

PEER TO PEER (P2P): FACEBOOK GLOBAL DIGITAL CHALLENGE



University students around the world push back on online hate, prejudice and extremism while empowering their peers.

facebook



#P2PCHALLENGE



Social media and propaganda by extremist and hate groups is often targeted directly at **young, impressionable youth.**

University students are in the best position to educate their peers about how to **counter these narratives** and **empower** each other through the development of a social or digital initiative, product or tool to counter extremism.

“Whatever the issue is in a community...young people create messages that will resonate the best. They know what that community is experiencing.”

— Parisa Zagat, Head of Global Counterspeech Programs, Facebook

ABOUT EVP

About EdVenture Partners

EdVenture Partners (EVP) is an organization dedicated to developing innovative industry-education partnership programs. These experiential learning opportunities provide hands-on, real-world experience to students in tandem with providing social impact and community outreach solutions at colleges, universities and high schools. EVP has designed and managed programs at over 800 schools in North America and internationally.

CONTACT

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PEER TO PEER: FACEBOOK GLOBAL DIGITAL CHALLENGE

University students from around the world develop campaigns and social media strategies against extremism that are **credible, authentic and believable** to their peers and **resonate** within their communities.



University Participants

The Peer to Peer initiative

January 2015 – June 2017

- **350+** Universities
- **65+** Countries
- **10,000+** Student participants
- **20 million+** People reached via social campaigns, campus movements, mobile apps, cultural activities, videos and more

Media coverage

The Wall Street Journal

CNN

PBS NewsHour

Advertising Age

Indian Express

Foreign Policy

Business Insider

Al-Arabiya

National Public Radio

allAfrica

U.S. News & World Report

Time

How it works



Student teams, working with their advisor, review P2P objectives and program resources.



Teams research the target market and create a strategy designed to best reach and influence their peers.



Each team receives a \$1,000 (USD equivalency) budget, plus \$750 in Facebook ad credits to produce a real campaign that has measurable results.



The Facebook Global Digital Challenge pays expenses for the **top three teams** to compete in the United States and win prize awards ranging from \$1,000 to \$5,000.



An estimated 25% of campaigns continue beyond the competition period by receiving grants, becoming incorporated, partnering with NGOs, and more — creating lasting impact in communities.

"Creating and promoting positive speech is an essential element to countering hate and extremism online — that's why Facebook is a strong supporter of P2P."
— Monika Bickert, Head of Product Policy, Facebook

