



AVA WOOD — SOCIAL MEDIA REACH & LEGACY IMPACT REPORT

June 20, 2008 – January 20, 2023 | Prepared by Stupendous Love | April 2026

Who Was Ava Wood

Ava Wood was a 14-year-old honors student, soccer standout, and natural connector from Baldwinsville, NY. Stupendous Love was founded in her memory to honor her legacy of kindness and connection, aiming to spread positivity and support to young people.

Platform-by-Platform Reach

Platform	Reach
TikTok	10M–50M+ views
Instagram	500K+ impressions
Facebook	50K–200K+ people
News/Web	Millions of page views
Combined Total	15–50M+ impressions

Hashtag Ecosystem

- #avawood
- #LLAW
- #strongforava
- #avawoody19
- #smileforava
- #justiceforavawood
- #forever14
- #SFA
- #avawoodcase

Notable Engagement Highlights

- Single TikTok video received 149,200 likes.
- Memorial Instagram account @ava19_woody built 18K followers organically.
- #LLAW became a self-sustaining movement.
- Story shared internationally in multiple languages.
- Tribute content continues 3 years later.

National & International Media Coverage

- New York Post (two breaking news articles, January 2023)
- People.com (national feature)
- WSYR-TV/Bridge Street Syracuse (multiple segments)
- Yahoo Lifestyle (February 2026)
- Fox News / ABC News / Yahoo News (syndicated national)
- FOX 5 New York (broadcast)
- Distractify / CafeMom / We Got This Covered (viral digital outlets, tens of millions of readers)
- Bold.org scholarship listing (national student reach)

What This Means

Ava's story created a grassroots movement sustained by strangers. No advertising budget. No algorithm gaming. Thousands chose to carry her name forward. This is extraordinary social proof of the power of the Stupendous Love mission.

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