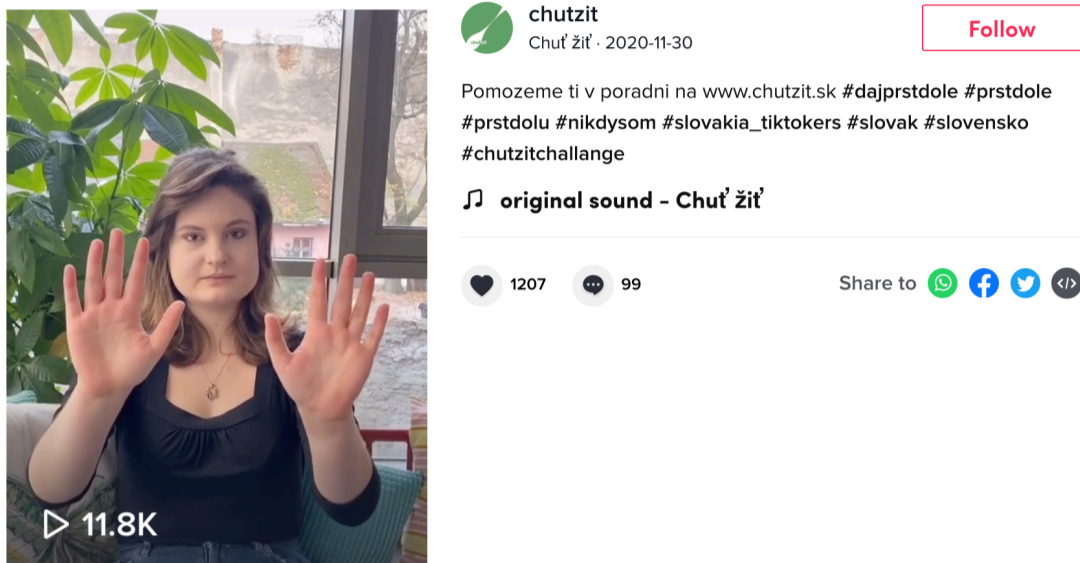
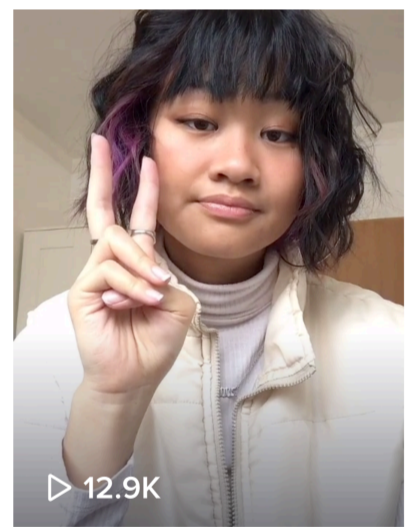


Chuť žít challenge, detaily priebehu TikTokovej kampane

Krok 1 - Založili sme nový profil organizácie na TikToku a zverejnili jediné video s výzvou s Valentínou, ktorá si sama prešla anorexiou.



Krok 2 - Chuť žít challenge zdieľali TikTokeri vytvorením vlastného videa so svojou osobnou "spoveďou".



Dáta k otvoreným účtom, ktoré sa organicky pridali k našej výzve za mesiac December

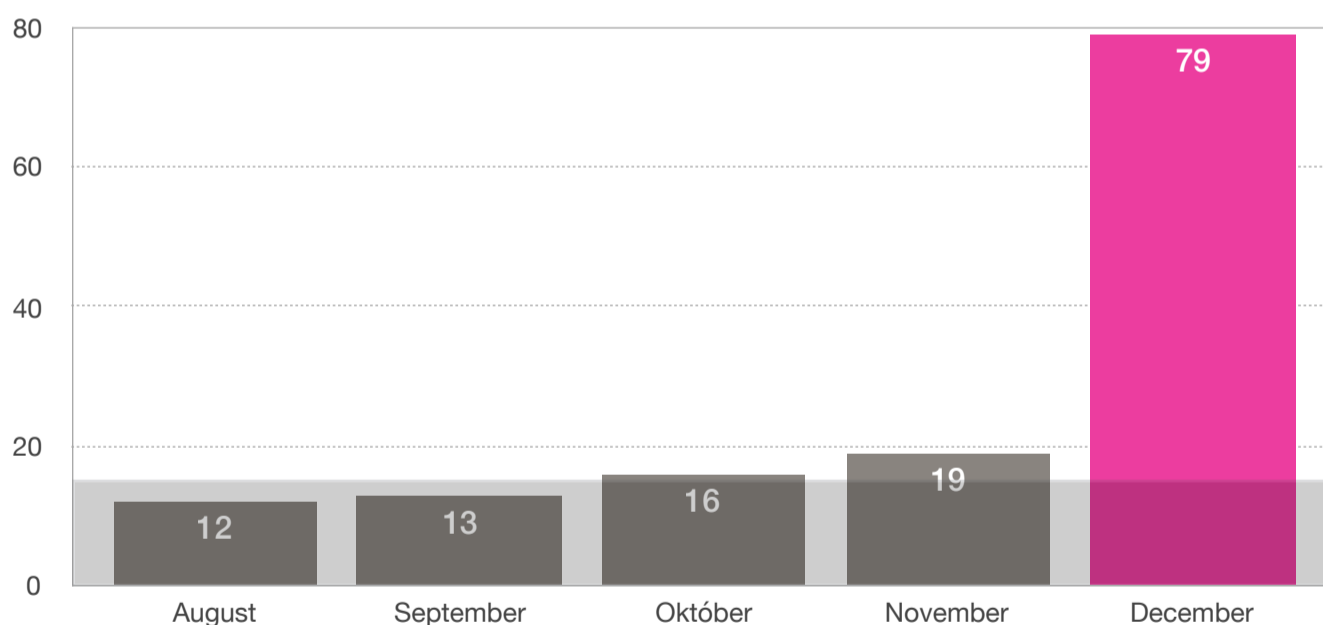
Názov účtu	Link	Počet videní	Interakcie(likes +Komentáre)
@Chutzit	https://www.tiktok.com/@chutzit/video/6900950075036404993	10 300	1 112
@Jancucik	https://www.tiktok.com/@jancucik/video/6902056279603186946	38 500	7 720
@hasarova.petra	https://www.tiktok.com/@hasarova.petra/video/690618695737055974	41 000	6 331
@papaas	https://www.tiktok.com/@papaas/video/6905420077991169282	35 300	7 420
@miska_hrinka7	https://www.tiktok.com/@miska_hrinka7/video/690463370234564121	22 700	3 047
@sharon_monkey	https://www.tiktok.com/@sharon_monkey/video/69034176458701406	21 300	2 862
@lindus_styles	https://www.tiktok.com/@lindus_styles/video/6903427910468652289	15 500	1 953
@notsophieouye	https://www.tiktok.com/@notsophieouye/video/690316052120214246	15 000	1 785
@vietnamesehere	https://www.tiktok.com/@vietnamesehere/video/69053166548345684	11 400	1 700
@luciaslaninova	https://www.tiktok.com/@luciaslaninova/video/690238047196402816	11 800	1 489
@fiona_tynikdy	https://www.tiktok.com/@fiona_tynikdy/video/6903965148403272961	12 900	1 482
@tvoje_mia	https://www.tiktok.com/@tvoje_mia/video/6903882700382424322	7 740	1 131
@janaacote	https://www.tiktok.com/@janaacote/video/6903842183988710657	7 000	982
@andy.stech	https://www.tiktok.com/@andy.stech/video/6902782975046438146	12 200	829
@natali.less	https://www.tiktok.com/@natali_less/video/6903867946683157762	5 900	596
@mikinavlete	https://www.tiktok.com/@mikinavlete/video/6903759036919860482	2 588	587
@ruzickova_terezzz_	https://www.tiktok.com/@ruzickova_terezzz_/video/69032390832635	4 722	586
@m.nataly127	https://www.tiktok.com/@m.nataly127/video/6913950053400890625	3 362	562
@isabelabellaburia	https://www.tiktok.com/@isabelabellaburia/video/6911634873241390	4 017	528
@onlydennybby	https://www.tiktok.com/@onlydennybby/video/690284017666243302	1 751	306
@barborabodnar	https://www.tiktok.com/@barborabodnar/video/690507824635052365	4 105	302
@slunickova. _princezna	https://www.tiktok.com/@slunickova. _princezna/video/690233869834	3 644	295
@lenkabrisiakova	https://www.tiktok.com/@lenkabrisiakova/video/69031219383951720	4 797	236
@nikol_hess	https://www.tiktok.com/@nikol_hess/video/6907140433156033794	1 625	218
@wrtxxqp	https://www.tiktok.com/@wrtxxqp/video/6902348031010589953	2 320	188
@12annacosplay35	https://www.tiktok.com/@12annacosplay35/video/690544374325666	841	184
@anonymous_princess_girl	https://www.tiktok.com/@anonymous_princess_girl/video/691011861	585	187
@podopryhora	https://www.tiktok.com/@podopryhora/video/6904179074910932226	2 625	155
@matesovich_	https://www.tiktok.com/@matesovich_/video/6907679431704333570	737	132
@zatloukalka	https://www.tiktok.com/@zatloukalka/video/6909142053343530241	2 343	134
@nhlavackova	https://www.tiktok.com/@nhlavackova/video/6903258345424145666	887	91
@ninuskaa0	https://www.tiktok.com/@ninuskaa0/video/6914359105092111621	1 540	88
@nataliasurmak2	https://www.tiktok.com/@nataliasurmak2/video/691132060233892175	477	74
@kristynamelanie	https://www.tiktok.com/@kristynamelanie/video/69054318710400811	720	67
@jancucik_fanpage_3	https://www.tiktok.com/@jancucik_fanpage_3/video/69066057742655	727	66
@the_leonka27	https://www.tiktok.com/@the_leonka27/video/6912124857329224966	951	64
@terezkaoxwillson	https://www.tiktok.com/@terezkaoxwillson/video/6911676527121878	323	61
@irynabome	https://www.tiktok.com/@irynabome/video/6903978012186840322	325	59
@alex_marsell	https://www.tiktok.com/@alex_marsell/video/6909528726174960901	942	55
@ali_gymst	https://www.tiktok.com/@lali_gymst/video/6903592091344014594	329	49
@lennicolcaee	https://www.tiktok.com/@lennicolcaee/video/6903574735376977153	470	48
@lucifurie	https://www.tiktok.com/@lucifurie/video/6904155363231173890	264	42
@el.tandarova	https://www.tiktok.com/@el.tandarova/video/69042111997060416012	406	43
@michaelahemiov	https://www.tiktok.com/@michaelahemiov/video/69045965210780828	464	42

Názov účtu	Link	Počet videní	Interakcie(likes +Komentáre)
@xveruu	https://www.tiktok.com/@xveruu/video/6903978296087022849?lang=	421	40
@xveruu	https://www.tiktok.com/@xveruu/video/6903979541857979649?lang=	213	37
@spaghetti smsh	https://www.tiktok.com/@spaghetti_smsh/video/69055231735219520	249	31
@nikolapaulusov	https://www.tiktok.com/@nikolapaulusov/video/690606614197472793	236	28
@edisam2112	https://www.tiktok.com/@edisam2112/video/6909475705193647365?	531	26
@tyna4488	https://www.tiktok.com/@tyna4488/video/6904124522941680897?lan	224	27
@tale_som_to_ja	https://www.tiktok.com/@stale_som_to_ja/video/69102065241535152	390	24
@mispulinkas	https://www.tiktok.com/@mispulinkas/video/6904309511364939009?	356	26
@tajanatiktok	https://www.tiktok.com/@tajanatiktok/video/6902134164456279297?l	100	25
@zuzqbastidas16	https://www.tiktok.com/@zuzqbastidas16/video/69021238175067046	112	24
@margotrac	https://www.tiktok.com/@margotrac/video/6903888098359332097?la	202	27
@katsyho	https://www.tiktok.com/@katsyho/video/6903803490314013954?lang	213	21
@lucka762	https://www.tiktok.com/@lucka762/video/6906166166163623169?lan	370	23
@_ta_co_ma_na_vitazstvo	https://www.tiktok.com/@_ta_co_ma_na_vitazstvo/video/6902067225	52	19
@_dendyy_	https://www.tiktok.com/@_dendyy_/video/6905376730987400449?la	62	18
@lolli_pop003	https://www.tiktok.com/@lolli_pop003/video/6912093470391897346?	238	18
@dominka632010	https://www.tiktok.com/@dominka632010/video/69020595220560478	132	18
@romaska011	https://www.tiktok.com/@romaska011/video/6903981300508675329?	120	17
@iba_jeho1952001	https://www.tiktok.com/@iba_jeho1952001/video/6904311823537851	112	15
@_dancer_.2012	https://www.tiktok.com/@_dancer_.2012/video/6902855699399724?	65	14
@anna_rusnakova_	https://www.tiktok.com/@anna_rusnakova_/video/6903886196246727	111	15
@nellush_girl	https://www.tiktok.com/@nellush_girl/video/6906203463504432385?l	62	15
@ellie_uwu_19	https://www.tiktok.com/@ellie_uwu_19/video/6912126957710806277?	38	12
@ari_butera_grande_fan	https://www.tiktok.com/@ari_butera_grande_fan/video/690610820536	36	16
@annazinzurova	https://www.tiktok.com/@annazinzurova/video/690572882444561945	56	12
@lucka.91	https://www.tiktok.com/@lucka.91/video/6904577883545537793?lang	404	12
@natyberankova	https://www.tiktok.com/@natyberankova/video/690424098949434905	281	13
@amaliapolakova0	https://www.tiktok.com/@amaliapolakova0/video/6903875347704564	119	13
@hanicka_dvorakova	https://www.tiktok.com/@hanicka_dvorakova/video/69161686428707	161	10
@nikoletka80	https://www.tiktok.com/@nikoletka80/video/6904277817123540226?l	41	12
@pařahurtová	https://www.tiktok.com/@MS4wLjABAAA9f8peDFTPXvGDH--orb9	431	10
@vikinka...klarinka...zep	https://www.tiktok.com/@vikinka...klarinka...zep/video/690470059510	25	9
@liliengrolmus	https://www.tiktok.com/@liliengrolmus/video/6904307272801864962?	68	9
@romanetka3	https://www.tiktok.com/@romanetka3/video/6904222531985706241?	211	12
@adelka_50	https://www.tiktok.com/@adelka_50/video/6909513858763738374?la	35	7
@terka.thorgil	https://www.tiktok.com/@terka.thorgil/video/6908123918708657409?	35	9
@evabandova05	https://www.tiktok.com/@evabandova05/video/690344800462420710	152	7
@emaolexova16	https://www.tiktok.com/@emaolexova16/video/690239253564211532	65	8
@michalmajer4	https://www.tiktok.com/@michalmajer4/video/6910516707891137797	28	6
@to_sme_mi	https://www.tiktok.com/@to_sme_mi/video/6911965113704664325?la	17	8
@ninagaborovaa	https://www.tiktok.com/@ninagaborovaa/video/690828803653093299	18	8
@lilbaranovicova0	https://www.tiktok.com/@lilbaranovicova0/video/6906558772710362	31	7
@adela.necasova	https://www.tiktok.com/@adela.necasova/video/69047042260819345	22	5
@denicek27	https://www.tiktok.com/@denicek27/video/6914368595124292869?la	32	4
@timstwix	https://www.tiktok.com/@timstwix/video/6913196494380125446?lang	13	4
@danhoferovalucie	https://www.tiktok.com/@danhoferovalucie/video/6912154298004622	12	4

Názov účtu	Link	Počet videní	Interakcie(likes +Komentáre)
@xxnikolaxx52	https://www.tiktok.com/@xxnikolaxx52/video/6912123220476841221	10	3
@super_iphone_	https://www.tiktok.com/@super_iphone_/video/691208350417196160	7	4
@evulka851	https://www.tiktok.com/@evulka851/video/6908654138242927877?la	16	4
@_stela12	https://www.tiktok.com/@_stela12/video/6905849697676594433?lan	23	6
@_klara_7	https://www.tiktok.com/@_klara_7/video/6905486331938458881?lar	62	11
@livka326	https://www.tiktok.com/@livka326/video/6904263388226948354?lang	31	4
@holysmoke	https://www.tiktok.com/@holysmoke/video/6903980959134256385?la	119	6
@hollyeskalt	https://www.tiktok.com/@hollyeskalt/video/6902117184022088961?la	21	4
@chrisikvik	https://www.tiktok.com/@chrisikvik/video/6918751433923874054?lan	174	2
@matovakarinka	https://www.tiktok.com/@matovakarinka/video/691106430560144921	23	2
@kovavikov	https://www.tiktok.com/@kovavikov/video/6909195116666162438?la	8	2
@alicemarkova7	https://www.tiktok.com/@alicemarkova7/video/691764490208385766	21	1
@luby.lulu30	https://www.tiktok.com/@luby.lulu30/video/6906883597362334978?la	10	3
@sarkozyovamartinka	https://www.tiktok.com/@sarkozyovamartinka/video/69047194495977	11	2
SPOLU		324 865	46 667

Krok 3 - Poradňa Chuť žiť v spolupráci s psychologičkami a nutričnými špecialistkami pomohla deťom, ktoré požiadali o pomoc.

Počet prihlásených záujemcov do programu



Kampaň prebehla počas Decembra

Výsledok: Pred TikTokovou kampaňou sa do poradne mesačne prihlasovalo v priemere 15 ľudí. Challenge sme postli 31. Novembra 2020. Počas Decembra vzrástol počet prihlásení na 79, teda viac ako 5-násobne.