

Neurodiversity- Autism/ dyslexia

My campaign would be about giving people with autism or dyslexia a space where they can feel comfortable and take a break from the chaos of an everyday world. The campaign idea quote would be “Different minds, shared spaces”.

Everyone should be able to use public areas. Small changes can have a significant impact on the way neurodivergent persons (including those with autism, ADHD, dyslexia, dyspraxia, Tourette syndrome, and others) see the world.

In terms of research, I looked at a woman called - Candy Cheng, who created a public interactive space - ‘Before I die’. It encourages reflection, participation, and community conversation. This has been recreated in over 70 different countries and I think it is a cool concept because it can demonstrate how a simple public wall can engage thousands of people and personal experiences and identity. It invites people worldwide to share their hopes and aspirations on chalkboard walls.

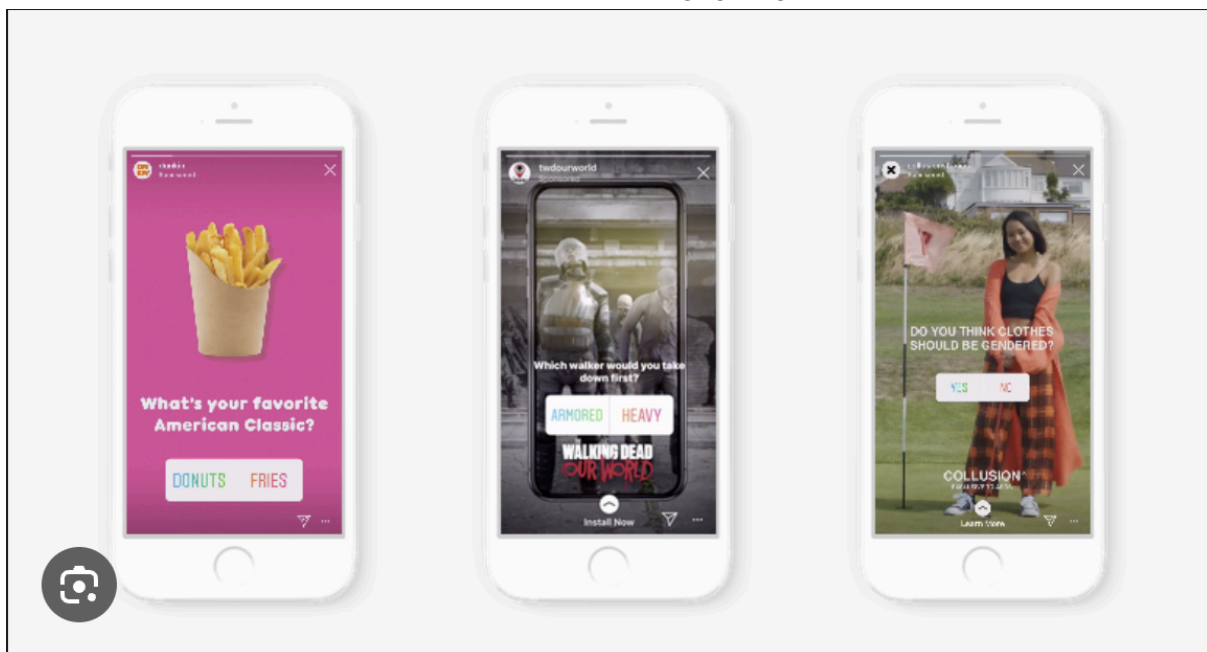


The aim was to give people a platform to share perspectives on neurodiversity and foster greater awareness and acceptance in public spaces.

This campaign uses an interactive public wall to bring attention to neurodiverse people by asking people to share their thoughts, experiences, and views on how to include them in everyday places. The idea comes from Candy Chang's participatory public art. It takes a simple surface and turns it into a voice for the whole community, like Chang's work. This helps to start a talk and show empathy. The point is to show that neurodiverse people experience public places in different ways, and that a better understanding of these differences can help make areas more welcoming and helpful for everyone.

Tools and Platforms used

I looked at tiktok and instagram and how its easy to promote campaigns or anything on there either by simply just scrolling or looking at people's stories. I feel like it's a great way to make awareness when a lot of people share the same thing, giving it more viewers.



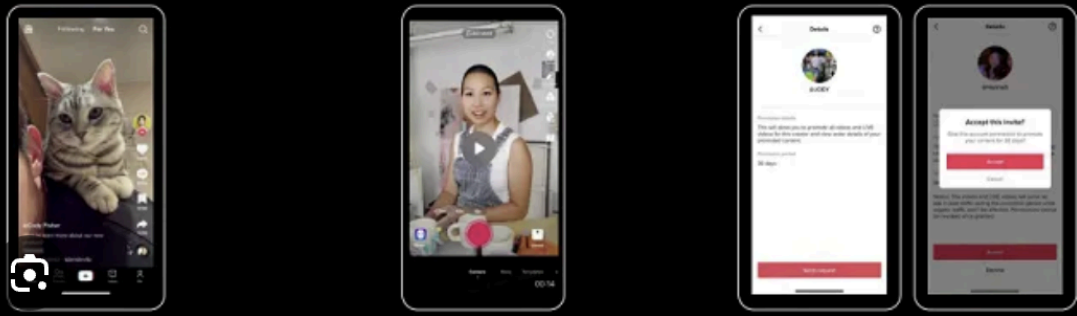
01 Promote 101

How can I use Promote?

Promote video
Easily turn your existing content into ads, driving discoverability, bringing visitors to your website and more.

Promote LIVE
Directly engage your audience in real time to build community and form closer relationships.

Promote for Others
Leverage the work of other TikTok creators to harness the power of UGC and authenticity.



TikTok Publishes New Guide on How To Maximize Its Promote Ad Option | Social Media Today

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Reflection for 5.2.1

This program, which was based on Candy Chang's participatory public art, showed how interactive public spaces can help raise awareness of neurodiversity by getting people to talk about their own experiences and thoughts. With an interactive wall, raising awareness is more of a community-driven experience than a one-way message. This helps people understand and empathize with neurodiverse people who use public places in different ways. Promoting it on TikTok and Instagram would have the most impact because they both let you make content that is very visual, interesting, and shared. Instagram might display carefully chosen photos, highlights, and instructional posts that clearly and simply teach important concepts, while TikTok could display real-time reactions and individual comments to the wall. When combined, these media would enable the campaign to reach a larger audience and transform a local display into a more extensive online discussion on awareness and inclusiveness.