

CAP Project - Act To Change TikTok PSA Campaign

**Sanaha Borisuth, Manuel Divino III - Summer
2021**

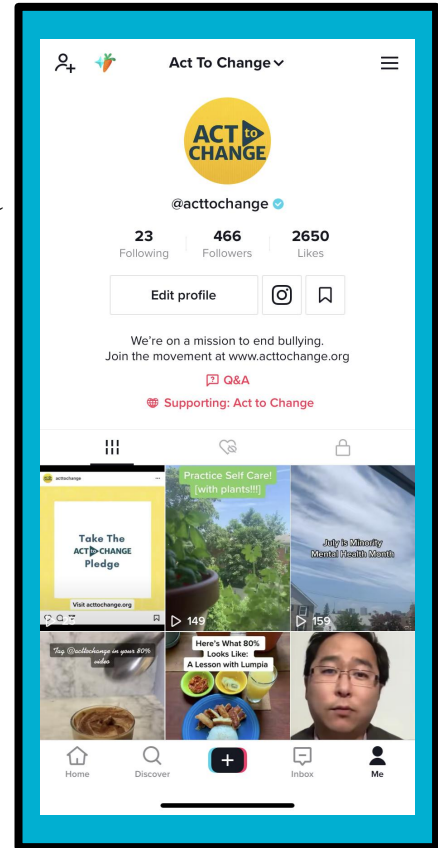
Act To Change

- Act To Change is a national nonprofit organization working to address bullying, especially in the AAPI community
- The campaign aims to empower students, families, and educators with the knowledge and tools needed to help prevent bullying in our communities
- Act to Change leads educational programming for youth, resource support for educators and caregivers, and coalition building with advocacy organizations to impact policy

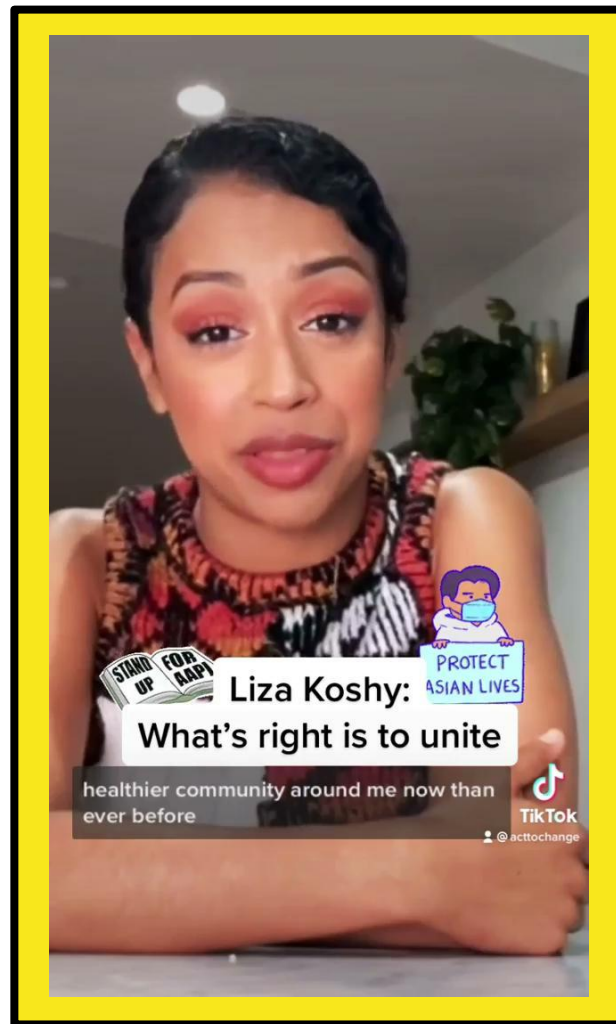
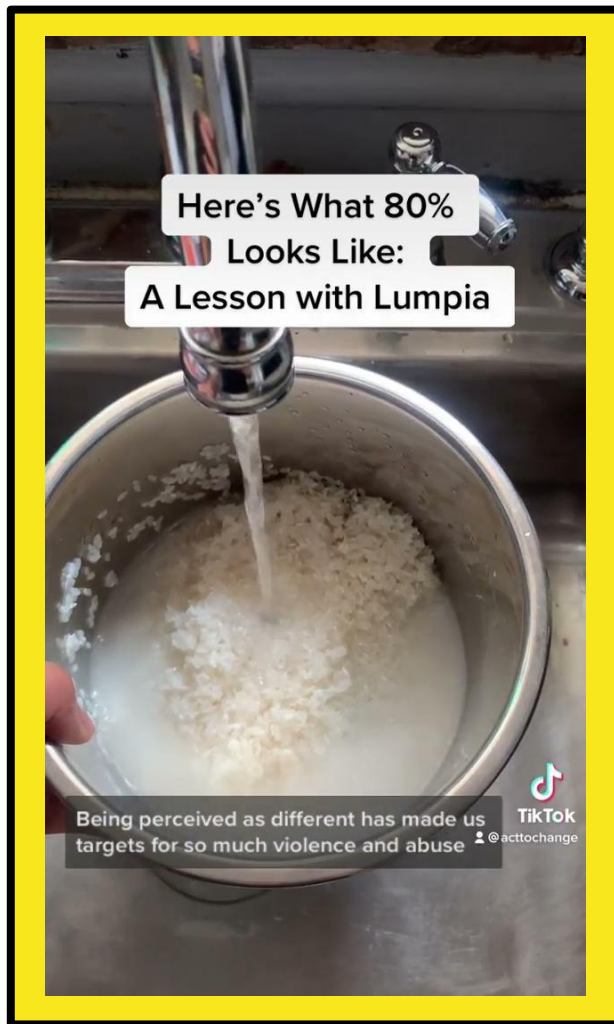


Tik Tok PSA Campaign

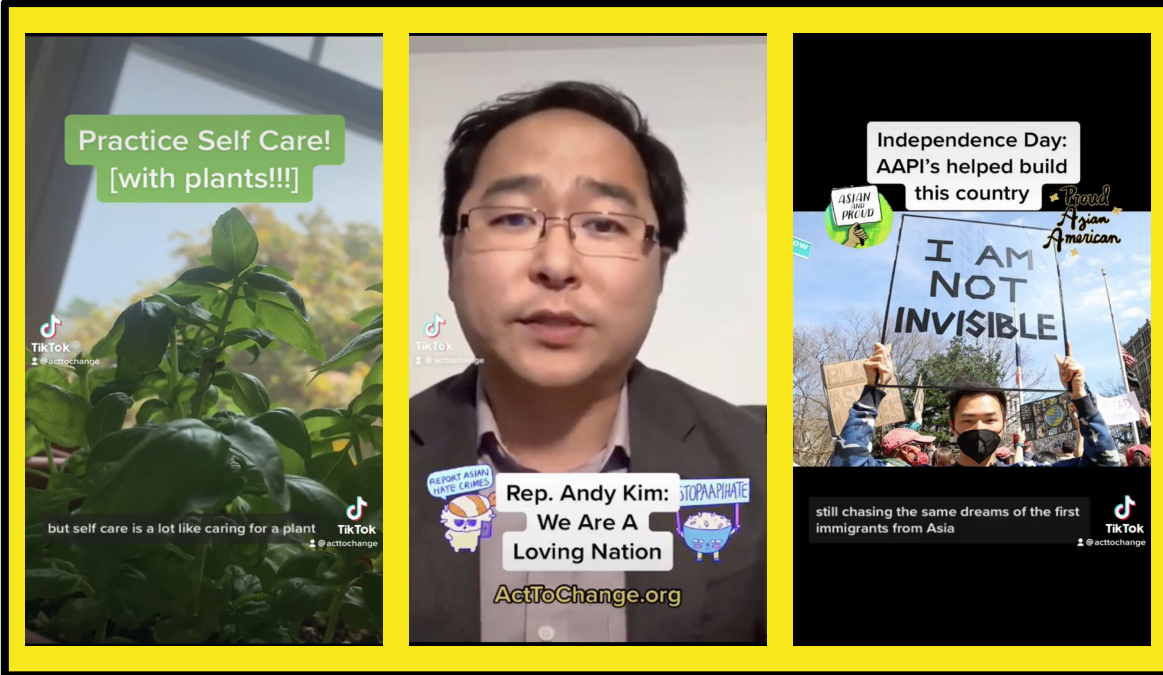
- Created informational videos driven by Act To Change data
 - Posted 3 times a week
- Recycled archive footage
 - Searched for best quality content and converted clips to TikTok
- Started a “What 80% looks like...” trend with food
 - 80% of Asian American youth have faced bullying, in person or online
- Developed an Influencer Contact database
 - Researched AANHPI content creators who have at least 25K followers



Videos!



Impact + Longevity



- 14 videos over 1 month
- 2.3k views, 200+ likes
- Long term impact in the form of influencer engagement and evergreen content

Thank You!

**And follow us @ActToChange
on TikTok and Instagram!**