

Pressure: Better for Tires and Diamonds Than Humans



Behind Viral Videos

Autistic People Are Using TikTok To Connect And Advocate For Neurodivergent Communities

By Katie Camera

All News USA Inspiring

Power of Internet Reunites Minneapolis Woman With Refugee She'd Given \$100 to, Decades Ago

People are booking Airbnbs in Ukraine — not to stay, but to lend their support

March 05, 2022

By [Laurel Wamsley](#)



Two third-grade friends thought they'd never meet again. Until Facebook reunited them.



Christine Stephenson - [YAHOO!Finance](#) 5/18/22

European Gaming Friends Save Arizona Teen From Suicide

iStock-1130144874 13, 2022

By [Meagan Fredette](#)



Reddit officially launches its Community Funds program with a \$1 million investment

Aisha Malik

@aishamalik1 / 3:36 PM EDT • April 25, 2022

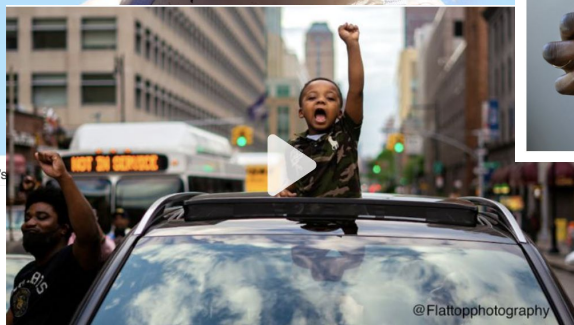
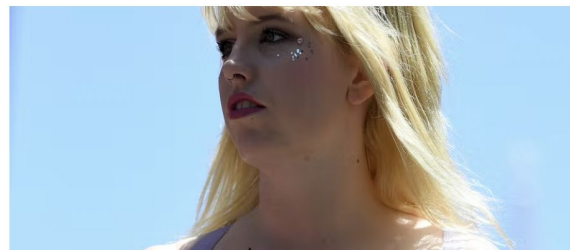


Image Credits: TechCrunch

Is the #MeToo era a reckoning, a revolution, or something else? #MeToo, BLM: How are social movements changing workplaces?

Published: March 7, 2022 2.07pm EST

▼ Zora Simic, UNSW Sydney



Women's

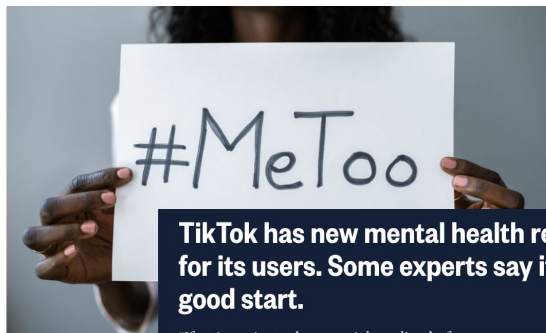
@Flattopphotography

Black Lives Matter protests around the world
03:56

How Black Lives Matter went from a hashtag to a global rallying cry

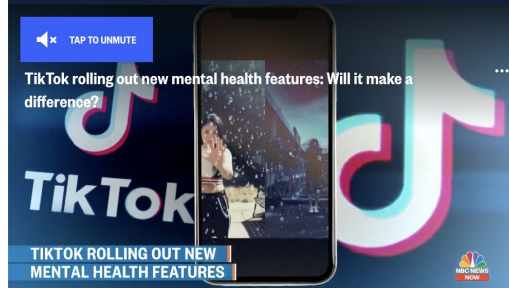
By Leah Asmelash, CNN

How HR leaders can become better allies for social justice



TikTok has new mental health resources for its users. Some experts say it's a good start.

"If we're going to have social media platforms ... we are responsible for keeping them as safe as we possibly can," one expert said.



#BlackLivesMatter surges on Twitter after George Floyd's death

BY MONICA ANDERSON, MICHAEL BARTHEL, ANDREW PERRIN AND EMILY A. VOGELS



#DogsatPollingStations: Owners exercise their pets and democratic rights

creates a mul

, D.C., on Ju

Henry Jones
May 05, 2022



German Shepherd/Labrador-cross Oz was among many dogs accompanying their owners as they cast their votes in the local elections on Thursday (Kavita Iyer/PA)

Snap, Google, and Apple Sued for Failing to Protect Teen Users

MAY 18, 2022 MATT GROWCOOT



Their teenage children died by suicide. Now these families want to hold social media companies accountable

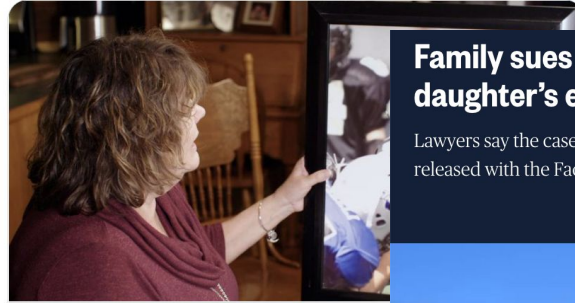


'The King of Tik-Tok' threatens to derail Colombia elections

Gwynne Dyer • 12:32, Jun 14 2022



FERNANDO VERGARA/AP



Family sues Meta, blames Instagram for daughter's eating disorder and self-harm

Lawyers say the case makes unprecedented use of documents released with the Facebook Papers.

cnn.com

Their teenage children died by suicide. Now Christopher James Dawley, known as CJ to family, was 14 years old when he signed up

9:30 AM • Apr 19, 2022 • SocialFlow

59 Retweets 10 Quote Tweets 309 Likes



Alexis Spence holds her family dog, Draco.

Courtesy Spence family

The CEO of cosmetics retailer Lush says he's 'happy to lose' \$13 million by deleting Facebook, TikTok, Snapchat accounts over teen mental-health harms

Tyler Sonnemaker Nov 26, 2021, 6:05 PM



Download the app



for shutting down its Facebook, Instagram, TikTok, in the wake of the Facebook whistleblower Leichev/Getty Images

Outraged Social Media Users Slam The SEC Game Show For its Tone-Deaf Approach

The SEC finds itself in hot water as Twitterati tell the agency to watch its tone.

**People expect more
from corporations—
and they are putting
their money behind
their beliefs.**

2022 Edelman Trust Barometer

Businesses are expected to address societal problems.

52%

climate
change

49%

economic
inequality

46%

workforce
reskilling

Stakeholders are holding businesses accountable.

58%

will buy or
advocate for
brands
based on
their beliefs
and values

60%

will choose a
place to
work based
on their
beliefs and
values

80%

will invest
based on
their beliefs
and values



Katrina German

Founder & CEO **Ethical**
DIGITAL

Ethical

DIGITAL





FOMO is experienced by
69% of millennials.

People with household incomes
above **\$75,000** a year
were most likely to experience FOMO.

FOMO impacts those who lack
self-confidence
& **security**
within themselves.

FOMO



Influence Marketing

Yesterday at 7:29am · 🌐



Comms Connect 2022 is NEXT WEEK!

Skipping this event would be missing out on THE marketing event of the year.

Early bird pricing ends TODAY, so take advantage and register to boost your marketing game NOW!

What are you waiting for?!

NON-FOMO



Influence Marketing

Yesterday at 7:29am · 🌐



Comms Connect 2022 is next week—are you coming?

Join us to boost your marketing game and dive into the future of communications.

You'll hear from industry experts, connect with other marketing professionals, and grab some swag bags—all while immersed in the vibrant downtown Manhattan scene!

If you haven't snagged your ticket yet, you've still got time. Early bird pricing ends today!

We hope to see you there!



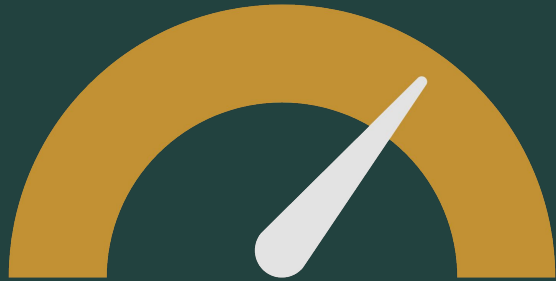




**What about
loneliness,
depression,
and anxiety?**



91% of young people use the
internet for social networking today.



Rates of anxiety and depression have increased
70% in the past 25 years.

**Create
content
that
connects.**



**Become
self-aware
and share
that.**



**Encourage
JOMO not
FOMO.**



**Rethink
your social
media
behaviours.**





**Make
intentional
changes to
your policies.**



**Disrupt
misinformation.**

**Create
accessible
content.**



**Prioritise
meaningful
conversations
over
transactions.**



**Even if the
feel-good reasons
don't appeal to
you—
there are reasons
to make changes
in your
communications.**







Ethical

DIGITAL





**“Like all technology, social media is neutral
but is best put to work in the service of
building a better world.”**

— *Simon Mainwaring*