



## SOCIAL ACTION INITIATIVE

### ‘MANG SACH – SONG LANH’



A digital-safety campaign by Tran Thi Mai Anh, Vu Mai Linh, Chu Van Lien, Duong Van Dung aims to build a community that shares knowledge and experiences to prevent online scams. The initiative provides information and raises awareness about digital safety for everyone, especially vulnerable groups such as people with disabilities and disadvantaged youth.



## Activities

- Develop Facebook Fanpage to **deliver communication content**, with plans to launch TikTok in the future
- **Provide relevant information and knowledge** on online safety, online fraud prevention, etc., for the target groups.
- Conduct community outreach through groups.
- Organise a competition to promote and amplify project values.

Facebook  
Fanpage



## Impacts

The Facebook Fanpage has initially become a channel for scam alerts, sharing cybersecurity knowledge, and spreading positive values. It contributes to building a healthier online environment and raising community awareness as a ‘social filter.’ At the same time, it has been forming an interactive community, creating a safe space for people with disabilities and vulnerable groups to share experiences, warnings, and connections, and contribute to narrow social gaps.



## Key figures

**1** community media Fanpage

**1** sustainable and impactful community

**100%** sharing commitment from participants

**1400+** reach in 10 days of implementation