

Ad Club March Content Pack

AAF X FACEBOOK

A Note from Facebook's Nada Stirratt

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Hi there,

I'm so pleased to welcome you to the March AAF Ad Club packet.

In honor of March being Women's History Month, we wanted this month's packet to tell a fuller, more realistic story of the experience of women everywhere — as well as explore the obstacles and opportunities ahead.

Inside, you'll find new research that examines misrepresentation and underrepresentation in online advertising, and new insights in how women business owners have juggled their responsibilities during the pandemic. There are stories from inspirational female creators, community leaders and women owned businesses leaders who were able to find new ways to strengthen their businesses during these difficult times. Also included, are a multitude of new resources and products to help you for whatever the future may hold.

We at Facebook are proud of the role we play in helping everyone, from consumer to entrepreneur, and I hope this packet serves you well as you continue to grow your business this month and beyond.

Xoxo

Nada

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01 Women's History Month

Women's History Month is an opportunity to celebrate the achievements of women and take steps to advance women's rights and gender equality. [Read](#) on to see our commitments, explore insights, access resources and get involved in events to celebrate and support women during the month of March and beyond.

Celebrating Women Across Our Family Of Apps

As the impact of COVID-19 threatens to reverse decades of progress, women around the world are joining forces across our apps to support and uplift each other and their communities. Take a further look at how our new features will help to support inspirational female creators, community leaders, and women-owned businesses.

Prioritize Business Equality. Promote Effectiveness.

Women's History Month and International Women's Day give us the opportunity to recognize the achievements of women throughout history. Join us in this moment through a variety of events and resources created to empower women-owned businesses around the world.

Insights & Actions

Explore our new guide for businesses that celebrates women's history, culture and community with insights and inspiration for Women's History Month and beyond. As progress depends on all of us, this guide includes immediate actions you can take to diversify your dollar, accelerate inclusive representation and share the stage to help amplify historically underrepresented voices.

*Each header is linked directly to the webpage

Survey on Gender Equality at Home

Read our survey on household gender dynamics during the COVID-19 pandemic. Developed in partnership with UN Women and the World Bank, the resulting report provides a global snapshot of life at home, directly from the voices of Facebook users around the world.

#SheMeansBusiness Spring Training

On 3/29, join us for the free #SheMeansBusiness Spring Training event to celebrate Women's History Month and provide support to women small business owners who have been disproportionately impacted by the pandemic compared to their male counterparts. Spring training will feature digital skills lessons, small business stories and inspiration from business leaders.

Forward Together Video Series

Tune in to our video content series in celebration of Women's History Month: Forward Together. Together, we can raise the bar on inclusion in advertising by building more authentic and more representative stories. Sessions include the Geena Davis Institute and storytellers from Disney's Raya and the Last Dragon. Register for free at the link to get access to the program.

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02 Small Business Resources

Facebook is in the business of small business. Businesses are the heart of our communities and the backbone of our economy. That's why our company has long been focused on supporting small business and unlocking economic opportunity for people around the world. Read on to learn about the value of personalized ads, the power of community and how businesses are staying afloat during this unprecedented year.

Good Ideas Deserve To Be Found

This is an initiative that highlights how personalized ads enable people to discover new things they love, while helping small businesses grow an idea into a livelihood. The value of personalized advertising is that it makes advertising affordable for small businesses.

Power Of Community For Black-Owned Businesses

In this article for Small Biz Daily, Facebook executive Judy Toland shares her personal connection to small business and how the power of community is lifting Black-owned small businesses to succeed.

State of Small Business Report

Throughout the year, Facebook has listened to small businesses in the U.S and around the world to find out how they are coping and what they need. In partnership with the Small Business Roundtable, Facebook is publishing our latest U.S. State of Small Business report, which gives us a more comprehensive picture of the impact COVID-19 had in 2020.

03 Product Launches

At Facebook, our goal is to build new experiences that meaningfully improve people's lives today and set the stage for even bigger improvements in the future. This month, we have exciting news to share for our WhatsApp and Instagram users.

WhatsApp Calling On Desktop

We are launching one-to-one desktop voice and video calling on the WhatsApp desktop app to give people more options for how they can communicate privately and securely with their family and friends. Voice and video calls on WhatsApp are end-to-end encrypted, so WhatsApp can't hear or see them, whether you call from your phone or your computer. We're starting with one-to-one calls on the WhatsApp desktop app, and plan to expand this feature to include group voice and video calls in the future.

Instagram Live Rooms

Over the past year, we've seen our creator community embrace Instagram Live in so many different ways because of the COVID-19 pandemic. From duets and rap battles to makeup tutorials and dance-offs, our creators have found new ways to connect with their communities and each other like never before. That's why we're excited to build more opportunities for creators to collaborate with each other and engage with their communities on Instagram Live.

04 Insights and Trends

The article on the next slide details why diversity and inclusivity matters within the online advertising landscape. Furthermore, it explores the importance of overcoming underrepresentation and misrepresentation in today's advertising.

Representation in Media

To better understand people's expectations of representation in online advertising and the impact of diverse and inclusive digital campaigns, Facebook IQ partnered with the Geena Davis Institute on Gender in Media to do this research. Today they've released their findings in a new report that demonstrates how taking action can benefit brands and move culture forward.

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We want to hear from you

While you'll be hearing from us each month, we also want to hear from you. Please fill out this [survey](#) so we can ensure that the content and resources we provide in the future will be valuable to the Ad Club community.

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