

2017 • YEAR • IN • REVIEW

1 People came together to react and talk about important moments and events that happened around the world.

The top three moments in 2017 were:

International Women's Day

This was the #1 most talked about moment in 2017, with people around the world talking, sharing and posting in celebration of women and related issues.

- The volume of conversation about International Women's Day doubled in 2017 compared to 2016.
- More than 165 million people generated more than 430 million interactions worldwide.
- More than 190 countries celebrated International Women's Day in their respective languages, from 'Dia Internacional da Mulher' in Brazil to 'تأريخ للمرأة في مصر' in Egypt.
- The US, Brazil, India, Mexico and Argentina drove the majority of International Women's Day conversations on Facebook, with these top 5 countries making up over 50% of posts.

Super Bowl 51

Throughout Super Bowl 51, fans around the world turned to their News Feeds to cheer for their favorite teams, celebrate with Lady Gaga and debate the top TV ads. Not only were there were 262 million views of Super Bowl-related videos on the platform, but topics like the New England Patriots and Atlanta Falcons, Tom Brady and Lady Gaga—who performed in the half time show—drove the bulk of the Super Bowl conversation.

- 64 million people generated more than 240 million interactions on the topic.
- There were more than 180,000 Super Bowl-related Facebook events planned, with more than 1.1 million people accepting invitations to those events around the world.
- [Lady Gaga wrapping up her performance](#) of Bad Romance during halftime was the most "Loved" moment of the Super Bowl on Facebook.
- Top moments that drove conversation: James White's game-winning touchdown run, Danny Amendola's two-point conversion reception and Robert Alford's interception return for a touchdown.

Las Vegas Violence

This tragic event drove conversation from around the world about the violent shooting that took place in Nevada in early October, which in turn motivated more than 3,300 people to offer Community Help through Crisis Response on Facebook.

- On this horrific day, people from around the world—from countries like Canada, UK and Mexico, all the way to France and Australia—shared messages of concern.
- Just one story about how the community responded was—ZDoggMD—a doctor, founder of a direct primary care clinic in Downtown Las Vegas and internet celebrity known for his music videos and comedy sketches about medical and healthcare issues—[went live on Facebook with the donate button to raise over \\$36k for University Medical Center Foundation in Vegas](#).

2 People came together to support one another in times of crisis.

The top three moments in 2017 were:

Earthquake in Mexico

The response to this crisis in late September drove the highest number of total interactions within Crisis Response on Facebook of the year, with millions of people marking themselves safe, offering help to their community or donating to the cause.

- One heart warming example of how people supported each other was a man asked for volunteers at a parish in Nuestra Señora de Fátima, in Pro Hogar Colonia, Mexico City, [and in less than an hour a local man came by to help](#).
- Another story if of a woman from Mexico City who [prepared 300 lunch packs](#) to help those affected by the earthquake.

Hurricane Harvey

In late August, the community rallied to those in need by activating our Charitable Giving tools. In the wake of Hurricane Harvey, more than \$20 million dollars had been raised by the Facebook community in the biggest fundraising effort for a single crisis in 2017 on Facebook.

- Additionally, in the days following the unfolding disaster, 2.2 million people marked themselves as safe which means more than 140 million friends and family members were quickly reassured.
- Just one example of community support is of a couple from Houston, [Mary Nendza](#) and [Kris Atkinson](#), who lost everything to Harvey, and saw their [community on Facebook come together to fundraise over \\$28,000](#) to help them rebuild.
- Additionally, a [man from Indiana](#) raised more than \$20,000 using the donate button on Facebook Live. He even raffled off a television for the cause and said it's the "best thing he's ever done."

One Love Manchester

Ariana Grande and other notable performers joined together on a Facebook Live to show peace and solidarity as a global community for those who were affected by the Manchester terror attack. The concert was the most viewed video and live broadcast on Facebook in 2017 that generated over 80 million views and raised more than \$450,000.

3 People used online tools to get together in person.

The top two moments in 2017 were:

Total Solar Eclipse

In August, this celestial moment brought the world together in real life through Facebook events. With over 20,000 events in more than 80 countries, the eclipse was a moment that generated interest and attendance from over 3 million people on Facebook Events.

- The eclipse also generated lots of buzz with 66 million people in the US driving more than 236 million interactions about the Eclipse.
- While the total eclipse was visible from the US, other countries got in on the action, with Colombia, Mexico, Canada and Brazil all taking a keen interest in the rare event.
- The top attended events were [Transmission En Vivo—Eclipse Solar Del Siglo](#) in Colombia, with other highly attended events were [Eclipse Solar: transmisión en vivo](#) in Mexico and [Total Eclipse—Once in a Lifetime Chance](#) in Illinois.

Women's March on DC

On January 21st, The Women's March on DC brought over 500,000 people together on and offline as the largest Facebook Event for a single cause in 2017. This single event, sparked more than 15,000 other local events to be created in different cities across the globe, bringing millions of people together from over 100 different countries for one of the largest global movements in recent history.

- Globally, we saw more than 15,000 different events being created, with a majority occurring in the US, UK, Canada, France and Italy.
- More than 2 million people from 118 countries from around the world either showed an interest in or attended one of these events.
- Women's March events in Los Angeles and NYC were the other most attended events on this day.

Methodology

The top moments of this year's Year In Review were determined by comparing keyword volume year over year and observing daily keyword spikes between January 1st and November 1st, 2017, and by reviewing the top products and tools used by the global community during top moments in the year.