

## The internet wasn't built with young people in mind, but we're about to change that.

Our company is making a major investment in youth and has spun up a [cross-company virtual team](#) to make safer, more private, experiences for youth that improve their and their household's well-being.

For many of our products, we historically haven't designed for under 13 (with the exception of Messenger Kids) and the experiences built for those over 13 didn't recognize distinctive maturity levels across the age spectrum.

We're looking for researchers across a variety of teams and roles that include:

- **Understanding the landscape of households globally**, the challenges they have caregiving for children, and what roles digital experiences are having on that horizon.
- **Partnering with Policy, Legal, Communications, and external experts for external publications of research** that help the world understand the needs and challenges of upcoming and current generations.
- **Strategists on experiences for the spectrum of age groups**: Kids (6-9), Tweens (10-12), Early Teens (13-15), Late Teens (16+) that includes net new products (e.g. IG for Tweens, Family Center) as well as redefining existing products to take into account cognitive and social development needs that different stages of maturity have.

**Our work prioritizes the best interests of the child, recognizes the responsibilities it brings, and surfaces the diversity of care networks for youth and their households.**

We have a few researchers across the company kickstarting this virtual team and are hiring more as this work unfolds. Great candidates have deep experiences in global research among youth (particularly kids, tweens, and their caregivers), 0 to 1 product spaces, and/or partnering with external parties (e.g. academic, policymakers, regulators, child advocates).

**Roles are opening up across NYC, MPK, SF, and Remote optionality.**

I'm happy to connect with more information on the overall Youth initiative across FOA. Research partners who have additional information on the space and hiring managers who have more specifics on the roles and location requirements include:

- Messenger Kids/Youth Platform, hiring manager [REDACTED]
- IG Child Safety, hiring manager: [REDACTED]
- IG Youth Overall: TBH, senior leadership role to build out this research team, reach out to me in the interim.
- IG Youth Research (Teen-focused) [REDACTED]

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- MK Youth Research (Tween-focused): [REDACTED]
- Child Safety and Family Center: [REDACTED] [REDACTED] interim (IG)
- Privacy Research: [REDACTED]

Please reach out if you're interested or know of anyone who would be a great fit!

A recent WSJ article touched on a portion of this work: <https://www.wsj.com/.../instagram-for-kids-facebook-wants...>

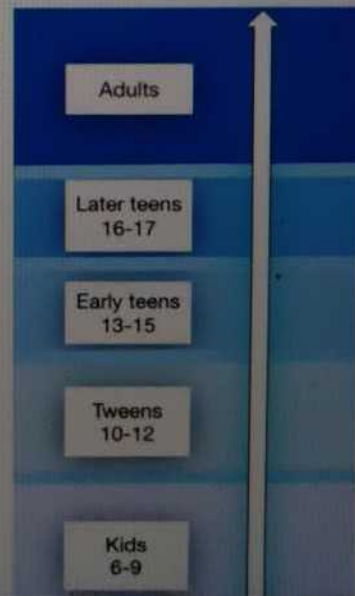
## ere we've been and where we're going...

ODAY\*



The COPPA line is simple: we treat 13+ like other users and ask younger people not to use our products

AND IN THE FUTURE\*



Features, default settings, and education tailored to age and stage

Chats

REDACTED FOR CONGRESS

# Where we've been and where we're going...

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\*Age bands vary by market

## Youth design requires attention to cognitive and social maturity.

These five age groups can be used to **define education, transparency, controls and defaults that will meet the need of young users.** Designing to support the distinct needs of these groups is part of the AADC, a new statutory code that applies to our products in Europe.



*\*Age of adulthood differs by market*