ONLINE CHALLENGES:
HOW TO USE THEM WITH GOOD CAUSES

How challenges work

Invitation

Perform the challenge

Upload content

Invite others by tagging

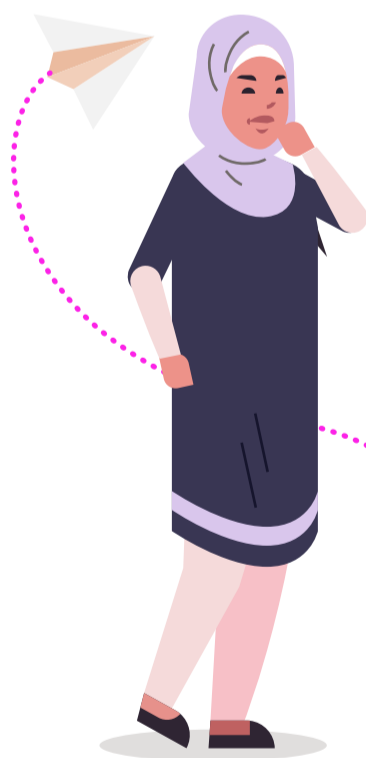## Why do people set them up?[1]

- ☑ Raising awareness about an issue
- ☑ Fundraising for social causes
- ☑ Increasing their social media interaction
- ☑ Gaining attention
- ☑ Having fun
- ☑ Engaging with customers of their brand
- ☑ Creating a community of like-minded people

#WomenSupportingWomen

#ChallangeAccepted

#NoMakeupSelfie

Why do people participate in them and share them?[3]

- They find them entertaining.
- They are excited about mutual activities with friends.
- They get competitive to beat the achievements of previous participants.
- They hear that everyone is talking about the challenge.
- They think the content is touching.
- They want to raise awareness about a social cause.
- They laugh at the funny reactions of the people doing the challenge.
- They feel they have to participate after being invited by a friend.

Potential repercussions

- ! Some of them can pose **physical threats to your wellbeing.**
- ! You might be supporting an **underlying cause** (which you may not believe in) without realizing.
- ! There might be **covert beneficiaries** from the posts you are sharing.
- ! You might **change your opinion** about an issue, but your **online reputation** would indicate otherwise.
- ! You might **share personal details about your life**, such as your home, with everyone.
- ! Your data might be used for development of artificial intelligence **without your knowledge.**
- ! Sometimes challenges can be used for **bullying others or embarrassing them.**

Before taking part in a challenge consider:

- ☑ The position the challenge would put you in
- ☑ If you want to share your participation publicly
- ☑ If you are not caving into peer pressure
- ☑ If the acts required in the challenge could cause physical harm
- ☑ How you or the people you know will view you in the future

Even if it is intended to support a good cause, a viral online challenge can become dangerous if you don't practice it diligently and thoughtfully. **Consider the impact of your actions on your life, your family, and our society.**

References:
1. Dangerous Online Challenges,
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3. Decoding Social Media Challenges. Why Are They So Effective?,
https://inkagency.lt/en/decoding-social-media-challenges-why-are-they-so-effective/

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