

General Narrative

- Misinformation, security, transparency → Misuse of platform by bad actors.
 - ↳ Russian advertisement.
- Growth being driven by emerging markets as ad inventory caps in developed markets + focusing video & messaging.

2017 Q1

- Focus on security & misinformation → will hire more staff + work with fact checkers.
 - Continued focus on camera & video
 - ↳ Growth in stories. + continued push for live
 - Continue making tools for businesses to transition to mobile ads.
 - ↳ Help advertisers use video.
 - Strong ad growth in Rest of the World + APAC.
 - Slow start in VR headset sales, FB will be dropping prices.
 - FB hunts for TV-like programming & is willing to pay for shows for Watch tab.
 - Live being used to broadcast acts of violence.
 - Palmer Luckey leaving the company
 - Mistrust over FB & WhatsApp sharing data.
- ↓
Introduced verification partnerships + audits with the Media Rating Council.

2017 Q2

- Shift of focus on groups & helping build communities - changed vision.
- Continued growth in stories.
- Focus on AI - will change the way FB does business.
 - ↳ Helps with improvements both in News Feed + Security & Spam filtering.
 - ↳ Will help advertisers to better target their ads.
- Video continues to be strong & to grow.
- Working to build ecosystem around messaging. - early on monetization potential
- Rolled out ads in IG stories
- More 3rd party measurements & verifications. → Had to issue refunds due to error in measurements.
- Growth from Rest of the world & APAC
- Entering Chinese market doesn't seem realistic.
- Fined by EU for providing inaccurate info at time of WhatsApp acquisition.
- FB continues to pay for content.
- Research finds that using FB is unhealthy
- Biggest threat for tech will be regulation.

2017 Q3

- User growth driven by emerging markets.
- Issues with content policing - found Russian ads \$100K spent on promoting divisive + political issues.
 - ↳ Plans to double staff * Increase cost → margins affected
 - ↳ Building AI to detect bad actors + terrorist propaganda.
- Launched Watch Tab for longer form videos
- Started to test business features for ppl to connect with businesses through WhatsApp.
- Rolled out FB Marketplace in Canada + 17 countries in Europe.
- Working with congress on new requirements for political advertising.
- Increasing user transparency towards ads on the platform → both targeted + not targeted to them.
- Cheap smartphones enabling new users to enter the internet in countries like India where video + voice become their main means of communication.
- FB been in negative light due to:
 - ↳ How it stifles out competition
 - ↳ Use of apps like Onavo that give it inside information on ppl's phones.
 - ↳ Russian accounts that used FB tools to target US citizens.
 - ↳ FB to spend more on lobbying than on any previous year.

2017 Q4

- Hard year as it has seen abuse of its platform from nation states, spread of false news + sensational/polarizing debate about the utility of social media
 - ↳ making updates on the platform to help people focus on meaningful interactions.
- Video continues to grow
- Investing in ppl + AI to avoid spread of false news
- Focus on Messenger + WhatsApp to give businesses tools to connect with its consumers.
- Advertisers increasingly developing mobile-first ads
- Investments in datacenter, servers, office facilities + network infrastructure
- Expects costs to grow. ↴
- Will invest heavily on security despite impact on profitability
- Musically, a social media + entertainment platform acquired by Bytedance has become very popular among Gen-Z.
- AI helping to help to detect harmful content but has trouble detecting some more than others.
- Launch of Messenger Kids raises questions on whether children are too young to be on social media.
- High rotation with content moderators due to poor conditions.
- Instagram increasingly resembling Facebook → people dislike this.