

A GUIDE FOR BUSINESSES

# Latinx and Hispanic Heritage Month

Celebrating the power, heritage and resilience of the Latinx community



September 2020

FACEBOOK     

# Contents



**SUPPORTING AND CELEBRATING LATINX  
AND HISPANIC HERITAGE MONTH**

03



**RESOURCES TO EXPLORE**

06

Participate in learning opportunities

07

Explore products and creative tools

10



**INSPIRATION FROM OTHER BUSINESSES**

14

# 01 Supporting and celebrating Latinx and Hispanic Heritage Month





Through their unyielding power and resilience, the Latinx community has come together to face the challenges and adversity experienced in 2020. They inspire people from all walks of life to find strength in their communities and persevere through hardships. Latinx and Hispanic Heritage Month is a moment to celebrate and honor the Latinx community, elevate diverse voices, provide support and share stories of resilience that many can relate to. Facebook is celebrating this moment with the launch of new themed product features across Facebook's family of apps and technologies, sharing our support and resources for Latinx small businesses owners and highlighting upcoming programming.

In this guide, we're highlighting ways that business owners and entrepreneurs can take advantage of the programming scheduled across Facebook during this time.

## OUR COMMITMENT DURING THESE TIMES

Facebook's family of apps will bring the Latinx and Hispanic community together this year for Latinx and Hispanic Heritage Month (Sept. 15-Oct 15, 2020) with the purpose of celebrating their resilience, diverse voices and power of community, around this cultural moment and beyond.

This is particularly important right now given how the COVID-19 pandemic has impacted small businesses, especially those owned by members of the Latinx community.

# 18%

of small- and medium-sized businesses (SMBs) surveyed globally in June 2020 remained closed due to the pandemic<sup>1</sup>

# 57%

of SMBs that stayed open or reopened cited lower sales relative to the same 30-day period in 2019<sup>1</sup>

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. The economic shocks created by COVID-19 hit minority-owned businesses hard in part because they are concentrated in impacted industries. Facebook wants to do our part to help business owners thrive. To do this, we are highlighting a variety of products, creative tools and learning resources for Latinx entrepreneurs to leverage to help grow their businesses.

---

Source: <sup>1</sup> ["The Future of Business Survey"](#) by Facebook/OECD/World Bank, 2020



As businesses continue to take on new challenges, we're committed to providing support. Find tips, training and more to help you stay open and connected to customers during the pandemic in this guide and on our [business resource hub](#).

# 02 Resources to explore





1

## PARTICIPATE IN LEARNING OPPORTUNITIES



All throughout the year, you can find resources for your small business through our Facebook for Business hub and Blueprint Learning Courses.

Facebook for Business Hub:

**English:** [Explore how you can push your business forward](#)

**Spanish:** [Facebook para empresas: Marketing en Facebook](#)



This month, we're also providing specific learning opportunities for Latinx business owners and entrepreneurs. Read on to learn more about them.



[Learn new skills with Facebook Blueprint](#)

## BOOST WITH FACEBOOK

Earlier this year, Facebook kicked off the [Boost with Facebook Summer of Support](#), featuring 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.

**This month, we are launching programming specifically for Hispanic Heritage Month!**

Come join Facebook, the US Hispanic Chamber of Commerce and the Latino Business Action Network for a series of digital training classes, business advice and panel discussions designed to guide, inspire and uplift Latinx and Hispanic-owned businesses.

### Topics include:

- **Gaining Access to Capital**

Many small businesses struggle with the same problem: Lack of access to capital. About 90% of small businesses say availability of credit is a major problem. This webinar will give you background on the small business loan market and how to look for financing for your small business.

- **Top 3 Tips for Latinx Hispanic Businesses from the US Hispanic Chamber**

Looking for quick business tips? Hear from the President and CEO of the US Hispanic Chamber of Commerce, Ramiro Cavazos, on his top three tips for Latinx and Hispanic small businesses.

- **Top 3 Ways to Support Latinx Hispanic Businesses from LBN**

Want to do more to support Latinx and Hispanic small businesses? Hear from Mark Madrid, CEO of the Latino Business Action Network, for his quick tips on supporting your community.



[Click here to find out more](#)





## 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.

### **Elevar y Celebrar**

Throughout the weeks of Latinx and Hispanic Heritage month, Elevate will be highlighting Hispanic and Latinx businesses and creators through **Elevar y Celebrar** programming. Elevate will launch community-driven business spotlights, musical performances and interviews with inspirational founders and creators.



Follow Elevate on [Facebook](#) and [Instagram](#) and join the [Elevate community](#) to stay connected!



## 2

## EXPLORE PRODUCTS AND CREATIVE TOOLS

During the pandemic, online tools have been more important than ever not only to connect with our friends and loved ones, but also to help small businesses keep the lights on as many had to close brick-and-mortar stores. In 15 countries surveyed, more than one-half of businesses were making at least 25% of their sales online during the COVID-19 outbreak.<sup>2</sup>

Small businesses can explore the following Facebook products and services to gain inspiration from and raise awareness of their businesses.

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



## BUILDING COMMUNITIES ON FACEBOOK

Facebook will celebrate Latinx and Hispanic Heritage Month with the launch of the “My People, My Power” campaign, a spotlight on Groups and creators harnessing their collective power and resilience to share support and inspiration, shine a light on unique stories and experiences and help create meaningful change within their local communities.

As a business owner, you can also use Facebook groups to build community and engage with current and potential customers. Get some tips on how by clicking below!



[Getting Started with Groups](#)

[Harness the Power of Groups for your business](#)

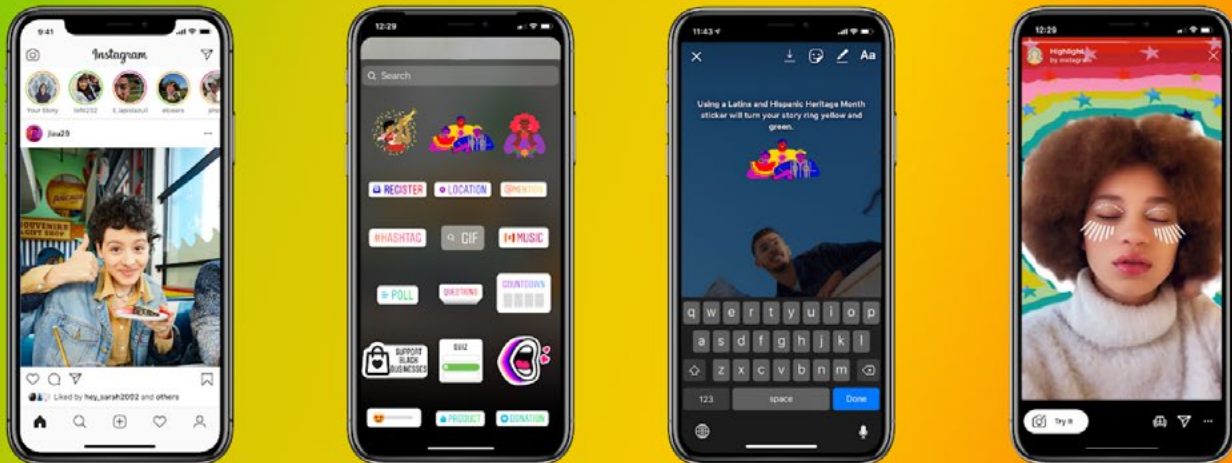
## CREATIVE TOOLS AND PROGRAMS CELEBRATING HERITAGE

Stories have captured people’s imaginations and attention— each of Facebook, Inc. Stories experiences have half a billion people using them daily.



### Instagram

In partnership with Latinx illustrators [Camila Rosa](#), [Dia Pacheco](#) and [Gabriela Alemán](#), we’re adding a **new themed sticker pack on Instagram** to include stickers that celebrate the Latinx+ community. When used in a Story post, a **green and yellow gradient** will be added to the ring on your Story. We’re also adding a new **AR camera effect** that will celebrate the diverse spectrum of Latinx heritage.



### Facebook

On Facebook, we’re adding Latinx and Hispanic Heritage Month-themed stickers created in partnership with artist Victor Melendez to use in Stories and feed posts, as well as new expression assets for your avatars.



Check out some creative best practices to help make your Stories stand out to your customers [here](#). Learn how to add stickers [here](#).

## FACEBOOK WATCH AND VIDEO INSPIRATION

Since Facebook Watch launched globally in 2018, it's become the go-to place to discover videos across Facebook for whatever you're into—whether that's live events, shows, sports, news or music videos. Today, more than 1.25 billion people visit Watch every month to discover and share videos from millions of creators and publishers.



In October, Facebook Watch will premiere **Red Table Talk: The Estefans**. Three generations of Estefan women will come together to host a talk-show spinoff of Jada Pinkett Smith's Daytime Emmy Award-nominated Red Table Talk. In this new series, Grammy award winning singer-songwriter Gloria Estefan, her daughter and rising musician Emily Estefan and her niece and Univision show host Lili Estefan are bringing the iconic Red Table to their home in Miami.

### Stream the new episodes on Facebook Watch

Gain inspiration from our original Watch programs. If you are interested in learning more about how you can use videos to engage with your audience, check out our [Business Help Center](#) or maybe even try connecting with your customers [Live](#).



Check out our [Business Help Center](#) or maybe even try connecting with your customers [Live](#).

# 04 Inspiration from other businesses

Discover other Hispanic/  
Latinx-owned businesses that  
are leveraging our tools





Throughout the heritage month, we'll spotlight Latinx creators, small businesses, exciting programming, resources and initiatives on @Facebook, @FacebookWatch, @FacebookBusiness, @Instagram, @InstagramforBusiness, @creators, @shop, @design, @MessengerFB, @MessengerIG, @WhatsAppIG and @WhatsAppFB. We're encouraging the Latinx community and allies to join in the celebration and elevate these inspiring and resilient stories.

Here are just a few examples of small businesses you can check out!

## OH COMADRE CANDLES

Oh Comadre Candles is a handmade candles company that owner Marcella started as a form of self-therapy from her nursing job in 2016. She has since turned this into her full-time business, which she believes celebrates life through a Latinx's eyes in hopes of evoking emotion, memories and comfort through Latin-inspired aromas. The community and customers she built from this business also helped her start Concha Con, an annual event that celebrates Latinx crafts, foods and arts. Due to COVID-19, she had to cancel her traveling pop-up shops and has since focused on sales through ecommerce. She keeps her audience engaged with Stories featuring her creating her products and products that are vaseline-themed or smell like the outdoors.



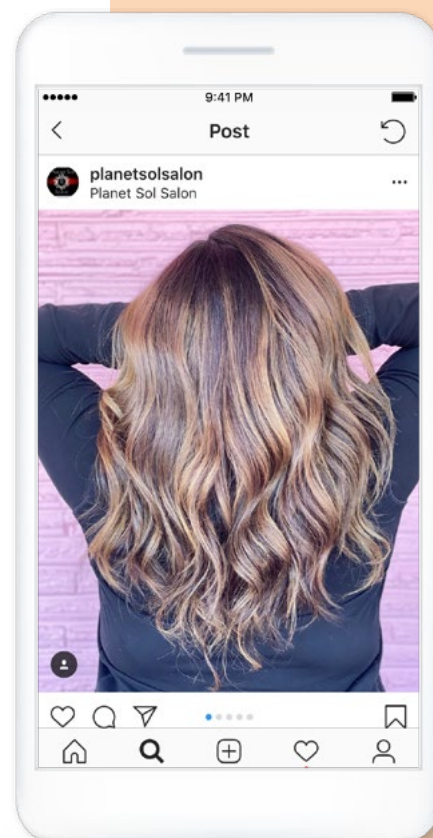
## MONDOS COFFEEHOUSE

Mondos Coffeehouse was created after the owner Oziel, a first-generation Mexican American and a former social worker, had trouble placing clients with developmental disabilities in jobs within his community. He purchased a local coffeehouse and converted it into a job training program for individuals with developmental disabilities. Mondos Coffeehouse is one of the first job training programs in their area to pay non-sub minimum wages. They work with a non-profit and other sister programs to contract their workers and to find the best fit for their clients. Facebook gave them the opportunity to compete with larger corporations with exponentially larger budgets. They were able to target and build relationships with their most profitable market segments.



## PLANET SOL SALON

After becoming a professional hairdresser in 1993, owner Sol opened up Planet Sol Salon in 2000. Initially, the salon also served as a spa, but as the years went on, Suzi went back to her roots and focused on hairdressing. Since then, her business has grown from just 5 salon chairs to 12! Since she had to shut down temporarily due to COVID-19, Sol decided to offer educational videos for their customers and has also added a small boutique in her salon to give her customers a better shopping experience.





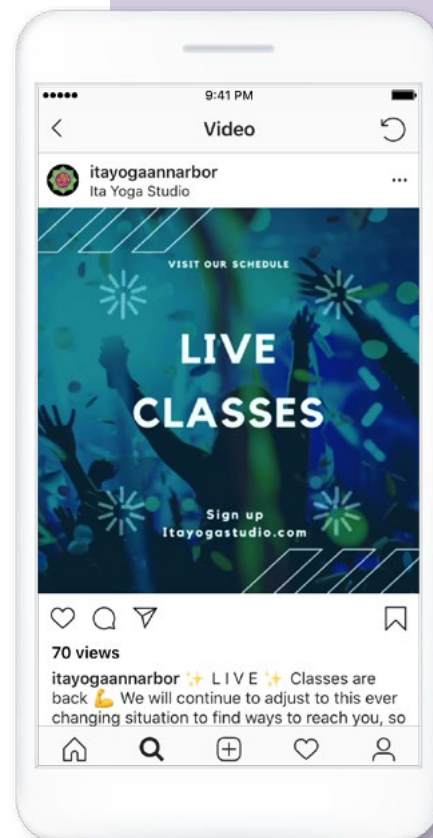
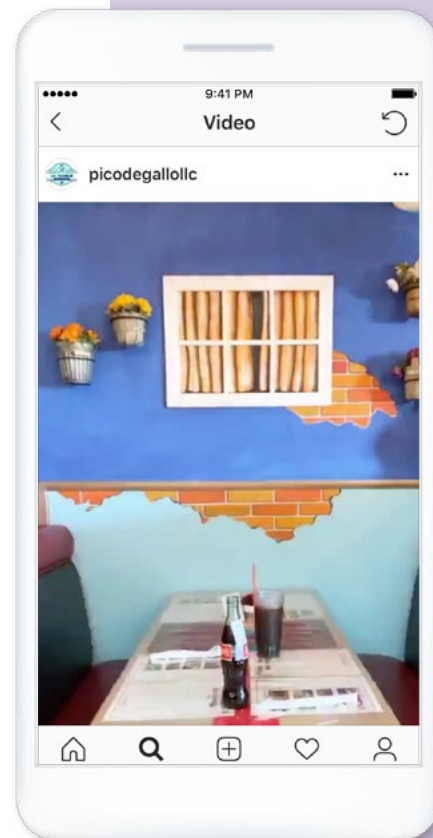
## PICO DE GALLO

Pico De Gallo is a Latin restaurant started by a husband and wife duo, from Mexico and Venezuela, back in 2017. The business itself started in 2016 at the Las Vegas Flea Market as a food stand and where they functioned as a mini-restaurant. Since they were only open on weekends, their customers encouraged them to take the next step and just one year later, they opened up their own permanent location. The business is mostly family-run and relies heavily on the support of their passionate community. They estimate that almost all customers come through Facebook based on asking customers, receiving interactions on Messenger and posts for bookings. While they were temporarily shut down for COVID-19, China and her husband were able to stay in touch with their customers through Facebook and provide them with updates on their restaurant. When they were finally able to reopen, they were surprised by the incredible amount of support they received from their customers who had been following them closely on Facebook and Instagram.



## ITA YOGA STUDIO

Ita Yoga Studio is a yoga studio and community staple founded in 2010 by Ita Reyes. It serves as a safe space for its members and gives them the opportunity to decompress. Before COVID-19, they reached out to their customers by offering in-person classes in her studio via Facebook integrated sign-up only. Ita Yoga Studio has since pivoted to offering classes via their virtual studio which are available via purchases of online passes or monthly unlimited class bundles. They are also working to add new classes weekly and an on-demand feature.



## CELEBRATING HISPANIC HERITAGE ALL YEAR ROUND

With these creative tools, ideas and resources at hand, we're hoping you can increase your reach and impact and that consumers will continually support the Latinx community all year long. Even if people are physically apart, together we can foster diverse and inclusive communities to bring people closer together.



Discover additional Facebook tools included at no additional cost to help you stay connected with your customers.

Learn more by going [here](#).