

May 6 at 4:53 PM · [redacted]

## Young Adults x FAST Research

The FAST UX Research parsed existing research on Young Adult motivations, pain points, and product opportunities to bring out the most salient learnings for FAST Products.

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;DR

- YAs are comfortable using a wide variety of apps, and are purposeful with each. FB's super-app approach can make our value prop less clear.
- YAs gravitate toward public figures and emerging creators, but those creators and fandoms are off-platform. PF and Creators lack a reason to be on FB.
- YAs are visual-first and want to see more culturally relevant, uplifting content on FB. YA also enjoy participation around culturally relevant topics / moments.
- YA crave intimate interest-based communities & expect to see targeted interest-based content on FB. FB also has brand permission around interest uses cases and verticals.

[Read on for more details.](#)

Thank you to all the amazing researchers across FB and IG for generating so many great insights. And a big [#thanks](#) to [redacted] for all your help pulling together this synthesis!

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GOOGLE DRIVE

**FAST Young Adults UXR Insights & Opportunities**

9

2 Comments 18 Shares

Like

Comment

Share

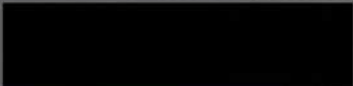


Thanks Bot

Way to spread gratitude [REDACTED] and

[REDACTED] can see your thanks at [fburl.com/thanks](https://fburl.com/thanks). 🍷 Ace!

Like · Reply · 4d



Like · Reply · 3d

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# FAST x Young Adults

Key YA insights + opportunities  
H2'21 planning, US-focus

May 2021

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## Goal of this deck

Inform H2'21 planning and success by surfacing key YA insights, and identify opportunities across feed and stories

# TL;DR

## Insights

**YAs are comfortable using a wide variety of apps**, and are purposeful with each. FB's super-app approach can make our value prop less clear.

**YAs gravitate toward public figures and emerging creators**, but those creators and fandoms are off-platform. PF and Creators lack a reason to be on FB.

**YAs are visual-first** and want to see more culturally relevant, uplifting content on FB. YA also enjoy participation around culturally relevant topics / moments.

**YA crave intimate interest-based communities** & expect to see targeted interest-based content on FB. FB also has brand permission around interest uses cases and verticals.

## Opportunities

**More clear value props:** Be intentional about designing clear value props and identities for our products. Give YAs a clear reason to be on each surface.

**Build creator-centric partnerships** to harness power of their content. Develop comprehensive content ecosystem, ensuring that consumption is customized at user level.

**Continue building engaging video creation experiences** (Reels, templates, effects) and explore opportunities for collaboration with culturally relevant topics.

**Invest in the interest space** by leveraging Contextual Profiles to integrate interested-based sharing across feed and stories, explore cross-posting from IG to drive interest content, and increase our understanding and granularity of interest content.

1. **Create** A Signature Feature/Exclusive content only for FB - Offer something different than other platforms - a creative tool or feature (e.g. a cool new filter or effect, better or more music choices, etc.)  
2. **Measure** The Reach - Help creators understand if they create and share Reels on FB, they will reach a new and broader audience (an audience they often cannot reach on other SFV platforms)

## Outline

- 1) Behavioral & market trends
- 2) Who are YA and What Motivates Them
- 3) YA Barriers to FB Usage
- 4) FAST YA Opportunities
  - a) F&F Sharing / Consumption
  - b) Public Figures & Creators
  - c) Interests

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# Behavioral & Market Trends

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# Behavioral & Market Trends

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# YA spend less time, produce less, and send fewer messages on FB compared to 30+ [1]

Age Bucket (US only)	Saturation (MAU)	Acquisitions (Daily)	Retention (MAU@90)	Visitation (DAU)	Sessions (Sessions/DAU)	Time Spent (TS/DAU)	Production (Production PR)	Messaging (Sends/DAU)
13-17	41% (9M)	17k YoY: -26%	45% YoY: -6%	5M	16.7 YoY: 5%	25.9 YoY: -16%	9.1% YoY: -2%	14.5 YoY: -16%
18-29	110% (59M)	73k YoY: 36%	37% YoY: -1%	42M	24.7 YoY: 2%	44.5 YoY: -5%	12.6% YoY: -1%	13.0 YoY: -1%
30+	78% (162M)	97k YoY: 17%	50% YoY: 0%	127M	18.5 YoY: 5%	58.2 YoY: 2%	12.6% YoY: -1%	7.9 YoY: 9%

All data shown as of early February (no COVID-19 lapping)

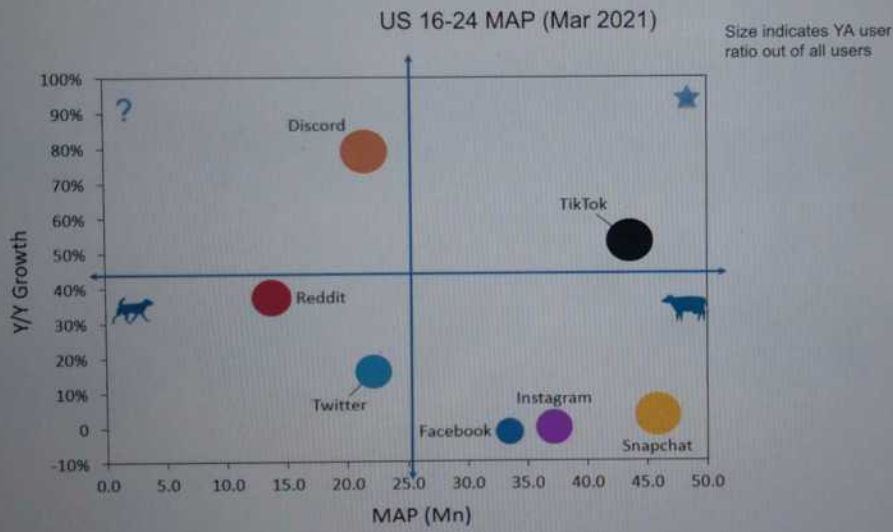
Green = Health, Orange = Concerning, Red = Problematic, Grey = Unclear

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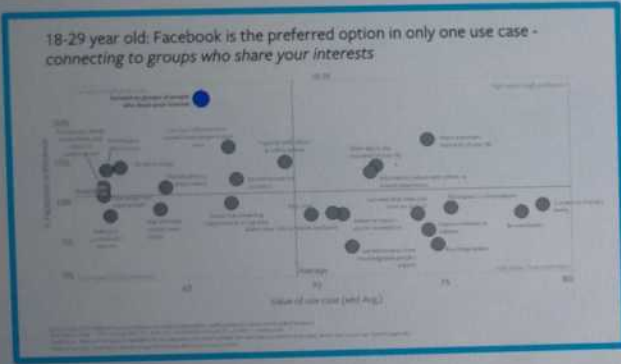
# Competition growth also inhibits YA's engagement on FB

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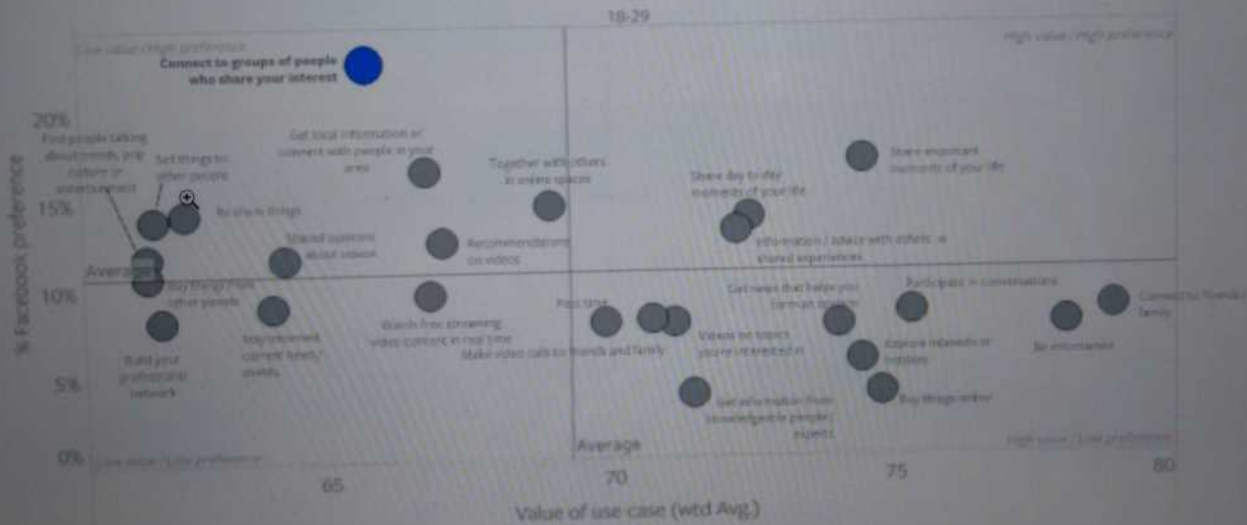
# YA prefer FB only for 3 of 13 sharing / community use cases



Use cases marked as **(important)** in the table means stated higher than average value to users  
 Blue text indicates Facebook Family of apps  
 Green for FB indicates stat significantly higher Preference % compared to any other option. Green for other options indicates stat significantly higher Preference % compared to FB (at 99% confidence interval) [See this link](#) for n sizes  
 Base: Adults 18-29 assigned use case (subset randomly assigned after qualifying based on past month stated behavior)  
 Preference: These are the apps or websites that you indicated you would consider the next time you want to use case. Which one is your top choice? (app list)

Area	Use Case	Top Preference	Next closest options (Preference)		
Sharing	Share day-to-day moments of your life with friends and family <b>(Important)</b>	SMS/iMessage 16%	Facebook 14%	Snapchat 13%	Instagram 12%
	Share important moments of your life with friends and family <b>(Important)</b>	Instagram 20%	Facebook 17%	SMS/iMessage 13%	WhatsApp 8%
	Participate in conversations with your friends, family, or network <b>(Important)</b>	SMS/iMessage 23%	Messenger 12%	Snapchat 9%	Facebook 8%
	Connect to friends and family <b>(Important)</b>	SMS/iMessage 22%	Messenger 15%	WhatsApp 10%	(6 <sup>th</sup> ) Facebook 8%
	Make video calls to friends and family from home <b>(Important)</b>	Zoom 17%	Messenger 17%	Snapchat 11%	(6 <sup>th</sup> ) Facebook 8%
	Explore your interests or hobbies <b>(Important)</b>	YouTube 34%	Google 18%	Instagram 11%	(5 <sup>th</sup> ) Facebook 6%
	Be together with others in online spaces	Facebook 14%	Snapchat 13%	Instagram 12%	YouTube 6%
	Share things you found online with others	Facebook 14%	SMS/iMessage 13%	Messenger 11%	YouTube 10%
Community	Get information or advice from others who have had similar experiences <b>(Important)</b>	YouTube 16%	Instagram 15%	Google 14%	Facebook 13%
	Get information from knowledgeable people or experts <b>(Important)</b>	Google 30%	YouTube 15%	Instagram 13%	(5 <sup>th</sup> ) Facebook 4%
	Connect to groups of people who share your interests	Facebook 23%	Instagram 13%	Twitter 11%	YouTube 10%
	Find people talking about trends, pop culture, or entertainment	YouTube 21%	Instagram 16%	Facebook 12%	TikTok 12%
	Build your professional network	LinkedIn 22%	Instagram 16%	Facebook 8%	Google 8%

# 18-29 year old: Facebook is the preferred option in only one use case - connecting to groups who share your interests



Notes: Adults 18-29 were surveyed on use cases and preferences assigned after analyzing based on past month stated behavior.  
 Wtd Avg. scoring: 100 = 100% preference, 75 = 75% preference, 50 = 50% preference, 25 = 25% preference, 0 = 0% preference.  
 Preference: How likely are you to use this feature? (1 = Not at all, 5 = Very likely)  
 Value of use case: How much value do you get from using this use case? (1 = Low, 5 = High)

[https://fb-my.sharepoint.com/p:/r/personal/loianab\\_fb\\_com/\\_layouts/15/guestaccess.aspx?e=lgkrU4&share=E5MmcEbxavRNjgdarRUBGK4BssCYxAvWimdmwJFKxyyMA](https://fb-my.sharepoint.com/p:/r/personal/loianab_fb_com/_layouts/15/guestaccess.aspx?e=lgkrU4&share=E5MmcEbxavRNjgdarRUBGK4BssCYxAvWimdmwJFKxyyMA)

# FB plays a bigger role among Millennials compared to GenZ

- Further exploration into exactly why is needed, but this may be driven by:
- the different moments in time they began using social media
  - where their peers are

**18-24yo** (GenZ)

**24-29yo** (Millennials)

Preferences align closer to teens than 24-29yo

FB plays a bigger role among this age range of YA

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**Who are YA and What  
Motivates Them**

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# YA's approach to life: "practical idealism"

guided by  
authenticity

deeply  
committed to  
personal values  
& ideals

sensible,  
realistic,  
practical,  
deliberate

morally  
anchored

# YA grew up with social media apps and are purposeful in how they use it

They rely on a constellation of social media apps to help them get what they need to navigate a typical day



[https://docs.google.com/presentation/d/15i-a92Z\\_wiYwzavcou56vyrbXakKatmgG6ciO3kaRl/edit#slide=id.g3a52cf2c0\\_1\\_4374](https://docs.google.com/presentation/d/15i-a92Z_wiYwzavcou56vyrbXakKatmgG6ciO3kaRl/edit#slide=id.g3a52cf2c0_1_4374)

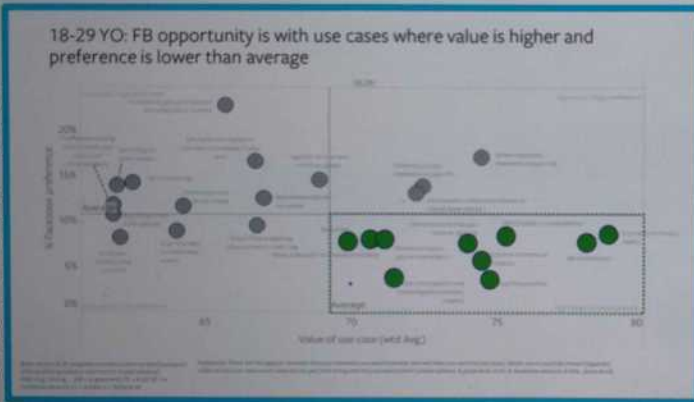


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# YA prefer FB only for 1 use case across video, commerce, news, and entertainment

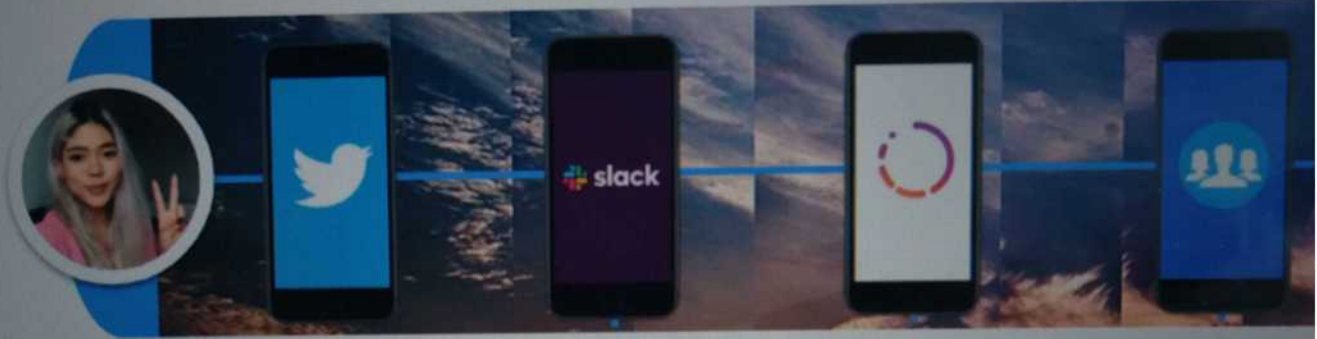


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 Preference: These are the apps or websites that you indicated you would consider the next time you want to [use case]. Which one is your top choice? [apps list]

Area	Use Case	Top Preference	Next closest options (Preference)		
Video	Stay up to date with videos about topics you're interested in <b>(important)</b>	YouTube 39%	Google 11%	Instagram 9%	Facebook 8%
	Share opinions about videos you watch	YouTube 32%	Facebook 12%	Instagram 11%	Snapchat 9%
	Recommend or receive recommendations on videos from people who share your interests	YouTube 22%	Instagram 19%	Facebook 12%	TikTok 8%
	Watch free live streaming video content being broadcast in real time	YouTube 22%	Netflix 10%	Facebook 9%	Instagram 9%
Commerce	Buy things online <b>(important)</b>	Amazon 57%	YouTube 6%	Walmart 5%	5 <sup>th</sup> Facebook 4%
	Sell things (e.g. not as a part of your job)	YouTube 15%	Instagram 14%	Facebook 14%	Ebay 9%
	Buy things from other people	Ebay 17%	Instagram 14%	Facebook 11%	Google 10%
News	Get news that helps you form an opinion <b>(important)</b>	YouTube 17%	National news 17%	Google 15%	5 <sup>th</sup> Facebook 8%
	Stay informed about current news and events	Google 22%	National news 19%	Facebook 9%	Instagram 8%
	Get local information or connect with people in your area	Facebook 16%	Google 14%	Snapchat 12%	Instagram 11%
Broad	Pass the time <b>(important)</b>	YouTube 36%	Instagram 15%	TikTok 11%	Facebook 8%
	Be entertained <b>(important)</b>	YouTube 35%	TikTok 24%	Instagram 11%	Facebook 8%



They rely on a constellation of social media apps to help them navigate a typical day



**8AM Catch up on useful pop culture & news:** **Twitter** provides Dhita with important cultural references and jokes to communicate with her friends.

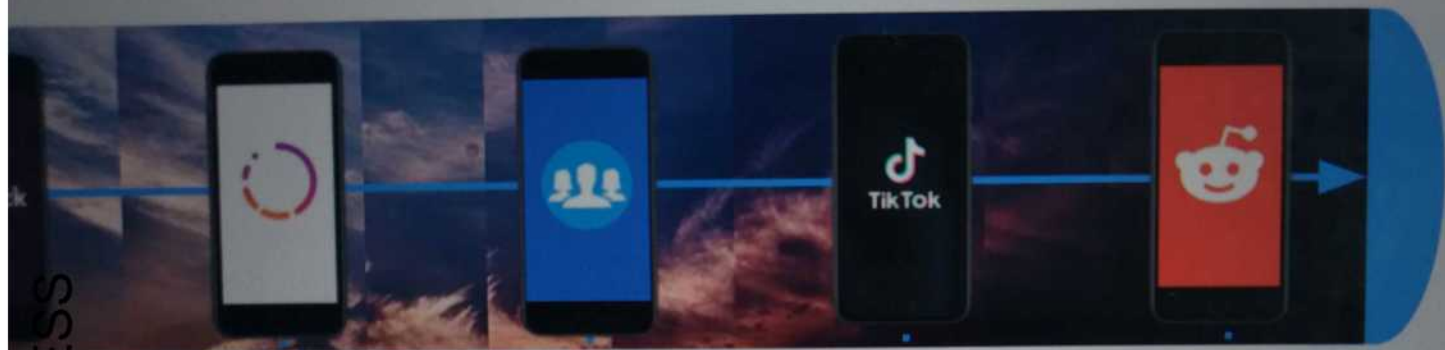
**11AM Get guidance on how to improve work performance:** Uses **Slack** to get advice from colleagues.

**5PM Time for social causes:** Uses **IG Stories** to learn about organizations to give to and volunteer at and places to protest.

**6PM Prioritizing health:** Dhita checks in on her Peloton **FB Group** to learn tricks and tips, and and to touch base with others as they work toward their goals

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**5PM Time for social causes:**

Uses **IG Stories** to learn about organizations to give to and volunteer at and places to protest.

**6PM Prioritizing health:**

Dhita checks in on her Peloton **FB Group** to learn tricks and tips, and to touch base with others as they work toward their goals.

**8PM Time for interests:**

Recently, she's started using **TikTok** to get interesting snippets about fashion and therapy quickly.

**9PM Planning ahead:**

A few times a week, Dhita will dedicate time to learning how to financially plan for the future on **Reddit**.

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# YA use single apps for specific, strategic purposes and find the most value from apps that help them learn and grow

## Get the Latest



to catch up on news and jokes

MAKES ME THINK OF someone always in the know



for more polished pop culture & personalities

MAKES ME THINK OF someone cool and well-dressed



to see what's viral

MAKES ME THINK OF a fun & creative person

## Connect with Others



to see what my friends are up to

MAKES ME THINK OF me and my friends



where friends can be light and free

MAKES ME THINK OF my uninhibited friend



to deep dive into interests

MAKES ME THINK OF a newly formed friend-group



to network

MAKES ME THINK OF more experienced professionals

## Learn & Grow



to deep dive into interests from trusted personalities

MAKES ME THINK OF a neverending resource



to learn from firsthand experiences

MAKES ME THINK OF the wisdom of the hive



learn directly from role models & peers

MAKES ME THINK OF a masterclass



# help them learn and gro

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# Learn and grow

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to stay on top of the pop culture and trends

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 to deep dive into interests from trusted personal sources

 to learn first-hand experiences

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# Grow

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# GenZ tend to use social media for exploration and entertainment while Millennials tend to use social media for career and personal growth

**18-24yo** (GenZ)

**24-29yo** (Millennials)

**How I express my identity on SM:**  
exploration

**How I express my identity on social:**  
achievement

**My intentions for SM use:** exploration & entertainment

**My intentions for SM use:** "adulting" (\$, professional)

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Source: <https://fb.workplace.com/photo?fbid=1399352943743121&set=pcb.779136716347600>



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# YA Barriers to FB Usage

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## YA spend less time on FB and produce / engage less on Feed but produce and consume more Stories

### Feed

- YA produce less feed content
- YA engage less on feed
- WYT scores are worse among YA

### Stories

- YA produce and consume more stories
- YA reshare more frequently
- YA send more messages too

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## Feed

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## Stories

- YA produce and consume more stories
- YA reshare more frequently
- YA send more messages too

## YA struggle to identify the primary value prop for FB

- YA don't find FB's "super app strategy" appealing
- Some users see FB app as a **family reunion** where they keep in touch with family members while others see it as a **rolodex** to stay updated with large friend graph
- Overall, there's no strong value prop for FB among YA

***"FB has a feature for literally everything, but yet it doesn't really feel like it is for anything. I honestly don't know what it's for anymore."***

- Alyea, 18

# Content, brand perception, and lack of clear value props are the top barriers for YA

- Irrelevant content, brand and perception, and unclear value prop have highest reach and negative impact among YA compared to 30+
- **Value prop and brand perception are even bigger challenges among 18-23 yo**

Category	Challenge	Priority Scores*
Irrelevant content	Fake or misleading content	1.02
	Too many ads	1.01
	Too much negative content	0.90
	Content is boring	0.89
	Rarely discover content I am interested in	0.78
	Irrelevant content on News Feed	0.76
Brand & perception	I'm concerned about data privacy on FB	0.93
	Time on FB is unproductive	0.90
	Negative impact on wellbeing***	0.89
	FB is less relevant to me	0.88
	Disagree w/ FB's stance on social issues	0.77
Unclear value prop	Not as entertaining as other platforms	0.88
	Connect w/ people more on other platforms than on FB	0.84
	Use other apps for the things I can do on FB	0.83
Sharing + connection challenges	Type of posts on Facebook are not engaging	0.84
	Not inspired to create content	0.84
Usability	FB drains my battery	0.81
	FB is cluttered	0.77
	FB feels outdated	0.77
Large irrelevant graph	Close friends not active	0.79

\* Priority Score = 0.50\*Reach + 0.50\*Severity + 0.30\*Specificity

# Brand perception, and lack of clear value are the top barriers for YA

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# FB App's large, irrelevant network is a driver of core challenges on FB including why YA don't create

On other platforms I can really express myself and my opinions but, **on Facebook I have to really watch what I say** because I have other relatives on there as opposed to on my other platforms. If anything, Facebook is more of a judgmental place compared to Twitter or TikTok.

College graduate  
PA

I posted something on my story where I was being funny and [my parents] commented "think about how this looks to employers" and I'm like **I don't want you guys to comment on this**, I'm sorry.

Intern  
East Lansing, MI

I still use my Facebook. It's family oriented. **I post mostly my girls on there** just so when I go back on my memories I can see my girls again. I think that's the main reason why I keep using Facebook.

Currently unemployed  
Queens, NY



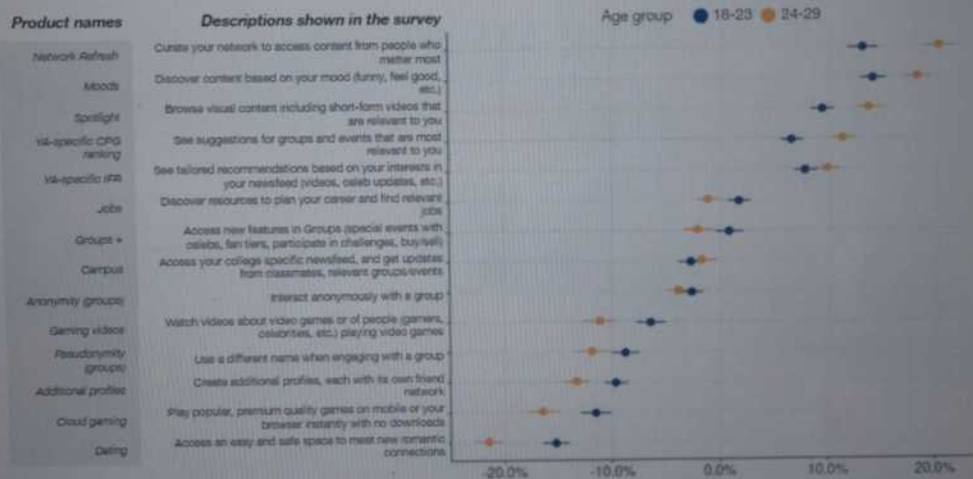
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# **Friends & Family Sharing / Consumption Opportunities**

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# The top-performing concept with YA was “network refresh” emphasizing the importance of privacy controls

All Young Adults (18-29) | Products ranked from most to least important



Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"  
 N (survey completions) = ~300 (18-23) | ~300 (24-29) & 510 (24-29, industry representation)  
 for sample size is 300 per out for a statistically robust mixed study.

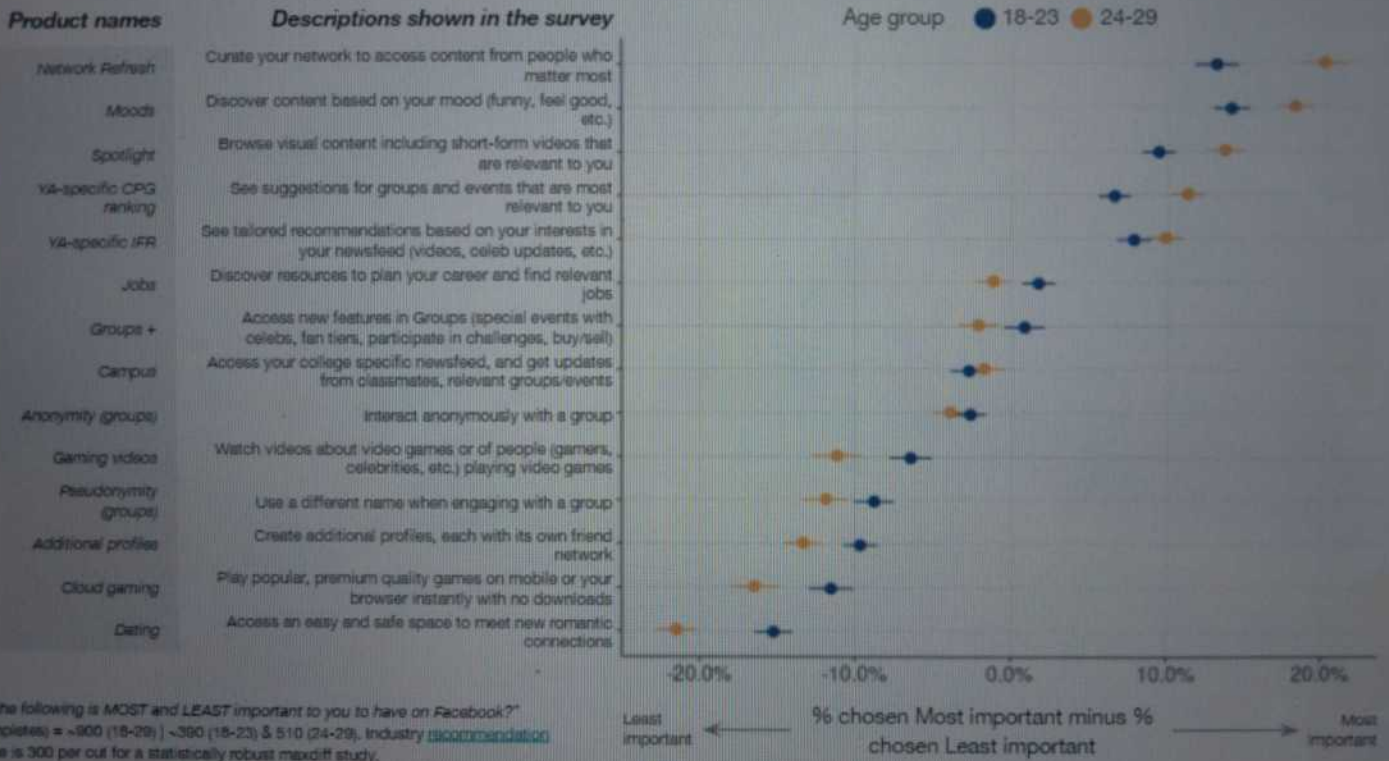
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Source 1: [https://docs.google.com/presentation/d/1jmu7pxZeuQ9a96hHm8pwabU8BCj0D7oY8dwbfez4c/edit#slide=id.g317d64825\\_0\\_52](https://docs.google.com/presentation/d/1jmu7pxZeuQ9a96hHm8pwabU8BCj0D7oY8dwbfez4c/edit#slide=id.g317d64825_0_52)

# Network refresh" emphasizing the importance of privacy controls

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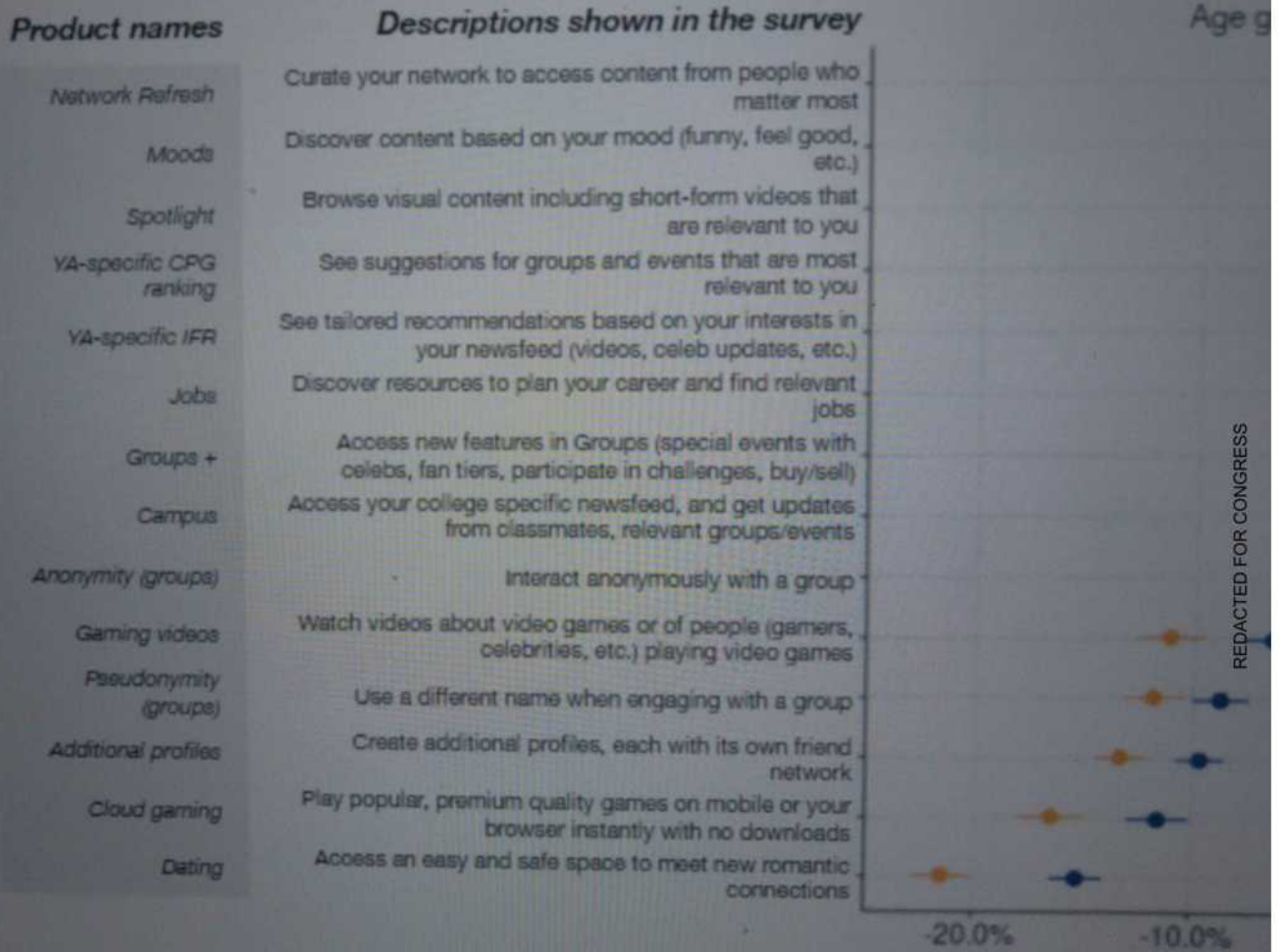
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Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"  
 N: (Totaly completes) = ~900 (18-29) | ~390 (18-23) & 510 (24-29). Industry recommendation  
 Sample size is 300 per cut for a statistically robust maxdiff study.

# Privacy Controls

## All Young Adults (18-29) | Products ranked from most to least important



Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"

N is survey completed...

Least 9% chosen

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REDACTED FOR CONGRESS

## YA want uplifting and motivating content, yet see FB content as negative, fake, and boring

- YA want to be uplifted and motivated by the content they see—it's a frequent and important job for them [1]
- However, they see content on FB as negative, fake, and misleading
- **Opportunities:**
  - Fine-tune ranking to include more emotionally uplifting and delightful content
  - Lean further into delightfulness on stories

Source 1: [https://fb-my.sharepoint.com/:p:/p/ykhabai/EdyjQINF-OVLo72K7a5VWQc8LNAP7Xr56Ct\\_dT4I8iRBQ?e=BTYMxN](https://fb-my.sharepoint.com/:p:/p/ykhabai/EdyjQINF-OVLo72K7a5VWQc8LNAP7Xr56Ct_dT4I8iRBQ?e=BTYMxN)

Source 2: [https://fb-my.sharepoint.com/:p:/p/ykhabai/EdyjQINF-OVLo72K7a5VWQc8LNAP7Xr56Ct\\_dT4I8iRBQ?e=BTYMxN](https://fb-my.sharepoint.com/:p:/p/ykhabai/EdyjQINF-OVLo72K7a5VWQc8LNAP7Xr56Ct_dT4I8iRBQ?e=BTYMxN)

# FB App's large, irrelevant network is a driver of core challenges on FB including why YA don't create

REDACTED FOR CONGRESS

On other platforms I can really express myself and my opinions but, **on Facebook I have to really watch what I say** because I have other relatives on there as opposed to on my other platforms. If anything, Facebook is more of a judgmental place compared to Twitter or TikTok.

College graduate  
PA

I posted something on my story where I was being funny and [my parents] commented 'think about how this looks to employers' and I'm like **I don't want you guys to comment on this**, I'm sorry.

Intern  
East Lansing, MI

I still use my Facebook. It's family oriented. **I post mostly my girls on there** just so when I go back on my memories I can see my girls again. I think that's the main reason why I keep using Facebook.

Currently unemployed  
Queens, NY

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

# **Friends & Family Sharing / Consumption Opportunities**

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# Re-live memories, share important moments, and share everyday moments are 3 opportunity jobs for FAST

Use Case	Support
Re-live / remember memories	FB is dominant app for 24-29 while IG, Snap, and SMS are more common for 18-23
Share important moments	FB is the dominant app for this use case for all age groups, including Young Adults
Share everyday moments	FB is the dominant app for this use case for all age groups, including Young Adults

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Source: [https://p-my.sharepoint.com/:p/ykhabaj/EdyQINF-QVLo72K7a5VWQc8LNAP7Xr56Clt\\_dT4iBiRBQ?e=BTYMXN](https://p-my.sharepoint.com/:p/ykhabaj/EdyQINF-QVLo72K7a5VWQc8LNAP7Xr56Clt_dT4iBiRBQ?e=BTYMXN)  
Source: [https://docs.google.com/presentation/d/1FBrvmTEBCRXlo7Vwtupbjx7eIEZTKSwwmRD3IQMBZY/edit#slide=id.g0ad03c273\\_0\\_157](https://docs.google.com/presentation/d/1FBrvmTEBCRXlo7Vwtupbjx7eIEZTKSwwmRD3IQMBZY/edit#slide=id.g0ad03c273_0_157)



## YA care about privacy / control when using social media

- YA want to connect with smaller, more intimate communities and want to control who sees their content
  - “Controlling who sees their content” is a frequent and somewhat important job
- However, “engaging in anonymous discussions” is an infrequent and less important job for YA
- **Opportunity:**
  - Build privacy controls into our conversation experiences or bring YA to smaller, private channels of communication

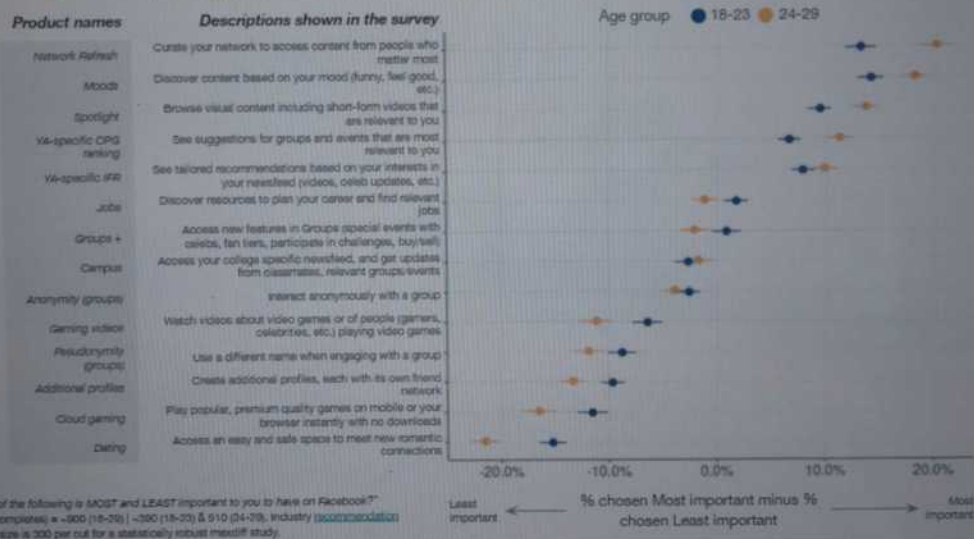
1: [https://fb-my.sharepoint.com/:p/p/ykhabai/EdyiQINF-OVLo72K7aSVWQcBLNAP7Xc56CtL\\_dT4IBIRBQ?e=BTYMxN](https://fb-my.sharepoint.com/:p/p/ykhabai/EdyiQINF-OVLo72K7aSVWQcBLNAP7Xc56CtL_dT4IBIRBQ?e=BTYMxN)

2: <https://fb-workplace.com/groups/701039923844459/permalink/825672814714502/>

3: <https://storage.googleapis.com/zebra-public-uploads/reports/Zebra%20IQ%202020%20Gen%20Trends%20Report.pdf>

# The top-performing concept with YA was “network refresh” emphasizing the importance of privacy controls

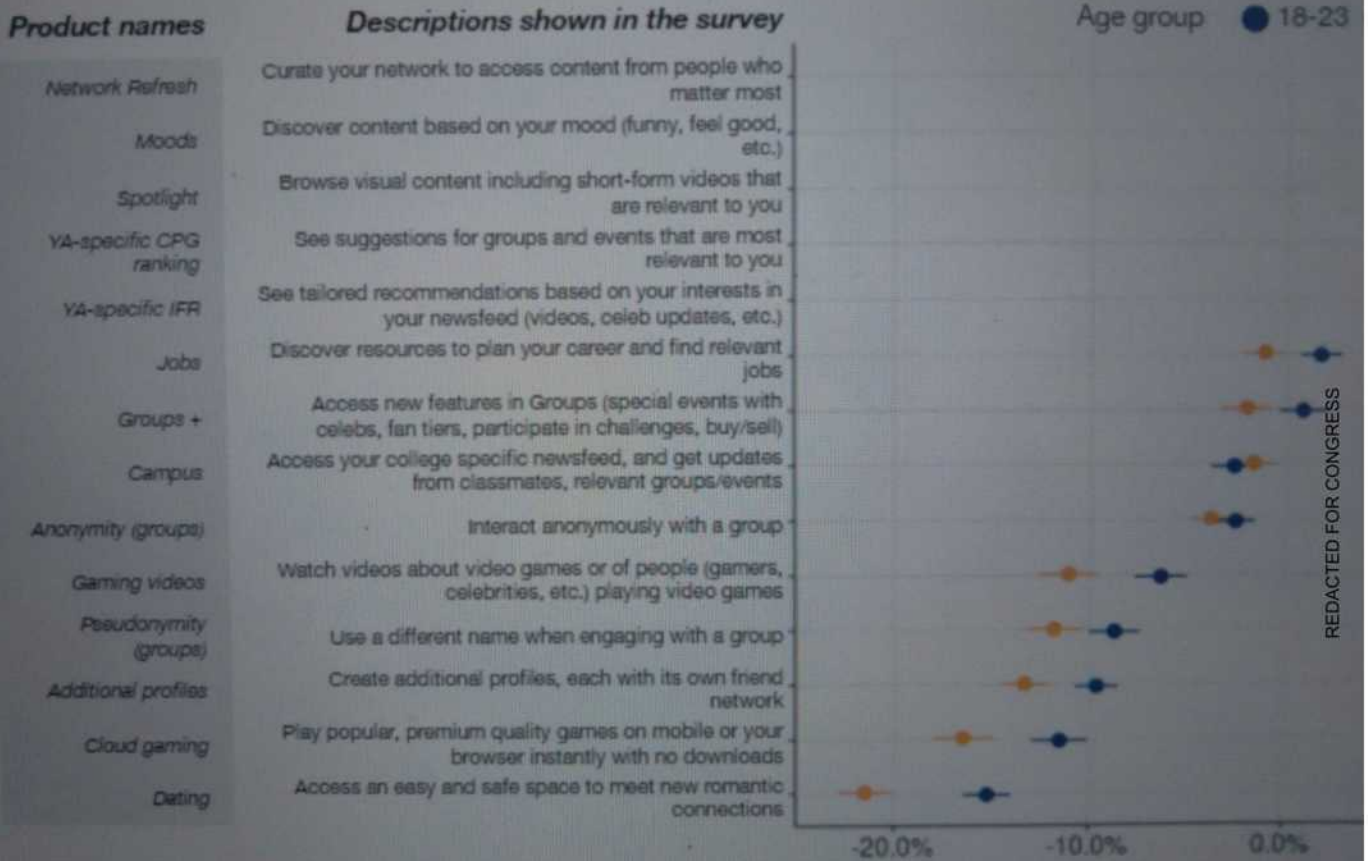
All Young Adults (18-29) | Products ranked from most to least important



Source 1: [https://docs.google.com/presentation/d/1gmu2bx2euQ9q96hHrn8pwqbiUBBC10D7oY8dwbfxz4c/edit#slide=id.gc317d64825\\_0\\_52](https://docs.google.com/presentation/d/1gmu2bx2euQ9q96hHrn8pwqbiUBBC10D7oY8dwbfxz4c/edit#slide=id.gc317d64825_0_52)

# Privacy controls

All Young Adults (18-29) | Products ranked from most to least important



REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"  
 N (survey completes) = ~800 (18-29) | ~390 (18-23) & 510 (24-29). Industry recommendation for sample size is 300 per cut for a statistically robust maxdiff study.

Least important ← % chosen Most important / % chosen Least important

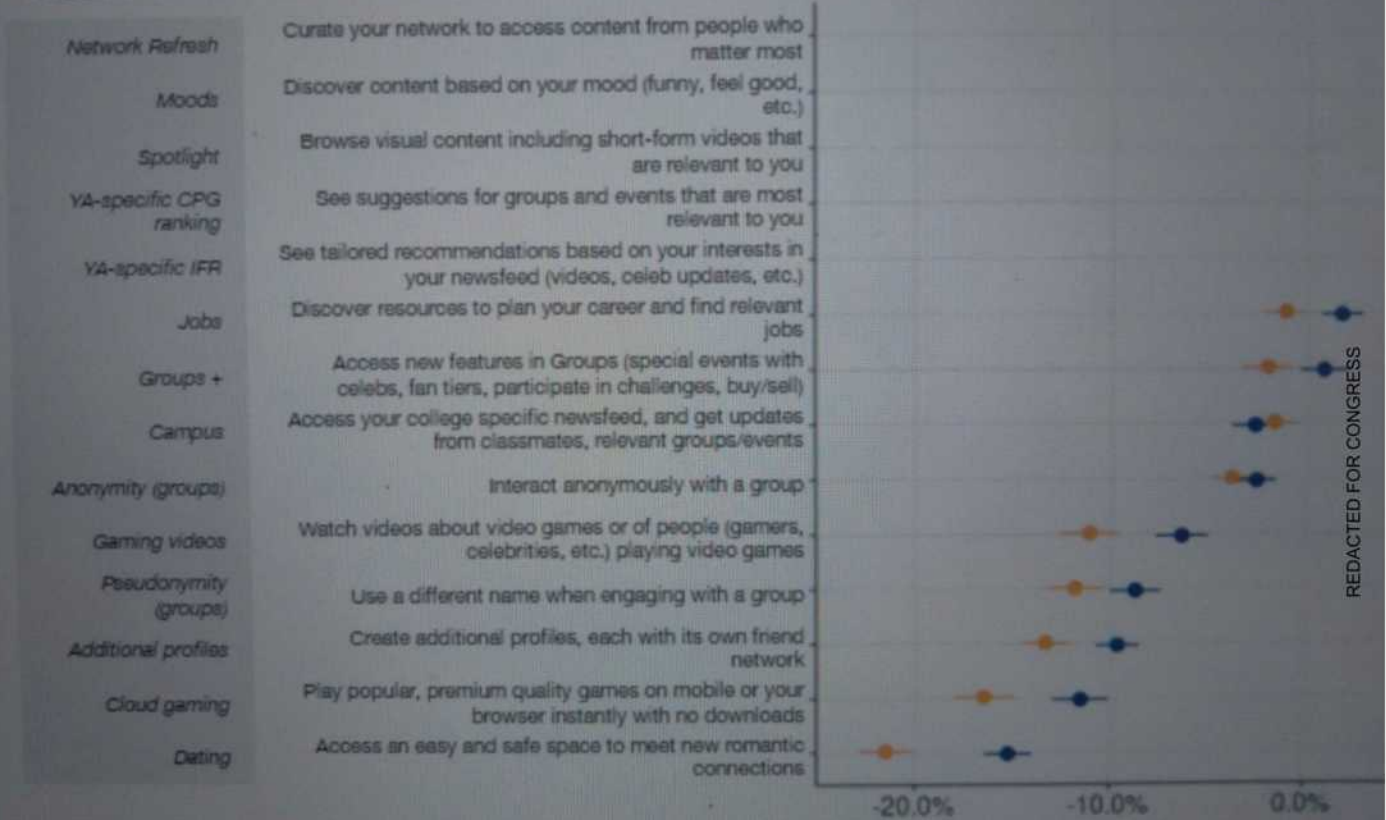
# Privacy controls

All Young Adults (18-29) | Products ranked from most to least important

## Product names

## Descriptions shown in the survey

Age group ● 18-23



REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"  
 N (survey completes) = ~800 (18-29) | ~390 (18-23) & 510 (24-29). Industry recommendation for sample size is 300 per cut for a statistically robust maxdiff study.

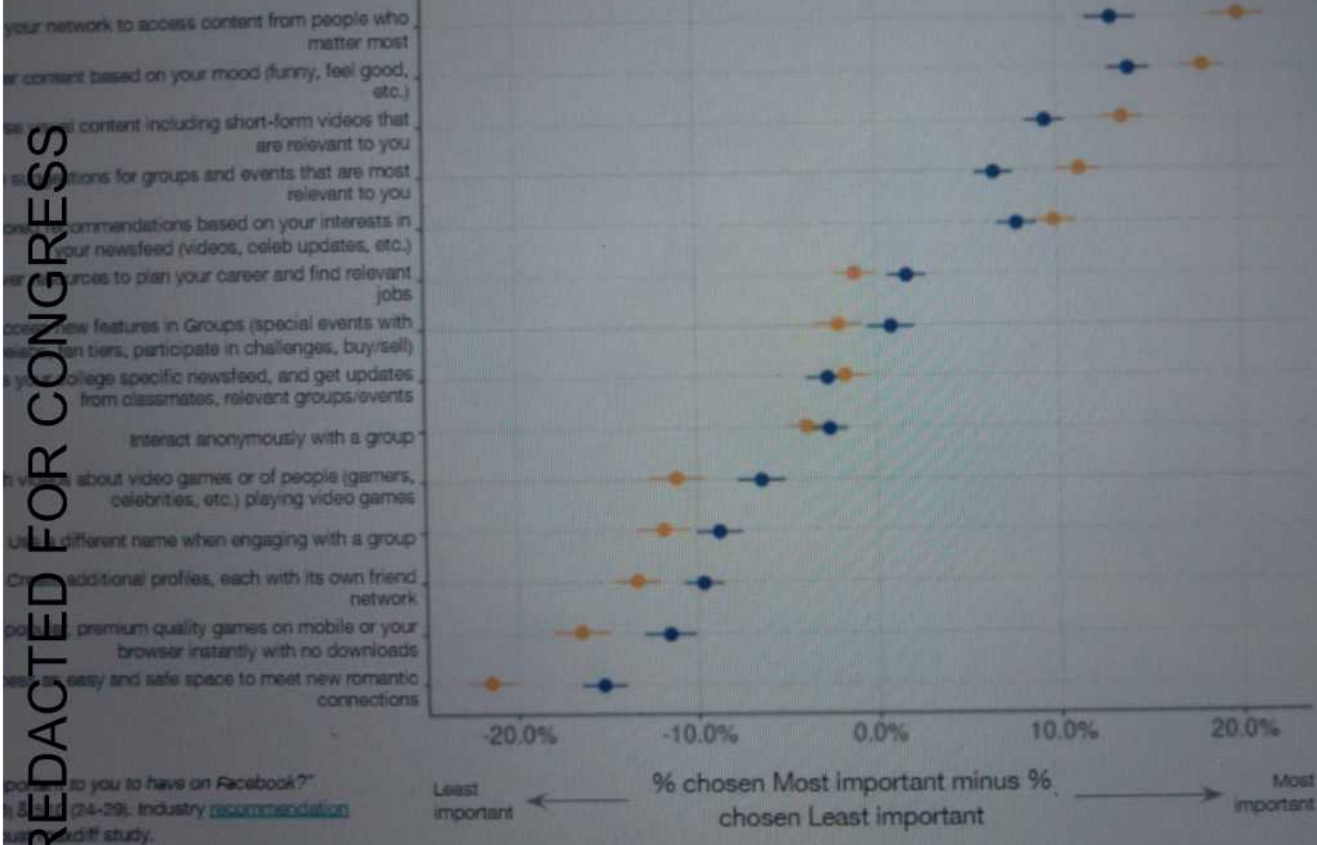
Least important ← % chosen Most important  
 chosen Least important

# Tools

## 29) | Products ranked from most to least important

Descriptions shown in the survey

Age group ● 18-23 ● 24-29



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REDACTED FOR CONGRESS

## YA want uplifting and motivating content, yet see FB content as negative, fake, and boring

- YA want to be uplifted and motivated by the content they see—it's a frequent and important job for them [1]
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Source 1: [https://fb-my.sharepoint.com/p/p/ykhabai/EdviQINF-OVLo72K7aSVWQcBLNAP7Xr56CIt\\_dT4IBIRBQ?e=BTYmXN](https://fb-my.sharepoint.com/p/p/ykhabai/EdviQINF-OVLo72K7aSVWQcBLNAP7Xr56CIt_dT4IBIRBQ?e=BTYmXN)

Source 2: [https://fb-my.sharepoint.com/p/p/ykhabai/EdviQINF-OVLo72K7aSVWQcBLNAP7Xr56CIt\\_dT4IBIRBQ?e=BTYmXN](https://fb-my.sharepoint.com/p/p/ykhabai/EdviQINF-OVLo72K7aSVWQcBLNAP7Xr56CIt_dT4IBIRBQ?e=BTYmXN)

## YA find single-themed groups (STG) on FB provide a constant stream of uplifting content

- STG allow for one content-format to be shared in the group
- YA are the biggest group of STG members
- YA engage with STG to feel better
- STG focus on one topic provides a constant flow of engagement and reduces the bar to sharing

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

1: <https://fb.workplace.com/notes/187540079776126>

2: <https://fb.workplace.com/notes/187540079776126>

## **Prioritize content that aligns with opportunity JTBD: career, mental health, interests, and causes**

- Feeling motivated and optimistic
- Discovering wellbeing tips
- Accessing career-building resources
- Accessing financial planning resources
- Discovering activities, experiences and communities centered around interests
- Getting vetted information and engage in meaningful causes



## Summary of Friends & Family Sharing / Consumption Opportunities

Young Adults are open to sharing important moments and re-living them on Facebook, but are blocked in their willingness to share and converse in more public spaces.

- Explore investments that encourage sharing / reliving important life moment, such as through Archive/Memories
- Develop mechanisms to control commenting / conversations or pivoting conversations to more private channels (e.g., stronger integration with messaging apps)

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# Public Content Sharing & Consumption Opportunities

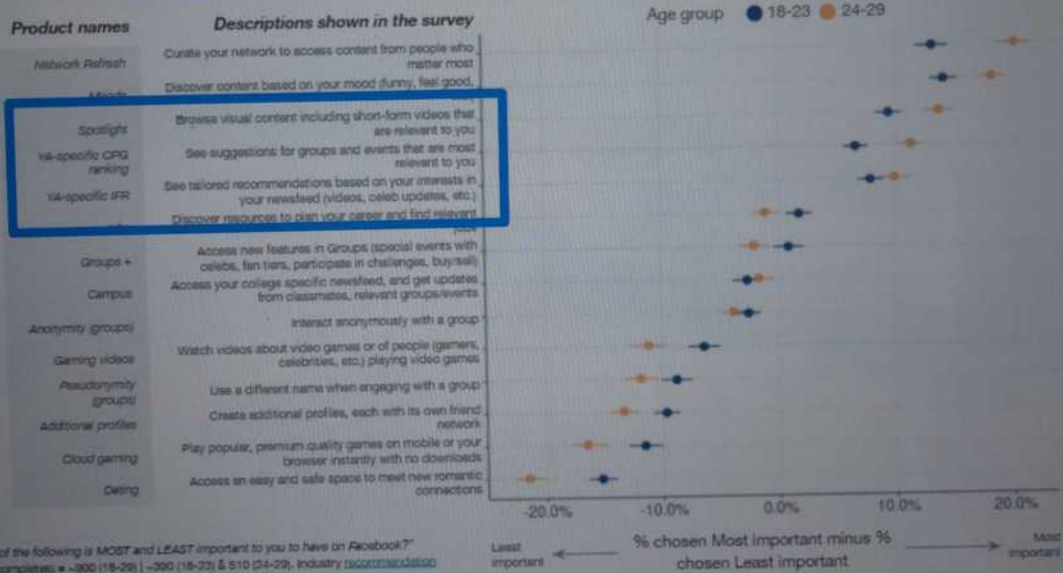
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*YA are predominant consumers of culturally relevant content that's meme-able and authentic, and SFV are a good format for this type of content [1,2]*

*How might we drive culturally relevant content on FB?*

# YA want more culturally relevant content on FB

All Young Adults (18-29) | Products ranked from most to least important



Q: "Which of the following is MOST and LEAST important to you to have on Facebook?"  
 N (survey completions) = 930 (18-29) | 390 (18-23) & 540 (24-29). Industry accommodation for sample size is 300 per cut for a statistically robust maxdiff study.

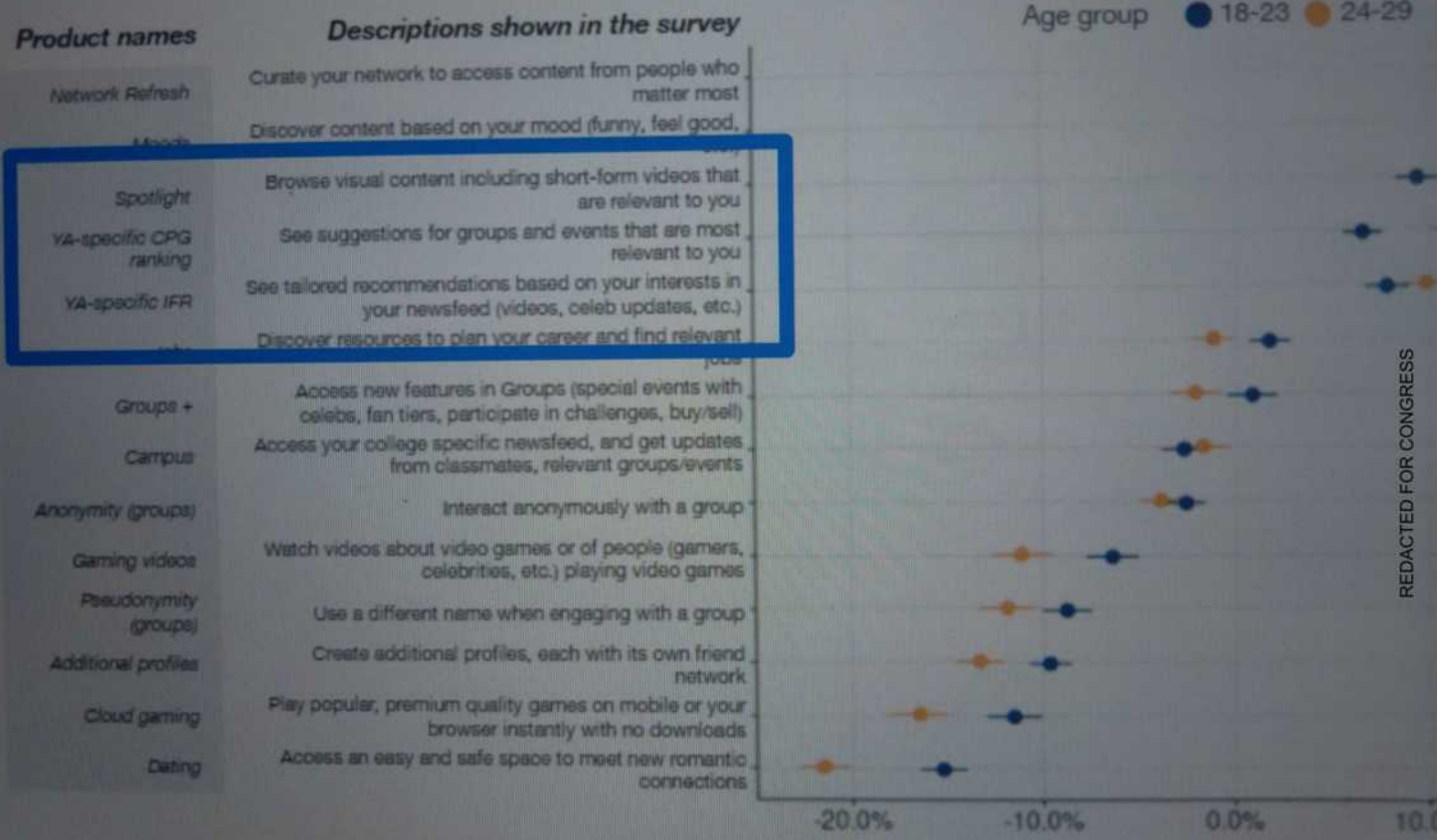
Source: [https://docs.google.com/presentation/d/1gmu2pxZeuC9q95hHrn8pwqbiUBRCj0D7oY8dwbfz4c/edit#slide=id.g317d64825\\_0\\_52](https://docs.google.com/presentation/d/1gmu2pxZeuC9q95hHrn8pwqbiUBRCj0D7oY8dwbfz4c/edit#slide=id.g317d64825_0_52)

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

# want more culturally relevant con

## All Young Adults (18-29) | Products ranked from most to least important



REDACTED FOR CONGRESS

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Which of the following is MOST and LEAST important to you to have on Facebook?  
 N (survey completes) = ~900 (18-29) | ~390 (18-23) & 510 (24-29). Industry recommendation for sample size is 300 per out for a statistically robust maxdiff study.

Least important ← % chosen Most important minus % chosen Least important

# To drive further participation in culturally relevant content, focus on intentional engagement, quality of interactions, and meaningful content

## Intentional Engagement

Support fluid interactions

Deliver positive and uplifting experiences

## Quality Interaction

Foster a culture of support and reciprocity

Enable connections with peers and mentors

## Meaningful Content





Content should be educational and purposeful

Authentic expressions should feel like the norm

# Cultural moments represent another opportunity to increase the cultural relevance of FB

## Cultural Moments Framework Overview

If we take a 'one-size-fits-all' approach for Cultural Moments activations, we likely aren't designing for or measuring the success of any of these moments well. A category-specific approach can help us optimize for what YA want to get out of these moments.

	 <b>Connected Celebrations</b>	 <b>Social Justice &amp; Activism</b>	 <b>Light-hearted Entertainment</b>	 <b>Emergencies/ Serious News</b>	 <b>Expanding Horizons</b>
<b>Job-to-be-done</b>	Get updates to stay in touch with people I care about	Find ways to participate / get involved in community	Find funny things to entertain me	Get updates about news / events	Get information about resources/opportunities for personal growth
<b>Examples</b>	Mother's Day, Christmas, Graduation	Black Lives Matter, MeToo, StopAsianHate	Bernie memes, sports events, the Oscars	Covid-19, gun violence	Earth Day, Asian Pacific Heritage Month
<b>Type of Moment</b>	Pre-Planned	Emerging	Mixture	Emerging	Pre-Planned
<b>Tone</b>	Joyful, celebratory	Empathetic, supportive, opinionated	Light, fun	Factual, informative	Inspiring, informative
<b>Ideal state</b>	Share and reminisce with close others, reconnect with distant others	Hear the voice of those affected, share resources	Engage with interested others, friends, and public figures	Get high-quality, trustworthy info	Learn from engaging content
<b>Measure of Success</b>	Posting, 1:1 sharing	Content consumption, Stories creation, fundraisers, protests	Content consumption, conversations, 1:1 sharing	Content consumption	Content consumption

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REDACTED FOR CONGRESS

Source: <https://fb.workplace.com/photo?fbid=806465999978449&set=pcb.4160694343982203>

# Opportunity to increase the cultural relevance

B

## Cultural Moments Framework Overview

If we take a 'one-size-fits-all' approach for Cultural Moments activations, we likely aren't designing for or measuring the success of any of these moments well. A category-specific approach can help us optimize for what YA want to get out of these moments.

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<b>Job-to-be-done</b>	Get updates to stay in touch with people I care about	Find ways to participate / get involved in community	Find funny things to entertain me	Get updates about news / events	Get information about resources/opportunities for personal growth
<b>Examples</b>	Mother's Day, Christmas, Graduation	Black Lives Matter, MeToo, StopAsianHate	Bernie memes, sports events, the Oscars	Covid-19, gun violence	Earth Day, Asian Pacific Heritage Month
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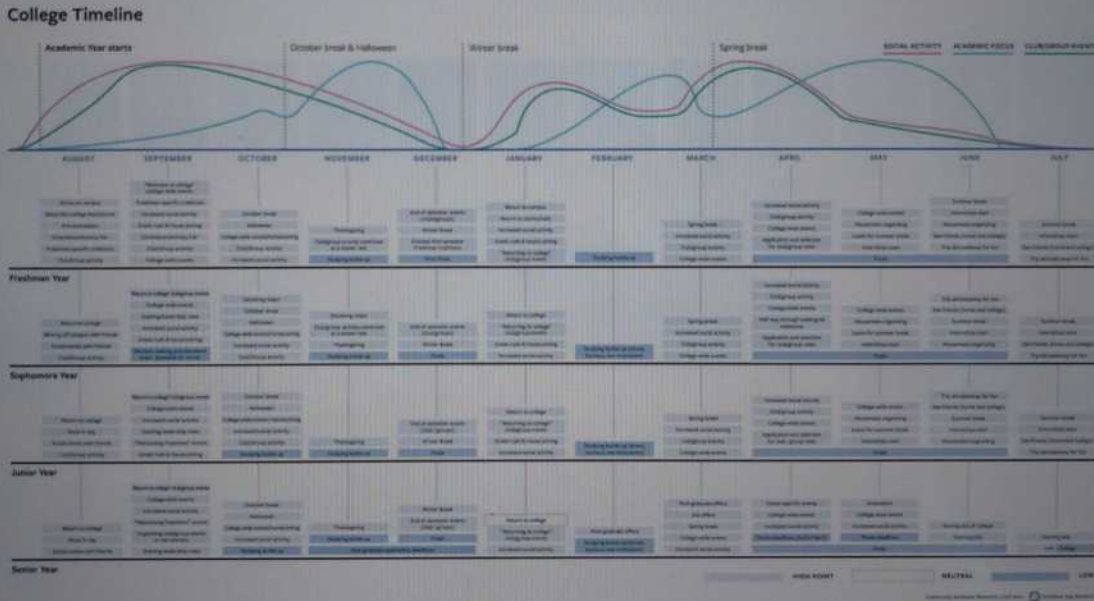
REDACTED FOR CONGRESS

<https://www.facebook.com/photo?fbid=806465999978449&set=pcb.4160694343982203>

MacBook Pro



# To target YA in college, focus on communal moments which occur more frequently at specific times each year



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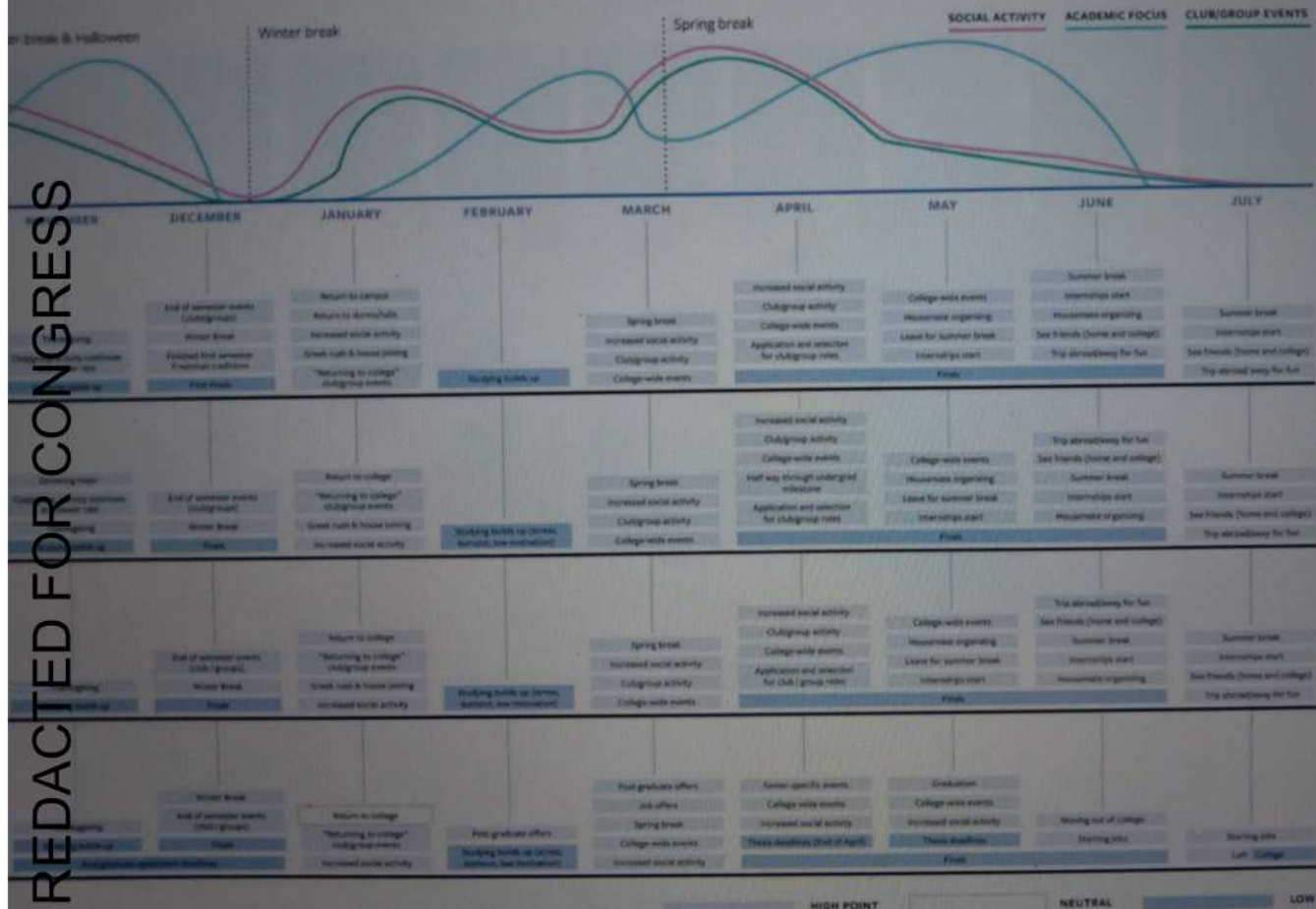
Source: <https://fb.workplace.com/photo?fbid=809448156595789&set=pcb.809449343262337>

# specific times each year

## College Timeline



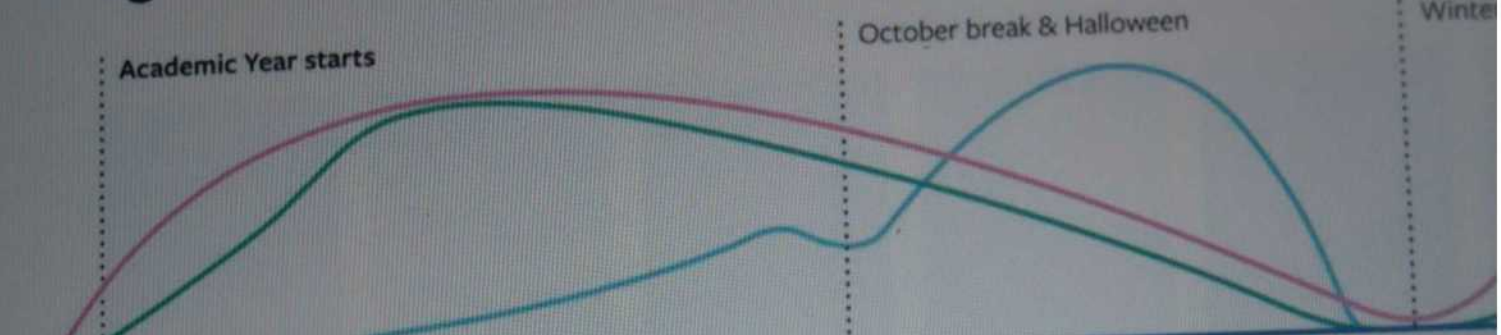
# each year



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REDACTED FOR CONGRESS

# College Timeline



AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

- Arrive on campus
- Move into college halls/dorms
- Pre-orientation
- Orientation/Activity Fair
- Freshman-specific traditions
- Club/Group activity

- "Welcome to college" college-wide events
- Freshman-specific traditions
- Increased social activity
- Greek rush & house joining
- Orientation/Activity Fair
- Club/Group activity
- College-wide events

- October break
- Halloween
- College-wide events/homecoming
- Club/Group activity
- Increased social activity

- Thanksgiving
- Club/group activity continues at a slower rate
- Studying builds up

- End of semester events (clubs/groups)
- Winter Break
- Finished first semester Freshman traditions
- First Finals

## Freshman Year

- Return to college
- Moving off campus with friends
- Social events with friends
- Club/Group activity

- "Return to college" club/group events
- College-wide events
- Starting leadership roles
- Increased social activity
- Greek rush & house joining
- Decision making process about major (stressful for some)

- Declaring major
- October break
- Halloween
- College-wide events/homecoming
- Increased social activity
- Club/Group activity

- Declaring major
- Club/group activity continues at a slower rate
- Thanksgiving
- Studying builds up

- End of semester events (club/groups)
- Winter Break
- Finals

## Sophomore Year

- Return to college
- Move in day
- Social events with friends
- Club/Group activity

- "Return to college" club/group events
- College-wide events
- Increased social activity
- Starting leadership roles
- "Welcoming Freshmen" events
- Greek rush & house joining

- October break
- Halloween
- College-wide events / homecoming
- Increased social activity
- Club/Group activity
- Studying builds up

- Thanksgiving
- Studying builds up

- End of semester events (club / groups)
- Winter Break
- Finals

## Junior Year

- Return to college
- Move in day
- Social events with friends

- "Return to college" club/group events
- College-wide events
- Increased social activity
- "Welcoming Freshmen" events
- Organizing club/group events or recruitment
- Starting leadership roles

- October break
- Halloween
- College-wide events/homecoming
- Increased social activity
- Studying builds up

- Thanksgiving
- Studying builds up
- Post-graduate application deadlines

- Winter Break
- End of semester events (club / groups)
- Finals

## Senior Year

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

Halloween

Winter break

Spring break

NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

<ul style="list-style-type: none"> <li>End of semester events (clubs/groups)</li> <li>Winter Break</li> <li>Finished first semester Freshman traditions</li> <li>First Finals</li> </ul>	<ul style="list-style-type: none"> <li>Return to campus</li> <li>Return to dorms/halls</li> <li>Increased social activity</li> <li>Greek rush &amp; house joining</li> <li>"Returning to college" club/group events</li> </ul>	<ul style="list-style-type: none"> <li>Studying builds up</li> </ul>	<ul style="list-style-type: none"> <li>Spring break</li> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> </ul>	<ul style="list-style-type: none"> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> <li>Application and selection for club/group roles</li> </ul>
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<ul style="list-style-type: none"> <li>End of semester events (club/groups)</li> <li>Winter Break</li> <li>Finals</li> </ul>	<ul style="list-style-type: none"> <li>Return to college</li> <li>"Returning to college" club/group events</li> <li>Greek rush &amp; house joining</li> <li>Increased social activity</li> </ul>	<ul style="list-style-type: none"> <li>Studying builds up (stress, burnout, low motivation)</li> </ul>	<ul style="list-style-type: none"> <li>Spring break</li> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> </ul>	<ul style="list-style-type: none"> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> <li>Half way through undergraduate milestone</li> <li>Application and selection for club/group roles</li> </ul>
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<ul style="list-style-type: none"> <li>End of semester events (club / groups)</li> <li>Winter Break</li> <li>Finals</li> </ul>	<ul style="list-style-type: none"> <li>Return to college</li> <li>"Returning to college" club/group events</li> <li>Greek rush &amp; house joining</li> <li>Increased social activity</li> </ul>	<ul style="list-style-type: none"> <li>Studying builds up (stress, burnout, low motivation)</li> </ul>	<ul style="list-style-type: none"> <li>Spring break</li> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> </ul>	<ul style="list-style-type: none"> <li>Increased social activity</li> <li>Club/group activity</li> <li>College-wide events</li> <li>Application and selection for club / group roles</li> </ul>
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<ul style="list-style-type: none"> <li>Winter Break</li> <li>End of semester events (club / groups)</li> <li>Finals</li> <li>Post-graduate application deadlines</li> </ul>	<ul style="list-style-type: none"> <li>Return to college</li> <li>"Returning to college" club/group events</li> <li>Increased social activity</li> </ul>	<ul style="list-style-type: none"> <li>Post-graduate offers</li> <li>Studying builds up (stress, burnout, low motivation)</li> </ul>	<ul style="list-style-type: none"> <li>Post-graduate offers</li> <li>Job offers</li> <li>Spring break</li> <li>College-wide events</li> <li>Increased social activity</li> </ul>	<ul style="list-style-type: none"> <li>Senior-specific events</li> <li>College-wide events</li> <li>Increased social activity</li> <li>Thesis deadlines (End of April)</li> </ul>
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HIGH POINT

SOCIAL ACTIVITY    ACADEMIC FOCUS    CLUB/GROUP EVENTS

Spring break



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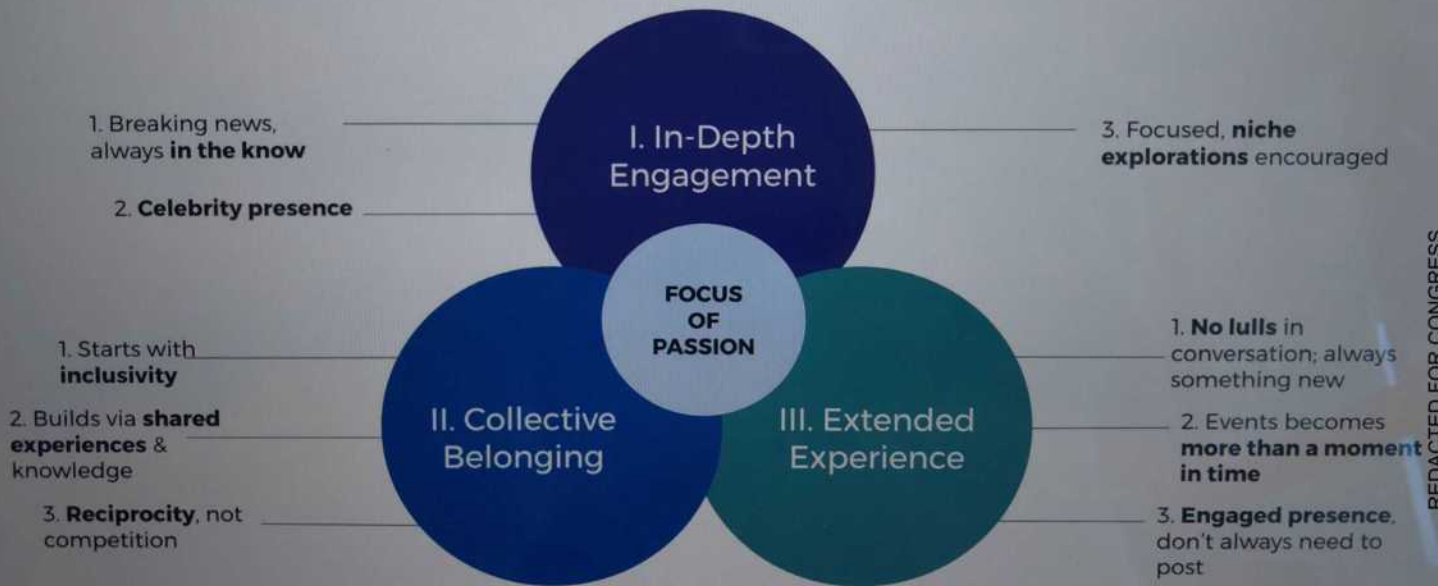
REDACTED FOR CONGRESS

HIGH POINT

NEUTRAL

LOW

# YA also use fan communities for similar benefits: in-depth engagement, collective belonging, and extended experience



## However, YA use fan communities out of habit, making it hard for FB since we aren't preferred app for this

- YA don't seek out new apps dedicated to fan communities but rather use fan community features in apps they typically visit
- YA dislike stale, disjointed, or exclusive fan communities
- On top of this, YA find FB cluttered and filled with irrelevant content making it harder to establish these fan communities

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS



## Instead, investing in non-traditional PF represents an opportunity for cultural relevance and fan communities

- YA respond to non-traditional celebrities - 60% of trending PFs have less than 10M fans and represent a higher diversity of content genres
- Additionally, top PF with largest YA fanbase are in Music, and FB only lags behind YouTube here in followership but not interactions where YA view and listen to music on YouTube
- Explore other PF in top JTBD and interest verticals, such as health/beauty, career/finances, causes, and self-care/motivational topics

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

Source: <https://fb.workplace.com/photo?fbid=651951432398597&set=pcb.2657939401095028>  
Source: <https://fb.workplace.com/photo.php?fbid=3425437368510928&set=a.342542893517843&type=3>  
Source: [https://fb-my.sharepoint.com/:p/?p/ykhabai/EdvIDINF-CVLo72K7aSVWQcBLNAP7Xr56Cit\\_dT4IBiR8Q?e=BTYMxN](https://fb-my.sharepoint.com/:p/?p/ykhabai/EdvIDINF-CVLo72K7aSVWQcBLNAP7Xr56Cit_dT4IBiR8Q?e=BTYMxN)

# But first, we need to incentivize Creators & Public Figures to use FB

## Opportunities

- Initiate partnerships with Creators and Public Figures to drive SFV usage (that align with priority interests for YA, see next section)
- Customize incentives to gain these partners influence
- Take a creator-centric approach to harness high quality content quickly
  - For example, identify emerging talents, help creators grow an audience, build out opportunities for collaboration and participation, and provide incentives and monetization options for creators

# Interest Opportunities

REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

# Users expect to see high quality and targeted interest-based content on FB

## Targeting content is...

- Show a user who has expressed an interest in animals, pets, cats, etc. the trending post about "Black Cat Appreciation Day".
- Show a user who has expressed an interest in sports or is based in Massachusetts the "Boston Bruins" trend.
- Show a user who has expressed interest in art or lives in California the trend about "California Lightning".



REDACTED FOR CONGRESS

REDACTED FOR CONGRESS

# YA are motivated by interests for a number of reasons that extend beyond entertainment



Users <30 also have more motivations, while users 30+ are mostly focused on relaxing, being entertained, curiosity, being healthy

Motivations for Having Specific Interests  
(% Very + Extremely Motivating Among Those with 1+ Interest)

		(a) 18-24	(b) 25-29	(c) 30+
Relaxing	69%	71%	75%	68%
Being entertained	67%	76% c	72% c	65%
Curiosity	63%	69% c	73% c	61%
Being healthy	60%	61%	60%	60%
Spending time with someone important to me	60%	58%	66% c	59%
Being more well-rounded	59%	63%	67% c	58%
Staying up to date	59%	61%	67% c	58%
Mastering a skill or activity related to this interest	55%	66% c	68% c	52%
Being a more informed citizen	53%	52%	56%	53%
Passing time	50%	62% c	58% c	47%
Furthering my professional development	40%	59% c	60% c	35%
Becoming a subject matter expert	39%	52% c	54% c	36%
Keeping up with my social circle	34%	46% c	42% c	31%

n/A indicates significance higher / lower than age group; 90% confidence | Z-test for difference of proportions  
Base: FB, n=5327 | 18-24 n=236 | 25-29 n=300 | 30+ n=991  
Q18: How much does each of the following reasons motivate your interest in L1?



# Interests are a top driver for college students joining online communities

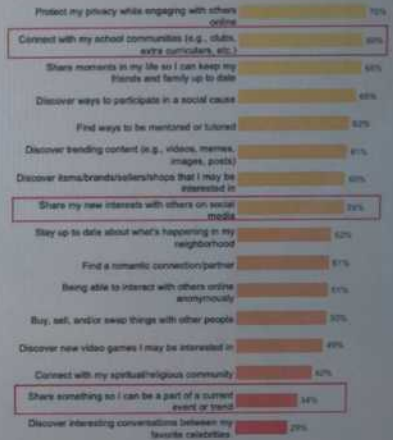
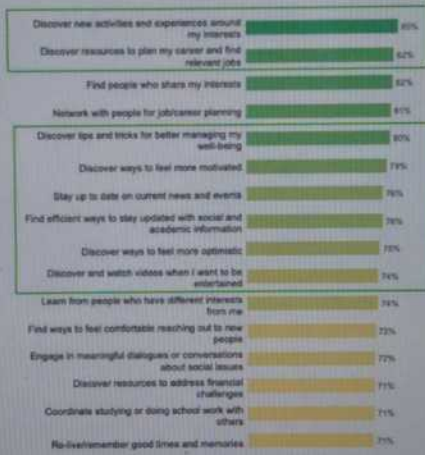
College Students Needs & Persona Sizing: Incubator Research - Part 1

## Consumption is king — students gravitate toward *finding* more than *creating* and *sharing* content.

Many of these 'discovery' and 'finding' JTBD are inward-looking, anchoring around staying up to date, professional development and self-improvement.

**Implications:** We learned in prior research that students feel vulnerable posting first in new platforms with little activity and with exposure to large audiences [1]. We shouldn't expect LGC to be a given, even when users find value in product services, because creation is not top of mind when students think of online communities. This presents a unique challenge for Campus. Recent research uncovered opportunity areas for YAs and FB, however, which may help mitigate this challenge [2].

"YAs are leaning into online communities that are smaller and grounded in a shared, well-defined interest, passion, or goal—and with steady stream of engagement/content. [...] A set of use cases emerging that drive the most dissonance/opportunity and present opportunity to FB App around **making close connections, finding inspiration, collaboration/networking, giving/getting help/advice, and engaging in a local community** drive intimacy/closeness and offer opportunity for FB App given these use cases are also high value, have solution gaps, and have high brand permission for FB" [2].

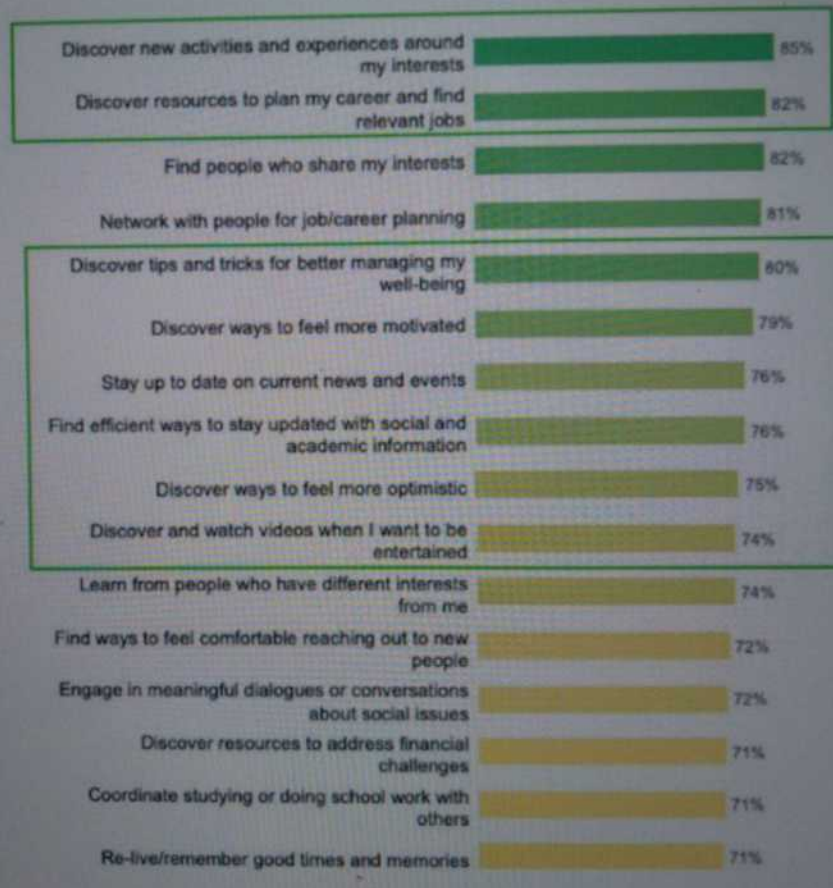


Source: McKinsey interview by 1,201 US college students. Question: Which of the following are most likely and least likely to motivate you to join an online community? JTBD were presented in a randomized order.  
 [1] Rebecca Van Roy (Oct 2020). Research Insights for Top Campus Review. [https://docs.google.com/presentation/d/1TQzNvvt045PH5ZQuJfHkd3E-Qf5GulEQvNP4uHj0kdsIw/edit#slide=id.g33d7b445e1\\_4\\_23](https://docs.google.com/presentation/d/1TQzNvvt045PH5ZQuJfHkd3E-Qf5GulEQvNP4uHj0kdsIw/edit#slide=id.g33d7b445e1_4_23)  
 [2] Yajnaat Khatri, Karina Marshall, Jessie Sheer, Caroline Brown, Sohan Rawan (Feb 2021). A deep dive on intimate interest-based communities. <https://workplace.com/photo?fbid=774540610086544&set=pcb.774542803419658>

# Discovery is king — students gravitate toward *finding* more than *creating* and these 'discovery' and 'finding' JTBD are inward-looking, anchoring around staying up to date, professional dev

We learned in prior research that students feel vulnerable in new platforms with little exposure to large networks. We shouldn't expect UGC when users find value in networks, because creation is more difficult when students think of multiple uses. This presents a challenge for Campus. Recent research identified opportunity areas for Facebook, however, which may help address this challenge [2].

Students gravitate toward online communities that are founded in a shared, well-defined passion, or goal—and with an emphasis on engagement/content. [...] A number of factors are emerging that drive the most successful and present opportunity areas for Facebook: **making close connections, finding inspiration, networking, giving/getting help, and engaging in a local community.** Facebook's intimacy/closeness and focus on engagement are reasons for FB App given these use cases. Facebook has high value, has solution gaps, and has the right timing and permission for FB" [2].

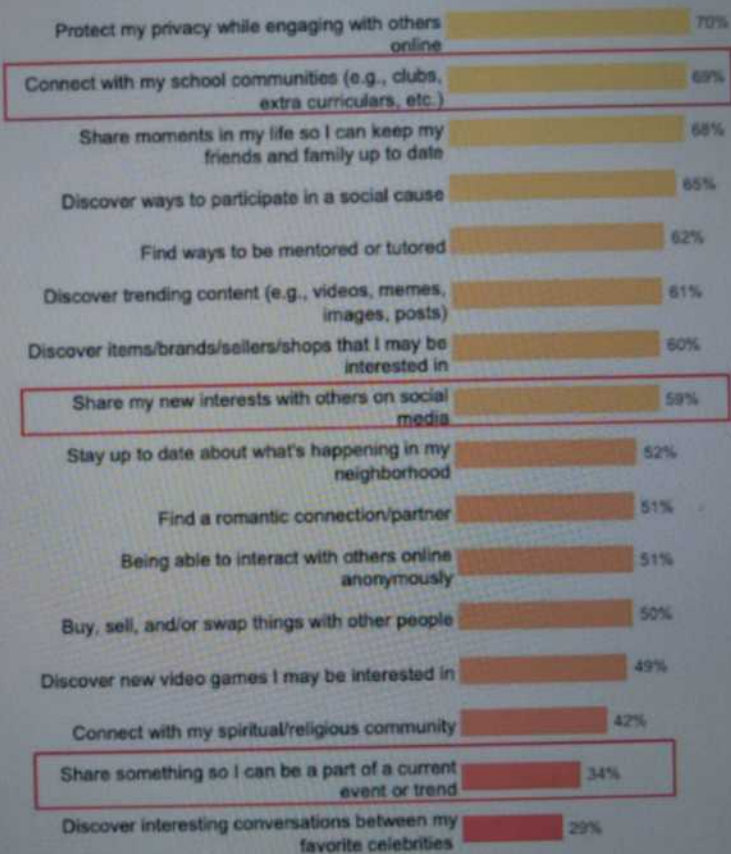


- Protect my privacy
- Connect with my school
- Share moments
- Discover ways to
- Find ways
- Discover trending c
- Discover items/brand
- Share my new i
- Stay up to date a
- Find a
- Being able
- Buy, sell, and or s
- Discover new video g
- Connect with my
- Share something s
- Discover interesting

Exercise by 1,201 US college students. Question: Which of the following are most likely and least likely to motivate you to join an online community? 32 JTBD were presented in a random order. (Oct. 2020). Research Insights for Tom Campus Review. <https://www.growth.com/insights/2020/10/20/research-insights-for-tom-campus-review>

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# Consumption is king — students gr

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Source: MaxDiff exercise by 1,201 US college students. Question: Which of the following are  
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[2] Yerjanat Khabai, Karina Marshall, Jessie Shen, Caroline Brown, Rohini Rewari (Feb 2021).

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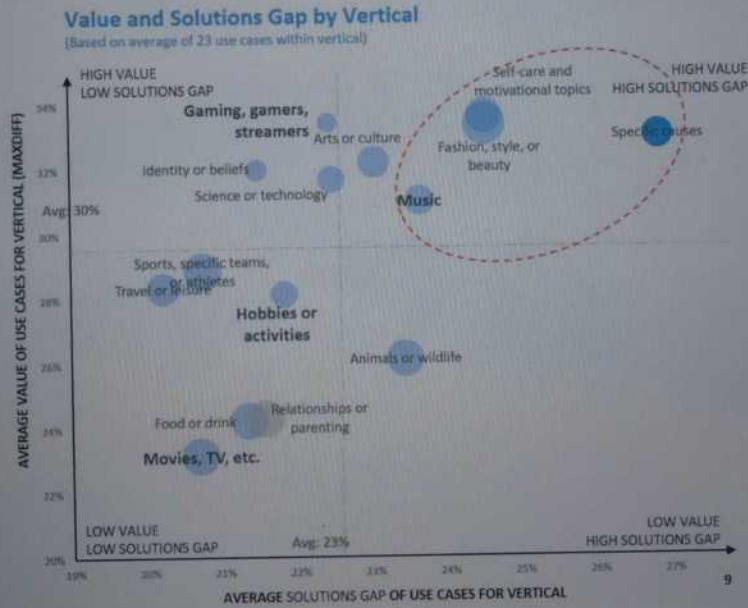
# FB has brand permission to serve interests use cases that drive intimacy, closeness, and participation among YA

## Interest Use Cases

- find inspiration
- collaboration/networking
- giving/getting help/advice
- engaging in a local community
- discover activities & experiences around interests
- share personality & interests
- share new interests

# Music, motivation / self-care, fashion / style, and specific causes are opportunity interest verticals for FB among YA

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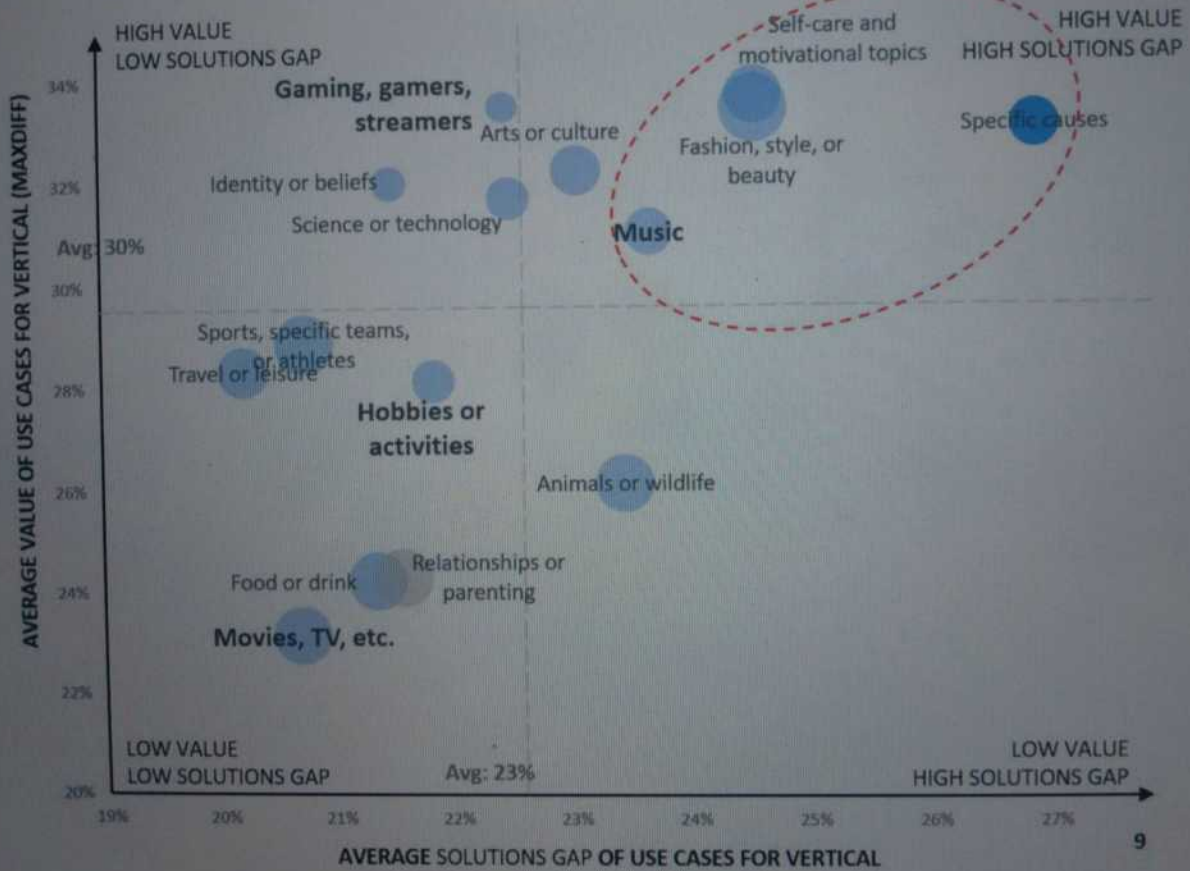
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Source: [https://fb-my.sharepoint.com/:p/p/carolinebrown/EWQGQaXQbqNCu8mCH\\_T1C24BVUIZV88pW/PhKH079H5p9w7e=bdSZ39](https://fb-my.sharepoint.com/:p/p/carolinebrown/EWQGQaXQbqNCu8mCH_T1C24BVUIZV88pW/PhKH079H5p9w7e=bdSZ39)

# Causes are opportunities for FB among YA

## Value and Solutions Gap by Vertical

(Based on average of 23 use cases within vertical)



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# Profiles and content relevance block YA from engaging more with interest-based content

- YA perceive Profiles as boring and clutter YA also perceive friends and family on FB irrelevant to interests
- Content relevance is a top sized barrier among YA
- Qualitative interviews find that friends and family content distracts from desire to engage with interest-based content
- Even more, survey findings show that were only about 60% accurate in predicting US YA interests

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Source 1: <https://fb.workplace.com/groups/701039923844459/permalink/785366805411770/>  
Source 2: <https://fb.workplace.com/photo/?fbid=391250068795925&set=a.391249972129268>  
Source 3: [https://docs.google.com/presentation/d/1mpd6weKARAITGI-vhAgosTyID-1vEn5QXu8nccEGUG8/edit#slide=id.g287725c35\\_0\\_50](https://docs.google.com/presentation/d/1mpd6weKARAITGI-vhAgosTyID-1vEn5QXu8nccEGUG8/edit#slide=id.g287725c35_0_50)

## Summary of Interest Opportunities

- Consider product changes to integrate interest-based sharing experiences through Feed / Stories by leveraging Contextual Profile and enabling easier sharing into Groups
- Crossposting with Instagram may also be a high-value product play
- Increase the granularity of topic understanding to better personalize, rank, and recommend content to YAs.

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