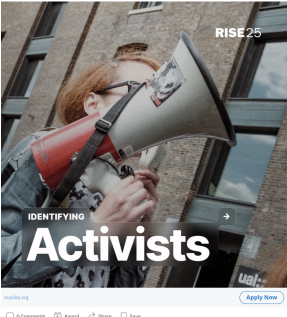


META				
Targeting	25-44; United States; Tech interests			
Dates	06/01 - 07/20			
Budget:	\$18,000			
Meta Placements (boosted organic posts)				
Post 1 (in-feed post)	https://www.instagram.com/reel/CrJXyv3Jdx-/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA==			
Post 2 (in-feed post)	https://www.instagram.com/reel/CrdyLUIg9-W/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA%3D%3D			
Post 3 (in-feed post)	https://www.instagram.com/reel/CIMhVrsgWht/?utm_source=ig_web_copy_link&igshid=MmJY2I4NDBkZg%3D%3D			
Post 4 (in-feed post)	https://www.instagram.com/reel/CuGqVS1gFUr/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA%3D%3D			
Post 5 (IG stories)	https://www.instagram.com/reel/CrJXyv3Jdx-/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA%3D%3D			
Post 6 (IG stories)	https://www.instagram.com/reel/CrJXyv3Jdx-/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA%3D%3D			
Post 7 (feed + story placements)	https://www.instagram.com/p/CupgTxPbGm/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFfZA%3D%3D			
TikTok				
Targeting	25-34, 35-44, 45-54; content creators/video creators			
Dates	06/01 - 07/20			
Budget:	\$9,000			
TikTok Placements (boosted organic posts)				
Post 1	https://www.tiktok.com/@mozilla/video/7242754941528444202?is_from_webapp=1&sender_device=pc&web_id=7072428300684019246			
Post 2	https://www.tiktok.com/@mozilla/video/7249775663508927787			
Post 3	https://www.tiktok.com/t/ZT3dJ8Kar/			
Post 4	https://www.tiktok.com/t/ZT3dJ8Kar/			
Reddit				
Targeting	Lifestyle, Business, Tech, Wellness, etc.			
Dates	07/12-07/20			
Budget	\$19,992.25 (total budget, awaiting final cost)			
Reddit Placements				
Series of 4 posts divided into carousels	 <p>The image shows a screenshot of a Reddit post. At the top, it says 'Submit your nominations today.' Below that is a video thumbnail showing a woman with red hair and glasses shouting into a megaphone. The text 'RISE.25' is in the top right of the thumbnail, and 'IDENTIFYING Activists' is at the bottom. The Reddit interface shows 0 comments, an award icon, a share icon, and a save icon.</p>			