







2022 Edition

# Black Community Cultural Guide

INSIGHTS AND INSPIRATION TO CONNECT  
WITH THE BLACK COMMUNITY



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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 have specialized in commercial illustration, branding, advertising design, and environmental design. Saine's colorful, minimal digital illustrations strive to normalize and amplify minority voices and experiences. Their work triumphs the stereotypes, injustices, and tropes by showcasing minorities who embrace self-empowerment and happiness. Saine continues to collaborate with others to spread awareness and to create a better tomorrow together.


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



“Invest in Happiness” is a vibrant, pleasant illustration collage that celebrates the complexities of positive Black narratives and experiences. This portrait reflects the enrichment of Black culture by investing in Black liberation, professional practices, and personal pursuits. By being active in communities and integrating accessible resources, businesses can better expand boundaries of identity and community by social change and cultural healing.”

MIA SAINE  
(COVER ARTIST)



A close-up portrait of a young Black man with voluminous, curly blonde hair. He is looking slightly off-camera with a serious expression. He is wearing a black turtleneck sweater under a brown blazer. The background is a plain, light blue-grey color.

# 02. Celebrating Black Excellence & Recognizing Black Humanity

Black people throughout business, arts, entertainment, science, education and more have contributed to our society in innumerable ways. This far-reaching impact on culture is true despite Black people only making up 14%<sup>1</sup> and 3.5%<sup>2</sup> of the US and Canadian populations, respectively. It has also been made in the face of immeasurable odds, and centuries of prejudice and oppression.

In the last two years, buoyed by the social justice movements of 2020, more attention has been paid to the injustices towards this community. This pivotal point in history has built momentum to create a more just and inclusive society.

Historically, businesses and organizations have honored the contributions of Black people during specific milestones, such as Black History Month and Juneteenth. However, many now understand that the work of celebrating and acknowledging Black people is a year-long responsibility.

This guide will provide inspiration on how to support and celebrate the Black community throughout the year. Read on to learn more.



Source: <sup>1</sup> “The Growing Diversity of Black America,” Pew Research Center, March 25, 2021

<sup>2</sup> “Diversity of the Black population in Canada: An overview,” Statistics Canada, accessed December 29, 2021, <https://www150.statcan.gc.ca/n1/pub/89-657-x/89-657-x2019002-eng.htm>



## RECOGNIZING BLACK HISTORY

Many scholars agree that institutionalized racism in the US has set back Black Americans for centuries, starting with slavery, continuing on with segregation, then Jim Crow-era policies, and now the inequalities of today, such as police brutality, mass incarceration, and biases in healthcare, employment, housing and more.<sup>3</sup> COVID-19 further illuminated existing inequalities faced by marginalized communities. Throughout the pandemic, Black Americans faced increased risk for infection, serious illness, and death from COVID-19, as well as severe economic impacts.

## CELEBRATING BLACK EXCELLENCE & HONORING BLACK HUMANITY

Yet, the Black community has always found ways to rise above their circumstance. Whether that was by leaning on spirituality, creating art, through activism, or simply showing up when the world gave every reason to not. We seek to celebrate this Black #Excellence, while not forgetting to honor Black humanity.



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Source: <sup>3</sup> <https://www.cnn.com/2021/02/16/us/reparations-covid-black-americans-disparity-trnd/index.html>



# 03. Supporting the Black Community



The challenges wrought by the pandemic were felt among businesses and organizations. However, 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.

While Black citizens and Black-owned businesses have always encountered severe obstacles, the current social and economic climate presented unique challenges.

#### DURING THE HEIGHT OF THE PANDEMIC:

- Black-led SMBs were most likely to report being closed, at 33% compared to 18% for SMBs not led by minorities.<sup>4</sup>
- Nearly half of Black adults say the economic impact of the pandemic will make achieving their financial goals harder in the long term.
- Black business ownership declined more than 40%, the largest drop across any ethnic group, due to mandatory closures and lack of access to financial relief.<sup>5</sup>

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 Meta, we see this as an ethical and moral obligation, while also acknowledging that we still have work to do.



Source: <sup>4</sup> Meta: Global State of Small Business Report, April 2021

<sup>5</sup> Kemberley Washington, "Covid-19 Has Had A Disproportionate Financial Impact On Black Small Businesses," Forbes, June 3, 2021, <https://www.forbes.com/advisor/personal-finance/covid19-financial-impact-on-black-businesses/>



## PEOPLE EXPECT BUSINESSES TO DO THEIR PART

68%

of US adults believe brands have an important role to play to speak out against racial inequality and injustice.<sup>6</sup>

71%

of people expect brands to promote diversity and inclusion in their online advertising.

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Source: <sup>6</sup> How Social Issues Are Sparking Action Among Brands, eMarketer. Nov 2020  
<https://www.emarketer.com/content/how-social-issues-sparking-action-among-brands>





# 04. Resources for Empowerment



# Four ways to support the Black community year-round

1

## **DIVERSIFY YOUR DOLLAR**

Commit to working with Black suppliers

2

## **ACCELERATE INCLUSIVE REPRESENTATION**

Ensure that members of the Black community are represented authentically in your marketing

3

## **SHARE THE STAGE**

Support communities by helping to amplify underrepresented voices

4

## **COLLABORATE WITH THE COMMUNITY**

Partner with HBCUs, Communities of Color and others

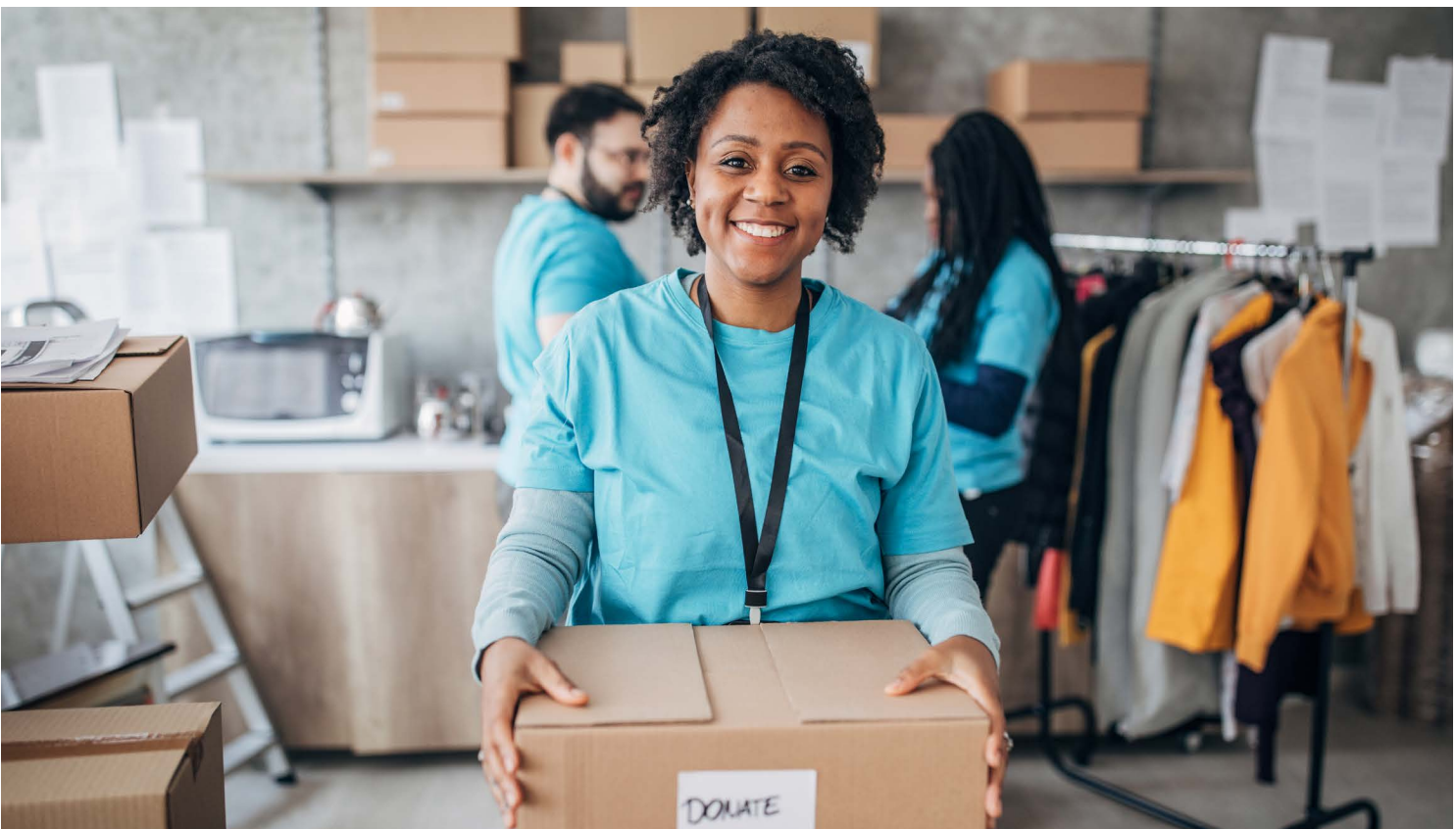
## 1

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

By revenue, mature, non-minority-owned businesses far outpace businesses owned by underrepresented groups. 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.

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 support the small businesses and nonprofits that make up the backbone of our communities.

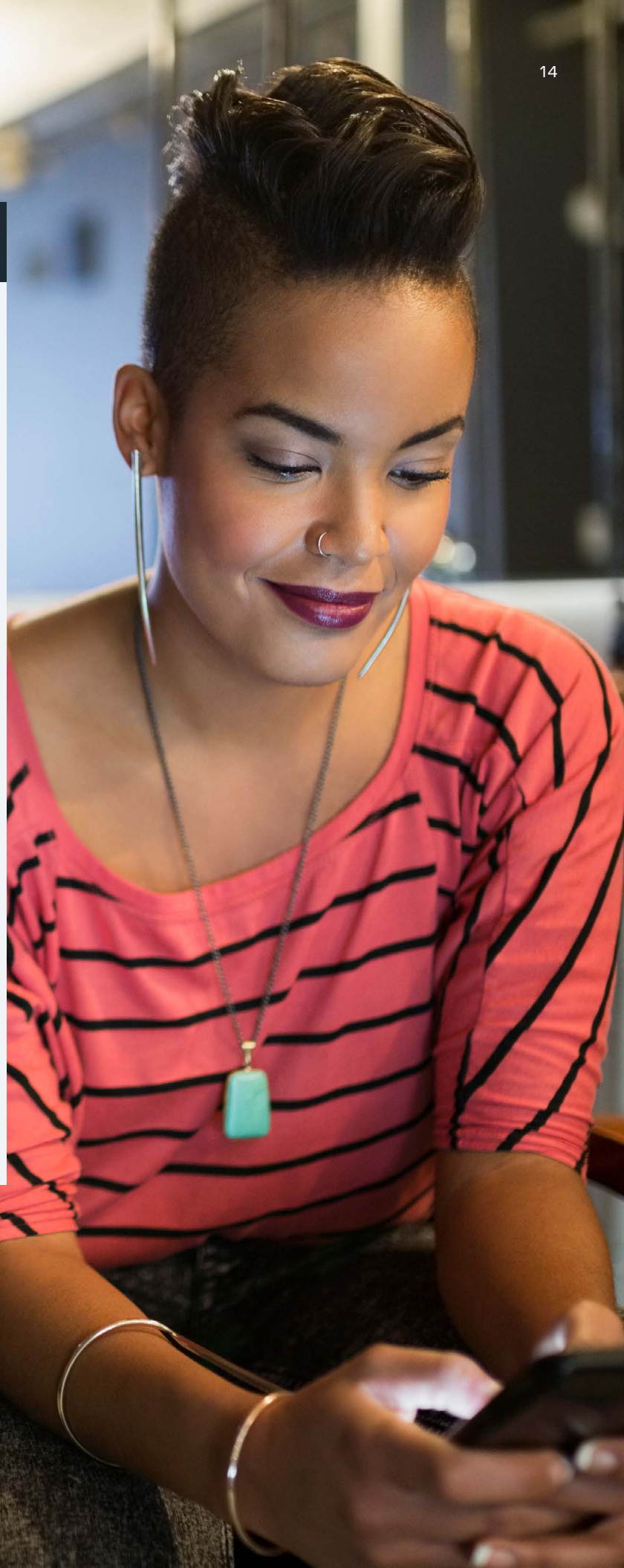


**MAYVENN****Building a community of stylists**

Diishan Imira founded Mayvenn to empower hair stylists to sell hair products directly to their clients. Serving people of color, the company has so far signed up more than 50,000 hairstylists to become Mayvenn product retailers and bring profits back into their communities.

The Mayvenn team had already been using video ads to engage with its audiences and boost sales for some time. To further increase sales, the team decided to try the collection ad format, which makes it easier for people to discover, browse and buy products in a visually appealing and immersive way. For this campaign, Mayvenn wanted its ads to remain authentic and relatable to women of color, so it decided to feature Mayvenn employees in its creative.

With its authentic ad creative, Mayvenn's collection campaign reached a highly relevant audience, while also boosting sales. The company saw over an 8X return on ad spend and 4.5X increase in click-through rate.







## 2

## ACCELERATE INCLUSIVE REPRESENTATION

Diversify the media and creative assets that represent your brand

Only

26%

of Black Americans feel represented in advertising.

Black Americans are

1.8x

times more likely to say they see negative stereotypical representation in online ads.<sup>7</sup>

Source: <sup>7</sup> Representation in Advertising". Meta-commissioned research, September 2020

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Like the rest of society, the growing trend in advertising is to ensure our institutions are better representing and truly including the people we serve. In the past few years, the industry has witnessed an awakening: the status quo in advertising is leaving out or misrepresenting people of varied backgrounds, shapes, shades, sizes, mindsets and abilities and holding businesses back from turning them into customers. **In short, the industry began to realize it was time for advertising to serve all people.**

Businesses and brands play a big role in shaping the future.

- Nearly 2 in 3 people believe businesses must make sacrifices to end racism even if it means losing a brand name, icon, or business from customers.
- 71% of people expect brands to promote diversity and inclusion in their online advertising.<sup>8</sup>
- Brands with the most representative ads saw higher stock growth: 44% average stock increase over the past 2 years and had 69% better performance.<sup>9</sup>



Source: <sup>8</sup> Meta-commissioned study by Ipsos (n=1200) Adults 18+ BR, UK, US Oct 2020.

<sup>9</sup> Gross, Maggie. Wade, Lindsay. Khan, Nada. "The Value of Diversity in Advertising." Deloitte, 2019.





### CASE STUDY: COOP

In an effort to increase representation in the advertising industry, we expanded our partnership with COOP Careers, a national nonprofit whose mission is to overcome underemployment for low-income, first-generation college graduates through digital skills and peer connections. Partnership elements include the Coursera Employment Consortium, Blueprint Certification and Training via Elevate, and The Facebook Talent Connect with COOP event. As a result of these efforts, 75% of COOPers met with an employer they were interested in and 27 COOPers were hired across 16 companies.



## A SIMPLE FRAMEWORK TO HELP YOU GET STARTED

From our research with [Deloitte on the Barriers to Inclusive Advertising](#), we found that there is a widespread lack of awareness of tools and resources that can help marketers make progress. So we decided to create an accessible simple framework that empowers any marketer to get started.

The system is built on 4 parts – or pillars – that provide a roadmap and practical steps to accelerate your journey to more inclusion in advertising. Here is a focused look at each of the pillars.



### EXPLORE

- Discover key barriers to creating inclusive advertising and get teams talking about how to overcome them
- Build inclusion into operations through review boards and approaches to Supplier Diversity
- Connect authentically with customers via Creators and insights from our Cultural Guides



### REIMAGINE

- Create more inclusive work with an industry reviewed framework used at each step of the creative process
- Use solo or with a team, spark new ideas and provocations with a series of prompts, questions and exercises that can help lead to more inclusive advertising



### REFLECT

- Craft a long-term learning agenda to understand the impact of inclusion on your brand's advertising
- Integrate third-party insights with information from ongoing brand lift studies
- Connect more authentically with customers by acting on key learnings



### EVOLVE

- Share work that inspires others and moves your brand and our industry forward and accountable to progress

## CASE STUDY: CLEARLY

In 2020, online eyewear brand Clearly made the intentional choice to use a more diverse and inclusive cast of people in its Facebook and Instagram ad creative. After testing Meta's "Inclusion in Advertising" framework, which aims to raise the bar on inclusive and representative ad creative, Clearly used the concepts they learned to build assets that inclusively represented its audience. By incorporating the Inclusion in Advertising concepts into its Meta ad campaign helped drive, Clearly experienced a 6.7-point lift in ad recall and 1-point lift in message association.





## 3

## SHARE THE STAGE

**Support communities by helping to amplify historically underrepresented voices**

There are many ways businesses can help elevate the stories and interests of members of the Black community. Doing so isn't just ethically correct — it can also be an opportunity for your brand to reach and engage new audiences. By working to advance equality, you help create an economy that's more resilient to systemic shocks like the one brought on by the pandemic. Furthermore, this work contributes to an environment where your organization and employees can flourish, too.

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.



## CONNECTING WITH BLACK CREATORS

Enhancing relationships between brands and Black creators is key to amplifying diverse voices and reaching new audiences authentically. As 2021 came to a close, Meta convened Creators from our **We the Culture** program and representatives from our global agencies and brand partners to surface what's working, and what's not, in creator and brand partnerships today.

Take a look at the three key themes and accompanying best practices inspired by this important conversation.



## DISCOVERING CREATORS AND SHARING VALUES IN CREATIVE BRIEFS

- Invest in, and learn from, Black community research.
- Rethink the briefing process so it's more collaborative.
- Clearly communicate brand values in the briefing process.

## IMPROVING CREATOR REPRESENTATION AND CO-CREATION

- Create a seat at the table for Black creators, early and often.
- Be accessible and quick when working with creators.
- Be transparent about campaign goals.

## CREATING LONGER-TERM AGREEMENTS AND BETTER PAY EQUITY

- Commit to long-term relationships and evergreen programming.
- Focus on pay equity and measurement.



“It’s important for creators to have more creativity and not have to sacrifice that just for a price point. A lot of brands that are larger have paid more and expected less freedom and creativity”

- Taty Cokley

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

“We can’t let brand safety interfere with cultural relevance. We are going to creators for your voices, the way you present content, and how you deliver the message.”

MARK PRINCE, SVP, HEAD OF ECONOMIC EMPOWERMENT,  
DENTSU MEDIA AMERICAS

## 4

## COLLABORATE WITH THE COMMUNITY

**Partner with HBCUs, Communities of Color and others****What are HBCUs?**

Alongside the organizations you partner with, businesses have the opportunity to gain insights through strategic partnerships with communities of color. One example of this would be through developing partnerships with HBCUs in any of the following areas:

- Product: host pitch competitions or create accelerator programs
- Marketing: establish an advisory board to test product or campaign ideas
- HR: build a diverse talent pipeline
- Philanthropic: become a corporate sponsor for initiatives

Historically Black Colleges & Universities (HBCUs) were established prior to the Civil Rights Act of 1964 in the United States. These public and private institutions gifted Black people access to education, which was otherwise denied to them.<sup>10</sup> Even today, these institutions are known to provide a safe space for Black people to learn, discover and build community, while also being a space rich in culture and academic rigor.



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Source: <sup>10</sup> [https://www.lsu.edu/intlpro/apa/blog\\_posts/2021/hbcus\\_a\\_brief\\_history.php](https://www.lsu.edu/intlpro/apa/blog_posts/2021/hbcus_a_brief_history.php)



## CASE STUDY: HBCU GAMEDAY

HBCU Gameday is a Black-owned digital publisher that focuses on content promoting both HBCU Sports and Culture. As part of Meta's Go Lab 1.0 Incubator, we supported HBCU Gameday with scaling their FB video production & monetization (In-Stream), leveraging Creator Studio + Crowd Tangle for content scheduling & advanced analytics/reporting, and building a sponsorship rate card for how Gameday could approach potential branded content partners. As a result, HBCU Gameday is up +254% for Facebook in-stream ad revenue, +466% on Instant Article Revenue, and up +124% on FB Watch Hours (YoY).





A close-up photograph of two Black women with long, dark, braided hair. The woman in the foreground is wearing a white, textured, off-the-shoulder top and a black choker. The woman in the background is wearing an orange, textured, off-the-shoulder top. Both women are looking directly at the camera with serious expressions. The background is a bright, overcast sky.

# 05. Calendar & Consideration



# 365

**JAN 17, 2022**  
MLK DAY

**FEB 2022**  
Black History  
Month

**MAR 1, 2022**  
Black Mental  
Health Day

**JUN 2022**  
Black Music  
Appreciation  
Month

**JUN 19, 2022**  
Juneteenth

**ALWAYS-ON**  
Black Maternal  
Health

**AUG 2022**  
Black Business  
Month

**ALWAYS-ON**  
Black Small  
Business

**AUG 3, 2022**  
Black Women's  
Equal Pay Day

**ALWAYS-ON**  
Black Love

**OCT-NOV 2022**  
Homecoming  
Season

**ALWAYS-ON**  
Black Beauty

**ALWAYS-ON**  
Afro-Latino  
Heritage

**DEC 2022**  
Holiday Season

Brands and businesses should consider connecting with and supporting the Black community all-year. This includes during holidays and key cultural moments, as well as by engaging the community through different interest groups and relevant topics.

**BLACK #EXCELLENCE**





# 06. Meta's commitment to the Black community

# \$1B

spent with diverse suppliers in 2021—  
and every year thereafter

# \$100M

spent annually with Black-owned suppliers

# 1M

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

# 100K

scholarships disbursed to Black learners working  
toward digital skills certifications through our Meta  
Blueprint program<sup>11</sup>

# \$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 Meta Gaming



Source: <sup>11</sup> “Sheryl Sandberg, “Supporting Black and Diverse Communities”, Meta Newsroom Post, June 18, 2020

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## PROGRAMS AND PRODUCT FEATURES

- [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.
- [We Create](#) champions collective creativity and aims to provide inspiration and opportunity by bringing together small business owners and creatives. It's especially meaningful that the first iteration of We Create focused on Black-owned business and Black creatives, after a year where this community had been disproportionately affected by the challenges of the COVID-19 pandemic.
- [We The Culture](#) elevates Black creators to share their vision with the world, spark community, and empower them to build successful, entertaining and sustainable networks across our apps. "We" refers to the Black creators that make pop culture what it is today. Meta is just the platform for this community to thrive. Through We The Culture, we're continuing to take critical steps to turn the corner and show up for the Black community by elevating their stories in tangible ways.
- [The Black Gaming Creator Program](#) gives Black content creators the support they need to build positive communities on Facebook Gaming. Participants receive mentorship from other respected creators, access to workshops and direct engagement with the Facebook Gaming product team.
- Our ongoing **#ShareBlackStories** content series is promoted across our various Meta Business accounts to amplify the work of Black creatives, activists and entrepreneurs. Check out [@Instagramforbusiness](#) for more.
- [#BuyBlack Friday](#) seeks to harness some of the energy from the biggest physical retail day of the year in support of Black-owned small businesses. To help you #BuyBlack, we created The Facebook #BuyBlack Friday Gift Guide that features products from Black-owned businesses from across the US. Throughout the year, look out for other Meta experiences that celebrate Black culture and feature Black-owned small businesses. In 2021, the #BuyBlack initiative included the #BuyBlack Friday Show on the Facebook Shop tab and a free, one-day virtual summit.





Thank you for your commitment to celebrating the Black community and advancing racial justice and equity in 2022 and beyond.

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

[Download Poster](#)

**SUPPORT  
CELEBRATE  
INVEST IN  
BLACK  
#EXCELLENCE**