



Global LGBTQ+ Cultural Guide 2022

INSIGHTS AND INSPIRATION FOR SUPPORTING
EQUITY AND ALLYSHIP YEAR-ROUND



Bouamraoui Jasmina El

ABOUT THE COVER ARTIST

EL BOUM is Jasmina El Bouamraoui, an illustrator and visual artist based in Berlin. Inspired by the city's unconventional spirit, queer aesthetics and decolonial politics, they create fun characters in eye-catching colors. Since graduating from the Berlin University of the Arts, in 2017, they have worked with a wide range of international organizations, companies and brands.

EL BOUM is not drawn to the usual images seen in mainstream media. Rather, they invite the viewer to question stereotypes of all kinds while not losing their sense of empowering positivity and humor. Their work wants to encourage people to always be themselves regardless of what society thinks is acceptable.

“ Growing up in Berlin as a child of the (falling) wall, born in '89, unity has always been part of my story. Doing positive, queer, powerful illustrations is a way for me to appreciate all the fights that have been fought by the LGBTQ+ BIPoC community for us to be able to live our queerest lives. And it is a continuation of this path, carrying on the mindset that there still is much to be done and a lot worth fighting for. ”

JASMINA EL BOUAMRAOUI
COVER ARTIST

 @EL.BOUM



The global state of the LGBTQ+ community

01

Support That Is Always On

Every year in June, many LGBTQ+ communities around the globe celebrate Pride as a way to honor the sacrifices others have made for progress, acknowledge the very real safety concerns that remain for too many in our communities and around the globe — and of course, to inspire continued change. Today, 102 countries now host their own Pride events, with eight countries joining the list in the past three years: Eswatini, Guyana, Micronesia and North Macedonia in 2018; and Angola, Botswana, Saint Lucia and Bosnia and Herzegovina in 2019.¹

No matter where it's celebrated, Pride is a time to bring the LGBTQ+ community to the fore and commit to

becoming better allies. But the work can't stop there.

As we find ourselves adjusting to a new world created by the pandemic, it's clear that support for the LGBTQ+ community and other marginalized groups needs to be ongoing, year-round and ever-changing. Today, we have the unique opportunity to use our businesses as platforms to affect change by showing our support, allowing for authentic representation and diversifying our dollars.

Business can be a catalyst for change, growth and leadership. As we continue to educate ourselves, we in turn can educate our own communities, each of us working towards a more accepting, more inclusive and safer world.

Recovery Comes With Familiar Barriers

The pandemic significantly impacted the small business community, with nearly one-third of LGBTQ+ small business owners surveyed in the U.S. reporting losses of 50% of their business. However, resiliency is a hallmark trait of the LGBTQ+ community and nearly 80% of those affected businesses now expect to make a full recovery.² Continued

commitment to supporting these communities will prove crucial in making that number a reality.

Despite a promising outlook for LGBTQ+ businesses, discrimination and inequities remain. For many LGBTQ+ business owners and leaders, this affects their ability to raise capital and find investors.

37%

LGBTQ+ founders in the U.S. surveyed choose not to self-identify as members of the LGBTQ+ community when fundraising.

12%

of these founders cite concerns that identifying as part of the LGBTQ+ community might hurt their chances to get capital.³

As many investors continue to invest with diversity in mind, the question becomes: how can the LGBTQ+ community benefit from these efforts if many founders are not comfortable with self-identifying?

There is no easy answer, but how we present ourselves as leaders is a good place to start. While a Mintal study commissioned by Meta shows that global society is 46% more accepting and inclusive of LGBTQ+ people than last year,⁴ policies around the world tell a different story. Legislation that discriminates against LGBTQ+ people — like a ban on adoptions by same sex couples in Hungary — create an environment where coming out can feel like a risk not worth taking.

We all have an opportunity to make others feel more comfortable by being clear on where our companies stand on these issues.

The past year has been incredibly tough. What helps you stay focused on growth and opportunity?

“I can’t speak for all business owners but the pandemic did impact how we functioned. We remained agile and true to who we are, which kept us grounded. As an agency, we allowed our core pillars of community, culture, and purpose to guide our steps. We never changed how we conducted business but we were very intentional about establishing and cultivating genuine relationships.”

ROY BRODERICK, JR.
PRESIDENT & CEO, AUTHENTIQUE
AGENCY, ATLANTA, GEORGIA



WHY PRONOUNS ARE IMPORTANT

Gender pronouns — such as she/her/hers and he/him/his — refer to a person’s gender identity. It’s important to remember that gender identity is an internal sense of one’s own gender.

We can’t always assume a person’s gender identity, expression or sexual orientation by looking at them. A person may not identify along the male/female binary and may instead prefer a gender-neutral pronoun such as “they.” (For more information on self-identifying terminology, visit the Human Rights Campaign’s [glossary of terms](#).)

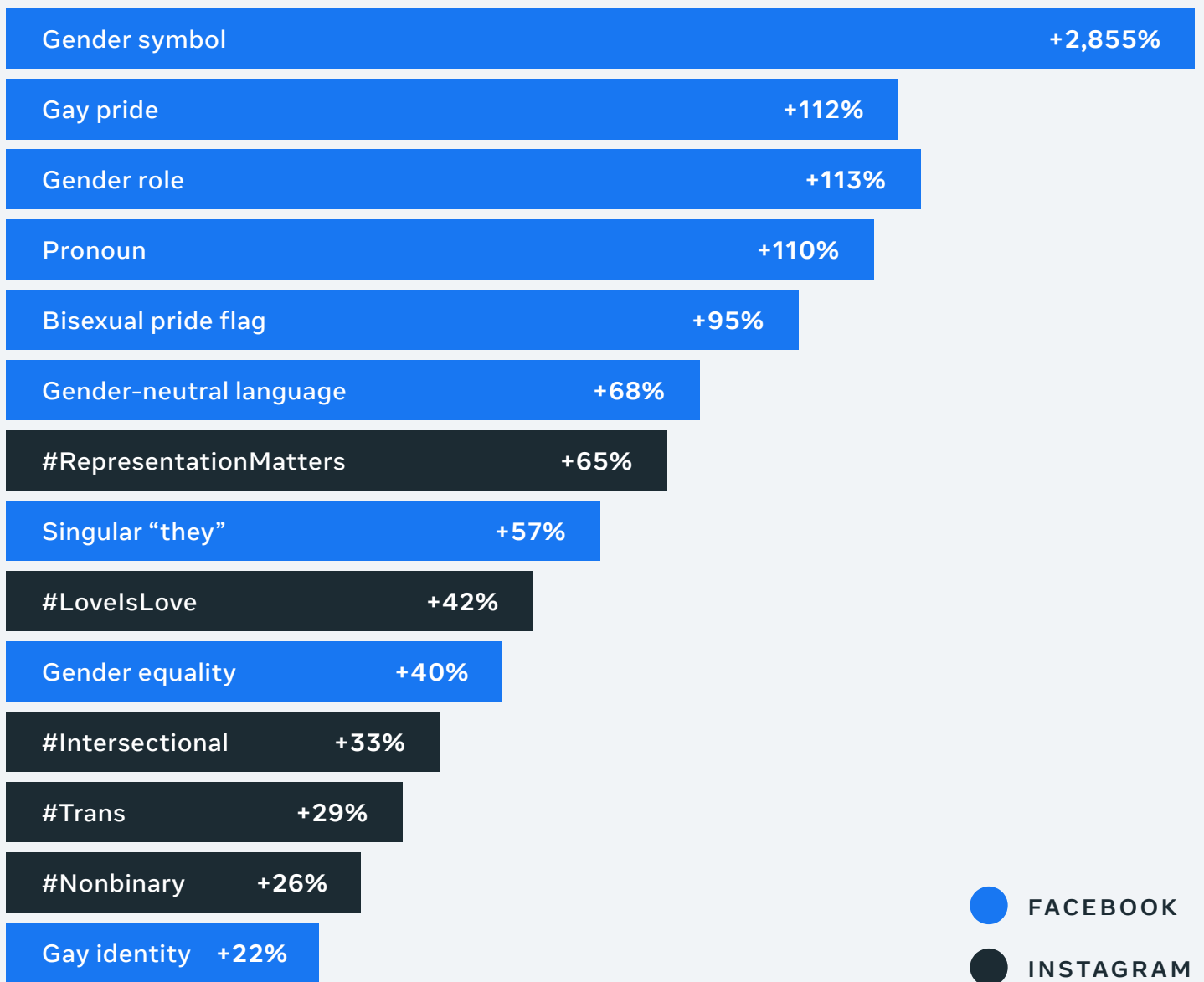
Using a person’s chosen pronouns is a sign of respect and courtesy. It’s on all of us to ensure that our workplaces are committed to respecting all employees and our branding respectful of all customers. We do this by creating opportunities to ask for and offer pronouns. This can start as early as the interview process by creating a place to input preferred names and pronouns. We can also include personal pronouns in our email signatures.

It is important to role model respectful behavior. Share your own pronouns and you’ll help others feel welcome to do the same.

The Rising Tide of Topics

Global growth of LGBTQ+-related topics on Facebook and Instagram during 2020-2021 show that this community and the causes they care about are continuing to gain traction and resonating on social media.

Change in LGBTQ+-Related Hashtags and Conversation Topics, 2020-2021



Source: Hashtags are based on Instagram data, global, Jan 2020–Dec 2021 (comparison of Jan–Dec 2020 vs. Jan–Dec 2021). Conversation topics are based on Facebook global data, Jul 2020–Sep 2021 (comparison of Jul–Sep 2020 vs. Jul–Sep 2021).

Actions to take

02

Three Ways to Support the LGBTQ+ Community Year-Round

01

Diversify Your Dollar

Commit to working with diverse suppliers

02

Accelerate Inclusive Representation

Ensure that LGBTQ+ people are represented authentically — both in front of and behind the camera.

03

Share the Stage

Support communities by helping to amplify underrepresented voices

01

Diversify Your Dollar

Commit to working with diverse suppliers

Improving supplier diversity requires more diverse networks of talent. Resources such as the [National LGBT Chamber of Commerce](#) or [OutBritain and OutScotland](#) can help your company find firms certified as LGBTQ+-owned to help create a more equitable business landscape.

As you diversify, keep small businesses in mind as well. LGBTQ+ small businesses and nonprofits are often integral to their local communities and need your support now more than ever.

02

Accelerate Inclusive Representation

Ensure that LGBTQ+ people are represented authentically — both in front of and behind the camera.

Like the rest of society, the growing trend in advertising and media is to ensure our institutions better represent and truly include the people we serve. In the past few years, the industry has witnessed an awakening: no longer can excluding or misrepresenting people of varied backgrounds, shapes, shades, sizes, mindsets and abilities be the status quo. In short, the industry has begun to realize it is time for advertising to serve all people.

What advice would you give LGBTQ+ entrepreneurs seeking to grow/scale their business in the coming year?

“First, make sure your product and service are best in class. Concentrate on that before seeking growth. And be ready for the pains of scaling. Systems that work for a small company don’t always easily scale to larger operations.”

SCOTT IHRIG
CEO, IMC, SAN FRANCISCO, CA

“Start attending seminars for small businesses or even events geared towards your industry. There are so many potential clients in this world. You just have to take the time to go out and find them, outside of social media.”

CHANTEL CHANCE
OWNER, KZMT & CO.
NEW YORK CITY

A simple framework

From our research with Deloitte on the Barriers to Representative Advertising, we found that there is a lack of awareness around the tools and resources that can help marketers make progress. So we decided to create an accessible, simple framework that empowers any marketer to get started.

The Inclusion in Advertising framework is built on four pillars that provide a roadmap and practical steps to accelerate your journey to more inclusion in advertising. Here is a focused look at each:

01 EXPLORE

Discover key barriers to creating inclusive advertising and get teams talking about how to overcome them.

Build inclusion into operations through review boards and approaches to supplier diversity.

Connect authentically with customers via creators and insights from our cultural guides.

02 REIMAGINE

Create more inclusive work with an industry-reviewed framework used at each step of the creative process.

Use solo or with a team, spark new ideas and provocations with a series of prompts, questions and exercises that can help lead to more inclusive advertising.

03 REFLECT

Craft a long-term learning agenda to understand the impact of inclusion on your brand's advertising.

Integrate third-party insights with information from ongoing brand lift studies.

Connect more authentically with customers by acting on key learnings.

04 EVOLVE

Share work that inspires others and moves your brand and our industry forward and is accountable to progress.

EMILY K. GRAHAM
CHIEF EQUITY & IMPACT
OFFICER, OMNICOM

“ At Omnicom, we believe that celebrating the sentiment of Pride extends beyond Pride Month or any one theme. Pride is about validating identity, feeling at home in oneself, fighting for equal rights through action and allyship and having an intersectional, welcoming community year-round. We are committed to working with our Employee Resource Group, OPEN Pride, to continuously create space and shine light on the LGBTQ+ experience, so that our employees can show up as their authentic selves every day. ”

“ As an investment company, we believe that we play a critical role in supporting unrepresented communities and holistically creating a more representative and equitable media ecosystem. This commitment to meaningful support, specifically when looking at the LGBTQ+ community, has manifested in the creation of a series of local marketplaces and inclusion lists that embrace the LGBTQ+ community. Additionally, initiatives like our 2021 Authenticity in Advertising Panel “Reaching Queer Audiences Through Ethical Data & Representative Content” that feature GroupM employees, clients and media partners is an excellent example of how we are driving the needed conversations and change in this space. ”

LINDSEY TALBOT
CHIEF INVESTMENT
OFFICER, GROUPM CANADA

03

Share the Stage

Support communities by helping to amplify underrepresented voices

Using your business as a platform to share stories and insights from the LGBTQ+ community can bring light to often unheard voices and pave the way for other businesses to do the same.

Pride is an annual opportunity to share the stage, but consider other important cultural moments, such as Transgender Day of Visibility (March 31), as well. These moments can be used to celebrate LGBTQ+ businesses, leaders, and suppliers and share information about the important causes for the community.

Making space to support LGBTQ+ people shows your business cares and is listening, which can help you reach new audiences. Internally, it aids in building an environment where all of your employees feel supported as well.

“Get certified as part of the NGLCC [National LGBT Chamber of Commerce] and network! We’ve developed friendships with many of our competitors this way, which has also been incredibly gratifying. It’s a small world and there’s enough work for us all.”

BRIAN FEIT
FOUNDING PARTNER
BMF, NEW YORK CITY

“Being a non-binary designer, I absolutely love seeking more exposure within the LGBTQ community. Setting up for Pride events, drag shows and festivals are a beautiful way to not only showcase my work but also build stronger relationships within the LGBTQ community.”

EZRA JONES
OWNER, SWEET TOOTH
APPAREL, MORGANTOWN
WEST VIRGINIA



CASE STUDY | SICO

Inviting Young LGBTQ+ to Tell a United Story in Mexico

In Mexico, most sex ed is designed to scare, teen pregnancy rates remain high and safe sex is a major issue, with only 15% of sexually active couples using condoms.

Established condom brand SICO wanted a different approach. Working with collaborator VICE & Virtue, Meta created “SICOnsequence,” an Instagram Stories-based interactive campaign that allowed millions of young people to write a 1-min story through polling, based entirely on their own decisions.

Targeting the LGBTQ+ community during Pride month, the 2021 campaign reflected a return to a similar successful approach spotlighting women the year prior. This time, the campaign also included sex education ads as well as two Facebook Live events hosted by a sexologist, members of the original cast and two members of the LGBTQ+ community, who all answered submitted questions. Supported by public relations as well, the campaign experienced:

- 6.2-point lift in ad recall
- 4.3-point lift in meets need
- 4.8-point lift in affinity

 @sico_mx

CASE STUDY | CHICME**Making and Sharing Authentic Stories of Beauty in the United States**

A one-stop e-commerce platform for frugal fashionistas, ChicMe leveraged Meta's Diversity & Inclusion Build Toolkit and Beyond Bias framework to establish its fresh approach as a disruptor brand.

By partnering with diverse influential change-makers and body-positive activists, ChicMe worked with Meta to create "Beauty at Your Command. We're ChicMe." The campaign, which ran from December 2021 to January 2022, invited diverse creators such as LGBTQ+ advocates and non-binary beauty influencers to share their authentic stories and encouraged users to show the beauty of their own body, regardless of age, gender, ethnicity and body type.

The Messenger Watch Together feature enabled people to watch and shop together with friends, while recorded shopping footage offered even more informative content. All told, ChicMe experienced:

- **2.0-point lift in top-of-mind awareness**
- **200% sales increase, year-over-year**



@chicmeofficial

CASE STUDY | TARGET**Dancing With Myself — and Thousands More Online in the United States**

When Covid forced NYC Pride to move its 2021 Youth Pride event online, founding sponsor Target partnered with Meta to build a fun and fabulous queer-affirming space for the experience.

"Youth Pride Your Vibe" featured an interactive Instant Game celebrating the LGBTQ+ community's culture and creativity. Users were invited to create an avatar, choosing from millions of looks and moves. Customizations spanned from hair, skin, and eye color to outfits and body size, while dance moves were inspired by real communities, including ball, drag, and meme culture as well as disabled communities.

Among 20 outfits to choose from, the game seamlessly integrated real Target Pride merchandise available for purchase. At the end of the experience, users could download a video of their avatar partying at Youth Pride center stage in Central Park.

A week-long campaign helped drive users to the game, attracting more than 25,000 players and generating a 3.3-point lift in favorability for Target.



@target

CASE STUDY | GLOBE TELECOM

Writing a Fresh Take on the Classics in the Philippines

It's a simple question: What if literary classics were told through an inclusive LGBTQ+ lens?

The answer for global digital solutions giant Globe Telecom was just as simple, resulting in 10 novels — including *The Gay Gatsby*, *Dragula* and *Romeo and Julian* — each “ReTold With Pride.”

Launched in November 2021 on Spotify as audio books and on Pride@Tech's Instagram page as video books, the stories offer modern views on love and gender, bringing the nuances of modern-day queer realities into mainstream culture. A Facebook Live reading event on Pride Day featured readings by LGBTQ+ artists, actors, activists, educators and performers and Instagram gifs and interactive stickers allowed the audience to take part in the stories.

Created in collaboration with PropelMNL 360, the initiative benefits the Home for the Golden Gays, an organization that provides support and care facilities for elderly LGBTQ+ members in the Philippines.

For Globe Telecom, one of the few companies in the Philippines to recognize qualified dependents of same-sex couples among its employees, the campaign generated a 4.6-point lift in affinity.



@enjoyglobe + Pride@Tech

CASE STUDY | KAMPANIA PRZECIWI HOMOFOBII

Fighting Homophobia in Poland

For young LGBTQ+ people in Poland, life can be particularly challenging, with as many as 70% experiencing at least once instance of psychological or physical violence, more than half reporting depression and nearly 70% suicidal thoughts.


The pandemic only made it worse, with 80% of those surveyed reporting that this time of forced isolation was spent in an often homo- or trans-phobic home, negatively affecting their mental wellbeing and driving many more to community organizations like Kampania Przeciw Homofobii (KPH) for help.

“Support at Your Fingertips,” a national campaign created in collaboration with Pacyfika and Hill+Knowlton Strategies, aimed to raise awareness among the general population and provide young LGBTQ+ (ages 15 to 30) information about organizations that can help them deal with stress and depression. It also showed that safe peer support can be found through closed Facebook groups.

Working closely with five LGBTQ+ Facebook groups as well as leading Polish psychologists, Meta produced ads, videos and live sessions featuring 17 members of the lesbian, gay, bisexual, transgender, queer, intersex, asexual and pansexual communities. Topics included how to cope with isolation during the pandemic and what to do when a sense of hopelessness strikes. A website also offered contact information for community organizations providing free psychological help.

In May and June 2021 more than five hours of live video content delivered by psychologists were watched by 9,300 people in closed Facebook groups, while on the campaign side, longer videos won with \$0.14 cost per brand lift compared to \$0.22 for shorter-form versions.

- **3.3-point lift in campaign awareness (versus NGO norm of + 2.2 points)**
- **2.4-point lift in message agreement (versus NGO norm of + 1.7 points)**

 @kph_official

CASE STUDY | HAIVN


Creating a Safe Space for Hard Conversations in Vietnam

To promote HIV education and reduce HIV stigma against the LGBTQ+ community in Vietnam, the Partnership for Health Advancement in Vietnam (HAIVN), CDC Vietnam and PEPFAR Vietnam joined with Meta — along with The Lab Saigon and iProspect — to create “Love is Hard, HIV Prevention is Easy.”

The campaign, which ran through December 2021, leveraged Facebook groups and Instagram Stories to collect love stories from the community and turned them into different formats, including traditional artwork, memes, music videos and GIPHY stickers. A Messenger Love Bot was designed to give people a safe space for hard conversation about love and answer questions about HIV treatment and prevention.

Advertisers like Durex and Grab were also brought in to collaborate, using their brand perspectives and audience lifestyles to amplify the campaign’s message. With 3.87 million total post engagements, HAIVN experienced:

- 4.4-point lift in action intent
- 4.2-point lift in ad recall
- 2.7-point lift in HIV understanding

 @KbangK.VN



**PHÒNG NGỪA HIV
CÓ
NGẠI GÌ**



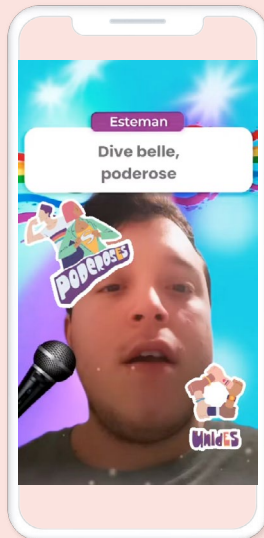
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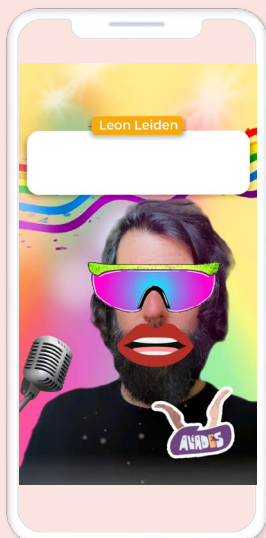
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ESTEMAN



LEÓN LEIDEN



CASE STUDY | IT GETS BETTER

Adapting Hit Songs to Inclusive Spanish in Mexico

In classic Spanish, nouns come in two genders, using the letter “o” to note masculine and “a” for feminine — as in niño for boy and niña for girl — thus, effectively excluding trans and non-binary people from conversation.

Newer Inclusive Spanish Language is designed to go beyond neutral, acknowledging non-binary and trans people by replacing the “o” or “a” with “e” (as in niñe for kid). Its use, however, remains contentious.⁵ So when a previous campaign to promote ISL backfired, It Gets Better Mexico realized it needed a new approach.

Through the campaign “Inclusive Hit Songs: In Partnership with Music Creators,” Meta — along with collaborators TEF, Esteman, León Leiden, Inti y Vicente — adapted the lyrics of popular Latin American hit songs to ISL and created a Karaoke AR filter that allows users to sing the adapted songs, all the while learning about ISL.

With a special focus on men, ages 18 to 24, who tend to be the most resistant audience to using inclusive language, the fun and interactive campaign ran from December 2021 to February 2022, combining the AR ads filter with AR ads and Stories to increase awareness, familiarity and action intent.

The result: The campaign ranked as It Gets Better Mexico’s most viewed sticker event, with 371,677 views and 103,000 clicks to the campaign’s landing page. It Gets Better experienced:

- 3.5-point lift in awareness among men, ages 18 to 24
- 2.9-point lift in familiarity among men, ages 18 to 24
- 2.5-point lift in action intent among men, ages 18 to 24

 @itgetsbettermx

Meta's commitment to the LGBTQ+ community



03

“ For the LGBTQ+ community, the fight for fairness and inclusion is an everyday battle — one in which we all have an important role to play. Whether as an LGBTQ+ person or ally, we each have a responsibility to lift up — and speak up for — voices unheard. By diversifying your dollar, accelerating inclusive representation in advertising, and sharing the stage, we help each other be truly seen and supported. ”

**KAREN TEO
VICE PRESIDENT, HEAD OF APAC GLOBAL BUSINESS GROUP (SCALED)
META CO-EXECUTIVE SPONSOR, PRIDE@META**

Enhancing Trans Healthcare Benefits Across the Globe

Meta continues to improve access to care for its global trans employees, prioritizing fairness and inclusion so employees have the benefits they need no matter their life stage. In 2021, Meta's Singapore operations added trans healthcare benefits, followed by Hong Kong in 2022. Additionally, Canadian employees can now tap new comprehensive coverage provided to them and their families.

\$1.27B

Meta's cumulative 2021 spend supporting suppliers certified as underrepresented, women, veteran, LGBTQ+ or disability-owned

\$24M

Meta's cumulative 2021 spend with LGBTQ+-owned businesses⁶

50%

of Meta U.S. workforce will be comprised of women globally and underrepresented minorities by 2024.⁷



Studying to Lift Restrictions on Blood Donations From Gay and Bisexual Men

Meta is supporting the American Red Cross, Vitalant and One Blood to recruit 2,000 gay and bisexual men in major U.S. cities for a research study aimed at lifting time-based deferrals on blood donations from sexually active gay and bisexual men in favor of an individualized risk assessment. Currently, gay and bisexual men must abstain from sex for at least three months before they are allowed to donate blood. Funded by the FDA, the Assessing Donor Variability and New Concepts in Eligibility (ADVANCE) study aims to lift the restriction, considered a relic from the HIV/AIDS crisis of the 1980s.⁹

Searching Meta Business Partner Directory for Diverse-Owned Vendors

Vetted for their expertise, services and solutions, Meta Business Partners can now self-identify across five categories as well. Businesses can search the [Meta Business Partner Directory](#) for vendors identifying as Asian and Pacific Islander-owned, Black-owned, Latinx-owned, LGBTQ+-owned, and women-owned.

Research to Measure Progress and Activate Change

Meta continues to conduct and commission research designed to arm organizations and individuals with the facts and insights they need to measure progress and activate change. For our latest research, please visit [Ads for Equality research](#) and [Meta Foresight](#).



10.6%

Meta's U.S. workforce identifies as LGBTQ+⁸

RECENT INITIATIVES

Made With Pride

Latin America

Made With Pride is a movement built on Meta's commitment to enabling economic opportunities, personal empowerment and allyship to LGBTQ+-owned businesses in markets that report high rates of homophobia and workplace harassment as well violence against trans women. Meta provides year-round training on digital skills and financial literacy at scale and through local associations in Argentina, Brazil and Mexico is working to accelerate more than 600 LGBTQ+ small business owners.

Outvertising Awards

United Kingdom

A not-for-profit LGBTQ+ advertising advocacy group, Outvertising created the Outvertising Awards to honor the best in LGBTQ+-inclusive advertising. Since 2020, Meta has supported the event via its Intersectional Ally Series, along with large brand sponsors. It aims to accelerate new ideas by hosting insightful voices from across the industry and beyond.

We Belong: The Power of Allyship

Asia-Pacific

In partnership with Omnicom Group, the We Belong event gathered key LGBTQ+ voices and allies within the Asia-Pacific region to celebrate Pride Month and discuss the importance of Allyship in creating awareness and change in the advertising industry.

Moving Towards Belonging

North America

This three-part series hosted by Meta and led by the Hertrick-Martin Institute for LGBTQIA+ and Youth, featured conversations centering around diversity, equity and inclusion practices for employers looking to support LGBTQ+ communities of color entering the workplace.

OutBritian + OutScotland

United Kingdom

Meta is a founding member of OutBritain and OutScotland, which launched last year as the U.K.'s first LGBTQ+-owned business certification program. In July 2022, the organization expects to certify its first 12 businesses as majority-owned by LGBTQ+ individuals and has identified 800 LGBTQ+-owned businesses in the U.K., so far.

Celebrating LGBTQ+ 365

Brands and businesses can connect and support the LGBTQ+ community all year round. This includes celebrating cultural moments.



MAR

01-31

Bisexual Health Awareness Month (U.S.)

31

International Transgender Day of Visibility

APR

06

International Asexuality Day

14

Day of Silence (U.S.)

26-30

International Lesbian Visibility Week

MAY

01-02

International Lesbian Visibility Week (cont.)

17

International Day Against Homophobia, Biphobia and Transphobia

19

Agender Pride Day (U.S.)

22

Harvey Milk Day (U.S.)

24

Pansexual & Panromantic Visibility Day (U.S.)

JUN

01-30

LGBT Pride Month

JUL

11-17

Non-Binary Awareness Week (U.S.)

14

International Non-Binary Day

SEP

16-22

Bisexual Awareness Week (U.S.)

23

Bisexual Visibility Day (U.S.)

OCT

01-31

LGBT History Month (U.S. and Canada)

11

National Coming Out Day (U.S.)

19

International Pronoun Day

23-29

ACE Week (formerly Asexual Awareness Week)

26

Intersex Awareness Day (U.S.)

NOV

01-30

Trans Awareness Month

13-19

Transgender Awareness Week (U.S.)

20

Transgender Day of Remembrance (U.S.)

DEC

01

World AIDS Day

08

Pansexual Pride Day (U.S.)

10

Human Rights Day

Sources

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- 2 Nearly Eighty Percent of LGBTQ Small Business Owners Expect to Make a Full Recovery in 2022, According to LGBTQ Small Business Owner Financial Health Survey, CNBC, June 7, 2021
- 3 The State of LGBT Entrepreneurship in the U.S., StartOut, July 2016
- 4 Global Foresight Study, Mintel (Meta-commissioned survey of 36,000 people ages 18+ in AU, BR, CA, DE, GB, IN, KR, MX, NG, PL, TH, US), Oct 2021
- 5 Attitudes Toward Gender-Neutral Spanish: Acceptability and Adoptability, Frontiers in Sociology, March 15, 2021
- 6 Meta Diverse Supplier Spend, Meta Supplier Diversity, March 2022
- 7 Facebook Diversity Update: Increasing Representation in Our Workforce and Supporting Minority-Owned Businesses, Meta Newsroom, July 15, 2021
- 8 Facebook Diversity Update: Increasing Representation in Our Workforce and Supporting Minority-Owned Businesses, Meta Newsroom, July 15, 2021
- 9 Officials Question Why FDA Continues to Restrict Gay Blood Donors, VeryWell Health, January 21, 2022

For additional business resources,
visit the [Meta Business Equality hub](#)

