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Embracing Change Through Inclusion: Meta's 2022 Diversity Report

The world has changed in profound ways over the past few years, and Meta is evolving with it. Embracing remote roles and distributed work, defining the next iteration of the internet, and even changing our flagship Facebook name to Meta — all underscore our mission to write the next chapter of social connection through innovation.

By planning a better tomorrow that starts today, we are creating a more inclusive environment that enables coming generations to interact with Meta’s platforms in a way that fully reflects the rich diversity of our ever-changing world.

Inclusive Innovation for the Metaverse



Hear more from Maxine Williams and Vishal Shah on DEI in the Metaverse [here](#).

Meta is collaborating with companies, developers, experts and policymakers to build the metaverse — the next generation of digital experiences — to evolve the ways the world connects. With the traditional internet, we connect with people mostly by looking at screens. But in the metaverse, we’ll be able to share spaces three-dimensionally.

Although the full realization of this vision remains in the future, we’re being proactive and aiming to make every component of the metaverse reflect everyone under the sun. In stark contrast to the way social media evolved, without being informed by broader societal considerations, we’re seizing this opportunity to build the metaverse with diversity, equity and inclusion from the start. This takes time, intention and action, which is why we’ve already started.

- **Inclusivity From Inception:** Though we're only in the first stages of the building blocks of the metaverse, one example of how we're incorporating inclusivity from inception is with virtual representation.



Close-Up: Aigerim S.

Aigerim is leading the way in giving people different options for representation and self expression in the metaverse. Meta's newly improved Meta Avatars, for example, offer more than one quintillion different combinations of attributes, including new facial shapes and assistive devices such as cochlear implants, over-the-ear hearing aids, and wheelchairs for people with disabilities. [Read more](#) about Aigerim and her team's work enabling people to fully express themselves across VR, Facebook, Instagram and Messenger.

- **Access to Technology:** When the internet was first established, you had to have a computer to access it. But computers were extremely expensive. People unable to afford the technology were excluded from experiences and opportunities. That's a lesson for the metaverse. While Virtual Reality (VR) devices may still be cost-prohibitive for many, smartphones are widely used, which is why we're also building the metaverse for mobile use. We plan later this year to launch a web version of Horizon, the social VR platform for our Quest headset, that will allow people to step into virtual experiences from a lot more platforms, without needing a headset.
- **Inclusive Artificial Intelligence:** Realizing our vision for the next phase of the internet will require major breakthroughs in artificial intelligence (AI), which is why Meta's AI labs are focused on research and development that promotes diversity and inclusion.
 - ***Increasing Representation:*** Meta and the rest of the AI world are devising techniques for identifying when AI may lead to biased or unfair judgments, and are seeking to reduce or eliminate those potential biases. By increasing diversity among the creators of algorithms, we aim to produce AI models that deliver more inclusive and equitable experiences for all.



Close-Up: Angela F.

Angela, a research scientist at Meta, is using artificial intelligence to help make Wikipedia more representative of the full diversity of historical figures and changemakers. [Read more](#) about how Angela and her colleagues are devising AI methods that can help Wikipedia editors create biographical entries for a more diverse range of influential people from the past and present.

- ***Breaking Down Language Barriers:*** Today, nearly half the world’s population can’t access online content in their preferred language. That’s why Meta launched No Language Left Behind (NLLB), an AI-enabled system that so far can translate 200 languages, including 56 African languages, with state-of-the-art results. We’re also working on Universal Speech Translator, an AI system that provides instantaneous speech-to-speech translation across many under-resourced languages, even those that are primarily oral traditions.



Close-up: Safiyyah S., Necip F.A. and Vedanuj G.

This team is helping build machine-translation tools to improve translation for the estimated 50 percent of people around the globe whose native languages keep them from understanding the information on today’s internet. [Read more](#) about their work.

- ***Expanding Access Through Immersive Learning:*** Bringing experiences to people wherever they are through AR and VR can open new economic opportunities and make education more accessible to underserved learners in technology — like those living in remote locations, people with limited mobility and others who historically receive inequitable resources. That’s why we launched Meta Immersive Learning, a \$150 million investment to help develop the next generation of creators, fund immersive experiences that transform the way we learn and increase access to learning through technology.



Close-up: Monica A.

As Head of Immersive Learning at Meta, Monica is using her experience as an educator to increase access to leading-edge, hands-on skills training in the metaverse. [*Read more*](#) about how Monica and her team are partnering with nonprofits, educational institutions, community groups, libraries and museums to increase access to learning through technology.

Remote Work Drives Diverse Representation

We’ve shifted our mindset to a distributed-first approach, where opportunity isn’t limited by geography. When we say “distributed first,” we mean a group of employees working together, but from different geographic locations, whether in-office or remote. Roughly 75% of Meta teams are working this way.

For the first time, we’re hiring individuals who are fully remote and working from locations where we don’t have offices, deepening the diversity of our candidate pool.

Over the past year, we’ve seen that providing remote options increased the diversity of the overall composition of our workforce.

- U.S. candidates who accepted remote job offers were substantially more likely to be Black, Hispanic, Native American, Alaskan Native, Pacific Islander, veterans and/or people with disabilities.
- Globally, candidates who accepted remote job offers were more likely to be women.

It’s not only about getting people in the door – it’s about making sure that they can thrive at Meta, which is why we’re continuing to empower our employees with flexibility and benefits that

match their evolving needs. By reimagining how we think about people, products and places, and by hiring people with a variety of backgrounds and perspectives, we're able to make better decisions, build better products and create better experiences for everyone.

In addition to a distributed-first philosophy, we use a Diverse Slate Approach (DSA) when hiring, to set the expectation that hiring managers will consider candidates from underrepresented backgrounds when interviewing for an open role. This has contributed to increased candidate diversity year over year, along with utilization of fair and equitable processes and tools like DEI training, which is now required for managers. We also provide senior leaders with coaching aimed at driving inclusion and disrupting the status quo.

In recognition of the progress made thus far, Meta was recently named to the "Best Places to Work for Disability Inclusion" for the fourth year in a row by the American Association of Persons with Disabilities and Disability:IN's Disability Equality Index. We have also been named to the Human Right Campaign Foundation's 2022 list of "Best Places to Work for LGBTQ+ Equality," receiving a 100 percent rating.

By embracing our differences, together we can celebrate our people for who they truly are.

Our Workforce and Leadership Diversity Continue to Grow

We've intentionally set ambitious goals to increase representation in our workforce over five years, and the latest numbers reflect meaningful progress, thanks in part to the hiring opportunities driven by our strategic decision to embrace remote work.

- 1. Workforce Diversity - 50 in 5:** In 2019, we committed to doubling the number of Black and Hispanic employees in the U.S. and the number of women in our global workforce by 2024. We met and exceeded that goal for each of those groups – two years ahead of schedule – and we are working to continue improving these gains. Since 2019:
 - We have **doubled the number of Black and Hispanic employees** in the U.S.
 - We have **doubled the number of women in our global workforce**.

We also challenged ourselves to a five-year goal of raising the number of **underrepresented people**¹ to at least 50% of our global workforce. As of June 30, 2022:

- **People with disabilities now represent 6.2% of our U.S. workforce**, up from 4.7% in 2021.
- Based on voluntary self-identification, **veterans represent 2.3% of our U.S. workforce**, and **members of the LGBTQ+ community make up 10.0%**.

¹ Underrepresented people are defined as women globally and, in the U.S., Black, Hispanic, Native American, Pacific Islander, people with two or more ethnicities, people with disabilities, and veterans.

- **Underrepresented people make up 46.7% of our global workforce**, up from 45.6% in 2021.
- 2. Diverse Leadership - 30 in 5:** In 2020, we challenged ourselves to a five-year goal of increasing the number of U.S. based leaders (Director-level employees and above) who are people of color² by 30%. As of this year:
- Through promotions and hiring, we are on track to achieve (and in some cases exceed) our ambitious goal to increase the representation of all people of color in leadership positions in the U.S. by 30% by 2025.
 - As an example, so far we have **increased Black employee leadership by 44.1% since 2020.**

Beyond our 50-in-5 and 30-in-5 goals, we continue to **increase the number of women in leadership roles. Women now represent 36.7% of our global leadership.** Importantly, we regularly conduct pay equity analyses, and our latest analysis confirms that we continue to have pay equity across genders globally (and by race in the U.S.) for people in similar jobs (accounting for factors such as location, role and level).

See the [full data](#) on our workforce and leadership diversity from 2018 to 2022.

Enabling the World to Embrace Change

Meta is leveraging its internal resources and global reach to raise awareness about systemic inequities. Promoting economic opportunity and connecting the global community is critical to making our world a more equitable place to live, and we have developed programs and technologies designed to help reach those goals within Meta and beyond.

- **Supplier Diversity:** So that our supplier base reflects the people and communities we serve, we launched our Supplier Diversity program in October 2016 to help diverse suppliers do business with Meta — and with the people and communities that Meta connects. This program has continued to evolve and expand. This year, we exceeded our [2020 commitment](#) to annually spend \$1 billion with diverse suppliers, including at least \$100 million with Black-owned businesses. The company spent more than \$306 million with Black-owned businesses and \$1.26 billion with U.S. certified diverse companies in 2021 — nearly double the spend the year before. Additionally, this spring the Women’s Business Enterprise National Council (WBENC) recognized Meta with the organization’s Top Corporation Resiliency Award, reflecting our commitment to Women’s Business

² People of color are defined in the U.S. as Black, Hispanic, Asian, Native American, Pacific Islander, and/or people with two or more ethnicities.

Enterprises throughout 2020 and 2021. Moreover, this summer Meta will officially join the [Billion Dollar Roundtable](#), a select group of only a few dozen companies recognized for spending at least \$1 billion with minority and women-owned suppliers, an honor bestowed upon the team only six years after its inception.



Close-Up: Jason T.

Jason helped launch Meta’s Supplier Diversity program back in 2016. Under his leadership, the company has spent a total of more than \$3 billion with U.S. companies certified as minority, women, veteran, LGBTQ+, or disability-owned. [Read more](#) about how Jason and his colleagues are helping small businesses around the world face cash-flow constraints as they wait to be paid by customers.

- **Working with Other Industries to Think Critically About DEI:** From advertising to journalism, we are using our resources to share our values of diversity, equity and inclusion with our partners outside the tech industry.
 - **Advertising For Good:** Meta partnered with some of Latin America’s biggest brands to create ad campaigns using two versions of the ads — with the second version featuring a protagonist from a traditionally underrepresented group. Meta was able to compare the performance of the brands' advertisements after analyzing 60 campaigns across industries and found consumers were more likely to remember the ads with a diversity element and more likely to associate the messaging with the ad. Using the findings of this research, Meta created tools and training programs to empower brands of all sizes to create world-enriching advertising campaigns rooted in a diverse approach.



Close-up: Suellen M.

Leading the Meta team that created “Ads for Equality,” Suellen engaged with dozens of big brands to conduct a real-world test in Latin America. [Read more](#) about the campaign results gathered by Suellen and her team that prove diversity and inclusion in advertising is not only a good way to do business, but good for business.

- ***Supporting Diversity in Asian News:*** Meta collaborated with the Asian American Journalists Association’s Asia Chapter (AAJA-Asia), to survey more than 1,200 journalists in Asia on how DEI is reported in the news — and how diversity impacts newsroom staffing.



Close-up: Chimam N.

As a former news anchor in Hong Kong, Chimam leveraged firsthand knowledge to lead the Meta team’s discovery of how DEI is perceived in Asia. [Read more](#) about the survey results gathered by Chimam and her team that demonstrate the stark cultural and regional differences in DEI perception.

At Meta, we’ll continue to press for a more diverse and equitable workforce and world. We’re proud of the teams who are helping make this happen, but we know the work is far from finished.

And so, together, through dedication and innovation, we’ll strive to make social media, the metaverse and all the people who rely on, work with or work for Meta an ever more inclusive global community.