

## Viral #Trashtag challenge winning hearts globally

# #TRASHTAG



Viral social media challenges are on the rage in the outrageous internet-era, and after bundles of gibberish hashtags ? here's one that is winning even our hearts - that's the #Trashtag challenge for its noble cause of cleaning the planet for a better tomorrow.

From the ice bucket challenge to throwing cheese, chubby bunny, mannequins, the cinnamon, the bottle flip and the 10 year challenge; and on the extreme end - the Momo challenge and the Blue Whale Challenge - they list out as some of the most popularly viral social media challenges in past year or more. As widespread their outreach on the internet as it was, none of them did anything good for the participants (mostly teenagers), nor did they do anything for the betterment of society; in fact most of them were practically loathe-worthy.

But finally, here we have a showstopper that we welcome with all our open hearts - the #Trashtag. The hashtag is going viral around the world, and instead of pushing "teenagers" to do something dangerous and daring to get social media attention in form of dire "likes and views", this challenge is actually promoting them to do something constructive. Instead of promoting eating liquid detergent pods, snorting condoms, guzzle down a gallon of milk without vomiting, eating a tablespoon of cinnamon, throwing boiling water on others, or dousing in rubbing alcohol and setting themselves on fire - the #Trashtag is encouraging them to pack out trash when they spot it spread around.

Although the hashtag has been around since 2015 when UCO Gear, an outdoor lighting company in Seattle, tried to promote people to clean streets around them - it caught the netizens' attention when a Facebook user Byron Román posted a before-after picture of a dramatic clean-up on March 5, 2019. Titled as "Here is a new #challenge for all you bored teens", the post with #Trashtag has finally caught the attention it deserved ? and it is finally going global.

Here is a new #challenge for all you bored teens. Take a photo of an area that needs some cleaning or maintenance, then...

Posted by [Byron Román](#) on [Tuesday, 5 March 2019](#)

There's no way to check the authenticity of any of these posts, and we cannot be sure if the places are actually cleaned or not - but here's what this revolutionary social media is doing ? and even if these are fake, they are far more triumphant. Have a look into how the world has taken this:

The schools..

[View this post on Instagram](#)

#basurachallenge reto cumplido. Con la ayuda de mis niños

A post shared by Maryuri Diaz ? (@maryuri.diaz) on Mar 12, 2019 at 7:53pm PDT

The colleges..

[View this post on Instagram](#)

Students from @tetsocollege, Dimapur, accepted the #Trashtag challenge. Are you up for the challenge to keep your environment clean? Tag us if you accept the challenge. Follow @east.mojo for more news from NorthEast India and around the #EastStory #NortheastIndia #trashtagchallenge #trash #Trashchallenge #challenge #ChallengeAccepted #dimapur #tetsocollege #cleanliness #trendingchallenge #environmentfriendly #students #collegestudents #cleancity #garbage #assam #arunachalpradesh #manipur #mizoram#meghalaya #nagaland #sikkim #tripura

A post shared by EastMojo (@east.mojo) on Mar 11, 2019 at 4:16am PDT

The American roadsides..

Another [#trashtag](#) challenge accepted! Help keep our streets clean. [pic.twitter.com/0bh7oEEcTN](https://pic.twitter.com/0bh7oEEcTN)  
? TO112 (@to112life) [March 10, 2019](#)

The Thai beaches..

Usually I'm against doing good deeds just to post it online but in the case of [#trashtag](#) i am 100% for it, if that's what it takes.

Good people are good. [pic.twitter.com/VGqkDEhFuE](https://pic.twitter.com/VGqkDEhFuE)

? Megan (@bacon\_N\_megs) [March 10, 2019](#)

India..

[View this post on Instagram](#)

Here we are.. Very small contribution to our environment or nature. We tried to collect some of plastic which was thrown by local people at Laldhori,Junagadh. Which is one of the most beautiful areas of Girnar. As it's our humble duty to keep ENVIRONMENT CLEAN AND GREEN and FREE from PLASTIC waste and other TRASH. So that next generation can enjoy original beauty of GIRNAR. We are challenging to all of you for #trashtag ,in which you have to clean your surrounding area and keep and make it clean. @ourjunagadh @aapdujunagadh #fnmstory #clean #plasticfree #greenandcleanenvironment #junagadh #aapdujunagadh #trashtagchallenge

A post shared by B R I J E S H J E T H V A (@mr.brrij) on Mar 12, 2019 at 1:12am PDT

Cambodia..

A group of Phnom Penh residents has been cleaning the Boeung Trabek for the past 10 days. One of the volunteers told me they've organized by themselves (about 50 people rotating in and out). Part of the [#trashtag](#) challenge, they've had volunteers coming in from 8am-8pm [pic.twitter.com/LGvYOeqRFO](https://pic.twitter.com/LGvYOeqRFO)

? Danielle KeetonOlsen (@DanielleRose84) [March 12, 2019](#)

The big..

[View this post on Instagram](#)

I am blown away with the response I got with my other post encouraging people to take part in this new #trashtag challenge! My inbox is full of photos like this! Will be sure to keep sharing them! - Tag a friend who needs some happiness - Follow @themostwholesomememes for more posts like this

A post shared by #1 Feel Good Meme Page (@themostwholesomememes) on Mar 11, 2019 at 4:07am PDT

The small..

[View this post on Instagram](#)

We can be better than this. ??? ??? I found this plastic bag stuck in a bush near our campsite and decided to put it to use. Inside is every plastic shot gun shell I could find along with every piece of plastic and trash I could see within our campsite. This excludes the countless amount of spent ammo casings and glass bottles thrown into fire pits and used as targets that are nearly impossible to collect.??? ??? It's the only outdoors we have. We all use it for many different things but it is the only one we have. So let's all do our part and treat it with respect. Let's pick up after ourselves and then pick up extra. It only takes a few minutes of your time to pick up something that'll far outlast us humans if left alone. ? ?? We're the ones who get can pass it along to those who will come after us in better shape than we found it. ?? ??? #flagstaff #leavenotrace #flagstaffarizona #priestdraw #packitout #cleanupafteryourselves #trashtag

A post shared by Cody Hanson (@codyleehanson) on Mar 10, 2019 at 7:14pm PDT

It is everywhere, it is in all forms, and it is for good. It is unbelievable for us saying this, but - why don't you take that viral social media #trashtag challenge this time - for good.