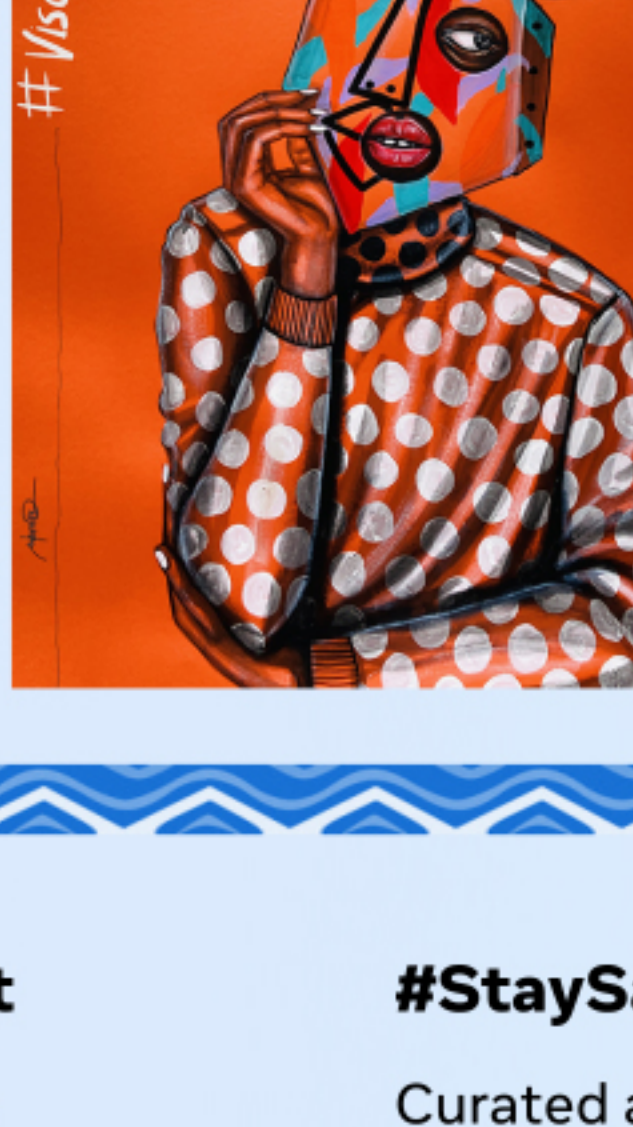


2022 key milestones in Africa

Visa to Africa

Launched Visa to Africa, an Instagram campaign across Francophone Africa with 10 travel influencers, UNWTO and the Ministry of Tourism of Côte d'Ivoire.



JAN

FEB

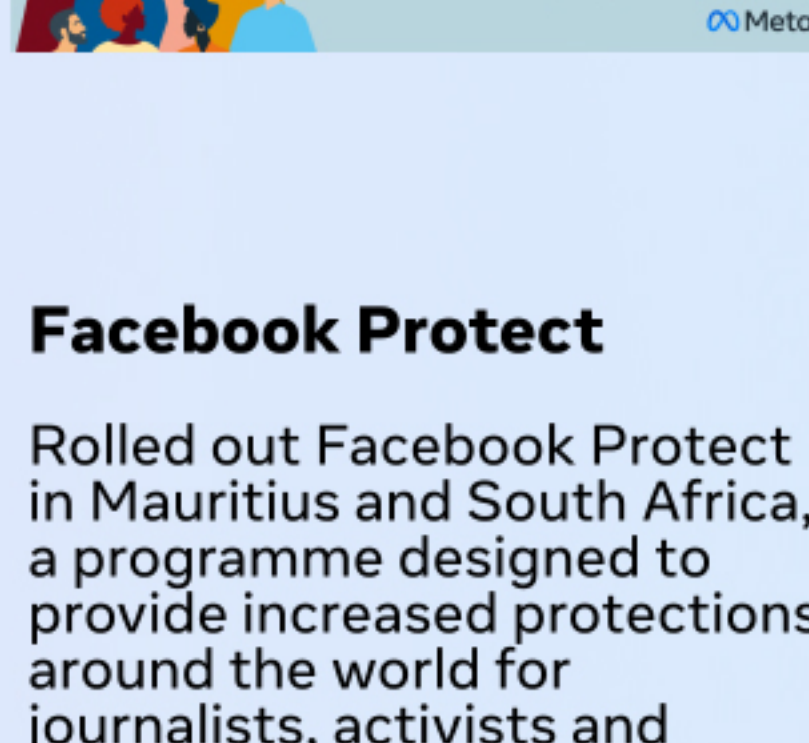
Celebrated safer Internet day

By partnering with local content creators to help educate and raise awareness of online safety.



Kind acts, big impact

Launched 'kind acts, big impact' initiative in South Africa, spotlighting how Meta technologies have brought people together by sharing love and kindness, and small acts of compassion.



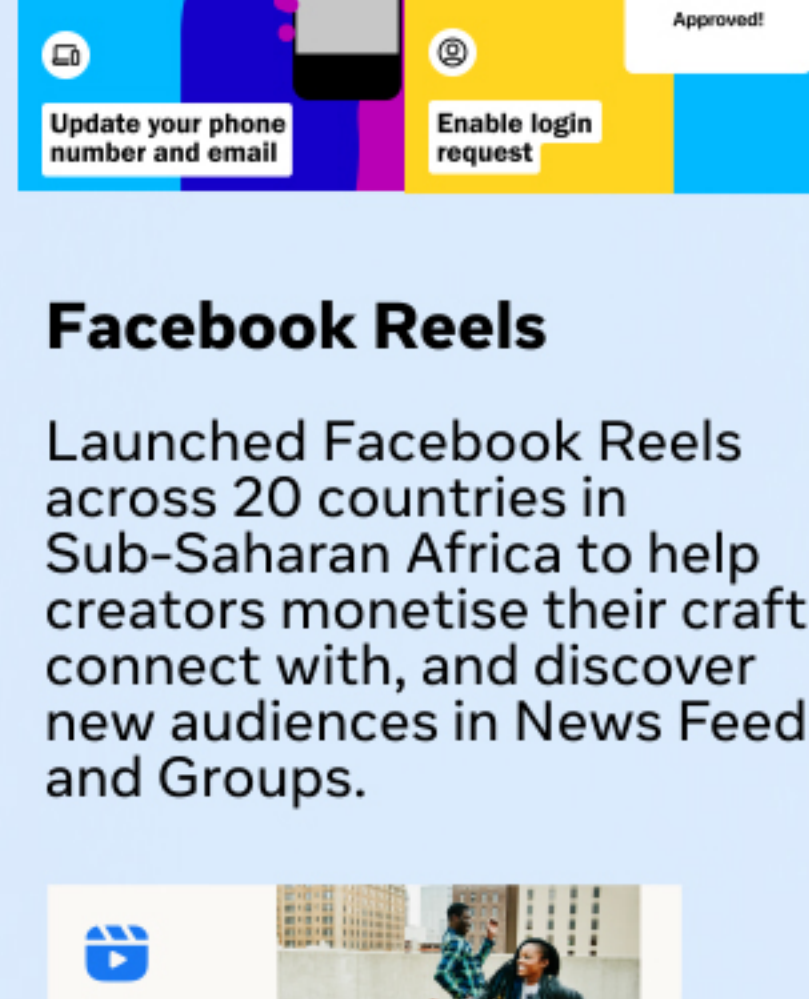
Facebook Protect

Rollout Facebook Protect in Mauritius and South Africa, a programme designed to provide increased protections around the world for journalists, activists and human rights defenders.



#StaySafeOnInstagram

Curated a campaign aimed at engaging the Instagram community in Nigeria and Ghana on how to keep their pages safe and prevent hacking and phishing scams.



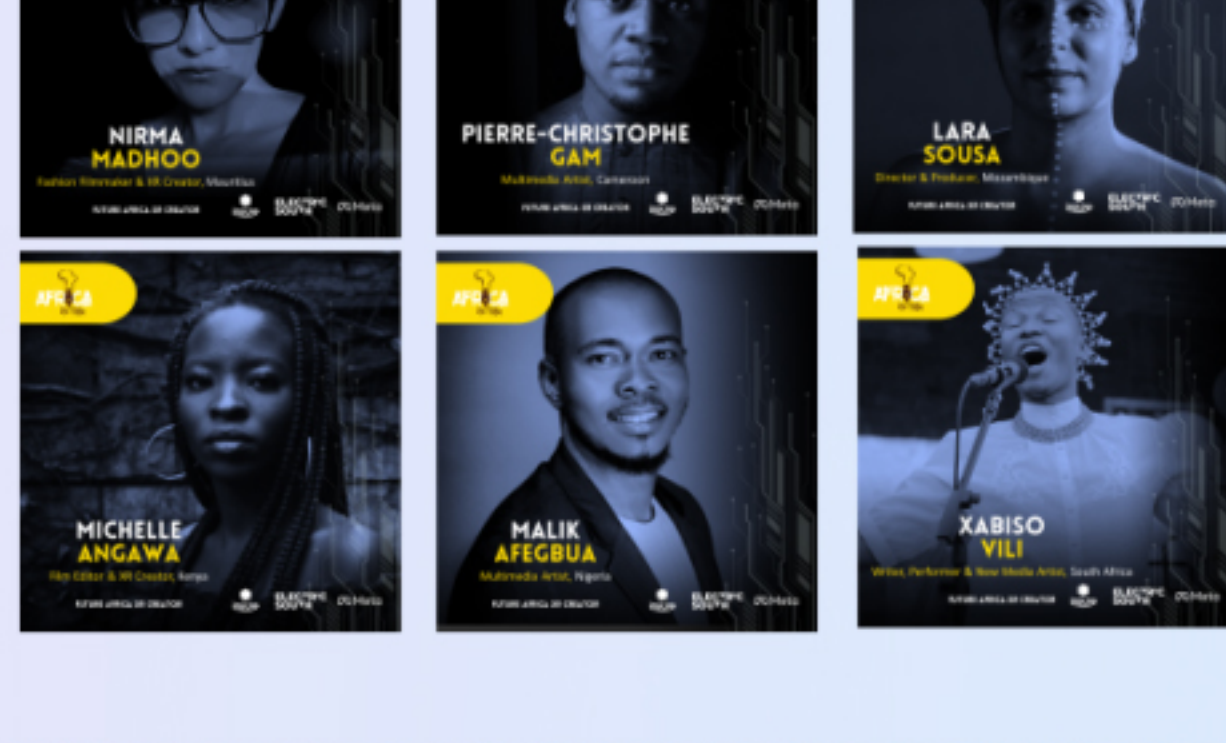
Facebook Reels

Launched Facebook Reels across 20 countries in Sub-Saharan Africa to help creators monetise their crafts, connect with, and discover new audiences in News Feed and Groups.



Africa No Filter and Meta

Announced the six finalists of the 'Future Africa: Telling Stories, Building Worlds' programme across Sub-Saharan Africa, aimed at boosting the use of virtual reality in Africa's storytelling.



Celebrated African women on International Women's Day

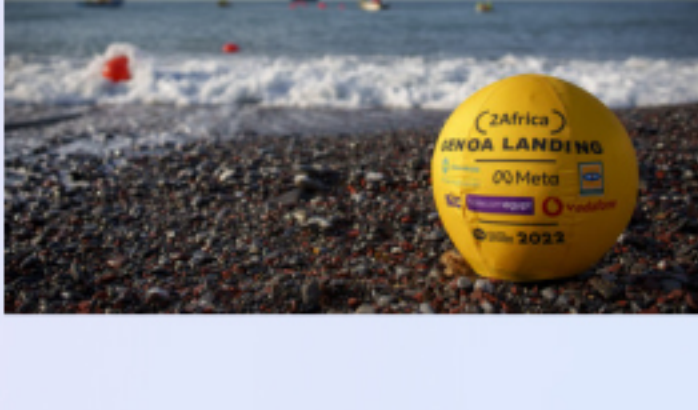
Partnered with She Leads Africa, FATE Foundation and Afrigrants to host a dinner in Nigeria to celebrate the resilience of women-business owners, spotlighting their journey during the COVID-19 pandemic while envisioning a future beyond the pandemic.



MAR

2Africa deployment Genoa landing

Alongside eight local and global partners, announced the landing of the 2Africa subsea cable system to Genoa, Italy.



#ReelAdventures in Kenya

Rollout a campaign highlighting how travel groups in Kenya are using Reels across Instagram and Facebook to encourage local tourism and share travel experiences.



Created a #NoFalseNewsZone in Ghana

Partnered with media network EIB to activate an educational campaign and comic book to help people think critically about the messages they see and read online, how to identify false news, and the actions that can be taken to help minimise its spread.



APR

Kenya elections media roundtable

Gathered 25 media journalists, media influencers and bloggers to educate them around our work and initiatives in the lead up to the Kenya elections.



Created connections with Ghana's top creators

Held our first Instagram event in the country, gathering over 20 leading content creators to celebrate, inspire and acknowledge their creative talents.



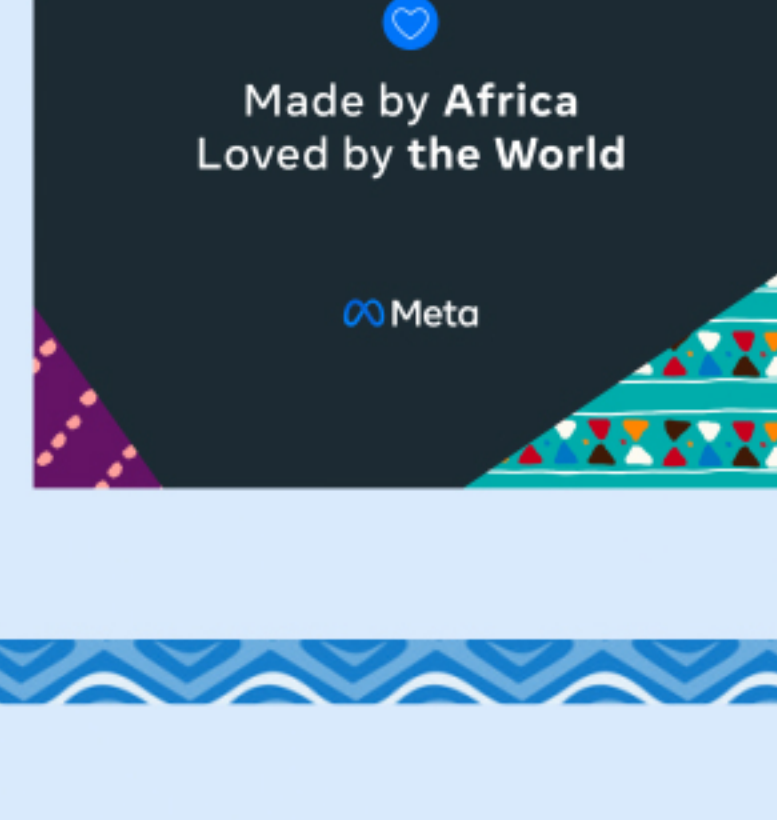
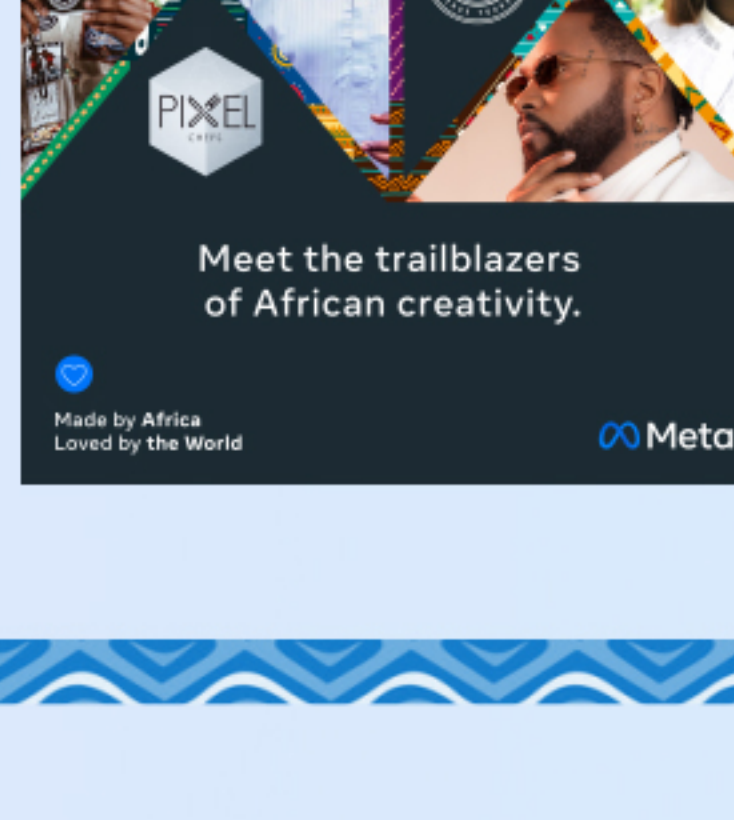
Celebrated Ramadan in Nigeria

Spotlighted the unique stories of Muslim entrepreneurs and businesses leveraging Meta technologies to do good during the month of Ramadan.



Made by Africa, loved by the world

Launched an international campaign celebrating Africa's ongoing growing cultural impact on the world, whilst spotlighting eight amazing creators and innovators from across the continent. Also rolled out Africa-wide first Instagram campaign featuring bespoke AR filters and a #AfricaMade Reels challenge.



MAY

Launched 'my digital world' in Cameroon

Rollout a digital literacy program aimed at educating users on responsible social media usage and how to stay safe online.



WhatsApp business insights program

Profiled a series of small entrepreneurs from Nigeria, Ghana and Kenya who are using WhatsApp to develop their business, reach customers and grow.



No languages left behind

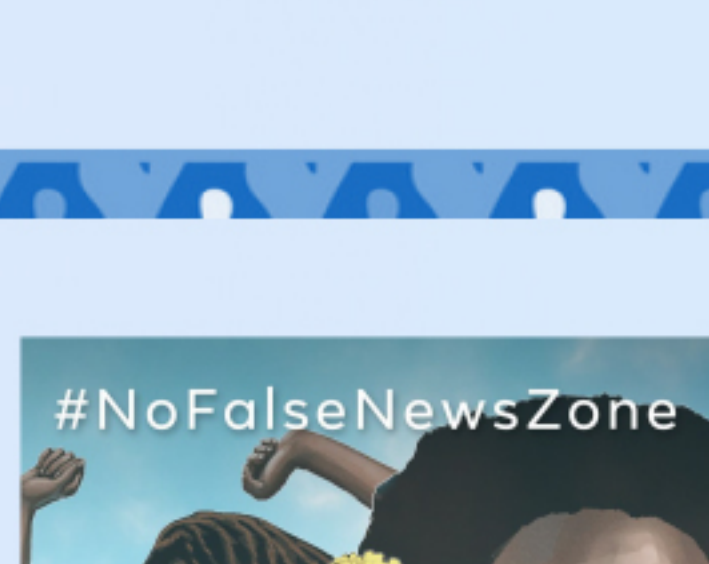
Achieved a major breakthrough with the announcement of a new Meta AI Model, which is able to translate 200 languages, including 55 African languages.



JUN

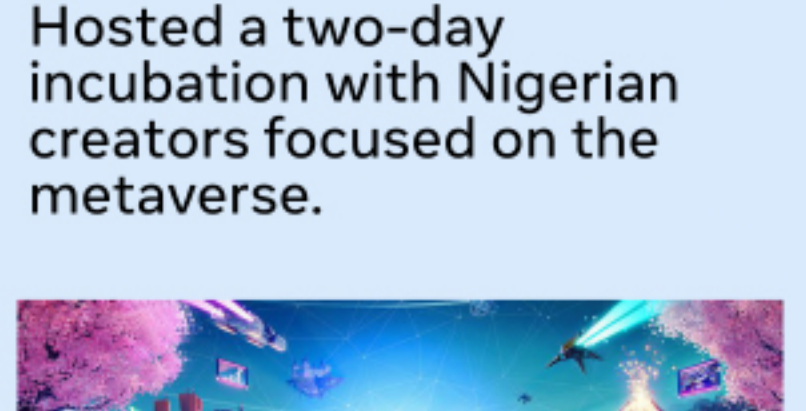
NoFalseNewsZone debut in Francophone Africa

Rollout the #NoFalseNewsZone campaign in Francophone Africa - an educational campaign helping people learn how to identify false news, and the actions they can take to help minimize its spread.



Metaverse incubation programme with Nigerian creators

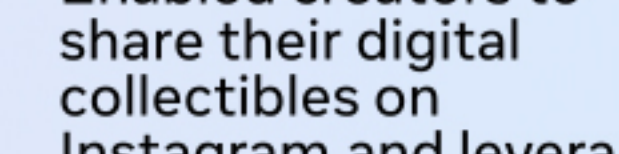
Hosted a two-day incubation with Nigerian creators focused on the metaverse.



JUL

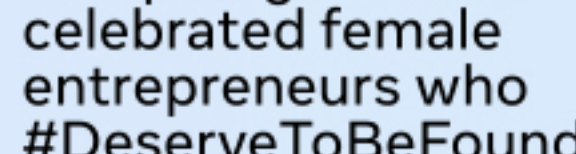
NFT digital collectibles expansion across Sub-Saharan Africa on Instagram

Enabled creators to share their digital collectibles on Instagram, and leverage their fanbase to monetise their craft.



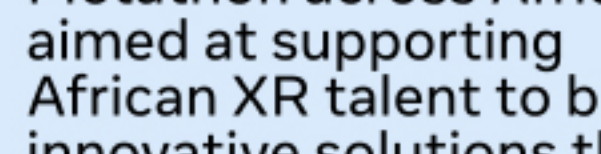
Celebrated women's day in South Africa

In honour of women's day in South Africa, we spotlighted and celebrated female entrepreneurs who #DeserveToBeFound.



AR and VR Africa metathon

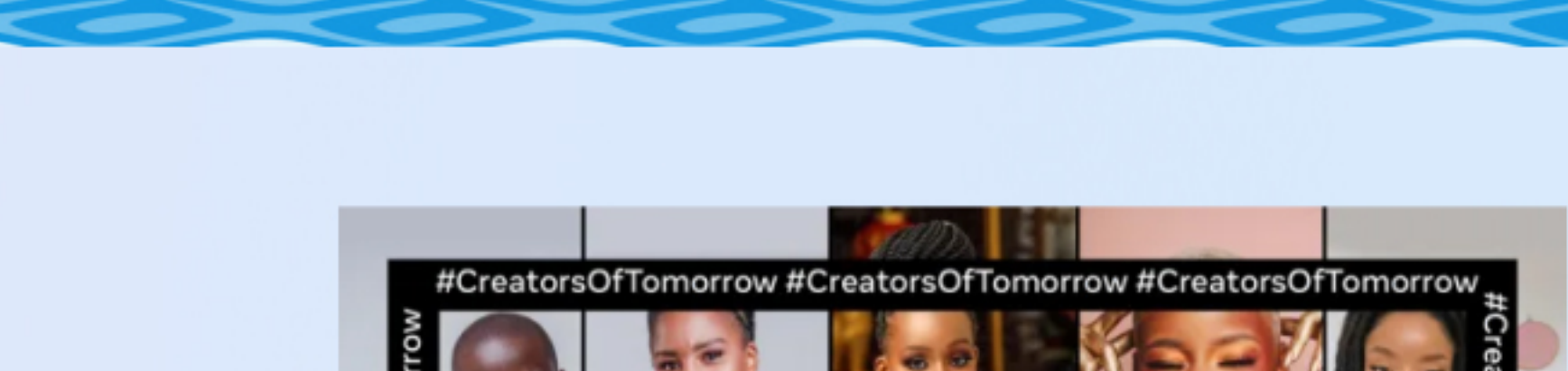
Partnered with Imisi 3D and BlackRhino VR to launch an AR and VR Africa Metathon across Africa, aimed at supporting African XR talent to build innovative solutions that demonstrate the various aspects and use cases of the metaverse in Africa.



AUG

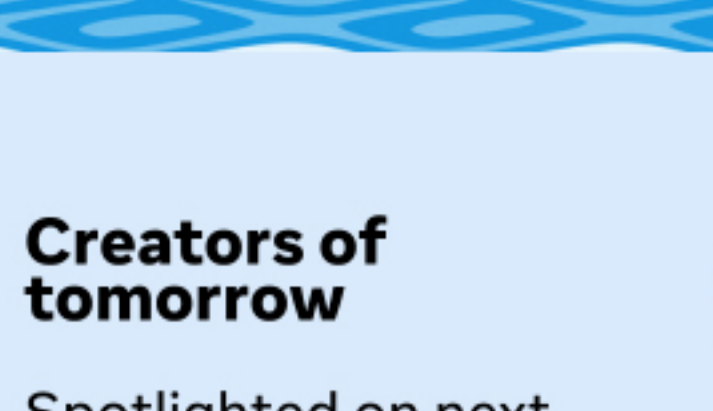
Creators of tomorrow

Spotlighted on next generation creators from across Kenya, South Africa, Zambia, Zimbabwe, Senegal and Uganda who are inspiring new innovative content with a focus on Reels as well as exploring new formats such as AR and VR.



Creators day South Africa

Hosted our first 'Meta Creator Day' in the country bringing together over 40 creators for a full day of workshops and an exclusive dinner.



SEP

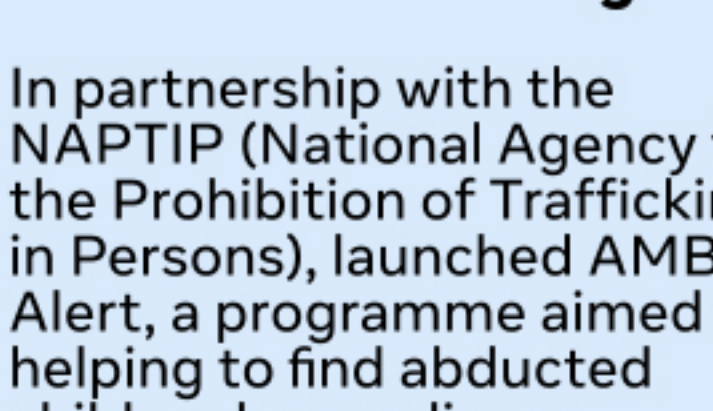
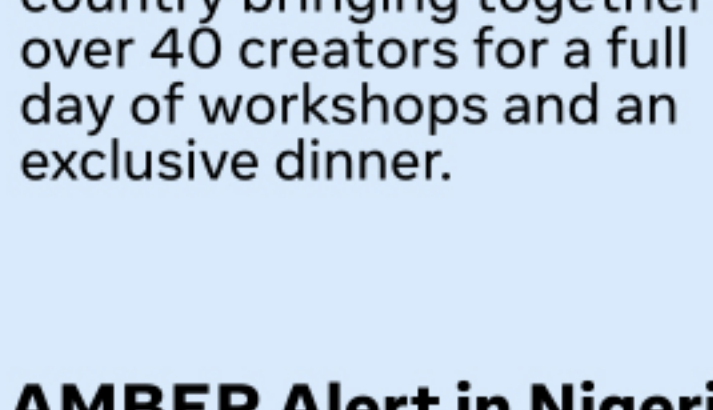
AMBER Alert in Nigeria

In partnership with the NAPTIP (National Agency for the Prohibition of Trafficking in Persons), launched AMBER Alert, a programme aimed at helping to find abducted children by sending a message to the local Facebook and Instagram community.



Instagram hacking awareness

For cyber security month, we launched STOP.THINK.REPORT, a hacking awareness campaign in South Africa.



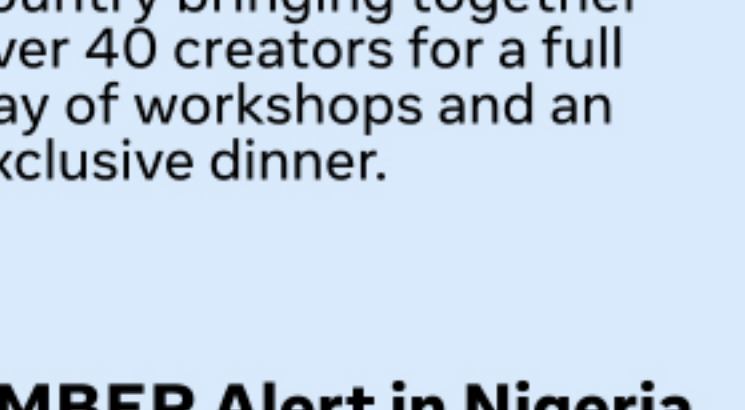
WhatsApp and Gianni Antetokounmpo collaboration

Partnered with Nigerian born Gianni Antetokounmpo, basketball prodigy and 2021 NBA All-Star MVP, in the first ever global brand partnership, to unveil the film 'Najia Odyssey'.



Unveiled an XR exhibition

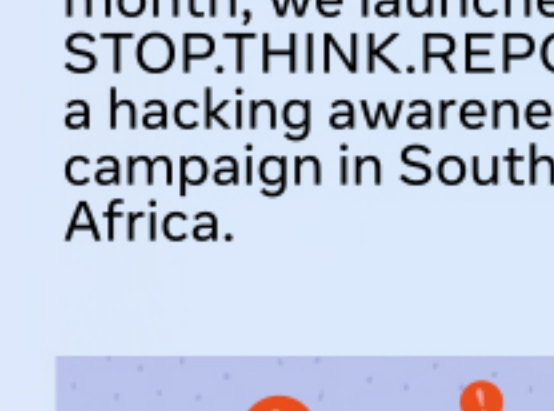
Celebrated the six finalists of the 'Future Africa: Telling Stories, Building Worlds' programme through an immersive exhibition in Lagos, featuring installations of their work through music, multimedia, film and sculpture.



OCT

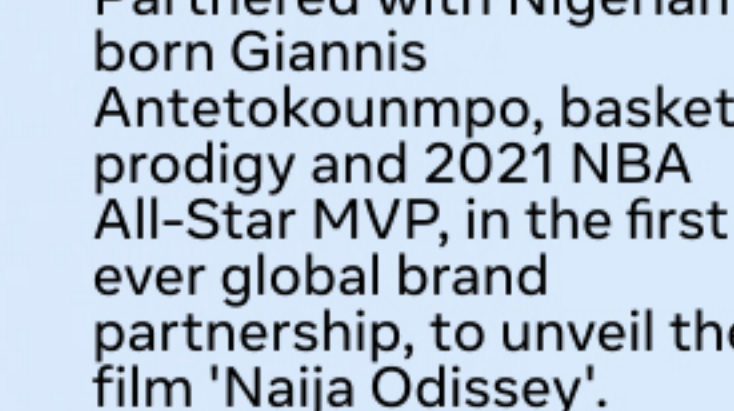
WhatsApp business coach

Rollout the WhatsApp Business Coach across Francophone Africa aimed at supporting SMBs across the region.



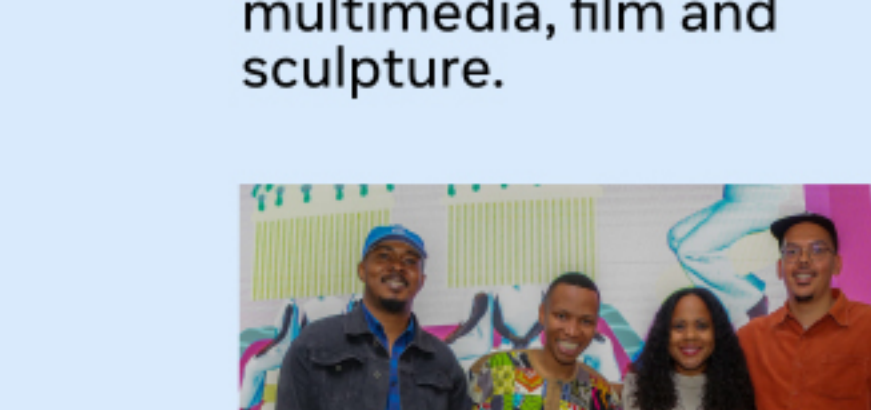
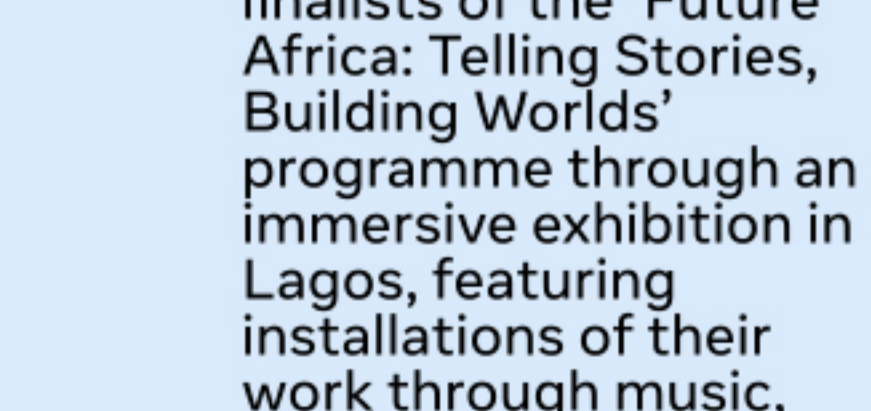
Creators day Nigeria

Hosted 'Meta Creators Day' in Lagos, bringing together content creators for workshops aimed at building skills and celebrating their impact.



Launched #FlexNajia

Rollout Meta's first 360° campaign focused on the metaverse and entry points for creators in Nigeria, including a first-of-its-kind mixed reality concert.



NOV

More to come in December

- Election media round table in Nigeria.
- Afrochella festival Ghana.
- Good Ideas #DeserveToBeFound - Shining spotlight on SMBs during the holiday period across Nigeria, Kenya and South Africa.

DEC

2022 ECONOMIC AND SOCIAL IMPACT

Trained over **107,000 participants** (youth, educators and the general public) through My Digital World, Meta's flagship digital literacy program for responsible and safe use of digital platforms in over 26 countries.

Trained over **80,000 participants** (SMBs and non-profits) across Sub-Saharan Africa through Meta's economic and social impact programs including Meta Boost, #SheMeansBusiness and Meta nonprofit training program.