

Cheat sheet for influencers and creators.

Attention is your currency, and this site is pointing at the acts nobody applauds. Spend a little of it where no one is counting.

Not every hardship is a test, and nothing here is graded.



Say plainly when something is paid, and what you got.

Free product, a fee, a discount code, a trip: if a brand gave you something, say so where people will see it, in simple words, not buried in a pile of hashtags.

SAY "This is an ad. The company paid me, and I'll tell you what I honestly think."



Do one good thing with no camera and no post, ever.

Carry the bag, cover the tab, sit with the neighbor. Don't film it, don't mention it later, and don't save it for a good story. Let it be something your audience never learns.



Don't feed the pile-on, and don't make content of a stranger's worst moment.

If a crowd is turning on someone, you don't have to add a take, a reaction video or a screenshot. Scroll past. Say, if your followers ask: "I'm going to sit this one out."



Don't profit from someone's pain without their say.

If a post is about a real person's grief, illness or crisis, ask first, let them say no, and share the benefit fairly.

SAY "Would you be okay with me sharing this? You can say no, and I won't be upset."

**Credit the people whose work or idea you used.**

Name the photographer, the writer, the small creator whose joke or format you borrowed, and link to them.

SAY "This came from @maya. Go give her your attention."

**Be honest about the edits, and when a follower is struggling, respond with care.**

Say when a photo is filtered or staged, and now and then show the ordinary day. If someone writes that they are in a dark place, reply as a person, not a diagnosis, and point to real help: call or text 988 in the US, or findahelpline.com elsewhere.

SAY "I'm glad you told me. Please reach out to a crisis line, or someone you trust today."

**Treat your audience's trust as a responsibility.**

Correct your mistakes publicly and plainly, keep in mind that some of your viewers are kids, and take a break when you need one.

SAY "I got that wrong. Here's the right version, and I'm sorry."

IF YOU ONLY DO ONE THING THIS WEEK

Disclose one sponsorship plainly, credit one person by name, and do one good thing that never goes online.

You are allowed to log off and rest. Nobody is owed your constant presence, and a break is not a failure. Nothing here is legal advice: disclosure rules differ by country, and in the US you can read the FTC endorsement guidance. Kindness that is only content is still kind, but it is not the thing this site is pointing at. That is the part no one sees.

This is practical, not religious. I think what you show with your choices is what counts. Share it freely.



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A free message about how we treat each other. Nothing to buy, nothing to join. One person's hypothesis, not advice. Woodcut images were made with AI tools; the words are Keith Adler's. Share freely.