



## **Armed with attitude, Creators IRL debuts groundbreaking behavioural-centred strategy to combat online scams and harm**

**August 8, 2024, Kuala Lumpur** — In a landmark public, private, and cross industry collaboration, the Ministry of Communications, Meta Platforms, Inc. and CelcomDigi are proud to announce the launch of a pioneering programme, Creators IRL (In Real Life) aimed at addressing online safety and scams. The event brought together more than 30 of Malaysia's influential content creators alongside key industry stakeholders, marking the beginning of a concerted effort to equip content creators with the knowledge, tools and experience to combat online threats and promote digital safety.

The event launch offered a sneak peek into the fellowship programme for content creators, featuring a dynamic panel discussion with esteemed experts from Meta, CelcomDigi, and the Communications and Multimedia Content Forum of Malaysia (Content Forum). The panel delved into critical issues surrounding online scams and child online safety, providing valuable insights and strategies to protect online users. Following the panel, attendees participated in a hands-on content creation workshop led by REV Media, which offered practical guidance on creating impactful content addressing serious online safety issues while effectively engaging audiences.

*"It's essential for content creators not only to be aware of an issue but also to feel empowered to take meaningful action. Authenticity is key, especially with the brands they choose to promote. When content creators genuinely believe in a brand, their content is authentic and resonates with their audience. Our goal is to engage content creators in a way that goes beyond merely sharing information; we aim to foster behavioural change and empowerment,"* said New Su Shern, Executive Director of Ratio:Cause, the social change impact agency executing this programme and focused on using social and behavioural change to design scalable solutions.

Creators IRL, the flagship initiative of the expansive Online Safety and Anti-Scam Programme, is designed to build a dynamic community of content creators dedicated to tackling online harms. At the heart of Creators IRL is a transformative three-month fellowship for 10 selected content creators. Creators will have the opportunity to take a deep dive into cutting-edge content creation techniques that emphasise on behavioural strategies and online safety from top industry experts. They will gain real-world insights through visits to key organisations and institutions involved in the digital sphere, and network with government officials, corporate leaders, and fellow content creators to build invaluable relationships and partnerships.



Additionally, the programme includes grant support totaling RM80,000.00, enabling the selected 10 creators with the financial resources to produce and create impactful content that drives change on online safety issues. This comprehensive fellowship will empower content creators to harness their creativity and craft content that is not only engaging but also profoundly impactful in promoting online safety.

*“Meta is committed to creating a safe and positive online environment. The Creators IRL programme represents a significant step forward in empowering content creators to not only understand the issues of online safety but to take active, meaningful steps to address them. We are excited to see the transformative impact this programme will have on our digital community,”* said Daniel Lim, Head of Public Policy at Meta Malaysia.

Philip Ling, Head of Sustainability at CelcomDigi said, *“As a company that serves over 20 million customers, we have a responsibility to protect the safety and security of our customers while fostering a more secure digital environment for all Malaysians. To effectively combat online harm and scams, our mission is clear – to ACT, that is to create Awareness, drive Compliance to high security and safety standards internally while supporting enforcement agencies, and leverage Technology advancements to build safeguards against cybercrime. We believe that large-scale action through partnerships like this is key to tackling this pressing social epidemic and continue to advocate a whole-of-society approach to combat various online threats and scams more effectively.”*

*“The Content Forum firmly believes that collaboration and a multi-stakeholder approach are paramount to ensuring a safe and thriving content environment. We are strong advocates for open dialogues on critical issues as they not only foster understanding and innovation but also serve as powerful catalysts for meaningful change,”* said Mediha Mahmood, CEO of the Content Forum.

Content creators who are passionate about making a difference in the digital world are encouraged to seize this chance to become a part of something transformative through the Creators IRL programme. Apply now at [onlinesafetyirl.com](https://onlinesafetyirl.com) and be a driving force for positive change in the digital community!

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### **About Ratio:Cause**

Ratio:Cause (pronounced Ratio to Cause) is a social change impact agency that focuses on closing the gap that creates inequalities using social and behavioural change to design scalable solutions through building better systems and policies. We look at human behaviour from evidence-based and human-centred approaches to design targeted solutions that influence decision-making and move people to action. We work on:

- Community Engagement Programmes
- Behavioural Change Campaigns
- Behavioural Analysis and Strategic Insights
- Data-Driven Decision Support

### **Ministry of Communications**

Aiming to build an informed, connected, and creatively cultured society, the Ministry engages with digital communication stakeholders like creators and youths. Their goal? To enhance the safety of our digital ecosystem. This includes boosting online safety for children, educating about online scams, and combating hate speech and cyberbullying.

### **Meta Platforms, Inc.**

Meta builds technologies that help people connect, find communities and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

### **CelcomDigi**

CelcomDigi is Malaysia's largest mobile network operator with more than 20.6 million users on its network. Established on 1 December 2022 from the merger of Celcom and Digi, the company aims to serve the growing digital needs of its customers by leveraging its newly combined widest network footprint, distribution touchpoints, innovative range of digital products and services, and superior customer experience powered by over 3,800 top industry experts. The company has clearly defined ambitions to advance the nation, inspire Malaysian society, and be a leader in inclusion and ESG practices. For more information on CelcomDigi, visit [www.celcomdigi.com](http://www.celcomdigi.com).



**The Communications and Multimedia Content Forum of Malaysia (Content Forum)**

The Content Forum is a self-regulatory organisation, and a registered industry forum dedicated to facilitating and advocating for the self-regulation of content on electronic networked mediums in Malaysia. It establishes content standards and best practices through a Content Code and ensures compliance via a Complaints Bureau. The Content Forum maintains a strong working relationship with content industry players, including social media platforms, to address online harms and ensure the protection of children. The Content Forum believes that collaboration and a multi-stakeholder approach is the best way to ensure a safe and thriving content industry. Additionally, it supports open dialogues on these issues, believing such conversations are a catalyst for change.