



2020 Annual Report

Public Policy and Community Engagement

FACEBOOK POLICY | Canada



FACEBOOK

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Introduction

2020

The year 2020 has been challenging and unexpected in many ways. We are facing a pandemic and its devastating impact on our lives and communities at a global scale. We are struggling to deal with profound economic and social disruption. But despite the challenges, we are also witnessing the incredible resilience of human beings. People are reaching out to offer support, collaborating to find solutions, organizing critical social movements and uplifting each other with their art and creativity.

More than ever, we see the power of connecting communities and individuals online. The pandemic has not stopped us from advancing important work and issues in Canada; in fact, it is more essential than ever to give people voice, create safe spaces where people can share their experiences and find accurate information, and empower people to support their communities and the small businesses they love.

This year in Canada, we are particularly proud of having launched the following initiatives:

#CanadaPerforms: Initially launched as a short-term relief fund in partnership with the National Arts Centre (NAC) to help ease the financial strain for professional Canadian artists impacted by the closure of performance venues across Canada related to COVID-19, *#CanadaPerforms* has been extended to a two-year partnership with the NAC that will explore the future of digital engagement and livestreaming in the performing arts. The initial \$100,000 investment turned \$600,000 from Facebook Canada led to financial support from Slaight Music, RBC Foundation and SiriusXM Canada, as well as the Bennett Family Foundation. We are proud to have supported over 600 performing artists.

Global Network Against Hate: A five-year, \$500,000 partnership with Ontario Tech University's Centre on Hate, Bias and Extremism to help advance the Centre's work researching violent extremism, based on ethnic, racial, gender and other forms of prejudice, including how it spreads and how to stop it.

Addressing potential discrimination in advertising: As of December 3, 2020, all advertisers running housing, employment and credit opportunity ads will no longer be able to target by sensitive categories such as age, gender and postal code. All HEC ads in Canada are also now publicly viewable and searchable in our Ad Library. We thank the Canadian and Ontario Human Rights Commissions for their partnership in helping us get this right.

Facebook-Canadian Press News Fellowship: A one-year, \$1 million program to create 8 new journalism positions covering pressing issues in local communities across Canada. Over the past 3 years we have invested nearly \$9 million in partnerships and programs to encourage and support the development of sustainable business models for news organizations in Canada.

Crisis Support Over Messenger powered by Kids Help Phone: An initiative with Kids Help Phone which will provide 24/7 mental health and well-being support through Crisis Support over Messenger.

In addition, we continue to engage with the broader policy community on the thoughtful regulation of the internet and digital platforms. We continue to update our policies to respond to the evolving tactics of bad actors, to take action on harmful content and to transparently communicate the actions we take. And we continue to grapple with some of the most complex questions of our time, as Canadians and global communities connect, create, share and organize online.

We are proud of our work in 2020 and are grateful to our many partners in Canada. We would not be able to do the work we do without you, and we look forward to continued engagement and partnership in the years ahead.

The Facebook Canada Public Policy Team



COVID-19 Response

Ever since the start of the pandemic, we've been working to connect people to accurate information, taking aggressive steps to stop and harmful content from spreading, and supporting global health experts, local governments, small businesses, and connecting communities.

Here are some of our initiatives to help in these unprecedented times.

Removing Harmful Misinformation and Keeping People Informed

MISINFORMATION

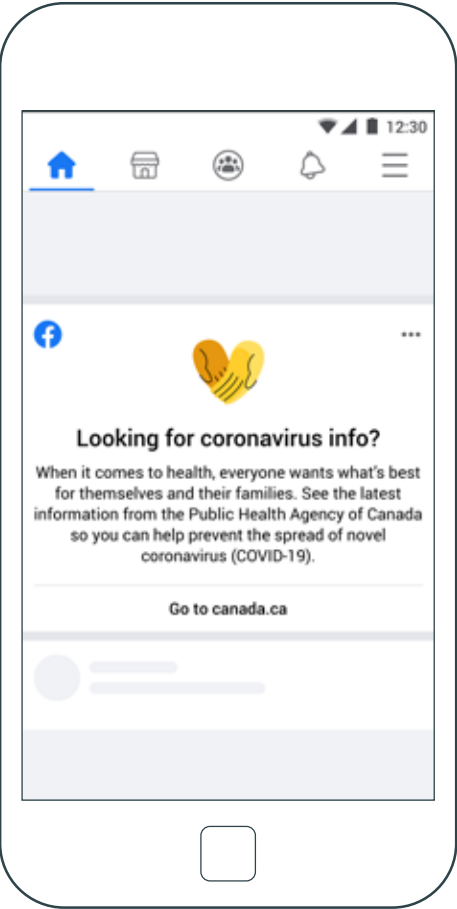
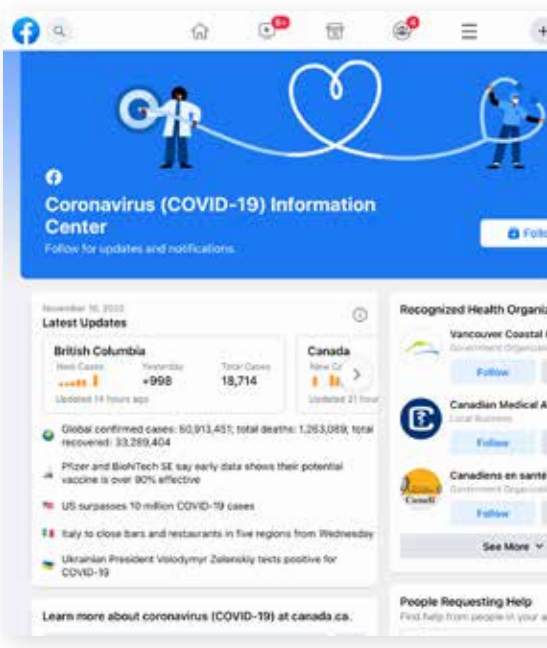
As of December 3, 2020, all advertisers running housing, employment and credit opportunity ads will no longer be able to target by sensitive categories such as age, gender and postal code. All HEC ads in Canada are also now publicly viewable and searchable in our Ad Library. We thank the Canadian and Ontario Human Rights Commissions for their partnership in helping us get this right. This includes removing content with false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities that could cause harm to people who believe them. This is a dynamic list that’s regularly evolving.

This work is two-fold. We are also ensuring people have access to credible information. We know there is a lot of information coming from so many sources, so not only are we removing harmful content, we are also working to help people quickly find accurate information that they need to inform their decisions and to keep their loved ones safe. To help do this we are connecting people to accurate information and helpful resources like the Public Health Agency of Canada, the Canadian Medical Association and local health ministries.

ACCURATE AND TIMELY INFORMATION

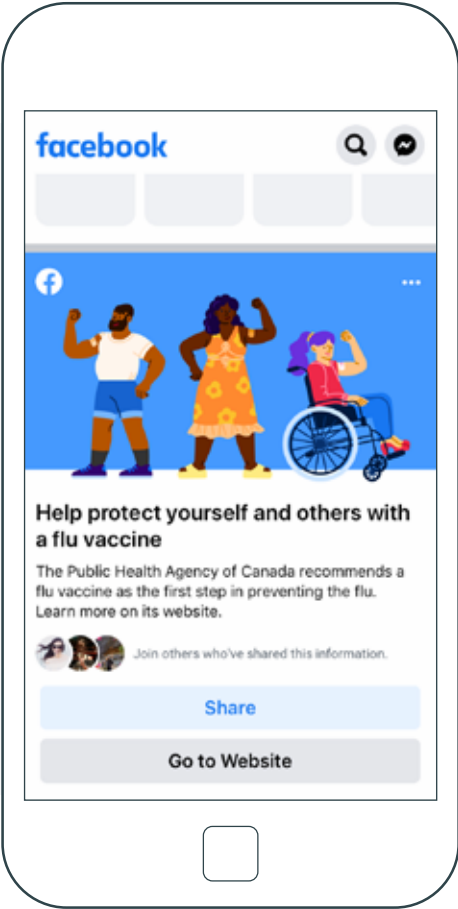
We’re working with national health authorities to coordinate our response to keep people safe and informed. We are also focused on connecting people to accurate information and helpful resources from partners through messages on top of News Feed on Facebook. Canadians on Facebook received a pop-up in their News Feed directing them to the Public Health Agency of Canada (PHAC) website for the latest information. This pop-up also appears as the first result for people who search for coronavirus on Facebook, and related hashtags on Instagram.

As more Canadians started thinking about the return to work and school, we announced two new updates to provide people on Facebook and Instagram with access to accurate COVID-19 information. First, we expanded our alerts to remind people to wear face coverings as recommended by health authorities around the world. Second, we launched a dedicated section of the COVID-19 Information Center.



EXPLOITATIVE ADS

We put a new policy into effect to protect people from those trying to exploit this emergency for financial gain. This means we now prohibit advertisements for products that refer to the coronavirus in ways intended to create a panic or imply that their products guarantee a cure or prevent people from contracting it. Early in the pandemic, we temporarily banned advertisements and commerce listings, like those on Marketplace, that sell medical face masks. We already prohibit people from making health or medical claims related to the coronavirus in product listings on commerce surfaces, including those listings that guarantee a product will prevent someone from contracting it. We also have a dedicated channel for local governments to share listings they believe violate local laws.



HELPING PEOPLE GET THEIR FLU SHOT

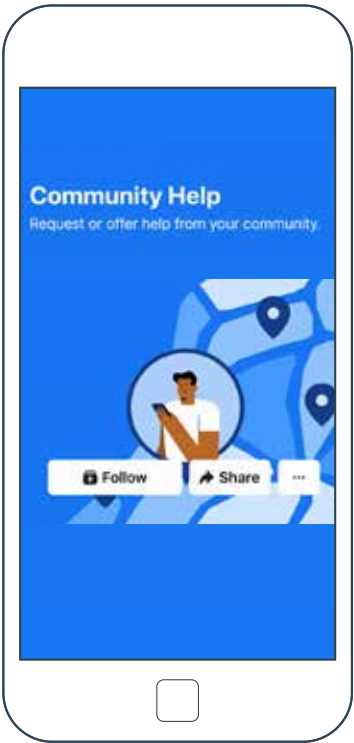
Public health officials recommend that most people get a flu shot every year. This year, they think it is especially important in order to minimize the risk of concurrent flu and COVID-19. In October, we rolled out flu vaccine reminders and resources from health authorities in News Feed. In Canada, this reminder located at the top of News Feed linked to resources from the Public Health Agency of Canada. This effort expands on our ongoing work during the pandemic to ensure Canadians have access to authoritative information and resources from health experts, including the Public Health Agency of Canada.

Helping People Connect

We are inspired by the way communities have come together using our platforms and tools to support those in need during challenging times.

COMMUNITY HELP

On March 31, Facebook announced [Community Help](#) as part of our COVID-19 efforts to make it easier for people to request or offer help in their community, such as delivering groceries to elderly neighbours or volunteering to distribute food through local food banks, and donate to fundraisers for relief efforts. We worked with Canadian organizations like Shelters Canada to give them greater access to help and volunteers. This feature was rolled out in Canada, the US, the UK, France and Australia.



SHARING RESOURCES FOR SAFETY AND WELL-BEING

The COVID-19 pandemic has forced people around the world to adjust to new routines, cope with isolation, navigate feelings of loss, grief and loneliness. Mental health organizations offer critical support for people struggling with loneliness, anxiety and other mental health issues and we want to help them increase capacity quickly during this time. This year, Facebook unveiled new tools, information and tips from experts to stay well while supporting the work of mental health organizations.

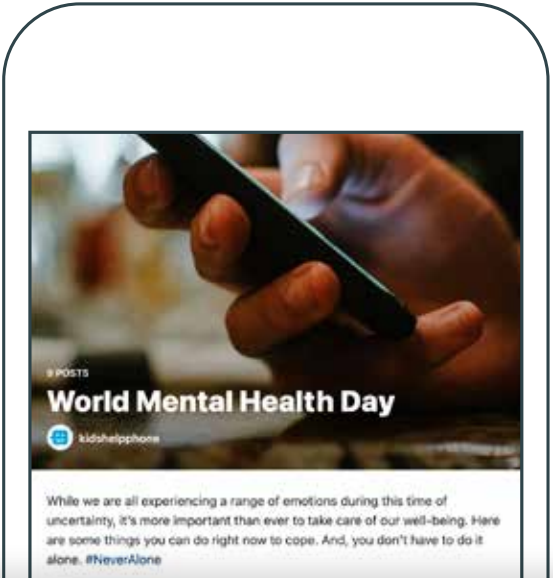
COVID-19 MENTAL HEALTH RESOURCE HUB

Part of our efforts include providing mental health resources on the [Coronavirus Information Centre](#) on Facebook, including connecting people to their local crisis hotline, so people can call or text to get help when they need it.



COMMUNITY HIGHLIGHT: FRAGOLA

Augustina Valenza, founder of Fragola, launched a baby and toddler food delivery service based in Toronto. As she learned that many families may be out of a job due to business closures, Augustina started a program for families in need to send their stories to receive free boxes of baby and toddler food. Families would be matched with people willing to donate gift cards or send a box of baby food directly to their home. Using Instagram to raise awareness of their new program, the shop soon attracted the attention of high-profile Toronto influencers that shared the service with their communities. In the first week, they sent out over 6,500 containers of baby food from donations and free boxes to families across Canada.



KIDS HELP PHONE INSTAGRAM GUIDE

We have also partnered with Kids Help Phone to launch an [Instagram Guide](#) providing young people with advice on how to cope when struggling with mental health and well-being.



Regulation & Content Governance

The internet has transformed how billions of people live, work and connect with each other, but new forms of communication also bring new challenges. We have a responsibility to keep people safe on our services and we share the government's commitment to tackling harmful content online. Regulations are needed so that we have a standardized approach across platforms and private companies aren't making so many important decisions alone.

We know there is work to do which is why we are continually reviewing our policies with experts and working to ensure our reporting, artificial intelligence and machine learning systems remain industry-leading.

Advancing Smart Regulation

THE
GLOBE
AND
MAIL 

*Kevin Chan, the Canadian policy director for Facebook and a technology and democracy fellow at Harvard and Richard Stursberg, the author of *The Tangled Garden: A Canadian cultural manifesto for the digital age*, published an op-ed in the *Globe and Mail* entitled, *The Globe and Mail Op-Ed: We should regulate social media - but in a way that makes sense**

In recent years, social media companies have come under intense scrutiny about whether they are paying their fair share of taxes, whether they are doing enough to remove harmful content, whether they censor too much, and whether they have undermined the financial underpinnings of the news business while “stealing” its content.

There is a widespread belief that social media companies do not care about these problems and have resisted every attempt by government to regulate them.

But that is not always the case. Facebook, for example, welcomes regulation and stands ready to work with Canadian policymakers to develop and pass the necessary legislation.

In approaching the regulation of social media, it is important that all platforms be subject to the same sets of rules. YouTube, Reddit, Instagram, Twitter, Facebook, TikTok and the rest need to meet the same standards. The alternative is a fractured internet, governed by private rules rather than public ones.

So, how should the government regulate social media? First, while platforms already pay all the taxes they are required to pay, they should also be required to collect and remit sales tax (as has already been done in Quebec). Beyond this, governments should follow the OECD process to establish a common tax framework to ensure countries can benefit from revenue generated locally by large multinational firms. This will clarify the rules for both foreign-based global platforms and Canadian ones that are finding success abroad.

Other potential areas to explore may not even involve directly taxing platforms. As argued in the book *The Tangled Garden*, businesses buying advertisements on foreign-based platforms should be required to conform with section 19.1 of the Income Tax Act, which only allows advertising expenditures to be deducted as legitimate business expenses when they are incurred with Canadian media companies.

Second, when it comes to deciding what content is harmful or objectionable online, regulations could set baseline standards for what’s prohibited and require social media companies to build systems to enforce these standards. The status quo of having only private companies decide what is and isn’t acceptable speech online is not sustainable long term, and lacks transparency and accountability. Such rules would need to be consistent with the Canadian Charter of Rights and Freedoms and be common to all social media companies.

Third, the government must clearly articulate the penalties that will be applied to people or groups that violate the rules on acceptable speech, while respecting the intermediary liability protections contained in the United States-Mexico-Canada Agreement on trade. It has already done so for hate speech, libel and slander. We understand that the government has launched consultations that touch on this issue, and we salute these efforts.

Fourth, the government needs to help ensure that internet platforms do their part to support a thriving news industry because it is good for democracy. More can and should be done. The question is how to do so.



The wrong way to do this is the proposed legislation advanced by the Australian Competition and Consumer Commission. If it becomes law, the legislation would require Facebook to enter into binding arrangements with news companies and then pay a fee for articles posted on the platform. This proposal does not recognize that it is, in fact, news publishers and users that voluntarily share links to articles on the platform. It is not clear how such an arrangement can be negotiated when Facebook has no control over what publishers share on the platform.

A recent report commissioned by News Media Canada recommends the Australian model, but again without taking into account how news is actually shared online. Nor does the News Media Canada proposal recognize that Facebook drives significant traffic to their websites.

Other options might include initiatives such as Facebook’s recent partnership with The Canadian Press to create full-time local news positions across the country.

The Tangled Garden makes the case for using corporate tax credits to help support news organizations. They would operate the same way they do now for the film and television industries. Surely the news is even more important to the cultural and political health of Canada.

Regardless of the path forward, one thing is clear – finding a sustainable and equitable way to support news in Canada requires goodwill and co-operation between publishers, platforms and government. The government needs to take a leadership role in convening these conversations.

Ultimately, the strength of our democracy will depend on finding clear solutions to these complex and important questions.

CONTENT REGULATION

We published a white paper setting out some questions that regulation of online content might address. “[Charting a Way Forward: Online Content Regulation](#)” builds on recent developments on this topic, including legislative efforts and scholarship. This builds on a [paper we published last September on data portability](#), and we plan on publishing similar papers on elections and privacy in the coming months.

PRIVACY REGULATION

Improving our privacy approach and privacy protections for people is a long-standing priority for us at Facebook.

We know that building the tools to manage your privacy, such as Privacy Checkup and Privacy Basics, is just one step to improving our privacy practices.

Another part is making our data practices easy to understand.

This July, we [published a white paper](#) that highlights the need for companies to better communicate privacy information. We can do this by putting people at the center of privacy design decisions - so people understand their choices when it comes to their privacy and are empowered to make informed decisions with their data.

FIGHTING HATE SPEECH

Facebook is an open platform for all ideas, a place where we want to encourage self-expression, connection and sharing. At the same time, when people come to Facebook, we always want them to feel welcome and safe. We share in your values and have zero tolerance for hate speech on the platform, as a matter of policy and principle. We are deeply committed to the safety of brands, as well as the 160 million businesses on Facebook and the lives of the 3 billion people across our surfaces. We have clear policies against hate – and we strive constantly to get better and faster at enforcing them.

According to eventh edition of our most recent *Community Standards and Enforcement Report*, **AI now proactively detects 94.7 percent of hate speech we remove from Facebook, up from 80.5 percent a year ago and up from just 24 percent in 2017.**

“Through the support of Facebook, the new Global Network will enhance the work of the Centre on Hate, Bias and Extremism as a magnet for high-quality academics to contribute to the intellectual climate, locally and internationally. This sends a powerful message about our values while enabling Ontario Tech University to build its research capacity, share new knowledge and become the go-to source for policy developers seeking data, guidance and advice on this vital issue.”

- **Dr. Barbara Perry**,
Director, Centre on Hate, Bias and Extremism; and
Professor, Faculty of Social Science and Humanities,
Ontario Tech University

On Facebook in Q3, we took action on:

22.1 MILLION pieces of content
for hate speech, about **95%**
of which was proactively identified

19.2 MILLION pieces of violent and
graphic content **(up from 15 million in Q2)**

12.4 MILLION pieces of child
nudity and sexual exploitation content
(up from 9.5 million in Q2)

3.5 MILLION pieces
of bullying and harassment content
(up from 2.4 million in Q2).

ONTARIO TECH UNIVERSITY NETWORK AGAINST HATE

We are proud to partner with Ontario Tech University’s Centre on Hate, Bias and Extremism to launch the Global Network Against Hate. The five-year, \$500,000 program will help advance the Centre’s work researching violent extremism, based on ethnic, racial, gender and other forms of prejudice, including how it spreads and how to stop it. Launching the Global Network Against Hate also enables the creation of a new position at the Centre to facilitate global partnerships and knowledge sharing focused on researching, understanding and preventing hate, bias and extremism online and off.

As a Canadian-developed solution, the Ontario Tech-based Global Network Against Hate broadens Facebook’s long relationship with Dr. Perry to identify hate organizations and their online presence. Previous consultations have helped Facebook develop policy and tackle the growing challenge posed by online extremism, including the banning of several Canadian hate organizations from the platform.



PANEL DISCUSSION

INCEL: THE RISING THREAT OF MISOGYNY AND VIOLENCE

On July 28, Facebook Canada and Ontario Tech University co-hosted a panel [on Hate, Bias and Extremism](#), with a focus on so-called “incel” groups and movements. ‘Incel: The Rising Threat of Misogyny and Violence’ kicked off with remarks by the [Honourable Sylvia Jones](#), Solicitor General and [Nosa Ero-Brown](#), Assistant Deputy Minister of the Anti-Racism Directorate, followed by an expert panel moderated by [Dr. Barbara Perry](#), Director of the Centre on Hate, Bias and Extremism at Ontario Tech.



Panelists included: *Dr. Shahid Alvi, Ontario Tech University Center on Hate, Bias and Extremism, Brett Kubicek, Senior Director, Canada Centre for Community Engagement and Prevention of Violence, Maya Roy, CEO, YWCA Canada, Dr. Erin Saltman, Policy Manager, Counter-Terrorism and Dangerous Organization*

REMOVING QANON AND RADIO-QUEBEC

As *part of the update* on how we address movements and organizations tied to violence, in Canada we removed Radio-Quebec and its founder, Alexis Cossette-Trudel, from our platforms. Previously, we imposed restrictions on Radio-Quebec to limit the spread of content from its Facebook Page, Groups and/or Instagram accounts in line with our expanded Dangerous Individuals and Organizations Policy. We also reviewed and removed content from the Radio-Quebec Page that violated our community standards, including our policies related to harmful COVID-19 misinformation.

We are now also removing any Facebook Pages, Groups and Instagram accounts representing QAnon, even if they contain no violent content. This is an update from the initial policy in August that removed Pages, Groups and Instagram accounts associated with QAnon when they discussed potential violence while imposing a series of restrictions to limit the reach of other Pages, Groups and Instagram accounts associated with the movement. We have started to enforce this updated policy, but this work takes time.



REMOVING HOLOCAUST DENIAL CONTENT

We will ban content that denies or distorts the Holocaust on Facebook. And beginning later this year, we will direct anyone to credible information off Facebook if they search for terms associated with the Holocaust or its denial. Our decision is supported by the well-documented rise in anti-Semitism globally. Enforcement will not happen overnight, but we are prioritizing this work and are grateful to the many partners and stakeholders whose input is helping us keep the platform safe. In Canada, we have been working closely with the Centre for Israel and Jewish Affairs (CIJA) and the Canadian Jewish Holocaust Survivors and Descendants (CJHSD).

PREVENTING DISCRIMINATION IN ADVERTISEMENTS THAT OFFER HOUSING, EMPLOYMENT OR CREDIT OPPORTUNITIES

Earlier this year, we announced our intent to bring HEC targeting restrictions and transparency to Canada in late 2020. On December 3, we began restricting advertisers' ability to target advertisements that relate to housing, employment and credit opportunities based on age, gender or postal code, and expanding enforcement of this process across all the tools businesses used to buy advertisements. We're committed to engaging in serious consultation and work with key civil rights groups, like the Canadian Human Rights Commission, to ensure that our platforms are inclusive for everyone.

COMMUNITY HIGHLIGHT: CHALLENGING HATE AND RACIAL INJUSTICE

Marginalized communities have been using social platforms to have their voices and experiences heard. They are bringing to light systemic issues in powerful ways.



CANADIAN STUDENTS

Accounts for schools such as Smith School of Business at Queen's University, York University's Schulich School of Business and the University of British Columbia's Sauder School of Business have gained thousands of followers since June, as a movement against anti-Black racism gained momentum following the killing of George Floyd by Minneapolis police.



JOYCE ECHAQUAN

On Monday, September 28, an Atikamekw woman from Manawan, Joyce Echaquan, passed away at the Centre hospitalier régional de Lanaudière. During her final moments, *she had started a Facebook live*, shedding light on the challenges faced by marginalized communities.



MI'KMAW FISHERIES

Mi'kmaq fishers used live broadcasts to combat violence and racism. *Jolene Marr began a Facebook live stream video* and believes that for the Mi'kmaq, documenting injustices to protect themselves and to maintain control of information has become instinctual. She said racism and violence is made worse by ignorance and a lack of education about the history of injustice toward Indigenous people and rights in Canada.

PROTECTING ELECTIONS

We are committed to protecting elections and increasing authenticity, transparency and accountability for advertisers to give everyone a voice on our platform and empower people to vote. We take the protection of election integrity on our platform extremely seriously at Facebook, and we want to be a force for good in Canadian democracy. This is why we devote significant time, energy and resources to these issues.



CARLETON INITIATIVE

Early this year, Facebook Canada and Carleton University announced a one-year Canadian Election Integrity Project with The Clayton H. Riddell Graduate Program in Political Management. As part of this project, Kevin Chan, Head of Public Policy at Facebook Canada, has been appointed as a Visiting Scholar in Election Integrity at the university. Through a series of engagements in collaboration with Riddell students, faculty and the broader political ecosystem, the project will reflect on the 2019 federal election and Facebook’s ongoing work through the Canadian Election Integrity Initiative with the goal of developing lessons learned for the next federal election. This exercise is all the more relevant given the shifting landscape of elections and the importance of protecting the democratic process, online and off.



ADVERTISEMENTS IN THE FEDERAL ELECTION

Tamara A. Small, Associate Professor in the Department of Political Science at the University of Guelph, published a piece in *The Canadian Federal Election of 2019* discussing the role of Facebook and Facebook Advertisements in the federal election.

HARVARD FELLOWSHIP

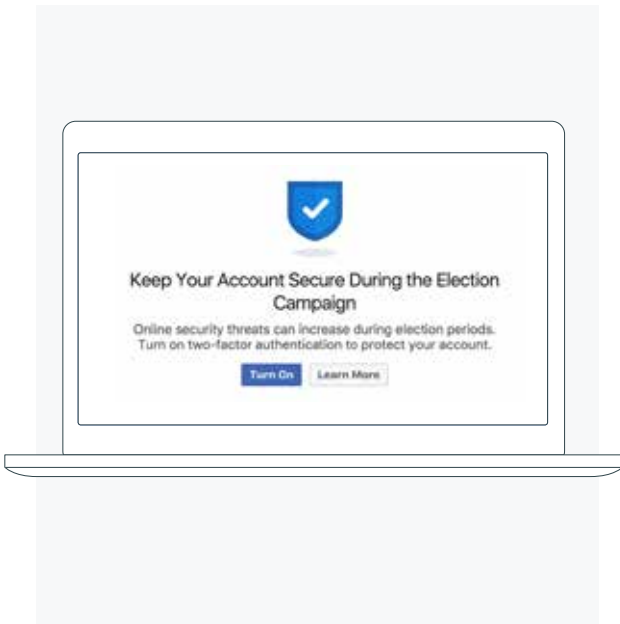
On July 15, the Ash Center for Democratic Governance and Innovation at the Kennedy School of Government at Harvard University announced the appointment of its newest cohort of seven *Technology and Democracy Fellows*, which includes Kevin Chan, Head of Public Policy at Facebook Canada.

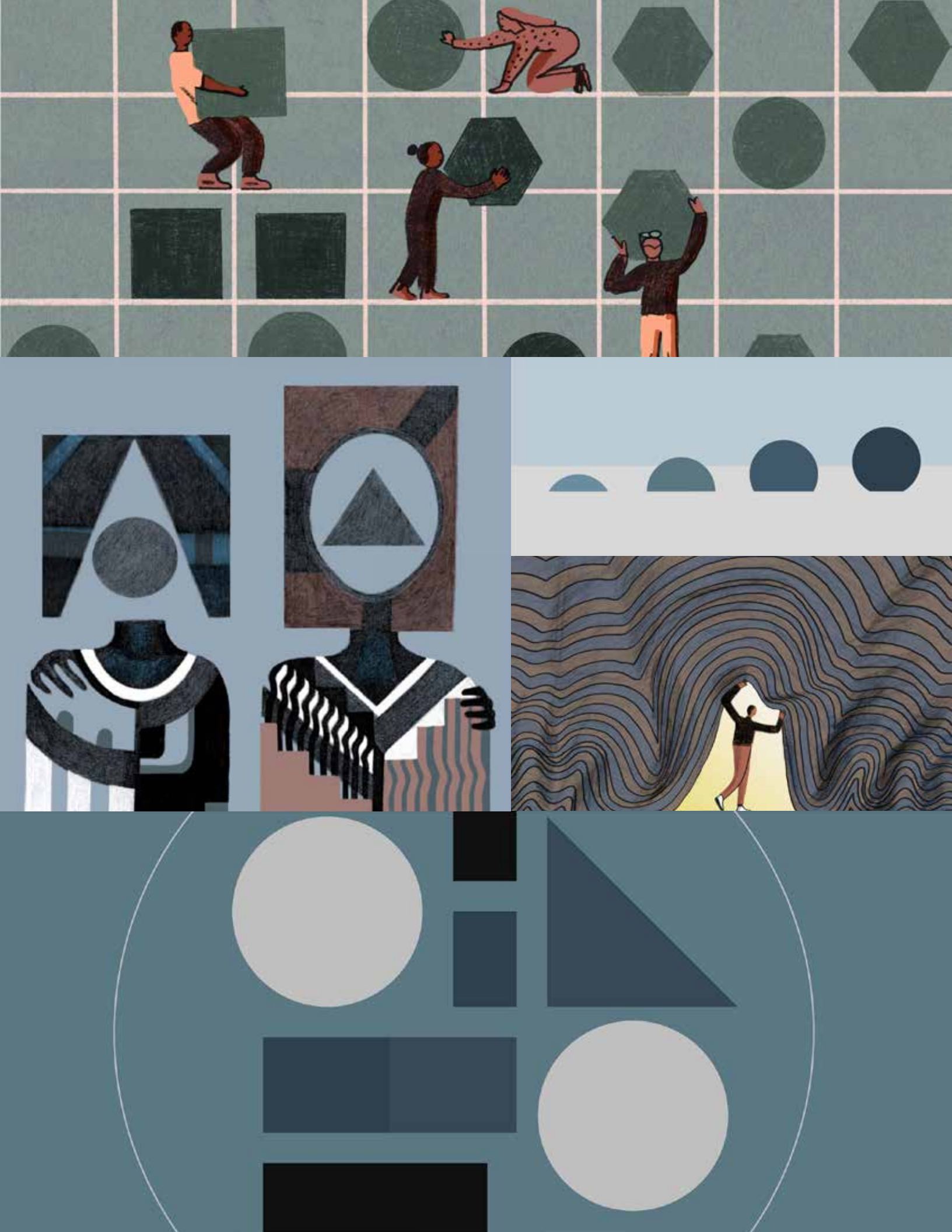
Over the course of their appointment, the 2020-21 fellows will tackle some of the biggest questions facing technology, policy, government, and society and engage with the Harvard community. Specifically, the fellows will each design and lead a hands-on workshop, helping students learn new digital skills and concepts. Workshops in the past have covered topics from digital organizing and online voter engagement to prototyping and website design.



PROVINCIAL ELECTIONS IN NB, BC AND SASK

In the lead up to the New Brunswick, British Columbia and Saskatchewan provincial elections, we hosted three separate press calls on Facebook’s ongoing efforts and how we are helping candidates and elected officials prepare for this provincial election. Learning from elections around the world, we’ve undertaken significant efforts to prevent interference, fight the spread of misinformation, and increase political advertising transparency across our platform. In all three provinces, we established contact with Elections New Brunswick, Elections BC and Elections Saskatchewan and were on standby to coordinate with them if and as required. Through direct outreach and in-app notifications, we also reminded candidates and their Page admins to keep their accounts secure during the provincial campaign, such as through *two-factor authentication* (2FA) and ensuring they have access to our cyber threats crisis line.



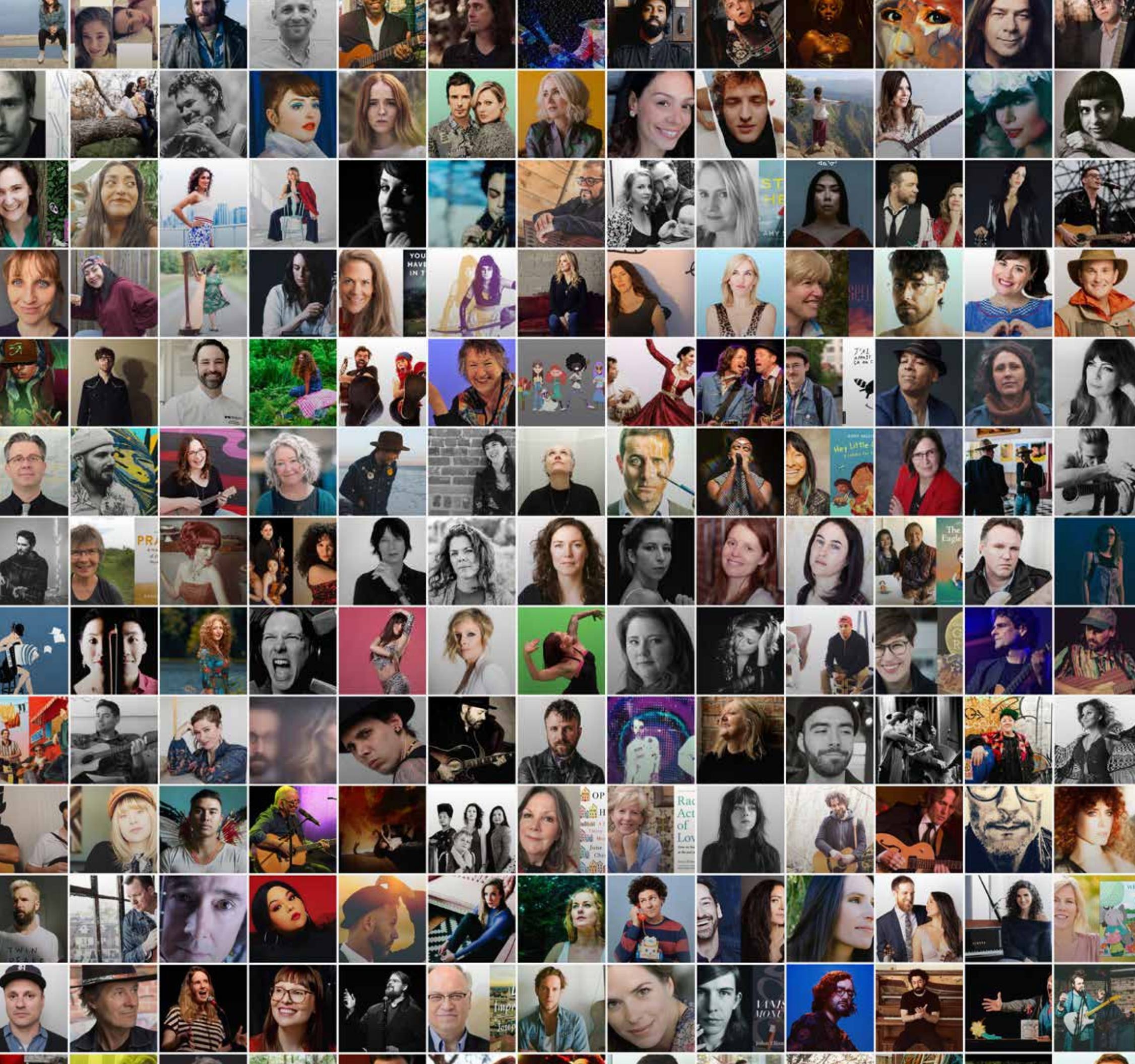


OVERSIGHT BOARD



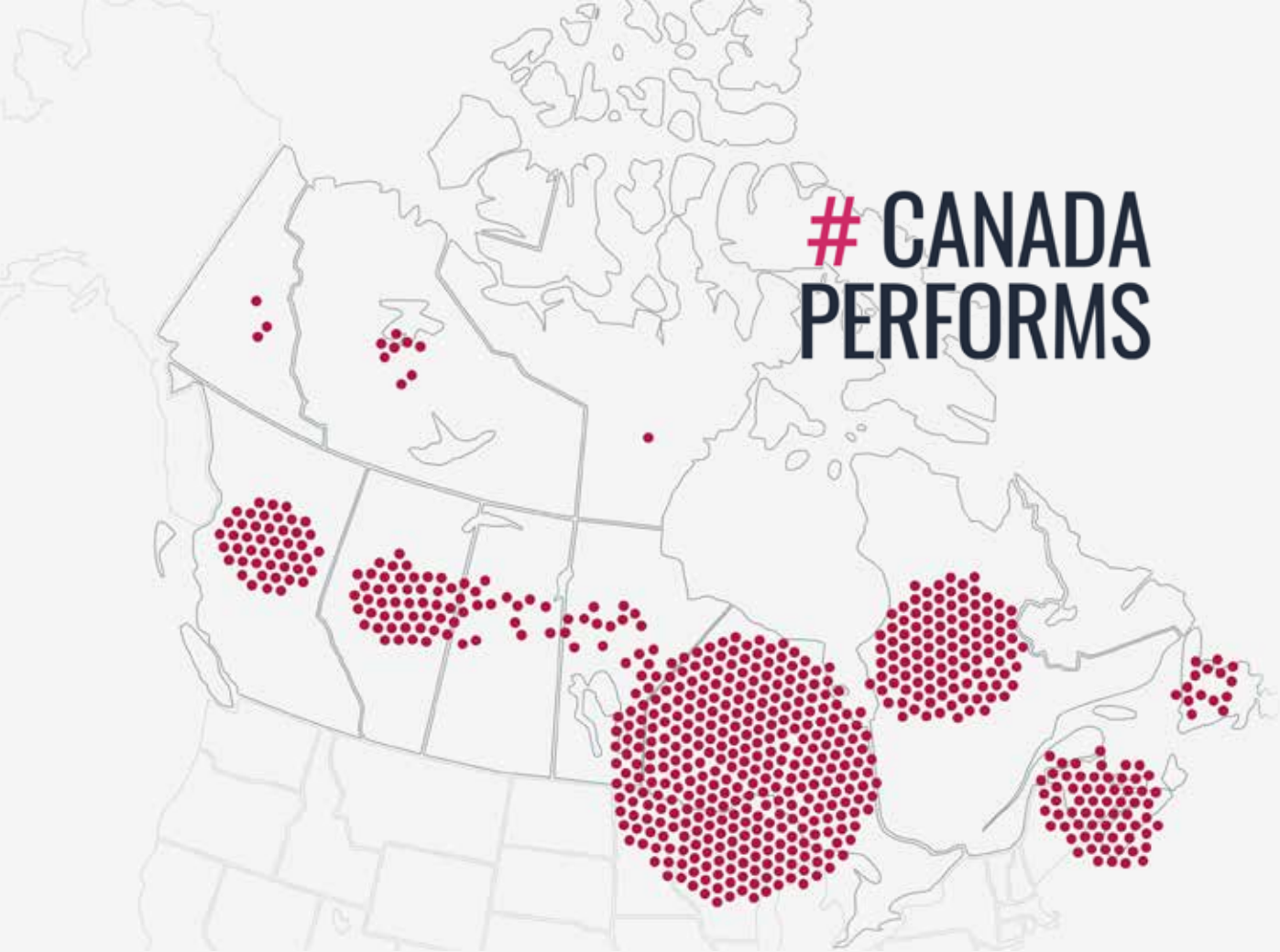
This year, *Facebook's new Oversight Board* announced its first members, marking a fundamental change in the way some of the most difficult and significant decisions around content on our platforms will be made. With our size comes a great deal of responsibility and while we have always taken advice from experts on how to best keep our platforms safe, until now, we have made the final decisions about what should be allowed on our platforms

and what should be removed. That's why we have created and empowered a new group to exercise independent judgment over some of the most difficult and significant content decisions. On December 1, the Oversight Board announced that it has selected *the first six cases it will review*, including five user appeals and one case referred by Facebook.



Culture & News

As we navigate challenging and uncertain times, it is important that we do our part to help the Canadian cultural and news ecosystems thrive online. Artists, musicians and performers help bring people closer together and uplift us during challenging times. Journalists provide timely and critical information to help citizens navigate an ever evolving global crisis. We want to support these sectors to reach their communities online, as well as develop sustainable and adaptive business models.



CANADA PERFORMS

Facebook and the National Arts Centre (NAC) of Canada teamed up to launch *#CanadaPerforms*, an online performance series and relief fund that supports performers impacted by COVID-19.

#CanadaPerforms was first launched on March 19, as a short-term relief fund that pays professional Canadian artists and professionally published authors for their online performances. It was launched by the National Arts Centre and Facebook Canada to help ease the financial strain for Canadian artists impacted by the closure of performance venues across Canada related to COVID-19, and to lift the spirits of Canadians during the crisis.

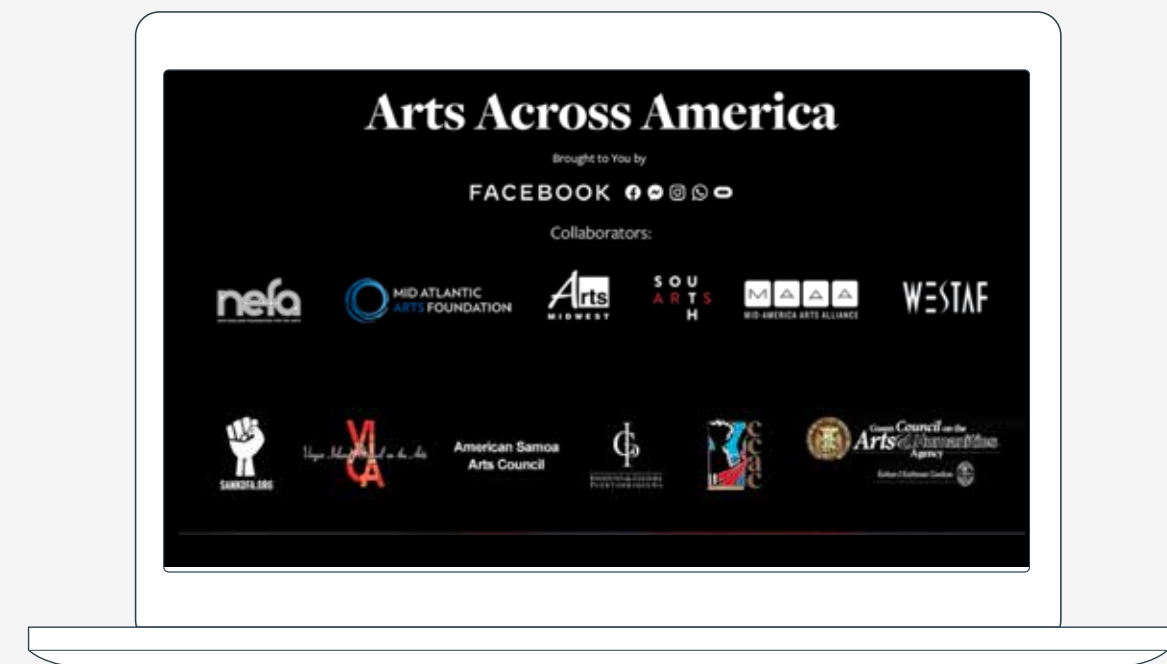
To date, the series has generated millions of views, influenced additional livestreaming efforts and funds, and inspired sister initiatives in Europe and abroad. This led to the extension of the *#CanadaPerforms* collaboration with *a two-year partnership* that will explore the future of digital engagement and livestreaming in the performing arts.

The initial \$100,000 investment turned \$600,000 from Facebook Canada led to financial support from Slight Music, RBC Foundation and SiriusXM Canada, as well as the Bennett Family Foundation. We are proud to have supported over 600 performing artists.



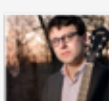
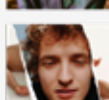
This evolution of *#CanadaPerforms* is made possible through a \$500,000 investment from Facebook Canada that will benefit artists through livestreamed performances, music events and festivals.

#CanadaPerforms inspired similar programs across the world notably in Ireland and in the United States.

Ireland Performs was a short-term initiative to support online performances by Irish artists during the COVID-19 pandemic. Ireland Performs was presented by Culture Ireland with the support of Facebook Ireland and delivered in partnership with First Music Contact.



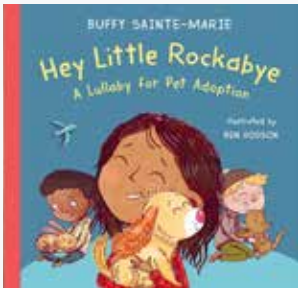
The **John F. Kennedy Center for the Performing Arts** in Washington D.C. launched *Arts Across America* on July 27, a program to uplift artists and showcase art from communities and regions across the country in this time of uncertainty. Over 20 weeks, Arts Across America featured free, digital performances from over 200 diverse, visionary artists who play leadership roles in their communities, exemplify unique regional artistic styles, and are using their medium as a tool for advocacy and social justice. Arts Across America is made possible and livestreamed by Facebook and continued through December 11, 2020.

	4 writers, 1 reading		A performance of Molly Bloom
Watch replay	View artist page	Watch replay	View artist page
	Adam Baldwin		Adam Campbell
Watch replay	View artist page	Watch replay	View artist page
	Adonis Puentes		Adyn Townes
Watch replay	View artist page	Watch replay	View artist page
	Agneya Chikite		AHI
Watch replay	View artist page	Watch replay	View artist page
	Aissolles et bretelles - Théâtre CRI		Aiza
Watch replay	View artist page	Watch replay	View artist page
	Akpiik Theatre in Pawkan Macbeth		Alan Doyle
Watch replay	View artist page	Watch replay	View artist page
	Alex Goodman		Alex Pugsley
Watch replay	View artist page	Watch replay	View artist page
	Alexander and Jimin Dobson		Alexandre Belliard
Watch replay	View artist page	Watch replay	View artist page
	Alexandria Maillet		Alexe
Watch replay	View artist page	Watch replay	View artist page
	Alfa Rococo		Alicia Tener
Watch replay	View artist page	Watch replay	View artist page
	Aline Morales		Aliocha
Watch replay	View artist page	Watch replay	View artist page
	Alison Wearing		Allison de Groot
Watch replay	View artist page	Watch replay	View artist page
	Alsdra		Alysha Brilla
Watch replay	View artist page	Watch replay	View artist page

#CanadaPerforms was initially launched as a short-term relief fund to help ease the financial strain for professional Canadian artists impacted by the closure of performance venues across Canada related to COVID-19. Below are some of the amazing Canadian artists featured as part of the initiative.



English Theatre -
Beau Dixon in Beneath Springhill:
The Maurice Ruddick Story



Author/Musician -
Buffy Sainte-Marie read from her latest children’s book



Popular Music -
Lisa Leblanc



This includes beloved icons, chart-topping artists, as well as Indigenous artists like Snotty Nose Rez Kids and Francophone artists like Marie-Mai, in addition to millions of international songs. These new experiences are made possible through new partnerships with music publishing societies and organizations, as well as labels and distributors in Canada.

Classical Music -
Timothy Chooi



LAUNCHING MUSIC TOOLS IN CANADA

Early in 2020, we announced the launch of music on Facebook and Instagram in Canada. With the launch of music stickers on Facebook and Instagram Stories and other creative tools, Canadians now have new ways to express themselves, discover artists, and share music that matters to them. When searching for a song to include in a personal video or Story, people across Canada will have access to a library of music by Canadian artists.



Supporting the News Ecosystem

A THRIVING NEWS ECOSYSTEM IS GOOD FOR DEMOCRACY AND FOR ALL CANADIANS

In June, Kevin Chan, the Global Director and Head of Public Policy, and Marc Dinsdale, Head of Media Partnerships, at Facebook Canada published an article in *the Globe and Mail* on the importance of investing in the news ecosystem.

Ensuring that people have access to quality, accurate information is one vital pillar in our collective fight against misinformation. We need to support journalism to increase the amount of trustworthy information available, so that people can make educated decisions.”

– Kevin Chan and Marc Dinsdale.



FACEBOOK

SUPPORTING NEWS INNOVATION

At a time when we are reckoning with significant global issues such as racial injustice, the COVID-19 pandemic and polarizing politics, journalism is needed more than ever.

Over the past three years we have invested nearly \$9 million in partnerships and programs to encourage and support the development of sustainable business models for news organizations in Canada.

INDIEGRAF

Facebook Canada announced its support for the launch of Indiegaf, a network of journalist-entrepreneurs and independently-owned digital publishers sharing resources to serve their local communities sustainably. Indiegaf aims to make it easier for entrepreneurial journalists to launch digital news outlets and become sustainable. Its network of publishers will pool resources including technology, marketing and revenue staff, to successfully grow digital outlets to fill local news gaps.

Indiegaf is led by Erin Millar and her co-founder and CTO Caitlin Havlak. The Facebook Journalism Project provided seed funding to help launch Indiegaf, alongside other partners, building on our work with Erin and her team to support news innovation in Canada. Indiegaf was inspired by The Discourse’s work with the Facebook’s Local News Accelerator in Canada last year.



POLICY | Canada



Additional investments in the last three years include: providing seed funding to our partners to experiment with video, *training opportunities* for journalists across the country, bringing the *Facebook Journalism Project’s Local News Accelerator program to Canada* and collaborating with DMZ and the Ryerson School of Journalism at Faculty of Communication and Design to launch the *Digital News Innovation Challenge*, which supported Canada’s leading digital news ideas like *The GIST* and *The Sprawl*.

ROUNDTABLE ON CANADIAN
CULTURE AND CONTENT ONLINE

On January 29, we hosted the Facebook Canada [Hard Questions Roundtable on Canadian Content and Culture in a Digital Age](#), at the National Arts Centre in Ottawa in partnership with the University of Ottawa Centre for Law, Technology and Society. Peter Menzies, former Vice-Chair of the CRTC and current Senior Fellow at the MacDonald-Laurier Institute, launched a white paper at the event.

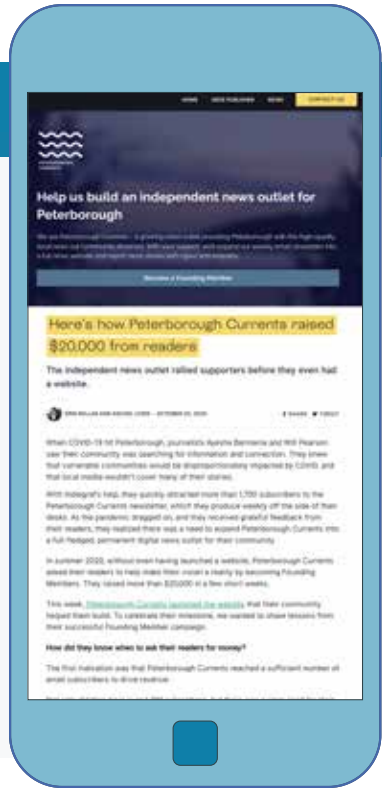


COMMUNITY FEATURE :
PETERBOROUGH CURRENTS

When COVID-19 hit Peterborough, journalists [Ayesha Barmania](#) and [Will Pearson](#) saw their community was searching for information and connection. They knew that vulnerable communities would be disproportionately impacted by COVID-19, and that local media wouldn't cover many of their stories.

So they launched an email newsletter.

With Indiegraf's help, they quickly attracted more than 1,700 subscribers to the [Peterborough Currents newsletter](#), which they produce weekly off the side of their desks. As the pandemic dragged on, and they received grateful feedback from their readers, they realized there was a need to expand Peterborough Currents into a full-fledged, permanent digital news outlet for their community.



The Local News Accelerator program works with news organizations to strengthen their business strategies both on and off Facebook through a mix of one-on-one coaching, in-person gatherings, and a community in which participants share their experiences.

Canada's largest independent newspaper, the [Winnipeg Free Press](#), increased free subscription trials from 2,000 to 10,000 in one month, after reducing friction in their registration and subscription process after participating in the Canadian Local News Accelerator.

We will continue to help journalists and news organizations cover important stories when we all need them most. The Facebook-Canadian Press News Fellowship is one way we can do our part to support the news industry during these challenging times.





THE FACEBOOK-CANADIAN PRESS NEWS FELLOWSHIP

On September 8, the Facebook Journalism Project and The Canadian Press (CP) announced the eight journalists selected for the *Facebook-Canadian Press News Fellowship*, a one-year, \$1 million program established to support journalists covering pressing issues in local communities across Canada. Over the past three years, Facebook has invested nearly \$9 million in Canadian journalism and news innovation through grants and creative partnerships as part of our commitment to the Canadian news industry.

Focusing on bringing more coverage to Canada’s regions, the eight fellows will report on pressing issues in local communities, including the coronavirus pandemic’s impact on communities and tackling racial injustice. As part of the program, Facebook will organize digital skills training sessions to help guide adaptations of their work for new social platforms and audiences.

“The Canadian Press is pleased to be part of a program that gives opportunities to young Canadians to create journalism and gain valuable experience while respecting CP’s journalistic independence. Our partnership with the Facebook Journalism Project underscores the value of cultivating collaborative solutions that support the country’s news ecosystem.”

- Malcolm Kirk,
President, The Canadian Press

Danielle Edwards
Halifax, Nova Scotia

Jacob Serebrin
Montreal, Quebec

Jessica Beauplat
Montreal, Quebec

Emma Tranter
Iqaluit, Nunavut



The **Facebook-Canadian Press News Fellowship** is a \$1 million program focused on bringing more quality news coverage to Canada’s regions. The eight fellows will report on pressing issues in local communities across the country during this critical time.

Facebook recognizes that we have a role to play in promoting a stronger news industry. We are committed to investing in products, programs and partnerships to support digital news innovation and journalism in Canada. Over the past three years, Facebook has invested nearly \$9 million in Canadian journalism, and we intend to continue this important work.



Facebook Canada is proud to support the Canadian news industry.
For more information visit facebook.com/journalismproject



Denise Paglinawan
Toronto, Ontario

Maan Alhmidi
Ottawa, Ontario

Fakiha Baig
Edmonton, Alberta

Brenna Owen
Vancouver, British Columbia

SUPPORTING INDIGENOUS COMMUNITIES AND VOICES

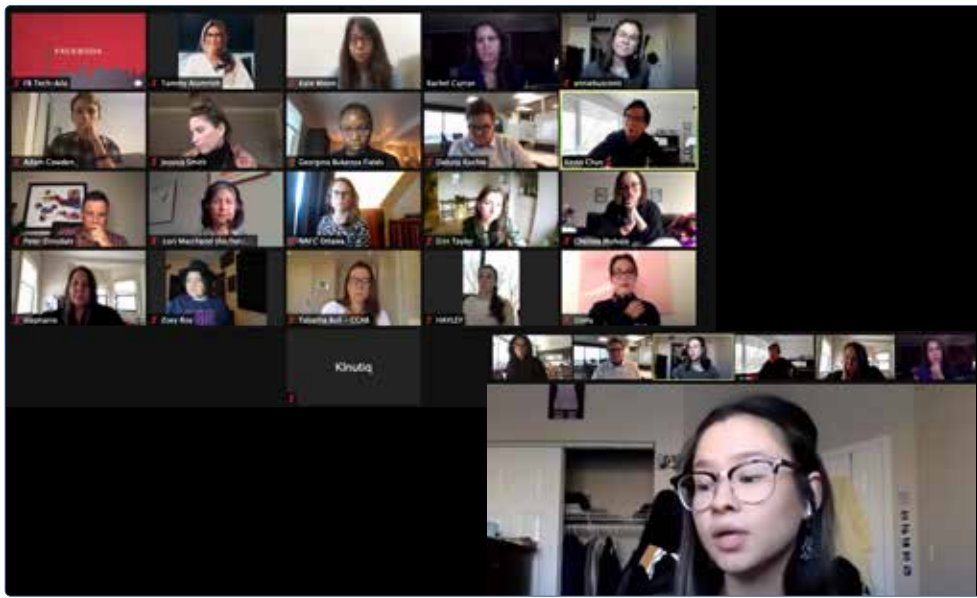
Digital platforms help individuals and communities amplify their voices, bring awareness to important issues and organize powerful social movements. We are also aware of the challenges faced by marginalized communities online and we all have a role to play in creating safer online spaces, tools and experiences.

Indigenous communities in Canada use our platforms and tools in powerful ways, namely to connect with each other, organize communities and movements, celebrate art, music and culture and bring awareness to social injustice. We are seeking to learn more about the experiences of Indigenous communities in Canada on our platform.



INDIGENOUS ROUNDTABLE

In November, in partnership with the Assembly of First Nations, we hosted a [Roundtable on Indigenous Content and Culture Online](#). We are seeking to learn more about the experiences of Indigenous communities in Canada on our platform. In particular, we hope to learn more and get feedback on the application of [Facebook’s Community Standards](#) in the context of Indigenous communities in Canada.



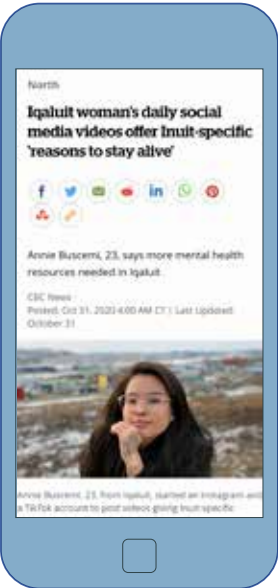
CRISIS SUPPORT OVER MESSENGER: CRISIS TEXT LINE POWERED BY KIDS HELP PHONE

On October 26, we announced an exciting initiative with Kids Help Phone which will now provide mental health and well-being support through Crisis Support over Messenger. Both young people and adults can reach out for 24/7 support using Facebook Messenger by visiting the [Crisis Text Line](#) powered by the [Kids Help Phone Facebook page](#) or via the Messenger app. We are particularly excited that this partnership will help bridge the gap in mental health support for Indigenous communities in under-connected areas.

“At Kids Help Phone, our 24/7 support services continue to be made possible because of partners like, Facebook Canada,” said Katherine Hay, President and CEO, Kids Help Phone. “Through these unprecedented times, it’s imperative that we band together as a country to ensure that everyone is supported; from our frontline workers to our young people, we need to ensure that those in need know they have support available to them, anywhere and anytime.”

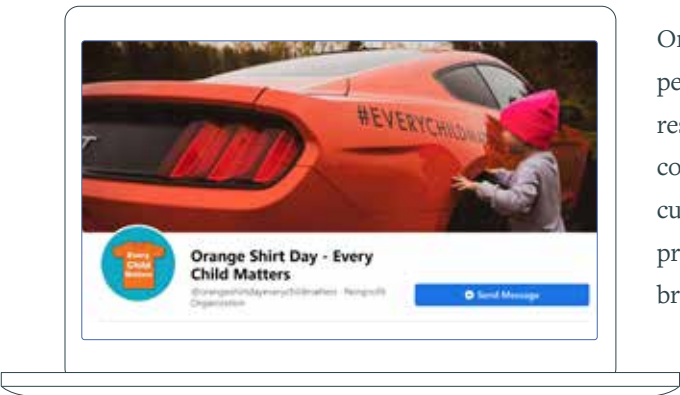
COMMUNITY FEATURE: ULLAALKUT

Annie Buscemi, from Iqaluit, started using her Instagram account [ullaalkut](#) (which means good morning in Inuktitut) to advocate for more mental health resources in her community by [spreading messages of hope](#). Everyday, Annie posts a video in which she gives one Inuit-specific reason to stay alive.



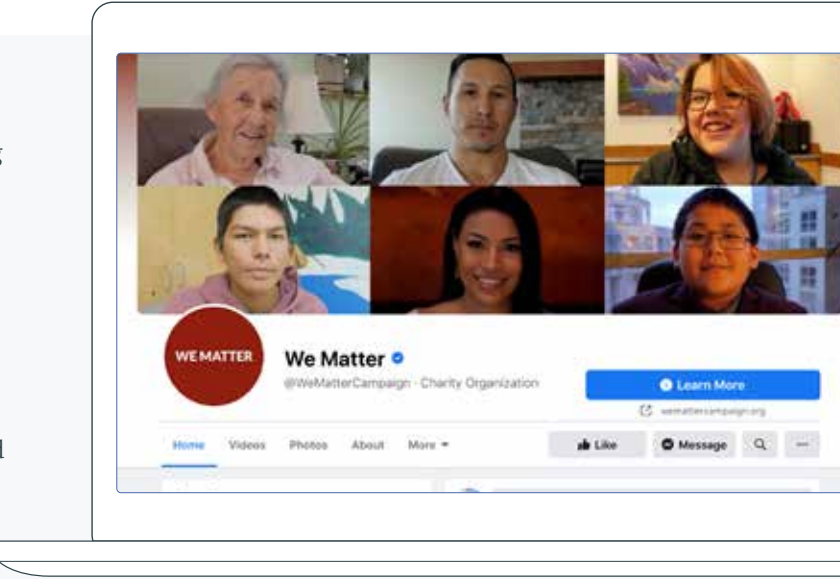
ORANGE SHIRT DAY

Orange Shirt Day is an event, created in 2013, designed to educate people and promote awareness in Canada about the Indian residential school system and the impact it has had on Indigenous communities for over a century—an impact recognized as a cultural genocide, and an impact that continues today. We were proud to partner with the Truth and Reconciliation of Canada to bring awareness to this important day.



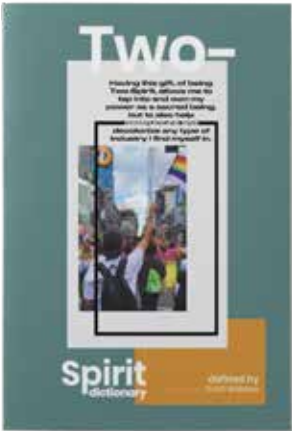
WE MATTER
TWO-SPIRIT DICTIONARY

In partnership with Facebook and TAXI, We Matter (an Indigenous youth-led organization dedicated to supporting Indigenous youth) launched a six-week social campaign to build a Two-Spirit dictionary on Instagram. This initiative was a result of a ‘Hack for Good’, a creative hackathon hosted by Facebook Canada, in which four of Canada’s top advertising agencies competed to create a campaign to support We Matter and the Two-Spirit community. As the winner, TAXI partnered with Facebook’s Creative Shop and We Matter to develop the Two-Spirit Dictionary campaign.



Every definition is created by a different Two-Spirit individual, and premieres as an Instagram Story. Each day, new definitions are posted as Two-Spirit identifying people submit theirs and the dictionary grows. These definitions can come in any medium, from a written piece to a video, song, photograph, drawing or poem. People can submit their definition by visiting the [We Matter Facebook Page](#) and sending them a message over Messenger, where they’ll be guided through the submission.

The Two-Spirit Dictionary is a method of defining and celebrating the Two-Spirit identity. It is a collection of definitions in all forms, honouring the voices and journeys of Two-Spirit peoples. It is a resource for both those within and outside of the Indigenous community, to learn about and develop a broader and deeper understanding of Two-Spirit than what a single-sentence definition could ever offer. [This campaign kicked off on National Indigenous Peoples Day and continued through Indigenous History Month and Pride Month.](#)



At the end of the campaign, We Matter, TAXI and Facebook will publish this collection of definitions in print, and digital book form with AR capabilities, creating physical Two-Spirit dictionaries. These will be sent to schools and libraries in Indigenous communities, offering youth a community-created resource on what it means to be Two-Spirit. In each copy, the last few pages will be left blank, giving the reader the opportunity to add their own definition.



Supporting Small Businesses

Facebook has added new ways for people to support and discover small businesses, along with more tools for keeping businesses informed and connected with their customers. We are in the business of supporting other businesses - and we know small businesses in particular are being hit hard right now.

Small businesses are the backbone of the Canadian economy and the heart of our local communities. As businesses continue to take on new challenges, we're committed to providing support.

SMALL BUSINESS GRANTS

This year, we unveiled several new initiatives to support small businesses impacted by COVID-19, including nearly \$3.5 million in grants, virtual training programs, and product features across Facebook’s family of apps to support local businesses. We’re listening to the challenges Canadian small business owners face and want to do all we can to provide useful resources - including much needed financial support - for them during this challenging time.

To support small businesses in this time of need, in March we announced that we are investing \$100 million in 30,000 small businesses in over 30 countries to help these businesses easily find the help, training and support they need. In Canada, small business owners could apply for grants of more than \$5,000 in cash and advertisements credits.

We are committed to engaging local experts in the small business community to ensure the needs of Canadian business owners are taken into consideration. The program’s Advisory Council, comprised of individuals from the Canadian Chamber of Commerce, Canadian Federation of Independent Business, Toronto Region Board of Trade, World Trade Centre Toronto, Ottawa Board of Trade, Chambre de Commerce de Gatineau and Greater Vancouver Board of Trade, provides Facebook and program partners with local insights and expertise.



CANADIAN COUNCIL FOR ABORIGINAL BUSINESS AND CANADIAN BLACK CHAMBER OF COMMERCE GRANTS

To mark Black Business Week 2020 in Canada, we announced a collaboration with the [Canadian Black Chamber of Commerce](#) (CBCC) to assist Black entrepreneurs who have been impacted by COVID-19. [Facebook Canada contributed \\$500,000 in funding](#) to the Canadian Black Chamber of Commerce in support of their new grants program.

On December 1, 2020 Facebook Canada also announced a \$500,000 contribution to the Canadian Council for Aboriginal Business (CCAB) in support of their new program to assist Indigenous-owned businesses across Canada.

SMALL BUSINESS SUPPORT PROGRAMS

BOOST YOUR BUSINESS WITH THE CANADIAN FEDERAL TRADE COMMISSION

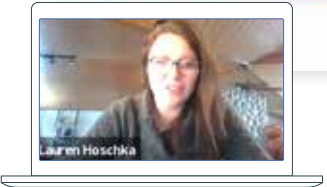
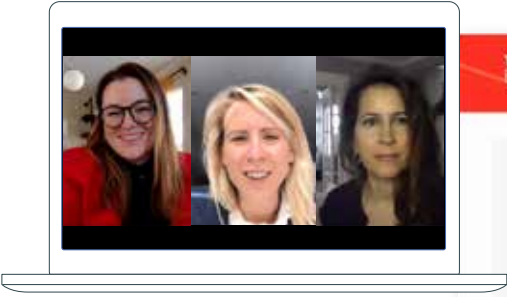
In partnership with the Global Affairs Trade Commission in Alberta, we hosted a virtual Boost Your Business event in October 2020. This event is part of the Trade Commissioner Service E-Commerce Webinar Series 2020 and open to Small Business across the country.

We want to make our platforms a better and more effective place for small businesses to do business - to move online, find and communicate with new customers, and sell their products and services more efficiently. This event aimed to support Canadian companies to develop e-commerce strategies, build, launch, and expand their business to reach new markets via e-commerce.

Attendees heard from a panel of well-established small business owners, on how to better use Facebook’s suite of tools to grow their business and better connect with current and potential customers.

DIGITAL MAIN STREET: SHOPHERE

Facebook Canada partnered with Digital Main Street, a program and service that helps businesses achieve digital transformation.



BOOST WITH FACEBOOK SUMMER OF SUPPORT

On June 24, we announced a new initiative: Boost with Facebook Summer of Support. Through this program, we pledged to provide 1 million people and small business owners the digital skills and information they need to navigate through these challenging times and bring their businesses online. Running for 6 weeks and tackling a different theme each week, the program featured on-demand training courses, thought leadership and advice from industry executives, small business owners and special guests.

CANADIAN CHAMBER OF COMMERCE WEBINARS


In June, Facebook Canada ran a free three-part virtual training series in partnership with the Canadian Chamber of Commerce and their Canadian Business Resilience Network. The three sessions offered: Build your Online Presence, Getting Creative with your Mobile Phone, How to Build an Effective Advertising Strategy.

SMALL BUSINESS HIGHLIGHTS

At Facebook, we are in the business of supporting other businesses and we encourage Canadians to come together to support their favourite businesses in their communities. This year we worked with a number of small business owners to highlight their successes online.

The following small businesses were featured in our Boost Your Business event with the Canadian Federal Trade Commission and share their best practices with the small businesses in attendance.

MY BOLLYWOOD BODY



Rizwan Rabbani

Rizwan ‘Sunny’ Rabbani is founder of **My Bollywood Body**. The *Brampton-based gym* garnered a huge online following. In 2015, he saw the opportunity to bring this mentality online and launched My Bollywood Body across multiple social media platforms. Sunny utilizes the power of social media by posting a new video everyday. His online community receives countless free workouts to help target different muscle groups, and each video has a call to action that encourages viewers to reach out for online coaching from Rabbani himself.

He continues to spend no more than one dollar a day to advertise his videos and credits Facebook’s wide-reach and intuitive algorithm for helping to build My Bollywood Body’s online presence (*the My Bollywood Body Facebook page has almost 915,000 followers*) in addition to online clients.

LOCAL LAUNDRY



Connor Curran

Connor Curran, co-founder of Calgary-based business, **Local Laundry**, wants to be Canada’s best company at building community through five guiding pillars: representing where you come from; sharing stories from the community; collaborating with others who also want to have a positive impact; giving back through local charities, and; producing Canadian-made clothing.

They have committed to donating 10% of profits to local charities that customers help choose. Local Laundry produces only made in Canada garments to support Canadian manufacturing, Canadian jobs, a diversified Canadian economy and to reduce our carbon footprint. Local Laundry was founded in 2015 as a way to use clothing to bring people together while creating a positive impact on the community.

In 2018, **Taylor Lindsay-Noel** founded Cup of Té as a way to turn a life-defining situation into a passion that has today transformed her into a flourishing entrepreneur. Determined to overcome her challenges and transform her situation into something meaningful and extremely valuable to lives, she launched **Cup of Té** with the goal of providing the world’s finest loose leaf organic teas and teaware at fair prices.

Cup of Té is a premier online retailer of loose leaf organic teas and teaware. Based in Ontario, Canada, they have earned the highest levels of recognition and respect from passionate tea lovers across the globe for the outstanding quality of both their products and services.

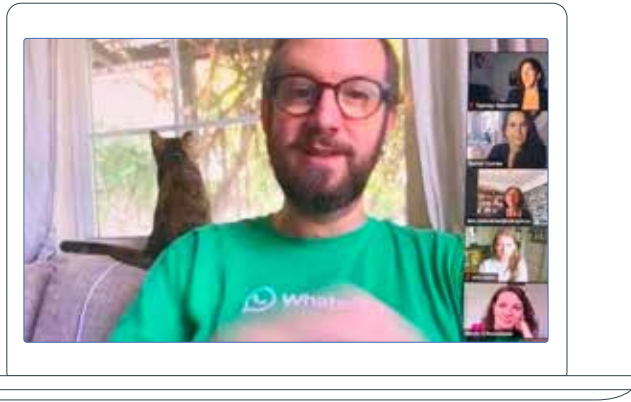
CUP OF TÉ



Taylor Lindsay-Noel

NEW TOOLS AND PRODUCTS FOR SMALL BUSINESS OWNERS

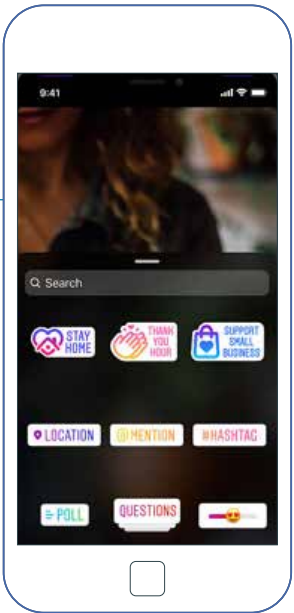
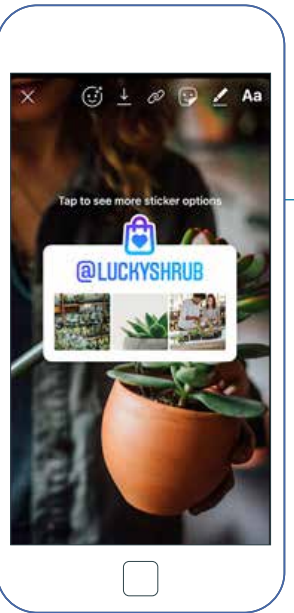
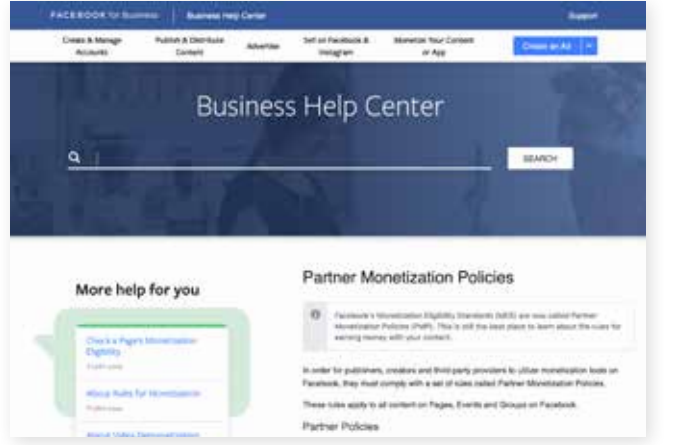
Facebook and Instagram Shops: This summer, we launched **Facebook Shops**, a new initiative to make online shopping easier, more engaging and more accessible for both businesses and customers alike. We're also working with partners like Shopify to help small businesses build and grow their shops on Facebook and use our other commerce tools. Through these partnerships, we believe we'll be able to help more entrepreneurs start and run their businesses and move online.



Cross-App Messaging: In October, we announced an update to Instagram DMs by introducing a new Messenger experience on the app. Messaging has come a long way since we first brought it to Instagram — on Facebook's family of apps alone, people send more than 100 billion messages to their friends and family each day! We added more than **ten new features** to this experience.

Paid Online Events for Small Business Recovery: Pages in Canada and 19 other countries around the world that meet our *partner monetization policies* can start charging for online events, making it easier for millions of people and small businesses to make money on Facebook.

Facebook Business Suite: Facebook Business Suite is a new interface to help businesses more easily manage their pages or profiles across our apps using our free and paid tools, all in one place. The Facebook Business Suite allows small businesses to post to Facebook and Instagram at the same time, and manage and receive messages, notifications and alerts in one place. They can also easily see what's working and learn what's resonating with customers with Facebook and Instagram insights.



Instagram Gift Cards, Online Food Orders and Fundraisers: To help people *support the businesses they love*, Instagram launched new gift card, food order, and fundraiser stickers in Stories and profile buttons.

Personal Fundraisers for Small Business Owners: Business owners and their supporters can now create a personal fundraiser on Facebook for businesses and ask loyal customers for support during critical times.

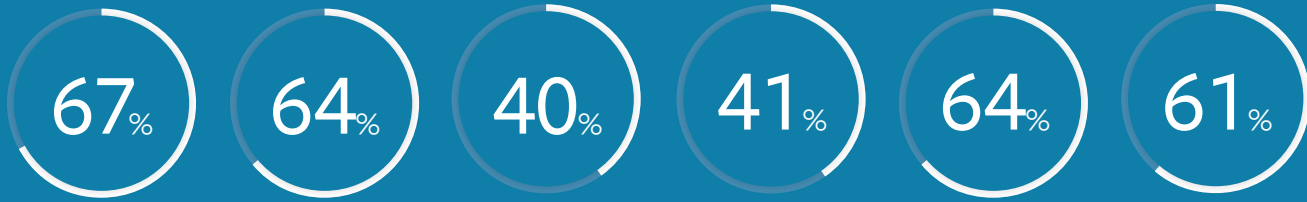
Temporary Service Change Tools: We made it easier to help businesses who have been impacted to COVID-19 communicate service changes to their customers through their Facebook Page including Online Services, Delivery, Pickup and Other Changes.

SMALL BUSINESS RESEARCH

GLOBAL STATE OF SMALL BUSINESS REPORT

In July, we released the Global State of Small Business Report, providing much-needed insight into the challenges small businesses continue to face. In partnership with the Organization for Economic Co-operation and Development (OECD) and The World Bank, the findings are based on a survey of **more than 30,000 small business owners** around the globe, including Canadian businesses.

SMALL BUSINESS STATISTICS IN CANADA



Female-led Small Businesses on Facebook (vs. 83% of male-led Small Businesses) are operational or engaging in any revenue-generating activities

Operational Small Businesses on Facebook report that their sales this year are lower than last year

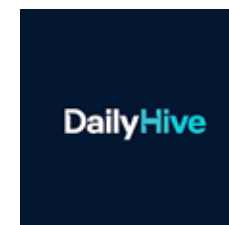
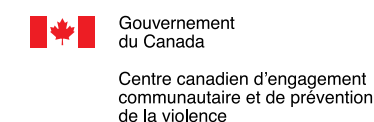
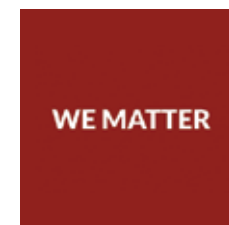
Operational Small Businesses on Facebook have reduced the number of employees/workers as a result of the COVID-19 pandemic.

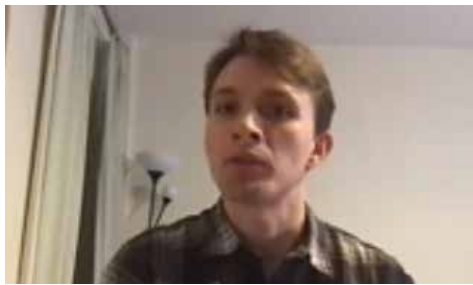
Operational Small Businesses on Facebook expect cash flow to be a challenge in the next few months

Operational Small Businesses on Facebook report 25% or more of their sales were made digitally in the past month

Operational Small Businesses on Facebook feel optimistic about the future of their business

Partners





Thank You!

FACEBOOK

FACEBOOK