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Sent: Tue 12/7/2021 7:31:23 PM (UTC)

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Subject: Youth Updates on Instagram

Hi everyone,

I wanted to share an update on some of the latest work we have been doing to keep young people even safer on Instagram.

Ensuring that young people receive age-appropriate experiences is a responsibility we take seriously, and we're committed to building better products for teens and their parents and guardians. Over the summer, we made improvements helping teens have safer and more private experiences, changing how advertisers can reach young people, and understanding users' real age. To continue building on this work, we just shared new tools and features we're building on the Instagram blog including:

- **Providing teens with more tools to better manage their Instagram experience:** We previously announced the development of 'Take A Break', and we're eager to bring this feature to more of our community. On Tuesday, 'Take a Break' will be available in the U.S., UK, Canada, and Australia, with the aim of being globally available by early next year. We're encouraged to see that teens are using Take A Break. Early test results show that once teens set the reminders, more than 90% of them keep them on. We're also making it easier for teens to manage their digital footprint on Instagram by introducing improvements to how they can view and control their Instagram activity. They'll now be able to bulk delete content they've posted like photos and videos, as well as their previous likes and comments, all in one place.
- **New features to make Instagram even safer and more private for teens**: We're making additional improvements to make Instagram an even safer and more private experience for teens by preventing people from tagging or mentioning teens that don't follow them, being stricter about what we recommend to teens in Search, Explore, Hashtags and Suggested Accounts, and starting to nudge teens towards different topics if they've been dwelling on one topic for a while.
- **Involving parents and guardians in their teens' experience:** In March of next year, we're launching our first tools for parents and guardians and a new education hub for parents and guardians that will include additional resources, like product tutorials and tips from experts, to help them discuss social media use with their teens.

I also wanted to share an infographic with you that outlines these new updates, in addition to all of the

product improvements we've made over the last few years to ensure teens have an even safer experience on Instagram:





Looking ahead, we'll continue to think about the best ways in which we can protect young people on our platforms and welcome any thoughts you have about these changes.

We appreciate your continued partnership,

Meta
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