

Liking isn't Helping

Crises Relief Singapore has released a [new ad campaign](#) that is designed to shock. Quite effective! It is called “liking isn't helping” designed to make people aware that clicking a mouse is a far less effective way to help people than to actually, er, helping people through a donation of your time.

Source: <https://www.idonthaveacoolname.com/liking-isnt-helping/>