Message

From: Adam Mosseri [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 9/11/2023 11:25:33 PM
To: Instagram Bi-Weekly Update [redacted]@meta.com]
Subject: Instagram Update – 9/11/23

 # Top of Mind

It's important to remember how crucial teenagers are to Instagram. They are early adopters, tend to have a fair amount of free time, and actively explore their identity. We often see that how they use social media, mobile phones, and the internet more broadly serves as a bellwether for where most everyone else will go over time. Youth also drive culture, as creators want to be relevant to young people. That's why it's so important that we stabilize Instagram teen DAP in countries where the trends are soft.

The overall picture for Instagram right now is remarkably strong. We just passed 1.5B DAU and will soon hit 2.5B MAU. We're making strides on Reels monetization efficiency. Teen engagement is at an all-time high in most every market. Our biggest risk right now is that there are a handful of important countries where, while teen engagement is strong, teen DAU and MAU are soft. That's why we've taken on teen goals across so much of Instagram this half, and that's why it's so important that we reverse those trends.

 # Product Priorities

Reels (DRI: Jojo [redacted]
Instagram is the best place to share fun videos that inspire people to join in
We launched Following Control in the Reels Viewer, a "finally" feature, that lets users view Reels from accounts they follow, in a reverse-chronological feed. We also started Company Dogfooding for Mixed Media Chaining, which allows users to see photos and carousels with music in the Reels Viewer. On Reels Differentiation, we started limited dogfooding for content notes, which helps people connect with their friends by adding their personal commentary on media. On production, we continue to improve our video editing and creation flows. We shipped a new drafts editing navigation flow through Stacked Timeline and shipped a new audio navigation entrypoint to Stacked Timeline. We started dogfooding optimizations to default thumbnail sizeand pinch-to-zoom to adjust content sizing.

Friend Sharing (DRI: Brett [redacted]
Instagram is the best place for people to share and talk about what they're up to and what they're into.
One of our key Stories themes this half is growing sharing comfort. We've kicked off dogfooding for Multiple Lists, which we hope will help teens feel more comfortable sharing to their different social circles. We've also made major progress on solidifying Stories Foundation by hammering away at frequently reported bugs, bringing external complaints to significantly lower volumes than H1. On 8/30 we launched music notes to 22 new countries and territories, with the largest being Brazil, Angola, Benin, Papua New Guinea, Greece, and Hungary with a 5% modified backtest to measure production movements. We're launching public tests for location notes and WYSIWYG creation this week. In Direct, we shipped two features from our Messaging Quick Wins workstream: an updated "Smashable" Send button (+0.08% IG sessions) and an improved Share Sheet animation (+0.11% direct sends). We've dropped bugs/mdau significantly from where it was at the start of H2 through the combination of XAC unbundling and fixes to Inbox reliability and shipped video improvements that leads to ~10% storage saving on IGD in both permanent and ephemeral sends.

Creators (DRI: Allison Hartnett)
Instagram is creators' first choice for building their home and sharing their creativity.
We saw a significant decline in Daily Producing Creators beginning in July. We have now determined that this decline was artificial and due to bugs in the Creator Classifier. With fixes, the trend is now returning to baseline. Given continued instability in the Classifier, we have aligned on a plan to surge investment over the next 6 months to get a stable base we can use to understand and track our progress among creators. This will be a joint effort between Sharing

and Home. We are now testing our first Creator Connection shot on goal for the half. Share Comments to Stories began rolling out Monday 9/4. We will follow up with features to increase discoverability over the next few weeks. We will also begin testing our first Guidance features this week. Finally, we shipped Stories Likes metric and will ship new Achievements and insights on Reels media self view this week.

Recommendations (DRI: Blake [redacted]
Instagram is the best place to discover what you love, regardless of who you follow.
We're now 28% of the way to our H2 goals, after having shipped +0.21% cap15 sessions and +0.12% teen cap15 sessions. We've driven +0.02% cap15 sessions from reshare tuning in Star Search, +0.02% cap15 sessions from rolling out Trends globally, and +0.04% teen cap15 sessions from tuning p(skip) for teens. This week we drove another +0.04% teen cap15 sessions by launching Direct Replace in the US. This was the second originality prevalence win of the half, increasing originality prevalence by +0.23%. Despite these early successes, we have a long way to go. The top-line prevalence of unoriginal content in the US remains very high at 53%.

Monetization (DRI: Tanya Cordrey)
Instagram is a leading place for businesses to launch, grow, and thrive by reaching customers and connecting with communities.
We hit significant milestones with Multi Advertiser Ads across surfaces: we kicked off an experiment for Stories Post-Ad-Engagement Multi-Ads Gap 0 – the first multi-ads experiment within the Stories ecosystem. We're finalizing plans for the next round of multi-ads testing on Reels which enables video demand while also adding in no regret craft improvements. We received launch approval to expand the IG Feed multi-ads experience to messages ads and are aiming to roll this out next week. On Ads Quality side, we launched a personalized diversity rule on Instagram Feed & Story with optimized user intent protections and smart diversity capping (media gap rules for high consumption users) which delivered more efficient diversity protections. This launch introduces user intent optimizations by introducing new quality proxy signals, enhanced dwell signal coverage, and enhanced protections against repetition sensitive cohorts.

Growth Fundamentals (DRI: Morgan [redacted])
We have two more launches coming out of Friending, estimated to drive a combined +39K Developed Market (DM) Teen aDAU, as well as our first Notifications workstream launch (+29.6K DM Teen DAU). We launched a new Teen Growth Deep Dive dashboard, featuring early/late, original/secondary and other key cuts for teen growth accounting. Key focus areas for the next few weeks include ramping up execution velocity and staffing across workstreams, sharpening our POV on the Definition of Success through EOY 2024, and unblocking/ accelerating Notifications work. While the new notification inventory freeze has been lifted, there is still a freeze on improving the majority of existing notifications while Product Foundation launches the Grand Central MVP candidate (target end of September). The extended freeze puts between 123K - 233K DM Teen MAU at risk. The retention team is in a war room generating new inventory candidates to test while grand central lands.

 # Threads (DRI: Nelson [redacted]
WAU@14 has increased w-o-w to 49% for our most recent cohorts, above our goal of 40%, and >530K daily users are entering through the Threads in Feed Unit for resurrection on IG. Engagement is mixed. Top-of-funnel activity, e.g. impressions, are up while core user activity (likes, replies) is down w-o-w. We are now running an engagement sprint to understand and identify the next set of engagement levers to build. Last week we announced the public test of keyword search in Australia and New Zealand, and are expanding keyword search to English- and Spanish-speaking countries on app and web this week. We are also accelerating user acquisition by running a country blast in Colombia and Chile, and launching a Threads In Feed Unit on IG to non-Threads users.

 # Evergreen Priorities

Capacity & Efficiency (DRI: Sowmya [redacted]
Our goal is to manage the capacity footprint of Instagram successfully against constraints.
We've officially finished turning up the Instagram WWW tenant! With this milestone, Instagram is now officially the secondweb tenant and by far the largest. We are already seeing a positive impact on reliability. We were able to resolve a SEV1 much more quickly because reverting the tenant is easier than reverting all of www. In addition, we saw

more efficiency and performance improvements. Usage on WWW is still high and we need help mitigating the SEV. We have reduced our overage from 1.82 MW to 0.714 MW. Please continue to help us reduce the usage in WWW, to get us to net neutral. We thank all EffPOCs for participating in the survey on Instagram CapEff program and providing valuable feedback to help adjust our H2 2023 roadmaps. We have addressed CPU escalations to manage high ALM growth as well as GPU escalations to address requests from Gen AI, have a final August AI Plan, and finalized August GPU quotas. Instagram has submitted Q4 2023 capacity budget for fulfillment and Q1 2024 capacity budget for review. We have completed our first review of Meta Capacity Planningdata and are moving towards the next milestone to better validate and understand the data.

 # Spark

Congratulations to our latest Spark award winners!

- Alex [redacted], Trevor [redacted], and Aniket [redacted]: *"We continually get new machines in our data centers as we grow, and Meta decided to get more powerful machines for next year. They have roughly 4x the memory as our current machines, but we noticed an issue with IG being able to scale our performance on these. Over the past month, Alex, Trevor and Aniket dug into the issue, and were able to boost the performance by 30%, so we can continue to grow next year without worsening capacity constraints."*
- Sean[redacted] and Erica[redacted]: *"Sean & Erica collaborated on fixing a years-old "story unavailable" seen state bug, where an un-viewable story gets stuck in your story tray. Their fix resulted in +27m daily story impressions on iOS. Their work shows that it pays off to care about these small, but highly noticeable quality fixes! Other engineers are now following up with Android & Web versions of the fix."*

 # Me

The family and I are still adjusting to being back in California. It still doesn't feel quite real and I'm not sure I have my legs yet, but it does feel good to be near friends, to work on a local time zone, and to be in the office.

 # Team Updates (click links to access)

- Home
- Communities
- Business
- Growth fundamentals
- More detailed metrics by Product Priority