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 started

traditions.

Thank you hour, #aplausosanitario 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.

small businesses. More than **47 million** stories were

We celebrated

holidays, apart.

The holiday week of April 6th (Easter and Passover) was the

biggest for group video calls on

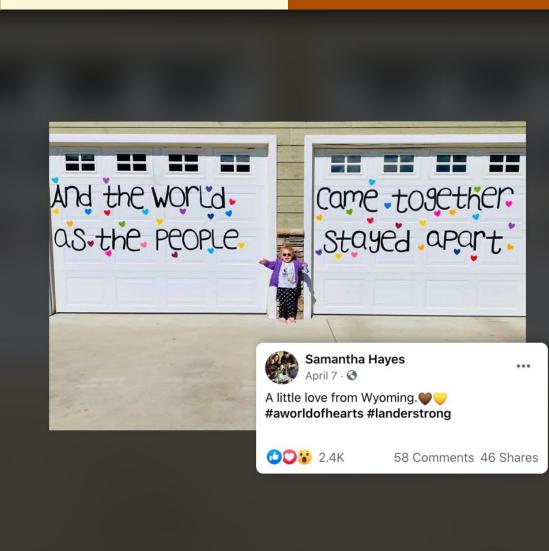
week of live broadcasts from

Spiritual Pages, ever.

We supported

Messenger and the most significant

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.



Awakening

Social

We used our wallets wiseley.

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.

More than **3.5M** people in the US

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 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.

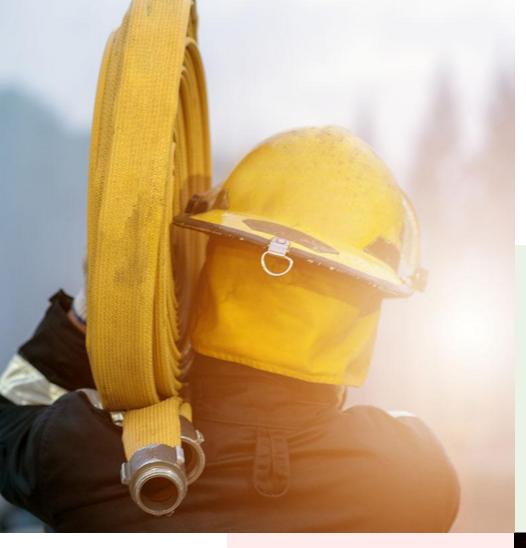
this year was the most discussed moment on FB.

Kobe Bryant's tragic passing earlier



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

on their feet. Wildfires across Australia,

We got people back

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

unsung heroes.

We rallied for

more than \$35M towards relief efforts for the Australian Fires.

The #1 fundraiser in 2020 raised

the planet. People have raised over **\$80M**

We cared for

to combat climate change and support environmental protection, to date.

through Facebook Fundraisers

Global Politics

Kamala Harris' Democratic VP nomination drew more than 10

We shared our views.

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

of 2020.

important news. The US strike on Iran's General,

Qasem Soleimani was among the

top 5 most discussed moments

