



United States of Kindness

College Influencer Guidelines

Purpose

This is an opportunity to be part of a viral movement to make America more kind by helping the United States of Kindness feel relatable and easy to join.

What You'll Create

- 1 interview Reel per week (15–45 seconds)
- 3–6 quick interview clips per Reel
- Optional: 1 story post to invite answers from your followers - tag @USofKindness and use #USK250.

How to Approach Someone (script)

"Hey! Quick question for a kindness project. It'll take 10 seconds. Can I ask you something on camera?"

If they ask what it's for: "It's for the United States of Kindness, a national challenge for America's 250th year."

Interview Rule

Avoid yes/no questions. Ask questions that pull a short story or a real opinion

Prompts (rotate every 2 weeks)

Use 1–2 questions per person (more if they are engaged). Keep questions short and specific. Each set includes at least one USK challenge question.

Question Prompt Set A

- How do you define kindness?
- What's kindness did you notice this week?
- What's kindness did you do this week, even if it was small?
- If everyone on campus did 250 acts of kindness in a year, what would change?
- If that spread across the country, what do you think it could do?



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Question Prompt Set B

- What's one act of kindness that can change someone's whole day?
- Who deserves a kindness shoutout on campus right now, and why?
- What's a kindness you wish people did more often?
- If you had to reach 250 acts of kindness in a year, what's the easiest way to do it?
- What's one act you'd challenge your friends to do first?

Follow-up Prompts (use when answers are short)

What makes that one matter to you?

Where do you think people learn kindness?

What do you think stops people from doing that more often?

If you could challenge one friend to join you, who would it be and why?

What to Include in Every Caption

Tag: @USofKindness

Hashtag: #USK250

End with one simple question to invite comments (example: "What's your answer?").

Filming Tips

- Keep backgrounds simple and avoid loud spaces.
- Use on-screen captions. Many viewers watch without sound.
- Get permission and respect anyone who hesitates.

Do Not

Do not ask political questions or controversial campus issues.

Do not film minors.

Do not pressure anyone to participate.