Teens & Young Adults on IG & FB

This document from Facebook researchers, posted in March 2021 on an internal company site, assesses whether the company has engagement problems with teenagers and young adults on its flagship platform and Instagram. In the document, the names of Facebook employees whose names appear in the documents have been redacted, excepting only the most senior. Every named person has been contacted and given an opportunity to comment. Third-party images that aren't directly relevant to the research have been pixelated. And some title pages were modified to remove extraneous material.

THE WALL STREET JOURNAL.
September 29, 2021

[redacted] [redacted] is with [redacted]

March 17 ·

The recent data update we did (with IG and Age Model DS) for the Chris Cox review on FB and IG YA/Teens Aging Up and Engagement trends.

cc: [redacted], [redacted], [redacted], [redacted], [redacted], [redacted], [redacted], [redacted]

Teens & Young Adults on IG & FB

ummary of findings

	IG Teens (13-17)	IG Young Adults (18-29)	FB Teens (13-17)	FB Young Adults (18-29)
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(Currently not a priority for FB App)

nstagram

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is deck

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Are young adults joining?: People who were born before the year 2000 fully saturated on FB when they reached 19-20 years of age. For those born after the year 2000, however, we are already seeing signs of delayed saturation (saturating at age 20 or later). This delay will likely continue or worsen with future cohorts given current acquisition trends. On... co... ...ctor is that migration of IG Teens to FB is extremely modest, indicating a possibility ... ...ach full saturation with current teens.

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+26

Teens & Young Adults on IG & FB

Purpose of this deck

Assessing whether we have an age-up or engagement problem for Teens & Young Adults across IG & FB*

*We believe it's too early to assess the effectiveness of our current suite of big bets for Teens on IG and Young Adults on FB, and whether they are sufficient given the current competitive landscape. We will cover that at a later date.

Summary of findings

	IG Teens (13-17)	IG Young Adults (18-29)	FB Teens (13-17)	FB Young Adults (18-29)
Are people Joining? (Age up)	Continued saturation in developed markets looks likely. Opportunity in emerging markets.	No clean read due to age modeling limitations.	Far from saturation in US. **Global trends are TBD.*	Acquisition has slowed in US; saturation for post-2000 YOB cohorts will likely be delayed. Aging up from IG to FB is minimal. **Global trends are TBD.*
Are people Engaging?	Some softness in production, potential upside in consumption & messaging.	No clean read due to age modeling limitations.	Weakness in both consumption and production in US. **Global trends are TBD.*	Weakness in consumption and production in US. Existing strategy to explore levers for growth. **Global trends are TBD.*

(Currently not a priority for FB App)

Instagram

1. **Are teens joining?:** For the 5 markets where we have accurate Teen Data for IG (US, FR, GB, JP, AU), 4 out of 5 are fully saturated on IG. We are likely to maintain this level of saturation as new user growth is strong, and retention rates remain steady. We see potential upside in emerging markets on Android & Lite, where there are still many teens which use FB & not IG.

2. **Are teens engaging?:** Teen consumption remains steady besides a small decline due to the recent redesign. We don't have competitive data for teens specifically, however, TT has doubled TS/DAU YoY, and we estimate teens spend 2-3X more time on TT than IG, so we are likely losing our total share of time. While messaging remains relatively steady, there is also headroom for growth (only 14% of teens in the US say that IG is their primary app for Messaging). Original production has dropped 13% and remains the most concerning trend.

3. **What are we currently doing?:** For engagement in developed markets, we're investing heavily in Reels, Stories & Creators in an effort to generate more value for teens. There may be an opportunity to accelerate growth in emerging markets that we should explore (esp. where teens are already on FB).

Facebook

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3. **Are young adults engaging?:** Young Adult engagement in US is largely flat to negative compared to pre-COVID levels. YA have higher sessions on average compared to 30+, but shorter/shallower visits with less (and worsening) time spent. Production participation is doing OK with increased usage of Stories. Messaging usage remains higher than that of 30+ but lack of growth YoY is concerning.

4. **What are we currently doing?:** FB currently has a strategy centered around addressing the existing engagement gaps between Young Adults and 30+ users in the US, and building products to meet YA-specific needs. We may want to consider further investing in our age up strategy to not further the delayed saturation problem.

Instagram: Teen Health Scorecard

While we remain saturated in 4 of 5 countries with available teen data, we see concerning trends for consumption & production across the board.

- US remains saturated & growing. Moderate declines in retention, sessions & messaging. Worrying concerns for both Consumption & Production.
- FR remains saturated & growing. New users are retaining however we see moderate declines in sessions & concerning trends for Consumption & Production.
- UK remains saturated & growing. Retention & Sessions look healthy. Concerning trends for Consumption & Production.
- JP has room for growth, with acquisition at 63% YoY. While new users retain well, we see softness across sessions, consumption, production & messaging.
- AU remains saturated & growing. Retention & Sessions look healthy. Concerning trends for Consumption, Production & Messaging.

Data from mid-Jan. There is no YoY available. We only have teen predictions going back 6 months.

	Saturation (MAP)	Acquisition (Daily)	Retention (MAP@90)	Visitation (DAU)	Sessions (Sessions/DAU)	Consumption (TS/DAU)	Production (Production PR)	Messaging (Sends/DAU)
US	108%*	60K YoY: 18%	51% 6m growth: -5%	22M	18.6 6m growth: -2%	37.5 6m growth: -5%	20% 6m growth: -13%	19.3 6m growth: -1%
FR	121%*	14K YoY: 37%	59% 6m growth: 8%	4.4M	18.2 6m growth: -2%	39.5 6m growth: -8%	22% 6m growth: -5%	-
GB	132%*	12K YoY: 22%	62% 6m growth: 13%	4.7M	18.9 6m growth: 1.5%	35.0 6m growth: -4%	18% 6m growth: -15%	-
JP	82%	13K YoY: 63%	75% 6m growth: 10%	5.1M	16.2 6m growth: -11%	25.6 6m growth: -8%	25% 6m growth: -15%	8.4 6m growth: -18%
AU	115%*	4K YoY: 15%	61% 6m growth: 4%	1.8M	18.4 6m growth: 0.5%	36.0 6m growth: -9%	18% 6m growth: -7%	21.8 6m growth: -12%

*There are various reasons why we have over 100% saturation which I'd be happy to discuss

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

Facebook: US Cohorts Health Scorecard

Teens and Young Adults trends continue to see top-line growth gaps compared to 30+ across:

- Saturation amongst Teens (13-17) remains low, and acquisition amongst Teens is down YoY. Acquisition of non-Teens is steady. Today's Young Adults (18-29) are saturated but we may see delayed/lack of saturation with today's late-Teens. There is still some room for saturation growth amongst older US users (30+).
- Retention is fairly steady compared to last year, though there are early signs of growing weakness among Teens and Young Adults.
- While Young Adults actually visit the app more than 30+ users, their sessions are shorter and shallower in usage. This problem is getting worse, reflected in the negative YoY growth of already lower levels of time spent amongst both Teens and Young Adults.
- Production participation has been steady to slightly weak across all age cohorts. Young Adults produce closer to that of older users due to increased usage of Stories.
- Teens and Young Adults in US continue to message more than older users, but are seeing concerning YoY weakness (especially amongst Teens).

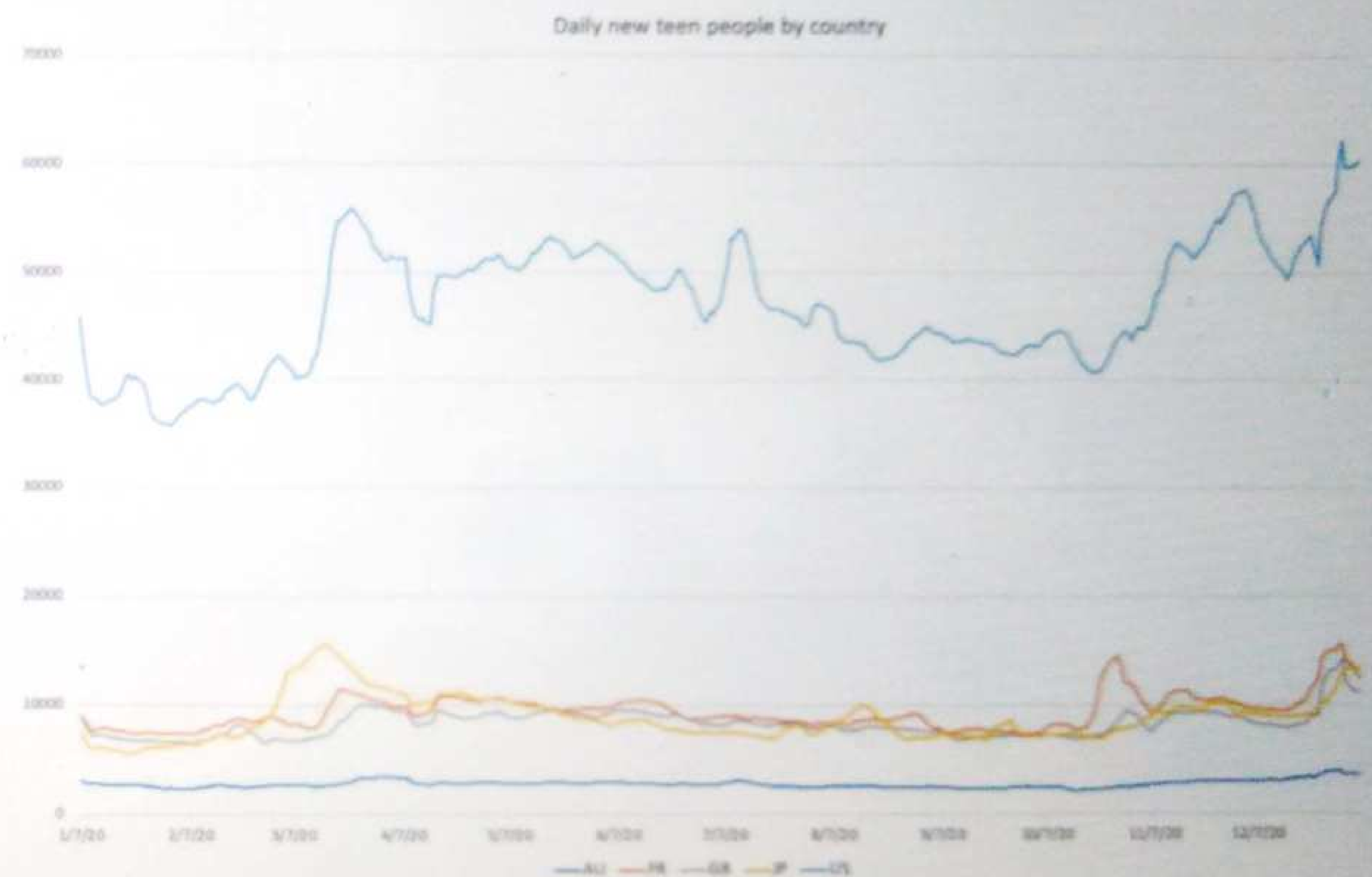
Age Bucket (US only)	Saturation (MAU)	Acquisitions (Daily)	Retention (MAU@90)	Visitation (DAU)	Sessions (Sessions/DAU)	Time Spent (TS/DAU)	Production (Production PR)	Messaging (Sends/DAU)
13-17	41% (9M)	17k YoY: -26%	45% YoY: -6%	5M	16.7 YoY: 5%	25.9 YoY: -16%	9.1% YoY: -2%	14.5 YoY: -16%
18-29	110% (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

Appendix:
Instagram Supporting Data

1 **Are teens joining?** Yes, in developing markets. We're saturated in 4 out of 5 countries for which we have usable teen data and acquisition is steady to up.



*There are various reasons why we have over 100% saturation which I'd be happy to discuss in more detail

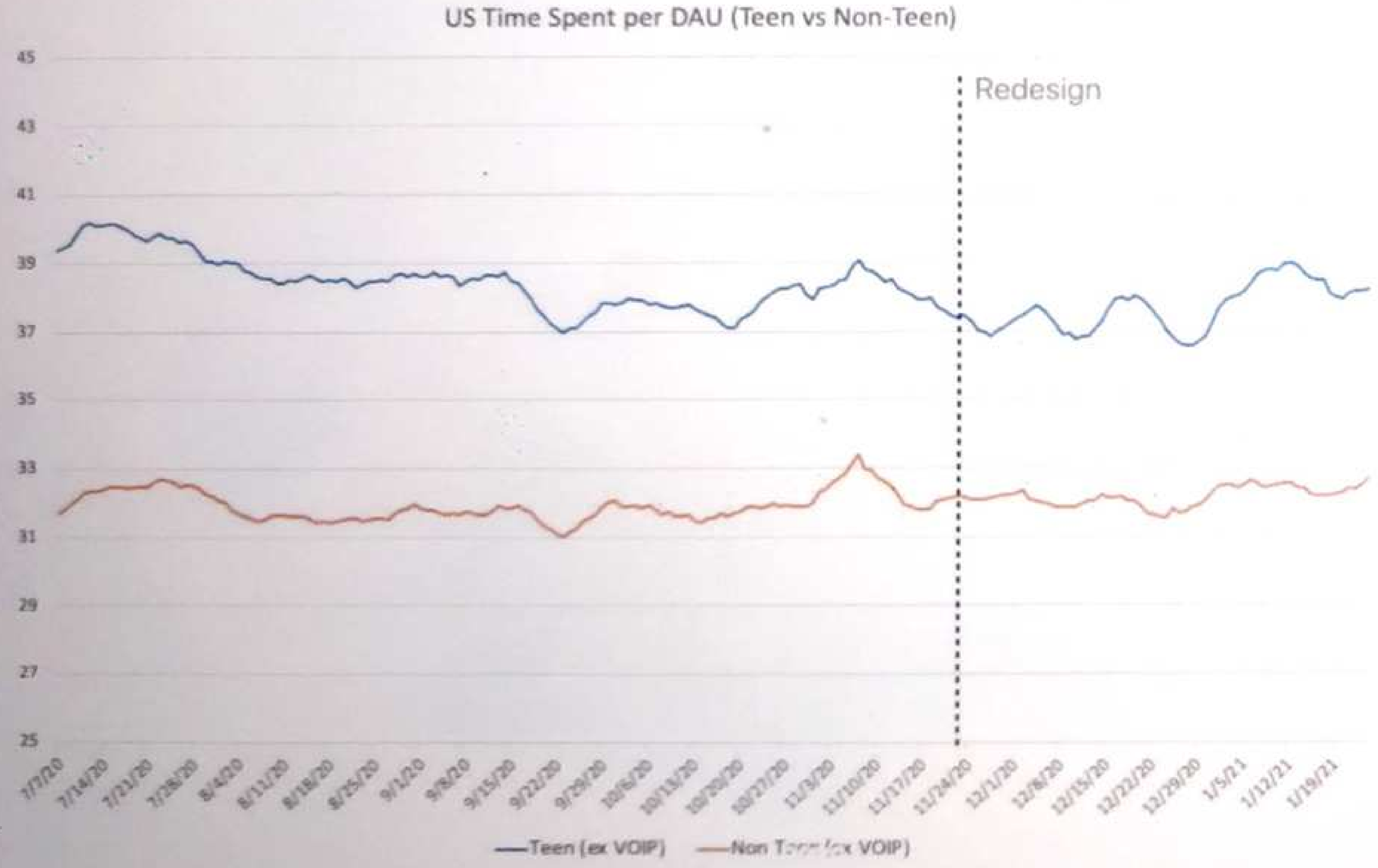
1 Not only are they joining, but they are retaining well. Even more so for our youngest users.

1 There is still space to grow in developing markets, where there's a large amount of Android Teens using Facebook & not Instagram

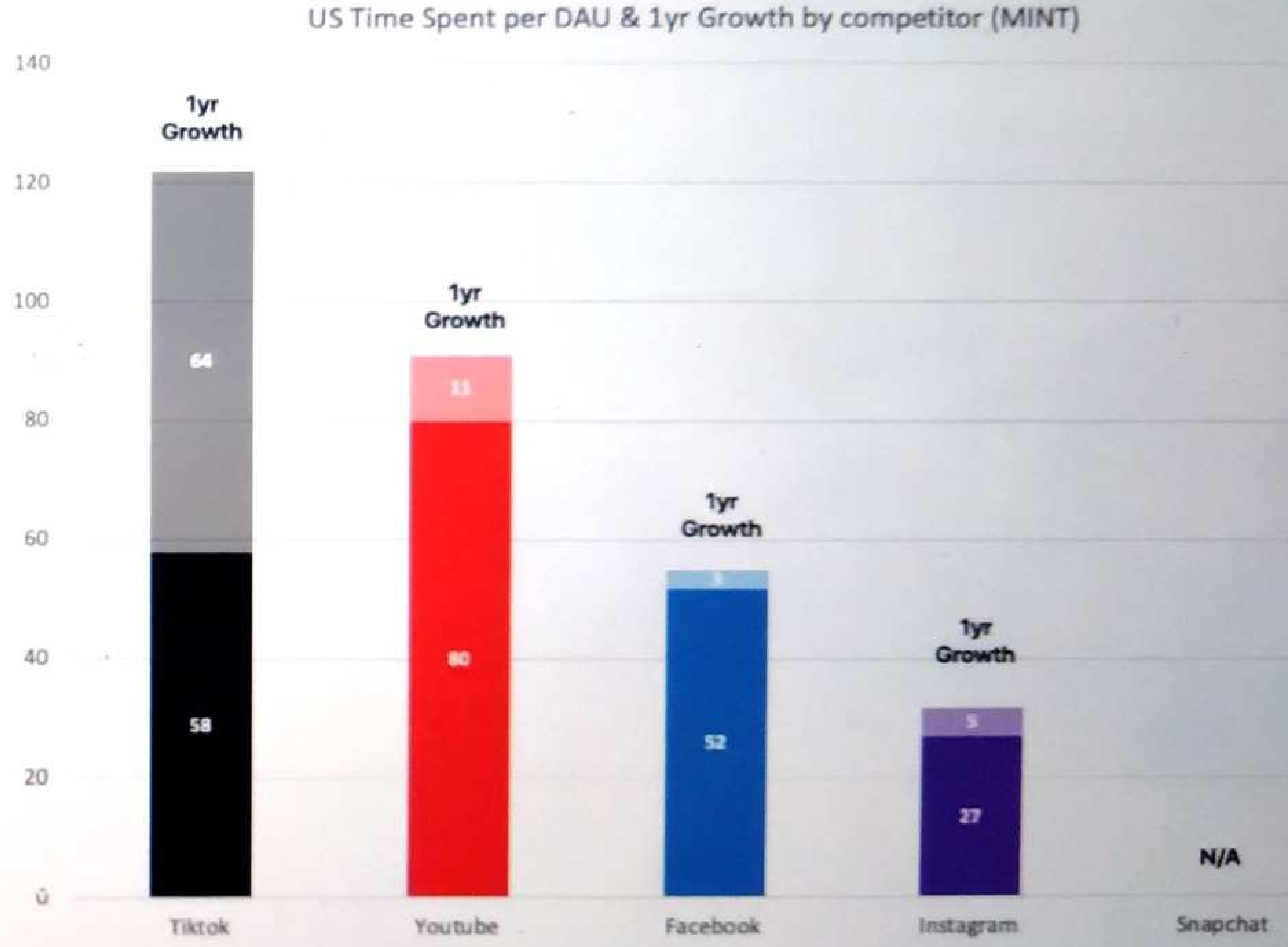
* *Uses Facebook stated age*

2

Are teens engaging? They continue to consume. We don't see major changes to time spent on IG, beyond a small drop driven by our redesign. That said, TT's has doubled their time across all US users, and we estimate That teens spend 2-3X more time on TT than IG.

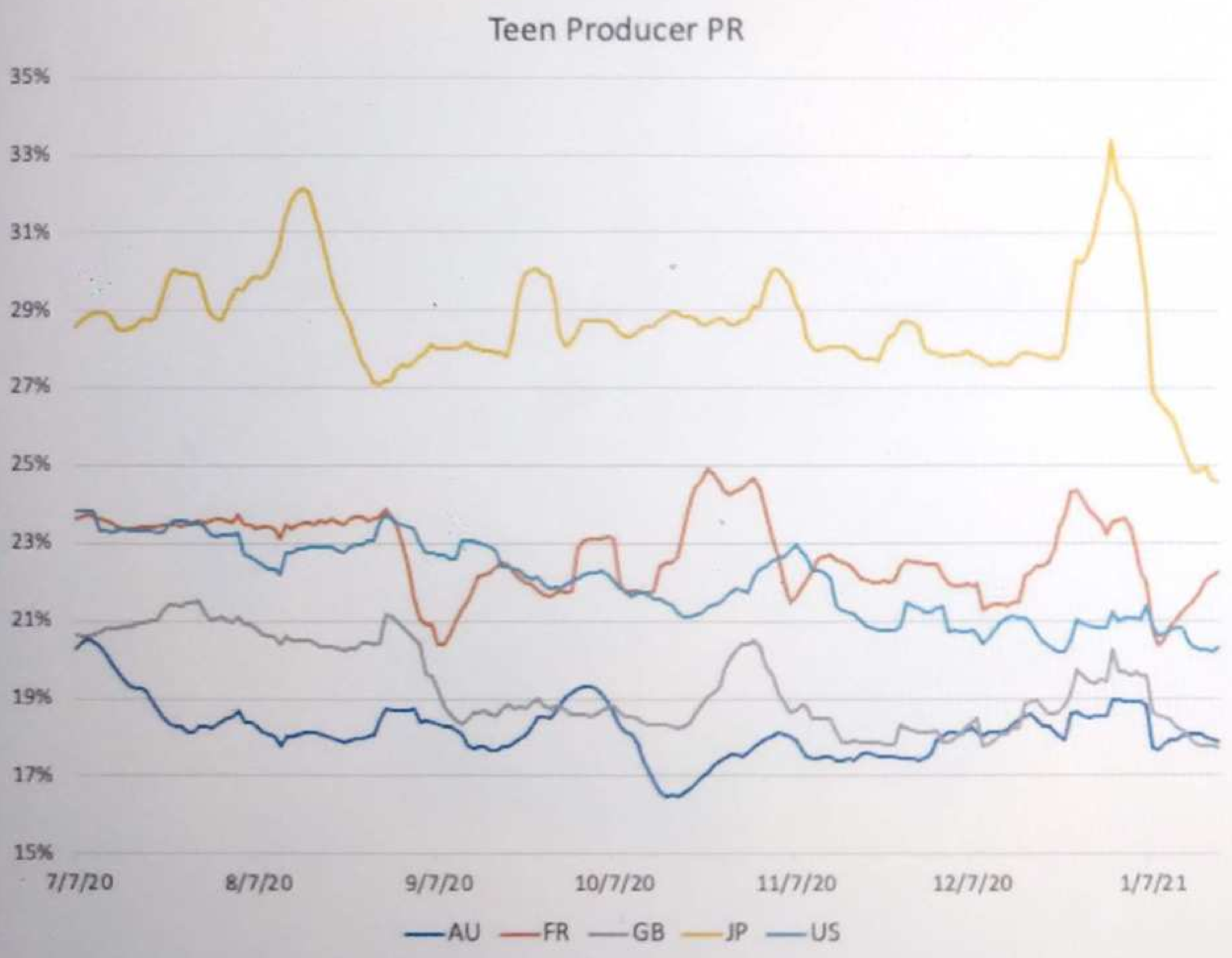


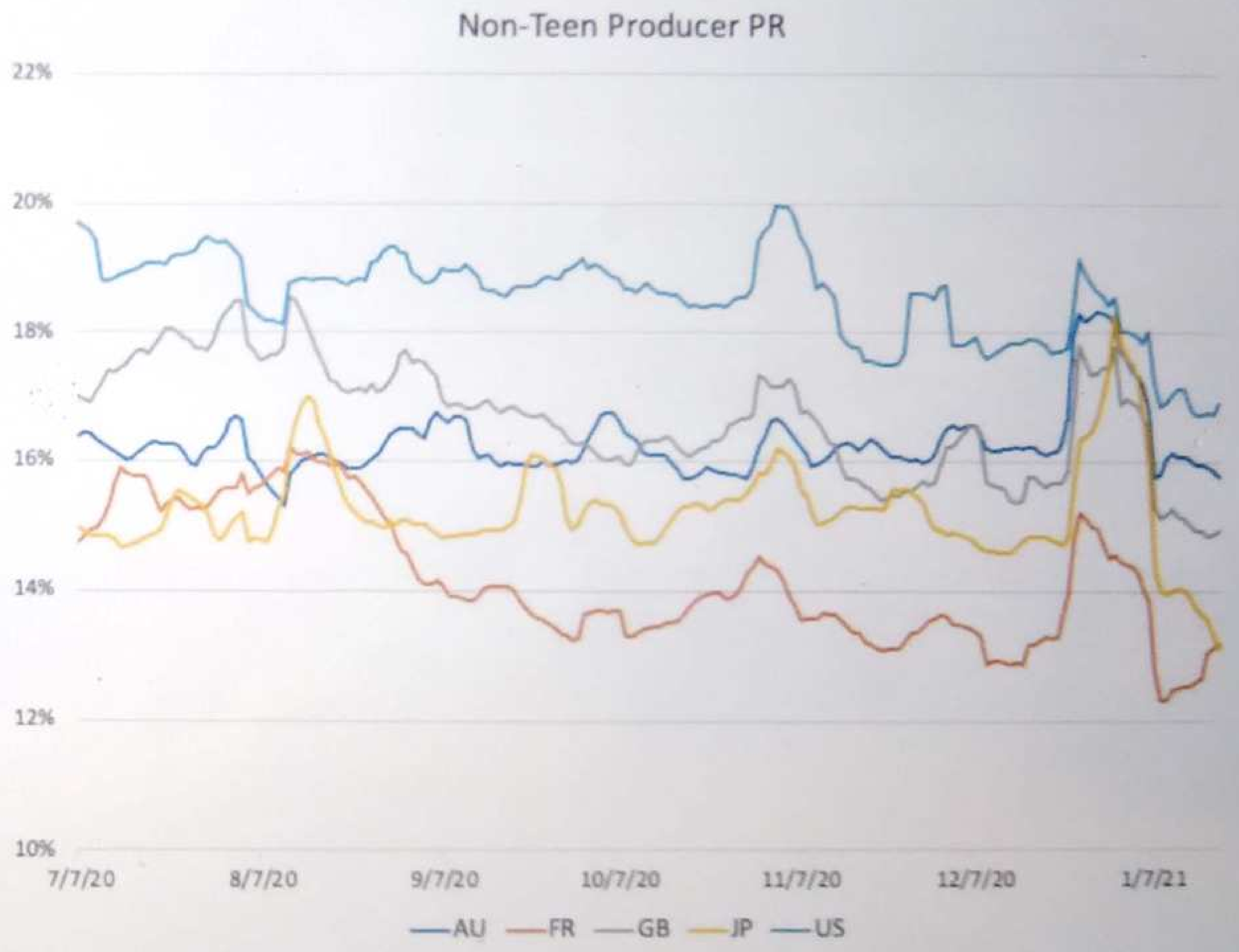
*Note, this data includes both teen & non teen. Teen cuts are not available.



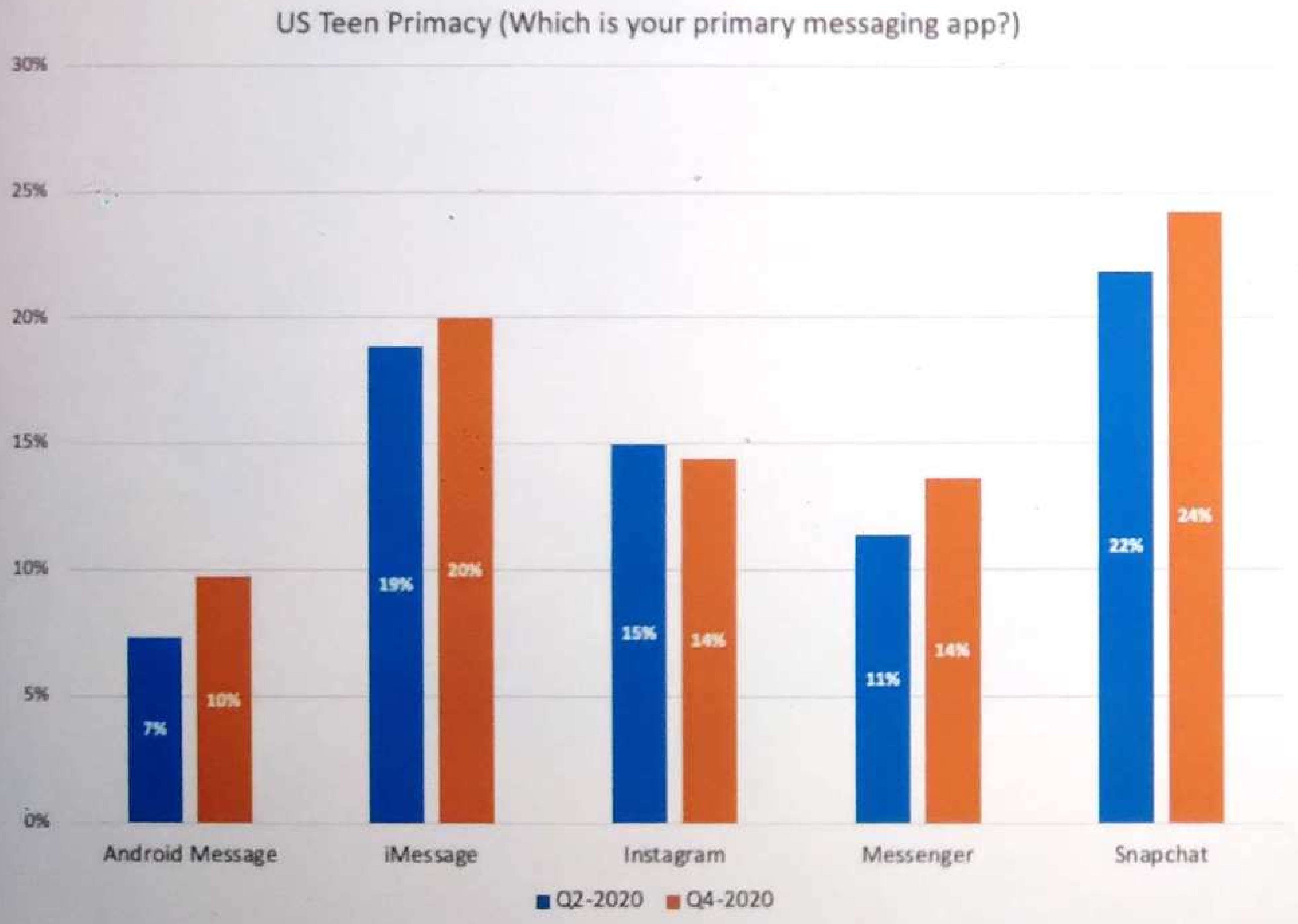
*Note, this data is from MINT, even for FB & IG, to ensure we are comparing apples to apples. Internal numbers are different.

2 We see a slowdown in production, both for teens & non-teens, especially in the US.





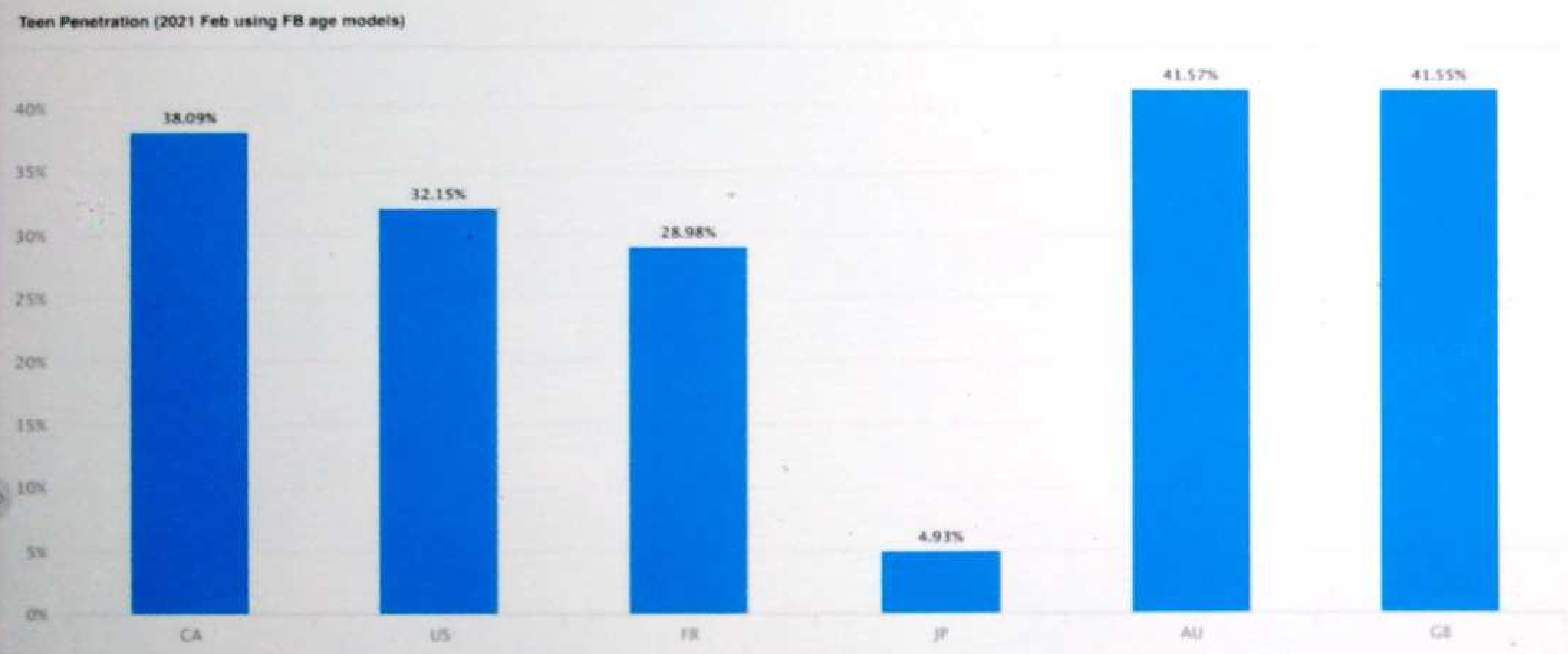
2 Although messaging remains relatively steady, there is headroom for growth. Only 14% of teens in the US say that IG is their primary app for Messaging, way behind Snap & iMessage*



*The survey data is representative of the general US market balanced on age, gender, income, & race. For teens only, the data over-samples Android users (~14%), which biases results towards Android Messages/Messenger & penalizes iMessage, IG, & Snap.

Appendix:
Facebook Supporting Data

1 Are teens joining?: Global teen penetration on FB is currently low, and acquisition appears to be slowing down. In 5 key countries, we see a decrease in under-18 registration while over-18 registration is growing, indicating that we are acquiring fewer teens than before.

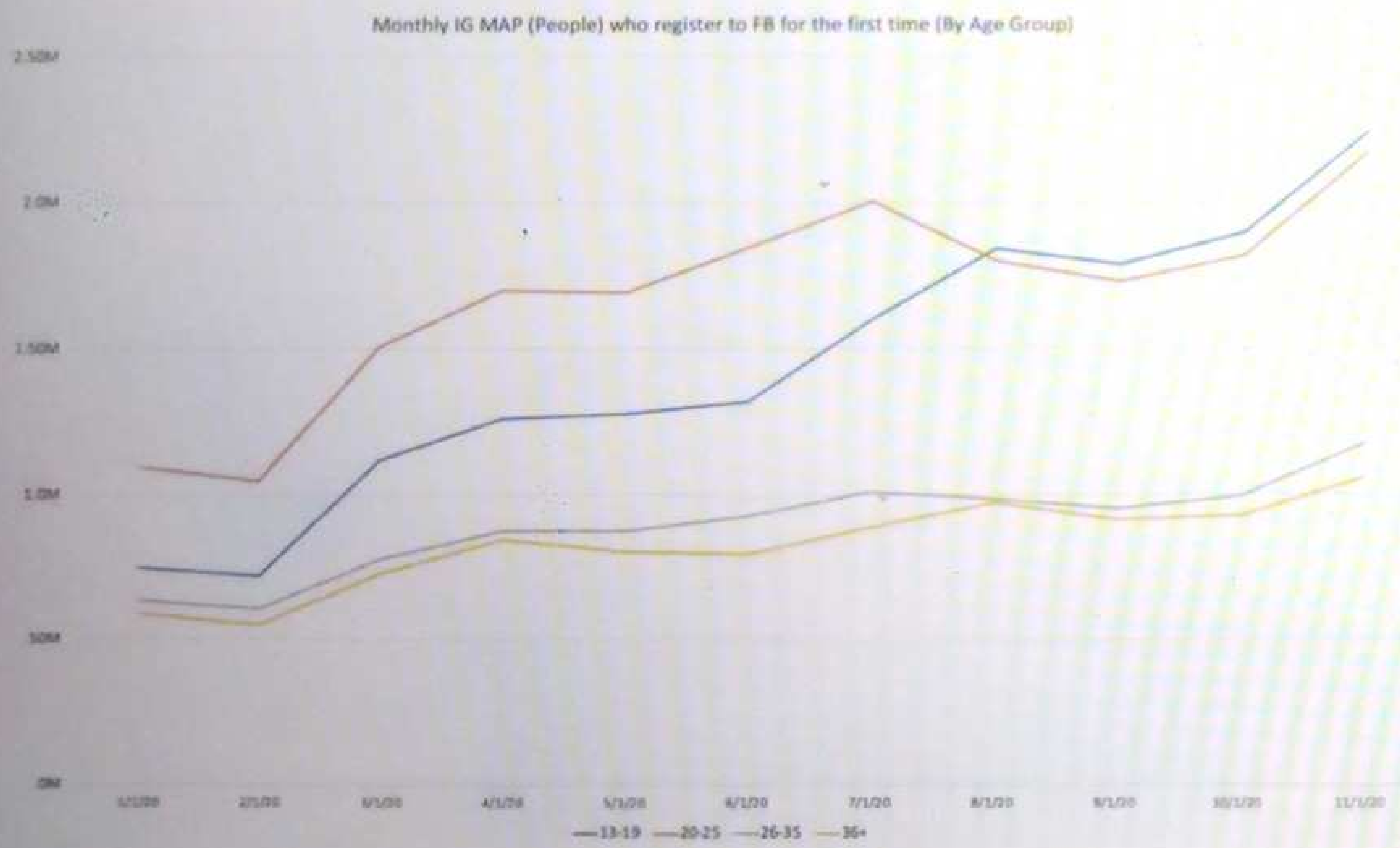


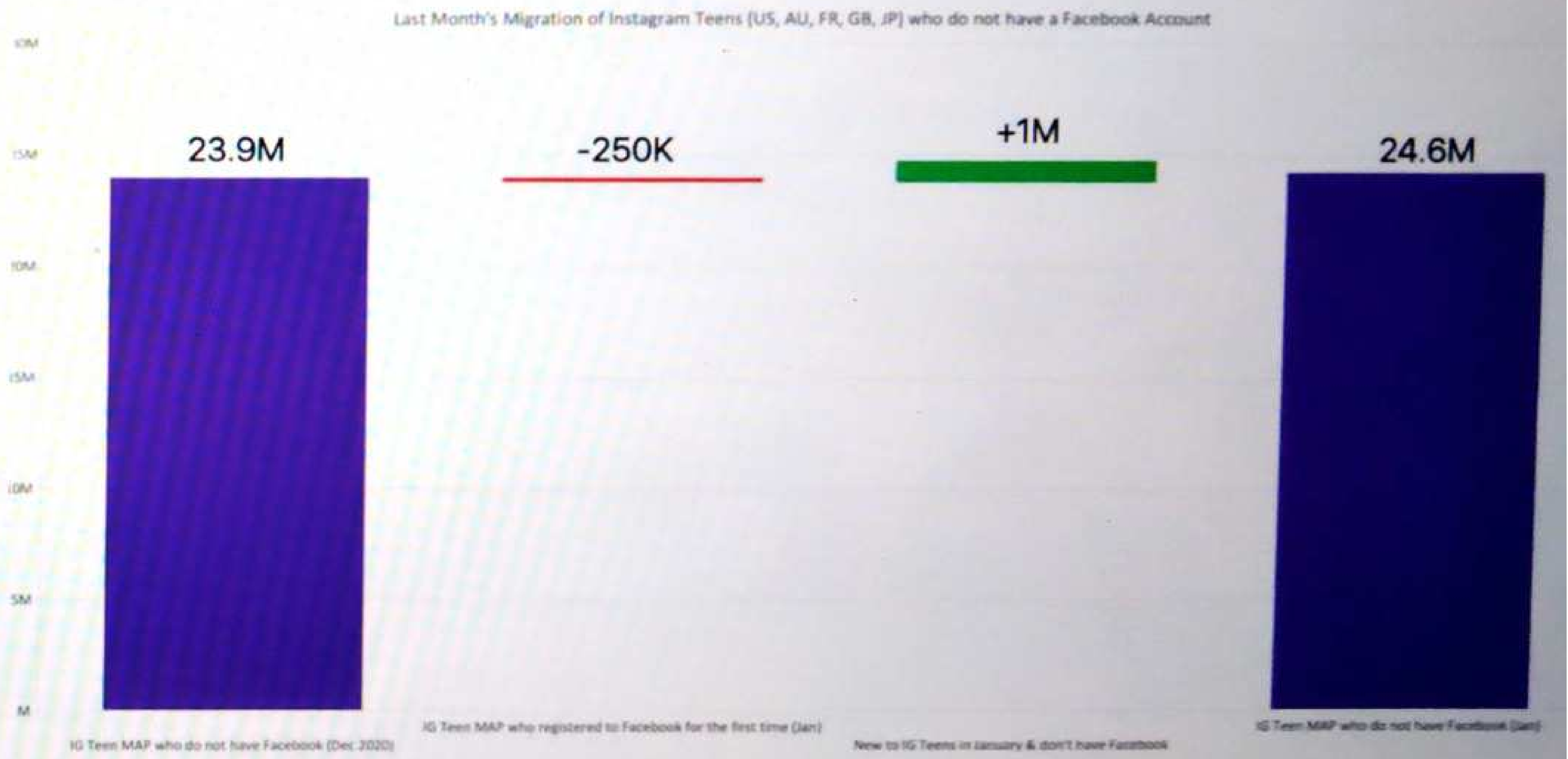
Are teens engaging?: In the US, Teens continue to see lower or worsening levels of engagement compared to older cohorts. Message sends, e.g., are down -16% YoY for Teens, compared to neutral YoY for Young Adults and +9% YoY for 30+.

2 Are young adults joining?: In the US, people who were born before the year 2000 fully saturated on FB when they reached 19-20 years of age. For those born after the year 2000, however, saturation levels at the same age are lower. Trends in key developed markets are similar with the exception of JP.

2 **We cannot be certain whether those born after 2000 will reach saturation. Most likely, given current trends, they will reach saturation at older ages (e.g. 24-25).**

2 **People are migrating from IG to FB, more amongst users under 25 than older users (left graph). However, overall volume of IG Teens migrating to FB is low within developed markets (right graph), indicating that we may not reach full saturation with current teens.**





3 Are young adults engaging?: Young Adult engagement in US is largely flat to negative compared to pre-COVID levels. YA have higher sessions on average compared to 30+, but shorter/shallower visits with less (and worsening) time spent. Production participation is doing OK with increased usage of Stories. Messaging usage remains higher than that of 30+ but lack of growth YoY is concerning.

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4 What are we currently doing?: FB currently has a strategy centered around addressing the existing engagement gaps between Young Adults (18-29) and 30+ users in the US, and building products to meet YA-specific needs. We will also be taking app-wide YA goals in 2021H2.

Pillar	Workstreams	H1 Product-Level Goals
FAST	• Network Refresh • Facebook Interests • YA Ranking	• YA Feed VPVs • YA Feed MSI • PMF Goals
Community	• Additional Profiles • Pseudonymity and Anonymity • YA Ranking (e.g. GYSJ) • Groups+ • Campus • Community Verticals • Dating	• YA CEDAU • YA Dating CDAU • PMF Goals
Commerce	• Career Planning & Community Support	• PMF Goals
Gaming	• Cloud Gaming • Gaming Video	• YA Live Gaming WT • PMF Goals

YA Engagement Gap (US)			
	18-29	30+	%
DAU	42.4M	126.7M	
WAU	51.3M	148.0M	
MAU	58.5M	162.0M	
DAU:MAU	0.72%	0.78%	-6
	per DAU		
Timespent	44.5	58.2	-24
Video Timespent	17.3	19.7	-12
% TS on Video	38.8	33.9	5
Sessions V2	24.7	18.5	34
Core Sessions	18.4	14.7	25
Production PR (OBP)	12.6	12.6	0
OBP	0.3	0.3	3
-OBFP (Feed)	0.2	0.2	-17
-OBSP (Stories)	0.1	0.1	83
-OGP (Groups)	0.0	0.0	-36
Reshares	0.8	0.7	12
U2U Comments	1.1	2.3	-50
U2U Lightweight Interactions	6.2	9.4	-34
Likes	2.6	5.7	-53
Reactions	2.6	3.2	-16
Stories Feedback	1.0	0.6	59
% of WAU that are MP	31.6	45.9	-14
% of DAU that are CEDAU	33.1	43.8	-11
Friends Inventory	995.2	588.5	69
Total Inventory	3322.7	3083.7	8
% Inv Friends	30.0	19.1	11

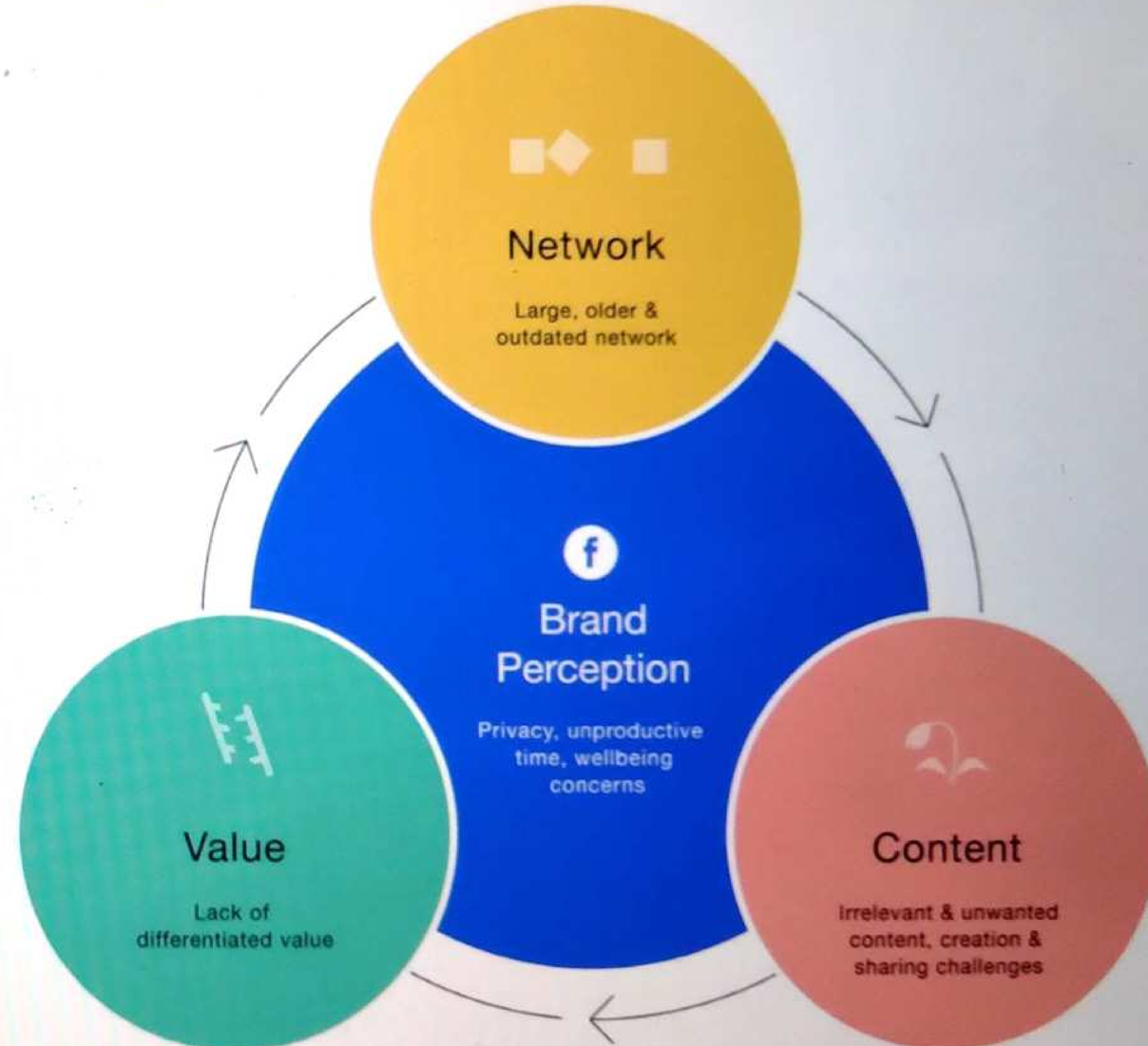
4 The strategy is primarily grounded in distilling the problems YA experience into four key barriers to engagement based on quantitative and qualitative findings:

1. **Large, older, and outdated network.** Most YA perceive Facebook as a place for people in their 40s or 50s.

2. **Irrelevant and negative content.** YA perceive content as boring, misleading, and negative. They often have to get past irrelevant content to get to what matters.

3. **Lack of differentiated value.** YA perceive Facebook as less relevant and spending time on it as unproductive.

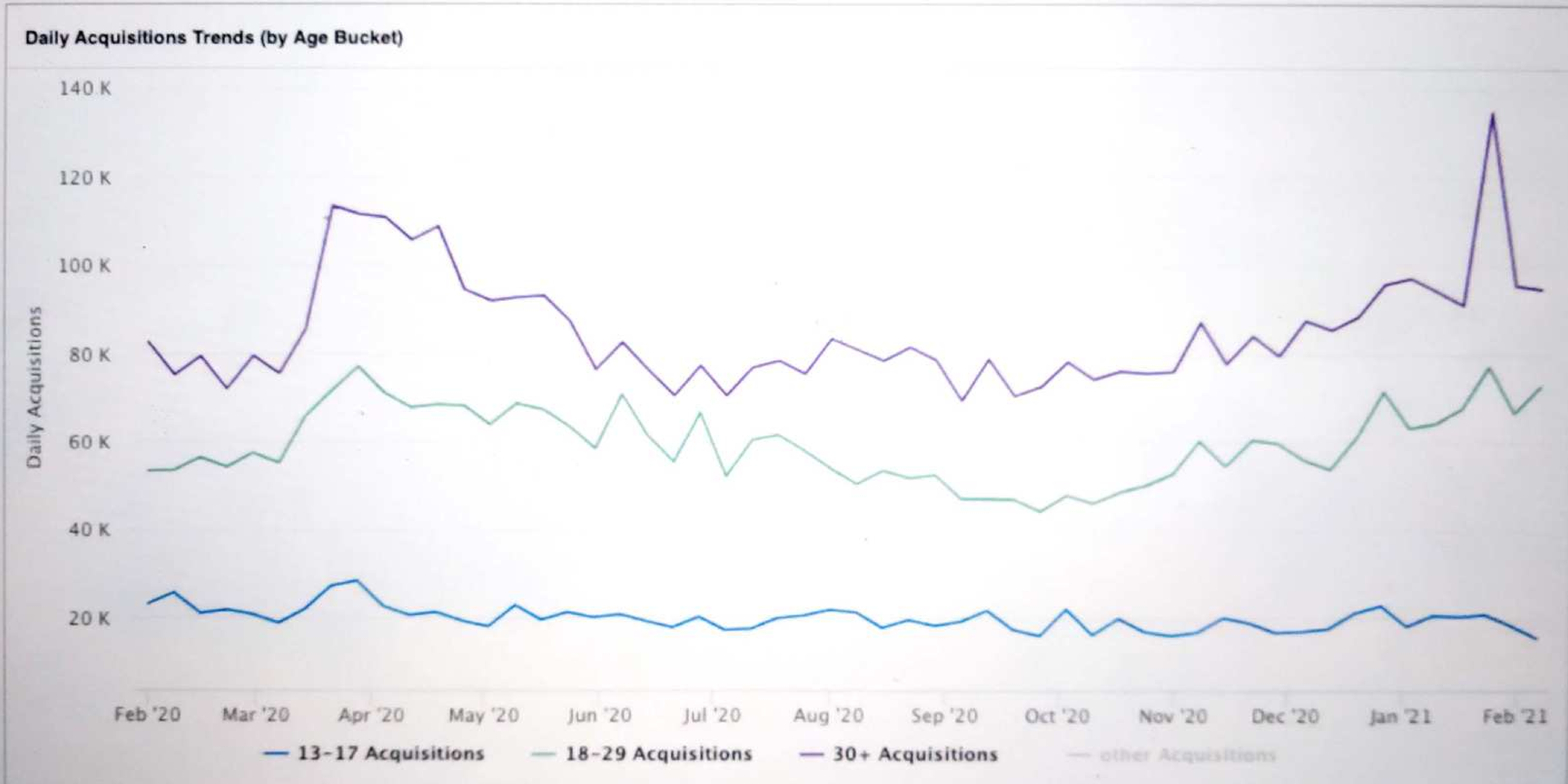
4. **Brand perception and awareness.** YA have a wide range of negative associations with Facebook including privacy concerns, impact to their wellbeing, along with low awareness of relevant services.



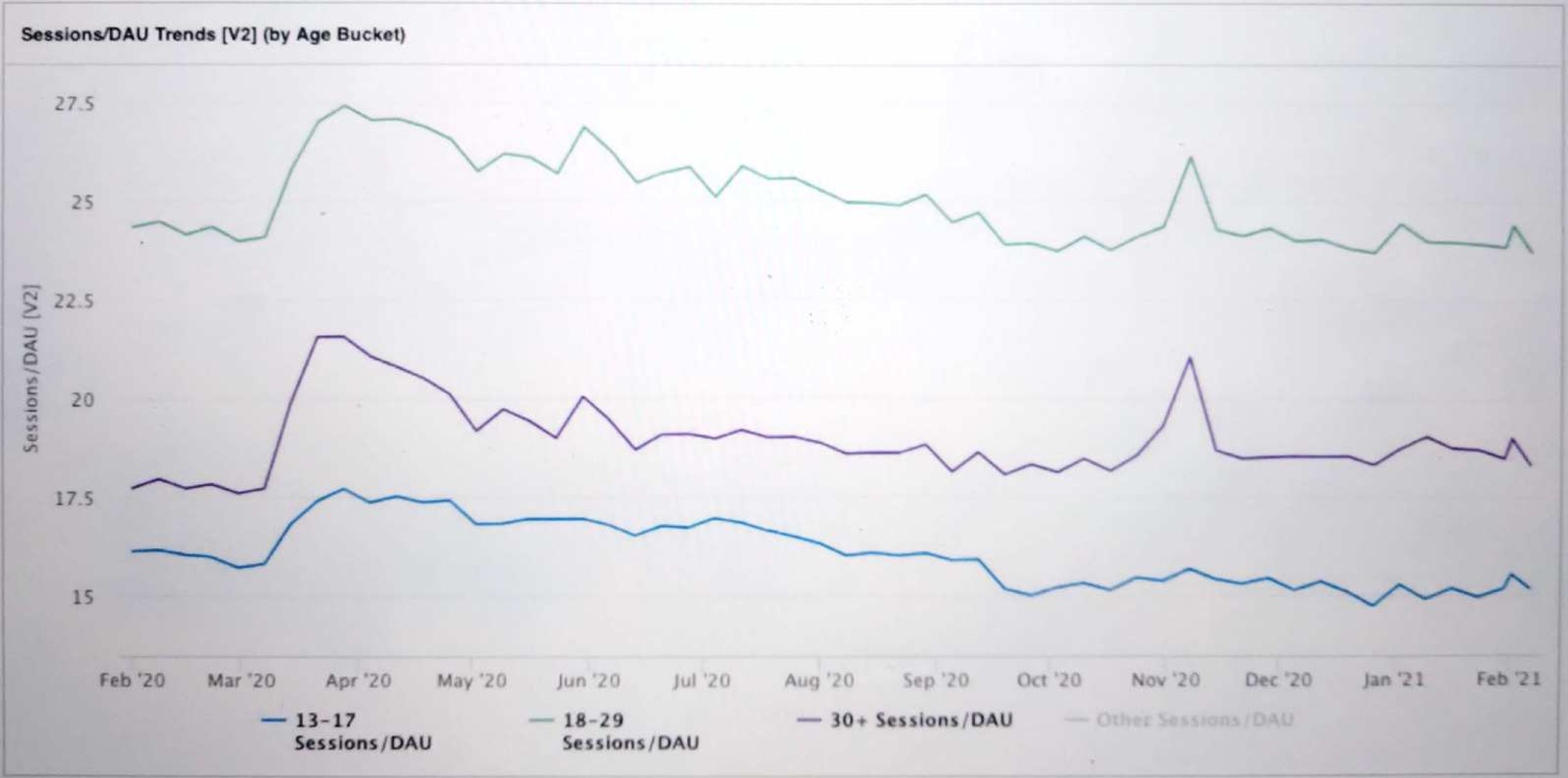
We may however want to consider further investing in our age up strategy to not further the delayed saturation problem amongst today's late teens. This is not currently being addressed in the existing strategy.

Facebook:
US Trends through COVID-19 by Age Cohort

Daily acquisition of Young Adults (18-29) and 30+ in US has grown through COVID, especially towards the end of 2020. Teen acquisition has regressed slightly compared to pre-COVID.



Visitation via sessions grew for 30+, but declined for Teens and Young Adults vs pre-COVID. Young Adults continue to have higher volumes of sessions but we have seen from data that their sessions are shorter and more shallow.



Time spent for Teens and Young Adults in the US has declined vs pre-COVID, a particularly concerning trend given the growth in time spent amongst 30+ as well as in other parts of the world (+4.9% YoY globally).

Production PR has regressed slightly in the US vs pre-COVID for all age cohorts. Stories sharing has helped Young Adults remain on par to 30+ (while feed sharing has continued dwindle).

Appendix: IG Model Limitations

There are many limitations to our age models which makes all of this analysis extremely difficult

Accurate for US, AU, FR, JP, GB teens since July 1st 2020.

We are working with central modeling to have all of the FCI by end of H1 2021.

We do not have single-year age data

We are working with central modeling to have single year age data in the US in 2021. The goal is 13-15 and 16-17 buckets by EOH1.

Inaccurate for new users

The teen status for new accounts is not accurate, limiting our ability to accurately study DAP or MAP over time

We see low recall for our youngest users using Age Affinity, making it impossible to get a clean read on people with birth years after 2005

	Global			US		
YoB	Recall	Precision	F1 Gain	Recall	Precision	F1 Gain
1990	87%	82%	9%	88%	89%	2%
1991	87%	88%	10%	88%	91%	4%
1992	86%	87%	7%	88%	89%	2%
1993	84%	84%	7%	85%	88%	2%
1994	82%	83%	6%	86%	86%	2%
1995	81%	81%	6%	85%	87%	2%
1996	83%	81%	6%	87%	86%	3%
1997	84%	78%	6%	89%	82%	4%
1998	81%	76%	6%	94%	80%	4%
1999	76%	75%	6%	89%	79%	4%
2000	72%	75%	5%	76%	81%	3%
2001	77%	81%	4%	86%	84%	3%
2002	73%	77%	0%	78%	83%	0%
2003	81%	76%	0%	81%	80%	1%
2004	77%	74%	1%	88%	80%	1%
2005	76%	78%	1%	77%	84%	0%
2006	61%	82%	0%	53%	87%	0%
2007	30%	62%	0%	9%	25%	0%