

A GUIDE FOR

Black business owners and entrepreneurs

Tools and resources designed to
support owners and entrepreneurs



August 2020

FACEBOOK     

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01 Supporting Black business owners and entrepreneurs





In this guide, we'll be highlighting resources and tools launching for the over 2 million Black business owners in the nation. We also want to use this time to celebrate and support those entrepreneurs. This is particularly important right now given how the COVID-19 pandemic has impacted small businesses, especially those owned by members of the Black community.

18%

of small- and medium-sized businesses (SMBs) surveyed globally in June 2020 remained closed due to the pandemic¹

57%

of SMBs that stayed open or reopened cited lower sales relative to the same 30-day period in 2019²

Source: ¹ [“The Future of Business Survey”](#) by Facebook/OECD/World Bank, 2020

² [“The Future of Business Survey”](#) by Facebook/OECD/World Bank, 2020

As difficult as the COVID-19 pandemic has been for businesses across the globe, minority entrepreneurs can face greater challenges in starting, running and growing their companies.

A key reason for this is lack of access to capital. To compound this issue, the economic shocks created by COVID-19 hit minority-owned businesses harder in part because they are concentrated in impacted industries.

Facebook wants to do our part to help Black business owners thrive. To do this, we are providing monetary donations and grants as well as a variety of products, creative tools and learning resources for Black entrepreneurs to leverage to grow their businesses. Read on to see how.



02 Resources to check out





1

ACCESS FUNDING AND GRANTS

Earlier this year we launched multiple programs, including a \$100M grant program to aid small business owners dealing with hardships during the COVID-19 pandemic. We saw considerable interest in these programs from Black-owned businesses and we know they are still facing significant challenges. To further support this community, we double downed on our initial grant program with an additional \$100 million investment to support Black-owned businesses, creators and non-profits. This includes:

\$25M

in support of Black content creators

\$75M

in grants of cash and ad credits to support Black-owned businesses and nonprofits that serve the Black community

Applications will launch this month. Any majority Black-owned business—with 1–50 employees—in the United States is eligible to apply. Businesses can go to [Facebook.com/grantsforbusiness](https://www.facebook.com/grantsforbusiness) to see whether they're eligible and for more details about the program and how to apply.



Businesses can also learn more [here](#).

2

EXPLORE PRODUCTS AND CREATIVE TOOLS

During the COVID-19 pandemic, online tools have been more important than ever, not only to connect with friends and loved ones, but also to help small businesses keep the lights on.

50%

of businesses surveyed in 15 countries were making at least 25% of their sales online during the COVID-19 outbreak³

Since Black-owned businesses were hit particularly hard by the coronavirus pandemic, we've placed an emphasis on investing in and building tools to help this community. This month we're sharing an update on these efforts and introducing some new ways people can support Black-owned businesses on Facebook.

Source: ³ ["The Future of Business Survey"](#) by Facebook/OECD/World Bank, 2020



Discover and support Black-owned businesses

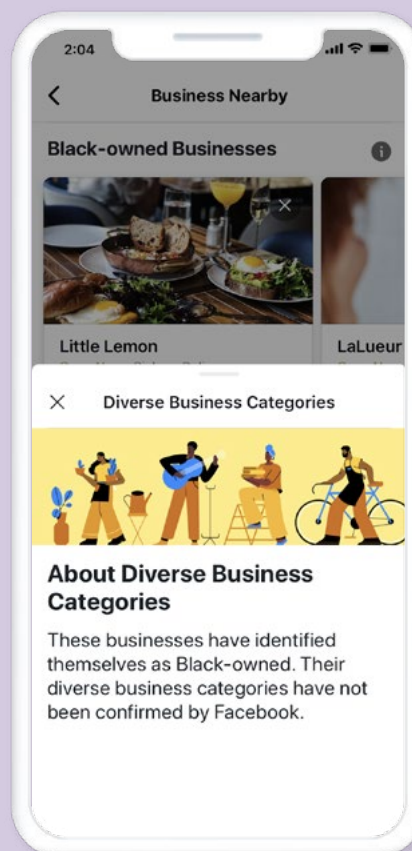
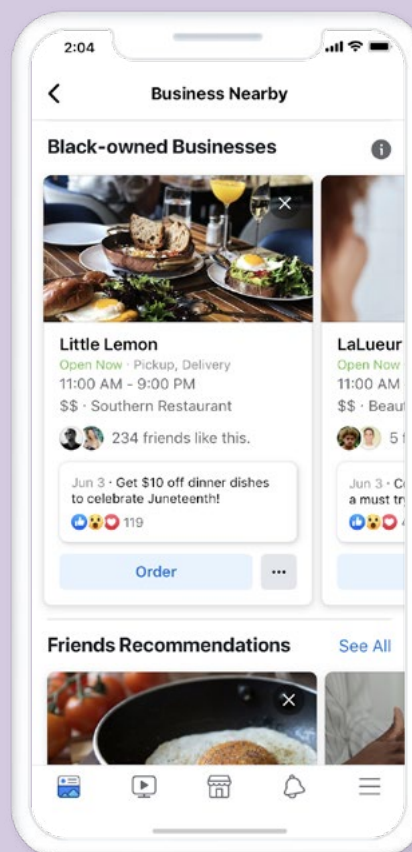
We want to make it easier for people to support Black and diverse entrepreneurs, small businesses and local shops. So we're making it possible for people to identify their Page as a Black- or minority-owned business on Facebook.

We're also going to feature Black-owned businesses in the **Businesses Nearby** platform to help people find Black-owned businesses in their local community, and click through to message them or shop with them.

We're starting with Black-owned businesses given the most urgent need, but we plan to expand the diversity information categories to include more types of businesses and help people discover more diverse businesses near them.

Protecting privacy and keeping people safe

While these tools can help businesses get discovered, we want to make sure we continue to protect privacy and keep people and businesses safe, so Page admins can choose to skip, edit or remove diverse-owned business information at any time and diverse category labeling will not appear publicly on a Page. In addition, diverse business categories on Facebook will be associated with business Pages, not people, and we won't make inferences about peoples' demographics, including gender, race and ethnicity, if they manage or interact with diverse business pages.



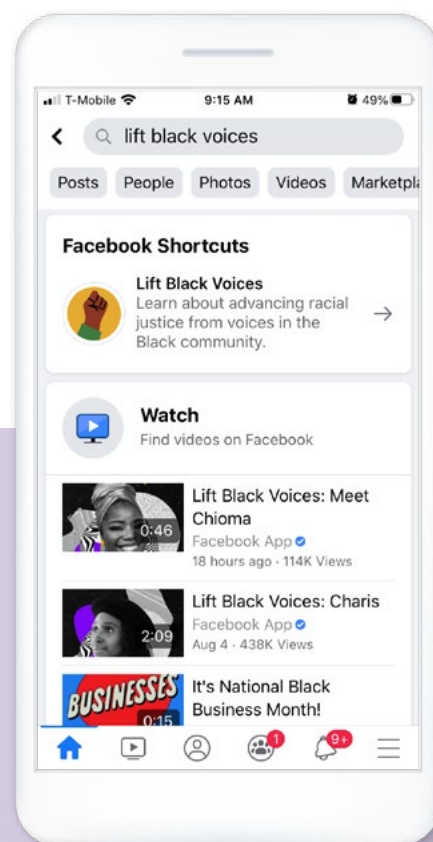
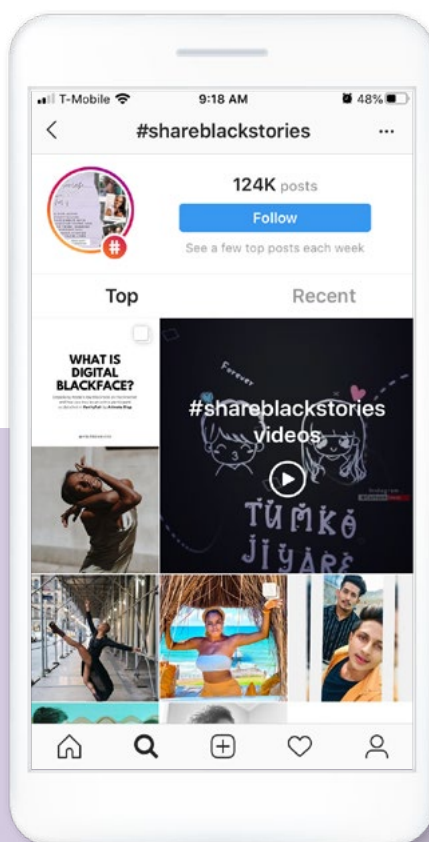
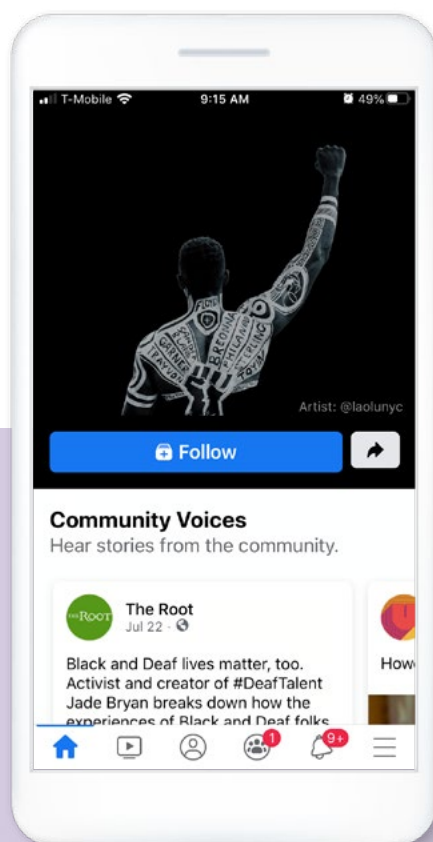
ELEVATING BLACK VOICES AND STORIES



We created a new space in the Facebook app called **Lift Black Voices** to highlight stories from Black people, share educational resources and inspire people to take action through fundraising for racial justice causes.



In Instagram search, we'll surface accounts to help people take action for racial justice. We're also continuing our **#ShareBlackStories** editorial series on @instagram, @instagramforbusiness, @creators, @shop and @design to amplify the voices of Black creators, artists, activists and businesses.



GIPHY STICKER PACK COLLECTION

A new Giphy sticker pack will be coming soon to Instagram, allowing users to express their support of/celebrate the brands they love. The future additions include new vibrant Giphy stickers for influencers, consumers and business owners to add to their stories. We're looking forward to potentially collaborating with Black artists in the future to further develop this library of elements.



As previously mentioned, we also recently began accepting applications for our \$25 million program to support the next generation of Black creators on Facebook and Instagram in the US. The program will provide emerging Black creators with access to funding, education, development resources and community activities to help them grow their community and build a business across our apps.



Creators who are interested can apply for consideration at facebook.com/creators/bcp#apply

3

PARTICIPATE IN LEARNING OPPORTUNITIES

Join the Elevate learning program

Facebook Elevate is a community and learning platform created to help accelerate the growth of entities of color and celebrate creators who break barriers and turn dreams into realities. Our goal is to increase economic success for minority-owned businesses and nonprofits by providing free marketing education, mentorship and support.

We curate and host dynamic programming that provide expertise not only on Facebook's ad platforms, but on overall digital marketing and branding strategies to help increase their community impact, grow their revenue streams and to improve their digital brand presence.



Follow Elevate on [Facebook](#) and [Instagram](#). Join the [Elevate community](#).
Sign up for [Elevate Mentorship program](#).

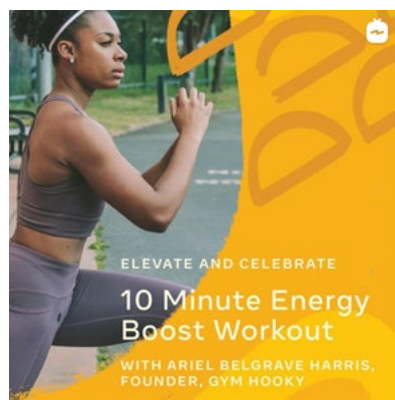
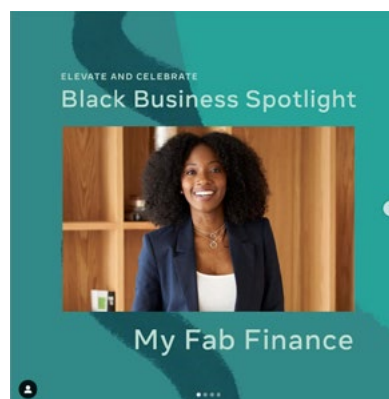
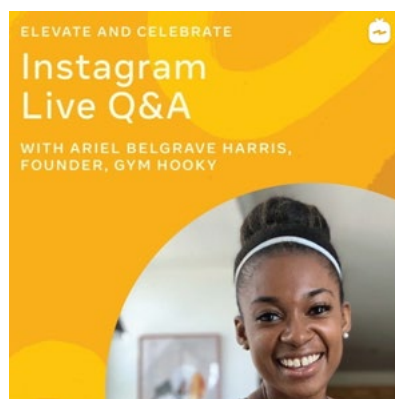
Elevate and Celebrate

A MONTH-LONG CELEBRATION
OF BLACK BUSINESSES AND CREATORS



Elevate and Celebrate is a celebration of Black businesses. Elevate is featuring Black business and artist spotlights, interviews with founders and creators, virtual activities and lessons and weekly surprises focusing on four weekly themes.

To access the Elevate and Celebrate programming visit the programming catalog [here](#).



Learn more about Elevate [here](#) or on [Instagram](#), [Facebook](#) or in this [Facebook Group](#).
Hashtag: [#ElevateandCelebrate2020](#)

Facebook has kicked off a new initiative—Boost with Facebook **Summer of Support**—during which we'll help millions of people get the digital skills and information they need to navigate these challenging times and get back on track. The program features free on-demand online training, live sessions and conversations around topics like reimagining customer service, creative reinvention, going from brick and mortar to digital and more.

Be a part of the Boost series

In addition to the Summer of Support programming, we've created a specific webinar series celebrating Black businesses. To participate in a mix of trainings, small business panels and external speakership on topics like access to capital, join this special Boost with Facebook series during August. Here's more information on those sessions and where to access them.

1. Build a Thriving Community Online

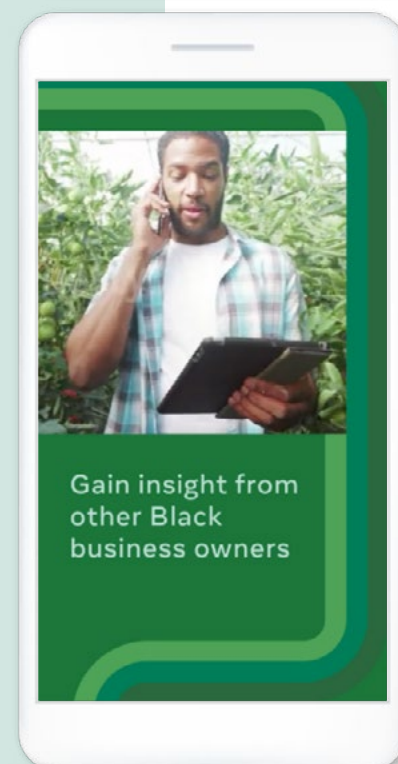
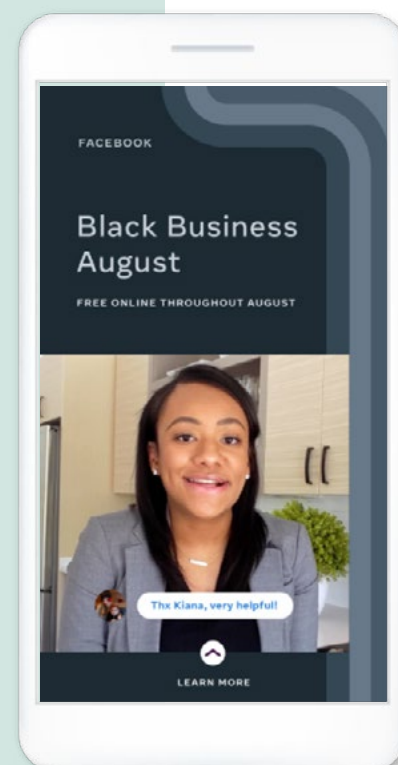
Join us as we discuss the importance of building a digital community for your business. Hear from the US Black Chambers and local small business owners Omar Kinnebrew (Bespokuture) and Simileola Adebajo (Eko Kitchen) on how they connected with their community amidst the pandemic.

2. Adapting in Uncertain Times

Small businesses have faced many disruptions due to COVID-19. Learn from Facebook experts and business owners Andrew Roby of Andrew Roby Events and hair stylist Brandy Lucas on how to creatively engage your audience.

3. Bridging the Opportunity Gap

Access to capital and professional networks are among the biggest challenges for Black businesses. Join us in celebration of our last session during August to learn how you can bridge the opportunity gaps and grow your business.



Register for Black business August webinars [here](#).
Visit Summer of Support [here](#).

03 Inspiration for action

DISCOVER OTHER BLACK-OWNED
BUSINESSES THAT ARE
LEVERAGING OUR TOOLS



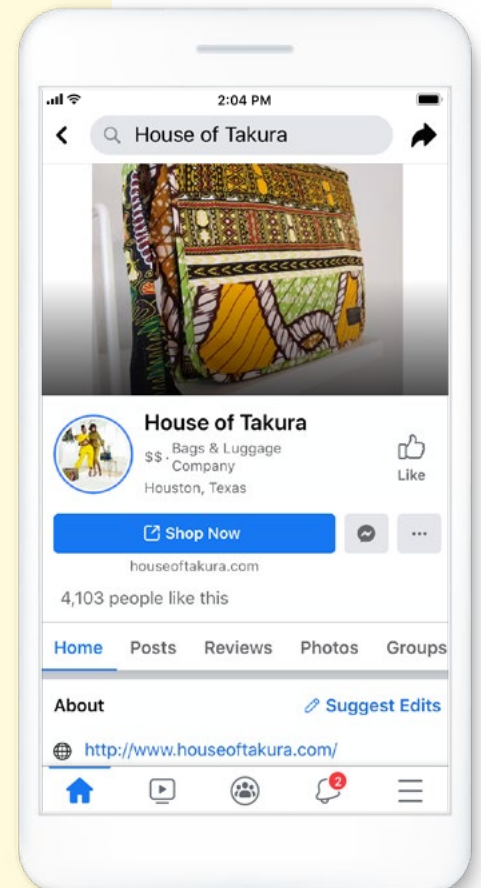
WOMEN'S EMPOWERMENT INSTITUTE

The Women's Empowerment Institute was created as the result of two things: Lay-offs and inspiration to see more women of color have exposure to leadership opportunities and a seat at the table. It was started as owner Cheryl's side hustle in preparation for retirement. At Cheryl's past employer in corporate America, she had a conversation with her HR manager to discuss attending leadership development programs—but to her dismay, she was told their numbers were met specifically with other diverse women candidates. So Cheryl decided to begin investing in the leadership journey on her own dime. Approximately ten years later, Cheryl started the L3 Academy (Ladies, Loving & Leading) program for women of color, as well as offering workshops for ALL women—surrounding them in leadership, entrepreneurship and personal growth/mindset.



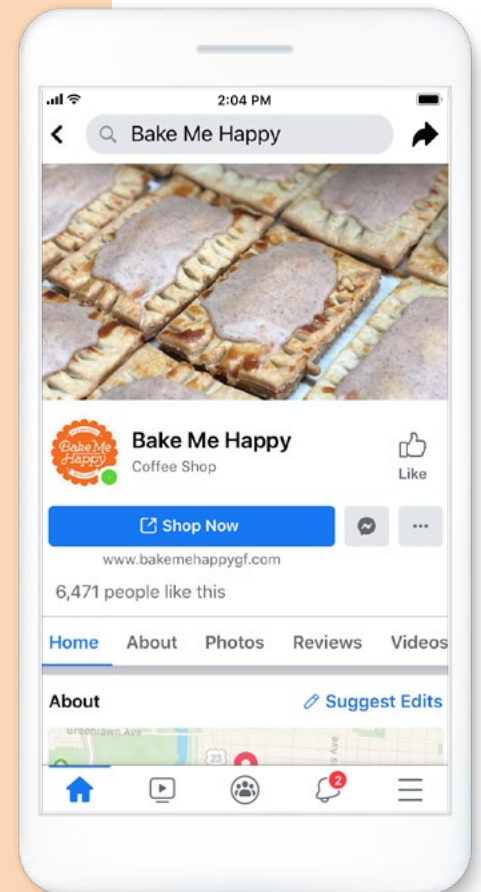
HOUSE OF TAKURA

Helen is a "mompreneur" with a love for fashion and her African heritage. Through her business, House of Takura, she has fused the two to create a luxury handbag and travel brand made completely of materials sourced from Kenya.



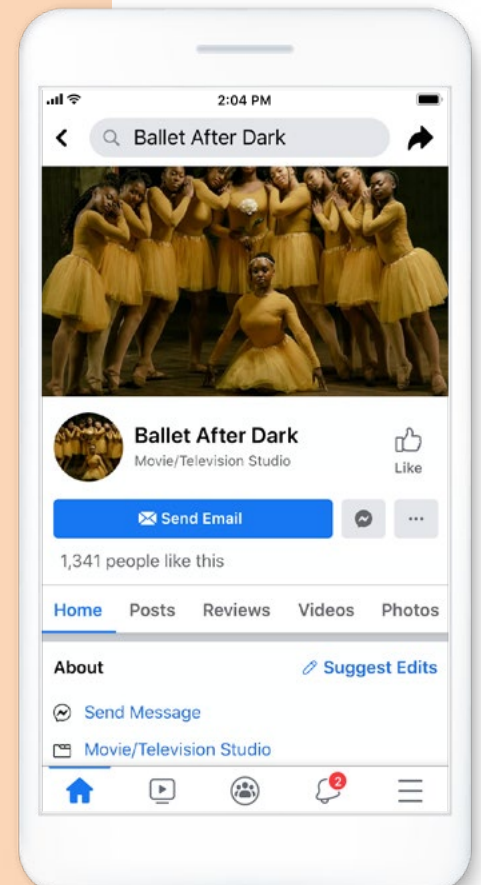
BAKE ME HAPPY

Wendy and Letha Pugh's gluten free bakery, Bake Me Happy, is a Columbus, OH staple. Letha is known in her community as an activist for Black and LGBTQ+ voices, having just been recognized for her work from her local Chamber of Commerce. For Pride this month, Bake Me Happy's annual Pride Cookie reflects the BLM movement and they will be donating a percentage of sales to Black, Out & Proud, a local nonprofit aimed to provide advocacy, education and inspiration for and by the Black LGBTQ+ community of central Ohio.



BALLET AFTER DARK

Ballet After Dark is an organization that provides holistic dance therapy to trauma survivors and other disenfranchised individuals. Tyde-Courtney Edwards is the Founding Director of Ballet After Dark, a classically trained ballerina, art model and survivor of sexual assault. She started her business as an open workshop format and now it has been fully structured into a curriculum that is helping survivors cope with trauma using movement.



FACEBOOK'S COMMITMENT TO THE BLACK COMMUNITY: A MORE DIVERSE AND INCLUSIVE WORKFORCE

50%

We've set a goal to have 50% of our workforce be from underrepresented communities by the end of 2023, and we're working to double our number of Black employees in the same timeframe.

30%

And over the next five years, we're committing to have 30% more people of color, including 30% more Black people, in leadership positions.

INVESTING IN THE BLACK COMMUNITY

\$100M

We're setting a goal to spend at least \$1 billion with diverse suppliers next year and every year thereafter. As part of this, we'll spend at least \$100 million annually with Black-owned suppliers.

1M

Over the next three years, we'll reach 1 million members of the Black community through a program called **Elevate** that provides free training in the digital skills they need to succeed.

100K

We hope to give up to 100,000 scholarships to Black students working toward digital skills certifications through our **Facebook Blueprint** program.

SUPPORTING BLACK-OWNED BUSINESSES ALL YEAR LONG

With these creative tools, ideas and resources, we hope that Black entrepreneurs can reach more customers and help their businesses thrive. While people may be physically apart, there are many opportunities to bring people closer together by fostering diverse and inclusive communities all year long.

Discover Facebook Business tools.

Discover free Facebook tools to help you stay connected with your customers.



Learn more by going here:

www.facebook.com/business/small-business/free-tools