

UAE announces AED 5 million fund for social media creators

- A Monitor Desk Report

Date: 13 January, 2026



Dhaka: The United Arab Emirates has announced an AED 5 million fund to support social media creators who produce family- and social-focused content. The announcement came during the 1 Billion Followers Summit in Dubai.

Previously, the UAE government had designated 2026 as the "Year of Family," a national theme that emphasizes the importance of family cohesion, shared values, and strong social bonds as foundations of a stable and prosperous society. The newly announced initiative is designed to align with this vision.

According to organizers, the fund is primarily intended to encourage foreign social media creators to move to the UAE. In addition, it will support creators already living in the country and crafting positive, family-oriented digital stories.

The fund will provide creators with access to a range of resources, including:

- Education and specialized training programs
- Advanced filming and production equipment
- State-of-the-art production facilities
- Support from social media platforms
- Opportunities for brand partnerships and commercial collaborations

By offering both financial and infrastructural support, the initiative aims to position the UAE as a global hub for responsible, values-driven digital content that supports a sustainable creative economy.

Officials said the move reflects the UAE's long-term strategy to attract high-quality creative talent and promote content that strengthens social values, particularly in line with the Year of Family objectives.

V