

## Social media, job growth, and microentrepreneurs

In many developing countries, a person's first experience online is with social media, on a mobile phone. A University of Maryland study says Facebook's app economy contributed to the creation of 182,000 new jobs and more than \$12.19 billion to the U.S. economy in 2011. How can social media platforms, especially on mobile devices, help small business owners and microentrepreneurs in developing countries?

# SOCIAL MEDIA WEEK

WASHINGTON D.C.  
FEBRUARY 13TH - 17TH, 2012

**MODERATOR:** **Jim Rosenberg**  
*Head of Online & Social Media  
External Affairs  
World Bank*

**Matt Perault**  
*Manager  
Privacy and Global Public Policy  
Facebook*

**PANELISTS:** **Il-Horn Hann**  
*Co-Director  
Smith School's Center for  
Digital Innovation, Thought and Strategy  
University of Maryland*

**Wayan Vota**  
*Senior Director  
Invenco*

**Wednesday**  
**February 15, 2012**  
**12:00 PM - 1:30 PM**

*Coffee and cookies will be served*

**Auditorium J1-050**  
World Bank J Building  
18th Street & Pennsylvania Ave, NW  
Washington, DC  
**RSVP [infohopevents@worldbank.org](mailto:infohopevents@worldbank.org)**