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## IN SPAIN, NGO TAPS 'FOODSTAGRAMS' TO FIGHT WORLD HUNGER

 NONPROFIT & SOCIAL CAUSE

**The FoodShareFilter app enables users to raise money and awareness to fight world hunger by sharing customized food photos on Instagram.**

Instagram is a useful tool for sharing our lives visually with others and it's probably a sign of how comfortable the Western world currently is that one of its most popular uses is 'foodstagram' – photos of everyday meals. We've already seen [one restaurant](#) tap the social media service to build a user-created menu, but now a Spanish charity is aiming to fight world hunger with its [FoodShareFilter](#) app, which enables users to raise money and awareness to fight world hunger by sharing customized food photos on Instagram. Created by the [Manos Unidas](#) NGO, which promotes the development of some of the world's poorest countries, the app is a standalone download which lets users take photos of their meal and apply a filter with a message reading 'This photo helps millions of people to avoid starvation' in Spanish, as well as the hashtag #foodsharefilter. Users can then easily switch the photo over to Instagram, customize it and share with their network. Each shared photo raises awareness of food poverty around the world and – while Manos Unidas doesn't gain financially from Instagram posts – the app is priced at the small cost of EUR 0.89 to help fight hunger. The video below explains – in Spanish – how the app works.

FoodShareFilter is available from both the [App Store](#) and [Google Play](#). Are there other ways that charities could monetize online sharing or help social causes go viral? Spotted by: Murtaza Patel

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Website: [www.manosunidas.org/foodsharefilter](http://www.manosunidas.org/foodsharefilter)

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