

# Social Feed feeds hungry school kids through social media

What if we shared something that could actually make change happen? And what if brands bought media that could make a real difference - like feeding thousands of hungry school children healthy meals every single day? It's in answer to these questions asked by FCB South Africa's Hellocomputer that Social Feed was born.



Image source: [socialfeed.co.za](http://socialfeed.co.za)

Social Feed is a new media platform that, figuratively speaking, turns media budgets into healthy plates of food. The more social media users share content on Facebook and Twitter, the more meals will be shared with those in need.

To make this happen, Hellocomputer has teamed up with the Peninsula School Feeding Association (PSFA) that's spent the last 55 years feeding as many school children as possible. Hoping to expand into more schools, the organisation was only too happy when Hellocomputer approached it with this smart idea, based on a very simple insight.

## The process really is simple.

Hellocomputer Creative Director, Camilla Clerke, explained: "We all spend so much time sharing content on our social media channels, like foodie pictures, ads, competitions and grumpy cats. And brands spend a lot of money with big media houses hoping we'll share their content.

Brands buy media on Social Feed and place an ad, or a piece of content they want shared. Each time someone shares it to their newsfeed, a meal is shared with a child in need. And since social media platforms sell social media users' networks to brands anyway, Social Feed will now allow people to sell their own social network in order to support a good cause.

"All this means that Social Feed is a new way to fill up your newsfeeds, while filling up some very hungry tummies," said Hellocomputer Executive Creative Director, Simon Spreckley.

"Some of the country's biggest brands, like Lucky Star and Investec Asset Management, are now buying media with Social

Feed. These brands will get exposure, consumers get a say in who buys their social network, and we get to feed children in need."

PSFA Fundraising Manager Charles Grey said, "We're so proud to launch this 'media for good' initiative, and we're excited to get many brands involved. Just remember, no media budget is too small to make a difference. We believe Social Feed can help to grow and sustain the PSFA for many years to come.

"Come on, South Africa, start sharing; but this time, for good. Go to [socialfeed.co.za](https://socialfeed.co.za) to make a difference."

For more, visit: <https://www.bizcommunity.com>