

every  
woman

FACEBOOK

CASE STUDY

FACEBOOK AND  
EVERYWOMAN FORM  
STRATEGIC PARTNERSHIP  
TO INSPIRE MORE WOMEN  
INTO TECHNOLOGY ROLES

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“Facebook is proud to partner with everywoman to promote diversity and inclusion in the tech industry. The technology sector should reflect the community it serves, yet for too long, women have been under-represented in the tech workforce. The everywoman Tech Hub and 2021 Tech forum will provide mentorship, networking and training to support women as they build careers in STEM, and we’re delighted to support these important initiatives in the year ahead.”

Nicola Mendelsohn,  
VP EMEA, Facebook

## PARTNERSHIP OVERVIEW

### Market

Information technology

### Initiation

2019

### Services

Strategic partnerships, everywoman in Tech Forum. Leadership events

### Region

Global

## BACKGROUND

### BREAKING THE CYCLE

Facebook is one of the world’s best-known brands - a social media company that has grown into a global phenomenon in less than 20 years. It has more than 50,000 employees, 2.7 billion active users and annual revenues similar to the GDP of Luxemburg. And yet, it faces many of the same challenges of employee diversity and inclusion as other technology companies around the world.

“For Facebook and the whole technology industry, it is still a challenge to show what a career in tech can look like for women and other under-represented groups,” said Andrew Odong, Talent Attraction Programme Manager for Facebook in Europe, the Middle East and Africa.

“I think that some sectors, such as law and finance, have well-defined and accessible career paths that people are familiar with. But I don’t think we’re there yet with tech. Many professionals from underrepresented backgrounds, still don’t see it as a career option and, as a result, find it difficult to see the tech industry as a place where they can belong and develop their careers.”

For Facebook and other (large and small) technology companies around the world, the challenge is to change perceptions and, as Andrew described, “to break that cycle”.



Facebook facing similar challenges of employee diversity and inclusion as other tech companies

Partnership with everywoman making positive impact on diversity efforts

Facebook and everywoman collaborate on content to showcase role models and explore diversity themes

A collaborative approach to bring inspiring, engaging and dynamic role models and content to our Community

People inspired into tech roles by seeing people 'just like them' at Facebook


## SOLUTION

### SHINING A SPOTLIGHT

Facebook first engaged with everywoman in 2019 after many informal discussions at events and forums around the lack of female representation in careers such as software engineers and technicians. “As a well-known brand, Facebook are expected to be leading the way in diversity and inclusion, and in many respects they are,” said everywoman’s Global Director of Sales, Seema Bennett. “But they are also facing some of the same widespread issues as many other tech companies.”

While everywoman provides a range of services, training and personal development programmes dedicated to advancing women in business, the relationship with Facebook was a two-way partnership from Day One. “We are always looking for opportunities to partner with large-scale organisations, who can make a positive impact to our diversity efforts,” said Andrew. “We were very impressed with everywoman’s strategic model, and by the whole suite of items they had that could deliver real value.”

Every month, Facebook and everywoman work together to produce content that showcases positive role models within Facebook or cover a particular theme - all aimed at shining a spotlight on women in diverse tech roles, and inspiring other women to get into the technology industries. The interviews, webinars and thought-leadership content are shared initially within everywoman’s community of 32,000 members in 104 countries - and spread more widely through social media, word-of-mouth and positive action. “For Facebook, the opportunity to showcase role models within our organisation is very important. Seeing people doing the work and talking about their experiences is one of the best ways of inspiring other people to do it,” added Andrew.



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**Andrew Odong, Talent Attraction Programme Manager for Facebook in Europe, the Middle East and Africa**

## RESULTS

### MAKING CONNECTIONS

The partnership has continued to grow and evolve since the first event - a Facebook Live session titled 'The Power of Visible Role Models', which was co-hosted by Facebook, everywoman co-founders Karen Gill MBE and Maxine Benson MBE, and Colorintech founder Dion McKenzie.

Facebook play an important part in the everywoman in Tech Forum, an annual event designed to equip ambitious women with the leadership skills they need to flourish in technology. More than 500 attended in 2020, with a further 1,500 engaging worldwide through our live stream. Featuring inspirational keynotes (including one from Facebook's Global Director for Enterprise Engineering, Fiona Gallagher-Payet), panel discussions, workshops and networking opportunities, the forums are about 'connection and bringing about change'. "Facebook are a key partner - the response to (their contribution) from the people who attended was phenomenal," said Seema.

The 2021 event will be virtual, while the series of extremely popular everywoman 'leadership events' will resume post-pandemic. "The opportunity to join aspirational women from Facebook and elsewhere round the table is just fantastic," added Seema, who shares Andrew's view that the creation of regular, inspiring and 'authentic' content remains the bedrock of the partnership. Andrew added: "There are knock-on effects for the whole sector when people see people 'just like them' at Facebook doing the work. It's that spirit of belonging that we're all trying to encourage."

Meanwhile, Facebook's director for diversity and inclusion, Emma Cashmore, also endorsed the partnership. She said: "Making connections is at the heart of what we do at Facebook, so we're incredibly pleased to have this partnership to connect to everywoman's global platform of talented women. We're looking forward to working together to advance the opportunities for women through these initiatives and events on how to lead and build a career in tech."

A woman with curly hair and glasses is speaking at an event. She is wearing a colorful floral dress. The background is a blurred indoor setting.

A partnership between Facebook and everywoman shines a spotlight on inspirational role models and helps promote inclusion and diversity at the social media giant, and within the tech sector as a whole. As well as collaborating on interviews, webinars and thought-leadership content, Facebook are a key partner at the everywoman in Tech Forum, and leadership events.



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