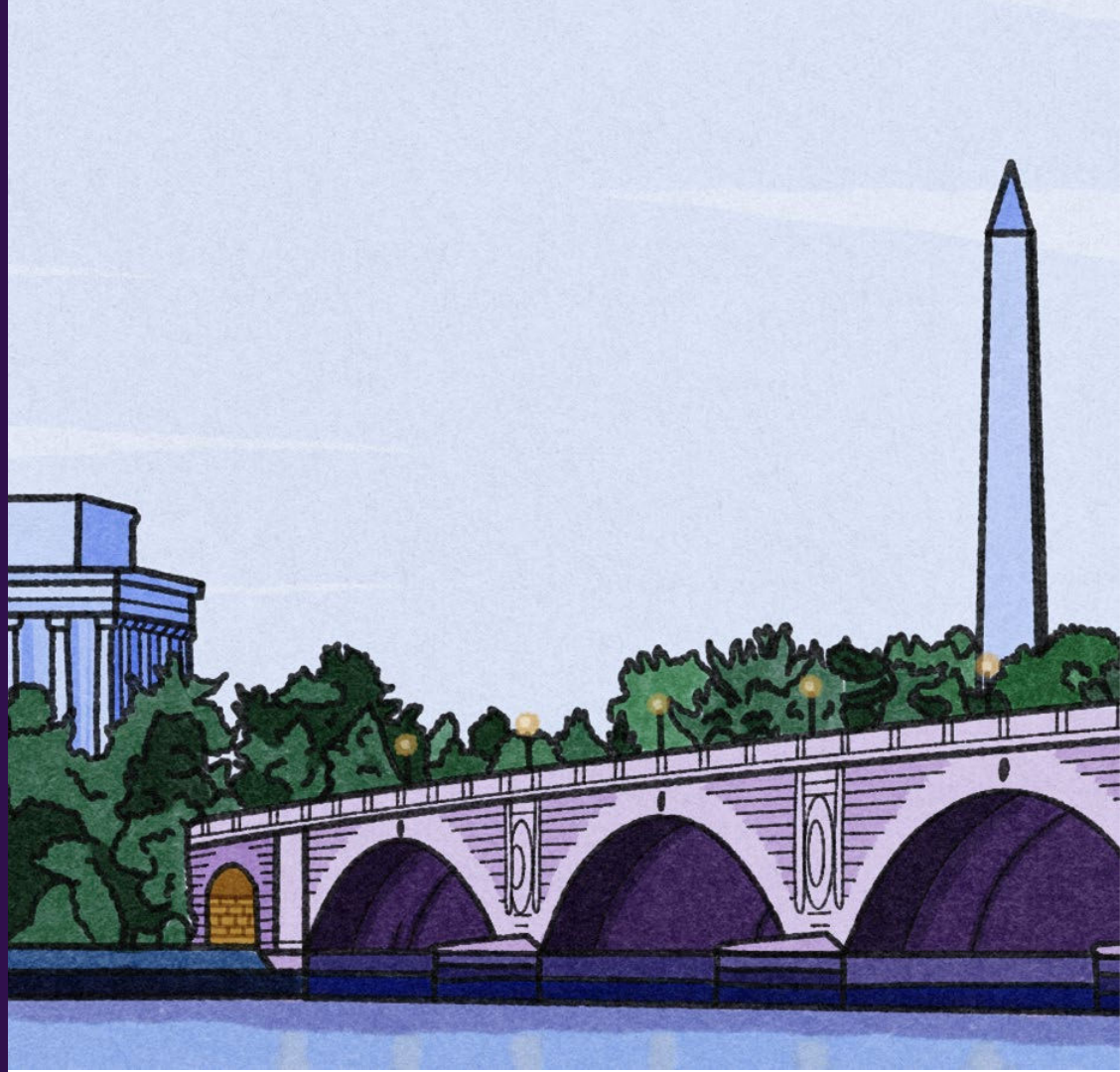


# Social Currant

Social Currant is a youth -  
led startup matching  
mission-aligned  
nonprofits and creators  
together.





# about social currant.

we're a **gen-z led** agency helping **progressive organizations** work with **influencers** more effectively.

we focus on expanding the table by centering lived experiences and ensuring we **invest in people**.



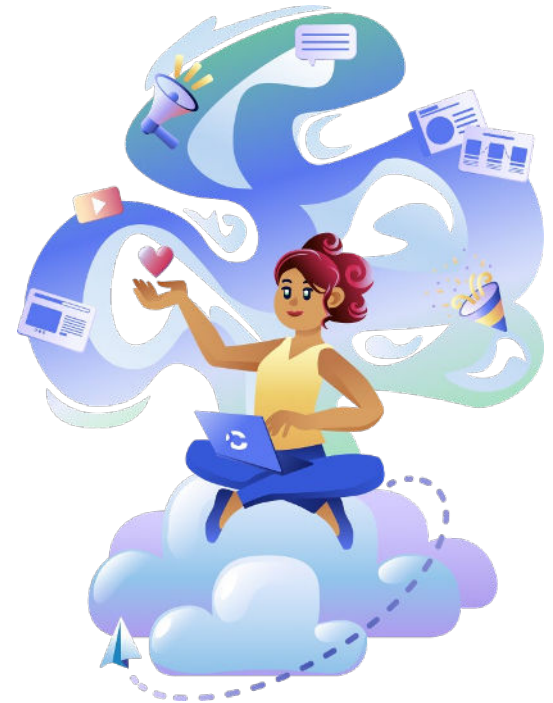


# the social currant story.

In 2020, we founded Social Currant with the goal of helping impact organizations reach young people. A little more about us:

- Gen Z-led
- Creators on Staff
- Creator Network: 10,000+
- Worked with 50+ organizations

We're focused on reaching our communities where they are in ways that resonate with them.





# our work in 2023.

**35M**

Reached through  
campaigns

**\$1M**

Paid out to  
creators

**4K**

Creators engaged

[View our full 2023 Impact Report here](#)



# trends driving the space.

- **lack of trust in institutions:** over the last ten years, there has been a growing distrust in centralized institutions, especially amongst people. more and more people trust people around them – in many cases, creators in their communities.
- **the rise of short -form:** TikTok has really driven the rise of short-form content and it's important to keep this in mind when thinking through your content strategy.
- **recommendation based content:** the rise of TikTok has also driven an increase in recommendation based algorithmic content vs location or time based content. This means good content has to be the most important part of your content strategy.



# case study: expanding the table.

**Community Change** was trying to figure out how they could reach audiences that they weren't already reaching through other tactics.

- 90% of creators were young creators of color & did their first ever political post with CCA.
- The campaign was featured in the [New York Times](#) and also won an Anthem award in 2022.

**12M**

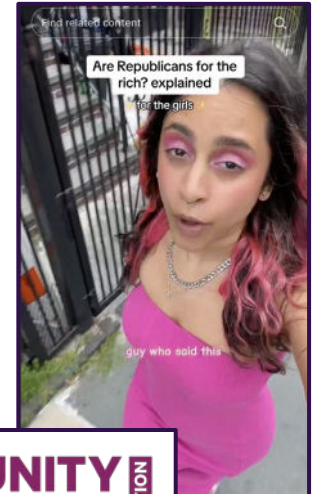
REACH

**1.6M**

ENGAGEMENTS

**82**

CREATORS



**COMMUNITY**  
Power from the  
ground up **CHANGE** **ACTION**



# case study: rapid response.

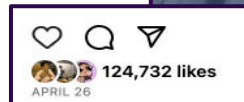
In under 72 hours, we activated creators to spread important information + apply pressure on Republicans during the debt ceiling debate. Other key highlights of the program:

**2M**  
REACH

**300K**  
ENGAGEMENTS

**13**  
CREATORS

- The campaign including Spanish & English content.
- Conceptualized on Friday with content going live on Monday.
- Involved many creators with lived experiences around Medicaid, Medicare and veterans' benefits.
- Involved a number of creators from target states and districts, including Ohio, Nevada, Georgia



124,732 likes

**COURAGE**  
FOR **AMERICA**



# case study: student athletes.

We ran [NextGen America](#)'s 2022 creator program and, among many things, built one of the largest student athlete programs to date.

- It included activating student athletes in target states.
- It integrated athletes with other elements of NextGen's strategy, including press.
- It developed long term relationships with athletes who still continue to engage with NextGen to this day.

[NYT](#) | [TIME](#) | [Politico](#) | [ABC News](#) | [The Hill](#) | [NPR](#)

100K

REACH

50

CREATORS

nextgen  
america

NextGen America, a youth voting organization, helped pave the way for influencer work. According to president and executive director Cristina Tzintzún Ramirez, Next Gen's 2020 influencer campaign was three-and-a-half times as cost effective as paid digital advertising for the level of engagement it inspired. NextGen is trying new tactics this year, including working with college athletes to turn out voters on their campuses. As part of its "Hot Girls Vote" initiative, it's also modeling the work for other organizations; NextGen gave a how-to presentation this summer at the progressive Netroots Nation conference on building a social media influencer strategy.

WASHINGTON — In between posts showing himself running ladder drills and lifting weights, Ky'Wuan Dukes, a 20-year-old wide receiver at Johnson C. Smith University, tells his 21,000 Instagram followers to vote. He has also [discussed](#) gun control and abortion rights, as part of a campaign he is paid to participate in by NextGen America, a Democratic political action committee and advocacy group.





# what it could look like.



- **grabbing attention:** especially in the beginning of the video.
- **giving value:** teaching something valuable to your audience or entertaining them.
- **telling stories:** incorporating their own personal stories.

# Social Currant

Reach out to us with questions:  
[info@socialcurrant.co](mailto:info@socialcurrant.co)

[Sign up for a demo today!](#)



Website



Impact Report

# Thank You!

