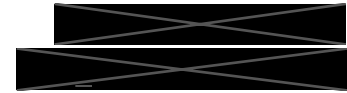


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Media Contact
Hugh Southall



Designer Offers Free Flag Filters to Anyone Facebook Overlooked

Thousands of requests from more than 30 countries in four days.

HCMC, VIETNAM: Vietnam-based designer Hugh Southall is offering free custom flag filters for Facebook profile pictures to users from any country affected by terrorism, after Facebook activated a French flag filter following the Paris attacks but offered no equivalent feature for Beirut, Baghdad, or Nairobi.

In four days, Southall has received more than 5,000 requests from people in over 30 countries.

"Facebook left a pretty big hole, and I am doing my best to help fill it," Southall said. "Facebook is the platform we use to grieve, connect, speak up, and make sense of things. For one country to receive an exclusive feature while others are seemingly forgotten — I can't find the words."

Southall has been working 14-hour days through his holiday to keep up with demand. He has no plans to stop.

"People do not want to turn a tragedy into a case study of bias," he said. "They want to support France. They also want to support everyone else. We want all people to have access to Facebook's features when they go through a devastating tragedy. Hopefully Facebook makes a change for good."

Anyone who would like a flag filter for their profile can message Hugh directly on Facebook at facebook.com/hubert.southall.

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About

Hugh Southall is a creative and communications professional based in Ho Chi Minh City, Vietnam. He has developed digital, social, and integrated campaigns across Australia, the Middle East, and Southeast Asia, working with international brands, agencies, and public-interest initiatives. His work often explores how simple digital tools can help people connect, participate, and be heard.