

 TikTok

 **Change  
Makers**  

**#TikTokforGood**



# The **TikTok Change Makers Program** is our first-ever social impact creator elevation program.

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This program is in line with our continued commitment to spotlight and amplify the inspiring work of social impact creators and non-profit organizations around the world, as they continue to create positive impact on TikTok and beyond.

To officially launch this program, we are celebrating and unveiling our inaugural global list of **TikTok Change Makers**, comprising 50 purpose-driven creators from around the world. This program is powered by the **TikTok Change Makers Grant**. Through the Grant, we are donating over \$1 million to over 30 global and local non-profit organizations, making a \$25,000 direct donation in honor of every Change Maker to support their respective advocacies while elevating the impact of their work.

Throughout the 6-month program, we will help Change Makers build engaged communities, reach new audiences, and unlock real-world opportunities through dedicated tools, resources, and donations to designated non-profit organizations, which will allow them to drive an even greater impact around their causes.

We're honored to showcase the diverse voices and the strength of our global community as they educate, advocate, and inspire their communities to drive meaningful and lasting change.



**Meet the  
TikTok Change  
Makers**

**#TikTokforGood**



# Abdullah Al-Alawi

@abdullah\_yw

📍 Saudi Arabia

Abdullah is a dentist dedicated to enhancing his quality of life daily and invites his audience along for the journey. He leverages his platforms to share valuable knowledge and information on diverse health topics in a light-hearted manner, often incorporating skits to engage his audience. He tackles multiple topics ranging from health and wellness to humanities, business, and personal development. He was also named among Forbes' 30 Under 30.



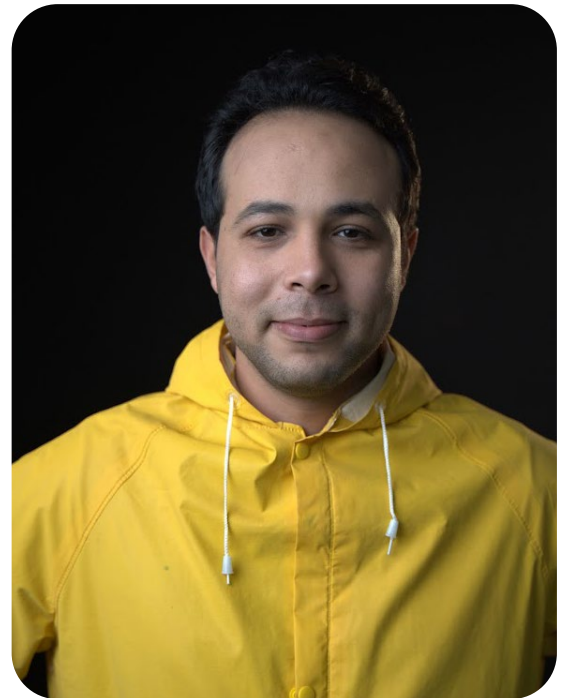
# Abdullah Annan

@annanscience

📍 Egypt

Abdullah is also known as "The Arab Science Guy" on TikTok. He creates videos that break down complex scientific scenarios in an easy-to-understand format. Abdullah is committed to educating his viewers, going so far as to skydive to explore the science of flight.

***"TikTok has become the go-to source of information for all ages, so I started using it to spread awareness of these mesmerizing science concepts through edu-tainment. I aim to share this love of science with all learners and spark their own passion."***





# Adeline Tay

@adelimey Singapore

When Adeline first found out she had alopecia totalis, she could barely look at herself in the mirror. The autoimmune disease caused her to lose all her hair on her head, including her eyebrows and eyelashes, within two months. When a follower asked about her hair loss, she embraced transparency, using her platform to enlighten others about the condition with candor and honesty. Today, she stands as a pillar of support and information for the alopecia community.

*"I want to make my experience with mental health and alopecia purposeful. I hope that by sharing my story on TikTok through positive and relatable content, I can help foster a supportive community and help others feel less alone."*



# Alethea Crimmins

@ms\_hdic USA

Alethea, a motivational speaker, lovingly empowers her community with daily affirmations, words of encouragement, messages of self-acceptance, and encouragement to surround themselves with love and support. She is a true cheerleader for her audience.

*"Be great in their face and always Have a good day ON PURPOSE! The only person that can mess up your day is you."*





# Arthur Baucheron

@arthurbaucheron 📍 France

Arthur is a vibrant personality who doesn't let spinal muscular atrophy define his zest for life. With his infectious humor and extensive circle of friends, he travels across France, reshaping perceptions about disability and showcasing that life's potential is not limited by physical conditions.



# Barbara Costello

@brunchwithbabs 📍 USA

Babs, known as the internet's favorite Grandma, joined TikTok to share her lifetime of wisdom, aiming to simplify and brighten daily life. Through "Brunch With Babs," she offers bite-sized, time-saving home and family tips, along with warm, judgment-free guidance.

***"I first joined TikTok four years ago with a goal to make everyday life easier and more joyful for everyone. After a lifetime of experience, 4 children and 9 grandchildren later, I want to share the lessons I have learned and pass them along to a younger generation who themselves can then share the positive advice and energy I bring to TikTok!"***





# Brian Brigantti

@redleaf ranch 📍 USA

Brian Brigantti is a gardener and creator based in Morrison, Tennessee. He recently began his journey back to Mother Nature and now shares his love for gardening, cooking, and leading a life full of abundance with his followers.

*“Through TikTok, I spread positivity by showcasing the beauty of growing food harmoniously with Mother Nature and the immense joy that it brings. My goal is to inspire self-sufficiency, mindfulness, and community by encouraging others to cultivate abundance in their lives and the world around them.”*



# Cam Whitnall

@camwhitnall 📍 United Kingdom

Cam is a prominent wildlife photographer and conservation advocate. He lives with his family on their two animal sanctuaries, Paradise Wildlife Park & The Big Cat Sanctuary in England. His content and his life's work is devoted to educating the public about wildlife conservation, and the many ways that the average person can jump in and help make a difference.

*“TikTok enables me to be a catalyst for change in the community, where I inspire and educate others about wildlife and our natural world through conservation, travel, photography, ethical zoos and sanctuaries. By sharing my passions, I harness the platform's reach and creativity to promote positivity, awareness and inclusivity. I'm proud to be part of the TikTok Change Makers Program.”*





# Caulin Donaldson

@trashcaulin 📍 USA

Caulin is a creator dedicated to environmental activism and sustainable stewardship. He gained a following by posting daily videos of himself picking up trash. Beyond his viral cleanup content, Caulin serves as an environmental advisor on company boards and hosts community impact events.

*"I leverage TikTok and spread good by creating upbeat videos with the trash I find on my daily beach cleanups, to connect and educate millions of people that want to make an impact in their own local communities."*



# Celine Murillo

@celinemurillo\_ 📍 Philippines

Celine is a photographer, filmmaker, and environmentalist who creates content showcasing how wonderful the biodiversity is in the Philippines. Her goal is to make her audience care about Mother Earth and generate a desire to protect the planet.

*"Humans are part of the Natural World – I hope to remind people of this fact, through my stories and content that promotes Philippine biodiversity and our natural heritage."*







# Chanut "Kong" Wudhiwigaigarn

@konggreengreen 📍 Thailand

Kong is a dynamic advocate for sustainability in Thailand. His content educates on upcycling, reducing food waste, and community cleanliness, all while collaborating with local organizations in Bangkok to tackle pollution and promote recycling. Kong's dedication to zero waste and his active role in environmental initiatives make him a key influencer in shaping a greener future.

*"I love using TikTok to talk about environmental issues because it allows me to make it fun, creative, and easy to understand. In Thailand, lots of people haven't had access to information about waste sorting before. Thanks to TikTok, I've made many new friends, and together, we've built a big community of people who are sorting their waste in Thailand."*

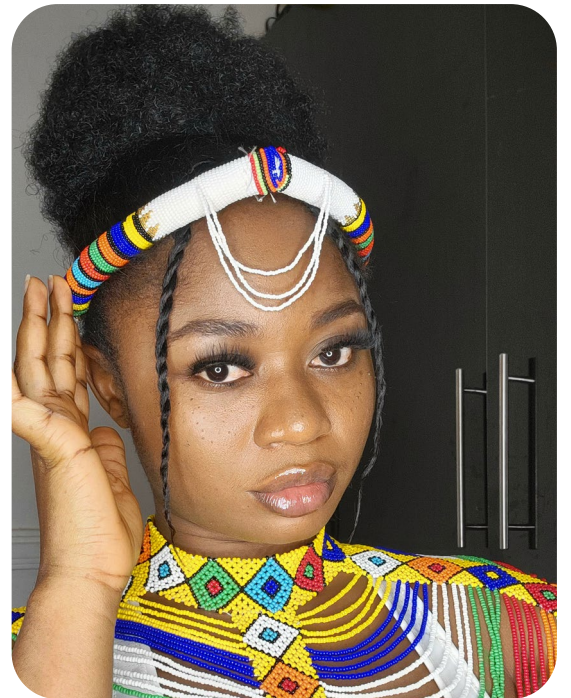


# Charity Ekezie

@charityekezie 📍 Nigeria

Charity Ekezie knows that the general population outside of her home continent doesn't know much about Africa, other than stereotypes seen on TV and film. She uses her platform to (sarcastically) dispel rumors and myths about what life is like in Africa.

*"I use TikTok to dispel negative stereotypes about Africa and educate people about what an amazing place it is. I use my platform to not only entertain, but spread awareness on the beauty of African culture and its people."*



meet the  
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# Charlotte Brum Bezié

@noseaswaste

📍 Mexico

Charlotte Brum Bezié, the founder of No Seas Waste, is an environmental strategist dedicated to reducing waste through innovative and practical solutions. Her low-waste living TikTok channel educates over 650,000 followers, offering actionable tips to minimize waste and promote recycling.

*"I'm passionate about teaching people in an easy and fun way how they can take care of the planet we all live in."*



# Dennis Ombachi

@theroamingchef

📍 Kenya

A former rugby sevens international player, Ombachi reinvented himself to become a social media star with a global fan base in just a few years. After an injury forced him to retire, Dennis's depression became more severe and in 2018, he was diagnosed with bipolar disorder. Dennis turned to cooking to keep him sane and during the pandemic, he turned his full attention to creating cooking content. He says his secret is to keep them "short and snappy" and in 2022, he received the TikTok Award for Best African Content Creator.



TikTok



# Eli Virkina

@elivirkina

📍 USA

Eli comes from the Napo River in the Ecuadorian Amazon. She is a passionate advocate for Amazon rainforest and indigenous communities. She's a storyteller, environmental educator, and community organizer. Through powerful videos, Eli educates their audience on the critical issues facing the Amazon and the people who call it home.

***"I believe storytelling is one of the deepest acts of love and we can leverage platforms like TikTok to tell stories from the heart that inspire empathy and action. Stories matter, where stories come from, and who tells them matters. I have witnessed how the vibrancy of Indigenous storytelling builds solidarity and supports cultural resilience and resistance. TikTok is one way I protect my home, the Amazon Rainforest."***



# Emily Durham

@emily.the.recruiter

📍 Canada

Emily, a seasoned recruiter with 5 years of experience, observed that many students, particularly BIPOC and women, struggled with job interviews. Her mission is to empower individuals by sharing advice on how to secure their dream jobs. Through no-nonsense career advice, confidence-building tips, and practical hacks, Emily ensures that access to career information is readily available on her TikTok page.

***"My mission is to empower people to thrive in their 9-to-5 and beyond with no-fluff career advice, confidence and boosting hacks. I help spread good by making career information accessible!"***





# Enrique Bernabeu

@enrique\_bernabeu

📍 Spain

Enrique is a powerful source of inspiration, advocating for inclusivity, disability awareness, and the LGBTQ+ community. His work, marked by positivity and care, aims to inspire and support others. As a mental health champion, Enrique uses his platform to promote understanding and acceptance.

***"I use TikTok in order to bring my reality as a person with a disability closer in a realistic way, and tell everyday situations of what it is like to live with a disability. I always add a touch of humor and positivity since it is the best way I can think of to eradicate prejudices and social stigmas about people who have disabilities and also belong to the LGBTQ+ group."***



# Enya Straver

@downsyndrome\_queen

📍 Netherlands

Enya first joined TikTok when she and her sister Céline noticed that the fashion and beauty community lacked representation. They realized that Enya could make a real difference in championing inclusivity in the fashion and beauty industry. She creates content to usher an industry shift towards more inclusivity and diversity, championing the message that everyone has a role to play in fostering change. Her vision: not only to be part of the industry standard, but also pave the way for it.

***"TikTok empowers me to be a Change Maker in the community, redefining beauty and challenging stereotypes. By sharing my daily life and passions, I leverage its reach and creativity to spread positivity and inclusivity. In each makeup tutorial, fashion post, and everyday moment, I aim to show the world that our differences are what truly make us beautiful."***





# Franziska Trautmann

@ecofran

📍 USA

Franziska is the CEO of Glass Half Full, a New Orleans-based recycling company that converts glass into sand, which is then used for coastal restoration projects and disaster relief efforts. She educates viewers on the importance of recycling glass and shares behind-the-scenes glimpses of Glass Half Full's impactful work, recycling over 300,000 pounds of glass every single month.

*"I use TikTok to spread good by encouraging individuals to take small actions in their everyday lives that enact change. I know that much of climate change is caused by large corporations, but that fact is often used to dismiss our individual part in making changes that we want to see. I hope that by leveraging TikTok to share my own journey in starting and running a recycling business, I can encourage other people to find ways that they can do the same for their community."*



# Halimah

@dailyjour

📍 Indonesia

Halimah, a former middle school teacher, began sharing the significance of gentle parenting on TikTok in late 2021. Today, she guides 1.2 million followers on nurturing parenting practices, offering a platform for dialogue and support against toxic parenting. Her mission is to empower future generations with the tools for building healthy and loving family dynamics.

*"When I downloaded TikTok in 2021, I made sure my personal account acknowledging my privileges; a good and stable financial status, a supportive environment, and access to information. Things that a lot of mothers in Indonesia don't have. So I share my journey, my knowledge, experience, and information on how and where to get help—trying to pay my privilege forward. Along the way, lots of professionals such as psychologists, psychiatrists, therapists and doctors whom I met through TikTok offer their help. And I connect them to the mothers in need. That is what we do in Lingkaran Aman. And the community is growing bigger day by day, thanks to TikTok."*



meet the  
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# Dr. Jana Bou Reslan

**@drjanaboureslan** 📍 United Arab Emirates

Dr. Jana Bou Reslan is an experienced university lecturer of Educational Psychology who has taught at various universities in Lebanon and in the UAE. She holds a Ph.D. in Educational Leadership from the United States and a CTI certification in Life Coaching. In 2023, she went through a huge career shift, focusing her work on coaching, media, and spreading awareness on various overlooked yet extremely crucial topics in society such as self-confidence, healthy boundaries, and achieving goals.

*"Use the power of TikTok to inspire, educate, and unite, spreading positivity one video at a time."*



# Jason Linton

**@dadlifejason** 📍 USA

Jason Linton gained popularity on TikTok for his authentic and relatable content. He uses his unique voice as a father and a special education teacher to create videos that often feature a vocal talk box, adding a distinctive touch to his messages about family, parenting, and life's ups and downs.

*"I leverage TikTok to spread good by showing an example of family and fatherhood that uplifts others and allows others the opportunity to feel seen."*





# Javeno Mclean

@javeno7

United Kingdom

Javeno is a fitness coach and former powerlifting champion who is best known for his inspirational content. He has provided life-changing personal training free of charge for over 20 years for clients who are disabled, terminally ill, or elderly within his community.

*"I'm just a man that likes to make people happy inside and out through exercise and showing people how truly amazing they CAN be! I make my content to showcase the most inspirational people in the world to me and human excellence in its many different forms."*



# Jessie Yendle

@mimidarlingbeauty

United Kingdom

When Jessie started on TikTok, she meant to simply use it to gain the confidence to overcome her stammer. Over the years, she's become not only a TikTok staple, but an inspiration worldwide to people with speech impediments. Starting from the kindness of a Starbucks drive-thru worker, Jessie's page has blossomed into a safe and loving space for people who navigate the world through often invisible disabilities.

*"I truly believe society is now more aware, educated, and understanding when it comes to speech impediments, thanks to TikTok. Being a Change Maker couldn't make me happier. I love using my platform to voice my story, and I'm delighted to be working with TikTok."*



meet the  
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# Joel Bervell

@joelbervell 📍 USA

Joel Bervell is a Ghanaian-American medical student who creates medical content about racial disparities in healthcare, the hidden history of medicine, and overlooked biases in the healthcare industry. He also serves on councils, including the White House Office of Public Engagement Health Care Leaders in Social Media, the Council for Social Responsible Media, the World Health Organization's 'Operation Fides,' and The Atlantic's Health Equity Advisory Board.

*"As the 'Medical Mythbuster,' I leverage TikTok to spread good by challenging health disparities through education. My platform is dedicated to empowering communities with insights on racial disparities, healthcare biases, and the hidden history of medicine to foster a more informed and equitable society."*



# Josiah Leong

@grandmotherstories 📍 Singapore

Josiah, the creator behind @grandmotherstories, treasures the time spent with his grandmother. They engage in activities like exercise, travel, and cooking — and celebrate it all on TikTok. Together, they advocate for senior appreciation, enriching lives with positivity and intergenerational bonds.

*"Encouraging interaction across generations not only brings more community support to our seniors, it imparts valuable wisdom to our young too! We hope to highlight day-to-day interactions that often seem small, but have a huge impact on others."*







# JT Laybourne

@jt\_laybourne 📍 USA

JT Laybourne was born with a heart condition that he's transformed into a source of strength and inspiration. His journey of overcoming adversity and using his platform to advocate for heart health has motivated many, leading to significant contributions to The American Heart Association (over \$1 million). Embodying the spirit of living life to the fullest, JT's heartfelt passion and commitment to the Change Makers program shine as a beacon of hope and positivity for those with heart conditions.

***"Every obstacle is an opportunity. We just have to be willing to see it. For the path to greatness is forever paved with challenges and setbacks. As always, go make someone smile."***

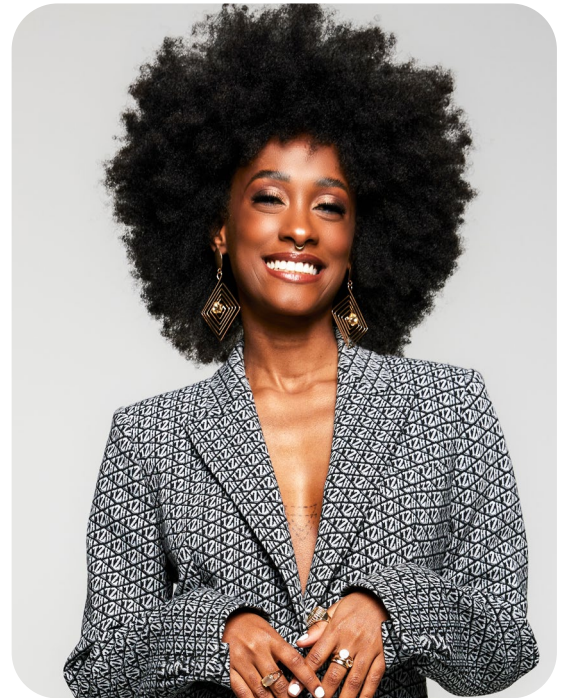


# Kananda Eller

@deuscientista 📍 Brazil

Kananda, the visionary behind @deuscientista, is a trailblazer in science communication, dedicated to amplifying Black voices in STEM and enhancing educational accessibility. As the first content creator on the Security Advisory Council for TikTok Brazil, she leverages TikTok to educate and share valuable academic resources, strengthening diversity and inclusion in educational spaces.

***"My purpose is to make science increasingly popular by allowing anyone to see how science is present in their lives. I do this because I didn't have references for black women in science before, and despite loving science and education, it took me a while to connect with them. Today I want people to be increasingly empathetic and for more women, black people, indigenous people, and historically oppressed groups to be able to enjoy scientific knowledge to change their lives."***





# Kara Lewis

@karaxlewis 📍 USA

Kara Lewis is a talented photographer, videographer, and editor. She has garnered a substantial following of over 4.4 million on TikTok, where she shares captivating behind-the-scenes content related to her work with popular internet personalities and influencers.

***"TikTok has given me the opportunity to spread positivity and kindness with a worldwide audience. Through film, I am able to share people's stories from different backgrounds and walks of life, a responsibility I don't take lightly. I want to bless those I meet and share our moments to inspire others to bless those around them."***



# Luke Springer

@iam.mrluke 📍 Australia

Luke is a cherished primary school teacher from Adelaide, South Australia, who brings a unique blend of empathy and joy to his classroom. His authentic and engaging approach to teaching, coupled with his creative content, resonates deeply with his students and a global audience. As a modern educator, Luke exemplifies the positive impact of millennial teachers on young minds through kindness and a genuine understanding of their world.

***"TikTok gives me the opportunity to share my absolute love for teaching with people around the world, spreading joy and insights to anyone and everyone interested! I love connecting with my audience, showcasing the fun and positive vibes of the classroom, and inspiring a community where everyone feels empowered to learn and grow together. It's a privilege to share this journey and encourage others to embrace the magic of education."***





# Maestra Jacobina

@alacocinaconjacobina 📍 Mexico

Maestra Jacobina had been teaching cooking classes for over 50 years when the pandemic forced her to close down her small business. She decided to make the most of the situation and go virtual! She loves inspiring the younger generations to find a love of cooking and connecting with people from all over the world.

*"My purpose has always been to provide a service to the community. Apart from connecting with people, I aim to share practical knowledge that truly benefits them. Regardless of their economic background, status, or age, I hope to provide them with the pleasure of learning, connecting, and being in harmony with society."*



# Mai Gamal

@nutritionist\_mai\_gamal 📍 Egypt

Mai Gamal is a certified nutritionist and health coach who empowers individuals to listen to their bodies and embrace a balanced approach to nutrition. Mai's approachable advice encourages a sustainable lifestyle, free from the rigidity of strict dieting. Her guidance on TikTok simplifies dietary choices, promoting a flexible and understanding attitude towards health and wellness.

*"Connection is the currency of wellness."*





# Matt Green

@mattgreen.jgm

📍 United Kingdom

Known as "The Rapping Science Teacher", Matt creates one-minute-long science rap videos once a week, with subjects ranging from respiration to electrolysis. Matt, who also runs a tutoring business whilst creating on TikTok, says his goal is to help as many students as possible excel in science.

*"Students often struggle with science, and don't know where to begin looking. I make Science Raps as a quick and memorable way for students to easily digest what they previously thought were difficult concepts. The beauty of TikTok is that this information is delivered to them without having to search for it, often when they need it the most. That is the benefit of the For You feed!"*

*One of the other reasons I explain concepts in rap rather than just speaking, is because on a platform like TikTok, it immediately captivates, as seeing your classroom teacher break out into a rap is not something you see everyday!"*



# Melissa

@pilot\_onthegram

📍 South Africa

Melissa is a trailblazing South African pilot and creator known for her engaging aviation videos on TikTok. As the first in her nation to be verified on the platform, she's committed to inspiring future pilots and aviators - especially women - to challenge stereotypes in the industry. Her passion for flight and mentorship shines through her content, encouraging others to soar to new heights.

*"TikTok has given me the opportunity to reach people all over the world, enabling me to post educational content while giving people a behind-the-scenes look about my job. TikTok has allowed me to draw inspiration from so many other creators doing so many amazing things, while allowing me to create, inspire, and encourage a generation of can-doers stepping into their greatness!"*





# Mesha Moinirad

@mr.colitiscrohns 📍 United Kingdom

Mesha is openly living with Crohn's and documenting how it impacts his day-to-day life. His goal is to create empowering content that others living with chronic illnesses can relate to and feel inspired by. He shares small steps people can take to ultimately improve their way of life.

*"I educate and support those suffering with invisible medical conditions."*



# Mónica Alejandra Jiménez

@aleja\_econsciente 📍 Colombia

Mónica Alejandra Jiménez embarked on her content creation journey in 2021 to document her shift to a plant-based diet. She blossomed from sharing simple, delicious recipes to exploring the broader nexus of food and sustainability. Mónica's vision extends beyond the digital realm; she aspires to cultivate a robust community, transitioning from online interactions to real-life activism and volunteerism, all while championing eco-conscious living.

*"TikTok is a platform that allows me to spread an environmental message and teach sustainable practices to people around the world. I use TikTok to inspire positive change and raise awareness about the wonderful and biodiverse planet we are a part of."*





# Nathália Rodrigues

@nathfinancas

📍 Brazil

Nath is renowned for her financial education content tailored for low-income individuals. Her goal is for Brazilians to achieve financial freedom in a healthy way, using money consciously and learning to save and invest at every level of income. She is a businesswoman, administrator, writer and content creator who employs more than 24 people and has become the only Brazilian to occupy a position among Fortune Magazine's 50 Greatest Leaders in the World.

*"TikTok allows me to talk about finances in a simple way for people who haven't had access to financial education, contributing to the democratization of finances."*



# Dr. Nguyen Trung Nghia

@bs.nguyentrungnghia

📍 Vietnam

Dr. Nguyen Trung Nghia, a valedictorian in Residency Psychiatry and a distinguished graduate from the University of Medicine and Pharmacy at Ho Chi Minh City, is a renowned mental health expert. His expertise and engaging communication style make him a trusted voice in the field of psychiatry. Starting with engaging podcasts on psychology, Dr. Nghia has been encouraged by his colleagues to create additional TikTok videos to reach a broader audience, benefiting more people and raising awareness about mental health issues. His videos share challenging psychological stories, weaving in signs of mental health disorders. Alongside these are scientific knowledge and tips for self-care, such as sleep hygiene, emotion management, trauma-caring and nurturing healthy relationships.

*"Everyone has a story hidden behind them that needs to be understood. I hope that the stories I encounter and witness in my profession will help others find their own narratives, thereby fostering empathy and courage to walk confidently, unafraid to seek help. TikTok is a platform where stories and compassion spread — I aspire to bring the best of love, understanding, and evidence-based mental health care skills to this space."*





# Patrick Torres

@patzzic 📍 Brazil

Patrick began his content creation journey in 2021, driven by a newfound passion for literature amid the pandemic. He excels at distilling complex, classic texts into accessible discussions, fostering a love for learning among Brazilians. His platform is a beacon for knowledge, making education engaging and inclusive for all.

*“Bringing literature together with the debate on politics and society is an interesting path that appears open on a democratic and diverse platform like TikTok. It’s cool to see people willing to talk about important topics!”*

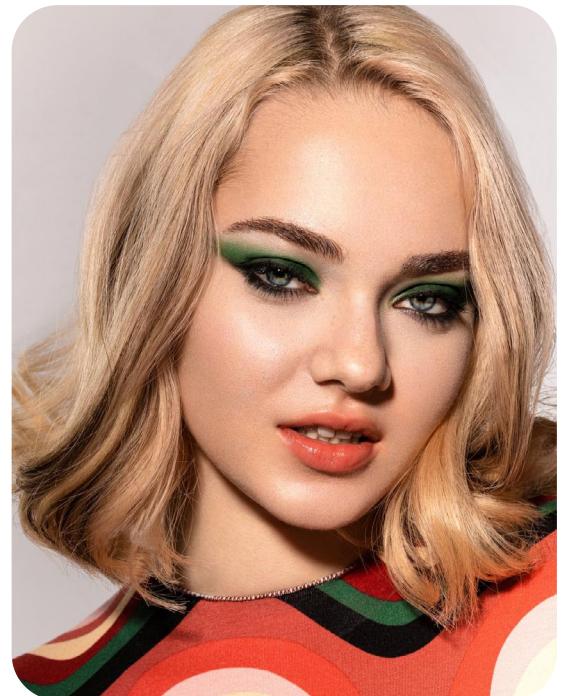


# Paula Unlabeled

@unlabeled\_ 📍 Germany

Paula started her TikTok journey in 2020 during the pandemic with her goal to change the minds of those who consume fast fashion. As an advocate of sustainable fashion, she educates her audience on the impact of fast fashion and promotes a more conscious approach to clothing through design, sewing, and thrifting.

*“I aim to inspire through TikTok. Each video upload is like creating art for me; a powerful one can deeply impact viewers. I want to ignite excitement in them to pursue something new and creative in their lives, not just teenagers but everyone. I also highlight the challenges of my projects, showing their impact on my mental health, while emphasizing the rewards of persevering, chasing dreams, and making them a reality.”*





# Paula Vilaboy

@blondiemuser

📍 Spain

Paula, a biologist with a Master's in Biodiversity, creates engaging content demystifying environmental practices to encourage audiences to adopt a greener lifestyle. She combines her expertise with a commitment to sustainability — highlighting simple and small ways everyone can do their part for a better planet.

***"TikTok is an incredible platform where you can reach many people and make content viral, for example, sustainability content, as is my case, or other content that is very beneficial for the entire community."***



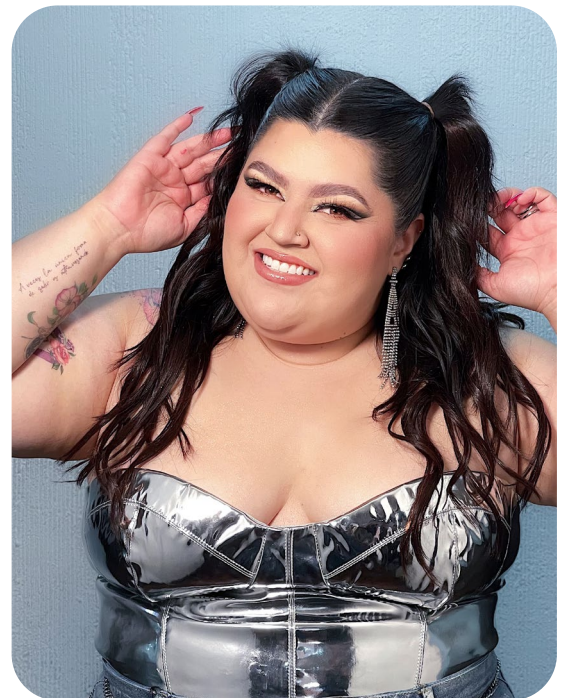
# Priscila Arias

@lafatshionista

📍 Mexico

Priscila is a passionate body activist and advocate for plus-size fashion and beauty. She empowers women, particularly within the Hispanic community, to celebrate self-love and embrace body positivity. Through her content and voice on TikTok, Priscila aims to inspire, entertain and raise the voice of her plus size followers against fatphobia.

***"Discrimination is not the answer to improve someone's health, all body types deserve respect, love, and validation. The visibilization of all kinds of fat happy lives in TikTok is important!"***







# Saúl Navarro

@solibolita

📍 Mexico

Saúl is a multifaceted Mexican content creator with a rich background in bureaucracy, law, and finance. His content spans lifestyle, humor, and educational insights on climate change, aiming to inspire and educate the youth. Saúl is dedicated to his goal of making a lasting, positive influence on future generations.

*"When I was nearing 30, I thought my life was set in stone with no room for change, until I discovered TikTok. Since then, it has not only transformed my life and my family's, but it has also spurred change within my community. Today, I am certain that TikTok is a powerful platform for change-making and doing good."*



# Shina Novalinga

@shinanova

📍 Canada

Hailing from the northern village of Inukjuak, Inuit creator Shina Nova leverages TikTok as a platform to showcase Indigenous traditions, such as throat singing, alongside her mother Kayuula. Through their videos, they strive to raise awareness about their culture, ensuring it remains vibrant and alive in the digital age.

*"TikTok gives me the opportunity to share my journey of reconnecting with my Inuit roots in hopes of inspiring others to do the same. I also love making videos with my mom!"*





# Dr. Siyamak Saleh

@doctor.siya

📍 South Africa

Dr. Siyamak Saleh is a medical professional and multi-award-winning content creator, renowned for his expertise in reproductive and sexual health education. He impacts global public health as a consultant for the World Health Organization (WHO) and through his influential TikTok channel. By debunking myths and providing evidence-based health information, he empowers a global audience to make informed health decisions.

***"I leverage TikTok to create fun and engaging content that not only raises awareness about sexual and reproductive health, but also debunks the most common myths with evidence-based information. This approach empowers a global audience to make informed health decisions, promoting well-being worldwide and bridging gaps in sex education."***



# Spencer West

@spencer2thewest

📍 Canada

Spencer is a successful global keynote speaker, content creator, and disability activist. He is known for summiting Mount Kilimanjaro (raising half a million dollars for clean water in East Africa), opening for Demi Lovato's 2014 World Tour, starring in the documentary *Redefine Possible: The Story of Spencer West*, which debuted at the Toronto International Film Festival, and author of the best selling book *Standing Tall: My Journey*.

***"With all of my content I try to infuse heart, humour, honesty, and awareness. As long as each video has a combination of these values, I've done my job!"***





# Turanga Edmonds

@tu\_edmonds 📍 New Zealand

Turanga stands as a beacon for New Zealand's indigenous heritage, using his voice to celebrate and impart the wisdom of his ancestors. His content offers a window into the customs and history of his tribe, enriching the global understanding of his people's legacy. With respect and pride, he ensures that the spirit of his lineage thrives in the modern world.

*"I'm proud to serve as a beacon for New Zealand's indigenous heritage, as I use my voice to celebrate and impart the wisdom of my ancestors. By offering a window into the customs and history of the Māori people, I hope to enrich the global understanding of my people's legacy and ensure that the spirit of my lineage thrives in the modern world."*



# Vina Muliana

@vmuliana 📍 Indonesia

HR professional Vina Muliana is renowned for her practical career advice on TikTok. She guides millions with her engaging and informative content focused on work-related tips and strategies. Recognized in Forbes' 30 under 30, her insights have opened doors for job seekers across Indonesia, making her a winner in the Best of Learning and Education category at TikTok Awards Indonesia 2021.

*"I use TikTok to spread good by providing practical and useful career tips for young people in Indonesia, especially those who are struggling to find jobs."*





# Ze Pando Espinoza

@perutequierolimpio 📍 Peru

Ze, the founder of Perú Te Quiero Limpio, is an Environmental Engineering graduate who turned his concern for Peru's littered beaches into a movement. After gaining momentum on TikTok, he now leads a network of over 15,000 volunteers dedicated to cleaning up and preserving the natural beauty of Peru's coastlines. His initiative not only cleans up beaches but also inspires environmental stewardship across the nation.

*"TikTok is a platform that helped me continue my work with Perú Te Quiero Limpio (PTQL). I had left PTQL due to the pandemic, and when I published a video on TikTok after the pandemic showcasing our activities, it caught the attention of many people. They wanted to be a part of our movement, to help clean beaches and plant trees. I felt then that it was the right time to return to PTQL."*



# Zolia Isabel Rondon Rodas

@meninadasvassouras 📍 Brazil

Zolia is a TikTok innovator with a mission to promote sustainability through creative recycling. She's a plastic reuse guru, turning discarded plastic bottles into surprisingly practical solutions, from clothing lines to makeshift bike chains. Her aim is to provide eco-friendly solves to everyday problems within her community.

*"I use TikTok to spread a positive message to society, generate awareness, create valuable content in a creative and useful way, and build a community. The hashtags on TikTok not only helps define the kind of content we create and share, but also helps connect the community through engagement, interactions and even constructive criticism. Small changes can make a big impact when the community wants to be a part of that change, and because of this, I continue to use TikTok to spread good."*



# Change Makers



 TikTok

[www.tiktok.com/for-good](https://www.tiktok.com/for-good)