

# Year in Review 2020

Together Apart

2020 will forever be known as the year that changed us all. While we’re very excited to say #peaceout2020, we wanted to share some of the ways that people used our products to make this year a little less lonely, and a bit more meaningful. No matter where you live in the world, the shared experience of living through 2020 brings us together, and we hope this Year in Review will give you a glimpse into some of those moments.



## COVID-19

We stayed home.

The Instagram Stay Home sticker was used over 100M times globally in the first week it launched.

We video chatted, a lot.

Time in group video calls **doubled** globally, week-over-week in March.

We connected live.

IG and FB Live views **doubled** in Italy when lockdowns hit, with people singing on their balconies and playing DJ sets, and broadcasting it live on FB/IG.

## Faith & Community

We celebrated holidays, apart.

The holiday week of April 6th (Easter and Passover) was the biggest for group video calls on Messenger and the most significant week of live broadcasts from Spiritual Pages, ever.

We started traditions.

Thank you hour, #aplusosanitario and other nightly traditions brought our cities and communities together. With more than 2 million members, View From My Window became a top group in 2020 to connect people worldwide.

We supported small businesses.

More than 47 million stories were created with the Support Small Business sticker on IG, and more than 10 million people on FB globally have joined new groups created since March to support local businesses.



## Social Awakening

We fought for injustice.

In the weeks following George Floyd’s death, conversations around BLM **tripled**, and mentions of Juneteenth spiked significantly, with 3M mentions of Juneteenth on FB in the week leading up to the holiday.

We used our wallets wisely.

More than 3.5M people in the US joined newly created Facebook groups to support black businesses. With 1.8M members, The Blackout Coalition, a FB group supporting Black businesses, is #1 largest group among US users.

We supported those in need.

Rock for Artsakh Fundraiser raised nearly \$1M in support of the humanitarian response in Artsakh (Armenians), becoming one of top US fundraisers on FB in 2020.

## Icons

We lost legends.

Kobe Bryant’s tragic passing earlier this year was the most discussed moment on FB.

We said goodbye to trailblazers.

Ruth Bader Ginsburg, a feminist icon, was commemorated in more than 10M posts across FB and IG on the day she passed, with users often using the hashtag #restinpower.



## Environmental Causes

We got people back on their feet.

Wildfires across Australia, California, Oregon and Washington states were a central focus of FB fundraisers this year.

We rallied for unsung heroes.

The #1 fundraiser in 2020 raised more than \$35M towards relief efforts for the Australian Fires.

We cared for the planet.

People have raised over \$80M through Facebook Fundraisers to combat climate change and support environmental protection, to date.

## Global Politics

We shared our views.

Kamala Harris’ Democratic VP nomination drew more than 10 million posts in one day.

We made our voices heard.

Nearly all adults on FB & IG in the US saw authoritative election information on FB and IG, and 4.4 million people in the US registered to vote through FB’s Voter Information Center.

We shared important news.

The US strike on Iran’s General, Qasem Soleimani was among the top 5 most discussed moments of 2020.

