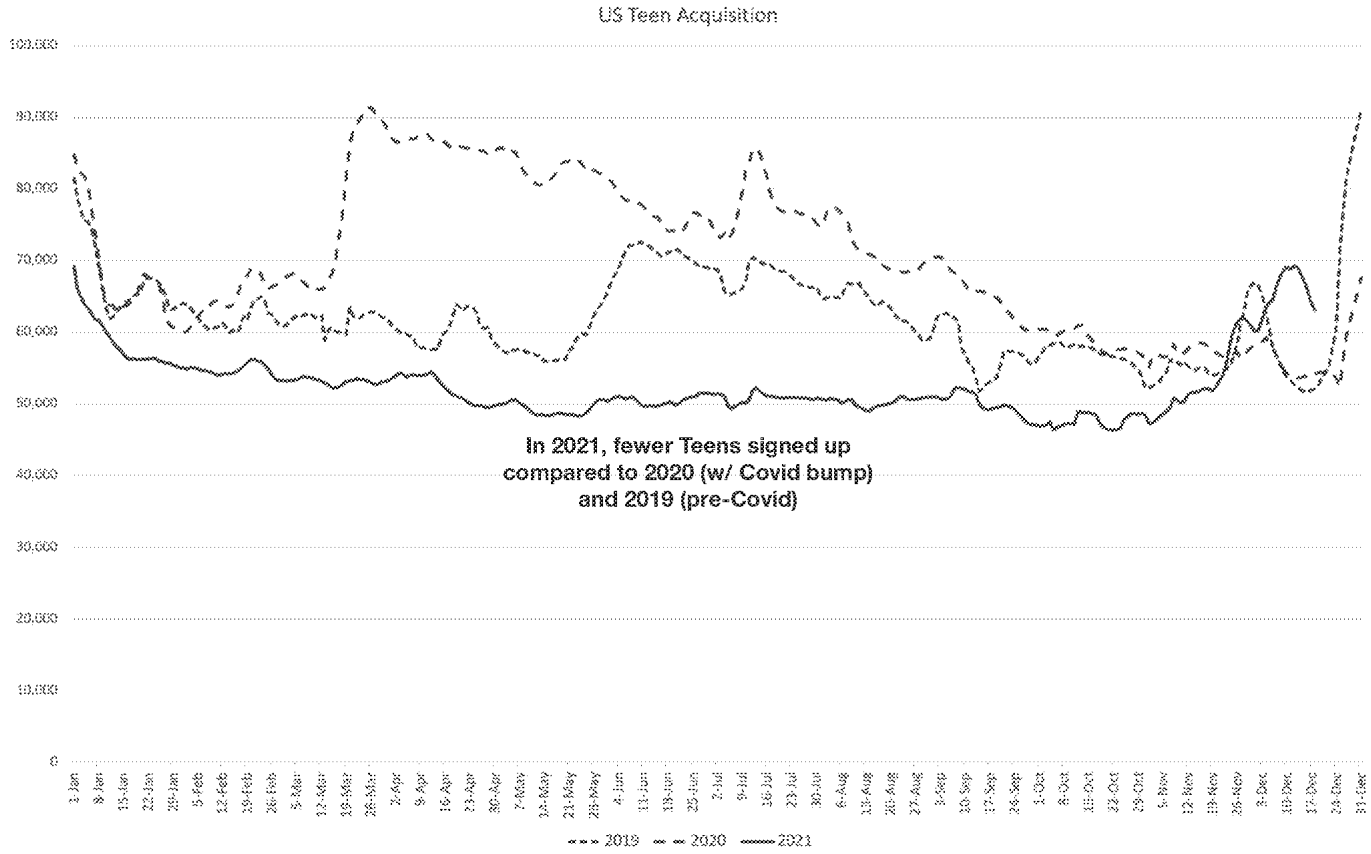
We estimate that Teen MAP (People) saturation is at 75%, down from 82% at its peak.



This is lower than previously thought. We spent significant time evaluating many methodologies to land at this estimate. Saturation by state is available in the appendix. It shows we are less saturated in Rural areas.

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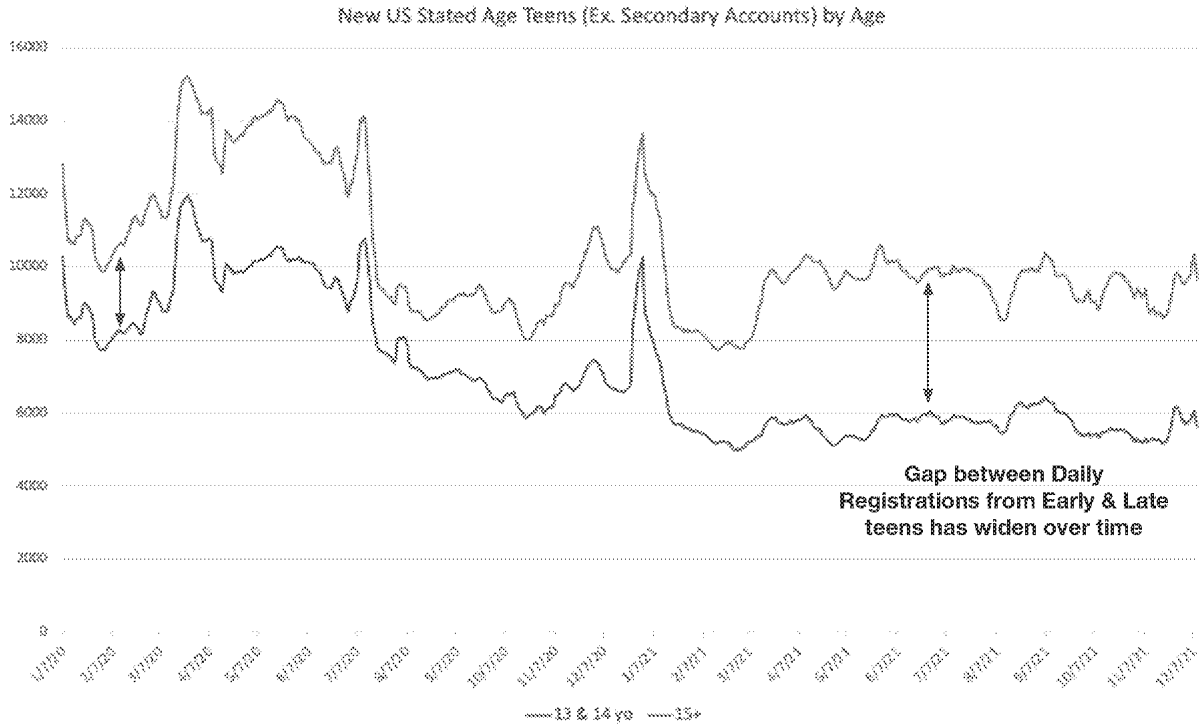
Despite still having enough headroom to grow, in 2021 we saw a clear decline in the number of new Teens joining IG, below pre-COVID levels.



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This decline in Teen Registrations is more pronounced among Early Teens.

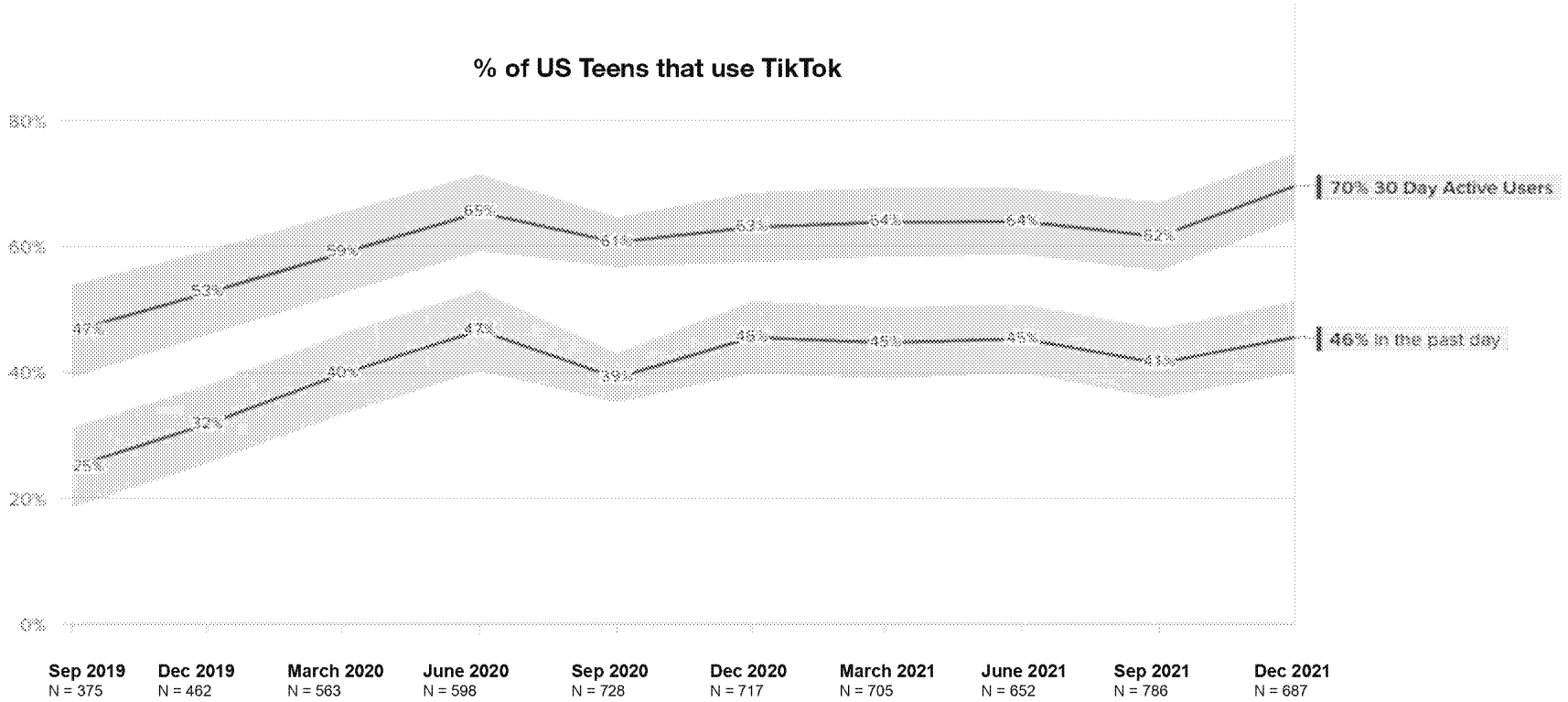
(using stated age as a proxy, until we have reliable single-age age models)



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US Teens' reported use of TikTok sees significant growth until 2020-H2, and peaks, right when Instagram Acquisition begins its descent.



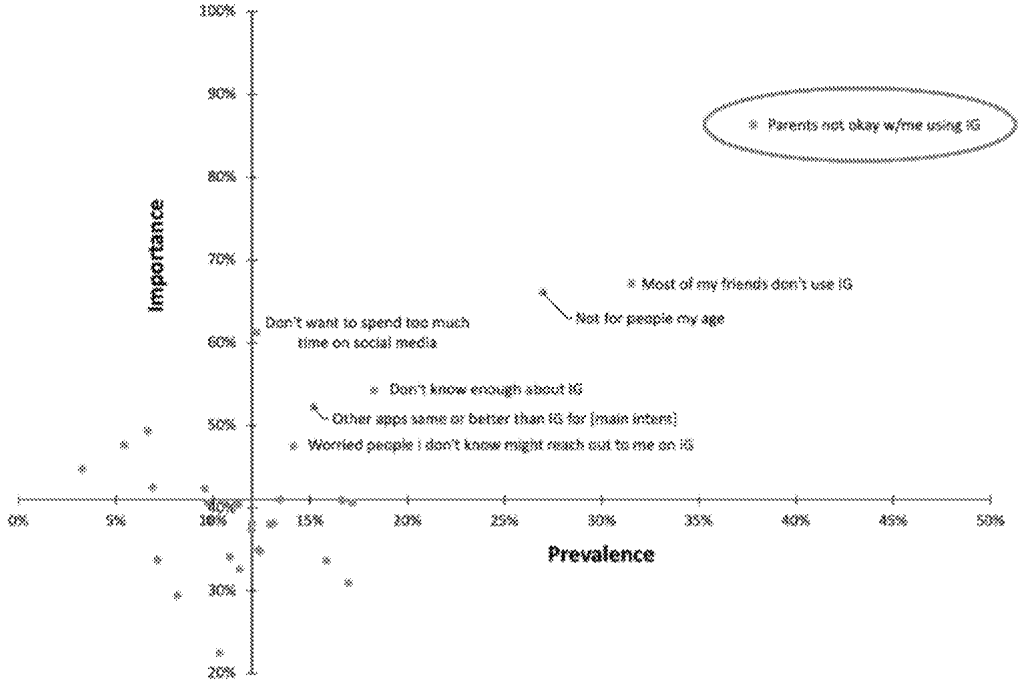
- Data from IG Global Brand Tracker run quarterly by Marketing Insights
- Weighted to be representative of the internet population in the US

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Early teen non-users in the US report parental concerns as the #1 reason they haven't joined Instagram

Prevalence: Which of these are reasons you have not created an Instagram account? Please select all that apply.

Importance: What are the main reasons you have not created an Instagram account? Please select your top 3 reasons.

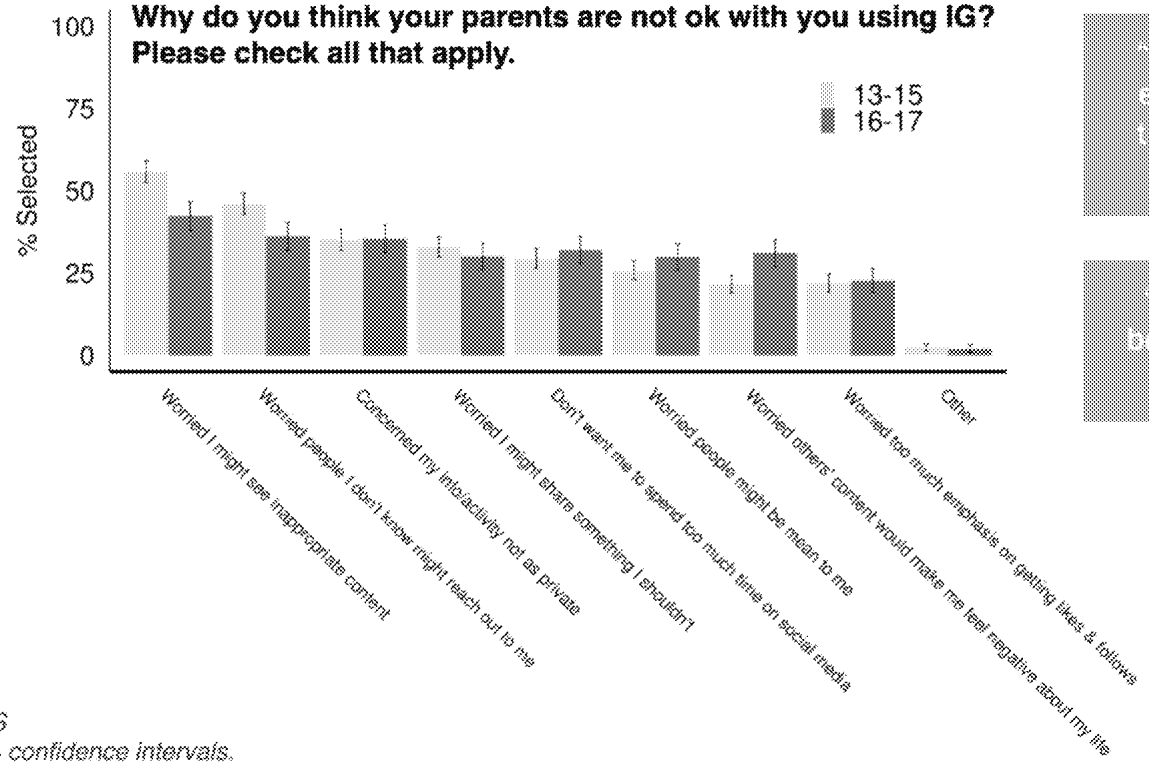


- *Unweighted data from US for 13-15 year olds only*
- *Error bars represent 95% confidence intervals.*

N = 1,161

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These Early Teens reported that their parents were most worried about inappropriate content and/or unwanted contact



"They think there is too much explicit content on Instagram that they are not comfortable with me seeing"

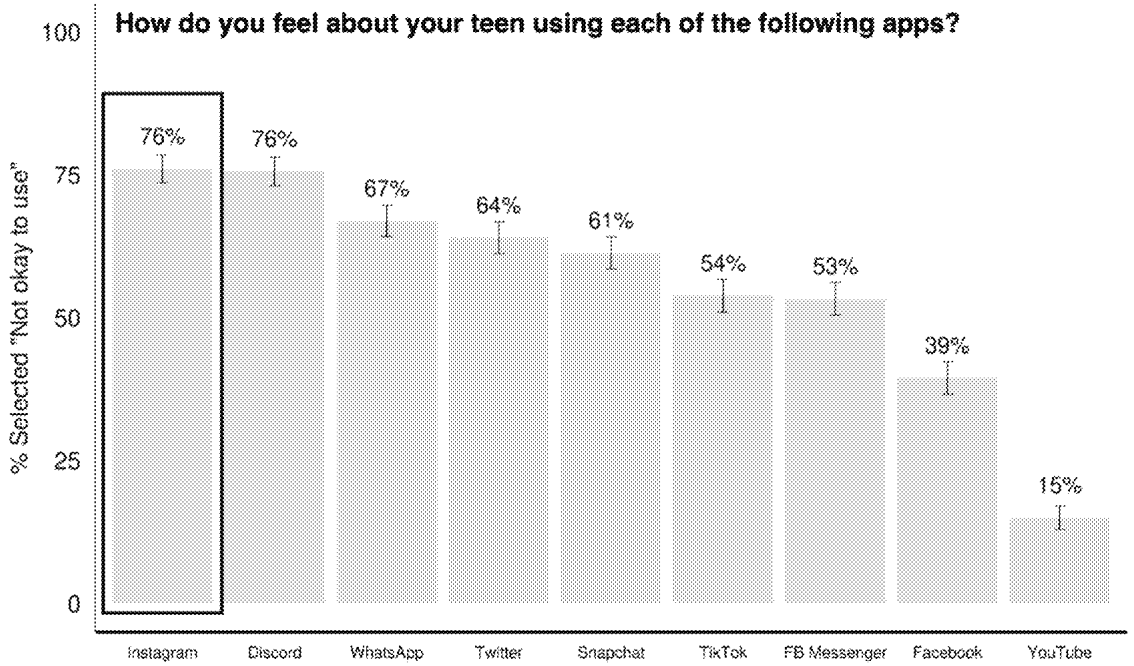
"My mom said I can't have it because there are predators in the world."

- *Unweighted data from US*
- *Error bars represent 95% confidence intervals.*

N = 1,383

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Parents of teens who don't use Instagram reported more discomfort with their teens using Instagram compared to other apps



- *Unweighted data from US for parents of 13-15 year olds only*
- *Error bars represent 95% confidence intervals.*

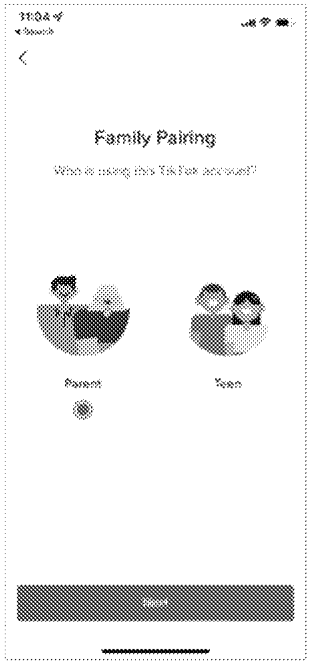
N = 1,161

***For Parents of teens that don't use IG**

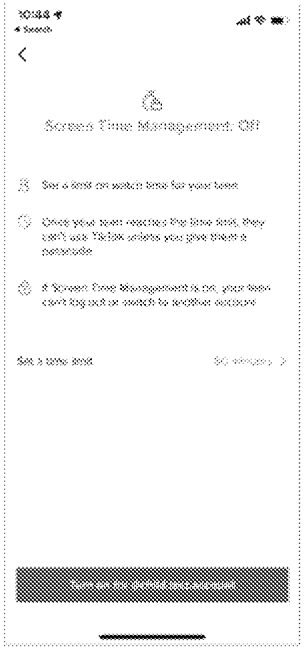
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Instagram is behind competition in offering Parental Controls. For example, TikTok is providing a series of tools so Parents can feel comfortable about their teens using the platform.

Parents can pair their account with their child's



Parents can set how much time their kid uses



Parents can set "restricted mode" to limit borderline content



Parents can block unwanted contact

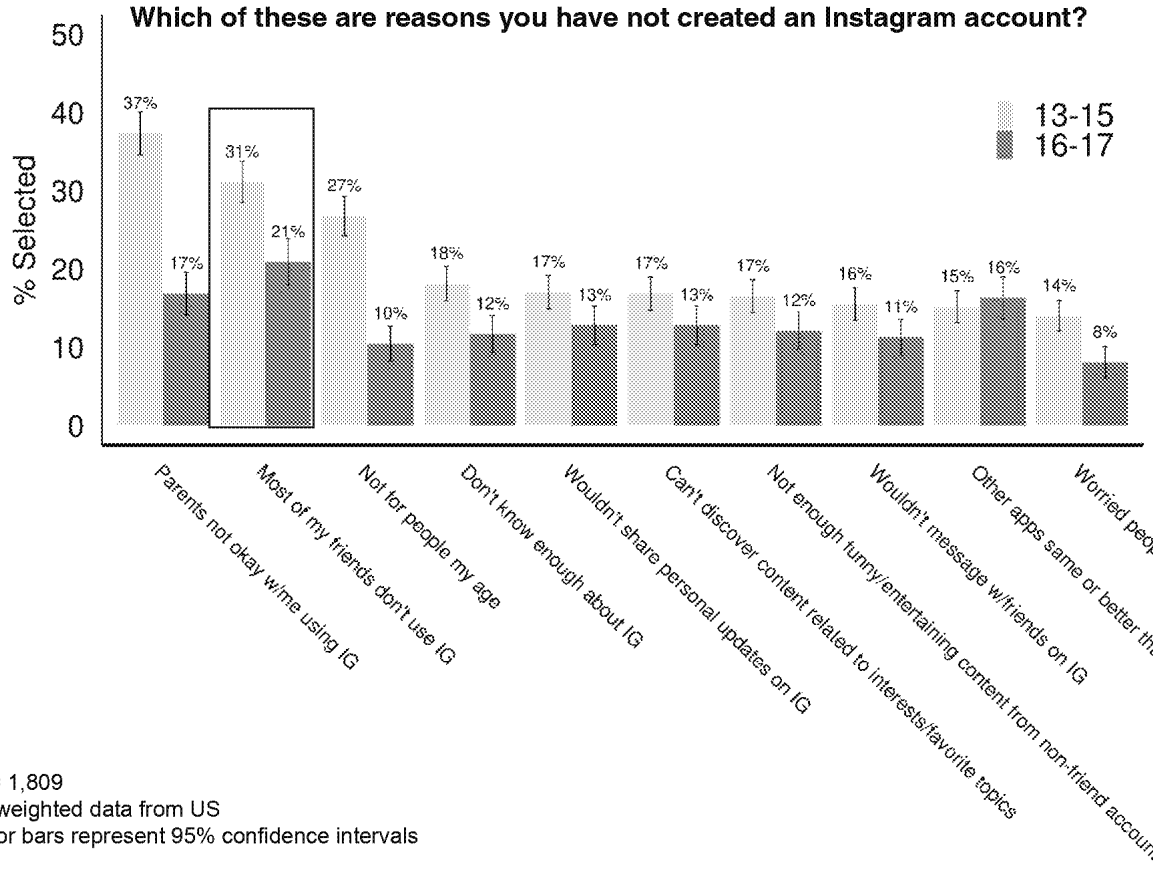


Parents can limit interaction on their kids posts



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Teens surveyed also cite that their friends not being on IG is a major barrier to joining. We should find ways to give teens a reason to talk about IG in real life by making our app more exciting.



Please tell us more about why you think most of your friends "Neither like nor dislike Instagram."

"They don't have it so we don't talk about it. So idk."

"Cause I've never heard or seen a friend use it."

"They don't know enough about it to like or hate it."

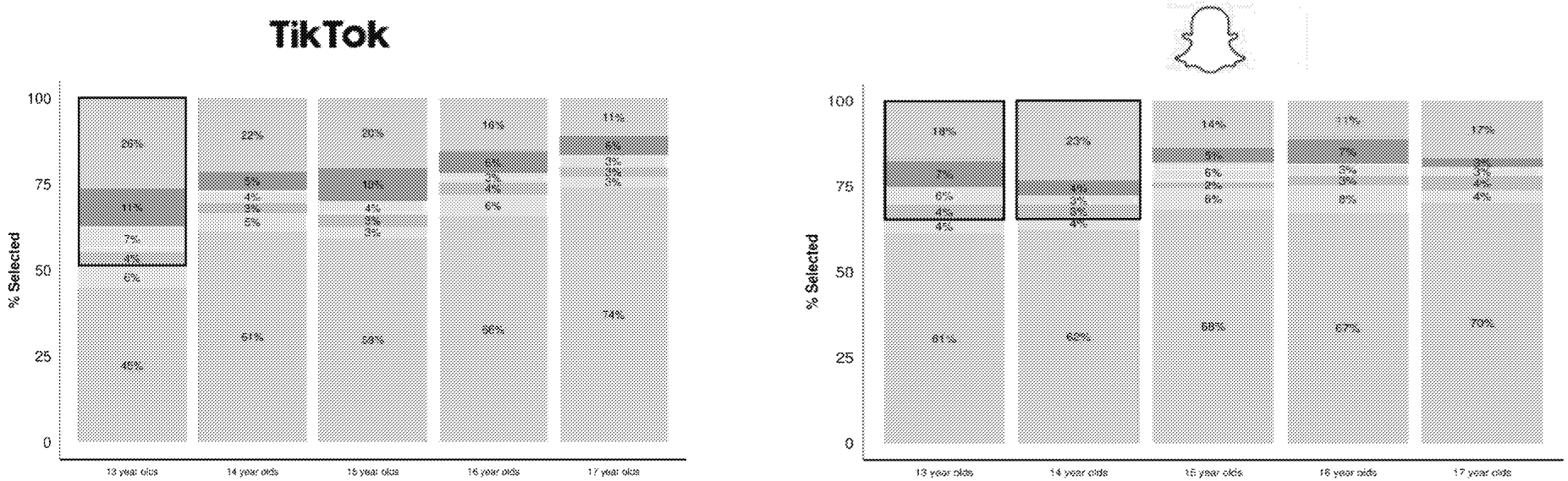
"We don't really talk much about it since we use snapchat & tiktok."

- N = 1,809
- Unweighted data from US
- Error bars represent 95% confidence intervals

New User Experience

After joining, Teens are not reaching the same level of visitation as before.

About half of 13-year old respondents who have never used IG report using TikTok, amplifying the need for IG to provide stronger <u>unique</u> value from Day 1

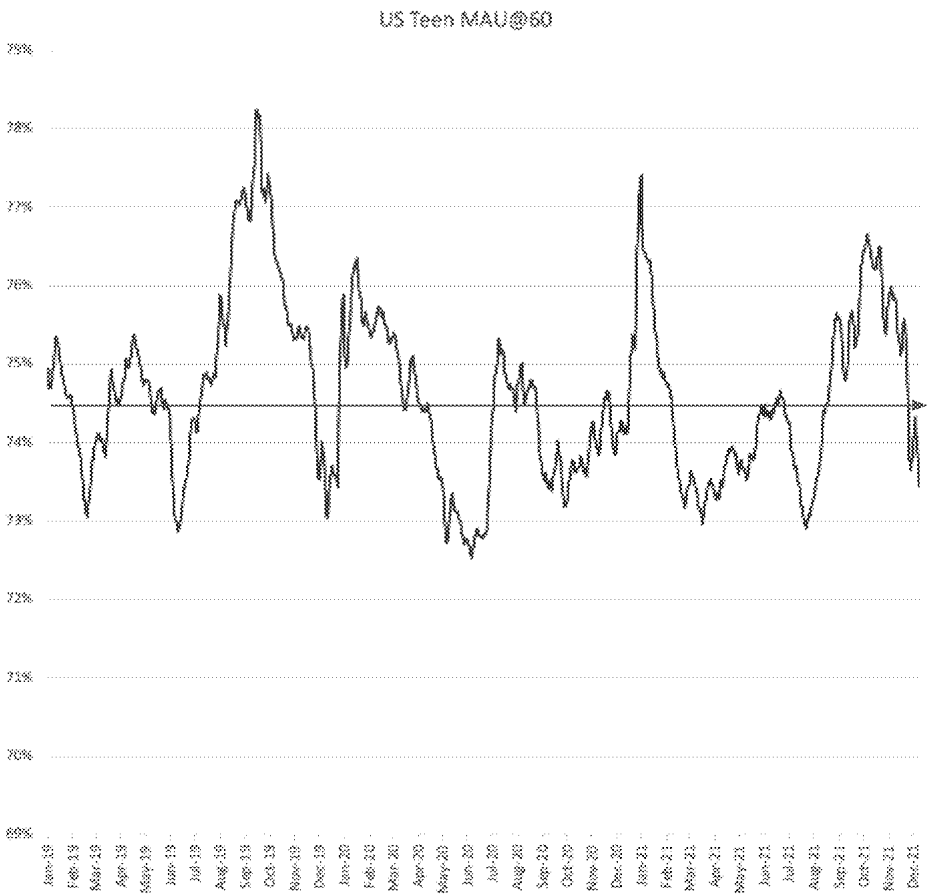


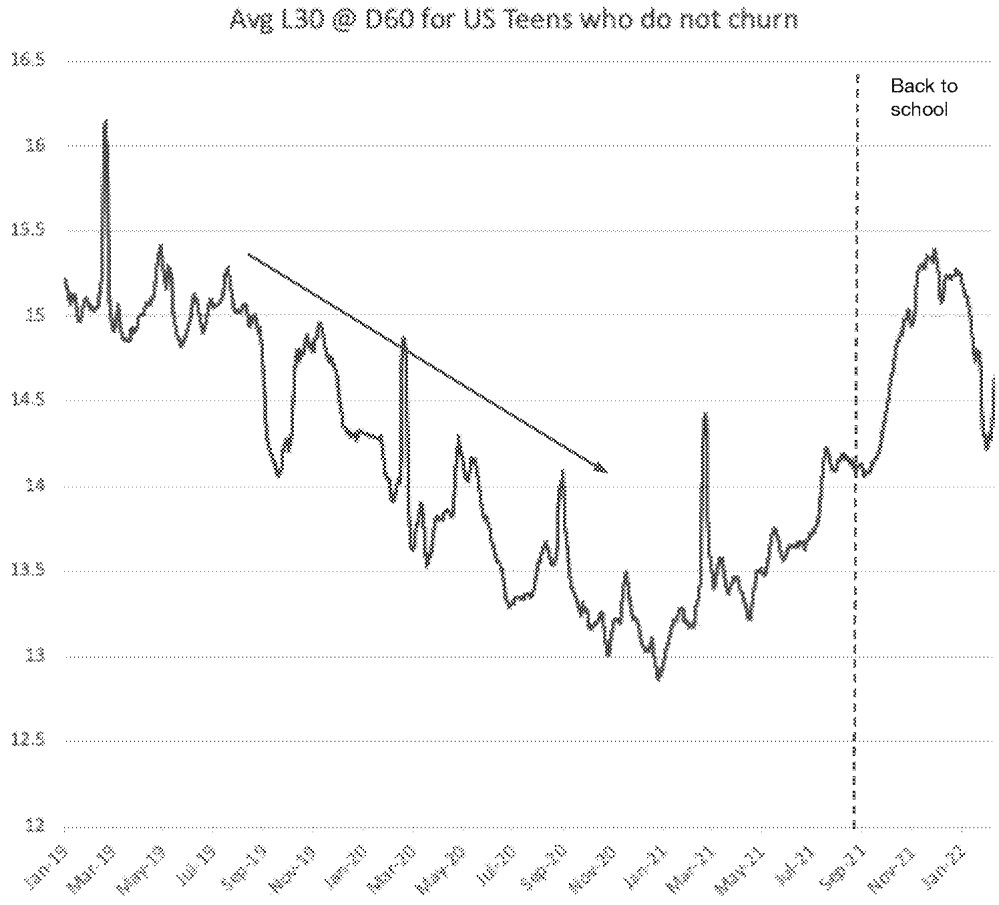
https://fb.workplace.com/photo.php?fbid=603454877412130&set=gm.954031588549123&type=3

- Unweighted data from the US
- N = 1,809

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While new Teens continue to retain at similar levels, they have been visiting Instagram less frequently over time

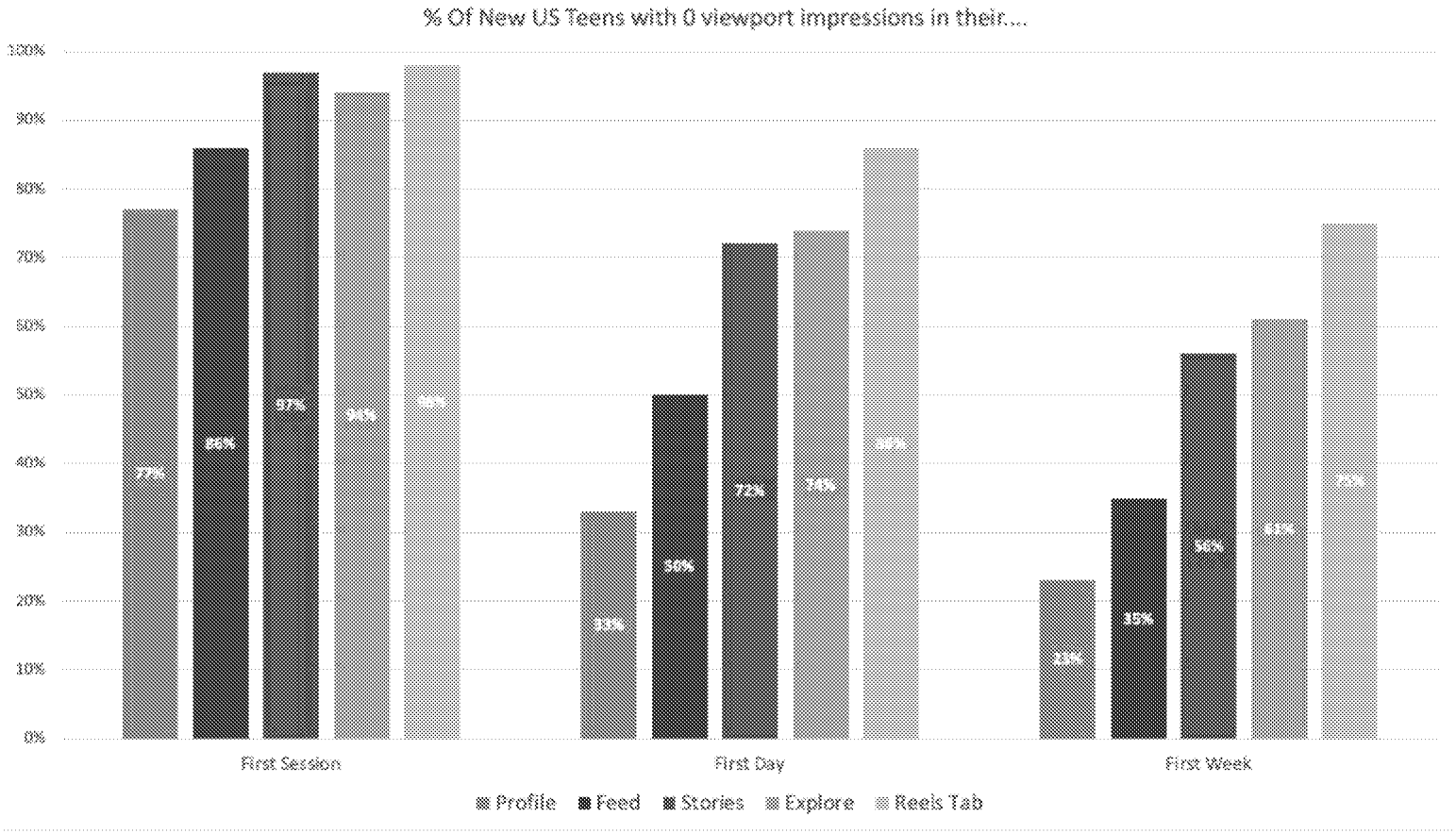




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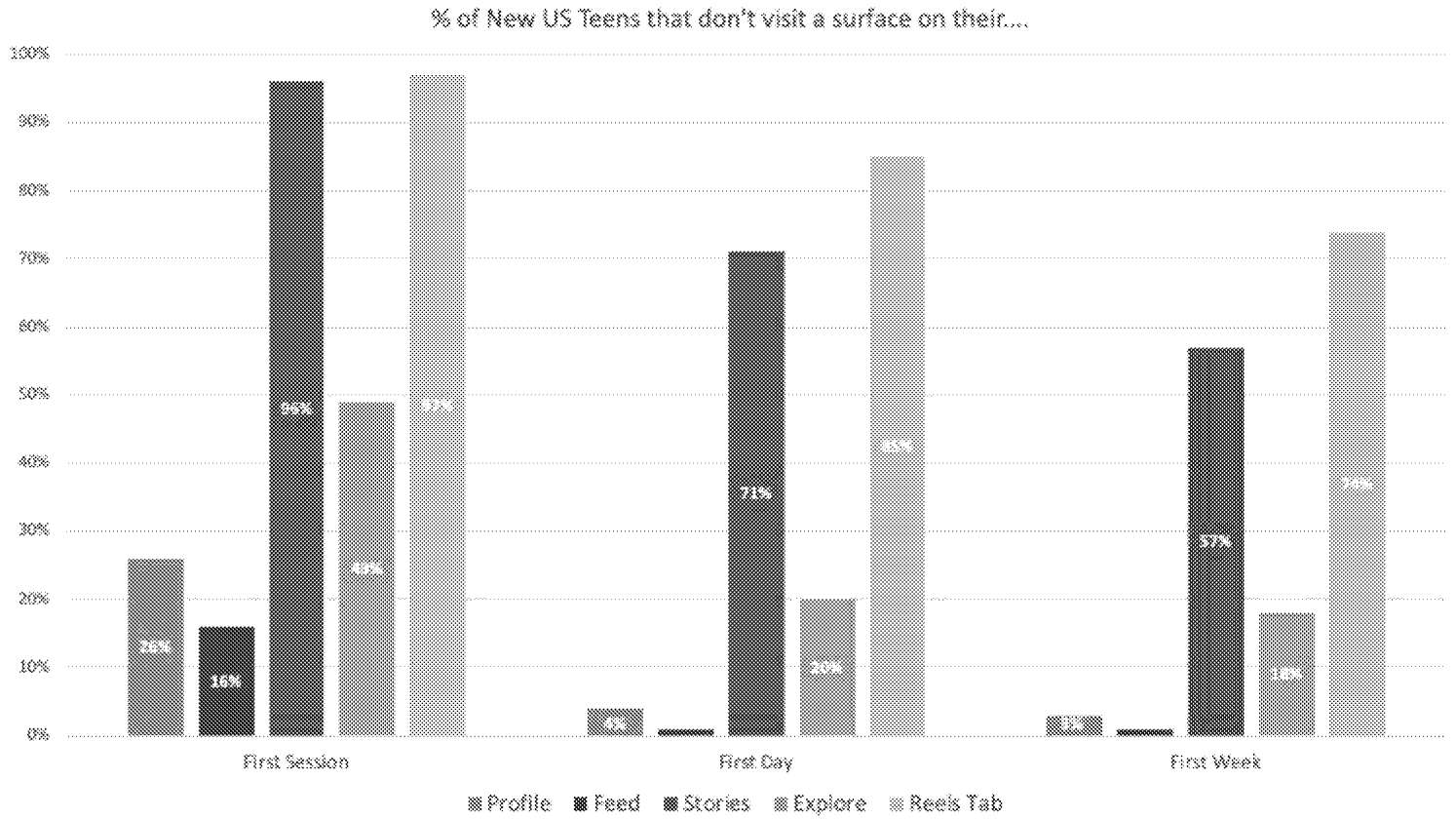
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The majority of new US Teens aren't seeing content early on...



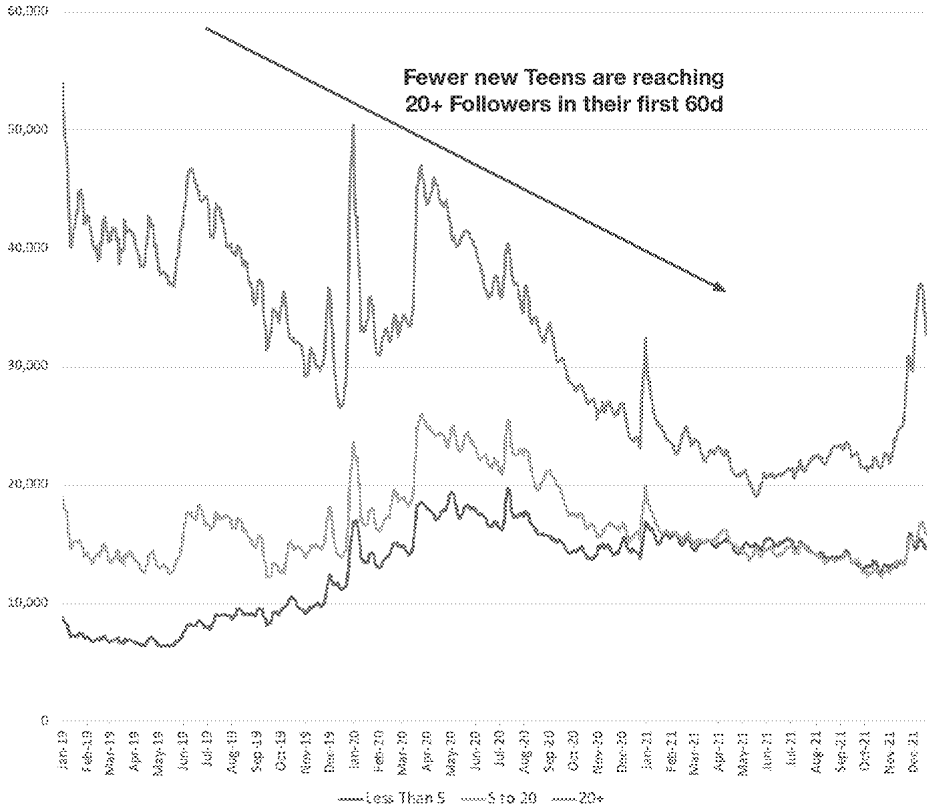
Note that we are counting viewport impressions. This does not include thumbnail impressions on explore or profile, but would include any impression on Feed, Story & Reels

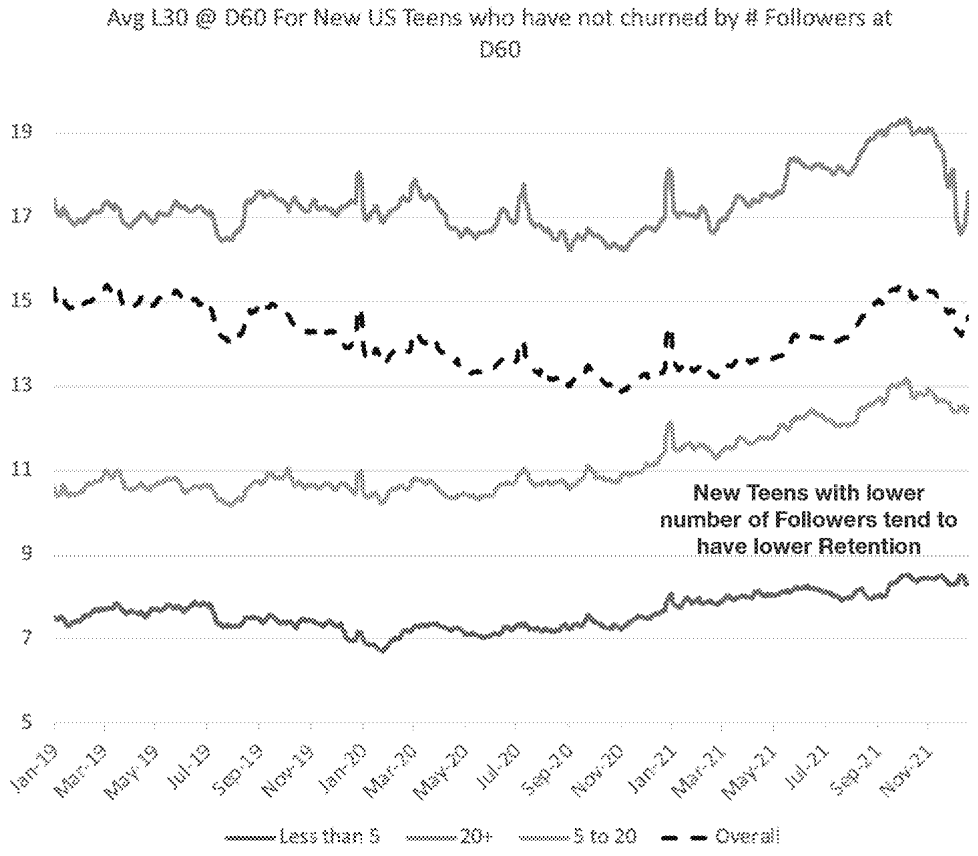
... and many of them aren't even visiting our key surfaces, such as Stories and Reels.



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Teens aren't getting enough followers in their first 60 days and we believe this is one of, but not the only, drivers of poor visitation.





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IG US TEENS - STATE OF THE UNION

1 Fewer US Teens are using IG on a daily basis, driven by cohorts who joined after H2'20.

2 **US Teens are less engaged on IG,** as interest content becomes less relevant.

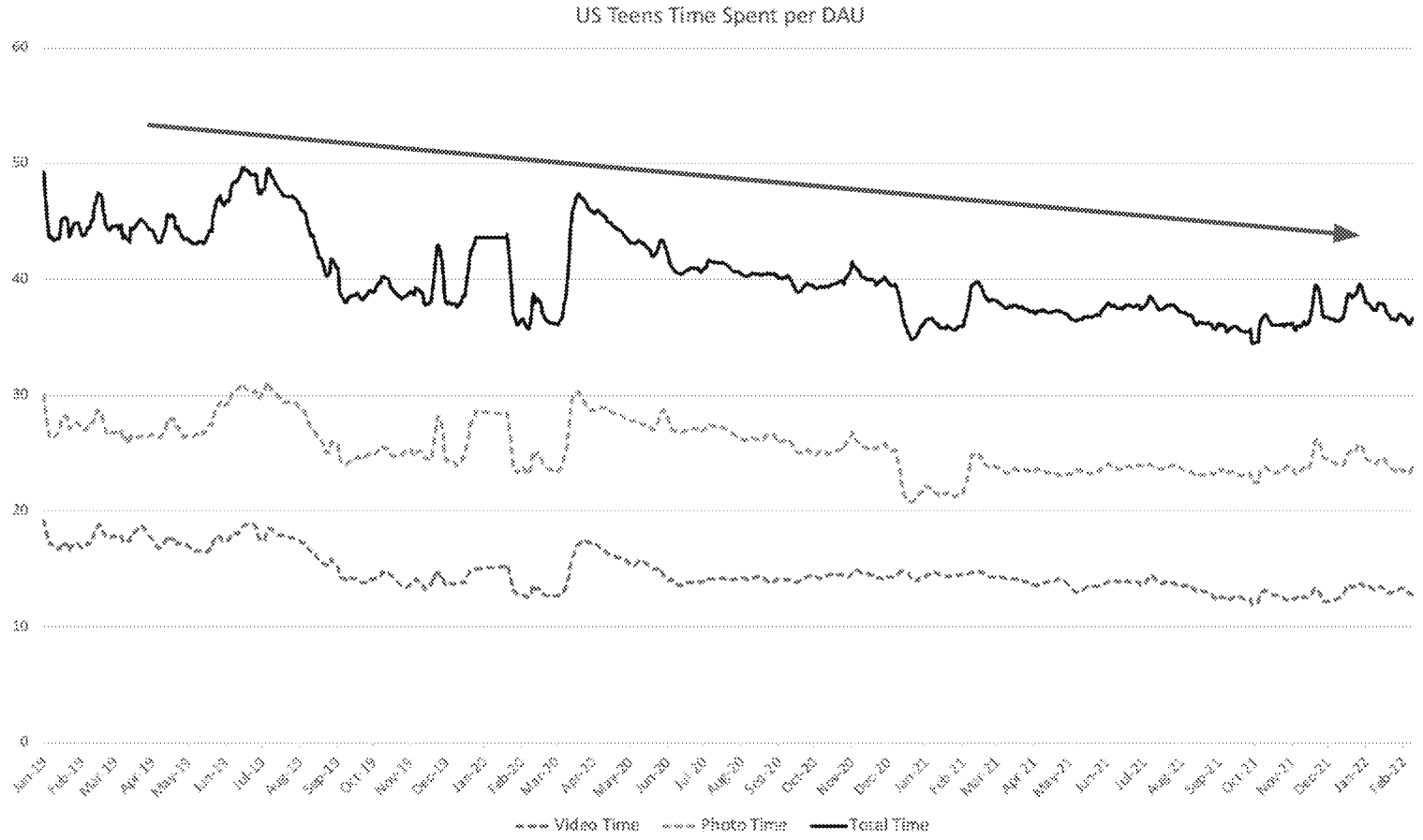
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Interests

Decline in interests consumption is severely impacting time spent on IG.

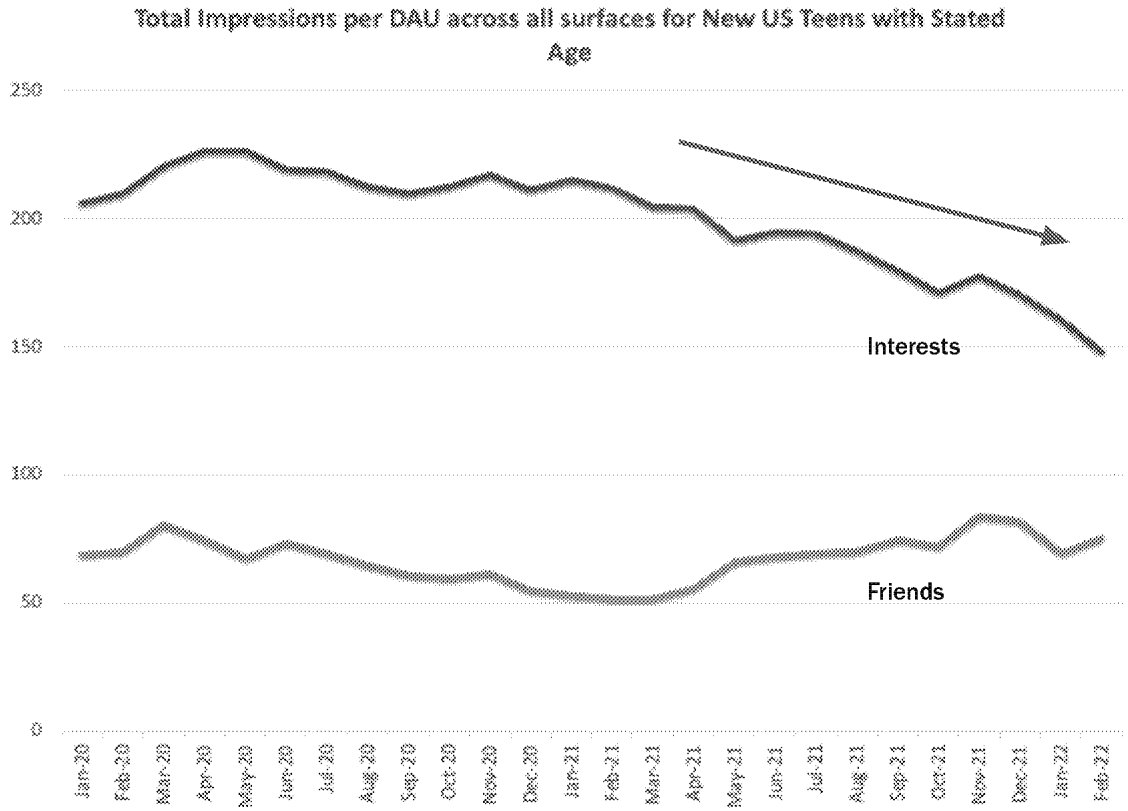
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Overall, active Teens are spending less time per day on the platform.



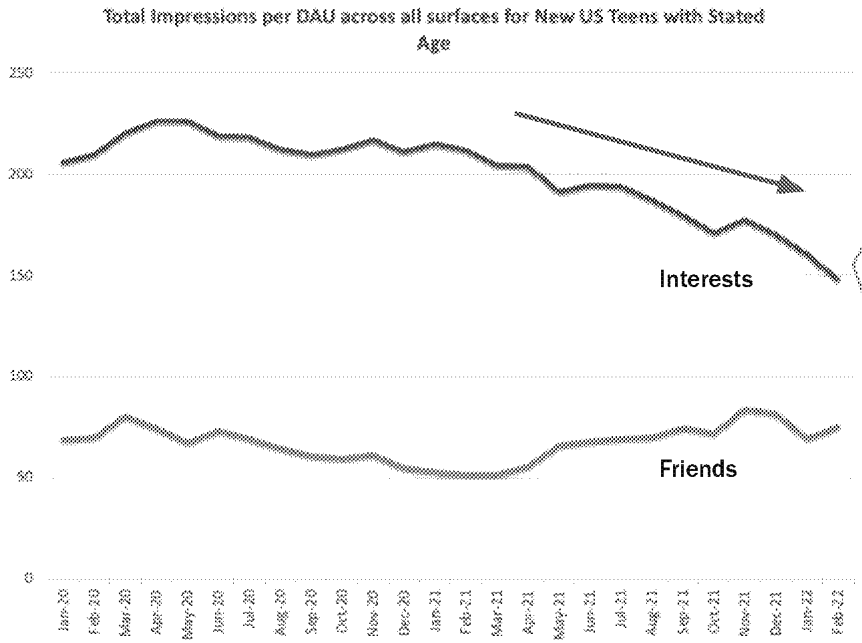
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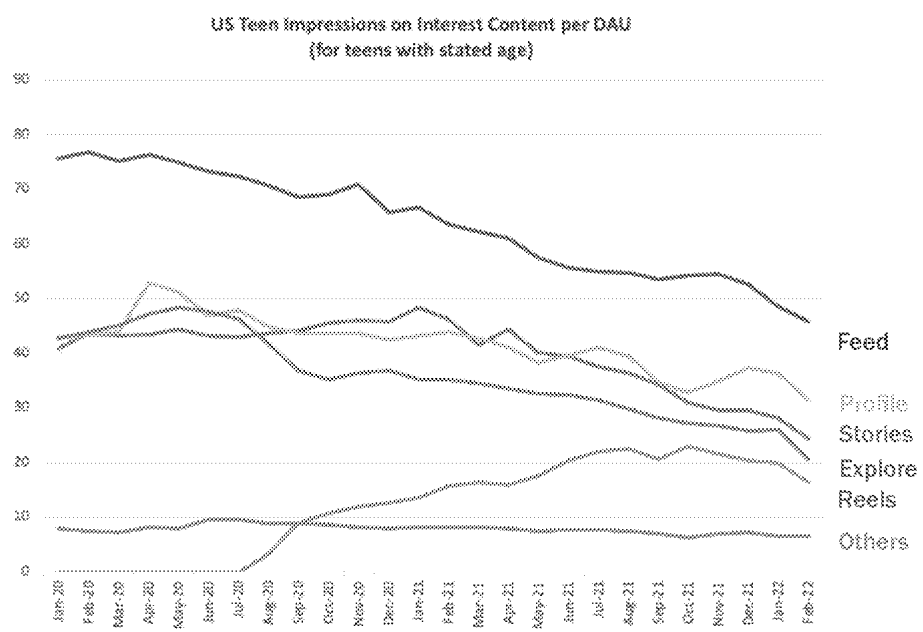
Why? Interests consumption is falling rapidly for Teens (while friend consumption remains resilient).



Friend imps: Close Friends (BFF model) + Reciprocal + One-way follows to non-Creator small accounts (<10k followers)

This is happening across most surfaces, and the introduction of Reels is not doing enough to make up for the losses.





Friend imps: Close Friends (BFF model) + Reciprocal + One-way follows to non-Creator small accounts (<10k followers)

An "Uninterested / See Less" button for content is a top feature request from US teens in the set we asked. Over a quarter of US teens surveyed describe content as irrelevant, commercial, boring, repetitive

Of the set presented, the top feature request from US Teen respondents was related to their **dissatisfaction with Content.**

The complete list of potential features to gauge interest among surveyed teens.

N=1337

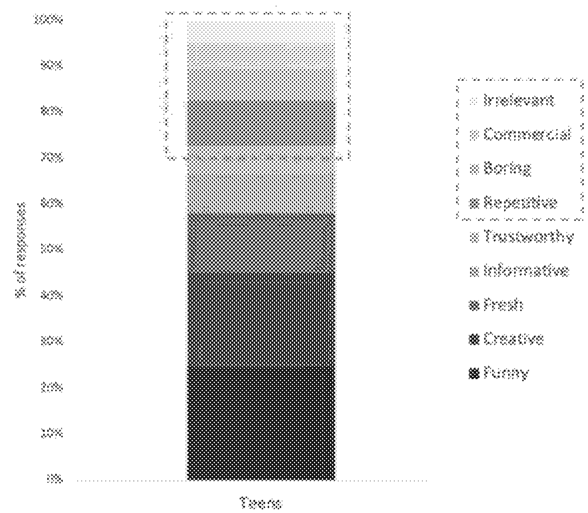
Survey Question: Which of the following features, if any, would you most want Instagram to offer in the future?

	Teens
An uninterested / see less button for content	25%
Have different Feeds (e.g., a Feed for people I know, a Feed for Creators I follow, etc.)	19%
Turning read receipts on or off in DMs	18%
Showcase interests on my Profile	17%
Adding effects to written messages to emphasize, celebrate or add emotion (similar to iMessage)	16%
Ability to like Stories / Reels	16%
Ability to add a status message to my profile	16%
Ability to filter out messages in DMs	16%
Ability to create different Close Friends Groups to post Stories / Reels to	16%
Ability to make selection of categories/things I'm interested in and only see that suggested content in my feed	15%
Ability to create folders in DMs	15%
Ability to decide how long a Story / Reel lasts	14%
Ways to start a conversation other than DM	14%
Ability to create shared playlists or collections of reels	14%
Ability to write or draw with others on a canvas style board / space	13%
Ability to see when friends have commented on a reel	13%
Ability to comment on Feeds, Stories, or Reels with GIFs	13%
Ability to see what reels your friends have liked	13%
Ability to comment on Feeds, Stories, or Reels with audio or video	12%
Ability to comment on Feeds, Stories, or Reels with an avatar that uses my voice and/or mirrors my facial expressions	12%
Ability to share content related to an interest and dive deeper in others' content around that interest	12%
Ability to react and see friends' reactions to reels	12%
Show content from people I know before content from brands and creators / influencers in my Feed	12%
Ability to create custom short responses in DMs	12%
Sharing features that allow me to join in on trends (e.g., Add Yours sticker, etc.)	11%
Collaborative features in Reels	8%

*Feature list was generated based on input from internal product teams as well as insights from the qual portion of the study (42 US Teens leveraging Kelton's SmartCommunity platform in Oct. Nov 2021).
*Feature interest does not necessarily predict future usage or adoption of such a product (that would depend on the implementation).
*Learnings reflect data captured during the off platform, mobile quant survey (1337 U.S Teens) run by Kelton Nov-Dec 2021.
*Note from Kelton: We compared the data to publicly available information and the sample reflected the population. As a result, we did not weight the sample for analysis. We saw few meaningful cuts by demographics, meaning the story would remain the same and weighting wouldn't impact the results.
*Full deck can be found here.

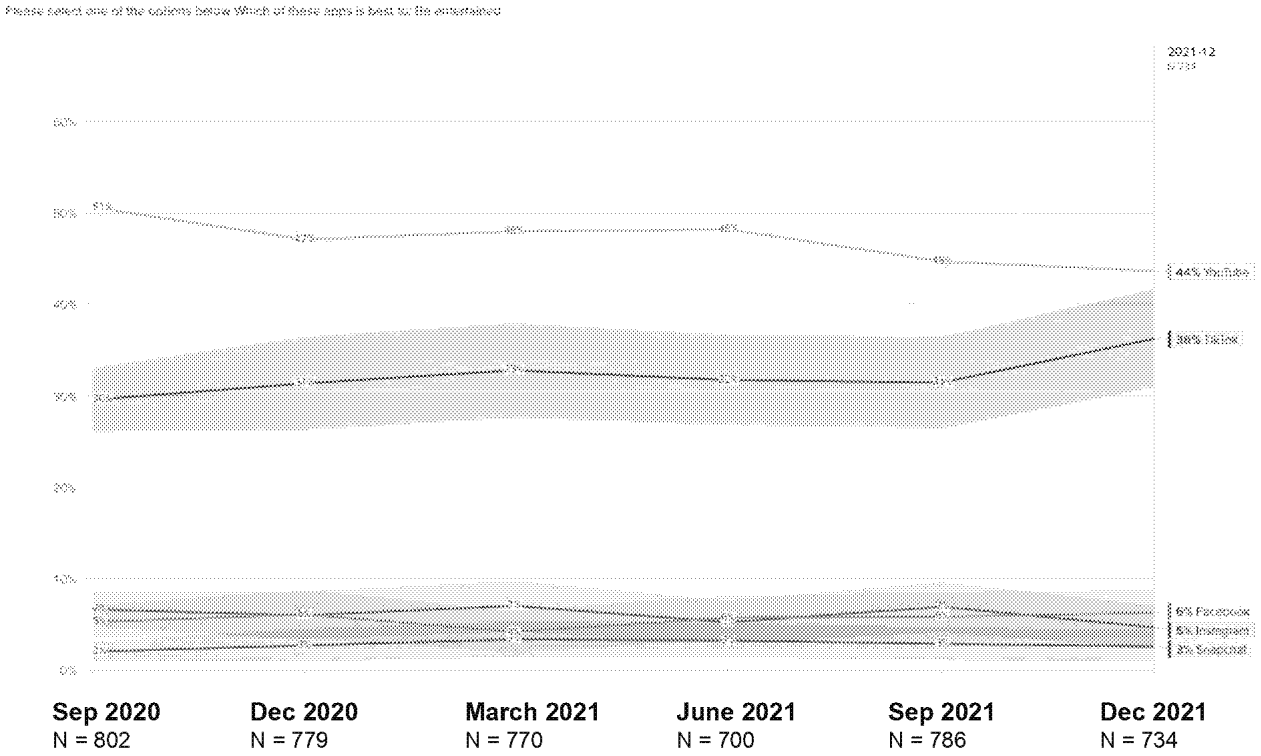
27% of US Teen respondents describe the content as **Irrelevant, Commercial, Boring or Repetitive.**

How would you describe the content you saw during your last IG visit?



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Indeed, only 5% of US Teen respondents report IG as the best place for Entertainment (versus Youtube 44%, TikTok 36%).



- Data from IG Global Brand Tracker run quarterly by Marketing Insights
- Weighted data from US Teens

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Content is currently the biggest gap between Reels and TikTok...

TikTok is perceived as doing **better than Reels in every one of the top benefits of Short Form Videos**

Teens

Top 10 benefits of SFV	Reels	TikTok	Gap
Have fun and feel happy	38%	60%	23 ppts
Enjoy content related to your interests	37%	65%	28
Feel entertained during your downtime	44%	66%	21
Relax and de-stress	36%	57%	21
Discover new interests	30%	54%	24
Learn something new within your interest areas	29%	56%	26
Feel inspired to be creative	28%	49%	21
Keep up with what's popular right now	30%	63%	32
Feel connected to your friends	26%	49%	23
Express yourself creatively	22%	42%	20

More important

Less important

Q. How much does [Brand] help you...? [Top 2 box scores]
Base: IG DAP / WAP who are aware of each product
Bold indicates top 3 for each brand

TikTok > Reels by 15+ ppts TikTok > Reels by 5-14 ppts

Note: n=507. Study from March 2021. While no direct reason to assume there has been a change since then, it is possible some of these numbers would differ if replicated today.

We consistently hear in quant and qual research that a barrier to reels adoption is **too much reposted TikTok content**

"Sometimes I feel like the Reels content is just trends that were popular on TikTok a few weeks or months ago" (link)

"Instagram is for big Creators, and TikTok is for the people. You just can't be yourself here. It's for brands to promote themselves and that's about it." (link)

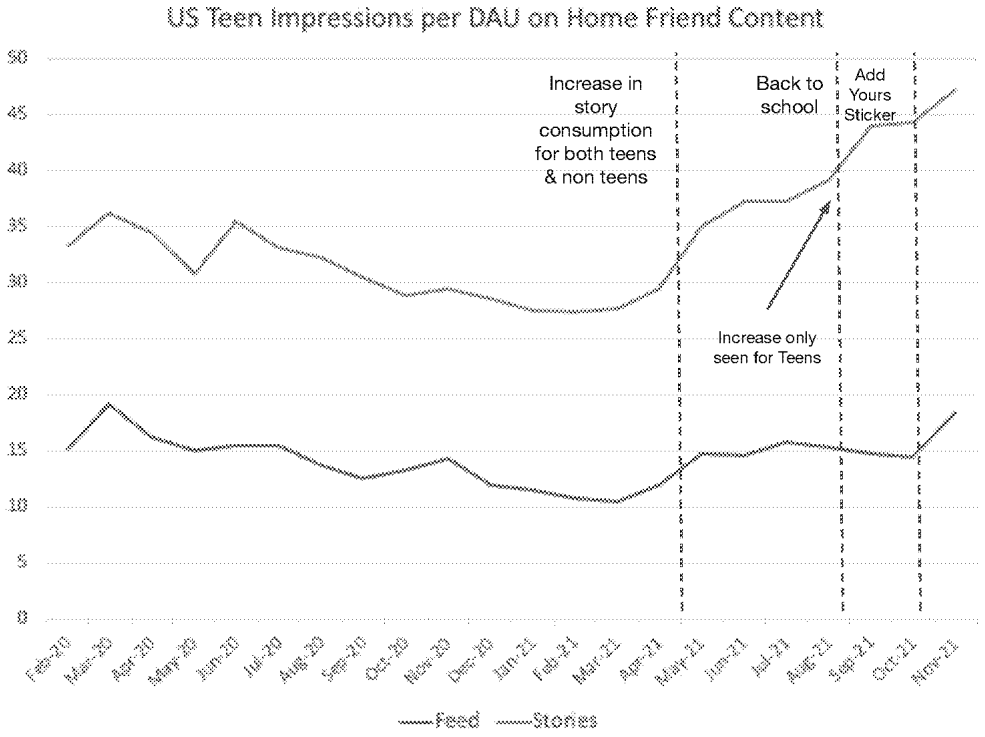
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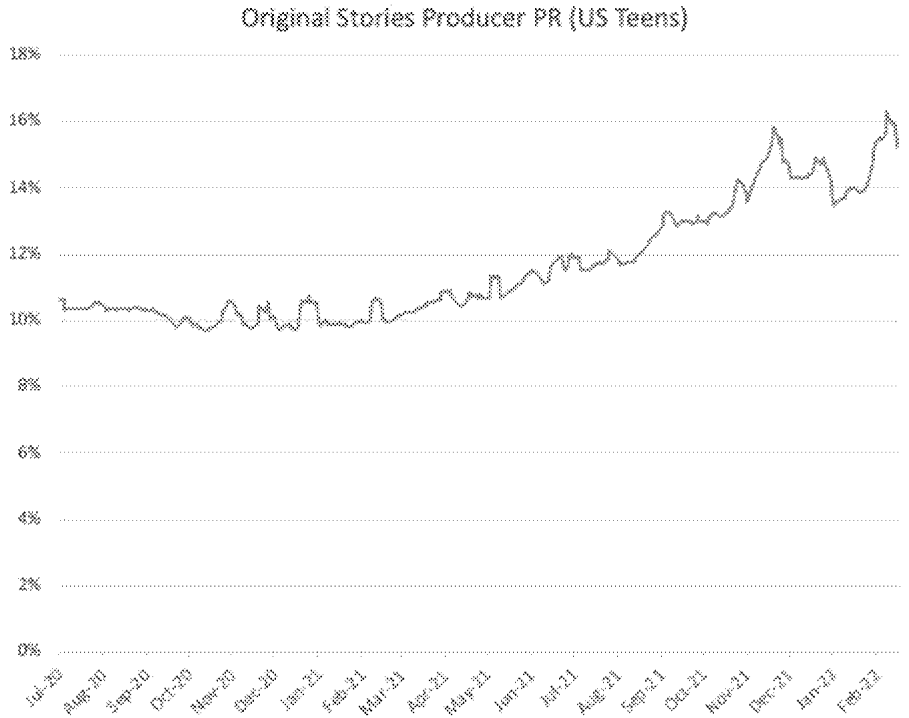
Friends

Messaging and consumption of friends' content remains resilient.

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Friend consumption remains resilient with Teens and stories continues to grow.

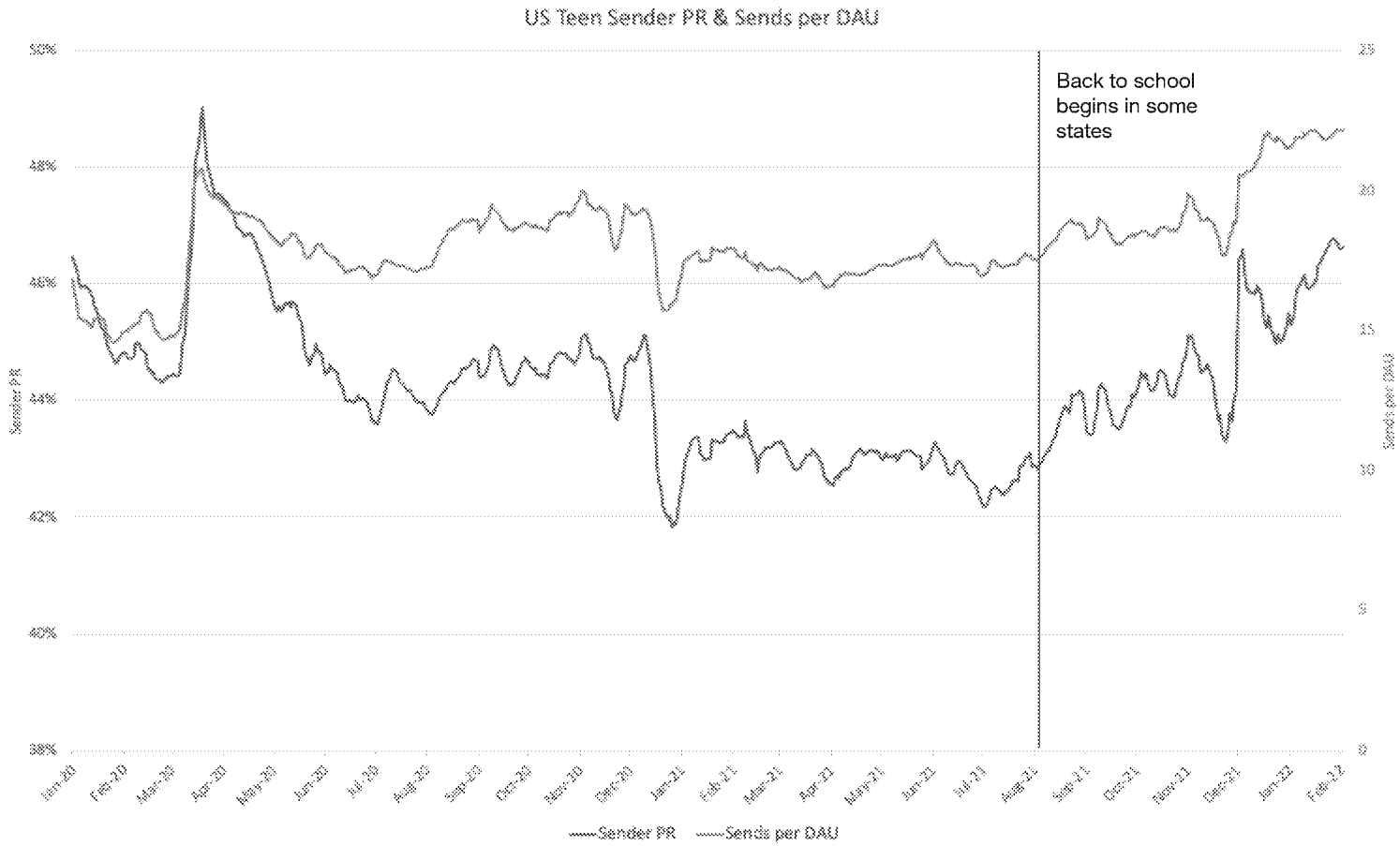




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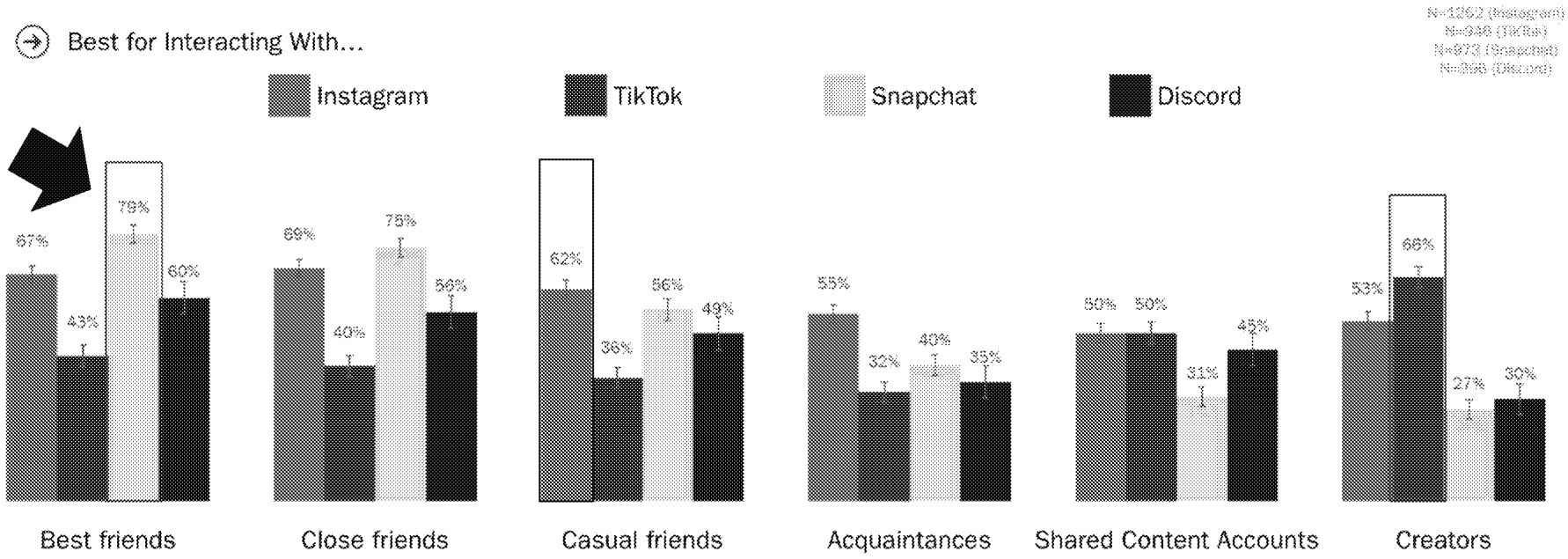
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Messaging has also shown organic growth since teens went back to school



HIGHLY CONFIDENTIAL (COMPETITOR)
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However surveys suggest we're still behind selected competitors when it comes to interacting with teens besties



Survey Question: Which social media platforms are best for interacting with each of the following groups of people?

Error bars represent 95% confidence intervals

**Learnings reflect data captured during the off-platform, mobile quant survey (1,337 U.S Teens) run by Kelton Nov-Dec 2021.*

^Note from Kelton: We compared the data to publicly available information and the sample reflected the population. As a result, we did not weight the sample for analysis. We saw few meaningful cuts by demographics, meaning the story would remain the same and weighting wouldn't impact the results.

**Full deck can be found here.*

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So what should we do about it?

Disclaimer: We haven't done our roadshow yet, to get input from other teams and understand what they are working on or not.

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Recommendations

1) Fewer US Teens are using IG on a daily basis.	
TOP-OF-FUNNEL Appeal to both Parents + Teens	**Expand Parental Controls.** Build controls for unwanted contact & age appropriate content, to win Parents' trust to enable Early Teens to join.
	Lean into Novelty. Create a steady drumbeat of new products that are exciting to try out and talk about, coupled with brand marketing that correct perception that IG is not cool and their friends aren't on it.
NEW USERS Solve the Cold Start Problem	**Early Friending for Teens.** Make account recommendations catered for teens, bring back contact importer based friending page, etc.
	Cold Start Problem: 46% of teens are seeing empty feed or irrelevant content on day one. Populate feed, reels, explore with age-appropriate unconnected content optimized for teens. Make reels tab available to new users in their first session (!).
2) US Teens are spending less time on IG.	
INTERESTS Improve Content Offering	**Diversify Content for Reels.** Improve ranking models to address dissatisfaction around content feeling stale, repetitive, and already seen on other apps.
	More Content where Teens Care. Create IG Communities and shared spaces that allow teens to connect with like minded folks over niche interests.
FRIENDS Differentiate through Friends	**Leverage Friends on Reels.** Improve Reels relevance by highlighting friends-endorsed content, and spark conversations among friends around Reels. Consider audience controls so they can control who they share what content with (teens are setting profiles public temporarily to get more engagement)
	Lean into lightweight self-expression & messaging. Invest in participatory experiences that challenge IG norms that content must be polished. Double down on prompt-based sharing (e.g. Add Yours) and co-creation tools with friends. Lean into Group messaging.

One last thing: we need to rally around Teens as an organization... (1) Most teams are not optimizing or goaling on Teens Metrics. (2) Org boundaries get in the way of addressing horizontal problems for Teens (e.g. New User Experience). (3) Teams lack reliable Teens metrics for testing & monitoring. (4) Foundational understanding of Teens must be packaged & socialized via frameworks like Teen Tenets, so teams aren't starting over each time.

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Next steps

PRODUCT INVESTMENTS

- **Feedback.** Socialize the deck and get product leads feedback on opportunities for recommended investments.
    - If leads agree, find the right owners, and follow up with subsequent deep dives in each area and have specific proposed product solutions for each opportunity

IG PRIORITIES

- **Goals.** Have relevant teams adopt a teen specific goal in H2-2022
    - By End of March, recommend which teams should goal on Teens, and with which metric.
    - During Q2, enable teams to start tracking these metrics, and compare with current goals.

FOUNDATIONAL INVESTMENTS

- **Data.** Invest in the infrastructure needed for teams to easily do data analysis on Teens (trends and experiments).
    - Make Teen-level deltoid cuts easily available & provide guidance on how to get statistically significant results
    - Design & deliver on a new metric framework for Teen Health

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BONUS SECTION

Adding more color to our recommendations

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WORK IN PROGRESS

1) Expand Parental Controls

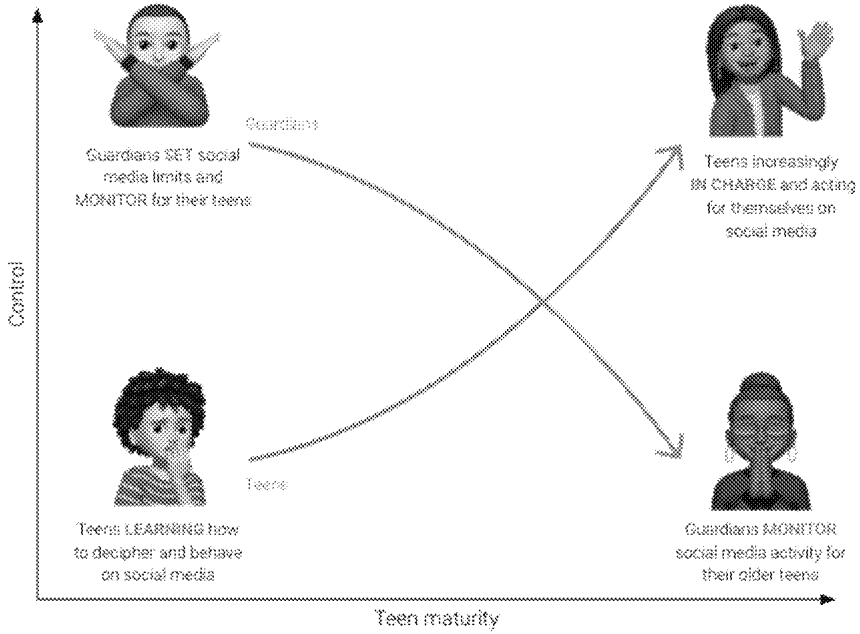
Continue building Family Center in a way that balances oversight for parents and autonomy for teens.

PRODUCT RECOMMENDATIONS

- Quick actionable insights to keep kids safe
- More meaningful Screen Time Controls
- Filters for Age-Appropriate Content
- Unwanted Contact blockers
- Access to expert voices that provide credible sources of guidance for teens and parents.

UNDERSTAND / EXPLORE

- What will meaningfully move the needle for parents to trust IG?
- How can we build supervision and support for diverse needs, including different family structures and teen ages?



Parents desire tools and resources to support teens' digital independence. Early teens need more supervision from their parents, while older teens increasingly take charge of their experience and parents are their to merely support them as needed.

WORK IN PROGRESS

2) Lean into Novelty

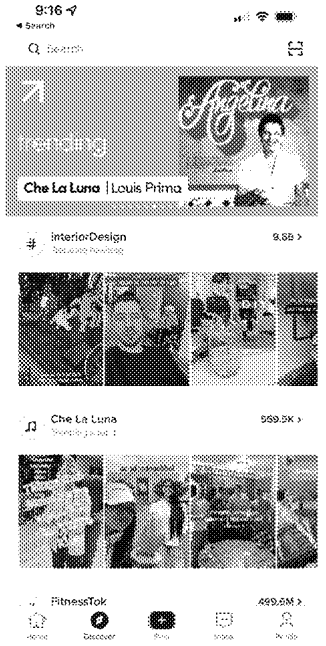
Create a steady drumbeat of newsworthy launches that Teens are excited to try and talk about.

PRODUCT IDEAS

- Create a space for "Trends" on the app, that will put new concepts on the spotlight every day.
- Lean on cultural moments and seasonal features ("what's the Pumpkin Spice Latte of IG?")

UNDERSTAND / EXPLORE

- What were the network effects & long-term impact of spike in activity when viral features went live?
- Identify key characteristics of features that generated buzz and brought Teens back to IG.
- What were some features on competitors that have really sparked dialogue with teens?



Besides already presenting Trends on their Discover Tab, TikTok has a hero section to curate and amplify Trends.

3) Customize Early Friending for Teens

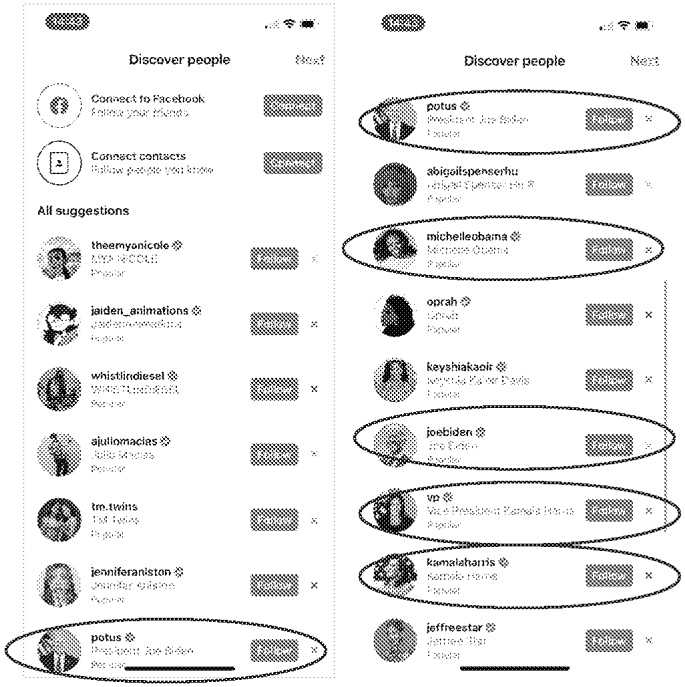
Upgrade both the product experience and recommendations engine to tailor Early Friending to Teens unique needs.

PRODUCT RECOMMENDATIONS

- Create a teen specific suggestions model
- Reinstate Contact Importer to encourage friending
- Stop spam accounts from wasting SU budget
- Make it easier to help teens find their friends with private by default

UNDERSTAND / EXPLORE

- Make adding friends fun! (e.g. Snap leverages social aspect on how app works and Bitmoji)



Improve Cold Start Account Recommendations: Make recommendations more relevant to teens

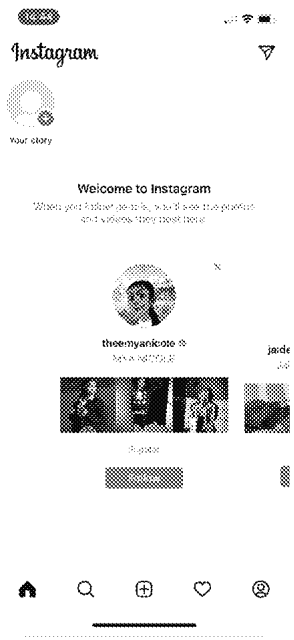
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4) Cold Start the Content

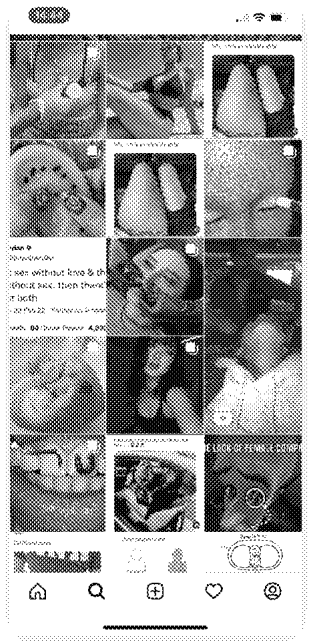
Populate home, reels, explore using Teen-first age-appropriate unconnected content.

PRODUCT RECOMMENDATIONS

- Enable unconnected Feed Recs from Day 1 (46% see empty feed)
- Enable the Reels Tab upon entry (yes, it's missing!)
- Improve Explore relevance & integrity for users with little signal



Empty Home
After a long NUX, 85% of people still land on an empty feed in their first session & 50% after the first day



Irrelevant Content
Cold start content is irrelevant and borderline inappropriate

25% of teens registered in the past year, cold start is particularly important for this cohort

5) Diversify Content for Reels

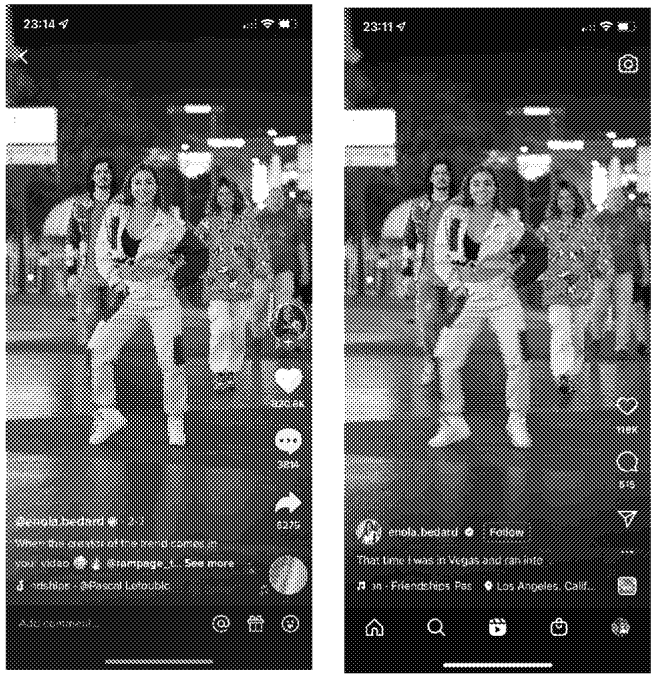
Improve ranking to address dissatisfaction around content feeling stale, repetitive and already seen in other apps.

PRODUCT RECOMMENDATIONS

- Prioritize original & fresh content in ranking.
- Show broader content diversity.

UNDERSTAND / EXPLORE

- How can we better understand when relevance turns into repetitiveness?
- Why are we behind? Is it that we don't have the content? Or we aren't good at ranking it? Or both?



No this is not the same screenshot though they look similar...

Feb 3: saw this on Tik Tok. Has 12.6M views

Mar 1: shows up in my Reels …exact same video a few weeks later

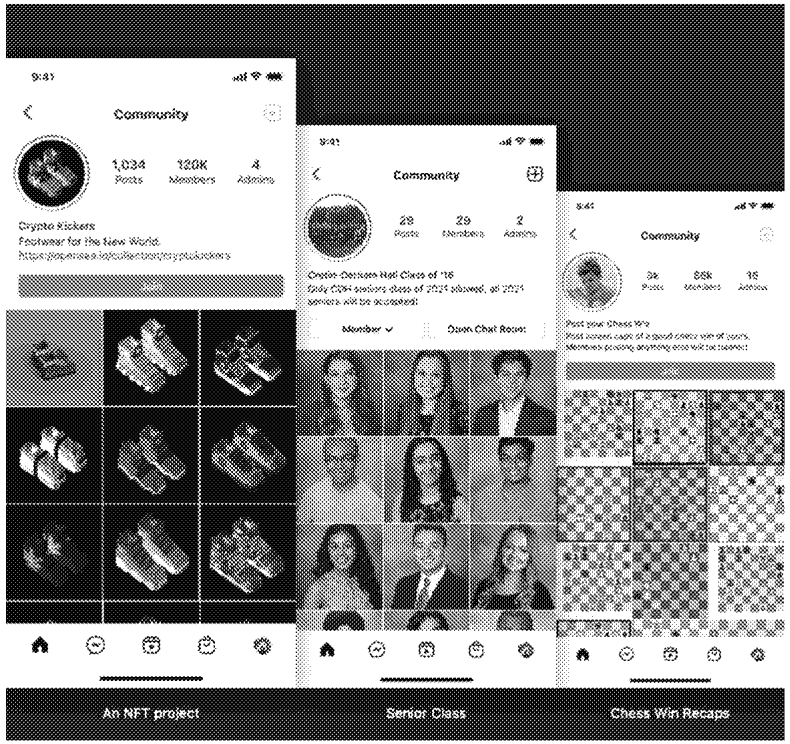
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6) More Content where Teens care

Build products to focus on where teens are already spending time today (interest accounts & profile).

PRODUCT RECOMMENDATIONS

- Many teens have interest accounts but it's a one-way dialogue today with no way to connect with others. Create IG Communities and shared spaces that allow teens to bond with like minded folks over niche interests.
- Given that teens spend a disproportionate time on Profile (both their own and others), build more self expression tools and ways to "surf"other profiles.



Early design concept explorations only

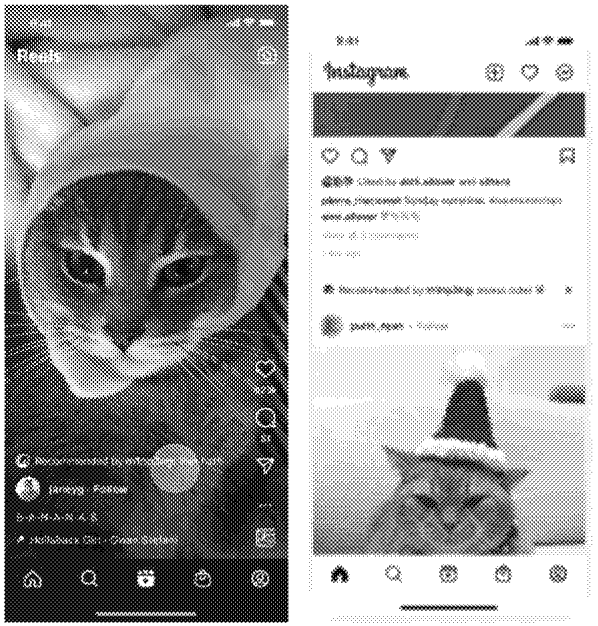
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7) Leverage Friends on Reels

Improve Reels relevance by highlighting friends-endorsed content, and spark conversations among friends around Reels.

PRODUCT RECOMMENDATIONS

- Create a new action (e.g. recommend, super like) that gives people a lightweight way to signal to their network what they like.
- Clearly show who is endorsing the content and provide an easy way to start a conversation
- Create post-level audience control for Teens (e.g. Enable Teens to share friends-only and controls if they they reach a broader public). Teens are temporarily setting their profile as public on certain posts to get more engagement.



Surface content liked by Friends
Explorations of how to increase relevance by upranking content liked by friends and showing social proof

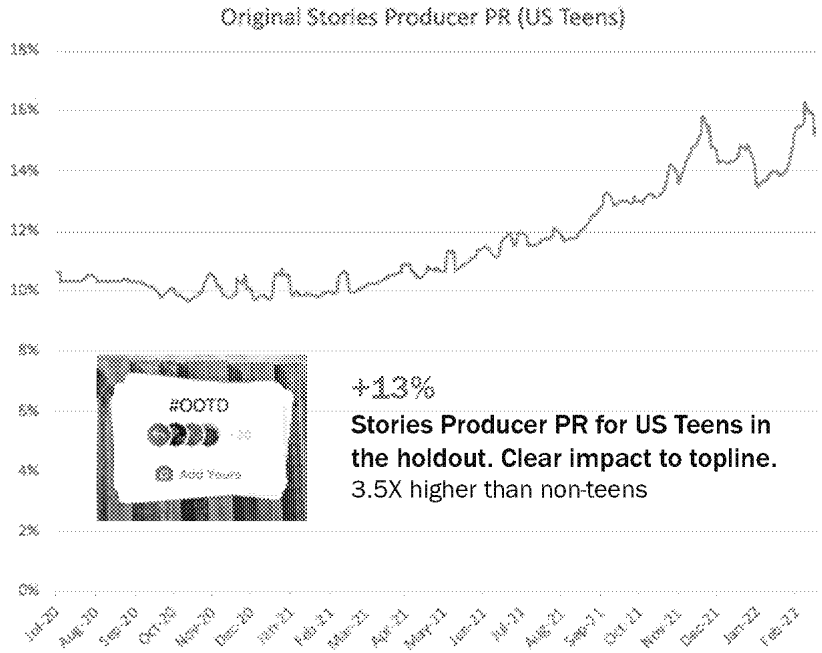
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8) Lean into lightweight self-expression.

Invest in participatory experiences that challenge IG norms that content must be polished for sharing.

PRODUCT RECOMMENDATIONS

- Lightweight sharing motivated by Prompts (e.g. Add Yours).
- Co-creation tools for multiple people to author content together.
- Curation & Resharing as forms of self-expression.

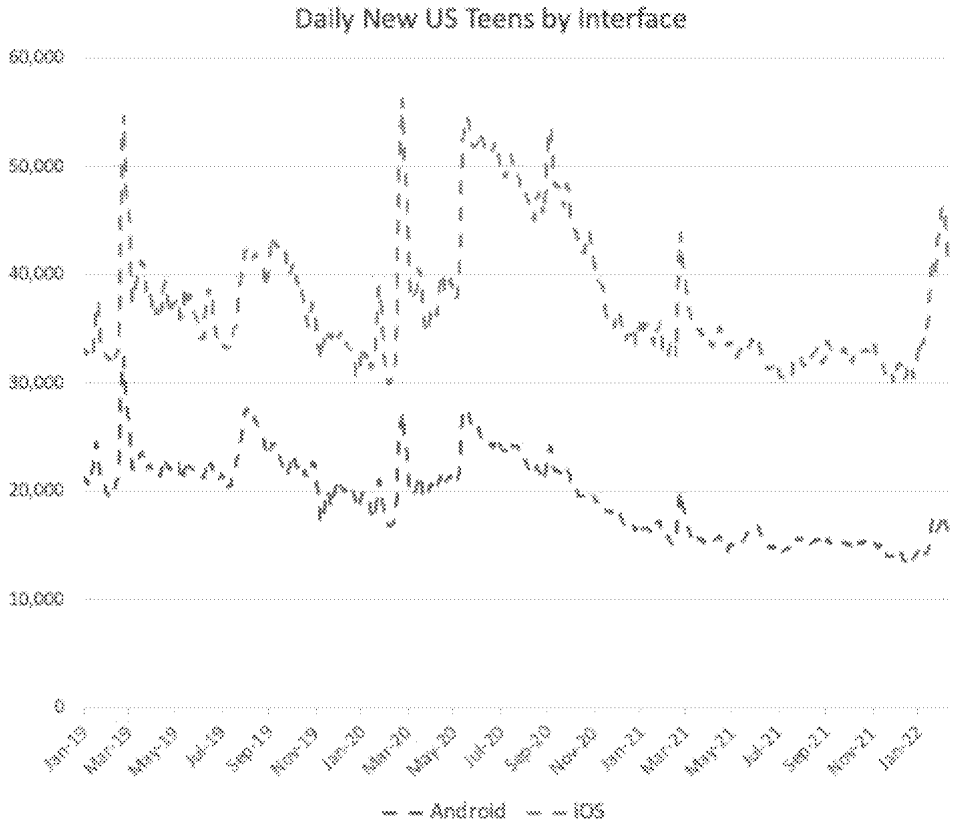


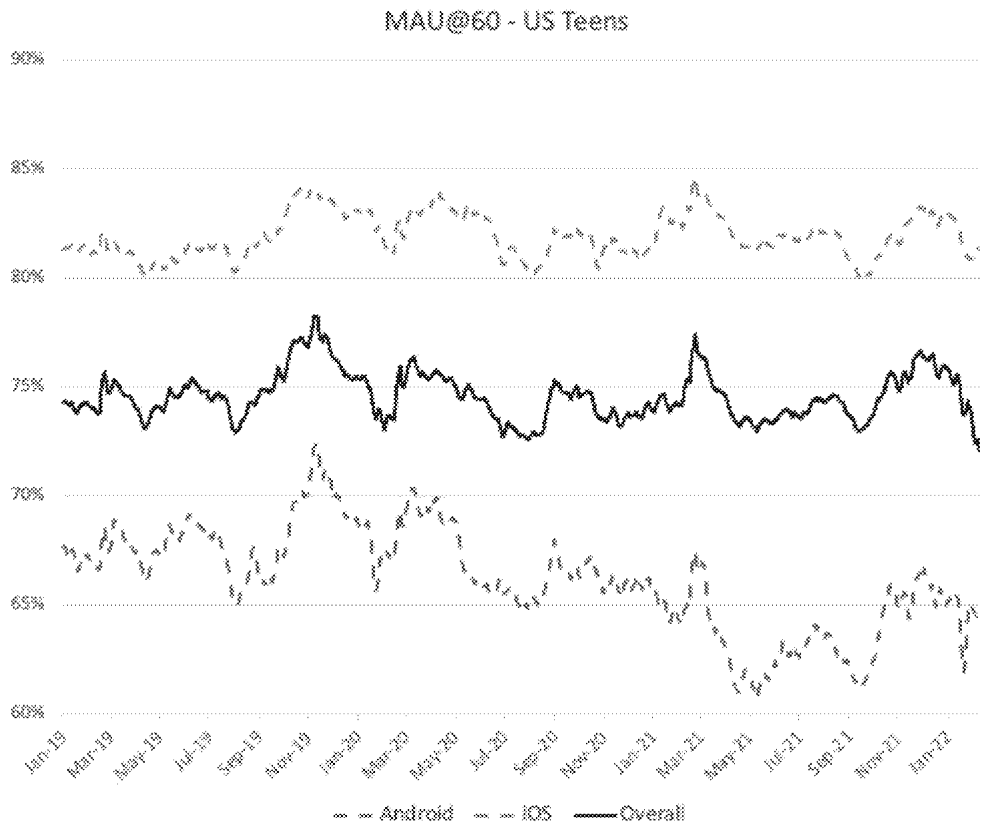
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Appendix

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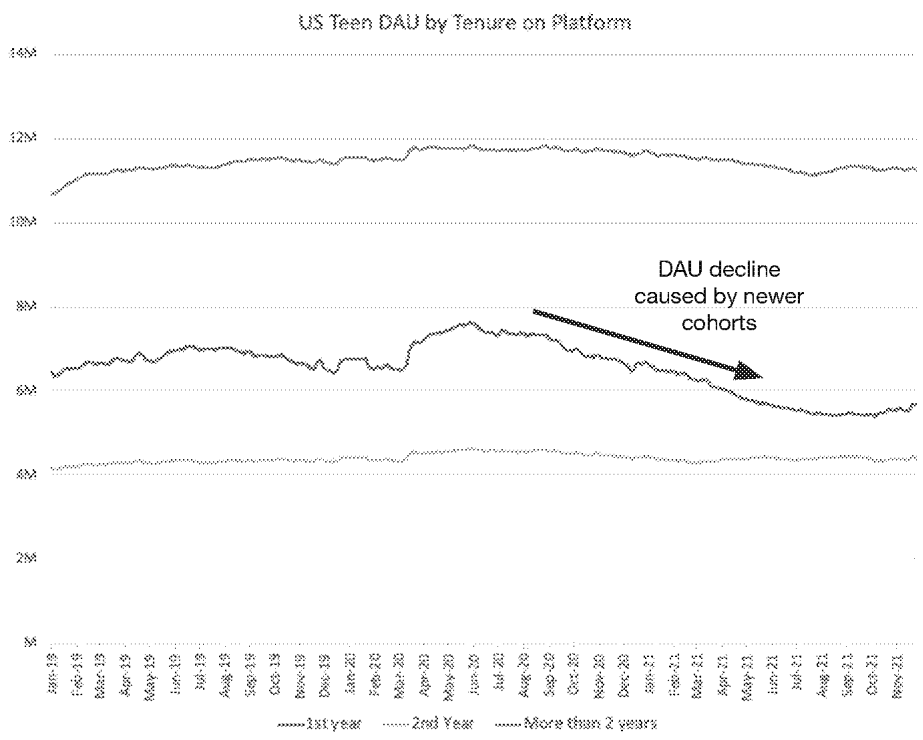
While we see a small decline in new user retention on Android, overall we are steady due to better acquisition on iOS

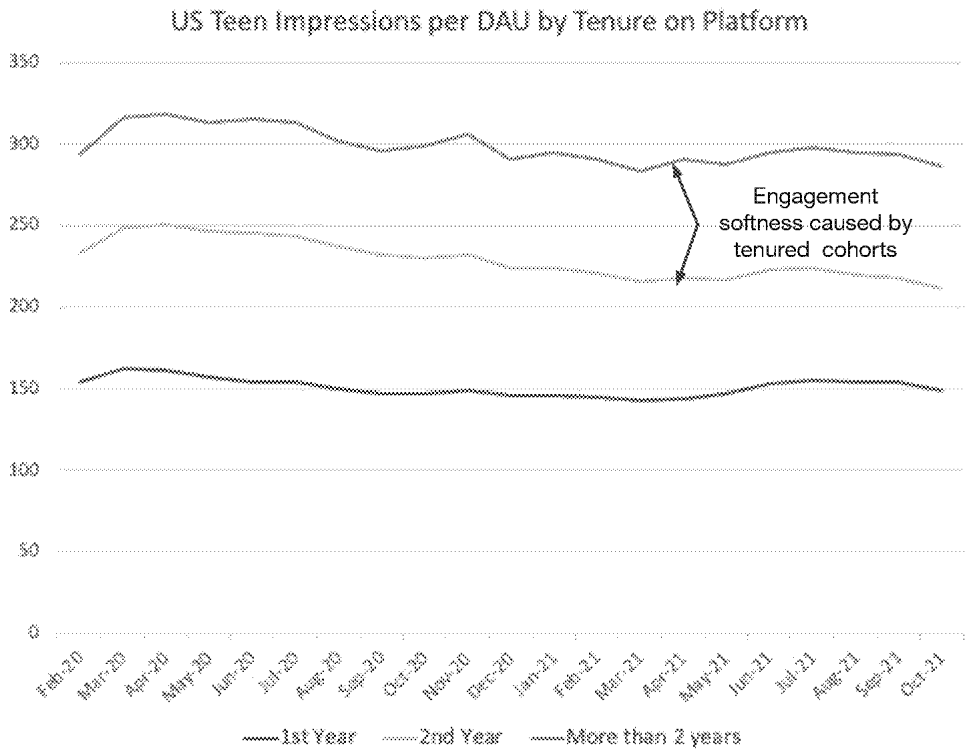




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DAU issues are caused mostly by newer cohorts, but tenured cohorts also show softness in engagement.

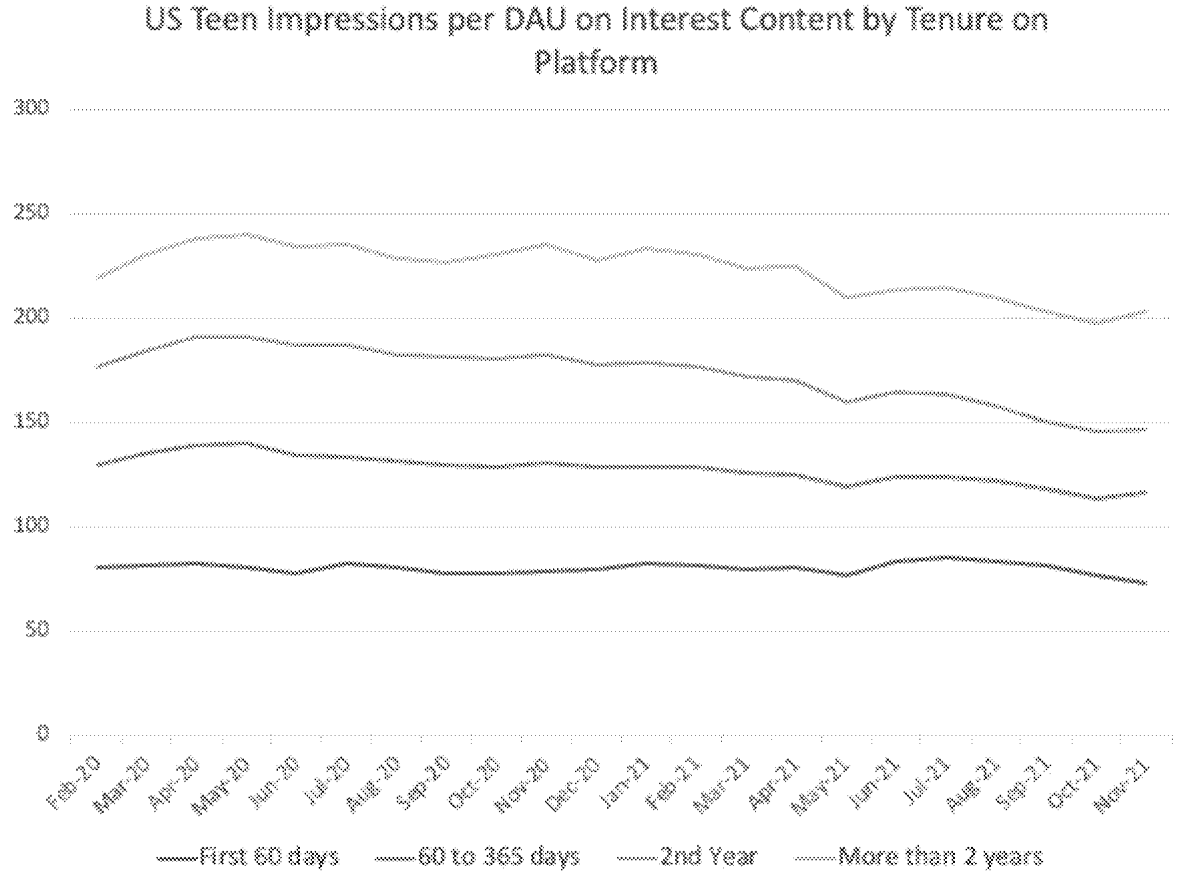




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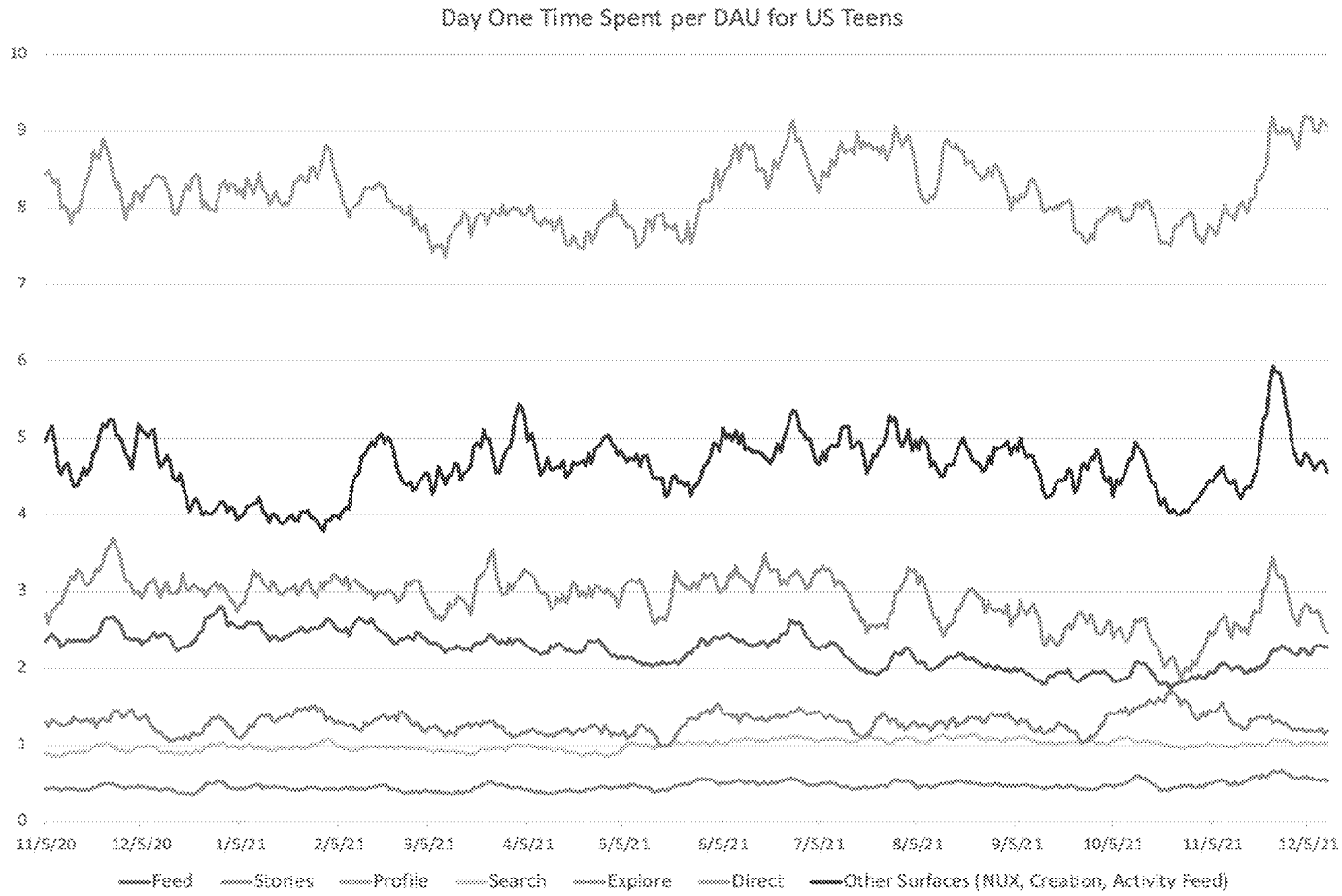
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The decline is mainly driven by tenured teens, likely due to competitive pressure



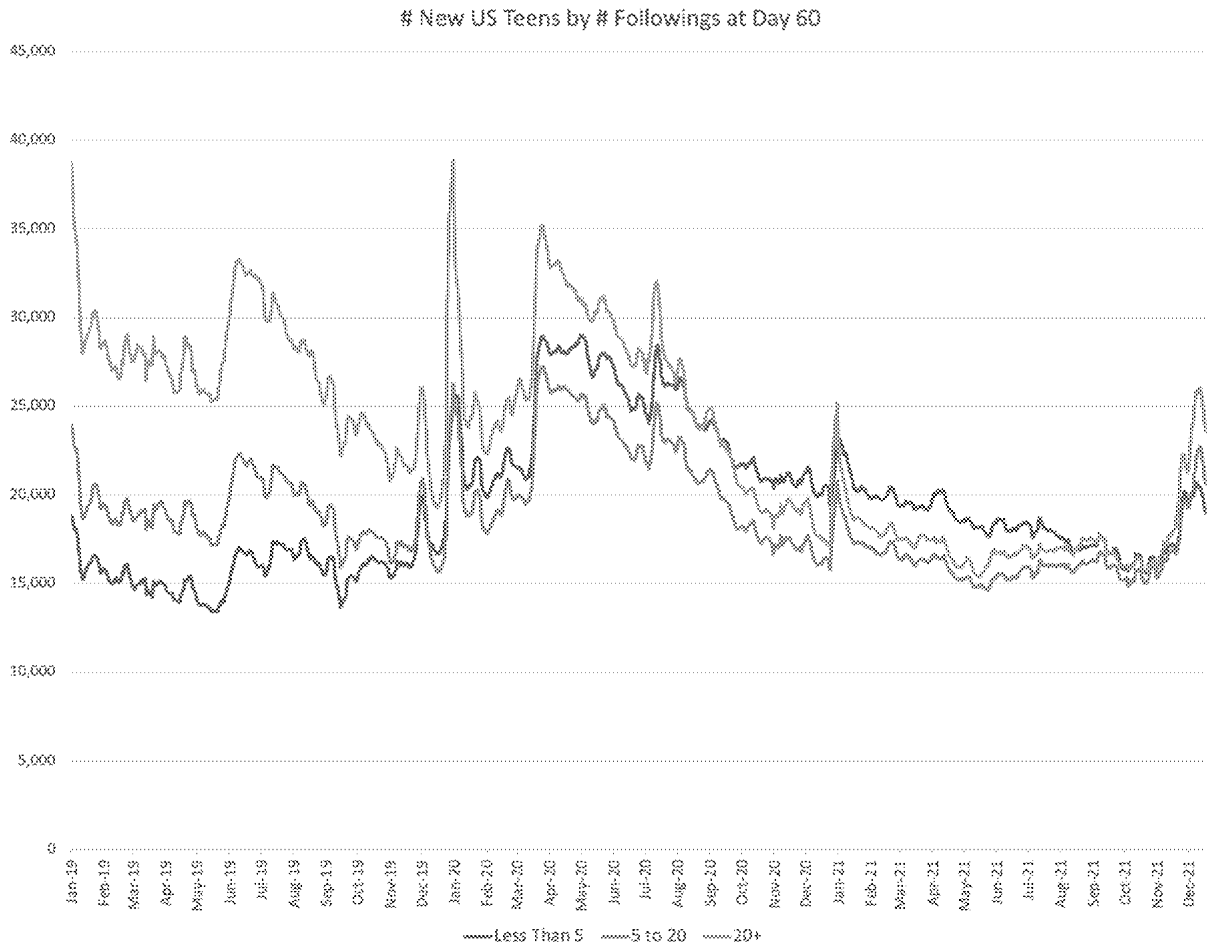
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Teens actually spend most time on profile on their first day



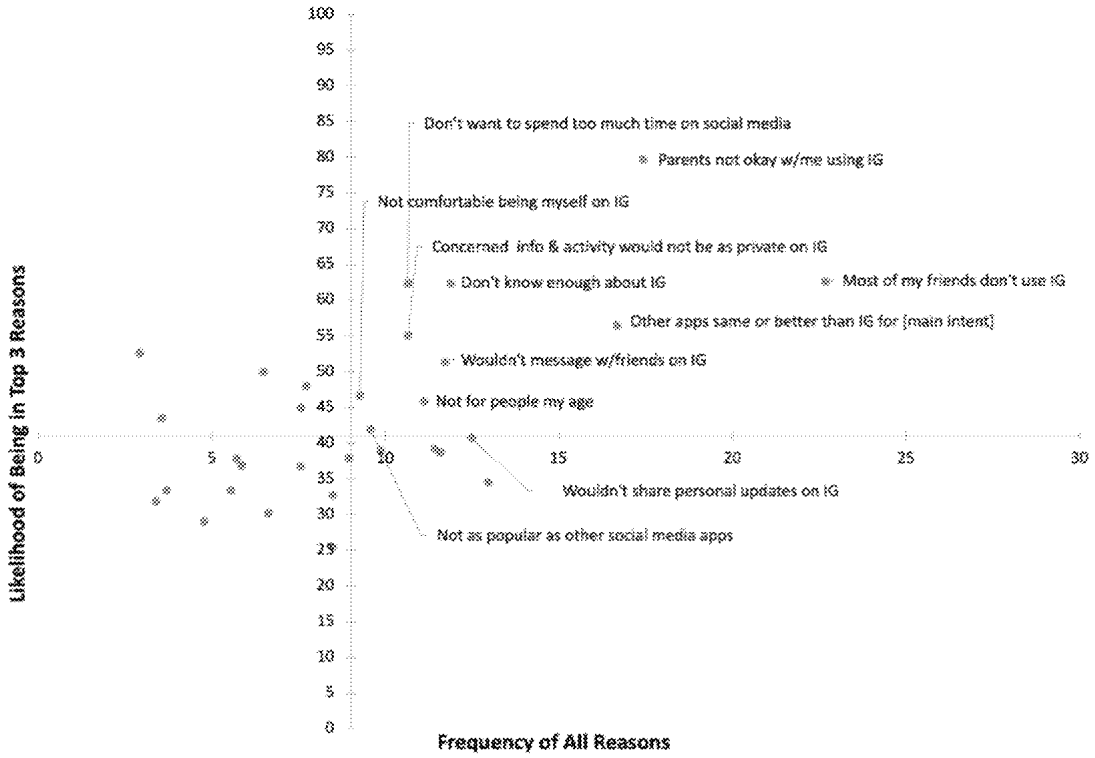
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New Teens are creating smaller graphs over time



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Late Teens in the US report a lack of friends using IG and a lack of differentiated value as top barriers to joining.



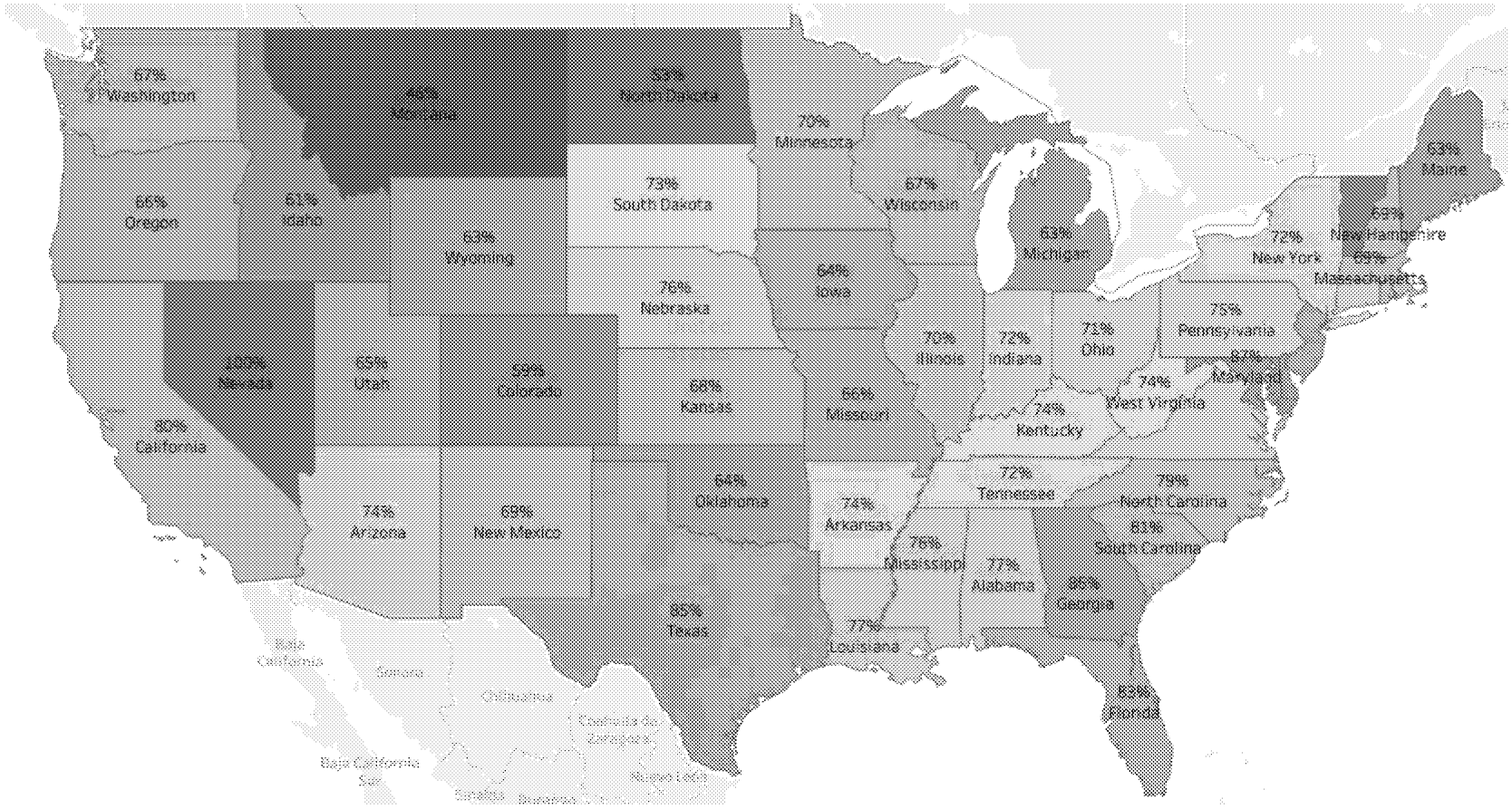
- *Unweighted data from US*

N = 648

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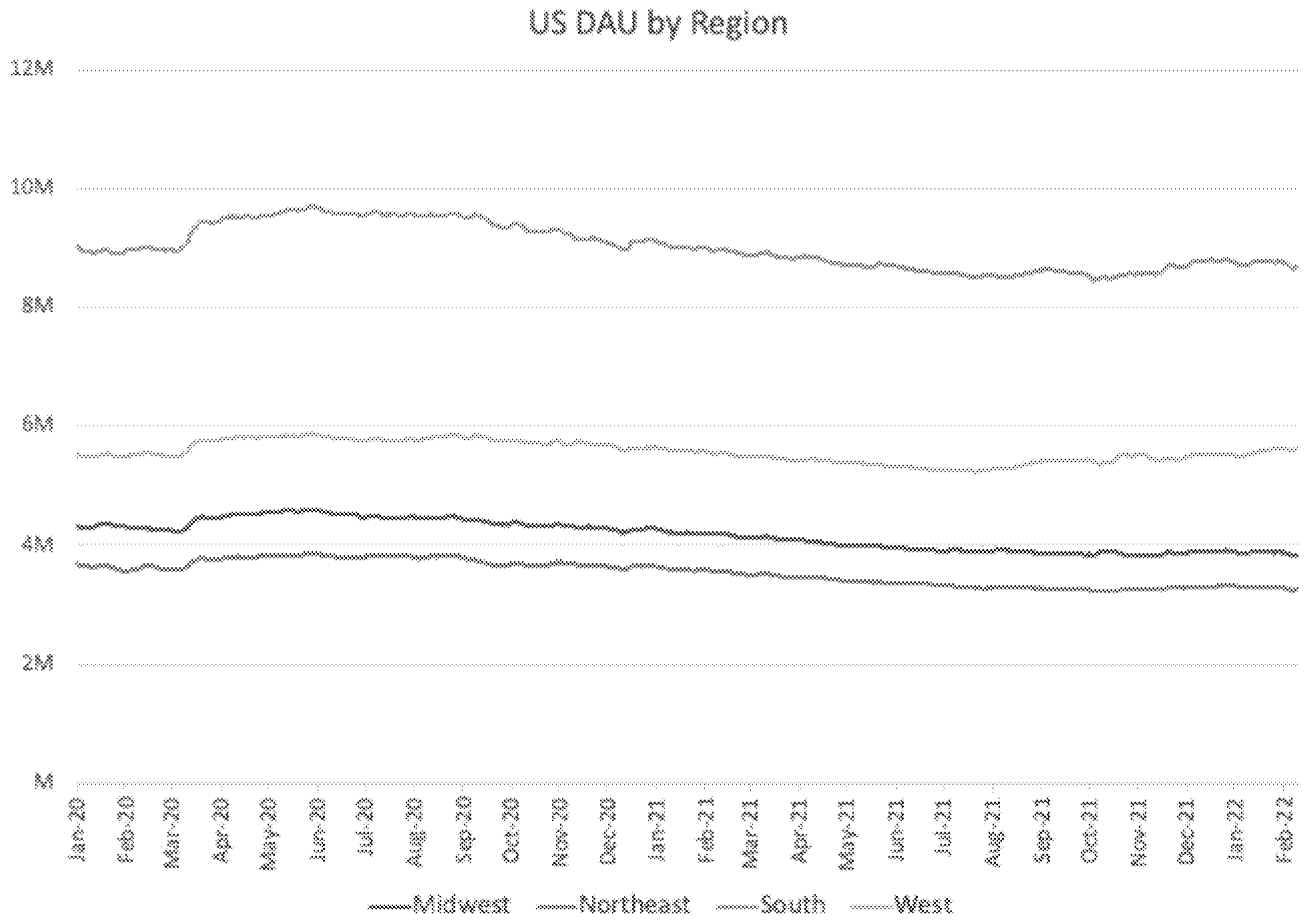
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HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

We have more opportunity to grow teen saturation in rural america.



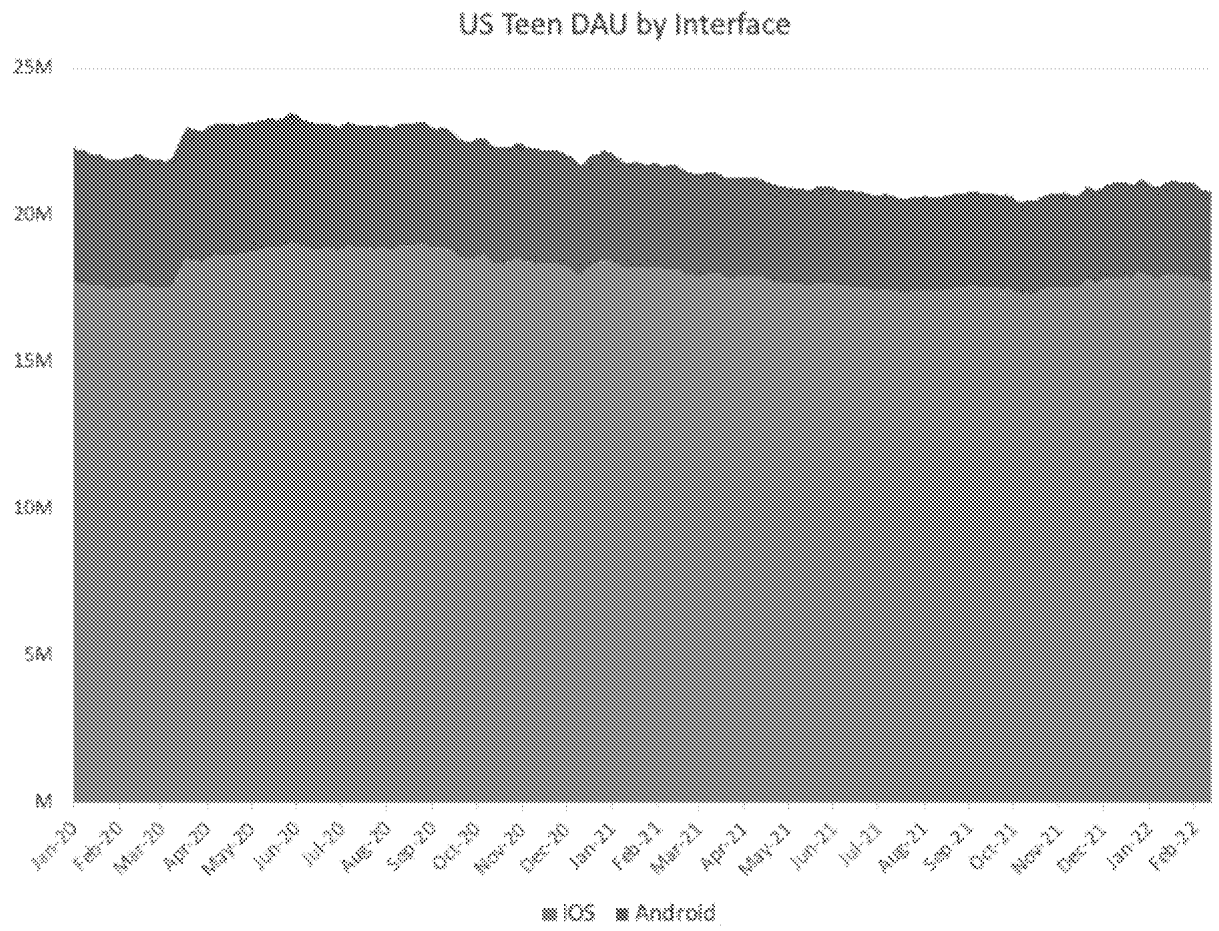
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While we see declines across America, the recovery is stronger in both South & West US.



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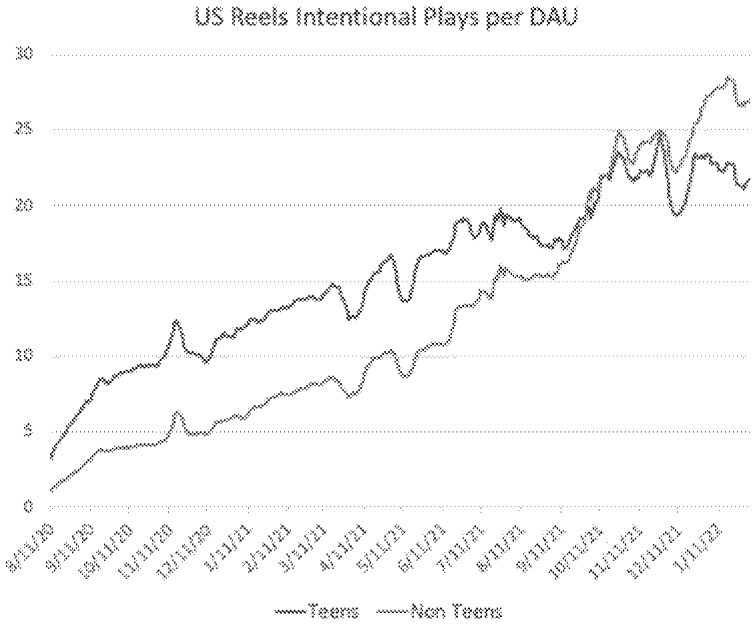
The DAU decline is worse on Android than iOS



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Reels actually seems to have achieved a better fit with Adults than Teens.

Teens now consume fewer Reels/day than Adults...



... and our product impact is lower for Teens.

	H2 2021	
	Teens	**Non Teens**
Intentional Plays	+54.0%	+77.5%
Producer PR	+28.2%	+33.2%
Time Spent	+2.31%	+4.27%
Sessions	NSS (-0.14%)	+0.52%

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Teen Tenets: A Product Tool for Teen-focused Innovation

Developmental and behavioral needs that are fundamental elements to the teenage experience. ✣ **Behavioral needs that are more specific to a generation or given moment in time.**

	IDENTITY EXPLORATION *Who am I?*	SELF-EXPRESSION *How am I seen?*	ROLE IN COMMUNITY *Where and how do I fit in?*	CLOSE RELATIONSHIPS *Who am I with and how?*	PREPARE FOR THE FUTURE *Where am I going?*
ADVOCACY	Advocacy for change is a major component of teen identity	Advocacy enables teens to take leadership roles in their communities	Teens gain autonomy and understand how to influence through advocacy		Teens already articulate their beliefs and vision for the future online
PERSONAL INTEREST CONTENT	Teens incorporate interest content into their online identities	Resharing content is a lower pressure form of teen self expression	Teens reshare relatable posts to benefit their followers and find community through shared interests	Teens engage in social sharing and curating to connect with friends	
SHARED PURSUITS	Teens use collaborative virtual spaces to try on different identities	Teens use online platforms to express themselves and amplify others	Teens crave a shared feeling of togetherness in their online experiences		
SHIFTING VALUE SYSTEM	Promoting mental health and removing mental health bias is a key part of teen identity	Polished content and formats don't resonate with teens	Teens are focusing on collective participation versus individualism		Teens demand a world that prioritizes self care and wellness
EMPOWERMENT VIA CONTENT CREATION	Teens explore who they are through the content they create	Teens creation is not limited by content format or channel	Teens create content to contribute to and connect with their communities		Teen eager for adulthood may consider content monetization a step towards it

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