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

DX0224

Message

From: Adam Mosseri [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=AC59CDE168C34676B09679178C985E05]
Sent: 4/16/2019 11:55:28 PM
To: Nam Nguyen Engineering [nam.n.nguyen@fb.com]
Subject: Re: Instagram R&D April 2019
Attachments: image001.png

All 12 are for Wellbeing, we can decide how many should be eng vs. XFN. There was a separate ask for 'wellbeing' headcount in a different sense of the word, for research around the effects of social networks on mental health more or less, but that ask was designed.

From: Nam Nguyen Engineering <nam.n.nguyen@fb.com>
Date: Tuesday, April 16, 2019 at 2:45 PM
To: Adam Mosseri <mosseri@instagram.com>
Subject: Re: Instagram R&D April 2019

(you only)

Just to clarify a few things before we move on the transfer of 12 PIDs from Fidji/team to IG: so you have had multiple requests to Zuck on things below, Wellbeing included, but Zuck seemed to point back to an earlier decision to shift 12 from Blue to FG. So with the +12 mentioned, are they a) all engineers (SWE) and b) all for Wellbeing? With b), are all 12 for Samir's Wellbeing team, or do we have flexibility with Wellbeing projects across IG (with the other product groups also but on projects related to Wellbeing)?

Thanks,
Nam

From: Adam Mosseri <mosseri@instagram.com>
Date: Tuesday, April 9, 2019 at 8:46 PM
To: Mark Zuckerberg <zuck@fb.com>
Cc: John Poffenberger <jpoffenberger@fb.com>, Vishal Shah <vishal@instagram.com>, Nam Nguyen Engineering <nam.n.nguyen@fb.com>, Susan Li <sli@fb.com>, Guy Rosen <guyro@fb.com>
Subject: Instagram R&D April 2019

Mark,

This is an update on Instagram's current R&D headcount footprint (and how we've reprioritized this year) which we are sending as part of the process before you consider our Wellbeing/Integrity and Messaging Interoperability requests next week. A few important pieces of context:

We reprioritized headcount across IG this year to fund the following investments:

- IG Wellbeing (Integrity): +9 headcount to bolster team to focus on bullying and other Integrity issues such as elections
- IG Japan Exploratory program: +18 headcount for team to investigate Japan specific product opportunities
- Threads: +2 headcount to speed up Threads app messaging work for teens
- Messaging Interop: +4 headcount added for Direct interoperability efforts

To fund these programs we have divested / de-prioritized roughly 4% of headcount (~30 ENG) in the following areas:

- Growth (FCI / Teens): –10 ENG headcount
- Public Live (absorbed into Media / IGTV): –7 ENG headcount
- Infra: –6 ENG headcount
- Project 550 (vertical post viewing): –3 ENG headcount
- Native Services/Bookings (Core Business): –3 ENG headcount

Details of our April contingency asks are as follows:

- IG Wellbeing (Integrity re-ask from February): We have a range of options as detailed in Guy's email from 4/5/19 to move faster on the integrity gap on IG; these range up to +40 ENG headcount to reach risk parity with Facebook by EOY 2019
- Messaging Interop (Direct re-ask from March): +15 ENG headcount / +8 XFN headcount to fund RTC support, account linking on growth, push notifications and feature parity with Messenger
- Digital wellbeing (new ask, not integrity, new ask alongside Facebook App as David Ginsberg flagged): +1 ENG headcount / +6 XFN to research and go deeper in one key well-being problem area (e.g., Problematic Use) and develop prevalence measurement by H2

Below is a visual of how our org has changed since early February with additional team-level detail at the bottom for the Wellbeing and Direct teams where we are making escalation requests.

Adam

Instagram R&D HC Overview

	Part Re Org - IG 4/2 Full Org												Delta		
	ENG				XFN				Total				ENG	XFN	Total
	Filled		Budget		Filled		Budget		Filled		Budget		Budget	Budget	Budget
	#	%	#	%	$	%	#	%	#	%	#	%			
Japan		0%	8	1%	0	0%	10	2%	1	6%	18	1%	8	10	18
Admin		N/A		0%	10	63%	16	4%	10	63%	16	1%	0	0	0
Reserve	2	10%	21	3%	1	33%	3	1%	3	13%	24	2%	10	-4	6
Leadership	0	0%	1	0%	15	94%	16	4%	14	82%	17	1%	0	0	0
Management / Reserve / Admin Total	**2**	**7%**	**30**	**4%**	**26**	**58%**	**45**	**10%**	**28**	**37%**	**75**	**6%**	**18**	**6**	**24**
Community Leadership	1	100%	1	0%	2	40%	5	1%	3	50%	6	0%	0	2	2
Growth	43	69%	62	8%	35	85%	41	9%	78	76%	103	8%	-10	-6	-16
Well-Being / Integrity	35	69%	51	6%	30	71%	42	9%	65	70%	93	7%	9	6	15
Platforms & Interfaces (Web, Notifications	20	74%	27	3%	0	N/A	4	1%	20	N/A	31	2%	0	0	0
Community Total	**99**	**70%**	**141**	**18%**	**67**	**73%**	**92**	**20%**	**166**	**71%**	**233**	**19%**	**-1**	**2**	**1**
Interests Leadership / General	0	N/A	0	0%	10	77%	13	3%	10	77%	13	1%	0	1	1
Media / IGTV	21	66%	32	4%	12	71%	17	4%	33	67%	49	4%	0	0	0
Shopping	33	85%	39	5%	21	84%	25	5%	54	84%	64	5%	6	2	8
Discovery	42	86%	49	6%	22	81%	27	6%	64	84%	76	6%	0	1	1
Core Business (Monetization)	20	65%	31	4%	13	59%	22	5%	33	62%	53	4%	-3	-3	-6
Ads (Monetization)	82	75%	110	14%	36	90%	40	9%	118	79%	150	12%	0	-1	-1
Interests Total	**198**	**76%**	**261**	**33%**	**114**	**79%**	**144**	**31%**	**312**	**77%**	**405**	**32%**	**3**	**0**	**3**
Sharing Experiences Leadership / General	1	100%	1	0%	11	50%	22	5%	12	52%	23	2%	0	2	2
Direct	62	78%	80	10%	21	78%	27	6%	83	78%	107	9%	6	0	6
Camera	17	57%	30	4%	22	88%	25	5%	39	71%	55	4%	7	1	8
Live (Divested)	0	N/A	0	0%	0	N/A	0	0%	0	N/A	0	0%	-9	-6	-15
Broadcast	27	77%	35	4%	19	83%	23	5%	46	79%	58	5%	0	0	0
Home	42	78%	54	7%	32	80%	40	9%	74	79%	94	8%	-3	0	-3
Sharing Experiences Total	**149**	**75%**	**200**	**25%**	**105**	**77%**	**137**	**30%**	**254**	**75%**	**337**	**27%**	**1**	**-3**	**-2**
Infrastructure	141	85%	165	21%	30	81%	37	8%	171	85%	202	16%	-7	1	-6
Total Instagram R&D HC	**589**	**74%**	**797**	**100%**	**342**	**75%**	**455**	**100%**	**931**	**74%**	**1252**	**100%**	**14**	**6**	**20**
Memo Escalations:															
Well Being	32	70%	46	6%	27	69%	39	9%	59	69%	85	7%	6		
Digital Well Being	3	60%	5	1%	3	100%	3	1%	6	75%	8	1%	3		
Total Well Being	**35**	**69%**	**51**	**6%**	**30**	**71%**	**42**	**9%**	**65**	**70%**	**93**	**7%**	**9**		
Inter Op	12	92%	13	2%	3	75%	4	1%	15	88%	17	1%	4		
Threads	14	100%	14	2%	4	80%	5	1%	18	95%	19	2%	2		
Other Direct	36	68%	53	7%	14	78%	18	4%	50	70%	71	6%	0		
Total Direct	**62**	**78%**	**80**	**10%**	**21**	**78%**	**27**	**6%**	**83**	**78%**	**107**	**9%**	**6**		