



PND
PRATTHANADEE
FOUNDATION

We Didn't Expect This.

37,000+ people found our
videos on their own.

Impact Snapshot: YouTube, Instagram, Facebook, X/Twitter

It Started With A Grant

In 2020 and 2021, PND received support from the Irish Embassy in Bangkok to produce a series of free online safety videos in Thai.

We took the most urgent topics from our in-person programs, including stalking, image-based threats, job scams, workplace harassment, and how to find emergency help, and made them findable online, for anyone, at no cost.

We produced 20 videos, posted them to YouTube, and shared them across social media. Then we moved on.

We had programs to run, schools to visit, and more women and girls to reach than our budget allowed.

The videos were live, but we were not actively monitoring them.

A few years later, we pulled the data and found something we had not expected.

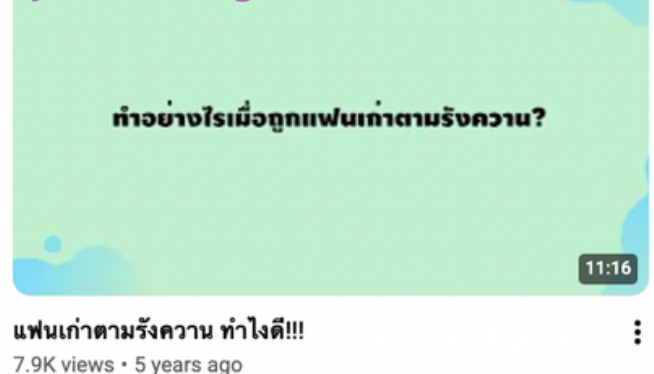
What should I do if my nude photos or videos get leaked?



I'm being threatened with my nude photos posted online! What should I do?



My ex is stalking me. What should I do?



What We Found When We Looked

Over the past four years, while PND's attention was on classroom programs in Bangkok and school workshops in Ubon Ratchathani, something else was happening quietly. More than 37,000 times across YouTube, Instagram, Facebook, and Twitter, someone found one of our videos on their own.

**37,000+ Moments of access across platforms
Over four years, with no active promotion**



25,700 views
People who actively watched



6,780 reach
People reached through posts



3,460 views
Views across shared content



790 impressions
Post appearances in feeds

**None of this was driven by a campaign.
No one told them to look for us.**

What She Was Searching For

Behind the numbers are specific moments. The data tells us what people were looking for, and when. Our three most viewed moments are below.

1 Threats to share private photos

~6,000 views on YouTube

She shared something private with someone she trusted.

Now he is threatening to send it to her family unless she pays, and on her lunch break she opens her phone to search for what to do.

2 Private pictures leaked online

~9,800 views on YouTube

Someone she knows sends her the link, and she does not sleep that night.

Before the household is awake, she is already searching for what her rights are and what to do first.

PND's single most viewed video across the library

3 Dealing with a stalker

~5,500 views on YouTube

Her ex had started appearing in places he should not have known she would be, including outside her building.

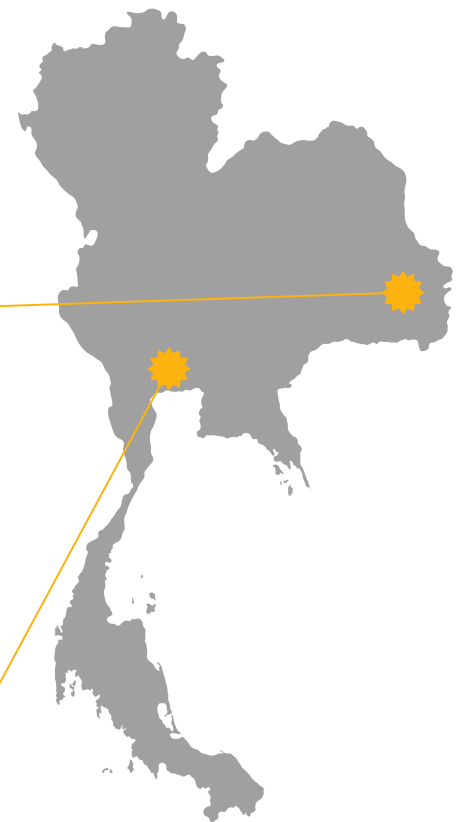
She was not sure whether it qualified as something she could report, so on a Sunday afternoon she searched.

These three topics account for more than 80 percent of all YouTube views across the library. We do not know what any of these women did next. We know they came looking, and we were there.

She Could Not Come to Us.

PND's Better Me program requires women to show up in person in Bangkok during the week. Our girls' workshops run in Ubon Ratchathani, school by school, based on available funding. Every year there are women and girls we simply cannot reach within those constraints.

And then there are the ones who fall outside both programs entirely: a woman in Ubon who needs what Bangkok offers, a girl in Bangkok whose school is not on our list, a migrant worker whose first language is not Thai. The geography of our programs, as good as they are, has edges.



This is not proactive outreach. It is reactive presence. We are there when she searches.

We Made These With What We Had.

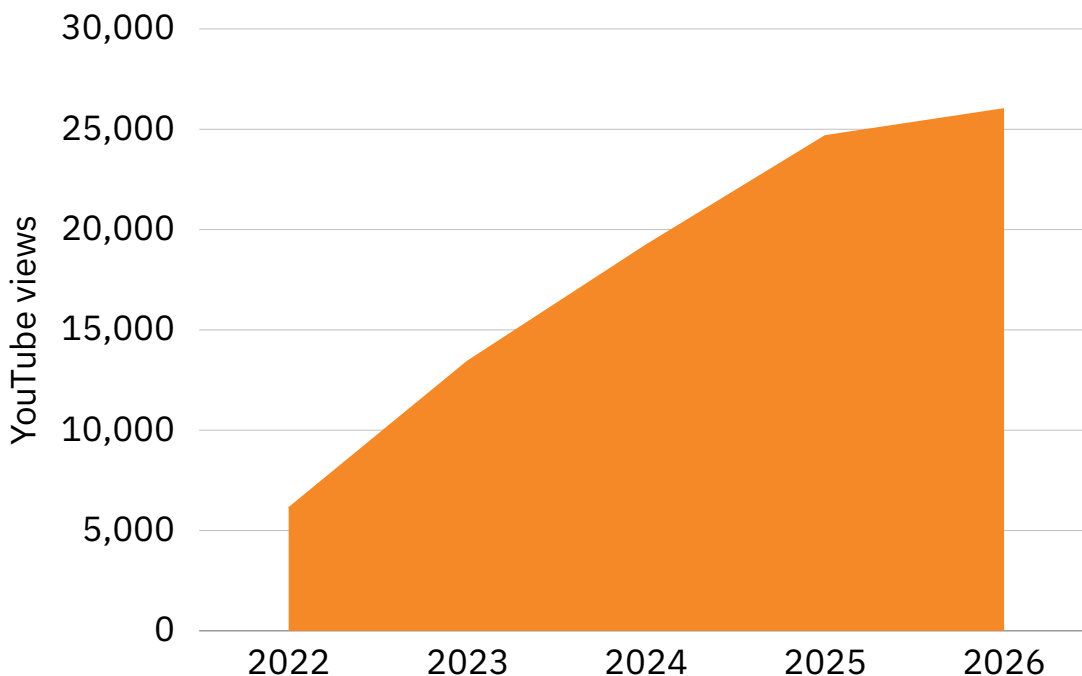
These videos were made on a limited budget in 2020 and 2021. No playlists, SEO strategy, or promotion after the initial grant ended.

They have still accumulated more than 25,000 YouTube views over four years, roughly 6,000 per year, with no active effort to drive traffic.

What keeps these videos in front of an audience is not their production or their promotion. It is the scale of the need. Year after year, women search for this kind of help, and even a basic video made on a small budget is enough to meet them.

Online safety videos: total views since tracking began

YouTube, cumulative. No promotion or ad spend behind these videos.



What we found was accidental, and what we'll do next is deliberate. Our goal is to make this library easier to find and more useful, without taking anything away from the programs that remain at the center of our work.

Videos produced 2020 to 2021 with support from the Embassy of Ireland. View tracking begins January 2022, so the first year of demand is not shown here. 2026 figure is year to date through May.

What Support Makes Possible

The demand for our online videos is larger than what one grant was designed to address, and larger than what we are currently equipped to serve. New videos published in 2026 are already showing us that the demand is not going away. Here is what support makes possible:



1. Refresh the Existing Videos

Thai law on image-based abuse has evolved since 2020. The most-watched videos need updating to reflect it.



2. Create New Content on Emerging Risks

AI-generated imagery, financial coercion, and new scam patterns are now common threats that the current library does not cover.



3. Organize What Already Exists

Someone who finds one video has no clear path to the others. Better structure means more women find help when they search.



4. Reach Harder-to-Access Communities

Migrant women in Thailand face the same risks with fewer resources. Content beyond Thai extends what already works.

These are not new programs.

They are investments in infrastructure that is already working.

Support PND's digital safety library. Donate or partner at pndthailand.org