

Forward With Pride

CELEBRATE LGBTQ+ CULTURE
AND COMMUNITY ALL YEAR

MIA SAINÉ



June 2021

FACEBOOK     

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Mia Saine

ABOUT THE COVER ARTIST

Memphis-native illustrator and designer Mia Saine is a non-binary Black creative seeking to share a more positive, inclusive narrative. Since graduating from Memphis College of Art in 2017, they've specialized in commercial illustration, branding, advertising, and environmental design. Saine's colorful, minimal digital illustrations strive to normalize and amplify minority voices and experiences. Their work triumphs stereotypes, injustices and tropes by showcasing minorities who embrace self-empowerment and happiness. Saine continues to collaborate with others to spread awareness and create a better tomorrow.

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



“The LGBTQ+ community embodies love at its fullest potential. We’re discovering together that love itself is vast and boundless. It cultivates communities and enriches people to explore compassion, understanding, and acceptance beyond themselves.”

MIA SAINÉ
(COVER ARTIST)

01 Pride is 24/7



The celebrations last a month. Our opportunities to reflect, learn and grow never stop.

Pride Month is a chance for businesses and marketers to pause and consider how we can become better allies of the LGBTQ+ community. But the work is too important to end in June.

When businesses speak out, people listen. Mobile makes it easier than ever to announce our commitments, elevate the conversation and meaningfully engage with underrepresented communities, regardless of where people live.

By spotlighting community voices, celebrating and upholding the value of LGBTQ+ lives, educating ourselves and others and taking proudly public stances that show ongoing support for diversity and individuality—regardless of gender, race, orientation or identity—we can seize the opportunity to nudge society toward greater acceptance and inclusion.

FORWARD MEANS THE JOURNEY IS NEVER FINISHED

For too long, the business world underrepresented—and misrepresented—people who suffered from prejudice and inequality.

Today, many of us recognize and have taken steps to correct these mistakes. But there's still so much we can do to contribute to a safer, more tolerant society.

As everyday people, as employees, as business owners...many LGBTQ+ community members deal with disparity and discrimination on a regular basis.

UNDERREPRESENTATION IN ADVERTISING

The effects of misrepresentation and underrepresentation in mainstream advertising are only beginning to be understood. To study how campaigns can be more inclusive, we [partnered](#) with the Geena Davis Institute on Gender in Media for a wide-ranging research project.

The results indicated that limited and negative representations of diverse groups are still present in online ads, and that some campaigns still portray people in stereotypical ways, including issues of gender.

Even though 71% of consumers believe online advertisers should promote diversity and inclusiveness in ads, only

41%

of consumers in the US say they feel represented.¹ And that's because, in many cases, people like them aren't being shown in ads. This is especially true for LGBTQ+ consumers. A creative analysis found that members of the LGBTQ+ community were severely underrepresented in online ads in the US, and were featured in only 0.3% of ads in the study.²

Source: ¹ "Representation in Advertising". Facebook-commissioned research, Sept 2020.

² Research on Gender in Media Study by Geena Davis Institute. Facebook-commissioned global study, 2019.

But research also tells us there's a clear business benefit to promoting diversity in online ad campaigns. Some 59% of consumers polled said they were more loyal to brands that stood for diversity and inclusion.³

Additionally, we've found that online campaigns with more diverse representation tend to have higher ad recall than campaigns featuring a single, traditional representation.⁴

According to [eMarketer](#),

72%

of LGBTQ+ consumers say they're more loyal to brands that are loyal to them, such as businesses that donate to and advocate for relevant causes, support LGBTQ+ employees, sponsor events, showcase the community in ads and celebrate Pride.⁵



Source: ³ Facebook-commissioned study by Ipsos, Oct 2020.

⁴ Analysis of 25 Facebook lift studies conducted between 2018 and 2019. Industries: Auto, CPG, Finance, Technology, Ecommerce, Entertainment & Media, and Retail.

⁵ "LGBTQ+ consumers value brand support beyond Pride Month" by eMarketer, Jan 2021.



DISCRIMINATION IN THE WORKPLACE

Even though diversity and inclusion have climbed corporate agendas in recent years, many LGBTQ+ employees still face discrimination, discomfort and even danger in the workplace. A recent McKinsey & Company [report](#) makes the challenges clear.

Employer policies and microaggressions from colleagues often contribute to unsafe work environments.

Only about half of all Fortune 500 companies provide benefits for domestic partners, and fewer than two-thirds offer trans-inclusive healthcare coverage. LGBTQ+ employees may also face hurdles in qualifying for parental leave.⁶

And since many countries still don't legally recognize LGBTQ+ relationships, these employees are more likely to face significant barriers to immigration and work sponsorship.

LGBTQ+ employees often deal with misconceptions and microaggressions from colleagues.

60%

report that they've had to correct coworkers' assumptions about their personal lives⁶

And some face the painful experience of being misgendered, or referred to by a pronoun that doesn't match their gender identity.

LGBTQ+ employees are also significantly more likely to report hearing derogatory comments or jokes made about people from the community.⁶

According to McKinsey & Company, more than

1 in 4

LGBTQ+ respondents are still not out at work⁶

Source: ⁶ "LGBTQ+ voices: Learning from lived experiences" by McKinsey & Company, June 2020.

Junior employees below the level of senior manager are less likely to share their orientation with their colleagues. And women (58%) are far less likely to be out in the workplace than men (80%).⁷

Coming out is even more difficult for people who live outside Europe and North America. While three-quarters of North American and European respondents are broadly out at work, only 54% of respondents in other regions have shared their orientation with colleagues.⁷



Source: ⁷ "LGBTQ+ voices: Learning from lived experiences" by McKinsey & Company, June 2020.

CHALLENGES FOR SMALL BUSINESS EMPLOYEES AND OWNERS

According to a [report](#) from the Human Rights Campaign Foundation, LGBTQ+ Americans are more likely to work in industries highly affected by COVID-19, and have experienced greater risk and economic uncertainty throughout the pandemic.⁸

15%

of LGBTQ+ adults in the US—two million people—work in restaurants and food services, and 4% (500,000 people) work in retail.⁸

5M

In total, the report suggested that more than 5 million LGBTQ workers in these industries could be heavily impacted by the COVID-19.⁸

Given the significant economic disparities they face relative to non-LGBTQ adults, LGBTQ+ employees are more likely to lack the resources they need to stay afloat in times of crisis, such as the 2020 economic downturn.⁸

While LGBTQ+ business owners tend to fare better economically than the rest of the LGBTQ+ population,⁹ obtaining funding can still be challenging due to discrimination against sexual orientation and gender identity.¹⁰ Widespread barriers to LGBTQ+ entrepreneurship still persist, given the lack of legal protections in many states, and the higher likelihood of struggling with lower pay, financial instability, poverty and homelessness, compared with the rest of the population.¹⁰

Source: ⁸ “The Lives & Livelihoods of Many in the LGBTQ Community Are at Risk Amidst COVID-19 Crisis” by Human Rights Campaign Foundation, 2020

⁹ “#LGBTQ: How to Support LGBTQ-Owned Small Businesses & Resources” by FinImpact, June 2021

¹⁰ “8 Tips for Getting Funding as an LGBTQ Business Owner” by Gusto, Jun 2019

02

Let's keep reaching higher



If we want things to
be better, we can
make them better.

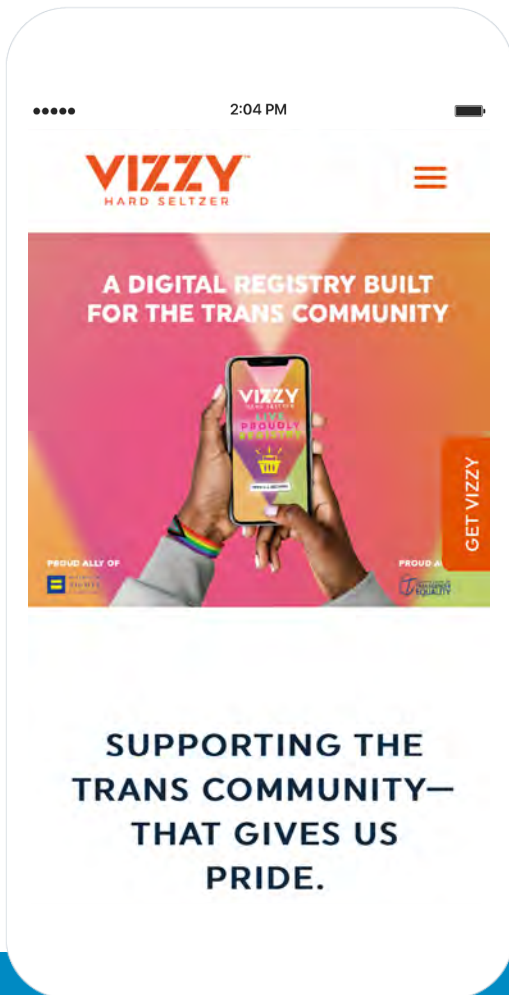
Change starts with us.

SUPPORTING DIVERSE BUSINESSES

Those of us in the corporate space have a tremendous opportunity to bolster representation and showcase the work of diverse businesses by choosing to partner with suppliers and agencies that are either owned by people from historically underrepresented communities, or do work that represents them.

For example, by partnering with a creative agency made up of people from backgrounds that haven't traditionally dominated the mainstream, a large advertiser can showcase richer, more relevant marketing that stands a better chance of resonating with people from those same groups. These business partnerships also increase the likelihood that a campaign will feel "outside the box" and represent the makeup of modern society.





In honor of Pride Month, Vizzy Hard Seltzer launched the [Vizzy Live Proudly Registry](#), an online gift registry where friends and allies can buy a meaningful gift for their trans and nonbinary friends, directly from trans- and queer-owned businesses.

To further support the community, Vizzy also committed \$25,000 to the National Center for Transgender Equality. Last year, the brand donated \$1 million to the Human Rights Campaign, which is committed to ending discrimination against the LGBTQ+ community.

SHOWING PEOPLE WHO THEY CAN BE

Our hiring practices and civic engagements speak volumes about what matters most to us. But our marketing is the external embodiment of those values. Ads have the ability to help shape culture for the better by making inclusion the norm. When we showcase diversity in our ads, we expose more people to more ways of living, and create a safe space for those who feel underrepresented or don't see themselves reflected in the places they live or work.

More than ever, people expect brands to share stories that reflect society as it really is. A Facebook IQ study found that, on average, 76% of people surveyed across the US, UK, India and Brazil said they'd love to see more diversity in advertising.¹¹

Source: ¹¹ "Gender Equality Study" by Qualtrics (Facebook-commissioned study of 4,000 Facebook and Instagram users in BR, GB, IN and US), May 2019.



Ecommerce sock company [Bombas](#) launched a unique campaign to celebrate Pride after learning that 40% of homeless youth identify as LGBTQ+.¹² Bombas partnered with [The Ally Coalition](#) and created a new product featuring the colors of the Pride flag as a way to bring public attention to the issue of homelessness in the LGBTQ+ community.

For every pair of socks Bombas sells, it donates a pair to someone in need. The company's Pride Month campaign on Facebook helped drive donations of more than 460,000 pairs of socks to homeless youth.¹²



BEING PROUD OUT LOUD

Digital tools make it easy for us to show support for the LGBTQ+ community and promote the values that matter most to us online. Fundraisers on Facebook and the Donation sticker in Instagram Stories can be used by brands to raise awareness and funds for the causes and organizations they care about.

Across our platforms, we've also seen brands connect with their customers by supporting the community in inspiring and innovative new ways, including the launch of new product lines that specifically support important causes.

GLAMNETIC

During Pride Month, magnetic eyelash brand [Glamnetic](#) created a special line of rainbow eyelashes to raise awareness of issues affecting the community, then donated

30%

of its profits from sales of the product to support the Los Angeles LGBT Center. The company also made a sizable donation to Black Lives Matter.¹²

03 How we're contributing



MENTAL HEALTH AND WELL-BEING RESOURCES

Facebook has partnered with NGOs and experts to discuss mental health, feature resources and showcase inclusive communities throughout Europe, the Middle East and Africa.



In Poland, people can follow these conversations in LGBTQ+ groups and the [Campaign Against Homophobia \(KPH\)](#) NGP page. In Germany, we're partnering with Pride Berlin to launch a Messenger chatbot with info about LGBTQ+ communities and creators and NGOs that offer counseling.

Throughout June, these partner organizations have shared resources supporting LGBTQ+ communities on accounts such as:

[@pflag](#), [@empoweringpi](#), [@mpjinstitute](#), [@Utopia PDX](#), [Utopia WA](#)

New guides will be featured on the Instagram Guides tab.



SUPPORTING BUSINESS OWNERS

- We've curated #Pride collections across Facebook and Instagram for businesses founded and supported by LGBTQ+ communities
- Throughout Pride Month, we hosted live shopping events on Facebook featuring products from LGBTQ+-founded brands
- In the US, we offered live networking and training resources for small businesses, in partnership with the National LGBT Chamber of Commerce. Similar trainings were hosted in Brazil, Mexico, the UK and France as well

CELEBRATING PRIDE ON OUR PLATFORMS

- Throughout June, we've offered Pride-themed avatars and post backgrounds on the Facebook app, and stickers for Feed and Stories. We also commissioned artists from Brazil, Canada and Germany to create a new sticker pack for Instagram which includes depictions of non-conforming, asexual, trans and gender-fluid identities.
- We partnered with Berlin-based artist Jasmina El Bouamraoui (EL BOUM) to create our 2021 Pride logo for the Facebook app
- We launched a custom hashtag for #Pride, backgrounds and chat themes for Messenger and Messenger Kids, rainbow-colored hashtags on Instagram and an updated list of popular hashtags, in partnership with [GLAAD](#)



PRIDE MONTH INSTAGRAM STICKER PACK

We worked with three LGBTQ+ artists, Leandro Assis ([@lebassis](#)), Ari Liloan ([@madeby_ari](#)), Roza Nozari ([@yallaroza](#)) to create a new sticker pack on Instagram for Pride Month. Visit [@design](#) to learn more.



AMPLIFYING LGBTQ+ VOICES

Across Facebook, Facebook Watch, Instagram and Portal, we've hosted region-specific talk shows, interactive art installations, Live sessions, discussions, video series and more. Visit [this post](#) on our Newsroom blog to learn more.

Check out our social channels for resources, partner content and uplifting stories of intersectionality, allyship, advocacy and community:

[@facebookapp](#), [@facebook](#), [Facebook Watch](#), [LGBTQ@Facebook](#), [@instagram](#), [@instagramforbusiness](#), [@creators](#), [@shop](#), [@design](#) and [@messenger](#).

**WHEN BUSINESSES TAKE A STAND,
PEOPLE PAY ATTENTION**

Together, we share an opportunity to bring people closer by fostering diverse and inclusive communities, this year and beyond.



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

