



NEWSPAPER CLIPPING

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SOCIAL media awareness campaign, 'FYI' (short for Facebook, YouTube, Instagram) organised by Malaysia's online lifestyle and streaming video platform, hurr.tv is back for the second season.

Once again, the campaign will take social media personalities to several local universities to share their personal experiences as social influencers in the roadshow entitled "#FYIBeAnInfluencer".

The campaign runs from November 2018 to February 2019 in several universities, among others Universiti Tenaga Nasional (Uniten), Universiti Putra Malaysia (UPM) and Management & Science University (MSU).

Drawing reference to the theme of the campaign, guest speakers consisting of social media influencers shared their own personal journeys towards becoming a public figure on the world's third-largest social site, Instagram. Social influencers inevitably have to assume a responsibility as role models, a position that requires mental resilience.

The roadshow also aimed to inspire the youth of today to use the power of digital and social media responsibly to leave a positive impact on society.

The campaign kicked off at Universiti Tenaga Nasional (Uniten). The influencers who spoke at the roadshow were popular radio host and announcer Jaa Suzuran (@jaasuzuran) and singer Naim Daniel (@naimdanielx).

During the on-ground event, the first 100 students who pre-registered



Aqeesh Aleeya singing her debut single 'Aku Malu' at the launch.



Daly says campaign aims to spread positive values among youth.

on hurr.tv website received souvenir bags while one lucky winner took home a smartphone in a lucky draw.

Students who attended the event also had the opportunity to win prizes via "Spin the Wheel" at the hurr.tv booth, snap photos at the hurr.tv picture booth and enjoy special discounts when purchasing skincare brand, muca as well as Awesome Mama instant noodles.

Students also got a chance to participate and be featured in hurr.tv's online game show, *Jom Cabar* which was filmed throughout the campaign in which they joined in the fun challenges together with the influencers to win attractive prizes including a smartphone. *Jom Cabar* will broadcast on hurr.tv in February 2019.

"FYI is a roadshow that embraces a concept of educating while entertaining. It gives added value to stu-

dents through real-life experiences, meeting these social influencers, and sharing views and feedback on the world of social media.

"This campaign is also part of our awareness programme to inspire the youth of today to use social media platforms effectively, not only as a means of generating income, but also to spread positive values that will benefit the community," said hurr.tv Channel director, Datin Elaine Daly.

At the event, the students were also entertained with live performances by hurr.tv artist Aqeesh Aleeya who sang her debut single *Aku Malu*, and Yazmin Aziz who performed her debut single, *Lihatlah*.

Upcoming social influencers confirmed for future roadshow include personalities such as Rose Nicotine (@itsrosenicotine) and Sharifah Rose (@sharifahrose_).