

AMBASSADOR'S CHALLENGE



LORRAINE AGUTI ESQ. REFLECTS ON HER VICTORY IN THE ISHR SOCIAL MEDIA ADVOCACY CHALLENGE 2025

The [ISHR Social Media Advocacy Challenge 2025](#) has come to a close, and after an inspiring

By encouraging students to watch her campaign video and engage in discussions, she was able to create a deeper connection with her audience. “Engaging people face-to-face allowed me to foster more authentic dialogue and make a lasting impact,” Lorraine shared.

Lessons Learned from the Challenge

Participating in the ISHR Social Media Advocacy Challenge not only allowed Lorraine to share her passion but also helped her sharpen her skills. “The challenge strengthened my understanding of how to create impactful, strategic content. I learned the importance of consistency, timing, and engaging directly with the audience to foster a sense of community,” Lorraine reflected.

Advice for Future Participants

Lorraine’s advice for future challengers is rooted in her own experience. “Choose a topic you’re passionate about—it will fuel your creativity,” she said. “Create content that is relatable and impactful, and make use of multiple social media platforms to extend your reach. Consistency, authenticity, and creativity are key to driving engagement and making a lasting impact.”

Looking Ahead: Lorraine’s Advocacy Journey

Winning the *ISHR Social Media Advocacy Challenge 2025* is just the beginning for Lorraine Aguti Esq. With her dedication to human rights and her commitment to fighting against cyber abuse, she is poised to continue making a significant impact. Lorraine’s work highlights the power of digital storytelling as a tool for change, and her success in this challenge serves as an inspiration to all aspiring advocates.

#ISHRChallenge25 #AdvocacyInAction #ISHRVoices