Speaker

Meta

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Meta

INCUBETA

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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

92%

of brands showed people of colour

But only

15%

were culturally represented by more than their skin colour

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

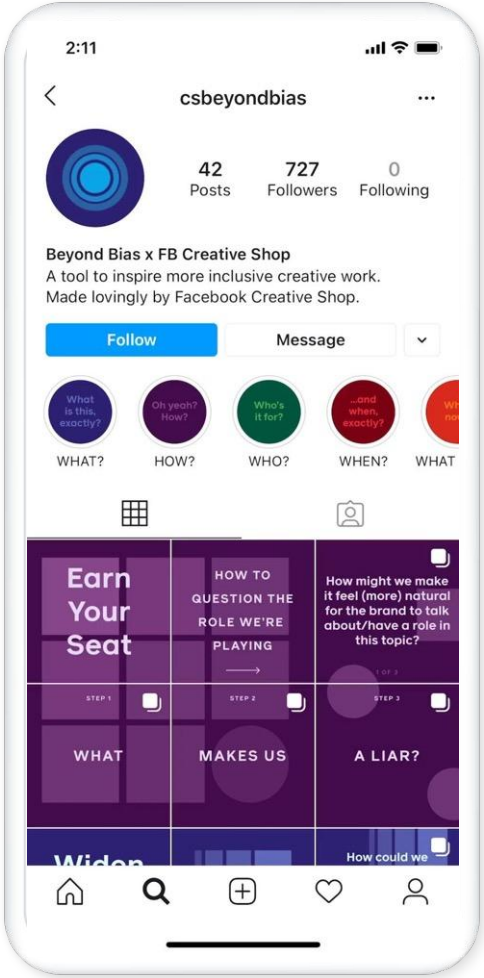
94%

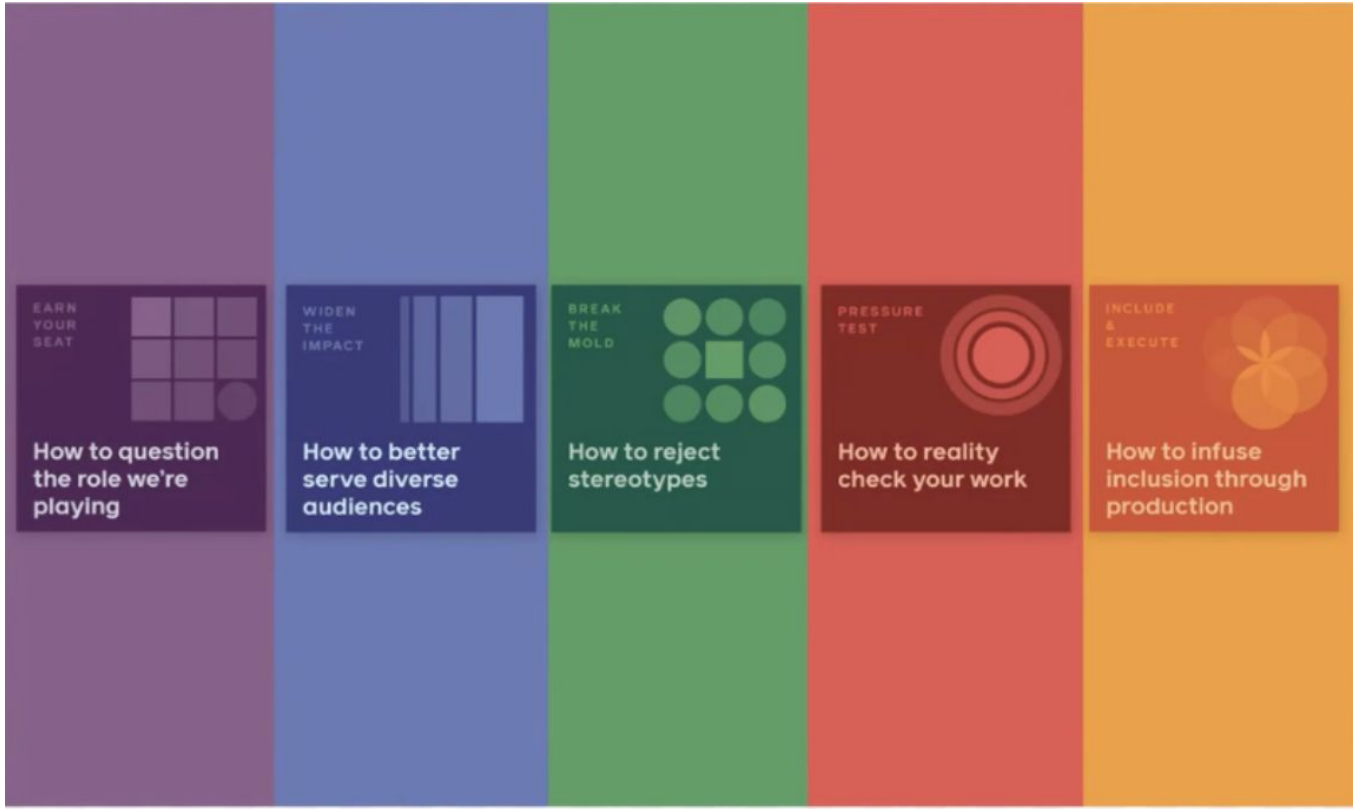
of brands showed women in a primary role

but most instances were stereotypical roles

Source: The value of diversity in advertising. Top 50 media spenders, Deloitte Digital

Build more inclusive ideas- Beyond Bias

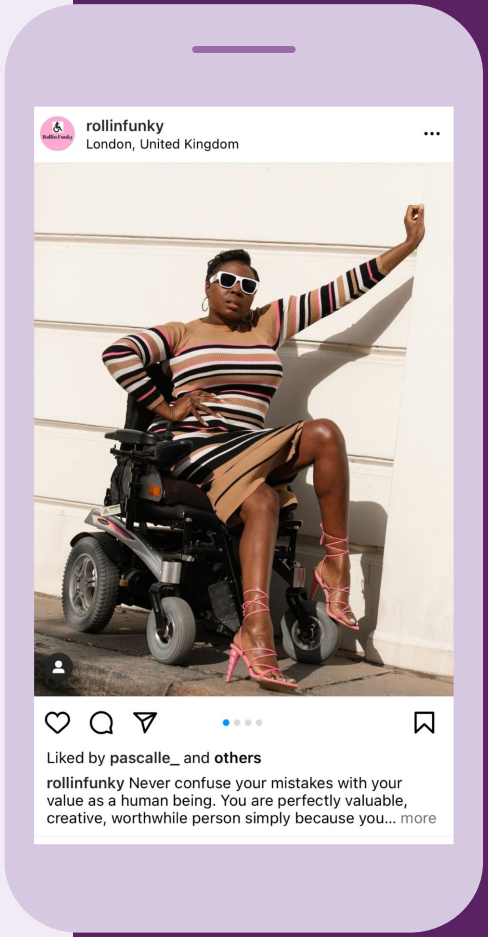




Creators can represent audiences and align on values better than brands

63%

of consumers trust influencer messages more than brand messages

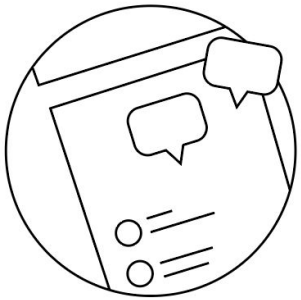


Source: Kantar custom Facebook study

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)

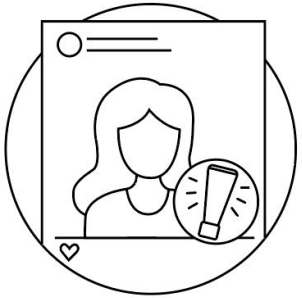
LIVE

Host Live Stream

Answer questions from feed and Live audience.

POST-LIVE

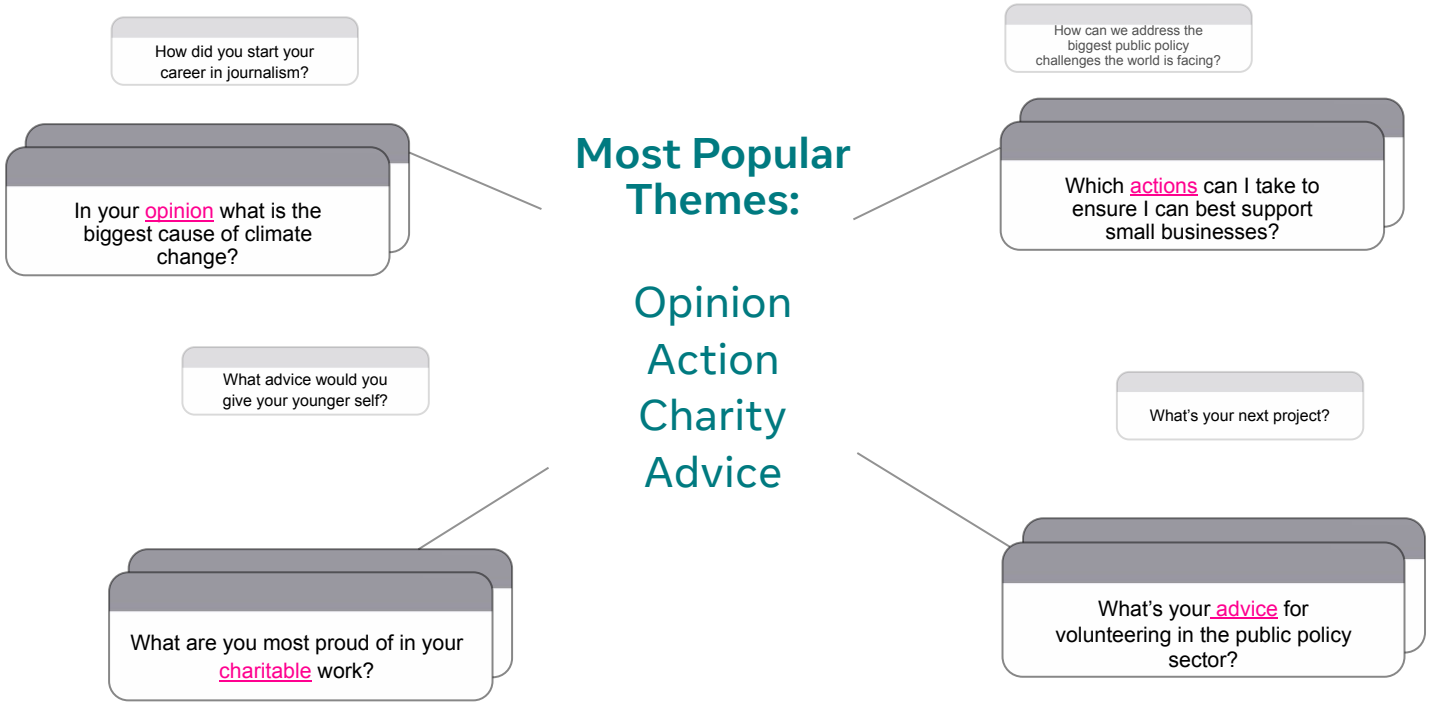
Create Ads/ Branded Content



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

(Use recorded Live footage.)

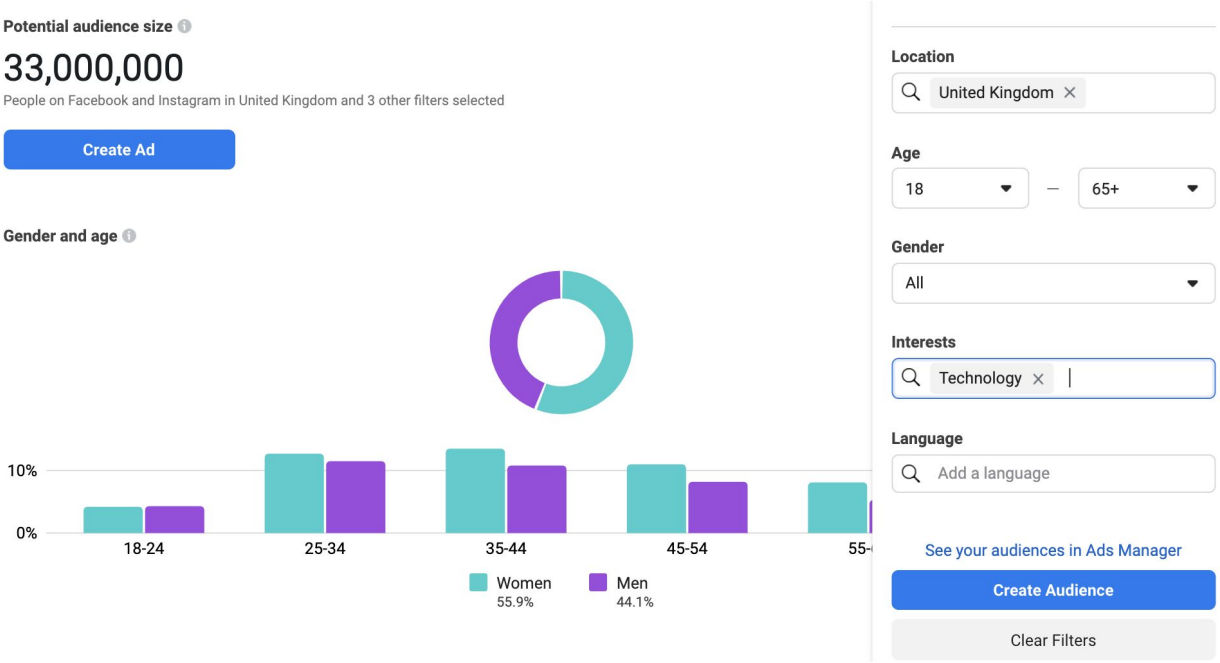
Answer Questions From Audience. Popular Themes Become Content.



02

Minimise bias in targeting

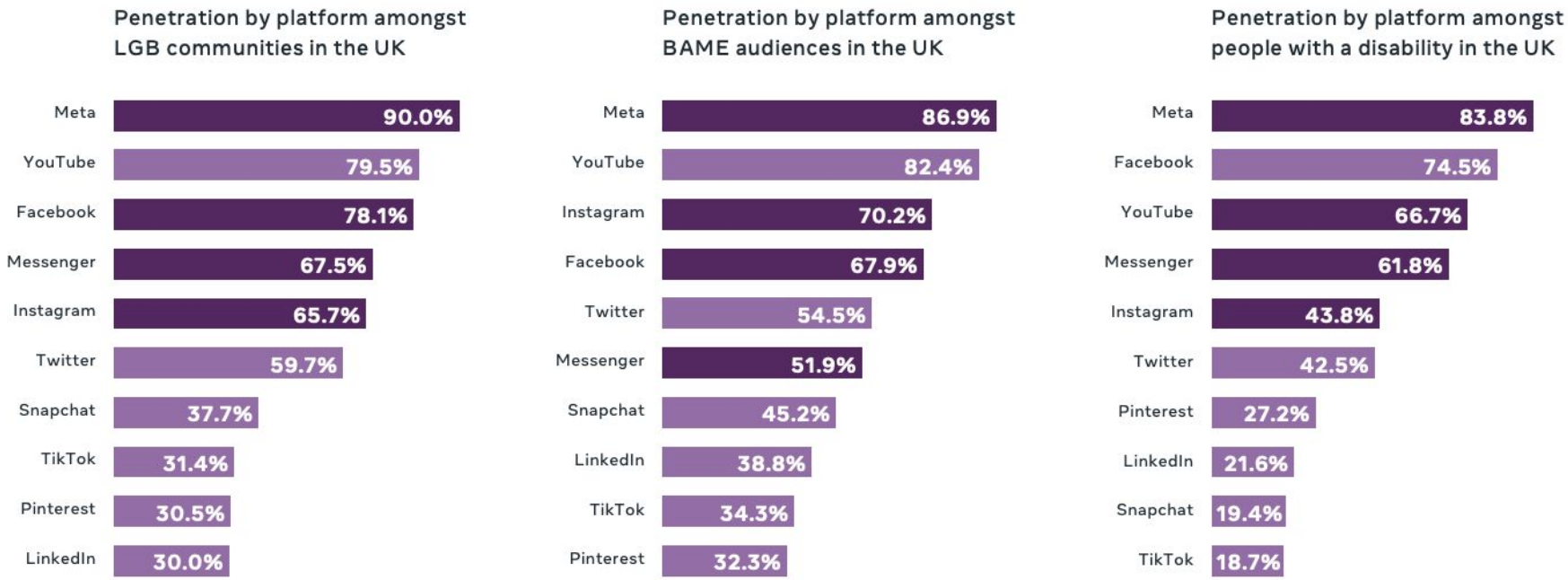
Segmentation
fuels bias



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

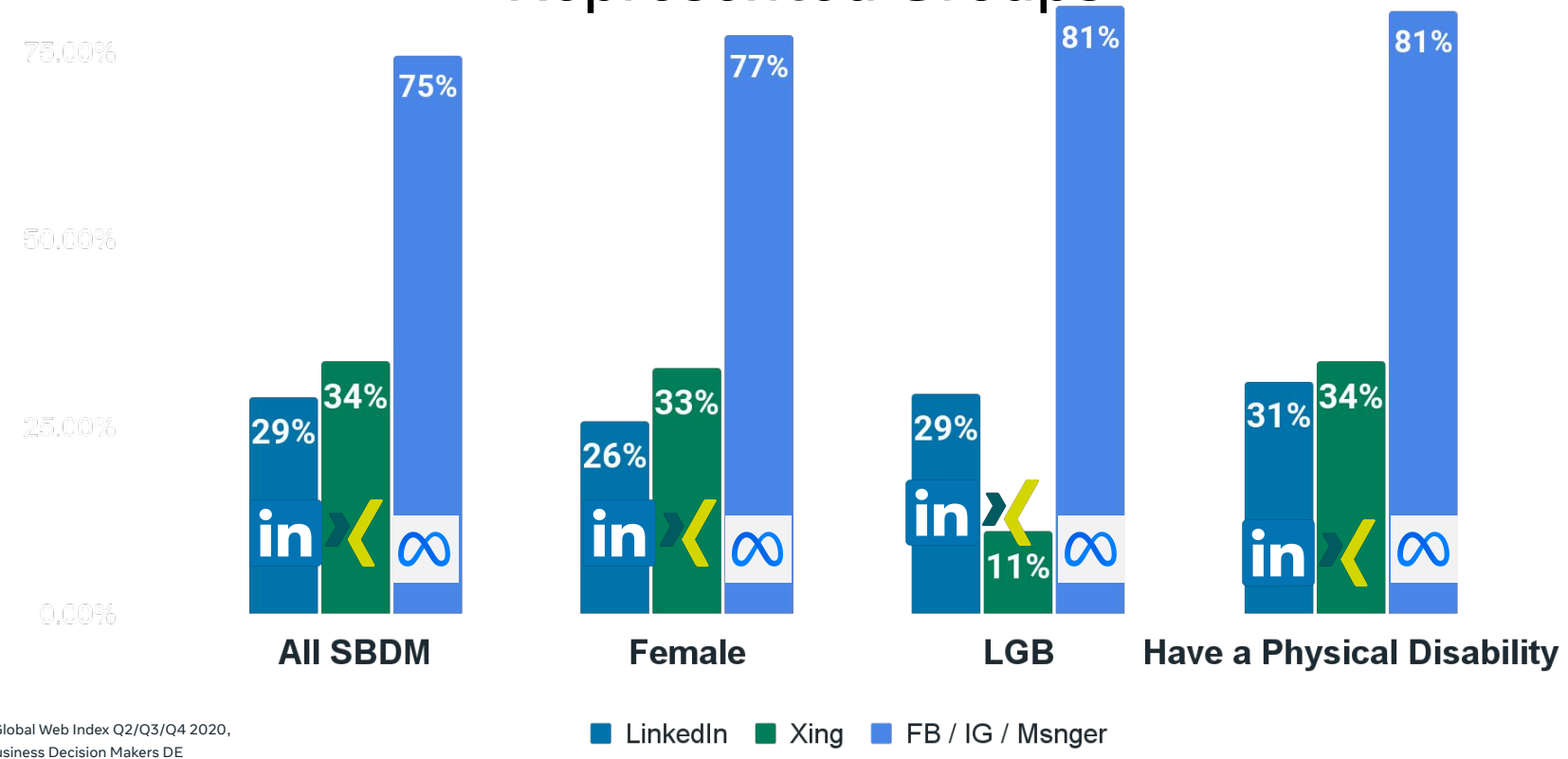
Link to tool

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



Source: Global Web Index Q2/Q3/Q4 2020, All internet users UK

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



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

03

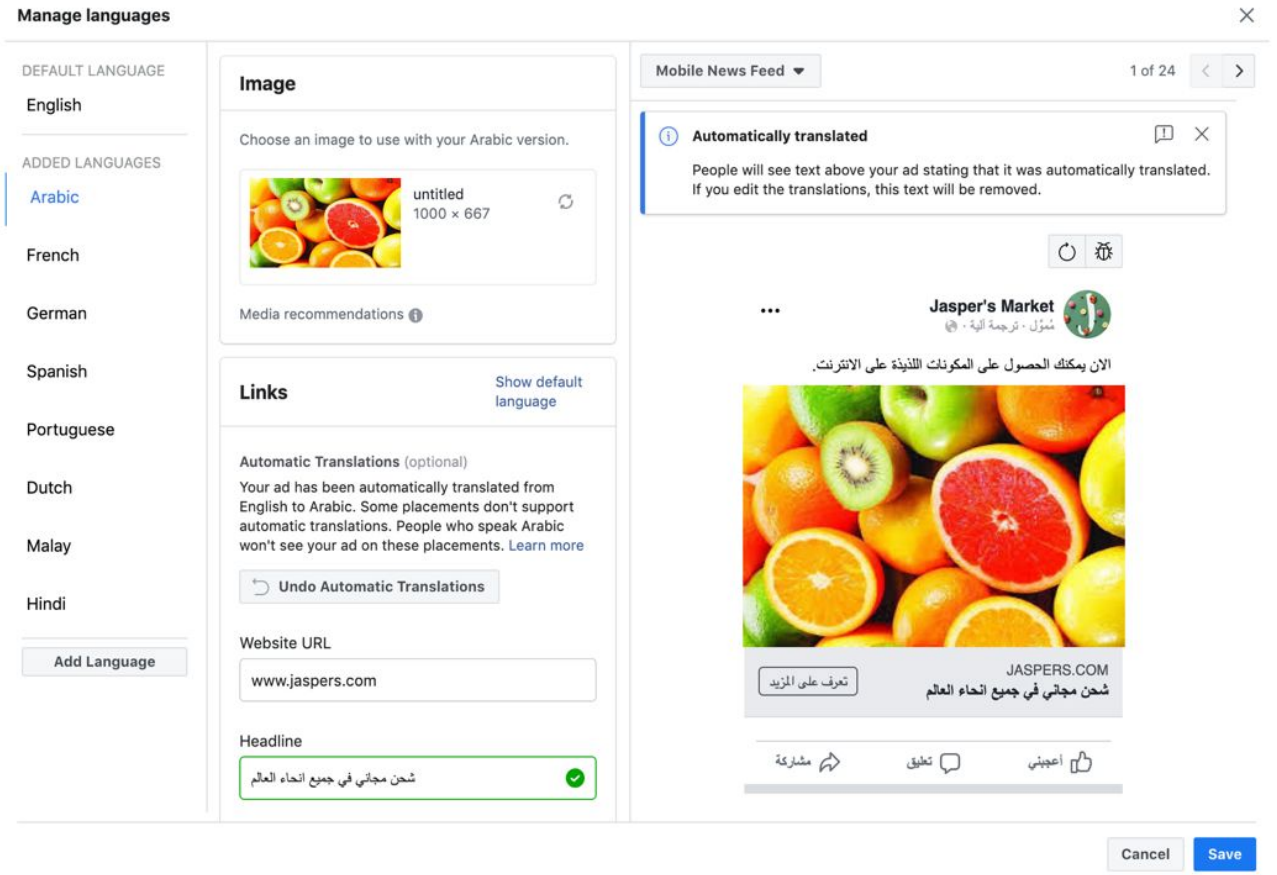
Minimise language bias

24 official
languages in Europe

60 indigenous regional
minority languages

Only 44% of Europe
can speak English

Meta Dynamic Language Optimisation for Performance Campaigns



Dynamic Language Optimisation and Multi-Market Multi-Language ads
Source: Facebook Ads Manager

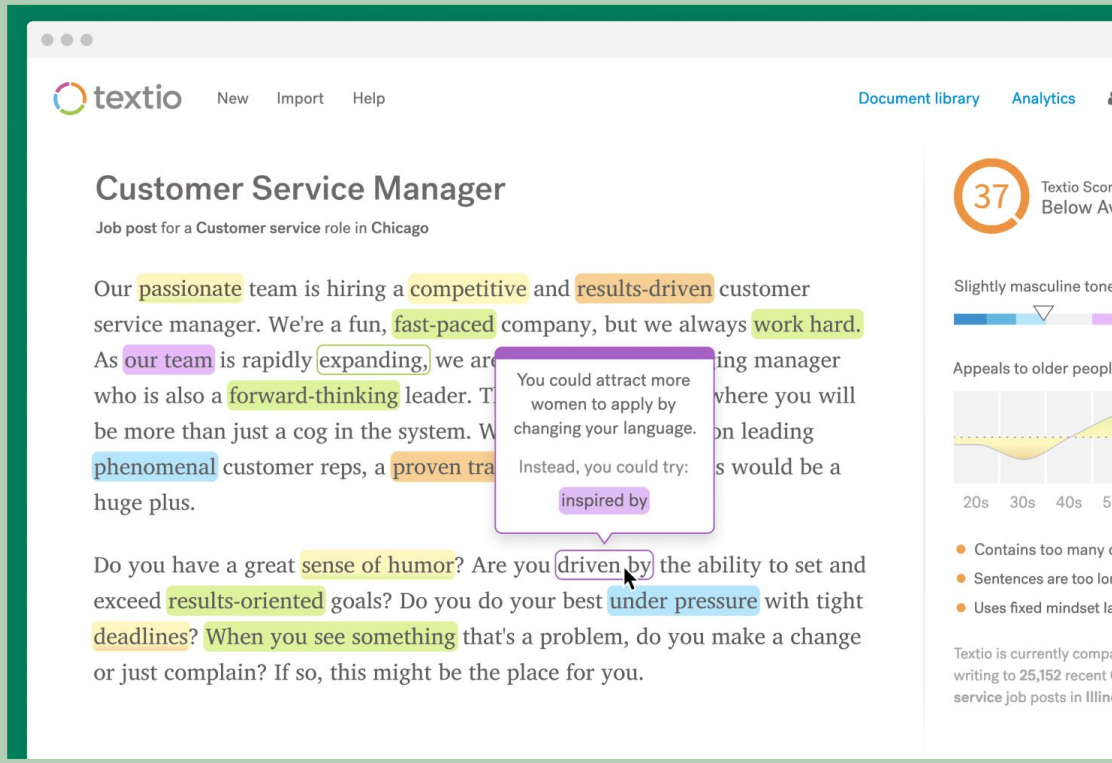
9%

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



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.

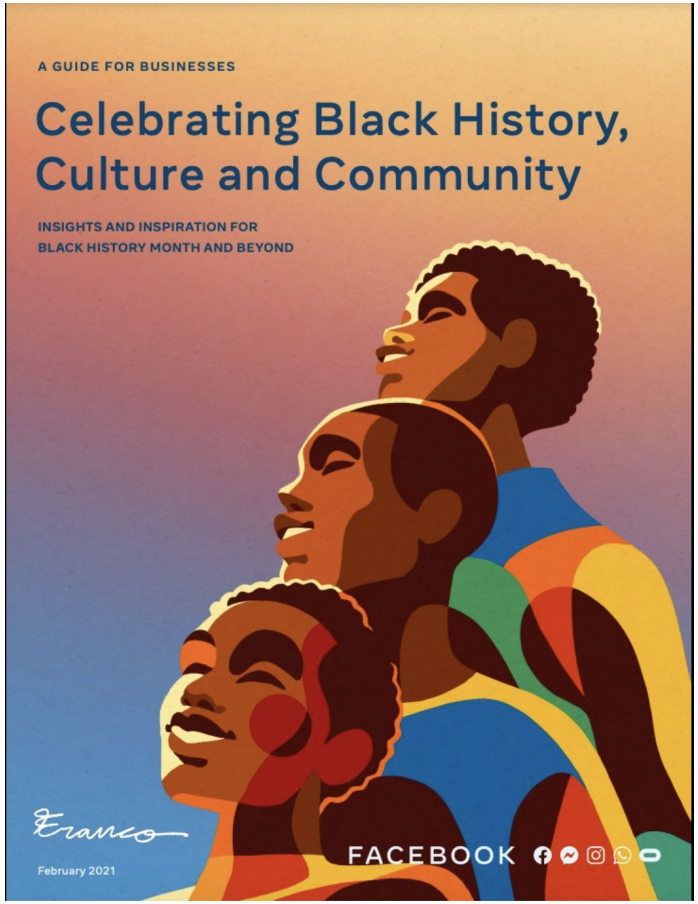
“I want to be visible”

CHARLOTTE POE, CREATOR
@THESPECTRUMGIRL

05

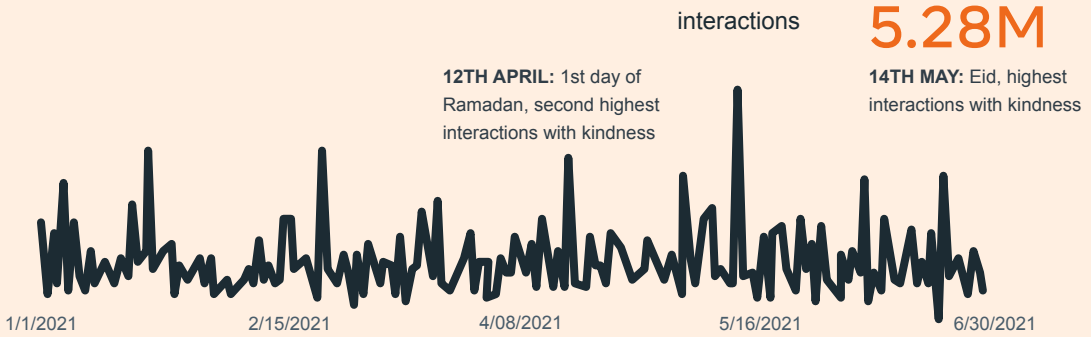
Minimise bias in culture

Meta Cultural Moments Insights



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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