Tennessee v. Meta
Case No. 23-1364-IV
PX-10178

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H1 •2024 Instagram Priorities Progress Review

Live Deck • Published Monthly

https://fburl.com/igpriorities

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* Owners for each slide shown in footer.

* Holdout: Dashboard



	Overall	Communities – Growth	Communities – Product Foundation	Communities – Trust	Communities – WS Viewer	Home	Home – Experiences	Home – Ranking	Home – Recommendations	Sharing	Sharing – Creation	Sharing – Creators	Sharing – Entertainment	Sharing – Friend Sharing	Sharing – Sharing Platform
DAU	0.15	0.1	0.01	-0.02	nss	0.08	nss	nss	0.07	nss	nss	nss	nss	nss	N/A
MAU	-0.05	-0.03	nss	-0.02	nss	nss	nss	nss	nss	nss	nss	nss	nss	nss	N/A
Core Sessions	0.46	nss	0.02	nss	nss	0.48	nss	0.14	0.25	nss	nss	nss	0.04	nss	N/A
Core Sessions Cap 15	0.33	nss	0.03	-0.02	nss	0.37	nss	0.07	0.26	nss	nss	nss	nss	nss	N/A
Time Spent	2.31	nss	0.12	nss	nss	2.29	nss	0.19	2.0	nss	nss	nss	nss	nss	N/A
External Shares	4.93	0.69	0.23	-0.16	nss	3.9	nss	nss	4.16	nss	nss	nss	nss	nss	N/A
Reciprocal Follows	0.46	nss	nss	nss	nss	-0.22	nss	nss	nss	0.34	0.14	nss	nss	0.32	N/A
Overall Post Impressions	1.01	nss	0.13	nss	0.22	0.72	0.12	0.29	0.26	nss	nss	nss	nss	nss	N/A
Feed Impressions	0.3	nss	0.1	nss	-0.12	0.33	0.5	nss	-0.18	nss	nss	nss	nss	nss	N/A
Stories Impressions	0.49	nss	0.04	nss	-0.08	0.56	nss	0.82	-0.34	nss	0.05	nss	nss	nss	N/A
Creator Producer DAP	0.18	nss	0.18	nss	nss	nss	nss	nss	nss	nss	nss	nss	nss	nss	N/A
Original Broadcast Producer PR	0.02	nss	nss	nss	nss	nss	nss	0.31	-0.29	nss	nss	nss	nss	nss	N/A
Original Feed Producer DAU	0.06	nss	nss	-0.1	nss	nss	nss	nss	nss	nss	0.16	nss	nss	nss	N/A
Original Stories Producer DAU	-0.09	nss	nss	nss	-0.05	nss	nss	nss	-0.14	nss	nss	nss	nss	0.09	N/A
Reels Producer DAU	1.94	nss	nss	nss	nss	-1.21	nss	nss	-1.19	2.28	2.96	nss	0.17	nss	N/A
Notes Producer DAU	2.09	nss	nss	nss	nss	2.04	nss	2.62	-0.54	nss	nss	nss	nss	nss	N/A
Reels Watch Time	4.85	nss	0.22	nss	-0.06	4.76	0.1	nss	4.59	nss	nss	nss	nss	nss	N/A
Direct Sends	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Reshare DAU	0.09	nss	0.06	nss	-0.1	0.11	0.09	0.23	-0.19	nss	nss	nss	nss	nss	N/A
Communication DAU	-0.05	nss	nss	nss	-0.05	0.1	nss	nss	nss	nss	nss	nss	nss	nss	N/A
Ad Revenue	0.54	0.11	0.06	nss	nss	0.43	0.19	0.36	-0.18	nss	nss	nss	nss	nss	N/A
Normalized Power	1.3	-0.1	0.08	-0.14	0.23	1.29	0.07	nss	1.12	0.06	nss	nss	nss	0.03	N/A
App Crashes	0.18	nss	0.2	nss	nss	0.29	nss	-0.25	0.24	nss	nss	nss	nss	nss	N/A
SWVP	-0.28	nss	nss	nss	-0.48	0.28	nss	0.2	nss	nss	nss	nss	nss	nss	N/A

Snapshot from 2024 H1 Holdout Dashboard | Last Update: **3/18** Owner: **Sara [redacted]** | Ongoing Key Holdout Updates

- We continue to see a MAU regression in the Growth holdout, from a notifications launch in Grand Central.

- There is also a MAU regression in the Trust holdout, driven by a bug in an experiment setup.

- Timespent is +2.31% (vs. 1.4% a month ago), driven by Recs.

- External shares are +4.93% (vs. 2.55% a month ago), driven by Recs launches including a LSR external share vm boost

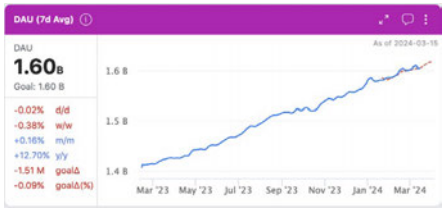
- Post impressions are +1.01% (vs. 0.08% a month ago), driven by Recs.

- Notes producer DAU is now +2.09% (vs. 0.42% a month ago), driven by Ranking and Friend Sharing's launch, MVP Notes Ranking Model.

1. Ecosystem

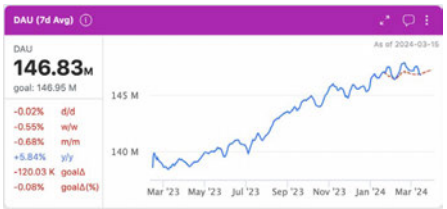
1.1 Growth

Global



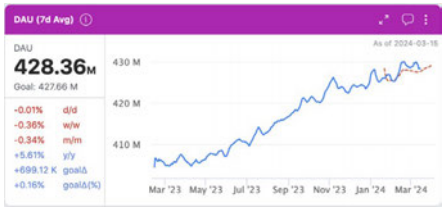


US





DM





*xAU definition change on 8/16/23 to exclude accounts in UFAC drove a one-time step down.
Location model release on 1/30/24 drove one-time step-change in country-level xAU.

Pull chart snapshot from Instagram Growth Overview | Update as of **3/19** Owner: **Jessica** [redacted]

GLOBAL

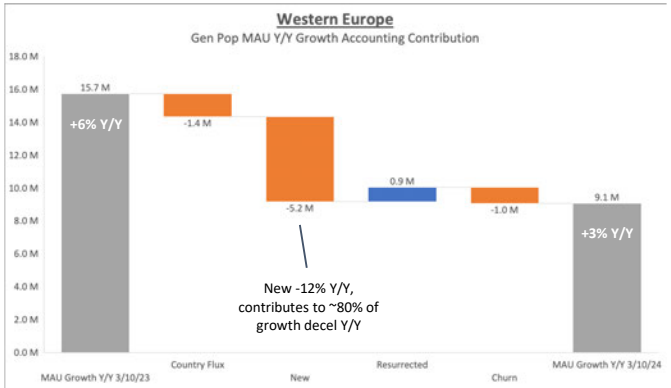
- DAU: 1.60B, +0.2% m/m, -0.1% vs forecast
- MAU: 2.63B, +1.0% m/m, +0.4% vs forecast

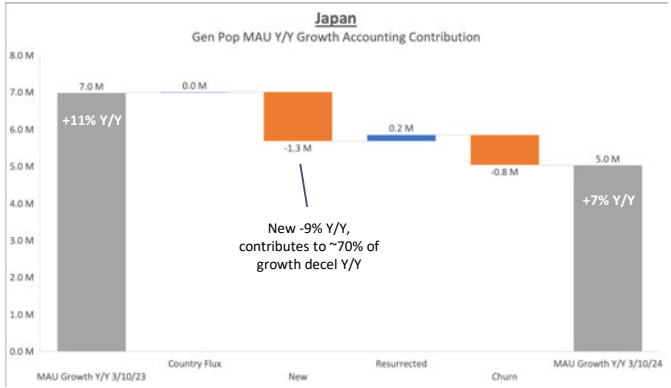
Callouts

- Global DAU is now slightly behind forecast, with underperformance primarily coming from the Middle East (-1.7M) and Africa (-1.5M), driven by:
  - **[-2.0 to -2.5M] Start of Ramadan**, where some users pause social media usage in observance of the holiday. We're seeing greater impact compared to previous years, which is driving underperformance to forecast – we'll continue to monitor. Holiday spans 3/10 through 4/9.
  - **[-0.9M] Iran** continued underperformance.
- Global MAU remains ahead of forecast, but there are pockets of softness driven by weak acquisition.
  - **Japan** is the only top 10 country underperforming forecast (-0.4M, -0.6%), if we exclude Iran from the mix. Y/y MAU growth in Japan decelerated from 11% to 7% over the last year. ~70% of the deceleration is driven by acquisition declines (-9% y/y).
  - **W. Europe**: While overperforming MAU HTD (+2.1M, +0.8%), y/y MAU growth decelerated from 6% to 3% over the last year. Similar to Japan, ~80% of the decel is coming from acquisition declines (-2% y/y).
  - Growth accounting breakdowns on the next slide. There's much more to unpack here, which we'll be doing in the Gen Pop acquisition deep dive. More to come (owner: Swati Tandon).
- Other events driving temporary xAU movements:
  - S399674 SEV0 app outage (3/5): +30.5M DAU, +3.4M MAU, +1.2M L1 new. DAU and L1new returned to normal on 3/6, MAU impact to churn 4/4. In response to the app going down, we had an influx of users checking if they could access IG (logging in, creating new accounts).
  - Daylight Savings -1hr (3/10): -1.5M US DAU

1.1 Growth: Y/Y MAU Growth Accounting Breakdown, select geos

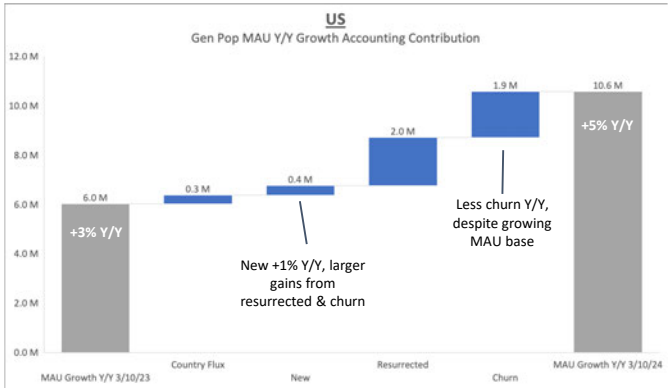
Decelerating y/y growth

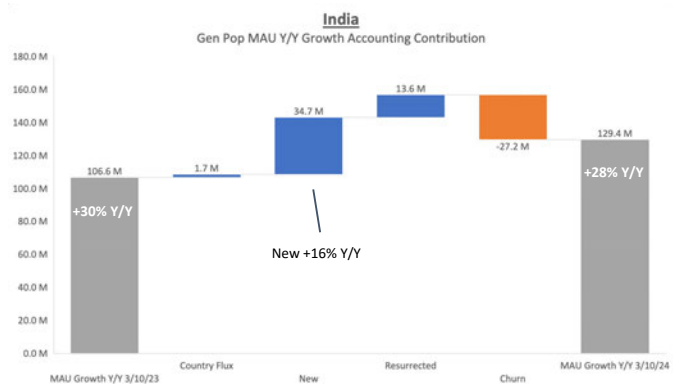




**Similar dynamics observed in top 5 countries in W Eur (UK, DE, IT, FR, ES, which make up 77% of MAU), with acquisition driving majority of MAU growth decel.*

Accelerating y/y growth (compare/contrast)





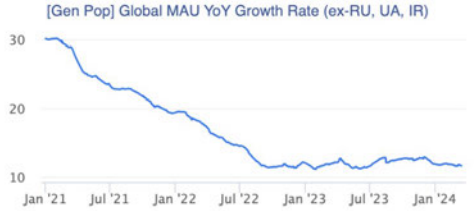
Update as of: **3/19** Owner: **Jessica** [redacted] Churn rates improved across all geos y/y: IN (-3.1pp), US (-1.4pp), W Eur (-0.8pp), J P (-0.6pp). Higher y/y churn in W Eur, J P, IN is a function of growing MAU base

1.1 Growth, y/y growth rates







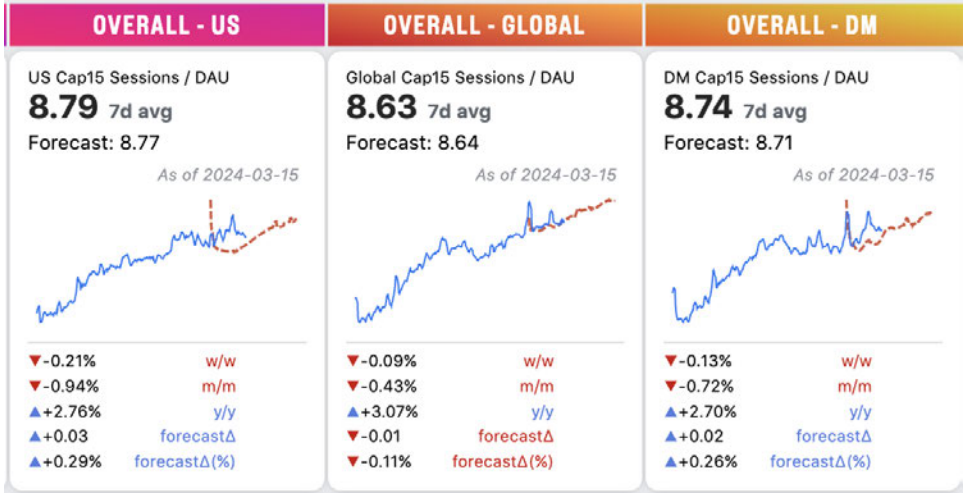






Data from Instagram Growth Overview | Update as of: **3/19** Owner: **Jessica** [redacted]

1.2 Engagement (Sessions)



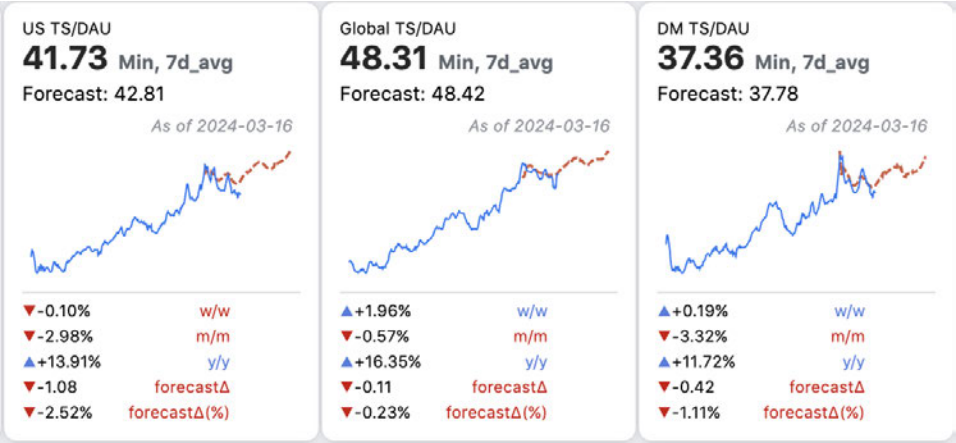
Pull chart snapshot from Overview Dashboard | Last Update: **3/16** Owner: **Joe** [redacted]

US, Global and DM sessions all have tracked at or above forecast so far in 2024. Y/Y Growth rates have ticked down slightly as we lap positive growth in Q1 of 2023.

Looking at different cohorts, Sessions growth appears healthy and wide spread, as we see positive y/y gains across all LNess buckets, across all follower/following count buckets, session length and registration year.

To date, product contributions have totaled 0.4%, primarily from recommendations, but small gains exist for Ranking and Product Foundations.

1.2 Engagement (Time Spent)



Pull chart snapshot from Overview Dashboard | Last Update: **3/16** Owner: **Joe** [redacted]

Global Time Spent/DAU is roughly in line with zeroed out product forecast.

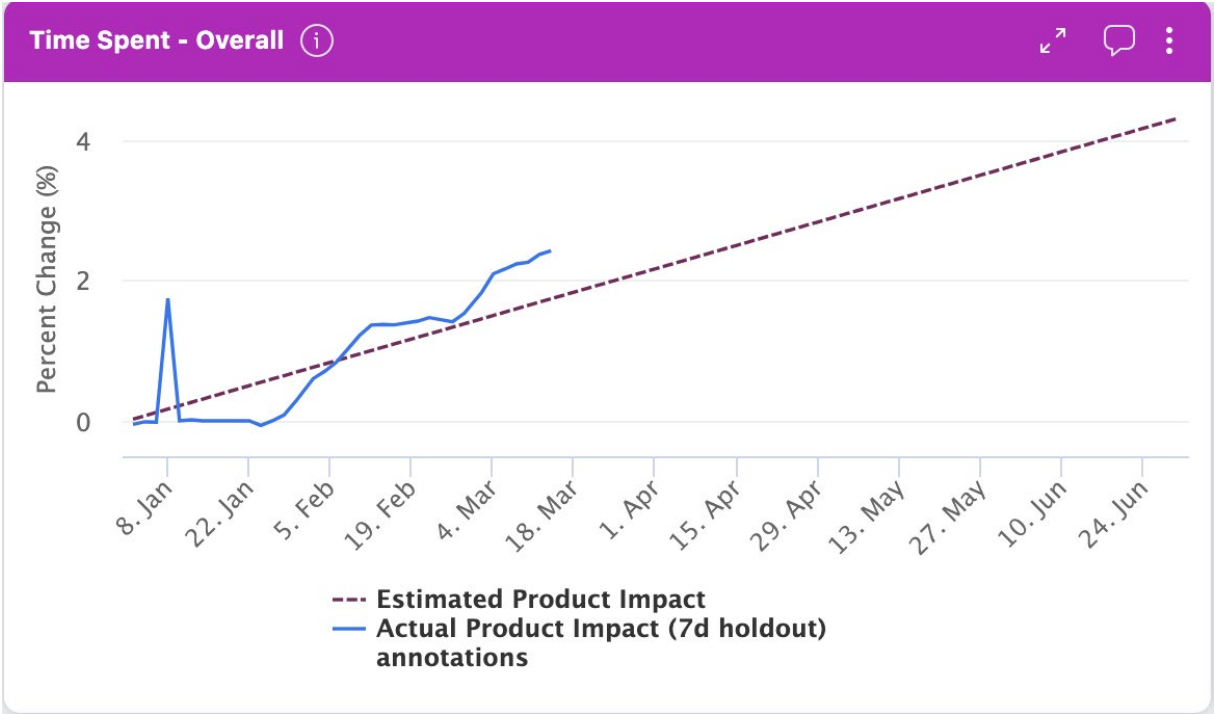
It should be noted that TS/DAU at the time of readout is depressed by about 0.9% due to daylight savings (the week of data has 1 less hour than the typical week, roughly 0.6%) and a Storm event on Monday (0.3%).

In this light, DM is roughly in-line with the product forecast, though US is still lagging by more than 1.5%.

In the US, nearly every surface (expect Reels Tab) is slightly below forecast. Feed is off by about 1%, Stories nearly 2%, though the Stories (non-Reels has has dropped nearly 11% over the last month. Some of that is likely due to a comparison including Valentine's Day, Stories TS/DAU is down 4% since the start of March in the US as well as globally. Direct (non-Reels) has the biggest gap to forecast at -6%. For both Direct and Stories, I'm seeing small positive overall product contributions (link), does anyone have color on Stories consumption over the last couple of weeks?

In terms of our finance forecast submitted in November, US TS/DAU is 1.3% ahead of forecast, global is 4% ahead of forecast and Developed Markets are 0.2% ahead of forecast.

1.2 Engagement (Time Spent)

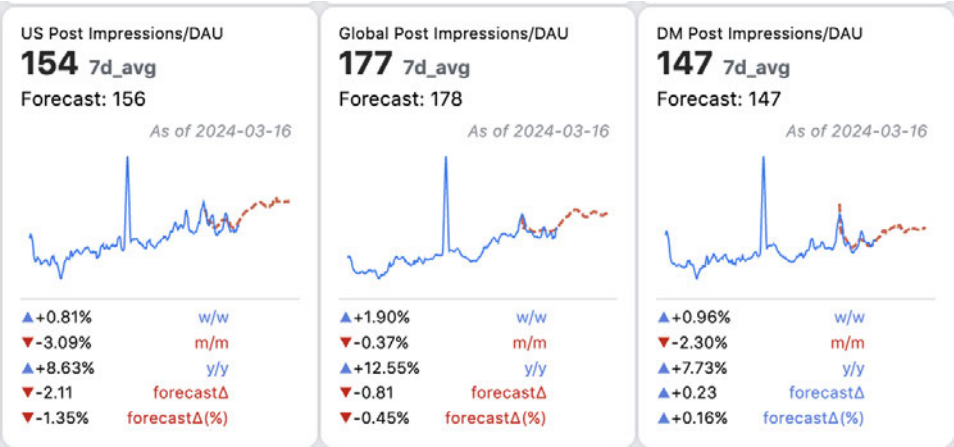


Pull chart snapshot from Forecast Product Contributions | Last Update: 3/16 Owner: Joe [redacted]

Overall Product Contributions are keeping pace with linear target.

Nearly all gains 2% of 2.4% coming from Recs, though we see small gains from Ranking and Product Foundations

1.2 Engagement (Impressions)



Pull chart snapshot from Overview Dashboard | Last Update: **2/18** Owner: **Joe** [redacted]

The ~0.9% headwind that applies to TS/DAU should also apply to impressions, so with that correction generally Imps/DAU are generally above the zeroed out product forecast, with US about 0.5% behind.

Globally, we see a much smaller drop 1.5% in Stories impressions/DAU in March, the drop in the US is about 2%, about half the drop we're seeing in TS.

Seems isolated to the US, but seeing a big drop in Home Feed Reels IV impressions/DAU of more than 5% over the last week.

Product contributions total about 1.2% half to date, with gains coming from Recs (0.3%), Ranking (0.3%), Experiences (0.1%), Well Being (0.2%) and Product Foundations (0.1%)

1.2 Engagement (US Teen RISU Investigation)

App TS (min/DAU) – US Teens

	Pre-Unship	Post-Unship	Delta
Non-User	44.1	42.8	-1.2
RISU User	78.1	74.0	-4.1



App TS (min/DAU) – Top 10% of US Teens by TS/MAU

	Pre-Unship	Post-Unship	Delta
Non-User	169.0	147.5	-21.5
RISU User	174.4	152.6	-21.8

Pull chart snapshot from Overview Dashboard | Last Update: **2/18** Owner: **Joe** [redacted]

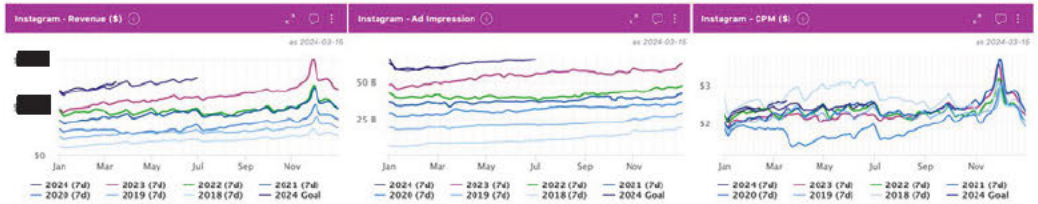
Following up on the US Teen investigation into RISU, we don't think that unshipping RISU had an impact on the softness we're seeing in US Teen TS/DAU.

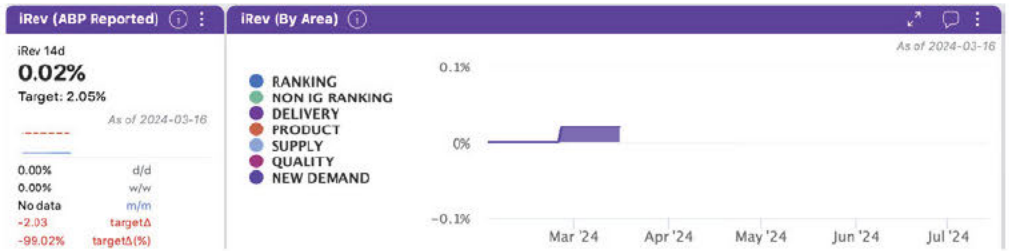
Our initial investigation showed that RISU users dropped roughly -4.1 min/DAU from before unshipping to after, while non-users dropped by -1.2 min/DAU. This suggested that there was some impact from unshipping RISU, and could explain about 1/3 of the topline TS/DAU deviation for US teens from forecast.

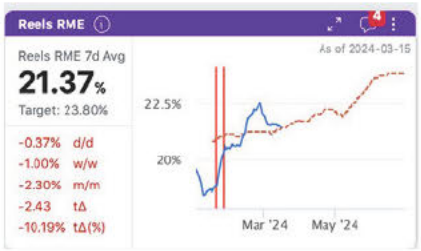
However, digging further into the data, we noted that RISU users tend to also be app power users: over 60% of RISU users were in the top 30% of TS/MAU.

After accounting for users' overall app habits and comparing RISU users to non-users within these buckets, we found that our initial estimate was biased, and that there was almost no difference between RISU users and non-users in their behaviors before/after unshipping RISU, which was more in line with what we saw in the RISU holdout.

1.3 Monetization







Pull chart Revenue from here iRev from here and Reels RME from here | Last Update: 03/19 for data through 3/17
Owner: Ashley [redacted]

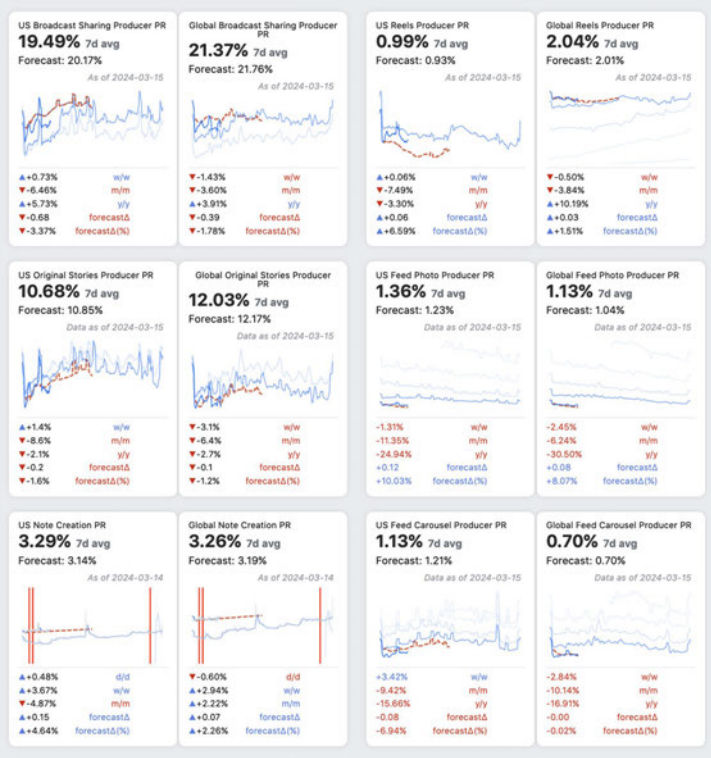
Feb Summary

[SotB] Reported Revenue for Feb closed at +2.0% vs goal, which represented a considerable (+34% YoY growth adjusted to account for leap year). This represented a -2.1pp MoM decrease in variance to goal vs. January driven by a decline in ad impression volume (-2.1pp MoM), which was partially offset by CPM improvement (+0.9pp MoM). Strength vs. goal was driven by CPMs (+2.1% vs. goal) and gross -to-reported revenue adjustments (+0.5% vs. goal). Both were partially offset by softer supply (-0.5% vs. goal) in Feed and Explore. At a surface view, while Stories (+5.7% vs goal) was the best performer, Reels (-1.9% vs. goal) posted the best MoM improvement vs. goal at +9.1pp on the back of stronger CPMs (-1.4% vs. goal), which improved by +9.4pp MoM. On a user region view, US underperformed goal by -1.8% in line with January.

[iRev] As of 3/13 we've reported 0.018% iRev from New Demand. While we have had more launches with ~0.8% iRev in pretest/backtest, due to HBT issues, we are not able to measure them. We're currently behind our trajectory, and we've marked the iRev status as 'at risk'. Our p 50 EOH LOS is 2.49% iRev , which is higher than our goal of 2.05% iRev .

[Reels$] IG RME ended Feb at 21.6% (+0.4pp above pacing), having increased 4.4% (+1.0pp absolute) over the past month. This is driven by a larger increase in Reels scroll speed (+4.7% m/m) than Stories scroll speed (+0.6% m/m). In addition, relative ad load fell slightly due to flat Reels ad load and increasing Stories ad load (-0.4pp impact to RME). Product execution is on track, with several planned launches from Ranking & Quality. It has declined slightly since the start of March (-0.2pp), but is still above pacing.

1.4 Production



Trends (7d as of 03/15)

Sharing Type (Participation Rates)	Global					US				
	Producer PR	EOH Forecasted Value	vs. Forecast	m/m	y/y	Producer PR	EOH Forecasted Value	vs. Forecast	m/m	y/y
Overall Broadcast Sharing	21.37%	21.87%	-1.78%	-3.60%	3.86%	19.49%	20.34%	-3.37%	-6.46%	5.72%
Original Broadcast Sharing	16.08%	16.86%	-1.44%	-4.72%	7.66%	14.59%	15.01%	-1.50%	-7.60%	7.52%
Original Story Production	12.03%	12.59%	-1.20%	-6.37%	-2.74%	10.68%	11.08%	-1.60%	-8.55%	-2.09%
Reshared Stories Production	10.13%	9.23%	3.70%	-2.48%	3.74%	9.75%	10.01%	-1.91%	-7.43%	4.90%
Feed Single Photo Production	1.13%	0.82%	8.07%	-6.24%	-30.50%	1.36%	0.98%	10.03%	-11.35%	-24.94%
Feed Carousel Production	0.70%	0.73%	-0.02%	-10.14%	-16.91%	1.13%	1.25%	-6.94%	-9.42%	-15.66%
Reels Production	2.04%	2.12%	1.51%	-3.84%	10.19%	1.00%	0.94%	6.59%	-7.29%	-3.14%
Notes Production	3.26%	3.41%	2.26%	2.22%	73.25%	3.29%	3.34%	4.64%	-4.87%	62.87%

m/m: Due to lapping Valentine's day week, all sharing trends are negative m/m in the US, and all (except Notes) are negative Globally. Original Stories and Permanent Production are especially affected.
forecasts: Though Overall Broadcast Sharing is below forecast, all negative GenPop sharing forecast deviations are within forecasting noise thresholds.

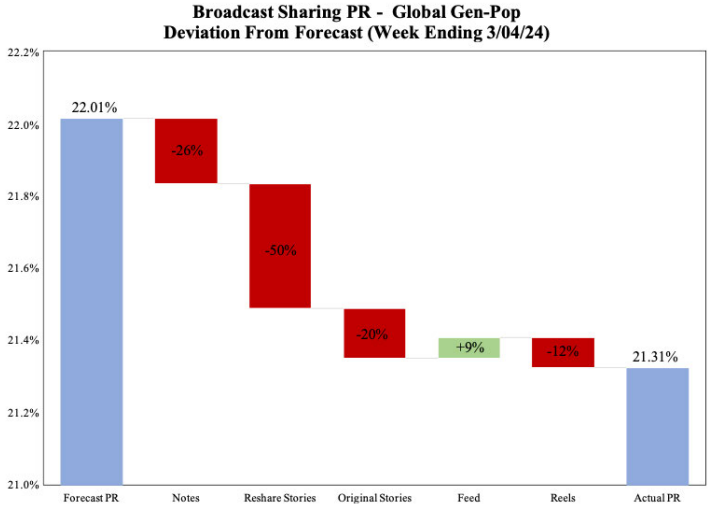
Launch Highlights

- **[Notes]** Video Notes Back Camera Support. We launched the ability to switch between the front and back camera when creating a video note. This increased teen video note creation DAU by 16% and overall teen note creation DAU by +0.16%.

Holdouts

- **Home Recommendations continue driving Sharing Headwinds**
  - The home recommendation holdout is driving production regressions for Original Stories (-0.14%), Notes (-0.54%), Reels (-1.19%). However, the home ranking holdout is driving Notes producer DAU (+2.62%) and overall original broadcast producer PR (+0.31%). Overall, Home holdout is regressing Reels producer DAU (-1.21%) but increasing Notes producer DAU (+2.04%).
- **Sharing Holdout Showing Lift in overall Reels Production**
  - The Sharing holdout is driving +2.28% overall Reels Producer DAU (+0.66% for Teens) due to launches from the Creation pillar.

1.4 Production Continued



Broadcast Producer PR has been below forecast across regions & demographics for much of Q1. We're using this update to highlight a deepdive into Broadcast Sharing deviations from forecast.

Summary Of Key Drivers

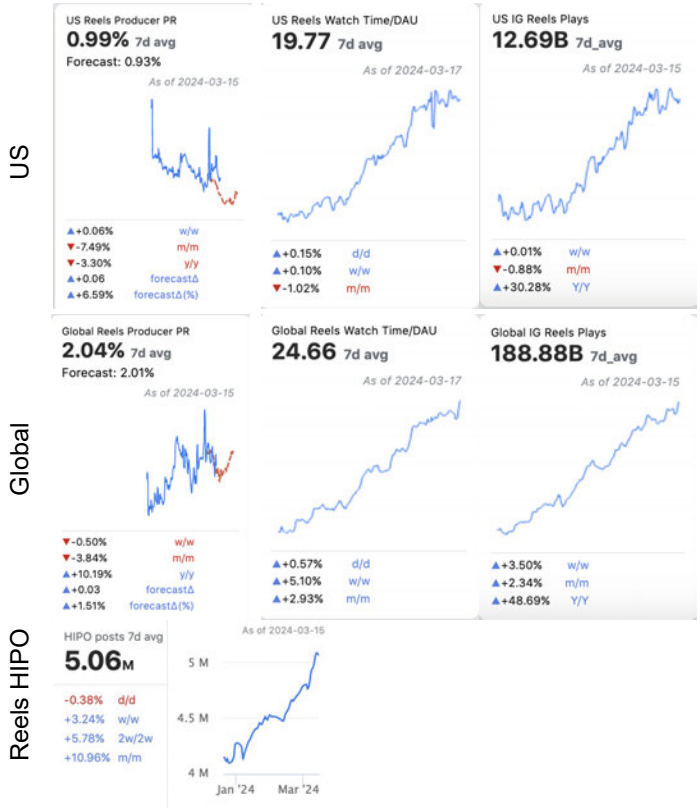
The deviation from forecast for Broadcast Producer PR is primarily attributable to weakness in Reels-to-Story Reshares. Secondary contributors include (i) Notes being less incremental to total production than expected and (ii) Original Stories production weakness in Reels-heavy markets.

1. **Reels-to-Story Reshares** - Through much of 2023, we saw significant growth in Reels-to-Story reshares. However, starting in Q4 this growth began to plateau and has recently turned negative y/y. While our forecasts anticipate a decline in reshare production, the trend reversal has been more rapid than anticipated. The trend reversal has several underlying causes.
    a. Home Recommendations Launches - So far in H1, the Home Recs holdout shows Recs launches have driven -1.7% Reels-to-Story reshares which is around 30% of the total reshare contribution. However, in the past changes to Reels ranking have had large network effects that can double the directly measurable impact. This factor could explain up to 60% of the deviation.
    b. Network Effects From Weakening Consumption Flywheel - As Reels consumption grows, this creates a headwind for story consumption. Reduced story consumption means that reshare authors get less feedback and become less likely to continue to reshare. In India, this is estimated to explain 40% of the reshare forecast deviation. This is less of a factor in markets with lower Reels penetration, but it is expected to play a larger role as Reels consumption grows.
    c. Ranking & Product Changes In 2023 - There were several intentional changes in 2023 to push Reels Reshare out of Stories in favor of Direct and External Shares. The two main changes were (i) Share Sheet changes ("Supershare") which is driving a 0.5% headwind for Reels-to-Story Reshares and (ii) changes to P(reshare) signal that prioritized Direct Reshares over Story Reshares.
2. **Notes Incrementality Below Expectation** - Notes production has been relatively in line with forecasts. However, the *incremental contribution* of Notes has been below expectation. As the Notes product has matured, marginal Notes producers have become more likely to be drawn from users that are already producing other formats. This means the incremental value of an additional Notes Producer to Broadcast Producer DAU is less than expected since forecasts implicitly baked in values from the product's early lifecycle.
3. **Original Story Production Weakness In India Driven By Reels Growth** - Original Story Production has faced extreme headwinds in India as attention has shifted towards Reels consumption and production. We anticipated a decline in production, but the decline has been more rapid than projected. This lines up with faster than projected Indian Reels consumption growth (+55% y/y; +3.7% vs forecast).

Additional details are included in Kevin's note.

Data as of 3/15 Owner Lyle [redacted]

1.5 Reels Metrics



Pull chart snapshot from App-Level Ecosystem Dashboard | Last Update: 03/15
Owner: Jack [redacted] / Michael [redacted]

Topline Value (as of 03/15)	Global	US
Reels Watch Time	+2.82% m/m to 24.46 min/DAU	+0.86% m/m to 19.66 min/DAU
Reels Producer PR	-3.84% m/m to 2.04%	-7.22% m/m to 0.99%
Reels Reshare Volume	-0.92% m/m to 3.13B	-7.62% m/m to 240.63M

Reels Consumption

- **Trends:** 1/ Globally we're continuing to see the same trend that we've had so far this half. Reels WT growth has generally been in line with contributions from recommendation launches (+4.6% to reels WT HTD), 2/ Team has confirmed US Teen WT was not impacted by the RISU unship. 3/ Reels now accounts for 50.6% of global app TS.
- **Attribution** : 1/ See recent launches here, 2/ Largest impacts to watch time are coming from SS+Organic model unification Scaling Up Unified System and Reels LSR Unification

Reels Production

- **Trends**: 1/ Reels production is down due to seasonal drops (above forecast) and launches in Rec (below guardrail). We expect to gain back some of the losses stemming from SS unification later H1. The team is also working to better estimate author-side impacts from SS unification. 2/ Global reels production spiked on International Women's Day to 65.6M reels produced, +15.8% relative to the 7 days preceding; this was the largest number of reels produced this year since New Years Day.
- **Attribution:** 1/ See recent production update here. 2/ See SS+Organic Unification update here.

Reels Reshares

- **Trends**: 1/Reels reshares are down, with losses coming from SS and Reshares PVM retuning.
- **Attribution** : 1/ See recent launches here

Impact from Holdouts (as of 03/15)	Ranking	Recs	IGX	Creation
Cap15 Sessions	+0.08%	+0.26%	NSS	NSS
Time Spent	+0.20%	+2.03%	NSS	NSS
Reels Watch Time	NSS	+4.59%	+0.10%	NSS
Reels Producer PR	NSS	-1.22%	NSS	+2.94%
Direct Reshare Sends	+2.67%	-3.10%	NSS	NSS

1.6 Notification Reachability

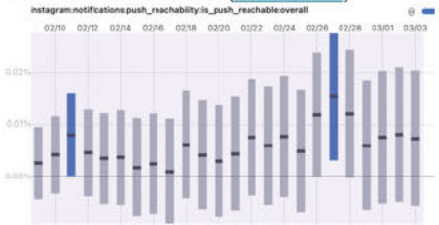
Topline Trend:



Long term holdout

	Reachability	
Long term holdout	DM Teen users	Gen Pop
Re-engaging	(NSS) 0.61 ± 1.3	-1.21±0.23
Connection Viewer	(NSS) 0.21 ± 0.96	-0.35±0.17
Connection Target	(NSS) -0.08 ± 0.22	-0.085±0.050
Channel	-0.10±0.19	-0.090±0.039
Threads	-0.0092±0.13	0.0077±0.023

IGN Half holdout (Time Series)



IG Push reachability | Last Update: 3/4
Owner: Jingfeng

MAU push reachable:

- TL:
  - Android 77.8% (-0.6 pts m/m, -2pts q/q), iOS: 70.2% (+0.1pts q/q)
- LTH:
  - Re-engaging: -1.25% (-0.04pts m/m),
  - Connection viewer: -0.35% (+0.07pts m/m),
  - Connection target: -0.085% (-0.02pts m/m),
  - Channel: -0.09% (+0.01pts m/m),
  - Thread: 0.008% (-0.01pts m/m)
- HH: 0.0074% (0.005pts m/m)

Overall Notes

- We are underpowered to detect DM Teen MAU reachability changes in LTH and HH, and use Gen Pop reachability instead.
- **[TL]** We see a downward reachability trend on Android starting in October 2023. This is attributed to increased adoption of Android 13, where users are default opted out of notification (note).
- **[LTH, HH]** Reachability in holdout is stable over last month.

2. Priorities

2.1 **Growth Fundamentals** Workstream Status

Half Goal Metrics
DM Teen MAU
DM Teen DAU

Last week highlights (write in prose to copy-paste to IG HPM):

We have not yet shipped DM Teen DAU wins across Friending or Notifications, but are starting to gain momentum. Last week Notifications launched the Unified timing model for Grand Central and Growth Suite UAR model improvements to relevance of Growth suite notifs; the latter shows pretest wins of 0.1% DM Teen DAU. Friending has three launch candidates for this week. Account Access (+412K DM Teen MAU) and Marketing (510k DM teen iMAU) continue to drive the majority of the landed impact thus far. Finally, for Acquisition we sent a final design proposal to IG and WA leads for Bookmarks and are targeting dogfooding by 4/10. Our long-term acquisition strategy review is scheduled for 4/4.

WS1: Friending	At Risk	**Progress towards goals:** *DM Teen DAU: At Risk because 0% to goal (+0.49%); % D0 DM Teens > 3RFs: At Risk because 0% to goal (+20%)* **Highlights:** We had two launches (p(profile) in SU VM, SU model Pytorch Migration, +4.2% CI Rate, +0.07% DM Teen DAU) and three more that are ready to launch this week. Unified Value Modeling and AYMF Modernization are progressing well and are On Track. The target side testing framework is At Risk because our next milestone ETA slipped one week, to 3/31.
WS2: Off-Platform Acquisition	On Track	**Progress towards goals:** *51% of +8.8% Global SEO visits Goal* **Highlights:** Moved to On Track because we've shipping >50% of target, with largest impact from Profile Server-Side-Rendering project (with a projected impact of +1.281M ,40% of H1 goal). We're looking for more validated levers to land this/next week, like Crawling Pool (20K+ visits/day), indexing API (27K+ visits/day) and un-truncate caption for crawlers (480K+ visits/day).
WS3: External Sharing	On Track	**Progress towards goals:** *24% of +13% DM Teen External Shares Goal* **Highlights:** We shipped 40% of target, +5.1% DM teen external shares. The content rec wins, 4.1% dm teen shares, have been diluted to WS3 to Star Search Unification. As of 3/14 the relevance holdout is at 2.2% and we expect to recover additional loses by 3/31 after we unify Star Search and Organic VMs. Overall, we expect +3% from unpinning threads from h-scroll (experiment review in progress) and an additional ~3% from visual h-scroll (building), screenshot on feed (testing), and other prompt related work.
WS4: Notifications	Off Track	**Progress towards goals:** *0% of 0.5% DM Teen DAU Goal* **Highlights:** We're marking the workstream status as "Off Track" given no measurable impact in holdout. However, we've been gaining momentum with two launches in the past week: Unified timing model for Grand Central and Growth Suite UAR model improvements to relevance of Growth suite notifs; the latter shows pretest wins of 0.1% DM Teen DAU. We have line of sight to be on track if pretest impact materializes in holdout. Additionally, we there are three promising candidates [1][2][3] as a follow-ups to the unified timing model launch that we expect to yield DM Teen DAU Gains and four promising inventory QE's [1][2][3][4] in flight.
WS5: Early Experience	At Risk	**Progress towards goals:** *0% of +0.22% Global twDAU@14 (+485k aDAU)* **Highlights:** We expect to be On Track 4/1 once we iterate successfully/ start shipping our second wave of tests on Stories, Profile, and Direct Empty States. We're in our second iteration of tests on all surfaces and while we shipped a profile win and expect to ship Direct wins (~3/26), our goal of Global twDAU@14 is not showing up yet. Our stretch goal DM Teen twDAU@14 has moved, however. Our two biggest risks are (1) design alignment across surfaces which has delayed handoffs for 4 projects so far (more delays expected) and (2) exposure problems in Contact Import and Stories Tray tests.
WS6: Account Access	On Track	**Progress towards goals:** 51% *of 1.0M DM Teen MAU goal for H1* **Highlights**: 163K DMT win through Pre-filling Accounts You May Have (AYMH) page using iCloud nonce [Ship Post];
WS7: Marketing	At Risk	**Progress towards goals:** *48% of 1.10M Incremental DM Teen MAU (24%), Measurement N/A for Consideration (targeted for Mid-March)* **Highlights:** The team has been focusing on full funnel test setup in US. In addition, we launched the marginality test in US for the top 3 channels to understand where the diminishing return occurs to help inform budget reallocation decisions for the rest of the year
WS8: Measurement and Understand	At Risk	**Progress towards goals:** *0 of 4 can't fail milestones met* **Highlights:** We've deprecated 7 growth accounting cubes, this is the first step at overhauling and streamlining our xAU metrics to a single source of truth. We held an IG analytics review for isactivated. We aligned on moving regattacks outside of our isactive tag, but are still working towards a decision on how to roll this into the broader xAU calculations.

Last Update: **3/19** Owner: **Blake [redacted]** Tracker
Data slides (upfront section of teen deck): Acquisition, Friending and Retention

2.1 **Growth Fundamentals** Workstream Status

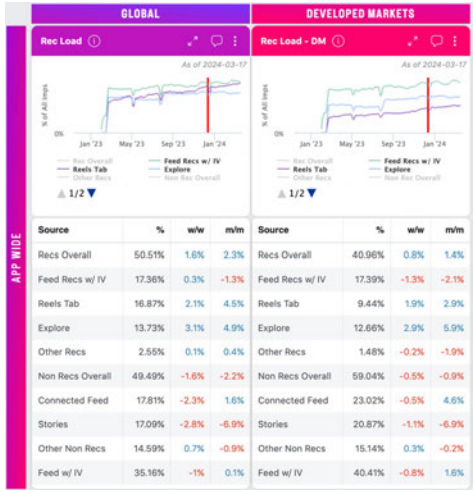
Half Goal Metrics
DM Teen MAU
DM Teen DAU

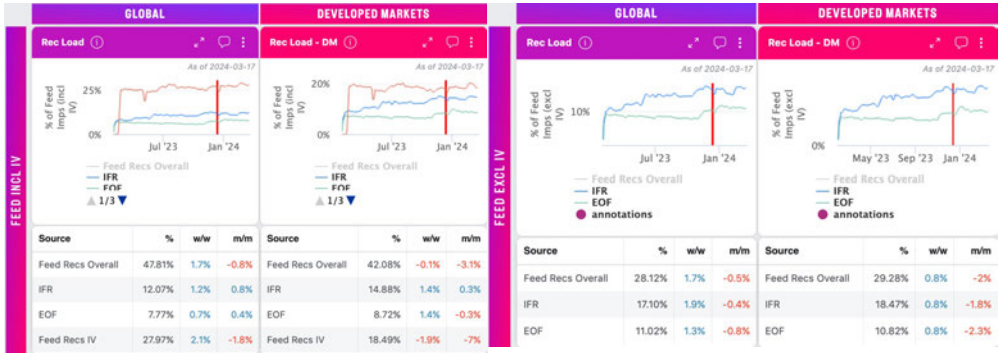
Last Update: **2/20** Owner: **Morgan [redacted] / Shalewa [redacted]** Tracker
Data slides (upfront section of teen deck): Acquisition, Friending and Retention

2.2 IG Recommendation Load

Global Rec Load = 50%

DM Rec Load = 41%





App-wide rec load

- **App wide rec load is above 50% globally! In DMs, it's 41%**
  - We continue to see strength in Reels Tab growth (+4.5% m/m), explained by Reels Rec launches.
  - Feed Rec Load and Explore load moving as expected based on seasonality.

Feed rec load

- **IFR Rec Load remained fairly stable since the resolution of the SEV barring minor fluctuations.** There was a minor drop in IFR load starting march 4th to march 12th, driven by a decrease in IFR reshare rate, both metrics have since then recovered.
- We expect IFR load to increase over the next month given IFR & Blending VM unification.
- IFR and feed recs session efficiency remain strong, holding at 0.038 for IFR and 0.036 for feed recs as a whole

Pull chart snapshot from Business Review - Recommendations Dash | Last Update: **3/18/24** Owner: **Tomás Kabbabe**

2.2 Recommendations



Pull chart snapshots from Biz Review Dash | Last Update: **3/19/24** Owner: **Tomás Kabbabe**

Feed Recs:

Feed Recs now contributes over 1% Sessions gain in LTH for the consistently first time ever (read more)!

- The moment is worth celebrating, however, feed recs as a whole still drives far less value for Teens (0.4% cap15 session) compared to geopop (1% cap15 session) albeit higher overall feed rec load for Teens
- Feed recs half holdout is now SS positive 0.04%, driven by modelling launch in late stage ranking

Explore:

Explore personalization is driving 1% Cap15 session, 0.29% IG DAU, and 0.77% IG revenue (read more)

- Explore Grid Personalization drives the largest share of app incrementality: degrading grid personalization shows -0.88% cap15 sessions
- Conversely, mixed media chaining currently generates the least upside to IG topline. When Explore mixed media chaining experience is degraded, we observe a 0.12% drop in Cap15 sessions and -0.08% impact in IG DAU.
- The recent drops down to ~0.75% are a result of reducing test size by 50% on 3/4 old exposures are still logged in deltoid, and are diluting the results. We're working with EP to remove these old exposures.

Reels Relevance:

Reels has driven +0.16% global Cap15 sessions in the last month

- This is mainly driven by a recent external share term added to the VM (0.038% Cap15 in pretest, link) and star search x organic unification (total ~0.066% Cap15 link)
- Though noisy (consistent w/w movement of >0.25% Cap15), NSNR has remained stable m/m and reflected slight growth globally

2.2 Recommendations (Content)

%vpvs < 2d Media Age:



US Originality prevalence:



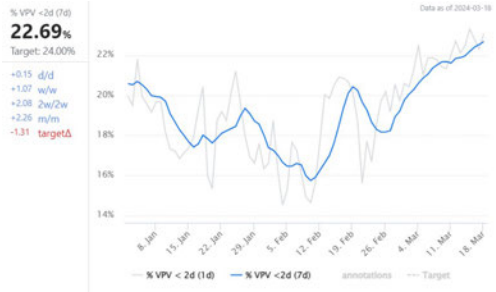
Recency: Recs Recency increased by +2pp m/m to 24.4%. This growth is almost exclusively driven by the increase in Star Search delivery. Although Star Search recency has dropped -1.3pp m/m, the increase in SS reach has lifted overall recency by replacing organic delivery which has much lower recency. Additionally, the greater reach of SS has likely driven the increase in overall recency of organic reels delivery by +1pp m/m to 14.4% and is still climbing. Although we are above our 24% target for H1, future volatility is expected due to continued tuning and changes related to SS + Trends integration.

Originality: Recs Originality prevalence is at 55.9%, down by -1.6pp m/m. After a relatively stable February, Originality saw a sharp spike in early March driven by short lived increases in originality on IFR and EOF, combined with increased distribution of SS which is much more original than organic reels. This spike quickly turned into a sharp drop, primarily driven by a -4pp drop in Organic reels originality. The drop in Organic is being actively investigated by the SS and Originality teams (S401636), and there is strong evidence that it is related to SS integration. The recent recovery of topline originality is mostly explained by improvements on IFR, though recent days indicate organic is beginning to recover as well.

Pull chart snapshots from Recency and Originality dashes | Last Update **3/19/24** Owner: [redacted]

2.2 Recommendations (Content by Media Type)

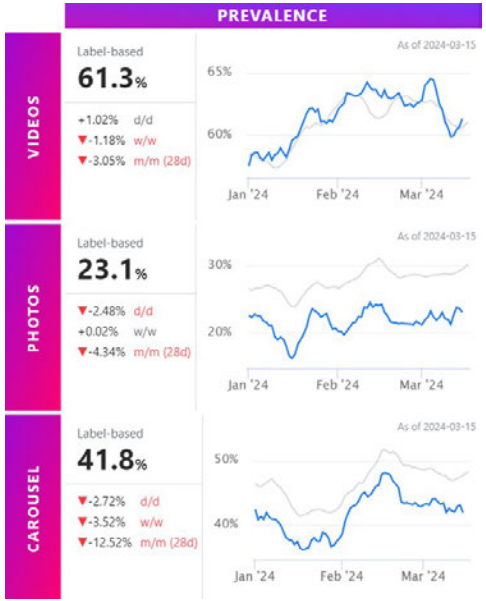
%vpvs < 2d Media Age (Reels)



%vpvs < 2d Media Age (Photo and Carousels)



US Originality prevalence by media type:



	Recommended VPVs	% of Recommended VPVs
Reels	1.2B	89%
Photo & Carousels	150M	11%

Recency: Reels recency continues to be lower than photos and carousels but has grown +2.5pp m/m due to the impact of greater SS reach from integration. This is caused by a combination of greater reach for SS and increases in organic recency from the downstream impact of SS integration. Photo and carousel recency has finally recovered from the early Q1 SEV on Feed Recs and has been relatively flat over the past month. Small gains in photo/carousel recency on IFR and EOF over the past month have been cancelled out by drops on Explore.

Originality: The Reels trend largely matches the topline movement due its outsized contribution to total recommended VPVs. Reels originality has dropped by -3pp since early March due to the aforementioned SEV related to SS integration (S401636). Originality on photos and carousels have remained mostly stable over the past month.

Pull chart snapshots from Recency and Originality dashes | Last Update: **3/19/24** Owner: [redacted]

2.2 Recommendations

All status marked "At Risk" until some impact has shipped

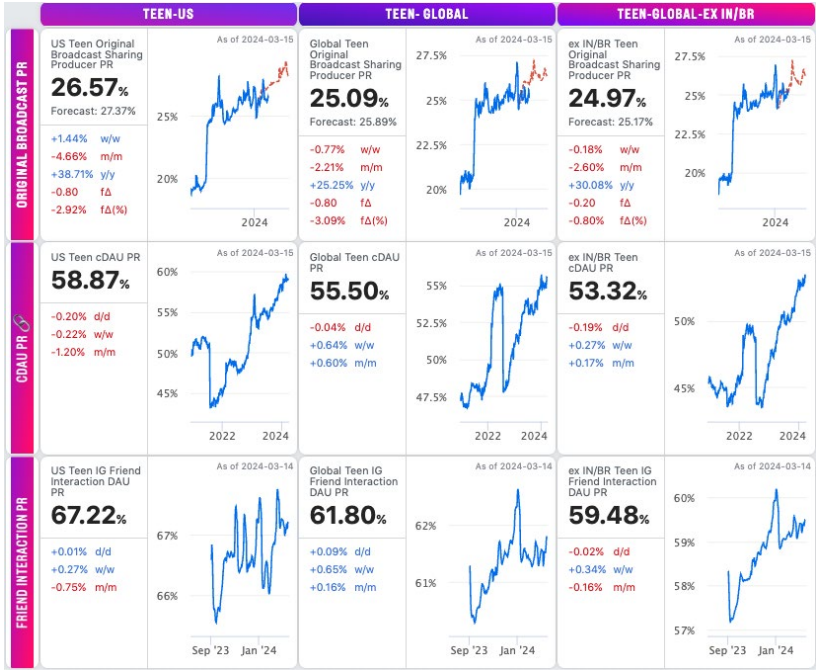
Last week highlights (write in prose to copy-paste to IG HPM):

We're 53% of the way to our Teen Cap15 Session goal, completed half of our Star Search x Organic Integration milestones, and delivered 2.8% DM Teen External Shares vs a 7% goal. MMC is back on track after seeing positive Tier1 metrics from shipping a number of recommendation quality improvements. On Originality, we are 53% of the way to goal and recently launched the demotion of skippable unoriginal content in Feed Recs for +1.7% original prevalence. On recency and timeliness, we passed our recency goal (24.4% vs 24% target) and timeliness goal (+167% vs 100% target) and launched user-trend feedback loops which drove +38% tVPV and +34% tDAU.

Priority	*Status*	*Current*	*Target*	*Expected*	*Update*
DM Teen DAU	Off Track	0.024	0.44%	0.44%	We have not yet shipped DM Teen DAU wins across our collaborations with Growth on Friending or Notificatio
US Original Rec Prevalence	At Risk	54.30%	60%	60%	At Risk: We are 34% to goal, but marking "at risk" because of a recent originality regression that we are investigating (S401636). The main hypothesis is an originality regression from star search unification. We launched a demotion of skippable, unoriginal content in Feed recs that'll drive a 1.7% originality. We launched a originality term on ESR for feedrecs +0.95% originality [link] and reels lo reshare unoriginal filter in Reels Tab +1.3% originality [link]. We have 2 approved ranking launch candidates expected to improve originality by an additional 3-5%, which will ship after IFR pSelect and VM unification work.
Unify Star Search and Organic (tracker)	On Track	3	6	6	On Track: We hit another important unification milestone on the ESR model unification (link) with neutral cap15 sessions. We are also close to the VM unification: we unified the remaining late stage models ([1,2,3]) and are to the final unified VM with signal & formula simplification. Completing VM will bring us to 4/6 milestones tracking ahead of schedule. On retrieval, we launched the first OmniSource with pool aware balancing (link). We are currently within guardrails at +0.05% cap15 session due to LSR unification.
Recommendations Recency	On Track	23.70%	24%	24%	On Track: We are tracking close to our target of 24%, but there are risks from unexpected impact due to trend funnel deprecation/unification in April. We expect all potential recency impact from trend funnel deprecation to b fully understood and mitigated by the end of April. Over the last 2 weeks, recommendation recency has increas (from 20.3% to 23.7%) as the effects from star search unification have accumulated. However, we also discovered a data/reporting flaw which is being fixed. After re-calculation, the reported recency is expected to regres by -0.5% i.e. 23.2%.
1. Improve Feed Recs relevance and blending (tracker)	At Risk	0.04%	Global (goal): 0.35% Teen (tracking): 0.13%	Global (goal): 0.35% Teen (tracking): 0.13%	At-risk with 11% progress towards goal. We expect to be on track towards end of Apr after more session impacting launches. Made launches across all workstreams. For Latest & Greatest Content, launched enhance U2I TTSN common pools with 7d engagement thresholds (+0.029% cap15) and freshness improvement of Ree author sources by 72%. For Blending and IFR VM, launched p(see more) in IFR VM (+0.09% originality and oth T1 wins). For New & Marginal Users, unified Day0 and IFR sourcing (+0.9% IFR DAU and T2/3 wins). For Core Modeling & System Foundations, two infra improvements: core new user infra for unified sourcing (neutral impact) and upgrade of unified trigger pool to kappa infra (0.05% normalized power) - are approved for launch.
Teen Cap15 Sessions	On Track	0.15%	0.29%	0.29%	On Track: We're 52% to goal after a) launching Unifying Reels LSR VM (+0.06% Teen Cap15 Sessions), and b making our p(external share) VM term conditional (+0.04% Teen Cap15 Sessions). Up next we'll ship test p(sav downstream engagement) and further iterations on p(follow + downstream engagement).

Last Update: **3/19/24** Owner: **Angela [redacted]**

2.4 Friend Sharing Metrics



Global Teen excl BR/IN Original Broadcast Producer PR [24.97% | -2.6% m/m | +30.08% y/y]

[See deep dive on slide 17 for breakdown of overall broadcast sharing and reasons behind the deviation from forecast]

- Global Teen Original Broadcast Producer PR has been behind forecast for most of the month but has largely returned to trend and seeing an expected seasonal dip in production.
- Global Teen Original Stories Production continues to lag year over year and we're seeing the declines post Valentine's Day are more pronounced than in past years. We're working on better SEV thresholds for understanding when to be concerned about Stories deviation from forecast given past differences between forecasts and actuals.
- Global teen note creation PR grew to 10.9% (+1.8% m/m). Overall, we've seen relatively flat trends in teen creation PR post the winter holidays; however, we're seeing a small uptick in creation PR in the last week (+2.3% w/w). This uptick is mainly driven by teen text note PR (+4.8% w/w) while teen music notes PR has slightly declined (-0.18% w/w).
- We are starting to see impact in Original Stories Production from the launch of Blue Plus on Android. After re-starting the holdout due to a mis-gating of the notes ranking launch, we're seeing +1.0% teen note creation DAU and +2.0% teen note reply sends wins driven by a combination of the notes ranking launch and the video notes back camera launch.

Global Teen cDAU PR (exEPD)[55.14% | -0.11% m/m]

- Teen cDAU and Genpop/US cDAU diverge significantly m/m. Teen cDAU is +0.85% m/m while Genpop cDAU is -0.14% m/m. This is partially due to the influence of Valentines day, which was a local max for Genpop more significantly than for Teens.
  - Valentine's day lapping is more acute in the US, with US cDAU -2.31% and US Teen cDAU -2.12% m/m.
  - Aside from the Valentines day spike, cDAU is otherwise relatively strong.
- Similar to cDAU, the Reshare ecosystem exhibits significant volatility. Global Teen Reshares are up +1.79% m/m, while Genpop Reshares fall -0.97% m/m. In the US Reshares fell a significant -8.95% m/m and -9.77% m/m for Teens. Once again, this is due to a peak on 2/16.
  - In addition to seasonal weakness, there is further downward pressure due to Recs unification. See here for more.
- The Home holdout continues to exhibit regressions to cDAU and Reshare DAU across many demographics including Teens, but regressions have softened over the past week.

Global Teen Friend Interaction PR [61.18% | +0.2% m/m]

- Friend Communication DAU continues to grow while Friend Interaction only DAU has been relatively flat aside from a lovely spike on Valentine's Day.

Pull chart snapshot from App-Level Ecosystem Dashboard | Data as of 3/15 Owner: Lyle [redacted]

2.4 **Friend Sharing** Project Status

Half Goal Metrics
Global Teen Original Broadcast Producer PR
Global Teen cDAU PR

Last week highlights (write in prose to copy-paste to IG HPM):

On Notes, we've made progress giving people more ways to share and rounding out the foundational Notes experience across the app. We launched Camera Shots back camera (+0.16% Notes Producer DAU) and aligning with leads to ship Profile Header Notes (+3% Notes Producer DAU; partnership between IGD-X & Friend Sharing). We also launched the first ranking model for Notes with seen state (+0.39% teen cap 15 sessions, +6.72% teen note reply DAU; partnership between Ranking & Friend Sharing).

On Stories, we're leaning into Participatory Sharing by doubling down on Add Yours Templates, last half's breakout Stories production hit. We launched a public test of Feed to Story Add Yours & started dogfooding Add Yours Discovery surface, which will kickoff testing on iOS in 2 weeks. We also aligned with leads on plans to test a p(produce) model for Add Yours this half.

On IGD, we've launched several quality wins including a fix that saves lost uploads on iOS that reduced flytrap reports significantly and grew teen visual sender DAP by +60k. We also added staffing on Messenger to invest more in group messaging and are gearing up for the Instamadillo public test with single account, single device cohorts later this week.

Last Update: **3/19** Owner: **Brett [redacted]** Tracker

Stories	**At Risk**	***OKRs: 3 of 3 At Risk| +0% vs +2% Teen Original Stories Producer PR | 1 of 4 Shots | 0% vs. 0.2% Cap15 Sessions (90/10)*** • **New Add Yours Features in flight:** We kicked off company dogfooding on iOS for our Add Yours Templates discovery surface, which shows trending AYTs with the goal of driving increased template creation and adoption. We're aiming to kick off an iOS-only test in several countries in 2 weeks. We also reviewed our plans with ranking to build a p(produce) model for Add Yours across Q2, which we hypothesize will drive more participation and topline impact from the feature. • **Feed to Story Add Yours in Public Test:** We kicked off our public test of Feed to Story Add Yours, which we hope will unlock template distribution and discovery via feed/profile. We'll be gradually dialing up availability of this feature across the next two weeks to smoke test initial adoption before moving on to a worldwide test in late March. • **Stories in Feed and Highlights Rewind:** We shared a readout of our test to re-enable SIFU on iOS. We're working on a proposal to re-launch because it's growing Stories consumption among our priority cohort, despite causing regressions in consumption/revenue globally. Highlights Rewind also moved to team dogfooding, which is a new lever we're validating to help more infrequent teens see friend content on IG.
Notes	**At Risk**	***OKRs: 3 of 3 At Risk| +0% vs +3% Teen Notes Producer PR | +0% vs. +40% Teen Note Interaction DAU | 1 of 2 Shots*** • Notes x Ranking: Launched first ranking model p(tap) and seen state of 1 second. Post - .039% teen cap15 sessions, +6.72% teen note reply DAU wins. • Profile Header Notes: Aligned on ship recommendation; awaiting feedback from IG leads; will respect our joint holdout with dual-backtest plan. 3% creation DAU, 2.69% interaction DAU (SS); NSS gains in teen cap15 sessions but not yet fully validated (0.18%) • Prompt cluster test with launch improvements on track to start 3/20. GTM plans here to prep for launch. Still working on iXFN requirements for full launch but do not expect this to put launch at risk. • Mentions v2 - public test started week of 3/6- seeing lifts in interaction dau, reply dau, neutral in production dau (cluster deltoid). Readout by 3/22. • Lightweight feedback v2 - public test started week of 3/11. Will run through duration of prompts test. • Camera bundle: back camera launched (+0.16% production DAU); flexible duration testing started 3/11 with readout next week; camera photos - will finish building this week • Conversations - will bring to chapter 2 week of 3/18 to FS leads. • Notes x Spotify: IG lead approved; team will scope in Q2 and build out "Listening Notes" in H2 (prototype; consumption experience TBD).
Friend Messaging	**At Risk**	***OKRs: 2 of 2 At Risk | +0% vs. +0.18% Global (excl ePD) Teen cDAU | +0% vs. +1% Global (excl ePD) Teen Group Sender DAU*** • Notifications reliability: Measurement work in progress and on track for completion end of month. Several reliability improvements in testing. • Speed, Reliability, Media, Inboxes: Shipped a fix to lost uploads on iOS. This was a solid win. Reduced iOS flytrap reports significantly and landed +60k teen visual sender DAP (~10% of goal.) • Creators: Fixed a set of top firing iOS FADs on iOS. Accounts for 6.5% of top creator FADs • Group threads: Increased investment: As part of recent org changes Messenger org has fully funded the second team to support Group threads. Incremental people will help to drive growth, engagement, new experience, and experience quality work. • Group experience quality sprint: 4 week sprint on experience quality in flight (3/11 - 4/8.)
Friend Sharing Labs	**At Risk**	***OKRs: 2 of 2 At Risk | 0 vs. 2 Shots*** • Notes chat: In team dogfooding, on track for 3/31 public testing. • Friend Map: We're escalating Friend Map to Adam to make decision on moving ahead to test
Avatars	**At Risk**	***OKRs: 3 of 3 At Risk | Support Style 2.0 | Coin Flip Optin Test | 0 of 1 Shots*** • We are working on an updated H1'24 roadmap with IG + A&I teams. The eng team has completed their knowledge transfer session and are finalizing eng scoping &staffing for our top priority projects. • We are public testing Avatar Mentions, a new way to mention friends with their avatars
E2EE	**At Risk**	***OKRs: 1 of 1 At Risk | Milestone: Public testing with <7% Sends by EOH1*** • We are gearing up to kick-off the public test on the new Instamadillo architecture for E2EE cutover with single account, single device cohort later this week. The team is resolving the last blocker on IG reels sharing that was uncovered yesterday. • The focus on quality has enabled us to bring down the bug volume from dogfooding and bug bashes by -37% from two weeks ago. Plus, landed fixes that are showing +2pp w/w on

2.5 **Creators** Metrics

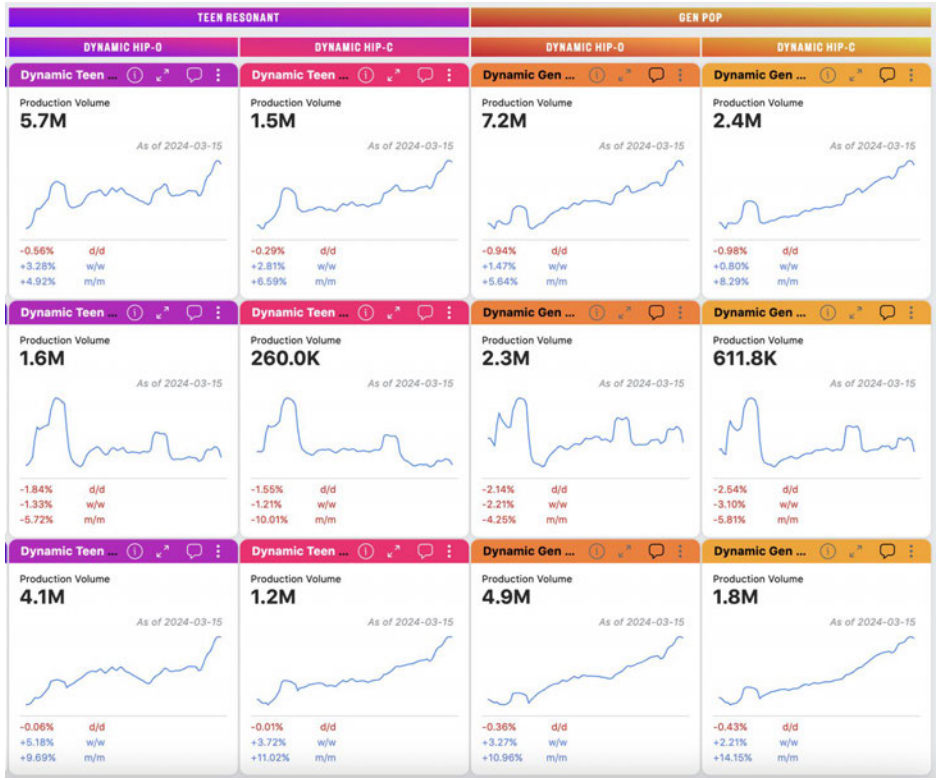


Chart snapshots from HIP-O Dash | Last Update: **3/15** Owner: **Natalie** [redacted] **Jack** [redacted]

Photos/Carousels + Reels Production from Gen Pop HIP-O: +6.78% m/m
Photos/Carousels + Reels Production from Teen Resonant HIP-O: +5.68%m/m

Note: for this week's update, we are comparing to spikes during Valentines Day (2/14) and also coming off from highs that correlated with International Women's Day (3/8)

- While overall Production from HIP-O has grown in the last month, this has largely come from Reels production from HIPO growth (+11.0% m/m gen-pop and +10.1% m/m for teen resonant HIPO) outpacing Photo and Carousel production from HIP-O declines (-4.5% m/m for gen-pop and -5.8% for teen resonant HIP-O).
- For Reels, we are seeing evidence of more overall incremental production in the last month:
  - In the past month, Reels Production from HIPO has outpaced overall Reels Production. The net result is that Reels production from HIP-O is 10.76% of all Reels produced (+1.2pp).
  - Incrementality Score received from Reels produced from HIPO increased by 3.1%.
- We are not seeing similar evidence of more incremental production of photos/carousels:
  - Photo/Carousel production from HIP-O is declining at a faster pace than overall Photo/Carousel production. Currently, 6.89% of Photo/Carousel produced are from HIP-O (-0.2 pp).
  - Incrementality Score received from Photos/Carousels produced from HIP-O decreased by -4.9% m/m, mainly driven by a decline in average media produced per HIPO
- We have not yet seen stat sig HIPO movements in any of the Ranking, Relevance, IGX, Creators, or Creation pillar holdouts. However, we have been tracking a few launches that have affected HIPO movement by roughly +0.2%.
  - QP Collabs Posting
  - New Achievement Tiers

2.5 **Creators** Project Status

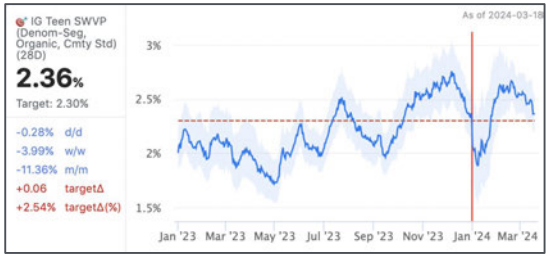
Last week highlights (write in prose to copy -paste to IG HPM):

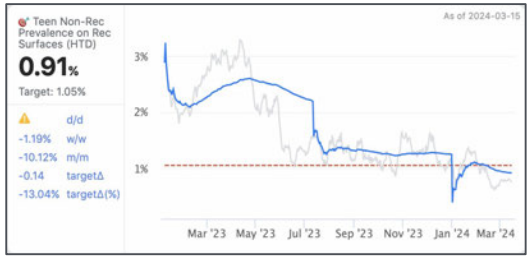
- We are making progress both on incremental work that we believe can drive HIPO in-half and angle-changing shots that may take longer to land fully. We've shipped our first +0.2% (of +7% 90/10 goal) HIPO impact for the half via updates to Achievements and expect to see more impact land in the next few weeks as our Reels Challenge experiment also looks promising. We will not see results in pillar or PG level holdouts until we are >0.5% HIPO impact due to error bars. Other key experiments running now or next week that we expect to resolve in the next few weeks include inspiration midcards, inspiration lane in Reels tab, and improvements to drafts. On shots, we've been focused on identifying opportunities to decrease the pressure creators feel when posting on Instagram and are taking new concepts including "experimentation mode" through concept testing this week. On monetization, we see large increases in HIPO production among creators invited to Bonuses in US and Korea and will continue scaling (to 230K in US and 80K in Korea) to get to SS ROI results. On creation, we are starting to roll out a bundle of improvements to carousels (adding text in dogfooding, longer carousels in testing). Translated captions are in testing, and both dubbing and lip-synching are now on an approved accelerated plan.

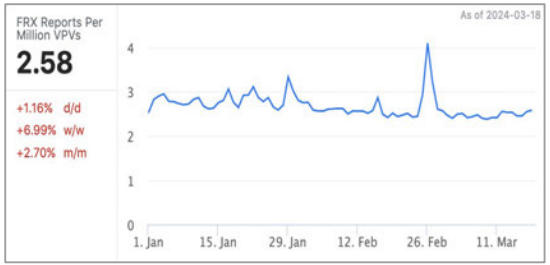
IG Creators Can't Fails [Full Tracker Here]		
WS1: Ecosystem		
WS2: GTM		
WS3: Guidance		
WS4: Monetization		
WS5: Distribution		
WS6: Connection		
WS7: Creation		

Last Update: 3/19 Owner: Allison Hartnett

2.6 **Teen Safety** Metrics







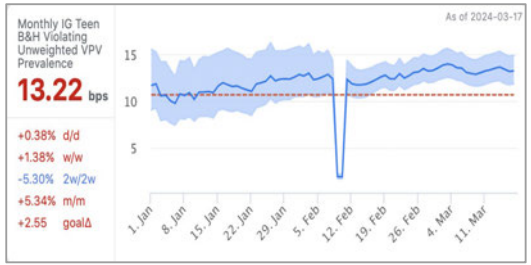


Chart snapshots from here | Last Update: **3/19** Owner: **Brian [redacted]**

Teen non-rec prev

Overall on track and below H1 goal. Notable recent launches are new VCE rules for teens and new p(objectionable) model on Explore Grid and Reels

Teen SWVP

This metric has high variance but we are starting to accelerate launch of reduction efforts.

- We are rolling out Age Gating for U18 users (stated age)
- We are reviewing multiplicative demotions, SCC U18 Defaults and Home Feed PV demotions. We expect that these launches will drive material progress towards our 10% reduction goal (target of 2.3%).
- Engagement driven regressions remain a risk as our label based holdout measurement is still underpowered. Currently Home, Explore and Reels holdouts are below guardrail budget, though CI's are extremely wide.

FRX Reports per Million Views

The late Feb spike was driven by an increase in Nudity reports, associated with adversarial exploitation of our more lenient Policy position on breastfeeding content. This issue impacted teens disproportionately.

B&H Unweighted Violating Prevalence (UWVP)

This metric is stable though remains well elevated above our goal target (10.67 bps). We are working with XI to revise SEV criteria, after which we'd expect this to generate a SEV3/4 response and higher urgency to resolve.

2.6 **Teen Safety** Project Update

Last week highlights (write in prose to copy -paste to IG HPM):

We stood up the IG Teen Safety Priority process in H1 to make progress in addressing parental concerns against key teen safety priorities. We are making progress aligning our production direction with leadership, and in launching products.

We aligned with IG Leads on our approach to testing Age Bands, and on our approach to simplifying our time management tools. Over the next few weeks we will review our plans on parental sentiment measurement, GTM, unwanted contact with adult strangers, and sextortion.

We expanded age-gating of teen-inappropriate content to U18 teens which is expected to reduce teen violating prevalence (SWVP). We started to migrate Hashtag Pages to SERP this week and are planning a proactive GTM. We also aligned on an approach to building Keyword/Hashtag Discoverability metrics with IG leads. Finally, we have unshipped Live Now, IG Live's only recommendation surface to limit the exposure of potentially problematic content.

Measurement Goal: Stand up parent sentiment northstar measurement and a way to measure the impact of launches/comms on our northstar measure.	**At Risk**	*[Marked at risk until affirmative alignment on validation plan]* We have a Parental Sentiment-1-pager that includes more concrete measurement and validation plans and timelines completed and seeking feedback from IG Leads. Next IGTS sentiment readout scheduled for 4/10.
Age Bands Goal: Land a viable IG age bands strategy and experimentation plan focusing on key parental concerns.	**On Track**	We aligned with IG Leads on the current proposal and agreed to proceed with our phase 1 tests (note: CSI is still working through the AAC strategy, as a result for content-level age bands, we are focused only on incorporating SCC in these tests).
Parental Concerns Goal: Execute on 4 targeted product strategies: Age Appropriate Content, Unwanted Contact, Bullying & Harassment, and Suicide/Self-Injury & Eating Disorders (SSI/ED) to meaningfully address parental concerns.	**At Risk**	Teams are making progress on individual, pre-regret goals. Broader status is 'at risk' until we have firm alignment across each of these areas:. • Unwanted contact: We now have an aligned path towards improved violating messaging metric. Marked at risk until we have landed a comprehensive product strategy on broader problems and measurement (review on 4/10). • AAC: We are making good progress on new rec, age gating goals & measurement goals on reach and CoE metrics. The (CSI) team is working on defining Age Sensitive content in a simple and well understood narrative that ties it all together. • B&H: We are on making progress towards our product milestone, metric & measurement goals. We will have measurement and product strategy reviews with IG Leads in April. • SSI/ED: IG Leads approved the proposal to reduce concentration of exposures for SSI/ED.
GTM Goal: Deliver meaningful cadence of at least 5 external drumbeats on IGWB product launches and an on-platform marketing plan for parents.	**At Risk**	*[Marked at risk until measurement framework is aligned on with IG Leads]* Reviewing latest plans with IG Leads on 4/5 and MZ review on comparable-level PA plans in mid April. As parents prediction model for on-platform targeting won't be ready until 2025, in the interim we started testing a new contextual upsell that appears when someone follows a parenting creator.
Key Launches	**N/A**	• We started to migrate Hashtag Pages to SERP this week and are planning a proactive GTM. We also aligned on an approach to building Keyword/Hashtag Discoverability metrics with IG leads. • Extension of Age-Gating from U16 to U18 expected to reduce UWVP by up to 12bps. We're also seeing positive signs from age gating PV content. • We are moving forward with unshipping Live Now. This is IG Live's only unconnected surface that shows viewers a set of broadcasts from Meta Verified users once the broadcaster they are currently watching ends their stream. Recently, we noticed Live Now broadcasts were showing sexually suggestive content. After review with Friend Sharing leads, we have agreed to unship and the post-live screen will now only include Upcoming Events & 'Recently Live'.

Last Update: **3/19** Owner: **Rishi** [redacted]

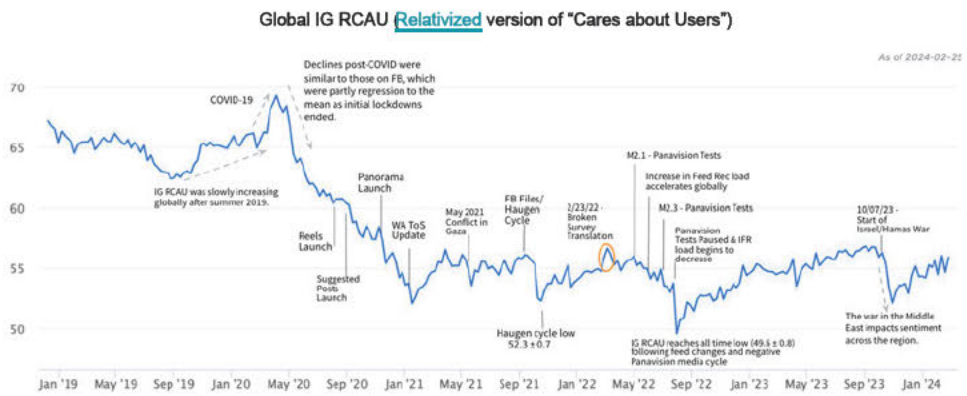
Action Item Summary @Nelson [redacted]

Priority Area	Follow-up	Date	Owner
Growth	Land gen pop acquisition investigations	Next two weeks	Jessica
Growth	Drivers of overperformance vs forecast	End of Q1	Jessica
Engagement	Should we treat more holidays like weekends in the forecast?	End of Q1	Joe
Engagement	Evaluate longitudinal tracking for the timing of product contributions to layer over forecast	End of Q1	Joe
Production	Add +/- to forecast of key measures like original production	Next monthly	Adam
Production	Add in when year over year original sharing decline started	Next monthly	Adam
Reels	Follow up on India headwinds for Reels production understand if softness also on consumption side being hidden by overall strong Reels consumption trend	Next two weeks	Jack / Michael
Threads	Ensure IGB & Finance folks are well aligned to how we will be running right up against regression bucket strategically	Next two weeks	Justin

Last Update: **2/23** Owner: **Nelson** [redacted]

3. Cross-IG Initiatives & Addenda

3.1 Sentiment

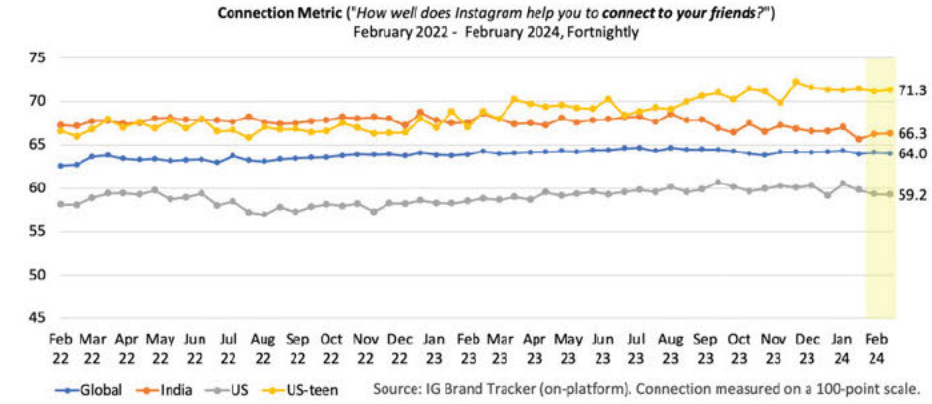


Global:

Δ1m	Δ2m	Δ3m	ΔEnd_H2_2023	Δy/y
+0.23 ± 0.71	+0.72 ± 0.71	+1.83 ± 0.72	+0.72 ± 0.71	+0.62 ± 0.64

Key points:

- **Global IG RCAU** has been slightly volatile over the last month, but its long-term recovery has been strong and is currently trending near its pre-war level.



Connection Metric Trends:

Global:

Δ1m	Δ2m	Δ3m	ΔEnd_H2_2023	Δy/y
-0.09 ± 0.26	-0.11 ± 0.26	-0.12 ± 0.27	-0.11 ± 0.26	-0.01 ± 0.24

India:

Δ1m	Δ2m	Δ3m	ΔEnd_H2_2023	Δy/y
-0.04 ± 0.85	-0.27 ± 0.85	-0.75 ± 0.86	-0.27 ± 0.85	-1.8 ± 0.77

US:

Δ1m	Δ2m	Δ3m	ΔEnd_H2_2023	Δy/y
-0.87 ± 0.73	-0.47 ± 0.73	-0.88 ± 0.73	-0.47 ± 0.73	+0.6 ± 0.72

US teens:

Δ1m	Δ2m	Δ3m	ΔEnd_H2_2023	Δy/y
-0.13 ± 1.44	-0.25 ± 1.45	+0.2 ± 1.44	-0.25 ± 1.45	+3.32 ± 1.47

Key points:

- **US Connection** is slightly down over the past month, but is within its normal range for the past year
- **Globally** and for **India**, and **US teens**, there continues to be no stat.sig. changes in **Connection** in the past month (Feb vs Jan)
- Connection is stat. significantly **higher** year over year globally for **US Teens** (Feb '24 vs Feb'23)

Pull chart snapshot from IG Sentiment Monthly Newsletter (originally from SWAMP) | Data ending: 2/25/23 Owner: Caroline [redacted]



Last Update: ***1/25***
Owner: ***Amer*** [redacted] ***/ Bryan*** [redacted] ***/***
Neelima [redacted] ***/ Ganesh*** [redacted]

Tracker