Message

From: Morgan [redacted]/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 11/1/2023 5:19:22 PM
To: Sayed Otaru [redacted]@meta.com]; Nino [redacted]@meta.com]; IGWBLeads [redacted]@meta.com]
CC: Gilda [redacted]@meta.com]
Subject: Re: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

Tennessee v. Meta
Case No. 23-1364-IV
DX0777

Awesome – great. Really happy we're tackling this now!

From: Sayed Otaru <[redacted]@meta.com>
Date: Wednesday, November 1, 2023 at 9:06 AM
To: Morgan [redacted]@meta.com>, Nino [redacted]@meta.com>, IGWBLeads <[redacted]@meta.com>
Cc: Gilda [redacted]@meta.com>
Subject: Re: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

Hey Morgan,

The guidance from Adam and alignment/support from Tessa are well aligned with the plan Gilda had put together. So, it cements all of our prioritization, timing, and expectation of partnership with Home. From my vantage point it actually helps puts on more solid footing with very clear guidance from senior leadership on the priority and investment. In terms of the split of n:m for who builds what, Gilda and Karan will work it out (with my support) over the next couple of weeks.

From: Morgan [redacted]@meta.com>
Sent: Wednesday, November 1, 2023 8:50 AM
To: Sayed Otaru [redacted]@meta.com>; Nino [redacted]@meta.com>; IGWBLeads <[redacted]@meta.com>
Cc: Gilda [redacted]@meta.com>
Subject: Re: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

Thanks Sayed – does this change our prioritization, timing of this work at all or how we'll build/fund this? E.g. will WB build w/consult from Home or vice versa?

I'm aligned w/making it multi-purpose per my comments in earlier reviews. Excited to make progress against this area.

From: Sayed Otaru [redacted]@meta.com>
Date: Tuesday, October 31, 2023 at 4:22 PM
To: Morgan [redacted]@meta.com>, Nino [redacted]@meta.com>, IGWBLeads <[redacted]@meta.com>
Cc: Gilda [redacted]@meta.com>
Subject: Fw: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

FYI only on Tessa's email to Home Recs to support Gilda and team on next steps re: Digital Refresh in light of Adam's support and guidance during the review.

From: Tessa Lyons-Laing <[redacted]@meta.com>
Sent: Tuesday, October 31, 2023 2:47 PM
To: Adam [redacted]@meta.com>; Karan [redacted]@meta.com>; Blake [redacted]

<[redacted]@meta.com>; Aameek [redacted]@meta.com>; Tomas [redacted]@meta.com>; Haotian [redacted]
<[redacted]@meta.com>; Abhishek [redacted]@meta.com>; Guanfeng [redacted]@meta.com>; Catherine [redacted]
[redacted]@meta.com>; Laura [redacted]@meta.com>
Cc: Jeff [redacted]@meta.com>; Adam [redacted]i@meta.com>; Roberto Medri <[redacted]@meta.com>; Ally
[redacted]@meta.com>; Jennifer [redacted]@meta.com>; Jojo [redacted]@meta.com>; Angela [redacted]
<[redacted]@meta.com>; Gilda [redacted]s@meta.com>; Sayed Otaru [redacted]@meta.com>
Subject: FW: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

A/C Priv: Laura – [redacted]

Recs Team (with Home Leads, Wellbeing partners, and other stakeholders copied) –

This is a bit of a long email because I want to give you context from an important review and outline some next steps. In terms of ownership, Adam/Karan are on point to collaborate on those next steps but will likely need to tap several of you so I wanted you to be in the loop.

Context
The IGWB Severed Harms team just met with Adam on the Suicide and Self Injury (SSI) and Eating Disorder (ED Teen Support Strategy here. One of the questions related to this strategy is how can we give teens who are exposed to triggering content a digital refresh in order to reset the content they see on Instagram and reduce the prevalence of problematic content.

The WB team had proposed three options (see slide 48):

1. Full reset of recs, akin to DSA
2. Bulk not interested from Explore
3. Full reset of recs, with topical onboarding ⇓ we've removed this one from the solution space

This is a topic we obviously all care a lot about getting right and Adam made clear he's willing to invest here to do so. I wanted to share the feedback from the meeting and suggest two next steps.

Feedback
Adam thinks the right solution is closer to #1 (full reset of recs akin to DSA) than #2 (bulk not interested) for a few reasons: a) #2 requires exposing people visually to their triggers, b) we're all skeptical that #2 will actually deliver on its promise, and that is costly when the content carries severe harms like ED.

However, there are also limitations to #1. Some of those are likely tractable (e.g., can we overcome the silo'd way DSA was built and stitch something together that works across surfaces) but others are harder (e.g., do we have to fully cold start users, will they end up back in the same rabbit holes of content). *Side note from me: I think the tricky thing with option 1 is how do you avoid just ending up back in the same loop. But that might be through other tools and might not be a fair ask of the rset.*

Neither solution solves the connected content problem, so that needs to be considered in parallel.

More broadly, Adam asked us to collab with the wellbeing team to figure out what the optimal reset product experience would be - he wants something that will work for this use case but that could also be used more broadly. Adam noted his "appetite to fund this work is high".

Suggested Next Steps

1. Primer on how DSA and Not Interested work today – As a first step we need to ensure we're all grounded in the same set of facts:

a. **DSA** - Basic overview of how it is built. Is it still silod by surface? Is there an easy way you could stitch that together across surfaces? Does it support personalizing content once its reset? Does it impact connected accounts in any way?
b. **Not Interested** - Does this signal get shared across surfaces now? How much does it fan out on the account/topic to capture broader similar content? How is it tuned re precision and recall in doing so? If we red teamed it for Eating Disorders in a test account, how well would it perform (e.g., if you had a test account that followed a lot of ED content and got ED recs, and you bulk not interested, what woudl happen)? Does the signal impact connected at all or only unconnected? FWIW, Adam said in the meeting that he repeatedly uses bulk not interested and it "does nothing". He said "I have a big trust deficit with that feature".

2. Collaborate with the IGWB team (@Gilda [redacted] and @Sayed Otaru copied here) to figure out what the optimal reset product experience would be. Adam wants something that will work for this use case but that could also be used more broadly.

Owners
@Adam [redacted] /@Karan [redacted] [redacted]

Thanks all!
Tessa

From: Gilda [redacted]@meta.com>
Date: Monday, October 30, 2023 at 1:40 PM
To: [redacted]@meta.com>, Amy [redacted]@meta.com>, Ashley [redacted] <[redacted]@meta.com>, Brian [redacted]@meta.com>, Laura [redacted] <[redacted]@meta.com>, Liz [redacted]@meta.com>, Sayed Otaru [redacted]@meta.com>, Trina [redacted]@meta.com>, Antigone Davis [redacted]@meta.com>, Morgan [redacted] <[redacted]@meta.com>, Nino [redacted]@meta.com>, Tessa Lyons-Laing <[redacted]@meta.com>, Fiona [redacted]@meta.com>, Susan [redacted]@meta.com>, Swithin [redacted]@meta.com>
Cc: Andrea [redacted]@meta.com>, Josh [redacted]@meta.com>, Dan [redacted] [redacted]@meta.com>, Denise [redacted]@meta.com>, Kevin [redacted]@meta.com>, Betty [redacted]@meta.com>
Subject: Pre-read | IG Leads Review | A/C Priv: SSI & ED Teen Support Strategy

Hello everyone,

Please find the SSI & ED Teen Support Strategy here in the lead up to tomorrow's review.

You can also find the key discussion questions below:

1. **Alignment on Strategy**. Are we aligned on the high-level strategy for evolving our SSI & ED teen support framework, especially as it relates to Phase 1?

2. **Alignment on Measurement Approach.** Are leads aligned with our early success measurement framework?
3. **Steer Requested on Product Direction for Digital Refresh.** As we think of opportunities to provide teens with the ability to minimize exposure to triggers via a Digital Refresh experience, we'd appreciate Leads' thoughts on three initial directions we've explored. Can leads provide a directional steer on which option the team should explore further given known constraints & tradeoffs?

Please leave comments directly in the deck. Look forward to the discussion.

Gilda + IGWB Severe Harms team