



Launching from a smartphone screen, Kuaishou Charity unveils its “Ecosystem Model”

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China News Service : [Launching from a smartphone screen, Kuaishou Charity unveils its “Ecosystem Model”](#)

In 2023, Zhang Xiaosi leveraged short videos and live streaming on Kuaishou to sell over 1 million kilograms of peaches, chestnuts, millet and other agricultural products for villagers. Her studio has also become a “hotspot for internet celebrities,” with a constant stream of visitors daily to learn short video and live streaming skills. Recently, at the first Kuaishou Charity Ecosystem Conference, Zhang shared the latest developments of her hometown. The new business model of “short video + live streaming” has changed the way people communicate with the outside world and is continuously expanding the categories of traditional charity, writing a new chapter for the charity ecosystem in the digital era.