

Abidjan is the sweetest city in the world

Meta Africa 2021 Year In Review

Meta

Jan.

Expanding Express WiFi

Partnered with Fiam Wi-Fi to roll-out Express Wi-Fi services to densely populated and lower-income areas in Lagos, Nigeria - aiming to connect an additional 50 million Nigerians to the internet over the next decade.

Feb.

Facebook Marketplace Launch in Nigeria

Rolled out Facebook Marketplace, a place where people can discover, buy and sell items from others in their local communities, simply by tapping on the Marketplace icon or visiting www.facebook.com/marketplace to browse and search for items or filter by distance or category.

Celebrated Safer Internet Day

Aimed at educating parents and children in online safety, we commemorated Safer Internet Day by partnering with NGOs, celebrities and media titles across Sub-Saharan Africa.

Rolled out Africa's first Paid Online Events in South Africa

Launched Paid Online Events tool in South Africa to enable content creators and businesses to earn money and thrive on the platform, with users being able to create events, promote people to attend, charge people to attend, and host, all in one place.

Partnered with Junior Achievement Nigeria to roll out Digital Marketing training

Empowered young people with Digital Marketing skills and tools to enable them to build their online presence, connect to a larger audience and grow profitable businesses in a digital society.

Mar.

LeadHers: Life Lessons from African Women

Released "LeadHers: Life Lessons from African Women", a book featuring beautifully inspired stories & life lessons of 19 women from across Africa who are having a positive impact in society and breaking boundaries.

Hero'd African Women on International Women's Day

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Launched Instagram Lite in Nigeria

Introduced Instagram Lite, a new, lightweight version of the Instagram app for Android that uses less data and works well across all network conditions.

Expanded our Third-party Fact-checking Programme To Congo-Brazzaville

Announced a partnership with Congo check, a program which aims to assess the accuracy and quality of news on Facebook and reduce the spread of misinformation.

Launched Political Ads Transparency in Kenya and Ethiopia

Expanded our tools and policies to provide unprecedented transparency and control on electoral and political ads. Empowering people to see fewer social issues, electoral, and political ads, if they wish, whilst requiring political advertisers to go through an authorization process and place "Paid for by" disclaimers on their ads.

Hosted the Ethiopia Elections Media Roundtable

Ahead of crucial elections, brought together key journalists in Addis Ababa to educate them around our work in safety and misinformation, our partnerships as well as the ongoing work in supporting the elections.

Apr.

Tackling COVID-19 Misinformation

Partnered with WHO to connect people to accurate information and reduce misinformation on COVID-19 online, whilst promoting authoritative information about COVID-19 vaccines.

Ramadan #MonthofGood

Highlighted the real-life stories of how users such as Saratu Kassim of Fertility Support Group Africa and Lagos Food Bank Initiative are using the Facebook app to do good, extend goodwill and show love during Ramadan.

Rolled out COVID-19 Vaccine Frames in Ghana and Nigeria

Partnered with local Ministries and National Health Care agencies in Ghana and Nigeria to launch COVID vaccine frames, a feature allowing people to add frames and graphics to their profiles on Facebook and Instagram.

#FacebookCreators: Spotighting content creators in Nigeria and Ghana

Through video storytelling, highlighted inspiring stories of eight leading content creators from Nigeria and Ghana who have succeeded in their creative industries, and are using Meta technologies to inspire other creative artists and connect with communities.

May

Introduced 'Made by Africa, Loved by the World'

Celebrated Africa's growing cultural impact on the world through a global campaign that showcased African creatives and businesses from Kenya, South Africa, Nigeria, Côte d'Ivoire and Gabon.

Expanded the Blood Donation feature to Tanzania and DRC

Launched the Blood Donations feature, in partnership with the Tanzania National Blood Service (NBTS) and the National Blood Transfusion Centre in Tanzania and DRC respectively - helping to connect blood donation centres to donors.

Celebrated the city of Abidjan with the launch of a Community City Guide

Unveiled the Abidjan Community City Guide to showcase the creativity and vitality of Abidjan and its diversity through Facebook Community Groups sourced attractions under the theme "Abidjan is the sweetest", a popular expression in Cote d'Ivoire.

Jun.

E-Learning For Journalists

Partnered with Reuters on the Facebook Journalism Project, a free e-learning program to support journalists across Kenya, Nigeria, South Africa, Zimbabwe, Zambia, Ghana, Rwanda, Uganda and Ethiopia to build strong foundations in digital reporting and editing.

Celebrated Youth Month in South Africa

Partnered with Digify Africa to host the Youth Digital Skills Forum which brought together youth industry leaders to inspire, and demonstrate the importance of digital skills in contributing to youth development and the economy.

Our NGO partnerships in honouring 'International Day of the African Child'

Commemorated the Day of the African Child by partnering with five advocacy organizations and non-profits in Cameroon, Burkina Faso, Chad, Mali and Senegal to launch a public service campaign raising awareness on child sexual abuse.

Unlocking Africa's Potential

Released findings from a study by Genesis Analytics exploring how social media powers small businesses in Africa. Focused on eight countries (South Africa, Nigeria, Kenya, Ghana, Mauritius, Senegal, Côte d'Ivoire and the DRC), the report highlights how Africa's economic development can be further enabled through the growth of the digital economy, whilst providing insights on the important role Meta products play in accelerating the economic growth and development in the region.

Jul.

Launched Instagram Reel Ads in 25 African countries

Expanded Reels Ads to countries in Africa with the Reels feature on Instagram - enabling businesses on Instagram to reach greater audiences, and allowing people to discover inspiring new content from brands and creators.

Created a #NoFalseNewsZone

Activated a media and consumer educational campaign in Nigeria and South Africa to help people think critically about the messages they see and read online, how to identify false news, and the actions that can be taken to help minimise its spread.

World Emoji Day

Celebrated World Emoji Day by showcasing how people across Africa use emojis to express themselves and connect with friends and family - and launched in Kenya Soundmojis, offering people a new audio way of self-expression.

Expanded Transparency in Political Ads to Zambia and South Africa

Launched the ad authorization process in Zambia and South Africa to verify the identity and location of anyone running ads about political figures, political parties, the election or "Get out the vote" campaigns. This feature also provides people with the choice to see fewer electoral and political ads with "Paid for by" disclaimers.

Aug.

Announced new 2Africa Landings

Alongside eight local and global partners, announced the creation of new branches that will extend the 2Africa cable system to the Seychelles, the Comoros Islands and Angola, whilst bringing a new landing to southeast Nigeria.

Launched Instagram Lite in Swahili, Oromo and Amharic

Announced the availability of Instagram Lite, a light weight version of the Instagram app for Android that uses less data, works well across networks, is fast to install and quick to load.

Rolled out Facebook Marketplace to 37 countries & territories across Sub-Saharan Africa

Enabling more people to discover, buy and sell items from others in their local communities.

Workplace x Vodafone

Announced Vodafone's renewal of its relationship with Workplace, connecting more than 90,000 global employees globally including in Democratic Republic of Congo, Ghana, Lesotho, Mozambique, South Africa and Tanzania.

Sep.

Announced '2Africa Pearls'

Announced a new segment of the subsea cable called "2Africa Pearls", which now connects three continents - Africa, Europe, and Asia and will bring affordable, high-speed internet to 3 billion people. The longest subsea cable system ever developed, this extension brings the total length of the 2Africa cable system to more than 45,000 kilometers.

Doing a Small Act. Having a Big Impact in Kenya

Launched the "Small Act, Big Impact" initiative, highlighting how various community leaders in Kenya have positively impacted their society and are using their online spaces for good, whilst championing for a better and safer world.

Oct.

World Mental Health Day

Commemorated World Mental Health Day in Kenya and South Africa by highlighting the inspiring stories of people using Meta's technologies and tools to break down health stigmas, raise awareness of resources available and build support networks for mental health.

Celebrated the 2021 Facebook Community Accelerator Program winners

Announced the winners of the 2021 Facebook Community Accelerator Program, featuring 13 community leaders from Nigeria, South Africa, and Kenya, all who will receive training, mentorship and up to \$50,000 USD in funds to invest in initiatives that extend their community's positive impact.

Launched the first ever #NoFalseNewsZone Comic Book in Africa

Worked with selected partners to create a three-part comic book designed to help people think critically about the messages they see and read online, while educating people on the actions they take to minimise the spread of misinformation and create a #NoFalseNewsZone online.

Supported the South Africa Municipal Elections

Created to increase voter engagement and encourage South Africans to go vote, launched localised stickers for the elections in partnership with Instagram and South African creator Phathu Nembilwi.

Rolled out 'My Digital World' Literacy Program across Sub-Saharan Africa

Provided educators and trainers across the continent with training and resources to reach young people and equip them with information and skills to help them thrive in a digitally connected world, both safely and responsibly.

Reuters & Facebook Journalism Project expands in Francophone Africa

Expanded the Reuters and Facebook Journalism Project to media in 17 countries across Francophone Africa.

Nov.

Outlined our ongoing Safety & Security Work in Ethiopia

Introduced various proactive product and policy updates focused on keeping people in the country safe on our platforms, in response to the evolving situation in the country.

Rolled out the first dedicated SMB WhatsApp Bot

Launched "Facebook Business Coach" on WhatsApp, an innovative and easily-accessible way for SMBs in English speaking Africa to learn more about how to grow their business on Facebook, Instagram and WhatsApp.

Helped Users Stay Safe on Instagram in Francophone Africa

Rolled out an Cameroon, Côte d'Ivoire and Senegal to re-educate the community on how to stay safe on Instagram - focusing on protecting privacy, phishing and scams.

Launched Boost with Facebook in Ghana

Focused on digital growth with SMBs, rolled out Boost with Facebook aimed at training and equipping over 5,000 SMBs in Ghana on using digital tools and technologies to grow their business.

Dec.

Africa No Filter & Meta fund to Improve Virtual Reality in Africa's storytelling

Announced the opening of the grants and mentoring program "Future Africa: Telling Stories, Building Worlds" aimed at boosting the use of Virtual Reality in Africa's storytelling and helping to shift negative stereotypes about the continent.

Meta #Changemakers in Southern Africa

Rolled out #Changemakers campaign, encourage South Africans to grit, innovation and successes of six SMBs and creators from South Africa, Zimbabwe and Zambia who continue to grow their businesses and serve their communities despite the recent health and economic crisis.

#SheMeansBusiness launch in Kenya

Launched #SheMeansBusiness in Kenya, a training program aimed at empowering female entrepreneurs with the skills that they need to grow their business.

2021 Impact in Numbers

- Over **80,000** SMBs trained through Meta Boost (formerly Boost with Facebook) and #SheMeansBusiness across 13 countries
- More than **65,000** people trained in digital literacy across **eight countries** (South Africa, Nigeria, Kenya, Ghana, Cote D'Ivoire, Senegal, Zambia, Ethiopia)
- Engaged with **over 400** human rights stakeholders from **35 countries** across Sub-Saharan Africa
- Graduated 338** youth through the Digify Pro programme focused on digital marketing careers, with nearly **70%** getting jobs
- Across the available **12 countries** in **Sub-Saharan Africa** with the Blood Donations feature, **over 3.9m Facebook users** have signed up to receive blood donation notifications from local blood donation centers

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