

 TikTok

2025

Change Makers Program



The **2025 TikTok Change Makers Program**, now in its second year, aims to celebrate and elevate mission-driven creators making a positive impact on TikTok and beyond.

Throughout this **five-month program**, **TikTok** will support these creators with training, resources, and real-world opportunities to amplify their impact as they connect through exclusive events and learn from a community of peers and leaders at the forefront of social change.

#TikTokforGood



Meet the 2025 TikTok Change Makers

#TikTokforGood

meet the
creators



Akimi Fujita

@herosjourneygc

📍 Japan

Akimi, aka BossB, is an influencer of love, freedom, and peace, blending physics and philosophy into a lifelong journey of exploration. A proud mother of two, she earned her PhD from Columbia University and has conducted research at UC Santa Barbara and the Max Planck Institute for Astronomy. Now an Associate Professor at Shinshu University, she applies “cosmic thinking” to real-world challenges, inspiring change from the margins. She’s also the author of *Cosmic Thinking* and *The Amazing Universe & Astronomy Encyclopedia*.

“I turn cosmic thinking into a force for change—using science, love, and freedom to empower anyone on the margins to live boldly and authentically. Shine bright in your own spectrum.”



Dr. Alex George

@dralexgeorge

📍 UK

Dr. Alex George is a presenter, bestselling author, and podcaster making mental health support accessible. A former A&E doctor and trusted pandemic voice, he’s written four Sunday Times bestsellers—including *Live Well Every Day*, *The Mind Manual*, and *A Better Day*, winner of Children’s Non-Fiction Book of the Year. As co-founder of Mettle, he champions men’s mental fitness, works with The Royal Foundation, and campaigns for Early Support Hubs across the UK. He hosts *The Stompcast* podcast and fronts projects for BBC and Channel 4. Now alcohol-free, Alex shares his clarity and energy on YouTube, inspiring others to explore life without booze.

“I use TikTok to make mental health advice accessible, relatable, and stigma-free. By sharing tools for mental fitness, honest conversations, and my own experiences, I aim to help people feel understood, supported, and empowered to look after their well-being.”



TikTok



Alexis Nikole



@alexisnikole

USA

Alexis Nikole Nelson is a James Beard Award-winning outdoor educator bringing the joy of wild food to the world with a song and a smile. A forager and cook based in Columbus, Ohio, she blends her background in environmental science and theatre to create fun, educational content on foraging, cooking with wild plants, and reconnecting with nature. Through her work, she celebrates food, culture, and sustainability in every post.

"I aim to help my followers recognize the natural wonders hiding around them, and how to connect with their surroundings through foraging food!"



Anita Soina

@anitasoina

Kenya

Anita Soina is a climate change and community development advocate from Kenya's Indigenous Maasai community. She founded Restoration Warriors Africa, a youth-led movement restoring ecosystems and empowering communities, and The Soina Foundation, which supports marginalized groups through education, WASH services, and climate resilience. A digital SDGs influencer and former Global Youth Champion for the UN-hosted Sanitation and Water for All, Anita uses her platforms to share challenges and grassroots solutions. At 21, she became the youngest parliamentary candidate in Kenya's 2022 election.

"I use storytelling platforms like TikTok to tell stories of resilience from communities affected by various global community challenges such as climate change. Our stories are our strengths not just because they tell our challenges but also because they showcase our actions towards addressing them and our resilience while at it so as to sell Hope amidst fear."



TikTok



Benjamin McIntosh

@benjmcintosh

📍 Australia

Ben McIntosh is a content creator, disability support worker, and accidental soft-serve disaster artist. His videos swing from heartfelt showcases of the skills of people with disabilities to chaotic vlogs, dubious dance moves, and life as a fiercely devoted big brother to Grace. With quick wit, self-deprecating humor, and just the right amount of silliness, Ben inspires, connects, and proves that kindness and fun go hand in hand.

"I love the idea that the fun I have showcasing my job as a Disability Support Worker and as a Big Brother, can impact people and give hope to other families out there."

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Caitanya Tan

@caitofalltraits

📍 Singapore

Caitanya Tan is a Singapore-based actress, presenter, voiceover artist, and content creator known for her dynamic storytelling and engaging style. Trained in musical theatre at LASALLE College of the Arts, she launched her career with a leading role at Hong Kong Disneyland before expanding into film, TV, international tours, and co-founding creative ventures ALLTRAITS and Besmitten Co. A sought-after emcee, she brings warmth, versatility, and professionalism to stages and events worldwide.

"I use my voice so others can find theirs. If that changes just one person's day, I've already made a dent."



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meet the
creators



Caitlin Sarian

@cybersecuritygirl

📍 USA

Caitlin Sarian, better known as Cybersecurity Girl, is making online safety accessible, relatable, and even fun for millions worldwide. With 2M+ followers, she breaks down everything from scam spotting to data protection in plain language that actually sticks. Her viral tips have empowered people of all ages to safeguard their privacy, launch cyber careers, and protect their families. Recognized as Cybersecurity Woman of the Year and honored by organizations from NATO to the UN, Caitlin is proving that cybersecurity is for everyone — and it's never too late to get smart about it.

"I started on TikTok to show the next generation that cybersecurity is for everyone, not just hackers in hoodies. What began as a passion project is now the world's largest cyber channel, helping millions stay safe online, protect their families, and explore careers in cyber."



Lottie Dalziel

@lottiedalziel

📍 Australia

Lottie Dalziel is an award-winning sustainability advocate, educator, and author on a mission to help Australians live greener, smarter lives. She's the founder of Banish, a platform turning eco-curiosity into real-world change through workshops, community programs, and hands-on solutions. Her groundbreaking Banish Recycling and Diversion (BRAD) Program has already kept over a million pieces of plastic out of landfill — and she's only just getting started. With a knack for making sustainability practical and inspiring, Lottie is proof that small actions can spark big impact.

"As a TikTok Change Maker, my mission is to make sustainable living simple, empowering people to take meaningful action for the planet through practical tips, honest education, and a whole lot of positivity. I'm passionate about turning confusion into confidence, one eco-swap and recycling hack at a time."



TikTok



Christie Basil

@christiebasil

Indonesia

Christie Basil is an Indonesian wedding designer who sees gowns as vessels for memory, meaning, and emotion. Through her brands byChristie Basil and Atvezzo, she turns love stories into garments that honor legacy and inner strength. During the pandemic, she began sharing the stories behind each gown on TikTok, sparking a movement that's now followed by over 2.1M people. Today, she designs for brides worldwide while mentoring the next generation in fashion, culture, and purpose-driven creativity.

"I turn memories into dresses that speak stories, and into design that carries soul. My work honours real women's journeys; transforming what they've lived through into gowns that celebrate love, strength, and legacy. Through TikTok, I help others see that their stories are worth wearing, sharing, and remembering, while also collaborating with schools and creative communities to foster meaningful learning in fashion, storytelling, and brand development."

meet the
creators

Dany Orsan

@decorandopasteles

Mexico

Dany Orsan is a Mexican entrepreneur, pastry chef, and unstoppable dreamer who's been inspiring bakers for over a decade. Through her wildly popular TikTok recipes, she's not only taught the art of pastry-making but sparked countless home-based businesses around the world. Nominated for the 2022 TikTok Awards, Dany channels her creativity into running her own pastry school, CECUCmx, and her signature line of products. Her mission is simple: empower others to turn their passion for baking into a sweet, successful career.

"Live life sharing, loving, and serving others to create happy memories and moments."



TikTok



Dennis Guido



@naktekpang

Indonesia

Dennis Guido, known as @naktekpang, is a passionate food technologist and content creator who makes food science accessible and engaging through TikTok and other social platforms. With over 2.6 million followers, he shares innovative experiments and insightful food knowledge to help people make informed choices while empowering rural communities to develop their local food resources. Dennis combines scientific expertise with creativity to raise awareness about food processing, nutrition, and sustainability.

"I use content creation to bridge science and society—helping people make smarter food choices and giving voice to local food heroes in rural Indonesia."

meet the
creators

Eleonora Svanberg

@eleonorasvanberg

UK

Eleonora Svanberg is a Swedish-Persian science communicator, author, and mathematics PhD student at the University of Oxford. As co-founder of Girls in STEM, she's on a mission to close the gender gap in science and show that STEM is for everyone. Eleonora blends sharp insight with relatable storytelling, using her platform to break down stereotypes, spark curiosity, and inspire the next generation of scientists.

"No one should be pushed away from science by stereotypes, limited information or a lack of relatable role models. My mission is to show that STEM is a place where everyone belongs!"



TikTok



Eman Gamal

@dr_emangamal

📍 Saudi Arabia

Eman Gamal is a health and lifestyle doctor based in Riyadh, specializing in clinical nutrition, wellness, and mental health advocacy. With over a decade of experience and a digital presence reaching millions, she creates science-backed content that inspires balance, vitality, and good vibes. A sought-after speaker and digital influencer, Eman collaborates with global brands and delivers impactful health campaigns to promote accessible wellness. She also shares her passion for travel and technology alongside her health expertise, helping audiences lead healthier, more vibrant lives.

"I love sharing everything that made a difference in my life maybe it'll make a difference in yours too. For me, TikTok isn't just a platform; it's a real space for change."



Erika Thompson

@texasbeeworks

📍 USA

Erika Thompson is a beekeeper and passionate bee advocate changing the way we see bees, and ourselves. With her calm presence and mesmerizing bee removals, she turns everyday moments into inspiring stories that celebrate pollinators and nature's magic. Through viral videos and global outreach, Erika has become the world's most recognized beekeeper and a powerful voice for conservation and conscious living.

"I want to change the way people think about bees. By replacing fear with understanding, I hope to inspire more respect, and care for the most important creatures on our planet."



TikTok



Fayda Belo

@faydabelo

📍 Brazil

Fayda Belo is a lawyer and consultant specializing in gender-based crimes, anti-discrimination law, and femicides. As a digital communicator, she has built a community of over 2 million followers on social media, where she explains women's rights clearly and without legal jargon. Her work combines legal expertise with accessibility to promote information and empowerment.

"No TikTok pude amplificar minha missão e meu legado de democratizar o acesso à justiça, por meio de uma comunicação clara, acessível e descontraída, de forma a abastecer as mulheres e grupos vulneráveis de conhecimento das leis para lutarem pelos seus direitos."

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Haya Sawan

@haya_sawan

📍 Saudi Arabia

Haya Sawan is a Saudi serial entrepreneur leading purpose-driven wellness ventures that champion health, inclusion, and women's empowerment in line with the Kingdom's vision. She's the founder of SheFit, Managing Partner at Motion Academy, and Saudi rights holder for Playball, while also serving on the Saudi Surfing Federation board. With a background in Interior Design and Creative Direction, she blends business acumen with brand vision to create ventures that inspire and engage. A visible voice in the wellness economy, she's redefining entrepreneurship and community impact for Saudi's next generation.

"For me, storytelling is a catalyst, uniting different fields to ignite curiosity, fuel action, and guide people toward meaningful impact."





Humphrey Yang

@humphreytalks

USA

Humphrey Yang is a former financial advisor known for simplifying complex personal finance and investing topics for young adults through bite-sized, relatable videos on TikTok and YouTube. With a finance degree and experience at Merrill Lynch, he transitioned to content creation in 2019, quickly gaining millions of followers by breaking down intimidating financial concepts into easy-to-understand metaphors. Humphrey combines his expertise with a playful teaching style to empower a new generation to make informed money decisions and build wealth.

"TikTok lets me spread financial literacy to millions of people. Some of which do not have access to financial resources or were never taught how to manage their money. I love that TikTok's platform allows me to share my passions while also finding the right audience for those that need to hear the message!"



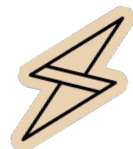
Jeffrey Morrison

@morrisonmade

USA

MorrisonMade is a small, family-run business based in Northern Kentucky, founded in 2019 with a simple mission: to create leather goods of the highest quality, made right here in the United States. Every wallet, belt, and bag is carefully handcrafted by husband-and-wife team Jeffrey and Corinne Morrison, who bring equal parts skill and passion to their craft. Using only full-grain leather and solid brass hardware, they focus on durability, timeless design, and meticulous attention to detail. For the Morrisons, leatherwork isn't just a trade, it's a way to honor tradition, build a lasting legacy, and share pieces that customers can carry for a lifetime.

"My mission is to craft timeless, handmade leather goods that connect people to quality, authenticity, and story—reminding my followers and customers that what they carry should be built to last and made with purpose."



TikTok



Jerhemy Owen



@jerhemynemo

Indonesia

Jerhemy Owen is an Indonesian environmental content creator championing sustainability and renewable energy. A graduate in Environmental Technology and Renewable Energy from Avans University in the Netherlands, he shares practical tips, personal insights, and on-the-ground initiatives. In 2025, he launched #WeNanamPohon, mobilizing volunteers to plant 10,000 trees and restore critical watersheds near Bogor. Jerhemy continues partnering with NGOs and fellow creators on clean-up drives, reforestation projects, and campaigns that inspire action for the planet.

"Through TikTok, I am passionate to turn environmental awareness into action—using storytelling to mobilize youth, promote sustainability, and inspire collective responsibility for the planet. My mission is to make climate advocacy accessible, engaging, and impactful through creative digital content and real-world initiatives."



José Gotés

@cienciarara

Mexico

José Gotés is a biologist and science communicator, known for making complex topics captivating and clear. He's the creator of Ciencia Rara, a digital project that transforms curiosity into bite-sized, visually striking science videos. Through his engaging content, José spotlights biodiversity, climate change, and sustainable living, inspiring audiences to see science in a new light.

"I want everyone in the world to feel awe at how wonderful nature is. That sense of wonder is where real change begins."



meet the
creators



Kier Gaines

@kiergaines

USA

Kier Gaines is a licensed therapist, speaker, and mental health advocate celebrated for his warm, relatable approach to emotional wellness, resilience, and parenting. From his roots in Southeast D.C. to stages at the White House, NASA, and beyond, Kier's voice has been amplified by leaders like Oprah Winfrey, Viola Davis, and Kamala Harris. With over 2 million followers online and collaborations with Fortune 500 companies, he continues to inspire communities and workplaces with authentic conversations on mental health. At home, Kier finds his greatest motivation as a husband to Noémie and proud father to daughters Emery and Sydney.

"I'm a Black husband, father, therapist, and DC native, showing through TikTok that real healing starts in everyday moments —walking children through their emotions, breaking cycles of toughness, and rooting our families in love, truth, and grace."



Kim Nan

@rlasks1222

Korea

Kim Nan is a certified sex educator and counselor based in South Korea. She works nationwide with children, adolescents, and parents, facilitating open and thoughtful conversations about the body, relationships, and emotional well-being. With a mix of warmth, clarity, and a touch of humor, Kim creates safe spaces where even the most sensitive topics feel easier to explore.

"I create spaces where bodies, emotions, and relationships can be talked about with honesty, warmth, and dignity — even when the topic feels awkward."



TikTok



Dr. Kirren Schnack



@drkirren



Dr. Kirren is a University of Oxford Clinical Psychologist and author whose work makes mental health accessible and empowering. Her first book, *Ten Times Calmer*, grew out of the surge in anxiety she witnessed during the pandemic and her viral TikTok presence. Her upcoming book, *Tools For Life* (January 2025), helps readers break free from the past and reclaim control of their lives. On TikTok, she shares evidence-based strategies that inspire millions to take charge of their well-being.

"Mental health is part of being human. None of us choose the weight of what we carry — but we can all learn to hold it differently, with more strength, awareness, and care. That's what I want to help people with, change, healing, and growth."



Laetitia De Carufel

@laetidecaru



Laetitia is a digital creator and model based in Montreal who began sharing her journey with eating disorders and self-confidence on social media. Motivated by a deep concern for others, she's also pursuing a career in law. Known for her authenticity, Laetitia works to make social media safer and more inclusive, spreading messages of body positivity and inspiring others to embrace their lives and bodies. She blends high-quality content with powerful, impactful storytelling.

"«Please eat today» is what I always say to my followers and it's now registered under my name in Canada. Also, your body needs food, no matter what you did or didn't do today."





Laura Marise and Ana Bonassa



@nuncavi1cientista

📍 Brazil

Laura Marise and Ana Bonassa are scientists turned communicators, using social media to make science accessible, fun, and relatable. With advanced degrees in Pharmacy, Biochemistry, and Human Physiology, they left academia to bridge the gap between research and the public. Since 2018, they've challenged stereotypes about scientists, made complex ideas easy to understand, and fought health misinformation to ensure trusted knowledge reaches as many people as possible.

"Lutar contra desinformação é nosso dever. Se as pessoas não sabem o que acontece dentro das universidades, elas apoiam o desmonte da ciência." - Ana

"I am a scientist that found my real passion in communication and decided to use my academic background to bring the scientific world - always so enclosed - to non-scientists. By taking everyday things as a starting point, I bring a scientific perspective even to viral gossips, always aiming at educating people into critical thinking and skepticism." - Laura



Dr. Lee Ho Woo

@dr.howoo

📍 Korea

Lee Ho Woo is a pain medicine specialist and digital creator from South Korea. On TikTok and YouTube, he delivers clear, engaging health information while offering an authentic glimpse into a doctor's life. Blending storytelling with science, he helps people understand their bodies and make smarter health choices.

"I want to make medicine feel less intimidating and more human. Helping people understand their health is the most powerful form of prevention."



🎵 TikTok



Dr. Leslie Gonzalez

@drlesliegonzalez

📍 USA

Dr. Leslie Gonzalez is a board-certified family medicine physician completing a fellowship in addiction medicine in NYC. On social media, she shares health and wellness insights while advocating fiercely for marginalized communities. Outside of work, she turns to nature to restore balance in her busy life.

"I love the idea that the fun I have showcasing my job as a Disability Support Worker and as a Big Brother, can impact people and give hope to other families out there."



Lorrane Olivlet

@lolivlet

📍 Brazil

Lorrane Olivlet is an engineer and master's student in Medicine and Health, specializing in extreme environments such as Antarctica and outer space. A space sector influencer, she collaborates with the Brazilian Space Agency and advocates for the UN's Sustainable Development Goals on education, gender equality, and climate action. In 2025, she received the Medal of Honor for Brazilian Space Merit for her contributions to Brazil's space program. Lorrane's ultimate goal is to reach space and use that experience to open doors for future generations in space sciences, especially public school students.

"Knowledge for me is, above all, about sharing."

"May Brazilians one day be able to dream of space."





Ludovic Franceschet

@ludovicf_off

📍 France

Ludovic is a Paris-based garbage collector and passionate advocate for a cleaner planet. Known for inspiring environmental action on TikTok through creative challenges and large-scale clean-up projects, he is planning an ambitious Tour de France on foot in 2027 to collect litter across the country. Author of *Later You Will Be a Garbage Collector*, Ludovic also hosts the TV show *Objectif Planète Propre* and proudly carried the Olympic flame for Paris 2024.

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Ulrich Mama

@leprofdelacalle

📍 France

"Le Prof de la Calle" is France's most popular social media math teacher. Raised in an underprivileged neighborhood in the south of Paris, Ulrich always believed success was within reach. After earning his engineering degree, he set out to make math and science accessible to everyone, no matter their background. With inventive methods and playful, unexpected questions, he transforms intimidating subjects into engaging, enjoyable learning experiences. His mission: break down barriers and make math truly fun.

"Making science fun and accessible by disrupting old-school teaching methods."



🎵 TikTok



Miguel Martínez

@mikephy

📍 Mexico

Miguel Martínez is a physicist, science communicator, and content creator who combines science, creativity, entertainment, and communication. His goal is to intrigue and excite you with each of the things he shares. He has the answer to your whys or to your doubts about what lies behind, with examples drawn from the everyday life of this expanding universe. Because yes, the universe is expanding, and there are regions where it does so faster than the speed of light.

"Mi misión es utilizar la ciencia como herramienta de transformación cultural, acercando el conocimiento a todas las personas de manera creativa y accesible."



MOREDOOR

@moredoor_official

📍 Japan

MOREDOOR is a media company bringing manga to life through TikTok's Photo Mode, with stories centered on mental and physical health. Each series blends relatable narratives with practical, specialist-approved advice from experts like clinical psychologists and gynecologists. This distinctive approach has sparked collaborations with companies and local governments across Japan. Their mission: to stand beside those facing life's challenges, inspire self-love, and harness the power of manga, a cornerstone of Japanese culture, to make a lasting impact.

"In this world, everyone's struggles — and their journeys of self-discovery — with their mind, body, and sexuality are truly unique. What seems like a wall could, in time, reveal a door — one you hadn't seen before. We'll walk with you as you find your own way forward, one 'door' at a time."



🎵 TikTok



Morgan Le Clec'h



@monsieurlechat94

France

Morgan is a certified physics and chemistry teacher from the Paris suburbs who's turned his passion for science and teaching into creative digital content. Since November 2021, he's brought energy and enthusiasm to TikTok — sharing fun, educational videos daily and making science more accessible and exciting for everyone.

"From the classroom to the screen, I turn science into curiosity and curiosity into knowledge."

meet the
creators

Nátaly Neri

@natalyneri

Brazil

Nátaly Neri is a Brazilian communicator, social scientist, and digital creator known for her authentic voice and bold ideas. Through content on identity, self-esteem, sustainability, and conscious consumption, she champions Black representation, slow fashion, and inclusive beauty standards. Blending personal insight with social critique, Nátaly sparks conversations on environmental awareness, anti-racism, and empowerment—captivating young audiences and inspiring more equitable, inclusive, and sustainable ways of living.

"Being able to reach people from all over the world and share knowledge in a casual yet engaging way is what draws me most to the platform. My mission is to inspire change toward a more equitable and sustainable world in an accessible and positive way — and TikTok is the perfect space for that."



TikTok



Nathan Kennedy

@newmoneynate

📍 Canada

Nate is a lifelong personal finance enthusiast on a mission to make money matters simple and accessible. Since 2019, after noticing the lack of real financial education for young adults, he's shared his insights on financial literacy, negotiation, and career growth with the world. His content has organically reached over 400 million people, empowering audiences to take control of their financial futures.

"My goal is to help the next generation of young adults leverage financial literacy to help elevate their careers and lives as much as possible."



Magali Ortega

@nenamounstro

📍 Mexico

Magali Ortega, author of Chismecito Literario Vol. 1 and 2, leads a "secret life" working in advertising. In a twist of fate, her passion for pop culture and literature inspired her to become a content creator and launch the podcast Cháchara Literaria. Through her work, she blends storytelling, humor, and commentary to connect with a community of readers and pop culture enthusiasts.

"No importa lo que digas sino cómo lo digas."



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Dr. Olawale Ogunlana

@olawalesmd

📍 Nigeria

Dr. Olawale Ogunlana is a licensed Nigerian medical doctor, storyteller, and innovator on a mission to make health knowledge accessible for all. He creates clear, engaging health content online, making sure digital spaces foster the same essential conversations as offline ones. He also serves as one of four TikTok Wellness Ambassadors for Sub-Saharan Africa and is a member of WHO Fides.

"My passion is to leverage digital platforms like TikTok to combat health illiteracy across Africa. I strongly believe that the right to helpful, accessible, and relatable health information should be the right of every human being. That is why I am committed to crafting insightful and captivating health stories that provide Africans with access to relevant health information, empowering them to transform their mindsets and trigger behavioral change, which create the foundation for a healthier future."



Patrick and Zachary Valentine

@valentinebrothers

📍 USA

Pat and Zach Valentine, better known as the Valentine Brothers, are a dynamic duo bringing joy to millions through positive, comedic skits and dance videos. Food is their love language, reflecting their vibrant Latin culture, and when they're not creating, you'll find them enjoying pizza, tacos, and good times together. With over 10M followers across TikTok, YouTube, Instagram, Snapchat, and Facebook, they champion the Down syndrome and disability communities, spreading messages of kindness, hope, and love.

"Changing perspectives one heart at a time 🧡"



TikTok



Rafael Carbajal



@soyrafacarbajal

📍 Mexico

Rafa Carbajal is a biochemical engineer with a doctorate in microbial biotechnology and a professor at the TecNM located in Santiago Papasquiaro, specializing in fermentation processes, especially mezcal. He has conducted research in Brazil, the U.S., and at CERN, and during the pandemic became a viral science communicator on TikTok, explaining viruses and vaccines with humor to millions of followers across Latin America. Known for saying he “makes microbes work, unlike you on Mondays,” Rafa blends rigorous science with approachable communication to inspire and educate.

“Uso el humor, la ciencia y el storytelling para hacer que temas complejos—como los microbios, las vacunas o la seguridad alimentaria—sean accesibles y entretenidos para todos. Mi misión es combatir la desinformación e inspirar curiosidad, una risa (y un TikTok) a la vez.”

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Sam Bentley

@sambentley

📍 UK

Sam Bentley is a sustainability advocate and creator inspiring over 3 million followers with uplifting environmental solutions. Through stories of conservation, innovation, and climate progress, he transforms the climate conversation, inspiring positive action and hope, and making change feel both possible and accessible.

“There’s so many people fighting to create a better planet, we just don’t hear their stories. I use TikTok to bring those stories to people’s feeds and spotlight the people on the frontlines of climate action who deserve to be seen and celebrated.”



TikTok

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Samuel Hyun

@samueljhyun

USA

Sam Hyun, named one of The Boston Globe's 2021 Bostonians of the Year, is a leading advocate and entrepreneur featured on Shark Tank, Forbes, Good Morning America, and MSNBC. He serves as Director of Government Relations for The Asian American Foundation and is Co-Founder of 1587 Sneakers. A recognized Top 50 Unsung Hero and 40 Under 40 honoree, Sam has been named one of Boston's Top 50 Most Influential AAPIs. He also delivers keynote speeches on leadership, entrepreneurship, and advocacy. Sam holds an MPP and MBA from Brandeis University's Heller School.

"The questions I hear too often is, 'are they viable?' When the only question we should ask is, 'how we do we make you UNDENIABLE.' We all deserve to be seen, heard, and loved, while always being unapologetically ourselves."



Dr. Sasha Hamdani

@thepsychdoctormd

USA

Dr. Sasha Hamdani is a board-certified psychiatrist, ADHD expert, and mental health advocate recognized by Harvard as a public health leader. She has collaborated with the White House and the Surgeon General's team to promote mental health awareness. Sasha shares evidence-based insights on Instagram, TikTok, and YouTube (@thepsychdoctormd). Her 2023 book, Self-Care for People with ADHD, and her ADHD management app, FocusGenie, help people manage attention challenges and thrive.

"My mission is to make mental health approachable and self-compassion non-negotiable."



TikTok



Sinethemba Masinga

@ufarm_julia

📍 South Africa

Sinethemba Masinga is a rural farmer and agri-preneur, dedicated to transforming agriculture in her community. As the founder of a woman-led agri-processing brand, she champions female leadership and innovation in the sector. Sinethemba's deep passion for food, community, and meaningful impact drives her work every day, as she inspires others to embrace sustainable practices and create opportunities in rural areas.

"Food is our past, present, and future. I'm here to protect that legacy and pass it on."



Dr. Sirawit Ittisoponpisan

@dricesira

📍 Thailand

Dr. Sirawit Ittisoponpisan, aka Dr. Ice, winner of the 2024 TikTok Award for Best Education Creator, is a lecturer at Prince of Songkla University who's been crafting engaging educational content since 2020. With over 3 million followers, he blends storytelling, science and humor to turn learning into an unforgettable experience. His videos dive into fascinating facts, global trivia, and thought-provoking knowledge, always with a playful twist. A regular contributor to TikTok Uni initiatives, including Creators Forward 2022, he empowers creators across Southeast Asia to spark social change through digital content.

"Great educational content shouldn't just be fun to watch — it should challenge the mind, spark new ideas, and inspire critical thinking."





Sophia Smith Galer

@sophiasmithgaler



UK

Sophia Smith Galer is a multi-award-winning journalist, author, and content creator whose storytelling on technology, language, and culture has earned over 180 million video views. A former BBC and VICE journalist, she is also the creator of Sophiana, a video scripting and teleprompter app designed to help experts amplify their work in vertical video and fight disinformation. Her second book, an investigation into linguicide and language loss, will be published in the UK and US in 2026.

"I have fought throughout my journalism career for better information ecosystems and the harnessing of social media for good; I'm thrilled to get this recognition and can't wait to be a part of this."



Stève Hiobi

@brudersteve



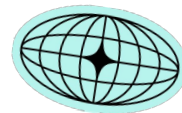
Germany

Stève Hiobi brings to TikTok the news and background on Africa that are often missing in school and traditional media. Under the name "DeinBruderStève," he delivers in-depth analyses and thoroughly researched content — calm, credible, and easy to understand. Instead of quick headlines, he focuses on depth and context, especially on complex topics like the war in Sudan. In doing so, he gives young TikTok users orientation and makes African perspectives visible that are often overlooked.

"Through TikTok, I share stories that celebrate African heritage, resilience, and creativity. My goal is to empower young people to embrace their roots, challenge stereotypes, and build bridges between cultures with positivity and pride."



TikTok



Surat Bunditraksana

@laopaireuay

📍 Thailand

Surat graduated with a degree in Electrical Engineering, but a growing passion for computers and programming soon led him into a career as a programmer, author of computer technology books, and founder of his own IT company. Working with data opened the door to a wide range of subjects, from history and science to general knowledge - fueling his curiosity and love of learning. That journey inspired him to launch the TikTok channel เล่าไปเรื่อย, where he shares stories about the world in a relaxed, accessible style.

making
change
happen

Tiana Sharifi

@safetywithtiana

📍 Canada

Tiana Sharifi, Founder and CEO of Exploitation Education, is an internationally recognized expert in preventing child and youth sexual exploitation, human trafficking, and online harm. She has advised the UN and Canada's Parliament, trained thousands of frontline workers, law enforcement, and NGOs, and reached over 80 countries with her prevention materials. In Canada alone, she has educated more than 100,000 students. A believer in using media to spark cultural change, Tiana now brings her mission to TikTok to educate millions.



"I've been able to take the work I do on a professional level and reach mass audiences through TikTok. Exploitation is a global issue, and it demands a global platform- one that TikTok has provided me with. Through this reach, I've not only educated, I've prevented harm, interrupted abuse, and helped save lives."



TikTok



Valerie Keter

@valerie_keter

Kenya

Valerie is a filmmaker and digital storyteller passionate about uncovering Africa's rich, often overlooked history. Through her work, she brings to life the civilizations, cultures, and contributions that have shaped the continent, and continue to shape the world. Her films don't just honor the past; they serve as a bridge, inspiring Africans and the diaspora to reconnect with their roots and reimagine the future.

"I use TikTok to amplify Africa's underrepresented history. Connecting with audiences from all over Africa and the diaspora is exciting and eye-opening since I learn just as much from them as they do from me."

meet the
creators

Yara Abou Monsef

@yaraboumonsef

UAE

Yara is a Lebanese storyteller who began creating TikTok videos to share everyday moments and teach sign language, making her content accessible to both Deaf and hearing audiences. Over time, she has used her platform to spotlight community issues and spark conversations about inclusion, culture, and well-being across the Gulf and the Levant. Her work centers on connection and empathy over perfection, fostering a welcoming space for all.

"I make content to connect. Whether it's teaching sign language or sharing life in Beirut and Dubai, my goal is to make more people feel seen and welcome. If one viewer feels included because of a story I share, that's what success looks like to me."

