

LATINO VOICES

FOR BOARDROOM EQUITY

September 30, 2020

Mark Zuckerberg
Chairman and CEO
Facebook
1601 Willow Road
Menlo Park, CA 94025

Dear Mr. Zuckerberg:

[Latino Voices for Boardroom Equity](#), a partnership formed by The Latino Corporate Directors Association ([LCDA](#)) and leading business and civic leaders including the League of United Latin American Citizens ([LULAC](#)), [UnidosUS](#), the Mexican American Legal Defense Fund ([MALDEF](#)), the United States Hispanic Chamber of Commerce ([USHCC](#)), the Association of Latino Professionals for America ([ALPFA](#)), and the National Hispanic Media Coalition ([NHMC](#)), **writes to inform you that it is unacceptable that Facebook has no Latinos on its board of directors.**

Facebook's own [marketing report for advertisers](#) notes *"Facebook is the number 1 go-to platform for US Hispanics' communication and 71% of respondents use Facebook to connect with loved ones every day. Nearly half (48%) of US Hispanics' Facebook friends are family members, compared to 36% for the total population, the research found."* Latinos are loyal Facebook users with 69% of US Hispanics accessing Facebook at least once a day. US Latinos are also connecting with brands, a Facebook study showed that video ads and ads in News Feed are capturing 56% and 50% of U.S. Hispanics' interests respectively.

Given the level of participation by Latinos on the Facebook platform, Facebook should be very aware of the importance of the Latino community to the company's bottom line. The omission of a Latino director on Facebook's board shows a blatant disrespect for our community.

The US Latino community accounts for 18.3% of the nation's population or 61 million, with projected growth, on average, of 1.2M per year between 2017 and 2060. US Latino consumers are the economic engine of the country, commanding [\\$2.6T GDP](#) and driving consumption growth in every mass consumer category.

US Latinos bring deep industry experience to the boardroom, plus a lens into a rapidly changing marketplace. Diversity in the boardroom, that is inclusive of US Latinos, contributes to improved decision making and corporate competitiveness. Board diversity leads to increased employee engagement, raising Facebook's corporate reputation in the Latino community, which impacts your company's bottom line.

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There are ample Latino board candidates with the business experience your board seeks. We urge Facebook to show respect for our community by appointing a Latino director to your board. LCDA can curate a list of highly qualified individuals that meet your board's current needs. We request a meeting with you and your team to discuss diversity initiatives that are inclusive of Latinos. Please contact Kathy Jurado Munoz at (703)989-4401 in the next two weeks to arrange a meeting with representatives of Latino Voices for Boardroom Equity.

Sincerely,



Sindy M. Benavides, LULAC CEO



Janet Murguía, UnidosUS CEO



Ramiro Cavazos, USHCC CEO



Esther Aguilera, LCDA CEO



Brenda V. Castillo, NHMC CEO



Damian Rivera, ALPFA CEO



Thomas A. Saenz, MALDEF President and General Counsel

CC: Peter Thiel, Chair, Nominating and Governance Committee, Facebook
David Kling, General Counsel and Corporate Secretary, Facebook