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

DX0420

glyph-logo_May2016.png

Welcome to Instagram Well-being Research, Kyle!

Start Date - Feb 1, 2021
Role - Researcher
Team / Location - WB Foundations signals and measurement / MPK
Product Group / Pillar - Community /Well-being
Manager - Lori Malahy

Hi Kyle! Welcome to the Instagram Well-being team!

We've gathered a bunch of information about the team, people to meet, processes, tips, etc. to help guide you during your first few weeks/months on the team. Within this folder, you will find:

Instagram Org - An overview of Product Groups and Pillars
Instagram Design - Our principles
Product Group/Pillar Overview
People, Meetings & Groups
More Tips & Tricks

If you have any questions, please ask! We are so excited you're here!

Instagram Org Overview

Instagram's mission is to bring you closer to the people and things you love.

There are three **Product Groups** within Instagram.

Sharing Experiences (SF, NYC) - Bringing you closer to the people you love
Interests (SF, MPK, and NYC) - Bringing you closer to the things you love
Community (MPK, NYC) - Grow our global community while making Instagram the safest and kindest online platform

Each Product Group is made up of a set of **Pillars**. Visit the Instagram Design wiki to better understand how we are structured. For additional reading discussing this organization, read Yoav Shapira's post Instagram Well-being v2021 and Miki Rothschild's post on Well-being 2021H1 Priorities, Roadmaps and Process.

Learn more about Instagram Community by reading this H1 2020 Summary of Community's Focus by Brett Westerveldt

Central IX Team

Facebook also has a Central Integrity Experiences team that works closely with the Instagram Well-being Support Foundation team. Their mission is to build legitimacy with people on Facebook Inc.

See key updates from this team in their FYI group.

H1 2020 IX Team Roadmaps:
2020 H1 - CIPCO Integrity eXperiences (IX) Roadmap and Priorities
Integrity Experiences: Communication CIPCO Roadmap 2020 H1
Integrity Experiences: Support CIPCO Roadmap 2020 H1
Integrity Experiences: Enforcement CIPCO Roadmap 2020 H1

Central Integrity

Central IMI - Integrity Measurement & Insight

IMI Mission
Build stable platforms that measure Integrity problems and provide tools to help teams tackle Integrity problems through investigation, experimentation, and best practices.

IMI Wiki

This is the corresponding central integrity team that thinks about measurement. Part of the role on IG WB Foundation Signals and Measurement is to help share our IG WB metrics w/ IMI to help them better understand and support Instagram communities' safety.

Instagram Design

Instagram Design Principles

Focus on craft. The most important tool in our process is craft. It evokes creativity, intention, and care. It is a matter of principle and pride. There is humanity in craft, and it leads to better outcomes for our community.

Rigorously define problems. Focus on people problems. Understand these problems deeply. Unpack big problems into smaller, manageable ones.

Do the simple thing first. Don't over-design or over-engineer your solutions. Improve your designs by removing the unnecessary and then perfect what remains. Work to enable, not exhibit.

Be intentional. Carefully consider your decisions. When you test, test to learn. Don't use testing as an excuse to not finish thinking. Take pride in what you put out.

Be humble. We are a team that cares about doing great work. Be adaptable and open to others; be self-aware and care-full. Be hard on the work but soft on people.

Design Leadership Team

- Luke Woods, Head of Design (SFO) (admin is Melanie Harms)
- Kristin Hendrix, Head of Research (MPK) (admin is Melissa Grisby)
- Jasmine Probst, Head of Content Design (SF) (admin is Maggie Hartle)

Instagram Research Team

- Mission and Values (deck)
    - Mission: We help guide product development by identifying actionable insights and strategic opportunities that enable teams to make informed decisions.
    - Values: People First, Insights Led, Impact Driven

Instagram Well-being Team Overview

Mission

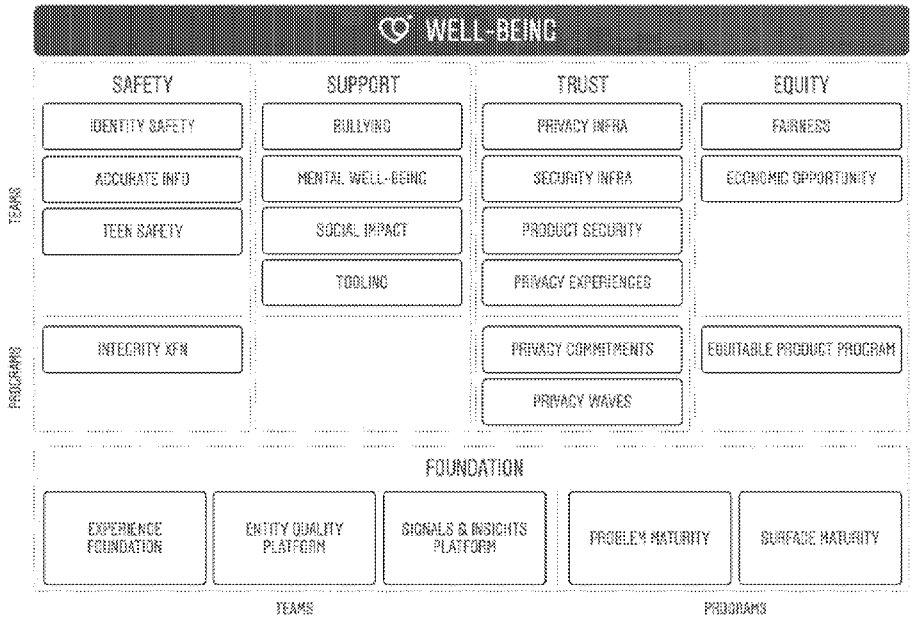
To foster the safest and most supportive global community.

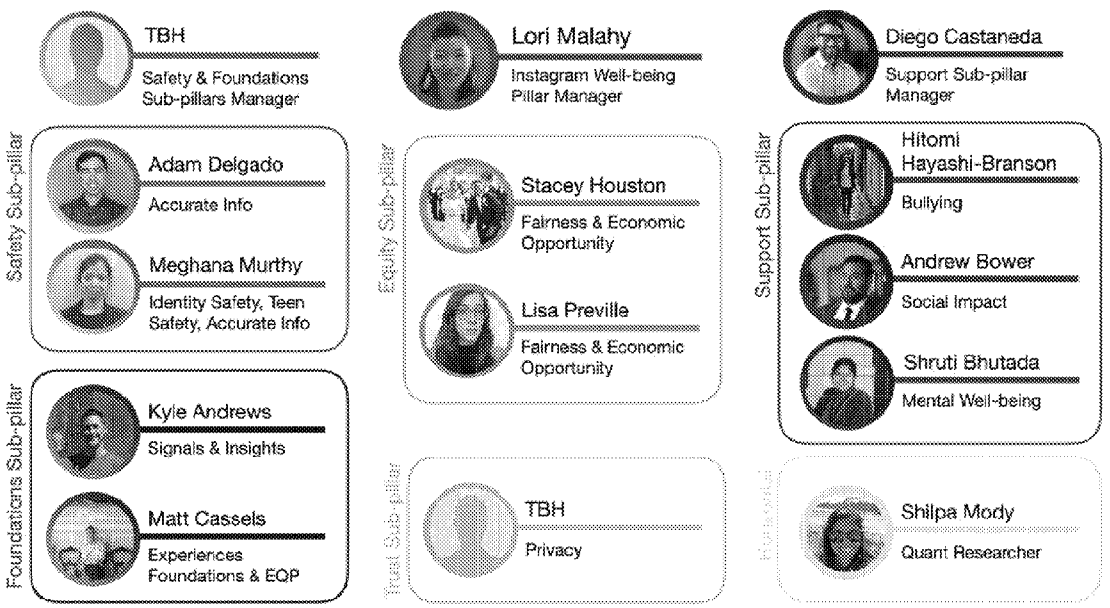
Our Vision

People come to Instagram to express themselves, engage with others, and be inspired. It's our responsibility to make Instagram a

positive force for each person and community, and society more broadly.

We imagine an Instagram community that's safe and supportive:
Safe. Instagram effectively protects against harm to be the safest place for online communities.
Supportive. Instagram supports people when they need it and helps them support each other and their communities, too.





Checklist to learn about our teams

Read more about our mission and vision here

Check out the Instagram Well-being Wiki - this also has a full list of the teams, Well-being leads, and POCS for the other teams.

Read Robbie Stein's Product Principles of IG

Read Sam's strategy document "A Year in the Life"

Watch Adam Mosseri's interview about Well-being on IG

Read the IG Well-Being H1 2021 Roadmaps

Identity Safety: https://fb.quip.com/9kFnA0hdz4VV#PHSACAK6mK8

Creator Well-being : https://docs.google.com/.../1Uqf8bscxNLLTUZDGHo4X.../edit...

Accurate Info : [Accurate Info] Instagram Well-being H1 2021 Strategy & Roadmap ;

https://fb.workplace.com/.../ig-well.../439577190375066/

Mental Well-being: Instagram Mental Well-being H1 2021 Strategy & Roadmap

Social Impact : https://fb.quip.com/OJ7dApAENp0c

Foundation : Foundation Sub-Pillar: Instagram Well-being H1 2021 Strategy & Roadmap

Experiences Platform: [Experiences Platform] Instagram Well-being H1 2021 Strategy & Roadmap

Trust Instagram Well-being Trust H1 2021 — 1-Pager

Equity Equity Instagram Well-being H1 2021 Strategy & Roadmap

Teen Safety Teen Safety Instagram Well-being H1 2021 Strategy & Roadmap Review

Bullying: [Bullying] Instagram Well-being H1 2021 Strategy & Roadmap

Well-being Programs [TPM] Instagram Well-being H1 2021 Strategy & Roadmap - Maturity programs

Peruse some of our past Instagram Well-being Research Insights on our Wiki: https://www.internalfb.com/intern/wiki/IGWellbeingResearch/

Some key docs related to your upcoming work in IG WB Foundation Signals & Measurement

H1 2021 Understand Themes (note, now that you're on the team, let's update the signals and insights w/ UXR projects for the next iteration of this): https://docs.google.com/presentation/d/1miNzeW0phdt8eZVtIyWxyDxj6luQEL_1bKJqBY3hMtKk/edit?usp=sharing

Bad Experiences background docs: Bad Experiences background docs

Support Effectiveness Working Group Agenda

Len met with you about the Privacy Goal completion and awareness surveys. These sound in principle, very similar to the goals of the Support Effectiveness piece of Bad Experiences. One thing that will be good here it to look at how we're starting to measure these across teams on Well-being and identify where we might want to have common measurement instruments across teams vs separate. Here are the links to Len's docs I think:

Len's doc (but he wasn't able to build it out): Will need to sync w/ Mary Titus on what product to prioritize launch of this and think through what we can learn from this to inform our Support Effectiveness and Bad Experiences work.

Goal completion and awareness surveys as a means to measuring success

Jessica Drum's note on how their privacy teams ended up using the goal completion and awareness surveys. What worked, what didn't work, and what was missing.

Central Privacy's Goal Completion and Awareness Survey on Privacy Checkup

I would love to figure out how to include and think about legitimacy in our Bad Experiences measurement and model

LEGIT was created by Emily Woods on CI. It measures legitimacy at the brand perception level. LEGIT 101 (permanent documentation coming soon)

We have tested LEGIT 3 times w/ IG

Civic NIT (Neutral Inform Treatments - i.e., when we put a label/link on a post to accurate info) (ask Shilpa for the results)

When we removed hashtag recent in a break the glass measure for the elections: https://fb.workplace.com/groups/2372659726160578/permalink/3597367

and for Experiences Platform (this was the only time we've seen movement in this metric)

Telling actors which part of the Community Guidelines they violated improves their perceptions of the legitimacy of IG's integrity enforcement

Matt and Shilpa also did a version of a product survey looking at legitimacy for the experiences platform team (reach out to Matt for results)

Measurement Proposal for Supportiveness

The people facing outcomes supporting peoples' bad experiences on Instagram are being referred to as #instahelp #InstaHelp Design Vision (DRAFT).

People, Meetings & Groups

Our First 1:1

Welcome! We'll be chatting 1:1 every week. We'll adjust the timing, duration, format, etc, as you see fit over time. I'm always here for you, but this provides a stable default time :) Early on, especially in this WFH environment, we'll meet twice a week to make sure you feel like you have enough touch points to ask any questions I can help with.

topics

Whatever is on your mind! I'm here to help with anything.

What's exciting and what's concerning about Instagram Well-being?

What's important to know about the way you work that's helpful for me to understand?
What's unique?

How do you like to receive meaningful recognition and feedback?

What does it look like when you're managing your work and life successfully? What can I do to help?

Safe words for when things might be starting to get challenging that you could use support in.

What's *the* most important thing I can personally do to support you?

We'll also meet monthly to talk about career goals, growth, and any other topics you'd like to align on. I'll get those on your calendar soon.

People to Meet

It's always helpful to know ahead of time who you'll be working with on a regular basis. Set up time to meet with people 1:1. Below is a list to get you started. I've starred folks that would be good to meet. Other folks on this list are included to help you learn who's who in the org.

	PERSON TO MEET	ROLE / TEAM	
1	Manoli Liodakis	Eng Sub-pillar Lead for IG WB Foundation	
2	Carly Lodge	Design Sub-pillar Lead for IG WB Foundation	
3	Ashish Singhal	DS Sub-pillar Lead for IG WB Foundation	
4	Satwik Shukla	PM sub-pillar lead for IG WB Foundation	
5	Danielle Thé	PM for Insights and Measurement	One of your key partners
6	Halil Bayrak	DS (previously on Bullying) now on Signals and Measurement and will be one of your key partners	
7	Peter Forbes	CDS on IG WB Foundation Signals and Measurement (has been focused on content level integrity measurement)	
8	Carlos Diuk	CDS interested in partnering on Bad Experiences measurement, has done work developing p(TRIPS) for bullying	
9	Ryan Ritter	CDS interested in partnering on Bad Experiences measurement, has done work developing p(TRIPS) for bullying	
10	Hitomi Hayashi-Branson	IG WB Researcher / Bullying (has done research on privacy for bullying)	Has started some surveys
11	Diego Castaneda	IG WB Researcher / Bullying (has done research on privacy for bullying and was the research POC for privacy for the past couple months)	Convenes a Support Insi Effectiveness
12	Shilpa Mody	IG WB Researcher / horizontal (and deep diving w/ Mental Well-being this half)	Did a lot around bullying through a lot of Bad Exp She will be a key partner we are in Bad Experienc
13	Lisa Preville	IG WB Researcher / Equity	
14	Shruti Bhutada	IG WB Researcher / Community Support	
15	Meghana Murthy	IG WB Researcher / Account Safety and Authenticity	
16	Andrew Bowen	IG WB Researcher / Social Impact	Has started doing some
17	Sal Becerra	IG Community Org Research Lead	
18	Matt Cassels	Foundations exp platform and EQP	
19	Crystine Gray	IG Growth Research Lead	
20	Dorie Rosenberg	IG Product Foundations Research Lead (in NYC)	
21	Kenzie Snyder	IG Product Foundations Researcher	
22	Arturo Bejar	An advisor to IG WB: One of the original integrity leaders at FB, Inc. He has some key expertise and insights into how we can best suppor support foundations work	
23	Mary Titus	PM on Privacy Experiences	can share more about tha and Awareness for some

24	Frank Kanayet	Research Manager TRIPS central/blue	
25	Bryan Carroll	Quant researcher on Central IX team	identify key researchers t
26	Emily Woods	CI Researcher developing LEGIT tracker	identify key researchers t
27	Bryan Carroll	Researcher on Central IX team	identify key researchers t
28	Sam Parker	Product lead for IG WB Support Sub-pillar	has been invested in push
29	Jem Julian	Designer taking lead on InstaHelp initiative (normally designer on Trust sub-pillar)	
30	Chengzhi (Chris) Wu	DE IG WB Foundation	
31	Wendy Gross	IG Market Researcher / Well-being & Growth	
32	Krisitin Hendrix	Director of IG Research	
33	Nino Sitchinava	Data Science WB Lead (IG Well Being)	
34	Ted Boda	Design Manager WB Lead (IG Well Being)	
35	Miki Rothschild	Director, PM WB Lead (IG Well-Being)	
36	Elizabeth Inglese	Content Design WB Lead (IG Well-Being)	
37	Yoav Shapira	Engineering WB Lead (IG Well-being)	
38	Sharon Mannmen	Data Engineering WB Lead (IG Well-being)	
39	Marc Cruz	Technical Program Manager WB Lead (IG Community / Well-being)	
40			
41			

Other People to Know

It's not necessary to schedule time with these folks, but you may encounter these names in aspects of your work.

Policy:

Karina Newton, Head of Public Policy
Liz Arcamona, Product Policy
Max Slackman, Product Policy Manager
Palak Sheth, Public Policy Manager

Comms
Stephanie Otway
Liza Crenshaw

Meetings To Get Added To

	MEETING	DAY / TIME	DESCRIPTION / AGENDA	ADDE
1	Instagram Coffee & Q&A *(FTE/intern only)*		Presentations and Q&A with Leadership. Good opportunity to learn about what's happening across the org	☑
2	IG Well-being Research Sync (ping Lori to be invited)	Tues	Topics relevant to IG WB Research - guest speakers, team checkins and process, etc. Add agenda items here: https://fb.quip.com/zomaAeQ80uLe	☑
3	IG Community Research Sync (ping Sal Becerra's admin Jasmine Vishay to be invited)	Tues (Bi-weekly)		☐
4	IG MPK Share 'n Learn	Tues (Biweekly)	Excited to have all of our MPK IG Research fam join our lunch n' learns. These are 1 hour based on feedback that 30 minutes felt too short to dive in and get feedback. So let's bring our lunches and minds together to help support one another and make our work even stronger. This is a place where you can get feedback on initial project ideas and research plans that you're grappling with, analysis brainstorms, decks/notes, etc. Please let me know if you'd like to be added to the schedule for feedback	☑
5	IG Research Team Meeting	Monthly	Agenda: https://fb.quip.com/4IDkAWlvYkIb	☑

6	IG Well-being All-hands (ping Stephanie Fernsted to be invited)			☐
7	IG Community All-hands			☑
8	Instagram Integrity Sync	Ping Randy Illum to get added to invite		☐
9	IG Well-being Insight Monthly	Monthly	Sync with other Well-being Insight function colleagues (DS, Research) to talk about announcements across our functions, get to know each other and identify collaboration opportunities, offer a chance for giving thanks to others	☑
10	IG Well-being Focus time		We are prioritizing no meetings on Wednesdays and Friday and have blocked off time	☐
11	Please get the Signals and Insights Foundation meetings from Danielle or Halil			☐

COVID Related Info and Posts

COVID-19 People Portal
PSC and Promotion Information
Enterprise Store Guidelines
Paid Leave
WFH and Travel (April Update)

Groups to Join/Follow

The memberfy tool is a great way to identify groups that may be useful to join. Try using it with another IG WB Researcher or the PM or another person on your product team!

Wondering what groups to post to? See WB Insights Groups and Posting Guidelines

Team specific groups

Please get list from your Community Support Team members

Facebook & Instagram Design/Research groups

Instagram Design
Instagram Research Team
IG MPK RES Feedback
Instagram Community Researchers
Instagram Well-being Research
Instagram Community Rolling Research
COVID-19 Research Group
FB Research Team Discussion
FB Research Team FYI
Facebook (FB) Research Social
Research Insights
Integrity UX Research Teams
Instagram Survey Tool Users
Survey Tool Users
Research Tools FYI & Feedback

Well-being Groups

Instagram Well-being and Spam Feedback

Instagram Community Team

Instagram Well-being FYI

*Instagram Well-being Internal

Instagram Well-Being Outreach FYI

IG Community Reviews and HPMs

Instagram Well-being Data FYI

IG Well-being Insights

Instagram Groups

Instagram Internal

Instagram Social

Instagram Feedback

Instagram Insights

Heads Up - Instagram Tests and Launches

IGMPK Social

IGMPK Internal

Employee Resource Groups (ERGs)

Women of Instagram

Women of Instagram Well-being

Black@Facebook

Latin@FB

APIs@Facebook (Asian & Pacific Islanders)

Pride@Facebook

Differently Abled @ Facebook

Native@

Parents @ Facebook (Internal)

Mamas @ Facebook

see more here

More Tips & Tricks

Research

- SRT, Demographic Data Collection, and Inviting Teens to Participate in Research
  - Legal POC: Sheli Chabon
  - Privacy POC: Palak Sheth
- **Saving your work and navigating our project folders**
  - This is the IG Research team Projects folder. When you begin a project, please create a folder here and on dropbox using a purple folder (purple is for Community) and with the naming convention YEAR-MONTH —- Alana C —-PROJECT NAME (example: 2018-06 —-Alana C —- Conflict Definition Study)
- Devices: Instagram MPK Research Device Check-in/out
- Test Account Logins
- Research Plan template
- IG Community Research Roadmap Template
- Research with Teens: Best Practices (2017)
- Method Guides/Best Practices
- WIP Job Doc

- Growth & Well-being Rolling Research Folders
- Well-being HPM folder
- Running Instagram Surveys
- Quantitative Data and Product Development: Considerations for Creating Measures and Metrics (Ben's Note)
- RECAP: A 50000ft overview of surveying on Instagram (Ben's Note about surveying)

JTBD

- Community JTBD Collection 2020 WIP
- Instagram Well-being JTBD
- here's also an example from Live research around developing jobs: https://fb.workplace.com/groups/ResearchInsights/permalink/1780891401959467/
- there's a whole group on it with some great resources here: https://fb.workplace.com/groups/926780730816392/?fref=ts&epa=SEARCH_BOX
- here's the playbook Nicole Bacchus and Jamie developed around jobs to be done: https://fb.quip.com/WacPAd7uSTsU

Deliverables

- How to write a punchy TL;DR
    - TL;DR
        * 1 sentence headline
        * 3-4 supporting arguments or findings
        * 1 sentence call to action, recommendation, or provocation
- Facebook App Report Guidelines

Method Guides

- Cognitive testing surveys

Notable Facebook Posts

- Communication Is The Job (Boz's document about communicating concisely)
- Stop the Line (Cox's document about responsibility)
- Make the Other Mistake (How to be assertive)
- Senior Research IC Tips
- 4 Questions That Every UX Researcher Should Ask Themselves (My Note About Research Growth)

SQL resources

- SQL training material for IG: SQL
- Intro to SQL
- Workshop: A gentle introduction to SQL & HIVE
- Codecademy is a great website for building technical skills. They also have some great SQL tutorials:
    - Learn SQL
    - Table Transformation
    - Analyzing Business Metrics
- Internal Data Basics training: https://our.intern.facebook.com/intern/wiki/Mission_Control/Mission_Control_Programs/Analytics_Onboarding/Data_Basics/Data_Basics
- DataCamp SQL Crash Course
- external course is: https://www.datacamp.com/courses/tech:sql
- SQLZoo is a great resource for another who want to learn and practice SQL.
    - http://sqlzoo.net/wiki/SQL_Tutorial

N00b

Get your desk set up - a computer (PC or Mac) and monitor should be allocated upon start your start date- if not, please connect w/ the IT Helpdesk. For accessories (keyboard, mouse, etc) go to buy@ or visit a tech vending machine. Testing devices can all be obtained from the IT Helpdesk.

Don't forget to set up Bunny - (also known as lolbunny, bunnylol, etc.) - a tool for Facebook browser quick searches

Use WUT in bunnylol to look up acronyms (ex. WUT GDPR)

Quip is the software we use for document creation and sharing. Double check that you've been added to team specific folders and **IG Design [Public]**

Pixelcloud is where we post mocks and videos that are meant to be shared. Check it out here: https://www.facebook.com/pxlcld Pro tip - Search "Instagram Design" to see work by IG designers

Download **Design Pack** to access Instagram's Design System components, in-product iconography, colors, and guidelines via InterfaceKit

Set up **Dropbox**. Ping your buddy or manager to get added the Instagram Design folder. Team resources can be found in the 9999 folders. You'll find things like Sketch resources, photos to use for mocks, etc. Everything else is organized by date and creator. This is a simple convention we use to be able to quickly see who's working on what. [date] —[creator] — [project name]. Feel free to create a new folder whenever you feel like it. We don't keep any specific structure inside of the folders so whatever works for you. **IMPORTANT:** What you need to do is selectively sync only a few relevant folders. Here's a handy how-to - - Dropbox Selective Sync (If you accidentally delete any folders, email help@fb.com immediately to recover the files!)

Download the **Instagram Design Keynote Template** and install all fonts & colors

Download **Instagram dev builds** from fb.me/fbapp. Typically Master has the latest, greatest (and buggiest) and you will use this to dogfood new features

Make sure to get an **Android test device** if your primary device is an iPhone. You can request one via fburl.com/devices

Sign up for an IG Business Profile from your IG account (you can do this either on your personal account or create a Finsta / "fake instagram" account)

Good-to-Know Links

- Master list of all internal tools
- Employee Referral Program

Email Aliases

- Inviting government officials or dignitaries? Email policyvisits@ for guidance
- IT woes? Open a task with help@
- Think you accidentally leaked something? Email oops@ immediately
- General benefit questions? Email peeps@ for assistance
- Email payroll@ if you have questions related to your paycheck

MPK-Specific Resources

- Caltrain Go Pass sign up
- Transportation info
- Download the RIDE App / Shuttle Options / Ferry Information
- MPK Building Maps

Sign up for classes

Explore Learn, our internal LMS (Learning Management System)

Explore the Learning and Development wiki

Crucial Conversations (IC and manager versions) - The go to class for learning how to give feedback

Managing Bias - Explore and develop strategies to surface and counteract bias in the workplace (N America/APAC clearn and EMEA clearn available)

Manage Up (for ICs) / Situational Leadership (for managers) - Classes teaching effective ways of working with your manager (or reports) based on playing to strengths and talents

Room Reservations and Video Conferencing

Room to Room dialing is useful for small scale meetings, max of 3 rooms
Messenger dialing into a room is for room-to-room internal meetings if you can't make it to a room
Bluejeans is the go-to for external or large scale meetings (max 100 participants unless you have Events support) requiring many people to dial in

New to Bluejeans? Set up your account for video conferencing via laptop or phone (*used for external or large scale meetings*)

Learn how to call rooms from your laptop using Messenger (*used for internal meetings or dialing into rooms if you*

WFH)

Use a Wayfinder to find your meeting room (large LCD touch screens with maps on them)

Book a room using the pad in front of the room (good for impromtu meetings)

Book a room using the calendar tool & filter by building or floor

Learn how to dial out of a room using Room to Room (Contacts → Directory → Type Search for room)

Connect to Bluejeans via a room (Contacts → Directory → Bluejeans → Bluejeans)

Culture and Values

Facebook Orientation (you're auto-enrolled in this. Welcome! This is now your company.)

Read our Code of Conduct

Internalize our core values: Facebook and Instagram

Learn who's who on the executive team: Facebook and Instagram

Explore the Org

Review n00b resources

Get to know Facebook slang and prepare for jello ;) [We called it 'donuting', email sent promising to bring in donuts]

Dig into Dogfooding

Attend the company Q&A:

Instagram: Mosseri's Q&A is Fridays 10am PT.

Benefits

Make sure your information in Workday (address, etc) is correct - Single Sign On (SSO)

Declare your benefits (you'll receive an email on your second day). US employees can view a video overview.

WageWorks: Transit, Daycare, Flexible Spending Accounts

Review the People Portal for all things Peeps related

In MPK? Visit Life@ Center in Building 10: 11am-2pm PST

Email peeps@fb.com for any additional questions or support

Finance

Review Finance wiki for guidelines on travel and expense reimbursement

Set up paycheck direct deposit (if applicable).

Set up Concur account for travel and reimbursement

Review the Compensation guidelines

Apply for a corporate credit card -- Apply here

IT

Get answers to common questions and find ways to get help at the Help@ portal

Travel or like to work in coffee shops? Order a **privacy screen** from buy@ (use the Amazon link)

Email help@fb.com to request a monitor setup if one wasn't already requested for you or for any other IT-related issues

Email ergo@fb.com for any support materials such as a chair fitting, gel pads, etc.

Printer setup

Check out our videos on demand - HackTV

TOOLS

Under Managed Software Center (Mac) and Software Center (PC)

Install the Work Chat app

Install the Quip app and learn how to use it

Install the Dropbox app and learn how to use it

Miscellany

Instagram Onboarding — ping Katie Benham if you don't get anything about this

Review Facebook Newsroom to see what we've announced publicly.

Need additional furniture like a filing cabinet? Email facilities

Read about the PSC (Performance Summary Cycle) - videos here

Use the Thanks tool for someone who made an impact in your first weeks

Use the Visitor tool to register someone to come visit

Order business cards as needed

In MPK or SEA? Review transportation options

Contact Support

Conversation History

Lori Malahy edited *Feb 1, 2021 at 8:00 pm*

Kyle Andrews opened your conversation with Lori Malahy *Feb 1, 2021 at 7:34 pm*

Lori Malahy enabled link sharing · View/Edit *Feb 1, 2021 at 5:34 am*

Lori Malahy added Kyle Andrews to the thread *Feb 1, 2021 at 5:34 am*

Lori Malahy added you to a document *Feb 1, 2021 at 5:28 am*

Lori Malahy edited *Feb 1, 2021 at 5:28 am*
Each Product Group is made up of a set of **Pillars**. See visual below or visit Visit the Instagram Design wiki to better understand how we are structured. For additional reading discussing this organization, read Yoav Shapira's Note post Instagram Well-being 2020+ org structure v2021 and Miki Rothschild's post on Well-being 2021H1 Priorities, detailing this Roadmaps and Process.

Central Integrity Ecosystems Research Team This is the corresponding central integrity team that thinks about measurement. Part of the role on IG WB Foundation Signals and Measurement is to help share our IG WB metrics w/ IMI to help them better understand and support Instagram communities' safety.

- Kristin Hendrix, Head of Research (MPK) (admin is Jessica Freitas) Melissa Grisby)
- Jasmine Probst, Head of Content Strategy Design (SF) (admin is Maggie Hartle)

Idalia Gabrielow, Public Policy Associate Manager
Comms
Stephanie Otway
Liza Crenshaw
Privacy Program Manager

Unchecked

WFH and Travel (April Update)

Deleted

Social Impact Research Findings (FB wide)

Deleted

Instagram Fundraisers and Donation FYI (IG Social Impact

Instagram Election Integrity FYI

IG Community Design

-
- IG Community Research Roadmap Template

Unchecked

Don't forget to set up Bunny - (also known as lolbunny, bunnylol, etc.) - a tool for Facebook browser quick searches

Use WUT in bunnylol to look up acronyms (ex. WUT GDPR)

Quip is the software we use for document creation and sharing. Double check that you've been added to team specific folders and **IG Design [Public]**

Sign up for an IG Business Profile from your IG account (you can do this either on your personal account or create a Finsta / "fake instagram" account)

Unchecked

Managing Bias - Explore and develop strategies to surface and counteract bias in the workplace (N America/APAC elearn and EMEA elearn available)

Unchecked

Facebook Orientation (you're auto-enrolled in this. Welcome! This is now your company.)

Read our Code of Conduct

Internalize our core values: Facebook and Instagram

Learn who's who on the executive team: Facebook and Instagram

Explore the Org

Attend the company Q&A:

Instagram: Mosseri's Q&A is Fridays 10am PT.

Unchecked

Make sure your information in Workday (address, etc) is correct - Single Sign On (SSO)

Declare your benefits (you'll receive an email on your second day). US employees can view a video overview.

Review the People Portal for all things Peeps related

Unchecked

Install the Work Chat app

Install the Quip app and learn how to use it

Install the Dropbox app and learn how to use it

Unchecked

Instagram Onboarding — ping Katie Benham if you don't get anything about this

Use the Thanks tool for someone who made an impact in your first weeks

---

Lori Malahy edited *Feb 1, 2021 at 2:02 am*
Start Date - Feb 1, 2021

Hi Kyle! Welcome to IG Design and the Instagram Well-being team!

Instagram Orientation

Due to the current COVID crisis, it's not clear that we will have the usual live orientation sessions. You can find the orientation from this last half in these two videos here.

- Part 1
- Part 2

Central Integrity

Central IMI - Integrity Measurement & Insight

IMI Mission
Build stable platforms that measure Integrity problems and provide tools to help teams tackle Integrity problems through investigation, experimentation, and best practices.

IMI Wiki

Central Integrity Ecosystems Research Team
Added

Identity Safety: https://fb.quip.com/9kFnA0hdz4VV#PHSACAK6mK8

Creator Well-being : https://docs.google.com/.../1Uqf8bscxNLLTUZDGHo4X.../edit...

Accurate Info : [Accurate Info] Instagram Well-being H1 2021 Strategy & Roadmap ; https://fb.workplace.com/.../ig-well.../439577190375066/

Mental Well-being: Instagram Mental Well-being H1 2021 Strategy & Roadmap

Social Impact : https://fb.quip.com/OJ7dApAENp0c

Foundation : Foundation Sub-Pillar: Instagram Well-being H1 2021 Strategy & Roadmap

Experiences Platform: [Experiences Platform] Instagram Well-being H1 2021 Strategy & Roadmap

Trust Instagram Well-being Trust H1 2021 — 1-Pager

Equity Equity Instagram Well-being H1 2021 Strategy & Roadmap

Teen Safety Teen Safety Instagram Well-being H1 2021 Strategy & Roadmap Review

Bullying: [Bullying] Instagram Well-being H1 2021 Strategy & Roadmap

Well-being Programs [TPM] Instagram Well-being H1 2021 Strategy & Roadmap - Maturity programs

Deleted

~~Instagram Well Being Kick Off Post (Miki)~~

~~Safety Sub-Pillar:~~

Elections:

Authenticity:

Account Safety:

Ecosystem Safety:

Support Pillar: Support One-pager (WIP)

Social Impact H2 (Brad)

Bullying H2 (Alice)

Mental Health (Satish)

~~Foundation Sub-pillar:~~

~~Support Foundation:~~

~~Safety Foundation:~~

Signals Platform:

~~Content Quality Platform:~~

Trust Sub-Pilar: https://fb.quip.com/WSkCABBuWNgT

Privacy Experiences: https://fb.quip.com/88STA6diaIyU

Product Security: https://fb.quip.com/xTqHAskMGwpG

Privacy Infra: https://fb.quip.com/LfPnAde0TiRk

Security Infra: https://fb.quip.com/xiUrApkahL5l

Privacy Commitments Program: https://fb.quip.com/d69BA1XXpnnR

Unchecked

Read more about our mission and vision here

Check out the Instagram Well-being Wiki - this also has a full list of the teams, Well-being leads, and POCS for the other teams.

Read Robbie Stein's Product Principles of IG

Read Sam's strategy document "A Year in the Life"

Changed

Read the IG Well-Being H2 2020 WIP H1 2021 Roadmaps;

Added

H1 2021 Understand Themes (note, now that you're on the team, let's update the signals and insights w/ UXR projects for the next iteration of this):
https://docs.google.com/presentation/d/1mNzeW0phdt8eZVtIyWxyDxj6luQEL_1bKJqBY3hMtKk/edit?usp=sharing

Bad Experiences background docs:

Len met with you about the Privacy Goal completion and awareness surveys. These sound in principle, very similar to the goals of the Support Effectiveness piece of Bad Experiences. One thing that will be good here it to look at how we're starting to measure these across teams on Well-being and identify where we might want to have common measurement instruments across teams vs separate. Here are the links to Len's docs I think:

Len's doc (but he wasn't able to build it out): Will need to sync w/ Mary Titus on what product to prioritize launch of this and think through what we can learn from this to inform our Support Effectiveness and Bad Experiences work.

Goal completion and awareness surveys as a means to measuring success

Jessica Drum's note on how their privacy teams ended up using the goal completion and awareness surveys. What worked, what didn't work, and what was missing.

Central Privacy's Goal Completion and Awareness Survey on Privacy Checkup

I would love to figure out how to include and think about legitimacy in our Bad Experiences measurement and model

LEGIT was created by Emily Woods on CI. It measures legitimacy at the brand perception level.

We have tested LEGIT 3 times w/ IG

Civic NIT (Neutral Inform Treatments - i.e., when we put a label/link on a post to accurate info) (ask Shilpa for the results)

When we removed hashtag recent in a break the glass measure for the elections:
https://fb.workplace.com/groups/237265972616057 8/permalink/3597367313689807/

and for Experiences Platform (this was the only time we've seen movement in this metric)

Telling actors which part of the Community Guidelines they violated improves their perceptions of the legitimacy of IG's integrity enforcement

Matt and Shilpa also did a version of a product survey looking at legitimacy for the experiences platform team (reach out to Matt for results)

Measurement Proposal for Supportiveness

The people facing outcomes supporting peoples' bad experiences on Instagram are being referred to as #instahelp .

Deleted

Read the IG Well-being H1 2020 Roadmaps

Trust Pillar discussion - https://fb.quip.com/S8oUAOUiRxWY

Trust H1 2020 detailed plan - https://fb.quip.com/iPJXAIcrJndh

~~Instagram Well-being Research HPM April~~

IG

~~Reporting – Understanding what users do when encountering objectionable content (Feb, 2019). We conducted in-app survey across FCI countries and top 5 countries for reporting and exposure exploring what users do after seeing content they think should not be in Instagram and what IG can do to support these users. While this primarily covered~~ objectionable/violating content, Hitomi looked at what people categorized as 'other' which included things people didn't

~~want to see like suggestive content, inappropriate humor, political content etc. People also cited goals of protecting the community when reporting. (FYI, we have heard this in other qualitative research, that people think especially about the younger audience on IG and wanting to protect them).~~

~~How users perceive and cope with objectionable content on Instagram (Jan, 2018). To understand how people use reporting on Instagram, we talked to 14 participants who reported Objectionable Content (OC) on Instagram and 5 users who have seen OC but didn't report. Some of the participants mentioned included things that couldn't be resolved by report (e.g., reducing viral or repetitive content or media they just didn't like to see)~~

See also Shruti Bhutada's note on defining support

Brunno's (eng) post on improving people's experiences and support on IG

Instagram Interest Communities Perceptions of Censorship Survey

FB / Central
summary of the findings:
https://www.internalfb.com/intern/research/p/2vxx3wqy3a/

Persona work that highlights motivations for reporting:

https://www.internalfb.com/intern/research/p/31hdzom4cb/

https://www.internalfb.com/intern/research/p/2i9pz275pk/

Last is the quantification of the personas to get a sense of how often each is represented in the report flow:
https://www.internalfb.com/intern/research/p/o70am66gyr/

Legitimacy

Legitimacy Integrity Tracker (LEGIT)

Learning about our Community Standards resulted in enduring increases to legitimacy

Legitimacy measurement part 1: Understanding users and stakeholders' perceptions of our integrity efforts

Integrity demotions improve users' sentiment toward News Feed

How Should we Handle Appeal Automation? A Recommendation from CI Research

Transparency in Integrity Experiences: an Updated Framework

Unchecked

Peruse some of our past Instagram Well-being Research Insights on our Wiki:
https://www.internalfb.com/intern/wiki/IGWellbeingResearch/

Changed

Some (only a small sample) Foundations Related Research (IG + FB) **key docs related to your upcoming work in IG WB Foundation Signals & Measurement**

Whatever is on your mind! I'm here to help with anything.

What's exciting and what's concerning about Instagram Well-being?

What's…

and feedback?

What does it look like when you're managing your work and life successfully? What can I do to help?

Safe words for when things might be starting to get challenging that you could use support in.

What's *the* most important thing I can personally do to support you?

Lori Malahy edited *Jan 31, 2021 at 12:52 pm*

Welcome to Instagram Well-being Research, Kyle!

Start Date - Feb 1
Role - Researcher
Team / Location - WB Foundations signals and measurement / MPK
Product Group / Pillar - Community /Well-being
Manager - Lori Malahy

Hi Kyle! Welcome to IG Design and the Instagram Well-being team!

We've gathered a bunch of information about the team, people to meet, processes, tips, etc. to help guide you during your first few weeks/months on the team. Within this folder, you will find:

Instagram Org - An overview of Product Groups and Pillars
Instagram Design - Our principles
Product Group/Pillar Overview
People, Meetings & Groups
More Tips & Tricks

If you have any questions, please ask! We are so excited you're here!

Instagram Orientation

Due to the current COVID crisis, it's not clear that we will have the usual live orientation sessions. You can find the orientation from this last half in these two videos here.

- Part 1
- Part 2

Instagram Org Overview

Instagram's mission is to bring you closer to the people and things you love.

There are three **Product Groups** within Instagram.

Sharing Experiences (SF, NYC) - Bringing you closer to the people you love
Interests (SF, MPK, and NYC) - Bringing you closer to the things you love
Community (MPK, NYC) - Grow our global community while making Instagram the safest and kindest online platform

Each Product Group is made up of a set of **Pillars**. See visual below or visit the Instagram Design wiki to better understand how we are structured. For additional reading discussing this organization, read Yoav Shapira's Note Instagram Well-being 2020+ org structure, detailing this.

Learn more about Instagram Community by reading this H1 2020 Summary of Community's Focus by Brett Westerveldt

Central IX Team

Facebook also has a Central Integrity Experiences team that works closely with the Instagram Well-being Support Foundation team. Their mission is to build legitimacy with people on Facebook Inc.

See key updates from this team in their FYI group.

H1 2020 IX Team Roadmaps:
2020 H1 - CIPCO Integrity eXperiences (IX) Roadmap and Priorities
Integrity Experiences: Communication CIPCO Roadmap 2020 H1
Integrity Experiences: Support CIPCO Roadmap 2020 H1
Integrity Experiences: Enforcement CIPCO Roadmap 2020 H1
Integrity Experiences: Foundation CIPCO Roadmap 2020 H1

Instagram Design

Instagram Design Principles

Focus on craft. The most important tool in our process is craft. It evokes creativity, intention, and care. It is a matter of

principle and pride. There is humanity in craft, and it leads to better outcomes for our community.

Rigorously define problems. Focus on people problems. Understand these problems deeply. Unpack big problems into smaller, manageable ones.

Do the simple thing first. Don't over-design or over-engineer your solutions. Improve your designs by removing the unnecessary and then perfect what remains. Work to enable, not exhibit.

Be intentional. Carefully consider your decisions. When you test, test to learn. Don't use testing as an excuse to not finish thinking. Take pride in what you put out.

Be humble. We are a team that cares about doing great work. Be adaptable and open to others; be self-aware and care-full. Be hard on the work but soft on people.

Design Leadership Team

- Luke Woods, Head of Design (SFO) (admin is Melanie Harms)
- Kristin Hendrix, Head of Research (MPK) (admin is Jessica Freitas)
- Jasmine Probst, Head of Content Strategy (SF) (admin is Maggie Hartle)

Instagram Research Team

- Mission and Values (deck)
    - Mission: We help guide product development by identifying actionable insights and strategic opportunities that enable teams to make informed decisions.
    - Values: People First, Insights Led, Impact Driven

Instagram Well-being Team Overview

Mission

To foster the safest and most supportive global community.

Our Vision

People come to Instagram to express themselves, engage with others, and be inspired. It's our responsibility to make Instagram a positive force for each person and community, and society more broadly.

We imagine an Instagram community that's safe and supportive:
Safe. Instagram effectively protects against harm to be the safest place for online communities.
Supportive. Instagram supports people when they need it and helps them support each other and their communities, too.

Checklist to learn about our teams

Added

~~Read more about our mission and vision here~~

~~Check out the Instagram Well-being Wiki - this also has a full list of the teams, Well-being leads, and POCS for the other teams:~~

~~Read Robbie Stein's Product Principles of IG~~

~~Read Sam's strategy document "A Year in the Life"~~

Watch Adam Moesseri's interview about Well-being on IG

Read the IG Well-Being H2 2020 WIP Roadmaps;

~~Instagram Well Being Kick Off Post (Miki)~~

~~Safety Sub-Pillar:~~

Elections:

Authenticity:

Account Safety:

Ecosystem Safety:

Support Pillar: Support One-pager (WIP)

Social Impact H2 (Brad)

Bullying H2 (Alice)

Mental Health (Satish)

~~Foundation Sub-pillar:~~

~~Support Foundation:~~

~~Safety Foundation:~~

Signals Platform:

~~Content Quality Platform:~~

Trust Sub-Pilar: https://fb.quip.com/WSkCABBuWNgT

Privacy Experiences: https://fb.quip.com/88STA6diaIyU

Product Security: https://fb.quip.com/xTqHAskMGwpG

Privacy Infra: https://fb.quip.com/LfPnAdc0TiRk

Security Infra: https://fb.quip.com/xiUrApkahL5l

Privacy Commitments Program: https://fb.quip.com/d69BA1XXpnnR

Added

Read the IG Well-being H1 2020 Roadmaps

Trust Pillar discussion - https://fb.quip.com/S8oUAOUiRxWY

Trust H1 2020 detailed plan - https://fb.quip.com/iPJXAIcrJndh

~~Peruse some of our past Instagram Well-being Research Insights:~~

~~Instagram Well-being Research HPM April~~

Some (only a small sample) Foundations Related Research (IG + FB)

IG

~~Reporting – Understanding what users do when encountering objectionable content (Feb, 2019). We conducted in-app survey across FCI countries and top 5 countries for reporting and exposure exploring what users do after seeing content they think should not be in Instagram and what IG can do to support these users. While this primarily covered objectionable/violating content, Hitomi looked at what people categorized as 'other' which included things people didn't want to see like suggestive content, inappropriate humor, political content etc. People also cited goals of protecting the community when reporting. (FYI, we have heard this in other qualitative research, that people think especially about the younger audience on IG and wanting to protect them).~~

~~How users perceive and cope with objectionable content on Instagram (Jan, 2018). To understand how people use reporting on Instagram, we talked to 14 participants who reported Objectionable Content (OC) on Instagram and 5 users who have seen OC but didn't report. Some of the participants mentioned included things that couldn't be resolved by report (e.g., reducing viral or repetitive content or media they just didn't like to see)~~

See also Shruti Bhutada's note on defining support

Bruno's (eng) post on improving people's experiences and support on IG

Instagram Interest Communities Perceptions of Censorship Survey

FB / Central
summary of the findings:

https://www.internalfb.com/intern/research/p/2vxx3wqy3a/

Persona work that highlights motivations for reporting:

https://www.internalfb.com/intern/research/p/31hdzom4cb/

https://www.internalfb.com/intern/research/p/2i9pz275pk/

Last is the quantification of the personas to get a sense of how often each is represented in the report flow:
https://www.internalfb.com/intern/research/p/o70am66gyr/

Legitimacy

Legitimacy Integrity Tracker (LEGIT)

Learning about our Community Standards resulted in enduring increases to legitimacy

Legitimacy measurement part 1: Understanding users and stakeholders' perceptions of our integrity efforts

Integrity demotions improve users' sentiment toward News Feed

How Should we Handle Appeal Automation? A Recommendation from CI Research

Transparency in Integrity Experiences: an Updated Framework

People, Meetings & Groups

Our First 1:1

Welcome! We'll be chatting 1:1 every week. We'll adjust the timing, duration, format, etc, as you see fit over time. I'm always here for you, but this provides a stable default time :) Early on, especially in this WFH environment, we'll meet twice a week to make sure you feel like you have enough touch points to ask any questions I can help with.

topics

Whatever is on your mind! I'm here to help with anything.

What's exciting and what's concerning about Instagram Well-being?

What's important to know about the way you work that's helpful for me to understand?
What's unique?

How do you like to receive meaningful recognition and feedback?

What does it look like when you're managing your work and life successfully? What can I do to help?

What's *the* most important thing I can personally do to support you?

We'll also meet monthly to talk about career goals, growth, and any other topics you'd like to align on. I'll get those on your calendar soon.

People to Meet

It's always helpful to know ahead of time who you'll be working with on a regular basis. Set up time to meet with people 1:1. Below is a list to get you started. I've starred folks that would be good to meet. Other folks on this list are included to help you learn who's who in the org.

A
PERSON TO MEET
B
ROLE / TEAM
C
Notes

Other People to Know

It's not necessary to schedule time with these folks, but you may encounter these names in aspects of your work.

Policy:

Karina Newton, Head of Public Policy
Liz Arcamona, Product Policy
Max Slackman, Product Policy Manager
Palak Sheth, Public Policy Manager
Idalia Gabrielow, Public Policy Associate Manager

Privacy Program Manager

Meetings To Get Added To

A
MEETING

B
DAY / TIME
C
DESCRIPTION / AGENDA
D
ADDED

COVID Related Info and Posts

Added

COVID-19 People Portal
PSC and Promotion Information
Enterprise Store Guidelines
Paid Leave
~~WFH and Travel (April Update)~~

Groups to Join/Follow

The memberfy tool is a great way to identify groups that may be useful to join. Try using it with another IG WB Researcher or the PM or another person on your product team!

Wondering what groups to post to? See

Team specific groups

Added

Please get list from your Community Support Team members

Facebook & Instagram Design/Research groups

Added

Instagram Design
Instagram Research Team
IG MPK RES Feedback
Instagram Community Researchers
Instagram Well-being Research
Instagram Community Rolling Research
COVID-19 Research Group
Social Impact Research Findings (FB wide)
FB Research Team Discussion
FB Research Team FYI
Facebook (FB) Research Social
Research Insights
Integrity UX Research Teams
Instagram Survey Tool Users
Survey Tool Users
Research Tools FYI & Feedback

Well-being Groups

Added

Instagram Fundraisers and Donation FYI (IG Social Impact
Instagram Well-being and Spam Feedback
Instagram Community Team

Instagram Well-being FYI

*Instagram Well-being Internal

Instagram Election Integrity FYI

Instagram Well-Being Outreach FYI

IG Community Design

IG Community Reviews and HPMs

Instagram Well-being Data FYI

IG Well-being Insights

Instagram Groups

Added

Instagram Internal

Instagram Social

Instagram Feedback

Instagram Insights

Heads Up - Instagram Tests and Launches

IGMPK Social

IGMPK Internal

Employee Resource Groups (ERGs)

Added

Women of Instagram

Women of Instagram Well-being

Black@Facebook

Latin@FB

APIs@Facebook (Asian & Pacific Islanders)

Pride@Facebook

Differently Abled @ Facebook

Native@

Parents @ Facebook (Internal)

Mamas @ Facebook

see more here

More Tips & Tricks

Research

- SRT, Demographic Data Collection, and Inviting Teens to Participate in Research
    - Legal POC: Sheli Chabon
    - Privacy POC: Palak Sheth
- **Saving your work and navigating our project folders**
    - This is the IG Research team folder. When you begin a project, please create a folder here and on dropbox using a purple folder (purple is for Community) and with the naming convention YEAR-MONTH — Alana C —PROJECT NAME (example: 2018-06 —Alana C — Conflict Definition Study)
-
-
- Test Account Logins
- template
- (2017)
-
-
- Folders
- HPM folder

- Running Instagram Surveys
- Quantitative Data and Product Development: Considerations for Creating Measures and Metrics (Ben's Note)
- RECAP: A 50000ft overview of surveying on Instagram (Ben's Note about surveying)

JTBD

-
-
- here's also an example from Live research around developing jobs: https://fb.workplace.com/groups/ResearchInsights/permalink/1780891401959467/
- there's a whole group on it with some great resources here: https://fb.workplace.com/groups/926780730816392/?fref=ts&epa=SEARCH_BOX
- here's the playbook Nicole Bacchus and Jamie developed around jobs to be done: https://fb.quip.com/WacPAd7uSTsU

Deliverables

- How to write a punchy TL;DR
    - TL;DR
        * 1 sentence headline
        * 3-4 supporting arguments or findings
        * 1 sentence call to action, recommendation, or provocation
- Facebook App Report Guidelines

Method Guides

- Cognitive testing surveys

Notable Facebook Posts

- Communication Is The Job (Boz's document about communicating concisely)
- Stop the Line (Cox's document about responsibility)
- Make the Other Mistake (How to be assertive)
- Senior Research IC Tips
- 4 Questions That Every UX Researcher Should Ask Themselves (My Note About Research Growth)

SQL resources

- SQL training material for IG:
- Intro to SQL
- Workshop: A gentle introduction to SQL & HIVE
- Codecademy is a great website for building technical skills. They also have some great SQL tutorials:
    - Learn SQL
    - Table Transformation
    - Analyzing Business Metrics
- Internal Data Basics training: https://our.intern.facebook.com/intern/wiki/Mission_Control/Mission_Control_Programs/Analytics_Onboarding/Data_Basics/Data_Basics
- DataCamp SQL Crash Course
- external course is: https://www.datacamp.com/courses/tech:sql
- SQLZoo is a great resource for another who want to learn and practice SQL.
    - http://sqlzoo.net/wiki/SQL_Tutorial

N00b

Added

Get your desk set up - a computer (PC or Mac) and monitor should be allocated upon start your start date- if not, please connect w/ the IT Helpdesk. For accessories (keyboard, mouse, etc) go to buy@ or visit a tech vending machine.

Testing devices can all be obtained from the IT Helpdesk.

~~Don't forget to set up Bunny - (also known as lolbunny, bunnylol, etc.) - a tool for Facebook browser quick searches~~

~~Use WUT in bunnylol to look up acronyms (ex. WUT GDPR)~~

~~**Quip** is the software we use for document creation and sharing. Double check that you've been added to team specific folders and **IG Design [Public]**~~

Pixelcloud is where we post mocks and videos that are meant to be shared. Check it out here: https://www.facebook.com/pxlcld Pro tip - Search "Instagram Design" to see work by IG designers

Download **Design Pack** to access Instagram's Design System components, in-product iconography, colors, and guidelines via InterfaceKit

Set up **Dropbox**. Ping your buddy or manager to get added the Instagram Design folder. Team resources can be found in the 9999 folders. You'll find things like Sketch resources, photos to use for mocks, etc. Everything else is organized by date and creator. This is a simple convention we use to be able to quickly see who's working on what. [date] —[creator] — [project name]. Feel free to create a new folder whenever you feel like it. We don't keep any specific structure inside of the folders so whatever works for you. **IMPORTANT:** What you need to do is selectively sync only a few relevant folders. Here's a handy how-to - - Dropbox Selective Sync (If you accidentally delete any folders, email help@fb.com immediately to recover the files!)

Download the **Instagram Design Keynote Template** and install all fonts & colors

Download **Instagram dev builds** from fb.me/fbapp. Typically Master has the latest, greatest (and buggiest) and you will use this to dogfood new features

Make sure to get an **Android test device** if your primary device is an iPhone. You can request one via fburl.com/devices

~~Sign up for an IG Business Profile from your IG account (you can do this either on your personal account or create a Finsta / "fake instagram" account)~~

Good-to-Know Links

- Master list of all internal tools
- Employee Referral Program

Email Aliases

- Inviting government officials or dignitaries? Email policyvisits@ for guidance
- IT woes? Open a task with help@
- Think you accidentally leaked something? Email oops@ immediately
- General benefit questions? Email peeps@ for assistance
- Email payroll@ if you have questions related to your paycheck

MPK-Specific Resources

- Caltrain Go Pass sign up
- Transportation info
- Download the RIDE App / Shuttle Options / Ferry Information
- MPK Building Maps

Sign up for classes

Added

Explore Learn, our internal LMS (Learning Management System)

Explore the Learning and Development wiki

Crucial Conversations (IC and manager versions) - The go to class for learning how to give feedback

~~Managing Bias - Explore and develop strategies to surface and counteract bias in the workplace (N America/APAC elearn and EMEA elearn available)~~

Manage Up (for ICs) / Situational Leadership (for managers) - Classes teaching effective ways of working with your manager (or reports) based on playing to strengths and talents

Room Reservations and Video Conferencing

Room to Room dialing is useful for small scale meetings, max of 3 rooms
Messenger dialing into a room is for room-to-room internal meetings if you can't make it to a room
Bluejeans is the go-to for external or large scale meetings (max 100 participants unless you have Events support) requiring many people to dial in

Added

New to Bluejeans? Set up your account for video conferencing via laptop or phone (*used for external or large scale meetings*)

Learn how to call rooms from your laptop using Messenger (*used for internal meetings or dialing into rooms if you WFH*)

Use a Wayfinder to find your meeting room (large LCD touch screens with maps on them)

Book a room using the pad in front of the room (good for impromtu meetings)

Book a room using the calendar tool & filter by building or floor

Learn how to dial out of a room using Room to Room (Contacts → Directory → Type Search for room)

Connect to Bluejeans via a room (Contacts → Directory → Bluejeans → Bluejeans)

Culture and Values

Added

~~Facebook Orientation (you're auto-enrolled in this. Welcome! This is now your company.)~~

~~Read our Code of Conduct~~

~~Internalize our core values: Facebook and Instagram~~

~~Learn who's who on the executive team: Facebook and Instagram~~

~~Explore the Org~~

Review n00b resources

Get to know Facebook slang and prepare for jello ;) [We called it 'donuting', email sent promising to bring in donuts]

Dig into Dogfooding

~~**Attend the company Q&A:**~~

~~Instagram: Mosseri's Q&A is Fridays 10am PT.~~

Benefits

Added

~~Make sure your information in Workday (address, etc) is correct - Single Sign On (SSO)~~

WageWorks: Transit, Daycare, Flexible Spending Accounts

~~Review the People Portal for all things Peeps related~~

In MPK? Visit Life@ Center in Building 10: 11am- 2pm PST

Email peeps@fb.com for any additional questions or support

Finance

Added

Review Finance wiki for guidelines on travel and expense reimbursement

Set up paycheck direct deposit (if applicable).

Set up Concur account for travel and reimbursement

Review the Compensation guidelines

Apply for a corporate credit card -- Apply here

IT

Added

Get answers to common questions and find ways to get help at the Help@ portal

Travel or like to work in coffee shops? Order a **privacy screen** from buy@ (use the Amazon link)

Email help@fb.com to request a monitor setup if one wasn't already requested for you or for any other IT-related issues

Email ergo@fb.com for any support materials such as a chair fitting, gel pads, etc.

Printer setup

Check out our videos on demand - HackTV

TOOLS

Under Managed Software Center (Mac) and Software Center (PC)
Added

~~Install the Work Chat app~~
~~Install the Quip app and learn how to use it~~
~~Install the Dropbox app and learn how to use it~~

Miscellany

Added

~~Instagram Onboarding — ping Katie Benham if you don't get anything about this~~
Review Facebook Newsroom to see what we've announced publicly.
Need additional furniture like a filing cabinet? Email facilities
Read about the PSC (Performance Summary Cycle) - videos here
~~Use the Thanks tool for someone who made an impact in your first weeks~~
Use the Visitor tool to register someone to come visit
Order business cards as needed
In MPK or SEA? Review transportation options

Lori Malahy created the document *Jan 31, 2021 at 12:56 pm*
