Message

From: Allison Hartnett [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 8/26/2024 9:46:03 PM
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Subject: Message summary [{"otherUserFbId":null,"threadFbId":5516330171802708}]

Andrea Saul (8/26/2024 08:11:29 PDT):
>FYI- Last week, we started briefing parenting experts and partners (under NDA) as part of our Nido GTM. The goal is to bring them on board early so they can support our announcement as validators on-platform, with press and at our launch event.
>
>We've briefed four partners so far, and the feedback has been very strong. They see this as an important step for the company, recognize the work that must be going into and are enthusiastic about the potential impact for parents. (Note we also shared this with the internal XFN to generate some excitement amongst the team.) See below for a few quotes:
>- "This is a huge change and I genuinely can't believe you're doing it. It's an amazing opportunity for parents, and it will give them so much confidence that Meta is putting them first. I will do anything I can to make sure parents know about it." (Pediatrician Dr. Hina Talib)
>- "This is a radical change. You're doing something unprecedented and I can't wait to support this, your team should be proud." (Psychologist and parenting author Dr. Aliza Pressman)
>- "I can't believe Meta is doing this. It's going to change the way people think about Instagram and social media. Great job." (@dadswhotry)

Adam Mosseri (8/26/2024 09:20:50 PDT):
>the more credible external advocates the better, very glad we're seeding this

Adam Mosseri (8/26/2024 14:06:51 PDT):
>FYI I don't think we can stop recommending teens to adults through AYSF on Instagram. If I'm reading the data correctly that'll stop roughly one third of teen follows that come from AYSF, which suggests that we'd be breaking something meaningful. I'm not sure what's going on yet, it may because a lot of teens lie about their age, or did at some point, that they get caught up in this. I was as excited about this idea as anyone, but unfortunately I don't see how we can make it work, so my guidance to the team is to explore other ideas(which unfortunately will mean harder to communicate). I know Policy and Public Affairs are very keen on this change, and I'm going to be offline for the rest of this week, so wanted to make sure I shared my take today.

Antigone Davis (8/26/2024 14:44:29 PDT):
>Yes, saw that and the team is working on alternatives. It will be harder to communicate but clearly the numbers indicate we are breaking something meaningful. The working team is exploring options that would ensure competitive parity.

Antigone Davis (8/26/2024 14:45:29 PDT):
>And can be communicated well even if not as simply as originally hoped for.

Adam Mosseri (8/26/2024 14:45:50 PDT):
>It could be that once we get through Nido and predicted age we'll see less false ages and the numbers will shift

Adam Mosseri (8/26/2024 14:46:03 PDT):
>Hard to say though