

A GUIDE FOR BUSINESSES

Celebrating Black History, Culture and Community

INSIGHTS AND INSPIRATION FOR
BLACK HISTORY MONTH AND BEYOND



Erando

February 2021

FACEBOOK



Contents



ABOUT THE COVER ARTIST

3



A CAUSE FOR CELEBRATION

4



RESOURCES AND SUPPORT

9



FIND JOY IN THE JOURNEY

17



**FACEBOOK'S COMMITMENTS
TO THE BLACK COMMUNITY**


21

Franco Égalité

ABOUT THE COVER ARTIST

The cover illustration for this guide is the work of Franco Égalité (alias “Francorama”), an illustrator and artist from Montreal, Canada. Raised by a single mother, Franco learned to hold a pen and draw a line before he could even walk. His vibrant, captivating drawings creatively rework minimalist concepts, opening the door to a world where the body plays and exposes itself freely. His chief influences include human experience, sunlight, cubism and the aesthetic concepts of Japanese Ma, all of which coalesce to inspire a vibrant and colorful graphic universe defined by its elegance and strength.



 [@francorama](https://www.instagram.com/francorama)

01 A cause for celebration



Black culture continues to drive the conversation

The contributions of Black leaders, artists, businesspeople, activists, scientists and educators are responsible for innovations that are loved and appreciated around the world. Black History Month (February 1-28) gives us an opportunity to honor the immense impact of Black culture and community in the US and Canada.

But the work of acknowledging and connecting with the Black community is a responsibility that lasts year round. The Black community has struggled against

immeasurable odds, overcoming centuries of prejudice and oppression to be where they are today. While this is a great testament to the hard work and resilience of this community, there's clearly still work to be done.

In the past year alone, there have been countless opportunities and reminders to reflect on the role marketers and businesses play in supporting social justice movements and the continued advancement of people from all walks of life.

THIS IS A UNIQUELY CHALLENGING MOMENT

While Black citizens and Black-owned businesses have always encountered severe obstacles, the current social and economic climate presents unique challenges. The struggle for equality is far from over. As business leaders and conversation starters, all of us have a responsibility to speak out on behalf of the oppressed, and take a public stance in support of social justice. At Facebook, we see this as an ethical and moral obligation, while also acknowledging that we still have work to do.

Additionally, as difficult as the COVID-19 pandemic has been for businesses around the world, it's important to recognize that minority entrepreneurs often face even greater challenges when starting, running and growing their companies. The economic difficulties of COVID-19 have hit minority-owned businesses especially hard, in part because many are concentrated in the industries that have suffered most.



#ShareBlackStories

THE SELF-MADE BLACK WOMAN

Madam C. J. Walker (1867-1919) made her fortune thanks to her homemade line of hair care products for Black women. Born to parents who had been slaves, she was inspired to create her products after an experience with hair loss, which led to the creation of the “Walker system” of hair care. A talented entrepreneur with a knack for self-promotion, Walker built a business empire, first by selling products directly to Black women, then employing “beauty culturalists” to hand-sell her wares. She used her fortune to fund scholarships for women at the Tuskegee Institute, and donated large parts of her wealth to the NAACP, the Black YMCA and other charities.



In 2020,

41%

of Black-owned businesses in the US were forced to shut down permanently as a result of COVID-19¹



We want to do our part to help impacted communities thrive. This guide for marketers and businesses highlights a variety of solutions, creative tools and learning resources to engage and celebrate Black businesses and customers. You'll also find tips, training and more to help you stay open and connected with people during the pandemic, both in this guide and on our [Business Resource Hub](#).

Source: ¹ The Impact of COVID on Small Business Owners: Evidence of Early-Stage Losses From the April 2020 Current Population Survey



THE WORK IS ONLY BEGINNING

63%

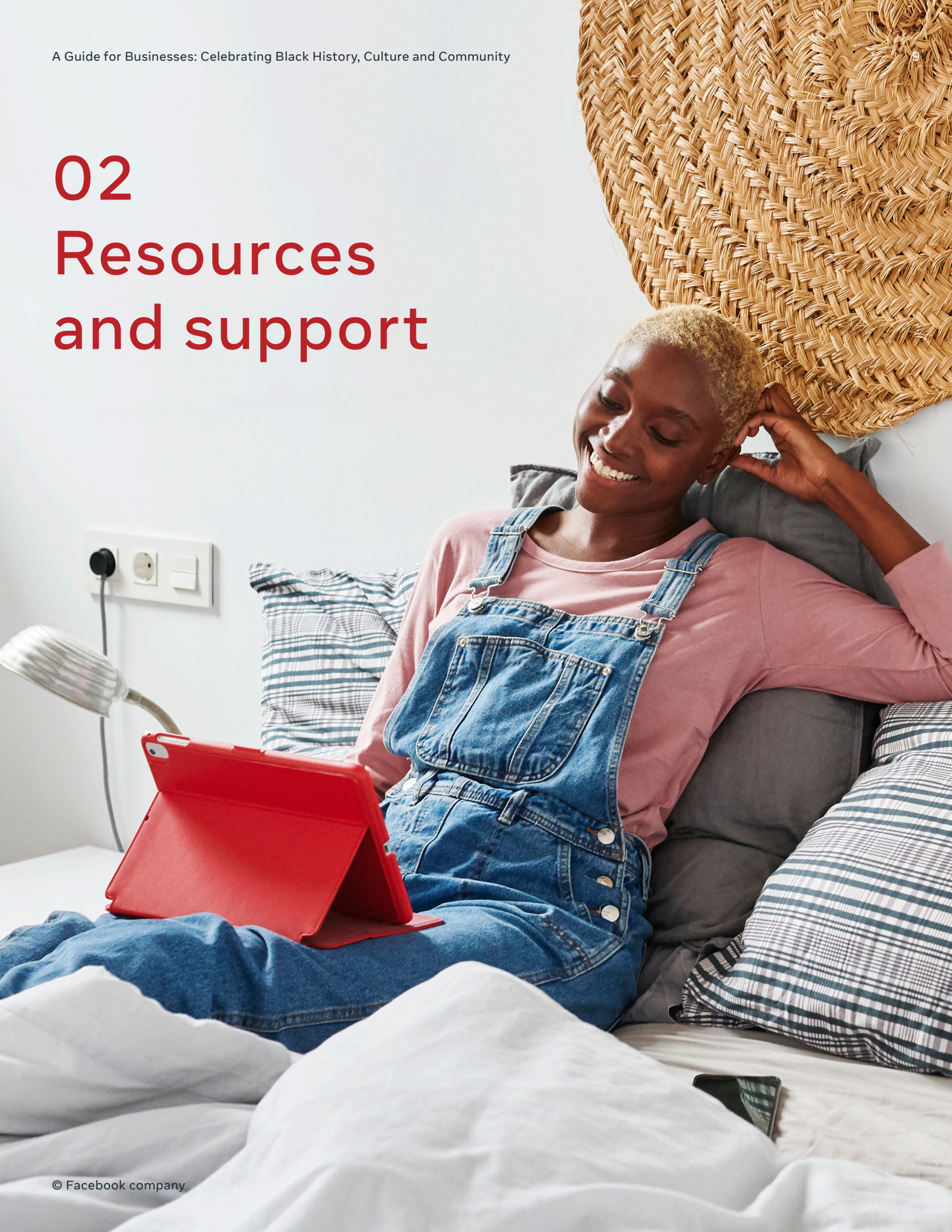
of people in the US are concerned about systemic racism and racial injustice²

70%

of 18-34 year-olds in the US said a brand's response to the Black Lives Matter protests would influence whether they bought or boycotted them in the future²

Source: ² 2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America

02 Resources and support



Three ways to celebrate the Black community year-round

1

DIVERSIFY YOUR DOLLAR

Commit to working with diverse suppliers

2

ACCELERATE INCLUSIVE REPRESENTATION

Diversify the media and creative assets that represent your brand

3

SHARE THE STAGE

Celebrate communities by helping to amplify historically underrepresented voices

1

DIVERSIFY YOUR DOLLAR**Commit to working with diverse suppliers.**

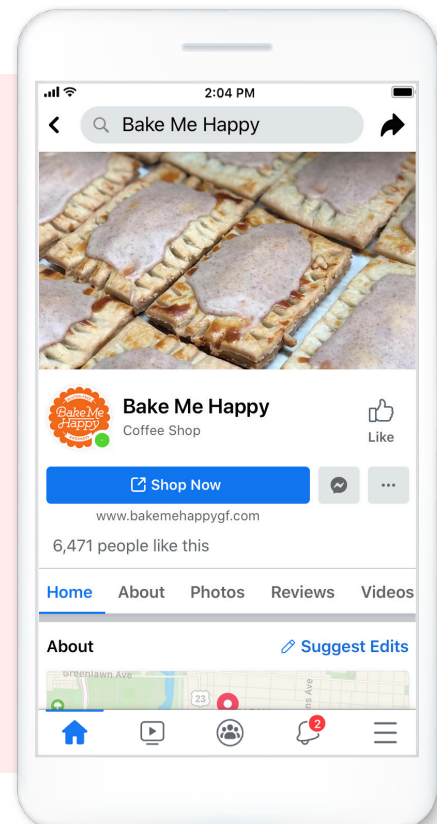
By revenue, mature, non-minority-owned businesses far outpace businesses owned by underrepresented groups.³ By committing to work with a diverse slate of suppliers and business partners that are at least 51% minority-owned, business owners can promote economic opportunities for more people, and build more agility and resiliency in the supply chain.³

Think of all the groups businesses partner with, from office supplies to catering, tech support to HR. Many businesses have options for who to work with, which means they can get creative in planning their partnerships. National organizations such as the [National Minority Supplier Development Council](#), the [Women's Business Enterprise National Council](#) and the [National Gay and Lesbian Chamber of Commerce](#) offer databases of diverse businesses that companies can partner with.

Of course, small business partnerships are encouraged, too. There's never been a more helpful time to work with small businesses and nonprofits that make up the backbone of our communities.

BAKE ME HAPPY

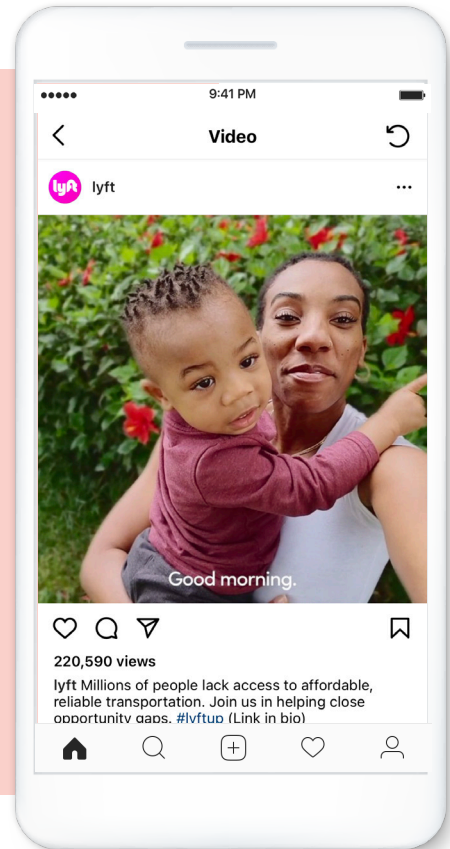
Wendy and Letha Pugh's gluten-free bakery, Bake Me Happy, is a Columbus, Ohio staple. Letha is known in her community as an activist for Black and LGBTQ+ voices. During Pride 2020, Bake Me Happy sold products that raised money for Black, Out & Proud, a local nonprofit serving the Black LGBTQ+ community of Central Ohio.



Source: ³ "Why You Need A Supplier Diversity Program" by Harvard Business Review, August 2020

LYFTUP ACCESS ALLIANCE

Rideshare company Lyft joined forces with impact-driven organizations including My Brother's Keeper Alliance, National Urban League, the Black Women's Roundtable and more as part of its LyftUp Access Alliance. Through this combined effort, the LyftUp Access Alliance has a goal to provide 1.5 million rides to help those in underresourced Black communities get access to essential resources and services.



2

ACCELERATE INCLUSIVE REPRESENTATION**Diversify the media and creative assets that represent your brand.**

For businesses to truly champion diversity, we have to reflect on the ways our marketing and products are experienced by different groups of people. Whether intentional or not, sometimes our individual experiences can bias the work we create.

By continually challenging your assumptions, embracing multiple data sources and engaging a diverse team in the process, you can work to better understand and eliminate biases.⁴

Checking for inclusivity throughout processes—from consumer insights to creative briefs, all the way through to who is actually producing the work—can help ensure equal representation and inclusion in the final product.

This applies even more when diversity isn't the primary topic of the campaign.

Representation in marketing goes beyond simply including diverse talent. It means showing people in ways that are authentic to their culture.

There are many ways to test biases and increase the inclusivity of work. Industry bodies such as the Geena Davis Institute and Unstereotype Alliance provide great resources to kickstart this work within your company.

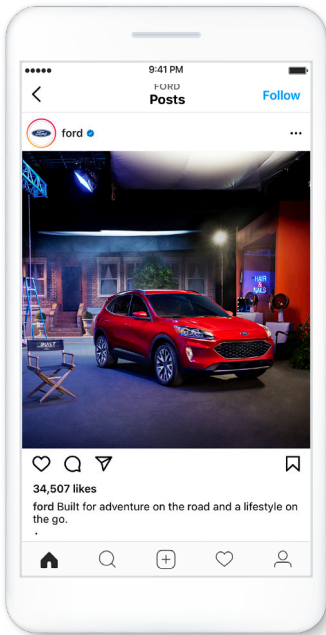
After studying representation in ads, the Geena Davis Institute recommended that advertisers view their work through an intersectional lens, especially when diversity is not directly related to the overall message of the ad.⁵

Source: ⁴ “3 Key Biases In Product and How To Avoid Them By eBay Director of Product,” Product School, April 2020

⁵ “Underrepresentation and Misrepresentation Have No Place In Advertising Today—

Insights From the Geena Davis Institute’s CEO,” AdWeek, 2020



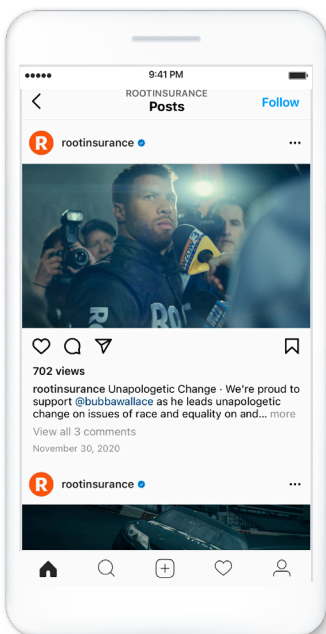
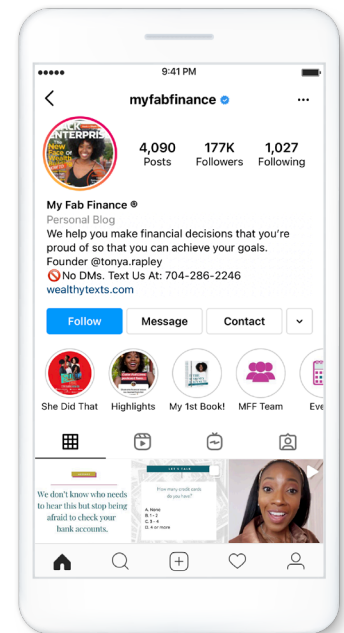


FORD MOTOR COMPANY

Larger advertisers have learned to successfully expand outreach to underserved communities as well. For its “Built Phenomenally” campaign, Ford Motor Company partnered with FREE THE WORK and #SEEHHER to empower a diverse team of creators to create a rich ecosystem of digital content.

MY FAB FINANCE

Nationally recognized Millennial money expert Tonya Rapley launched her business, My Fab Finance, in 2013 to create a space that normalized financial questions young people are typically afraid to ask and larger organizations don’t always directly address. My Fab Finance has grown to become a leading financial education and lifestyle blog for Millennials of all backgrounds who want to become financially free and do more of what they love. You can learn more by reading this Black Business Spotlight from our Elevate program.



ROOT INSURANCE

Root Insurance partnered with NASCAR driver Bubba Wallace, one of the most successful African-American athletes in the history of the sport, to help support its “Drop the Score” initiative. Root is committed to dropping credit scores by 2025, pointing out that the traditional car insurance industry has long relied on discriminatory biases in insurance pricing.

3 SHARE THE STAGE

Celebrate communities by helping to amplify historically underrepresented voices.

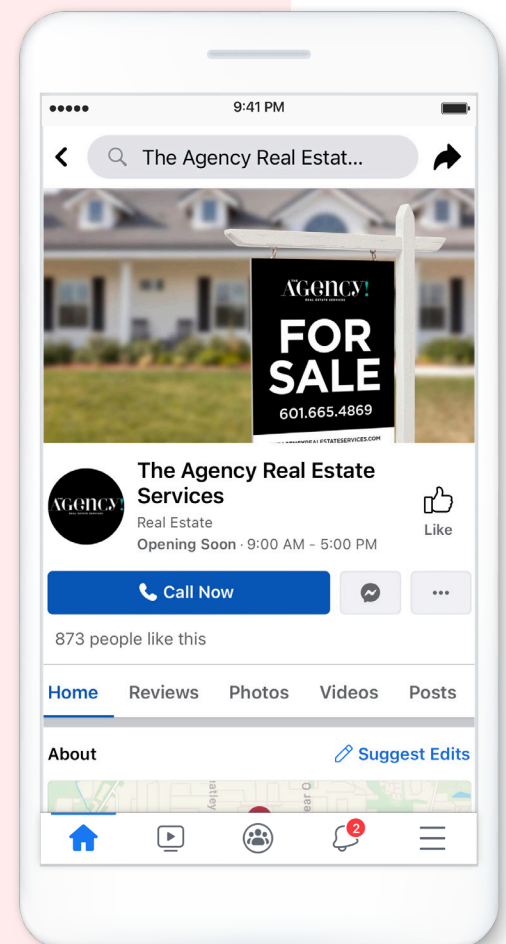
Doing the right thing isn't just ethically correct—it's also good business. By working to advance equality, you help create an economy that's more resilient to systemic shocks like the ones we're currently experiencing. And that contributes to an environment where your work and your employees can flourish, too. Change begins by empowering the ambitions of entrepreneurs in our own backyards.

Culture-shifting work is being led right now by organizations that make it a mission to serve diverse communities. By donating company funds, resources and time to these groups, you can make an immediate impact and help further their mission. And you can do it in a way that feels true to your brand.

THE AGENCY!

Black business owner Dwanna Stanley has had tremendous success running The Agency!, her real estate agency based in Central Mississippi. Given the entrepreneurial nature of the industry she's in, she attributes much of that success to finding a balance between being a producing agent herself and overseeing a brokerage with 12 agents and two office staff.

Dwanna shares the stage by giving her agents everything they need to succeed on their own, from training to technology, and credits this above-and-beyond approach with attracting the right agents to her business. From weekly team meetings to guest speakers that include brand specialists, social media experts, photographers and graphic designers, her work is not just about educating her team to be real estate agents, but educating them to build their own individual brands.



MARRIOTT

Marriott Bonvoy Traveler, the official travel publication of Marriott International's loyalty program, includes a [Black Travel](#) section that showcases Black-owned businesses as an important part of the travel experience around the country and the world. The section features the story of a traveler who took [a modern-day road trip following a 1957 guide](#) to safe havens for Black travelers, known as the "Green Book," to uncover Black-owned businesses that have stood the test of time. Also featured is [this profile](#) of a Black entrepreneur and award-winning BBQ pitmaster serving up a savory taste of South Carolina.



#ShareBlackStories

THE SCIENTIST WHO REDEFINED AGRICULTURE

In 1896, George Washington Carver became the first African-American to earn a Bachelor of Science degree, and went on to change agriculture in the US as we know it. He taught agriculture at the Tuskegee Institute for the rest of his life. His biggest success came from discovering new ways to grow and use peanuts. In all, he developed more than 300 food, industrial and commercial products from the crop, including milk, Worcestershire sauce, punches, cooking oils and salad oil, paper, cosmetics, soaps and wood stains.



03 Find joy in the journey



This celebration is bigger than sentiment... it's about creating change that lasts. It's time to move from awareness to action.

Black History Month is an opportunity to celebrate Black voices and creativity. The most important way marketers and businesses can show up is by backing their words with tangible actions. It starts with embracing inclusion and diversity in every business decision. For some, this requires a transformational journey—a whole new way of doing business.

Joy and justice have often been seen as inseparable throughout Black history. In that same spirit, we encourage businesses to choose joy in their modern journeys toward greater representation, embracing change with a positive, celebratory energy.



PROGRESS DEPENDS ON ALL OF US

Only

41%

of consumers in the US say they feel represented in the ads they see⁶

Black Americans are

1.8X

more likely to say they see negative stereotypes in online ads⁶

Less than

3%

of gaming industry professionals are Black, even though Black people aged 13+ are more likely to identify as gamers (73%), compared with the total population (66%)⁷

71%

of consumers believe advertisers should promote diversity and inclusiveness in their online ads⁶

Source: ⁶ "Representation in Advertising". Facebook-commissioned research, September 2020
⁷ "The Digital Lives of Black Consumers". Research conducted by Nielsen, September 2018



When brands embrace representation, it's not only better for society—it can drive purchases and loyalty as well:

61%

of consumers say brands seem more authentic when they include diversity in their online ads⁸

59%

are more loyal to brands that stand for diversity and inclusion⁸

59%

prefer to buy from these brands⁸

In an analysis of campaigns on Facebook, we found that campaigns with diverse representation had a 90% likelihood of being more effective in driving ad recall, compared with campaigns that featured traditional representation.⁹

Source: ⁸ "Representation in Advertising". Facebook-commissioned research, September 2020

⁹ "An analysis of Facebook Brand Lift Studies", 2018-2019

Facebook's commitments to the Black community



FACEBOOK'S COMMITMENTS TO THE BLACK COMMUNITY

\$1B

spent with diverse suppliers in 2021—and every year thereafter¹⁰

\$100M

spent annually with Black-owned suppliers¹⁰

\$10M

spent over 2 years to fund the Black Gaming Creator Program, and give the next generation of content creators an opportunity to build their communities on Facebook Gaming



1M

members of the Black community reached over the next few years through our Elevate program, which provides free digital skills training¹⁰

100K

scholarships disbursed to Black learners working toward digital skills certifications through our Facebook Blueprint program¹⁰

Source: ¹⁰“Sheryl Sandberg, “Supporting Black and Diverse Communities”, Facebook Newsroom Post, June 18, 2020

A MORE INCLUSIVE WORKFORCE

50%

of our workforce to come from underrepresented communities by 2023¹¹

2X

more Black employees by 2023¹¹

30%

more employees of color in leadership positions by 2023¹¹



#ShareBlackStories

THE STORY OF BLACK WALL STREET

The Greenwood neighborhood, commonly referred to as Tulsa, Oklahoma's "Black Wall Street," was home to Black lawyers, doctors, dentists and various Black-owned establishments such as banks, restaurants and hotels. One of the most prominent Black business communities in America in the early 20th century, Greenwood was ultimately burned to the ground by white residents during the Tulsa Race Massacre of 1921. Much of Greenwood was rebuilt in the decade that followed, despite punitive actions taken by white leaders. The community continued to thrive until desegregation in the 1950s and 1960s.

Source: ¹¹"Sheryl Sandberg, "Supporting Black and Diverse Communities", Facebook Newsroom Post, June 18, 2020



PROGRAMS AND PRODUCT FEATURES

- Last year, Facebook launched [#BuyBlack Friday](#) to increase support for Black-owned businesses during the holidays. Now, we're expanding the program with new resources. Download our [Marketing Toolkit](#) for assets you can use to amplify Black-owned businesses this February.
- [Elevate](#) gives Black, Latinx and Hispanic business owners access to virtual coaching sessions, mentorship circles, live Q&As with business founders and creators, learning resources and so much more. The [Elevate Advanced Access](#) program takes this to the next level by providing tailored account management support to help experienced advertisers grow beyond the basics.
- The [Black Gaming Creator Program](#) gives Black content creators the support they need to build positive communities on Facebook Gaming. Participants get mentorship from other respected creators, access to workshops and direct engagement with the Facebook Gaming product team.
- Businesses can now identify their Page as Black- or minority-owned on Facebook. These businesses get featured in our Businesses Nearby tool to encourage shoppers to find Black-owned businesses locally, and click through to message or shop.
- [Lift Black Voices](#) is a new space in the Facebook app that highlights stories from the Black community, shares educational resources and inspires fundraising for racial justice causes.
- Our ongoing [#ShareBlackStories](#) content series is promoted across our various Facebook Business accounts to amplify the work of Black creatives, activists and entrepreneurs. [@Instagramforbusiness](#)



To learn more about how Facebook is supporting Black-owned businesses, [click here](#).

BLACK OWNED BUSINESS GIPHY STICKER PACK

We partnered with five Black artists to create a new Black Owned Business GIPHY sticker pack on Instagram for Black History Month, allowing users to celebrate the brands they love. The additions include new vibrant Giphy stickers for influencers, consumers and business owners to add to their stories. Artists featured include:



"Proudly Black Owned"
by [Katrice](#)



"Self Made, Black Owned"
by [Ashley](#)



"Curate Black Art"
by [Mia](#)



"I Shop Black"
by [Shae](#)



"Black Entrepreneur"
by [Rachel](#)



"Black Entrepreneur"
by [Rachel](#)

IT'S MORE THAN A MONTH

Thank you for your commitment to celebrating the Black community in February 2021 and beyond.

While people may be physically apart right now, we share an opportunity to bring them closer together by fostering diverse and inclusive communities all year long.



For additional business resources, visit the [Facebook Business Equality hub](#).