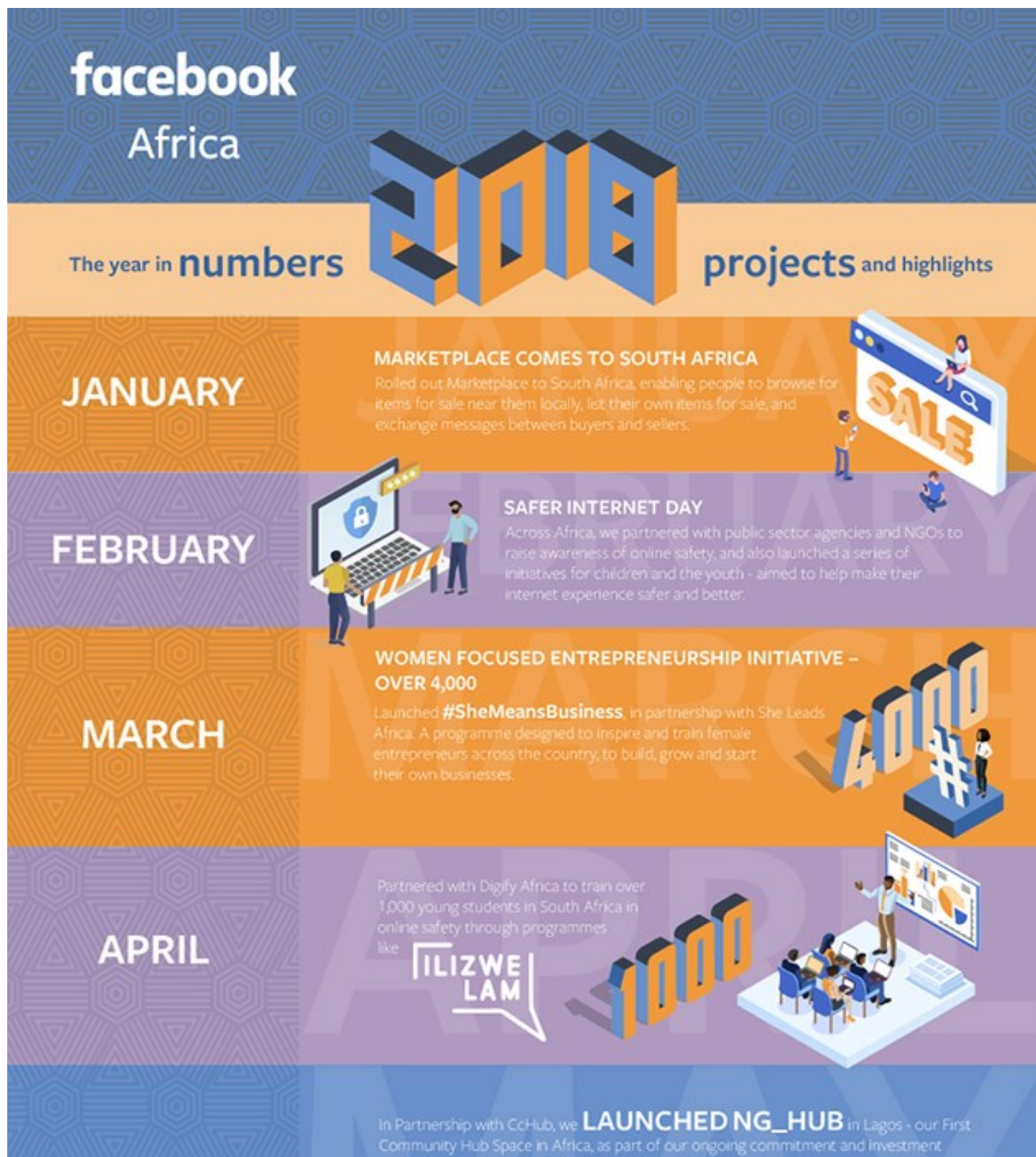


Facebook has grown its momentum and increased its investment in Africa (Infographic)

2018 saw Facebook grow its momentum and step up its investment in Africa.

More than 139 million people across Sub-Saharan Africa come to Facebook every month, of which nearly 98% come back on mobile. Have a look at this infographic to see the year in numbers, projects and highlights and how the social media platform connected people, brands and organisations in Africa throughout 2018.



MAY

across Africa. NG_HUB is a multi-faceted space that connects and brings together developers, startups and the wider community to collaborate, learn and exchange ideas.



Women in Tech Africa (WITA) Week

AI Hackathon and Exposition

TRAINING



FB for Creators



Facebook WhatsApp Training Workshop



Screenwriter's Workshop (Naija Storybuilders Bootcamp)



Blueprint Certification Bootcamp



FbStart Accelerator

BIGGEST FOOTBALL TOURNAMENT

We published our research which highlighted key shifts among football fans on Facebook and Instagram over the past four years:

- The big game has moved to the small screen.
- Facebook usage peaks during ad breaks when there is a major event on TV, as people turn their attention from the big screen to the small screen to discuss what they've just seen.
- On platforms like Instagram and Facebook, fans get to interact directly with their sporting heroes and have a firsthand glimpse into their world - whether it's on or off the field.
- Videos uploaded to Facebook during Euro 2016 generated nearly 1 billion views.



JUNE



NGO DAY SOUTH AFRICA

Hosted our first ever South Africa NGO day in Johannesburg, bringing together over 100 NGOs in a day of discussions, workshops and trainings - with a focus on engaging with existing and potential supporters and donors.

FUTURE OF VALUE DATA WORKSHOPS IN SENEGAL

Co-hosted with Future Agenda a 'Future of Value of Data' workshop in Dakar, alongside the Consortium Pour La Recherche



JULY



FUTURE OF VALUE DATA WORKSHOPS IN IVORY COAST

Working with Future Agenda we also co-hosted a three-day 'Future of Value of Data' workshop in Abidjan, alongside the African Content Group and Université Virtuelle de Côte d'Ivoire.

AIMS, FACEBOOK & GOOGLE SUPPORT AFRICAN MASTERS IN MACHINE INTELLIGENCE ACROSS AFRICA (RWANDA)

In partnership with Google and The African Institute for Mathematical Sciences (AIMS) we helped launch of a novel one-year intensive African Master's in Machine Intelligence (AMMI) in Kigali.



FACEBOOK + AFRINOLLY ROLLOUT 'FACEBOOK FOR CREATORS' TRAINING

In partnership with Afrinolly we launched 'Facebook for Creators' training programme in Nigeria - designed to equip the next generation of content creators like artists, photographers, designers, filmmakers and journalists with the skills to leverage digital tools to gain more visibility around their work and engage with, and grow their audiences.

AUGUST

ECONOMIC IMPACT OF WOMEN SMBS: A STUDY, CONDUCTED BY DEVELOPMENT ECONOMICS ON BEHALF OF FACEBOOK

NIGERIA: Our study revealed that women who want to start their own businesses have the potential to boost the Nigerian economy by N19.7 billion, whilst creating over **7 million new businesses** within four years, and over 8.9 million jobs within five years.

SOUTH AFRICA: Our results showed that women who want to start their own businesses have the potential to boost the South African economy by ZAR175 billion, and with 26% 'very likely' to do, this would create 972,000 jobs within five years, and over **803,000 new businesses** within four years.



ONLINE SAFETY TOUR TO SENEGAL, COTE D'IVOIRE, CAMEROON

Facebook took its online safety tour across these Francophone countries.



SEPTEMBER



FACEBOOK COMMUNITY LEADERSHIP PROGRAMME

We announced 116 people worldwide selected to join the Facebook Community Leadership Programme. Around a dozen African community leaders were selected to become programme residents and fellows, including Community Leaders from Kenya, Nigeria, South Africa, Senegal and Uganda.

WORKING WITH HOLLYWOOD SCREENWRITERS

In partnership with critically acclaimed writer/producers, Dayna Lynne North & Amy Aniobi from the phenomenal hit US HBO series INSECURE, we launched 'Naija Storybuilders Bootcamp' in Nigeria with Afrinolly.



OCTOBER



DEVELOPER CIRCLE HACKATHON (SENEGAL)

Facebook's Developer Circles Dakar organised an intensive two-day hackathon for developers from across different industries in Senegal to enable them to leverage Facebook's Developer products and platforms, whilst building innovative solutions in response to local needs of the country.



BOOST YOUR BUSINESS MEDIA LAUNCH (SENEGAL)

In Dakar, we launched our first Francophone Boost Your Business training programme across Senegal and Guinee Conakry, in partnership with local development agency, YEASAEY.

NOVEMBER



WOMEN'S SAFETY ROUNDTABLE

We hosted a roundtable event in Accra, Ghana, which brought together leading African experts working on the front lines of women's safety to discuss current measures and initiatives in place across Facebook, and how we can all work together to create a safe online environment for women.

LAUNCHED AFRICA'S FIRST AUGMENTED REALITY (AR) IN MESSENGER

We launched Africa's first Augmented Reality (AR) in Messenger: to power social commerce through product try-on before purchase.



SEPT-DEC

THIRD-PARTY FACT-CHECKING LAUNCHES

In partnership with AFP, Africa Check and PesaCheck, we launched our Third-Party Fact-Checking programme across South Africa, Kenya, Nigeria, Senegal and Cameroon to help assess the accuracy of news on our platform and reduce the spread of misinformation.



DECEMBER

ELECTION INTEGRITY EXHIBITION IN LAGOS

We held an Election Integrity Exhibition for media, civil society partners and other stakeholders in Nigeria as part of our continued commitment in tackling false news, fake accounts and hate speech, as well as improving the transparency of advertising on our platform.



FACEBOOK SPONSORS TECHCRUNCH STARTUP BATTLEFIELD

Celebrating our partnership across Sub-Saharan Africa for the 2nd year, we returned as headline sponsors of TechCrunch Startup Battlefield Africa 2018, in Lagos which saw us host a 'Tech Week' featuring events, talks and trainings for the wider tech ecosystem.

DEVELOPER CIRCLES

We celebrated our growing community of over 42,800 Developer Circle members across 31 cities in 15 countries across Sub-Saharan Africa.



ALL YEAR ROUND



Facebook teams have travelled across the continent from south to east, west and central Africa.

For more, visit: <https://www.bizcommunity.com>