Consider yourself as an analyst working at FACEBOOK

Assume: Let's say you work at Mata and currently Facebook allows users to specify whether or not a person is single is in a relationship.

However, running through the reports shows that users with partners tend to make fewer posts, how would you approach tackling this issue?

What might we want to do to increase engagement for this demographic?

Clarifying Questions:

- Engagement - definition
- Only posts are down - not confirmed, overall engagement is down
- **Analyze engagement patterns** – Compare post frequency of single vs. partnered users.
- **Segment users further** – Are there specific groups (e.g., newly in relationships, long-term relationships) that post even less?
- **Identify engagement drop-off reasons** – Do partnered users spend more time on passive consumption (scrolling, liking, commenting) instead of posting?

Hypothesis: why people are in relationships they post less:

Top 3 Possible Reasons:
📉 **Privacy concerns** – They may not want to share personal details.
🕐 **Lifestyle shift** – More time spent with partners = less time posting.
📌 **Content relevance** – They might not find the current content formats engaging.

Data Solutions

Features to Boost Engagement:

- **Shared Moments Feature** – Encourage couples to co-post about experiences (e.g., trips, events, milestones).
- **recommendations** for couples, like date night ideas or trending couple-related challenges.
- **Encourage Tagging & Memories** – Remind partnered users to tag each other in shared experiences via **AI-powered highlights.**
- Collaboration
- Memories
- Auto-Generated Shorts/reels
- Facebook Timeline
- Couple Games/filters/privacy photo box - only friends can see

Success:

1. How many users are using these features - **DAU**

2. Re-do the test and see whether the changes made a difference - focus metric - number of posts/ user

3. Notification response rate positive response / total notification

4. Number of users using the new features.

Conclusion

The goal is to **understand behavior, test new engagement-driven features, and iterate** based on user response. By making the platform more relationship-friendly, we can **increase participation without forcing engagement.**

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