

Burak Ricardo Dogru Wins 'Social Impact Champion' at Influencer Magazine Awards 2026

LONDON, UNITED KINGDOM, July 1, 2026 /EINPresswire.com/ -- [Burak Ricardo Dogru](#), German-born animal welfare advocate and content creator based in Frankfurt am Main, Hesse, has been awarded the Social Impact Champion Award at the Influencer Magazine Awards E2 (IMA) on 1 July 2026, recognising his commitment to documenting and supporting cross-border animal rescue operations, as well as his innovative use of multilingual content to unite communities worldwide for a common cause. Through his Instagram account, @burakricardo, which now commands a dedicated community of more than 500,000 followers, Dogru shares firsthand field documentation focused entirely on the practical realities of animal protection. Unlike conventional pet or wildlife content, his platform documents the logistics, field interventions, and medical rehabilitation of stray and wild animals. Every post serves as both an educational tool and a call to action, offering followers a transparent look at the challenges and achievements of frontline rescue work.



Reflecting on the recognition, Burak shared, "This award is deeply meaningful because social impact, for me, is not about likes or followers. It is about turning digital attention into real-world action. I have spent years documenting rescue operations not for personal gain, but to show that every animal deserves a chance, and that together, we can make that happen. To have that work recognised on a global stage is profoundly humbling."

Born and raised in Germany, Burak has been actively building his platform on Instagram since December 2012, evolving from local initiatives into large-scale international animal welfare

projects. His deep-rooted passion for protecting vulnerable animals, combined with a structured approach to digital storytelling, has allowed him to create a community that operates far beyond traditional social media engagement. What truly distinguishes Dogru's approach is his commitment to accessibility and inclusion. To ensure his life-saving updates reach a worldwide audience without communication barriers, his platform utilises a distinct multilingual strategy, delivering content across six languages: English, German, Spanish, Turkish, Italian, and Portuguese. This innovative method has enabled him to mobilise international support, coordinate cross-border veterinary assistance, and inspire a global community of animal advocates.

Speaking on what the Social Impact Champion Award represents, Burak added, "To me, social impact is about responsibility, the responsibility to use every video, every image, and every caption as an opportunity to educate, mobilise, and save lives. I believe that social media, when used with purpose and strategy, can be a powerful engine for global change. This recognition reinforces my commitment to proving that Together We Are Stronger."

Operating under the core principle of "Together We Are Stronger," Dogru's platform serves as a direct link between digital advocacy and real-world field support. Public relations, strategic communications, and international outreach for the rescue missions are managed and coordinated by his manager, Danijela Dani Haviža, an international animal welfare advocate. Through her Instagram account, @danijeladani32, she actively supports public awareness and international outreach for animal welfare initiatives. Together, they have established a structured global community that enables the rapid mobilisation of international rescue networks and the efficient coordination of urgent veterinary support during time-sensitive operations. Dogru approaches content creation with purpose, using every platform as an opportunity to educate, mobilise, and save lives. His ability to merge digital influence with on-the-ground action positions him as a new breed of humanitarian, one who understands that social media can be a powerful engine for global change.

With his methodical approach to rescue documentation, innovative multilingual communication, and unwavering dedication to animal welfare, Burak Ricardo Dogru has established himself as one of the most impactful digital advocates of his generation.

His Social Impact Champion Award at IMA 2026 recognises not only his achievements to date but also his continued contribution to advancing international animal welfare through multilingual communication, public awareness, and cross-border rescue initiatives, helping to reshape how the world understands and responds to animal suffering across borders.

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