



 **Meta**
Luis Gomes

Client Solutions Manager
Meta

A close-up photograph of two young women laughing joyfully. The woman on the left has a short buzz cut, wears red-tinted sunglasses, a yellow t-shirt, and denim overalls with a light blue strap. The woman on the right has a large afro hairstyle, wears blue-tinted sunglasses, a red tank top, and has a nose ring and a small lip piercing. The background is a blurred outdoor setting with warm lighting.

Diversity
Unlocks
Discovery

∞ Meta

Uncomfortable
conversations
are necessary in
driving the most
effective work



Adam Grant ✓
@AdamMGrant

The highest compliment from someone who disagrees with you is not “You were right.”

It’s “You made me think.”

Good arguments help us recognize complexity where we once saw simplicity.

The ultimate purpose of debate is not to produce consensus.

It’s to promote thinking.

We don't need perfection,
we need progress

Five ways to minimise bias with Meta

01

Minimise bias in representation

02

Minimise bias in targeting

03

Minimise language bias?

04

Minimise bias in unmet audiences

05

Minimise bias in culture

01

Minimise bias in
representation





43%

of brands had at least one occurrence of a senior citizen in their ads

but hardly any showed characters in a position of power

94%

of brands showed women in a primary role

but most instances were stereotypical roles

92%

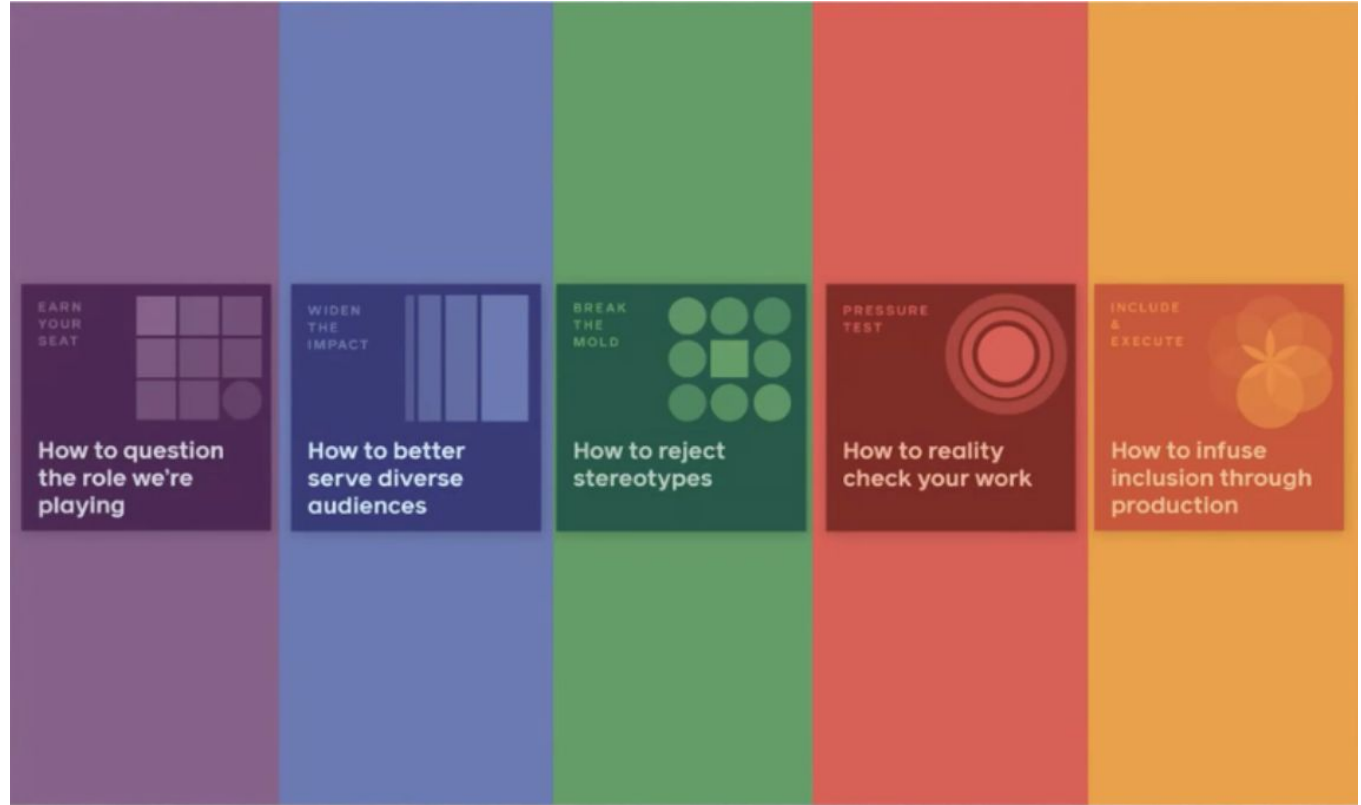
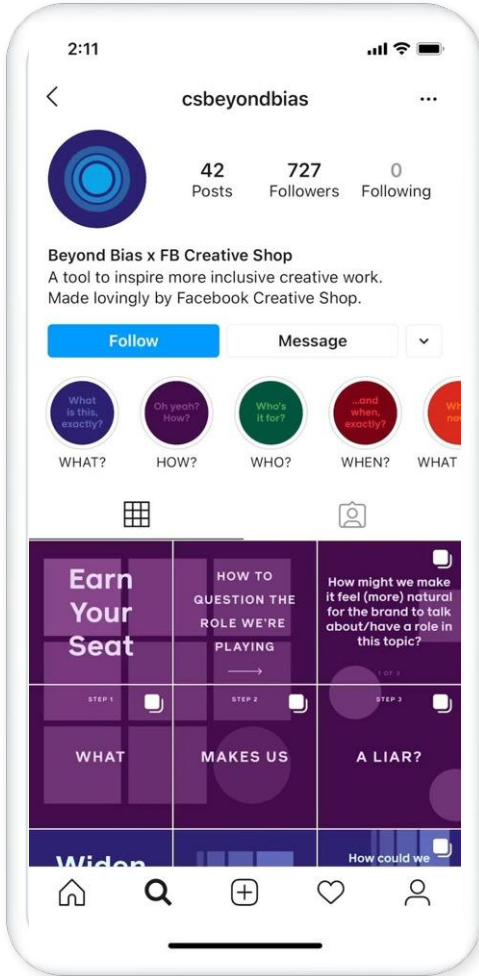
of brands showed people of colour

15%

were culturally represented by more than their skin colour

But only

Build more inclusive ideas- Beyond Bias

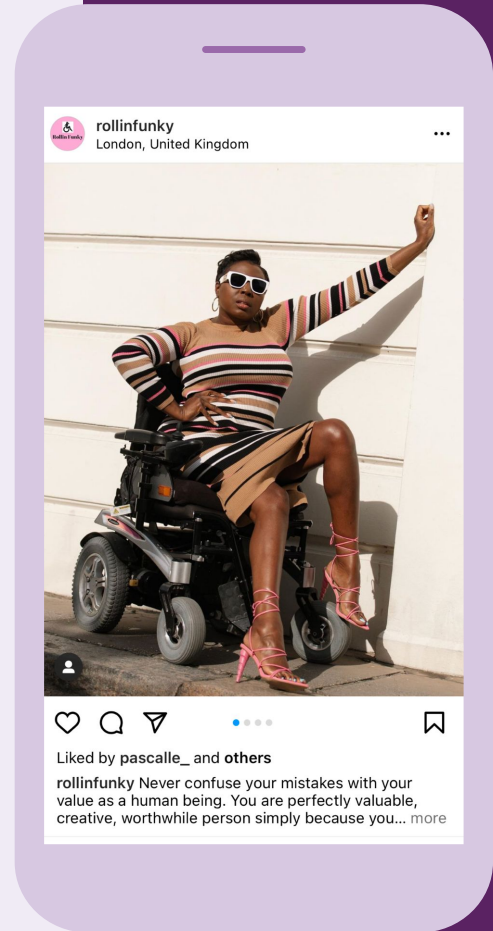


Creators can represent audiences and align on values better than brands

63%

of consumers trust influencer messages more than brand messages

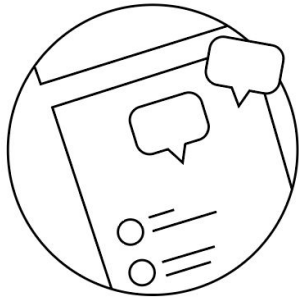
Source: Kantar custom Facebook study



Q&A Social Listening Activation

PRE-LIVE

Promote Live Stream



In feed, promote Live session and gather questions regarding the new product.

(Write Live script based on questions)

LIVE

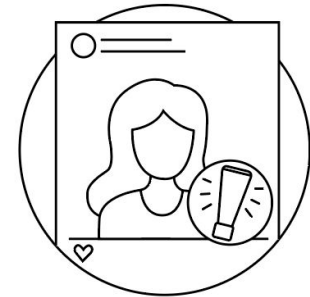
Host Live Stream



Answer questions from feed and Live audience.

POST-LIVE

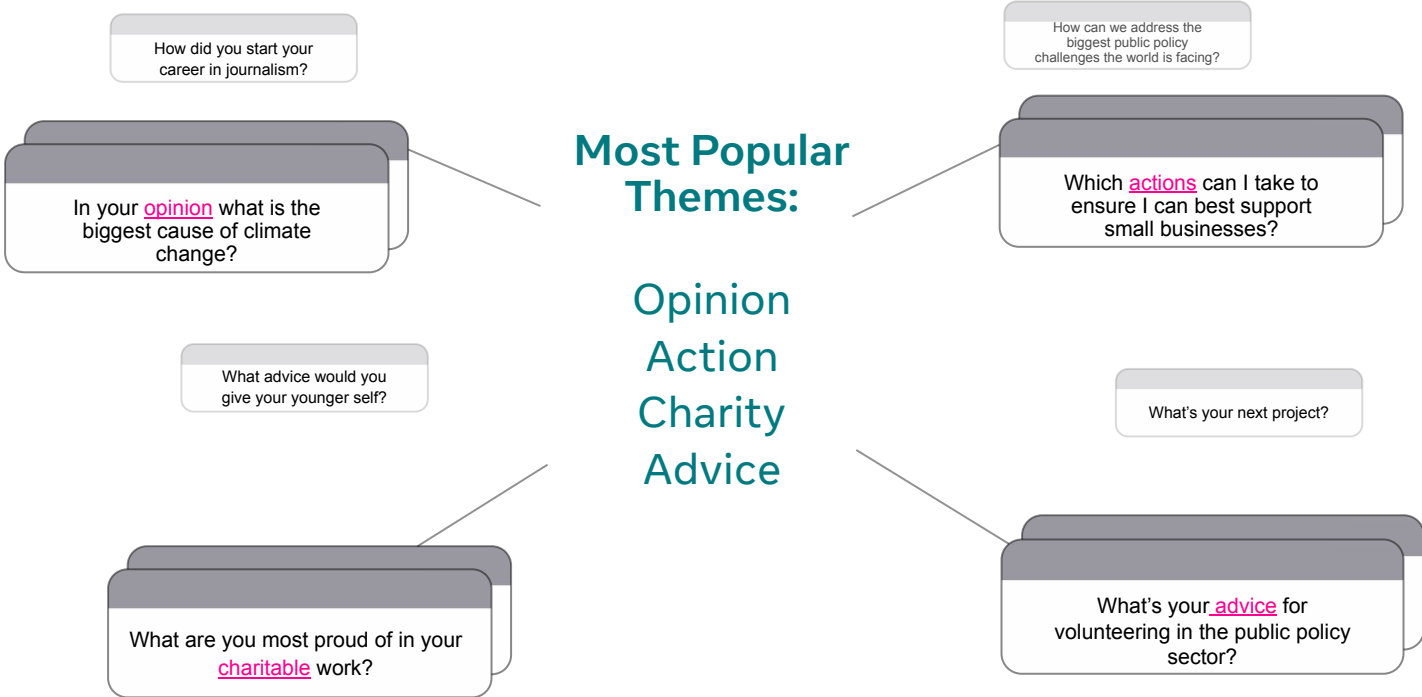
**Create Ads/
Branded Content**



Design content / ads based on the most popular questions. Promote Feeds And Stories.

(Use recorded Live footage.)

Answer Questions From Audience. Popular Themes Become Content.



02

Minimise bias in
targeting



A close-up portrait of a woman with voluminous, curly grey hair. She is wearing black-rimmed glasses and a black turtleneck sweater with a dark beaded necklace. Her eyes are closed, and her mouth is wide open in a hearty laugh, showing her teeth. The background is a solid blue color. The text 'Segmentation fuels bias' is overlaid on the right side of the image in white, sans-serif font.

Segmentation
fuels bias

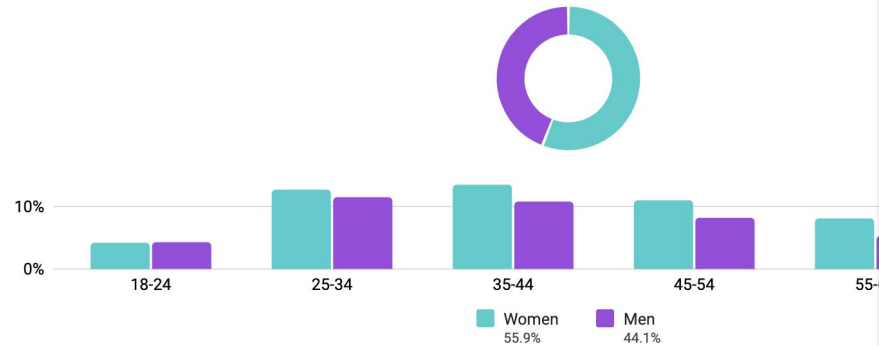
Potential audience size ⓘ

33,000,000

People on Facebook and Instagram in United Kingdom and 3 other filters selected

Create Ad

Gender and age ⓘ



Location

United Kingdom ×

Age

18 — 65+

Gender

All

Interests

Technology × |

Language

Add a language

See your audiences in Ads Manager

Create Audience

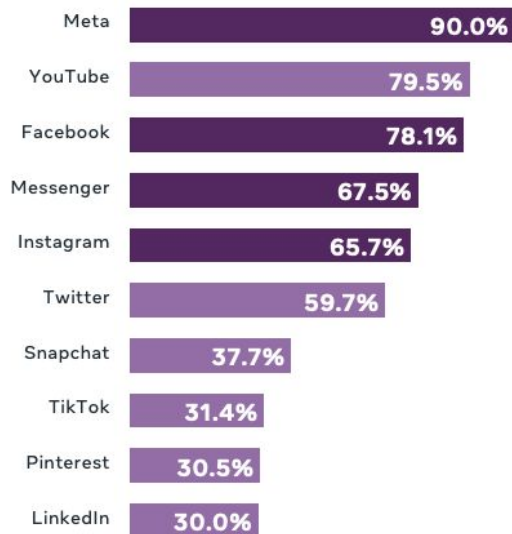
Clear Filters

Use Meta self serve tools to understand of impact on gender / age of your audiences as interests are added

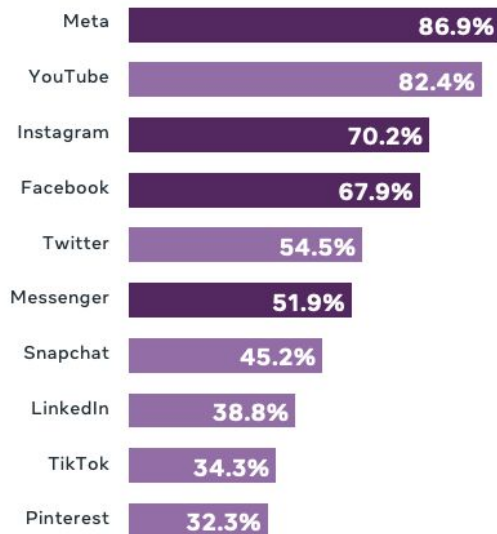
[Link to tool](#)

Meta has the highest reach of unrepresented groups versus other social channels

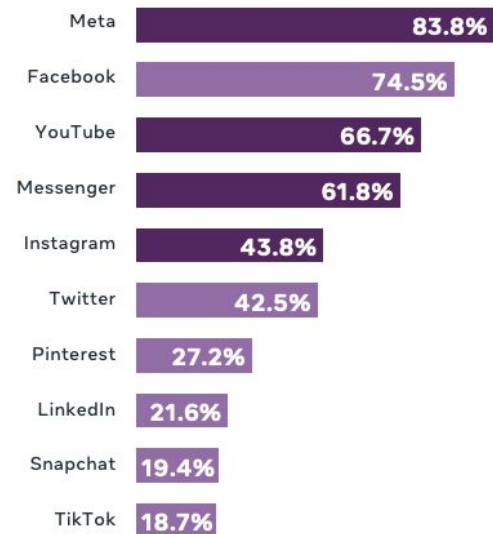
Penetration by platform amongst
LGB communities in the UK



Penetration by platform amongst
BAME audiences in the UK



Penetration by platform amongst
people with a disability in the UK



Meta Platforms can supercharge reach among Senior Business Decision makers in DE, particularly from Under Represented Groups

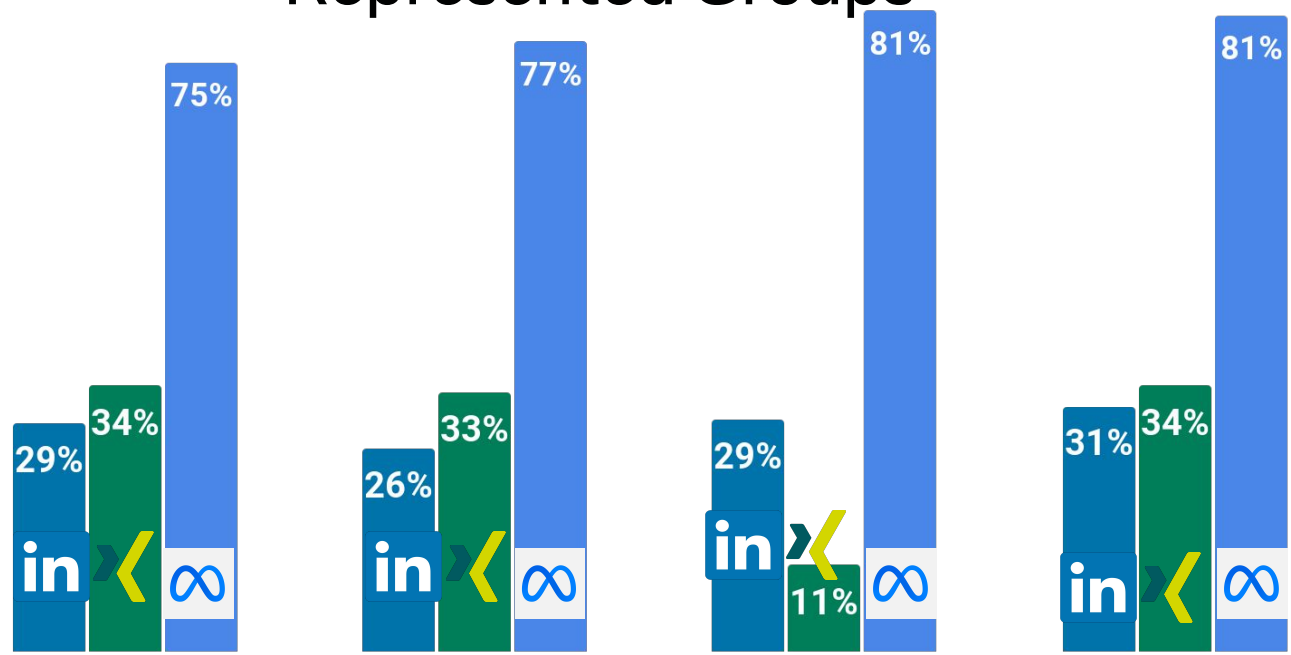
100.00%

75.00%

50.00%

25.00%

0.00%



All SBDM

Female

LGB

Have a Physical Disability

■ LinkedIn ■ Xing ■ FB / IG / Msnger

Source: Global Web Index Q2/Q3/Q4 2020, Senior Business Decision Makers DE

03

Minimise
language bias



24 official
languages in Europe

60 indigenous regional
minority languages

Only 44% of Europe
can speak English



Meta Dynamic Language Optimisation for Performance Campaigns

Manage languages


DEFAULT LANGUAGE
English

ADDED LANGUAGES
Arabic
French
German
Spanish
Portuguese
Dutch
Malay
Hindi

Add Language

Image

Choose an image to use with your Arabic version.



Media recommendations ⓘ

Links

Show default language

Automatic Translations (optional)
Your ad has been automatically translated from English to Arabic. Some placements don't support automatic translations. People who speak Arabic won't see your ad on these placements. [Learn more](#)

Undo Automatic Translations

Website URL
www.jaspers.com

Headline
شحن مجاني في جميع انحاء العالم ✓

Mobile News Feed ▾ 1 of 24 < >


Automatically translated ⓘ ✕
People will see text above your ad stating that it was automatically translated. If you edit the translations, this text will be removed.

⌛ ⌛

...

Jasper's Market
شؤون - ترجمة آلية · 🌐

الآن يمكنك الحصول على المكونات اللذيذة على الانترنت.



JASPERS.COM
شحن مجاني في جميع انحاء العالم
تعرف على المزيد

مشاركة ➦ تطبيق 💬 اعجبني 👍

Cancel Save

9%

Increase in potential audience size by adding English, Arabic and Turkish in Germany

10m

Increase in potential audience size by running English and Spanish in USA



Be aware of
language bias in
creative

The screenshot shows the Textio web application interface. At the top, there is a navigation bar with the Textio logo, 'New', 'Import', and 'Help' links, and a 'Document library' and 'Analytics' section on the right. The main content area displays a job post titled 'Customer Service Manager' for a role in Chicago. The job description text is highlighted with various colors: 'passionate', 'competitive', and 'results-driven' are in yellow; 'fast-paced' and 'work hard' are in green; 'our team' is in purple; 'expanding' is in light green; 'forward-thinking' is in light green; 'phenomenal' is in blue; and 'proven track record' is in orange. A tooltip box is overlaid on the text, pointing to the phrase 'driven by' and suggesting the alternative 'inspired by'. The tooltip text reads: 'You could attract more women to apply by changing your language. Instead, you could try: inspired by'. On the right side of the interface, there is a sidebar with a 'Textio Score' of 37, indicating the job is 'Below Average'. Below the score is a gender bias indicator labeled 'Slightly masculine tone' with a blue-to-purple gradient bar. Further down is a chart labeled 'Appeals to older people' with a line graph showing a peak at 40s. At the bottom of the sidebar, there are three bullet points: 'Contains too many...', 'Sentences are too long', and 'Uses fixed mindset language'. At the very bottom of the sidebar, it states 'Textio is currently comparing this job post to 25,152 recent customer service job posts in Illinois'.

textio New Import Help Document library Analytics

Customer Service Manager

Job post for a Customer service role in Chicago

Our **passionate** team is hiring a **competitive** and **results-driven** customer service manager. We're a fun, **fast-paced** company, but we always **work hard**. As **our team** is rapidly **expanding**, we are looking for a **forward-thinking** leader. This is a role where you will be more than just a cog in the system. We are looking for a **phenomenal** customer rep, a **proven track record** on leading a team. This role would be a huge plus.

You could attract more women to apply by changing your language. Instead, you could try: **inspired by**

Do you have a great **sense of humor**? Are you **driven by** the ability to set and exceed **results-oriented** goals? Do you do your best **under pressure** with tight **deadlines**? **When you see something** that's a problem, do you make a change or just complain? If so, this might be the place for you.

Textio Score: 37 (Below Average)

Slightly masculine tone

Appeals to older people

- Contains too many...
- Sentences are too long
- Uses fixed mindset language

Textio is currently comparing this job post to 25,152 recent customer service job posts in Illinois

04

Minimise bias in
unmet audiences



Fewer than

1%

of ads represented
people with disabilities

1bn

audience

Source: Gross, Maggie. Wade, Lindsay. Khan, Nada.
"The Value of Diversity in Advertising." Deloitte, 2019.



“I want to be visible”

CHARLOTTE POE, CREATOR
@THESPECTRUMGIRL



05

Minimise bias in
culture



Meta Cultural Moments Insights



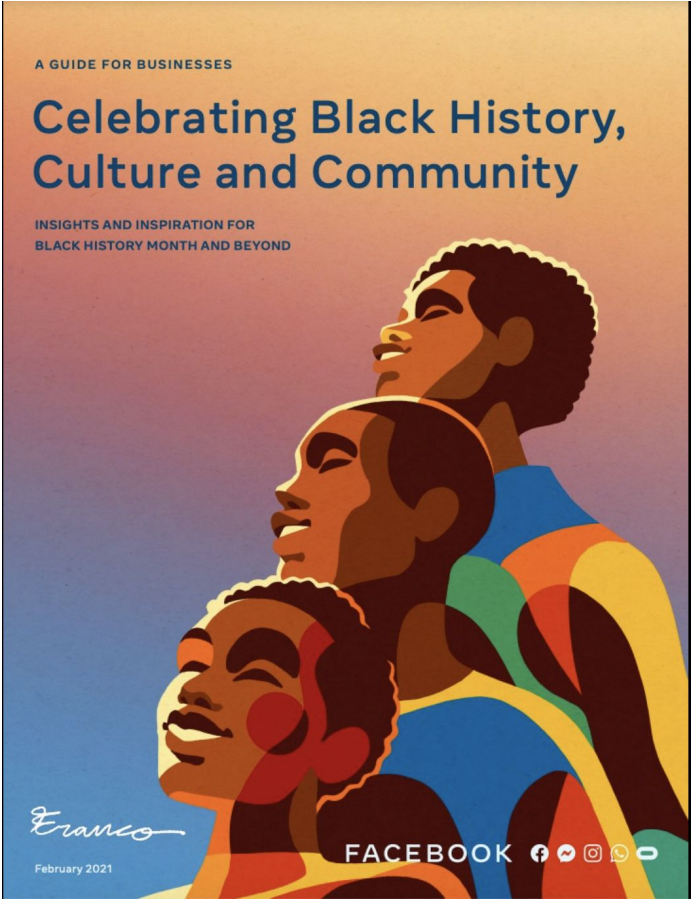
The Joy of Discovery
Ramadan Marketing Insights and Implications

FACEBOOK 



Sports for Growth
Summer Games October 2020

FACEBOOK 




A GUIDE FOR BUSINESSES

Celebrating Black History, Culture and Community

INSIGHTS AND INSPIRATION FOR BLACK HISTORY MONTH AND BEYOND

Erinco

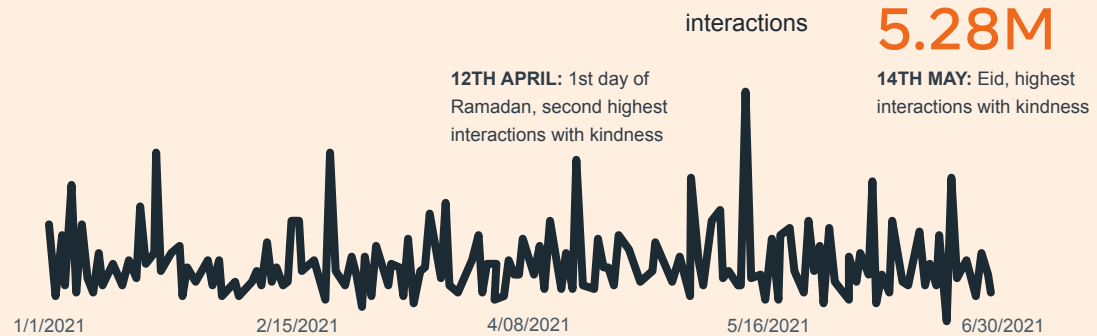
February 2021

FACEBOOK 



Ramadan is the kindest month on Meta

INTERACTIONS WITH KINDNESS ON FACEBOOK



*Christmas 2020: 2M interactions of kindness

Source: Crowdtangle, Global Facebook pages interactions from 1st Jan to 30th June 2021

In Summary - Five ways to minimise bias with Meta

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