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Press Release

Facebook Good Causes Day 2020 Shines Spotlight on Mental Health

Celebrating its 5th anniversary, annual event marks completion of #HearForYou Campaign and shares insights into using Facebook tools to promote social good causes

Hong Kong – December 7, 2020 – Facebook’s mission is to give people the power to build community and bring the world closer together. To fulfill this mission, every year Facebook organizes “Global Causes Day” to mobilize its employees around meaningful causes and help non-profit organizations (NPOs) use Facebook and its family of apps to do more good for their communities. For the 5th consecutive year, Facebook Hong Kong is hosting “Facebook Good Causes Day” in partnership with The Hong Kong Council of Social Service (HKCSS), Hong Kong’s largest federation of non-government social service agencies.

Anyone interested in learning more about using Facebook and its family of apps for social good is invited to join “Facebook Good Causes Day” on December 9, from 12:30pm – 2:00pm, a virtual live event that can be viewed on the Facebook pages of [Facebook Hong Kong](#) and [HKCSS](#).

At the event, participants can hear from Facebook’s experts and its NPO partners on their successes and tips on helping those with mental health needs by leveraging the power of social media and community. As part of Facebook’s ongoing support to the local community, the company will also introduce a Blueprint community manager certificate program with free online courses. The virtual live event will be followed by online consultation sessions jointly hosted by Facebook and HKCSS, exclusively reserved for NPOs looking to Facebook experts for technical support to help them improve their campaign work.

Many Facebook users are bringing together people who care about mental health through Groups; in Hong Kong, more than 145,000 Facebook users have joined over 4,000 Groups to advocate mental wellbeing. “Hongkongers are known for their resilience, and amid this very challenging year, Hong Kong has remained more resilient than ever,” said Jayne Leung, Vice President, Head of Greater China at Facebook. “Nevertheless, the unique challenges that have transpired over the past year may have amounted to mental health burdens for some people. As a member of the Hong Kong society, we wish to join hands with local NPOs to raise awareness of this social cause. We look forward to furthering our support to various NPOs and raising awareness of their public services, and helping communities connect more closely.”

Faced with challenges of the pandemic, NPOs are also exploring new opportunities for development. Raymond Lai, Business Director of HKCSS, said: “Due to the impact of COVID-19, some service deliveries and promotional activities are done virtually. This boosts the development of social innovation mindset in NPOs for exploring the application of digital technologies and online platforms in the social service sector. We must all move with the times through continuous learning in society’s new normal. We are thankful for Facebook’s support to jointly organize the ‘Facebook and Instagram Master Class’ with HKCSS. It is very encouraging to have more than 80 NPOs participating in this course. I am looking forward to the future collaboration between Facebook and HKCSS to promote the wellbeing of people and advocate caring for the society.”

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The 5th annual Facebook Good Causes Day also marks the successful completion of #HearForYou, a campaign launched by Facebook earlier this year that aims to empower local NPOs to support those with mental health issues. Aside from providing technical support, free training, sponsored advertising and consultation for marketing campaigns to the NPOs, Facebook also partnered with five NPO partners including Agent of Change, Caritas Youth and Community Service, St. James' Settlement, The Hong Kong Federation of Youth Groups (HKFYG) and The Samaritans Hong Kong to provide online resources for people in need through the #HearForYou campaign site. A Messenger Bot was also launched in July with HKFYG and Caritas Youth Community Service to provide online assessment, and access to instant support, benefitting 1,350 people in total, among which 30% were willing to chat with social workers for instant support.

To wrap up the #HearForYou campaign, Facebook is partnering with Preface Coffee to launch a donation campaign that aims to raise awareness of mental health issues. From now until December 18, buy a “Facebook Good Causes Day World Size Coffee” from Preface Coffee to receive mental health data insights and learn more about mental health issues around the world. With the idea of “Drink Less Donate The Rest”, customers can choose the percentage of coffee in the coffee cup they want to drink, and the sales proceeds of the remaining portion of the coffee will be donated to NPOs of the #HearForYou campaign.

For more details of Good Causes Day 2020, please visit hearforyou.hk/en/good-causes-day.

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