

## YOUR TAKE: FACEBOOK



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**Q:**

What's the goal of the #BuyBlack Friday campaign?

**A:**

We know 41% of Black-owned businesses in the U.S. have shut down due to COVID-19. But we have seen that people want to help—more than 3.5 million people on Facebook in the U.S. have joined new groups created to support Black-owned businesses since March.

#BuyBlack Friday spotlights Black-owned businesses and creates opportunities for consumers to support them this holiday season.

**Q:**

How can readers engage with #BuyBlack Friday?

**A:**

First, check out Facebook's [#BuyBlack Friday Gift Guide](#). It features an amazing variety of products from Black-business owners across the U.S., so you can find something for everyone on your gift-giving list.

Next, check out the [#BuyBlack Friday Show](#) airing every Friday through Black Friday, November 27, at 11am PT. The show is hosted by stand-up comedian, Phoebe Robinson and features a variety of Black-owned businesses, musical artists, and entertainers.

Q:

What other ways is Facebook supporting Black Business?

A:

We are committed to supporting the Black community, which has faced systemic barriers for generations.

Over the next three years, we'll reach **1 million members of the Black community** in the U.S. through our [Elevate](#) program that provides free training in the digital skills they need to succeed, from setting up an online presence to creating marketing materials and more.

- We'll **spend at least \$100 million annually with Black-owned suppliers**, from facilities to construction to marketing agencies and more.
- We're giving **100,000 scholarships to Black students** working toward digital skills certifications through our [Facebook Blueprint](#) program.
- We're **investing \$100 million this year in Black-owned small businesses, Black creators, and nonprofits that serve the Black community** in the US.