How NGOs can use Social Media

United Nations
Department of Social and External Affairs
19 March 2010

slideshare.net/farra

Farra Trompeter
@farra * farra@bigducknyc.com
What is social media?
It’s about reaching and connecting people
traditional media

Encyclopedia
Brittanica

New York Times

Print newsletter

social media

Wikipedia

TechCrunch
eNewsletter, Twitter, Facebook
Why should my NGO care?
Maybe you shouldn’t…

Social media is not…

• Free
• A silver bullet for fundraising
• An opportunity to control your message
• An opportunity to tell everyone what you think
• Inherently appealing and cool to millennials
• An alternative to clear messaging/mission
That said...

Social media is...

- Pretty low cost
- Growing by leaps and bounds
- An opportunity for conversation
- A great way to reach certain audiences
- A complement to the messages you’re sharing through other channels
Why Nonprofits Are Using Social Media

- Staff member said we should
- Board said we should
- A lot of orgs are using
- To raise money
- To reach new potential supporters
- To enhance relations w/ existing audience
- To round out comm mix
- To replace other channel

http://www.idealware.org/sm_survey/download.php
Average social network user = 37

Feb 2010

http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/
World Internet Penetration Rates by Geographic Regions

- North America: 74.2%
- Oceania / Australia: 60.4%
- Europe: 52.0%
- Latin America / Caribbean: 30.5%
- Middle East: 28.3%
- Asia: 19.4%
- Africa: 6.8%
- World, Avg.: 25.6%

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,767,805,208 and 1,733,993,741 estimated Internet users for September 30, 2009. Copyright © 2009, Miniwatts Marketing Group

http://www.internetworldstats.com/stats.htm
Why do people participate?

• Keeping up with friendships
• Making new friends
• Succumbing to social pressure from existing friendships
• Paying it forward
• The altruistic impulse
• The prurient impulse
• The creative impulse
• The validation impulse
• The affinity impulse

Source: Groundswell (book)
How do people participate?

[Diagram showing the participation levels of different groups: Creators 24%, Conversationalists 33%, Critics 37%, Collectors 20%, Joiners 59%, Spectators 70%, Inactives 17%.]

Groups include consumers participating in at least one of the indicated activities at least monthly.

- Creators 24%
  - Publish a blog
  - Publish your own Web pages
  - Upload video you created
  - Upload audio/music you created
  - Write articles or stories and post them

- Conversationalists 33%
  - Update status on a social networking site*
  - Post updates on Twitter*
  - Post ratings/reviews of products or services
  - Comment on someone else's blog
  - Contribute to online forums
  - Contribute to/edit articles in a wiki

- Critics 37%
  - Use RSS feeds
  - Vote for Web sites online
  - Add "tags" to Web pages or photos

- Collectors 20%
  - Maintain profile on a social networking site
  - Visit social networking sites

- Joiners 59%
  - Read blogs
  - Listen to podcasts
  - Watch video from other users
  - Read online forums
  - Read customer ratings/reviews
  - Read tweets

- Spectators 70%
  - None of the above

- Inactives 17%

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.

Source: Forrester Research, Inc.

How do people participate?

Figure 2: Indian Social Media Users Create And Consume Content

- Creators (30%)
  - Publish a blog
  - Publish your own web pages
  - Upload video you created
  - Upload audio/music you created
  - Write articles or stories and post them

- Critics (29%)
  - Post ratings/reviews of products or services
  - Comment on someone else’s blog
  - Contribute to online forums
  - Contribute to/edit articles in a wiki

- Collectors (31%)
  - Use RSS feeds
  - Vote for Web sites online
  - Add “tags” to Web pages or photos

- Joiners (23%)
  - Maintain profile on a social networking site
  - Visit social networking sites

- Spectators (55%)
  - Read blogs
  - Listen to podcasts
  - Watch video from other users
  - Read online forums
  - Read customer ratings/reviews

- Inactives (24%)
  - None of the above

Note: Groups include consumers participating in at least one of the indicated activities at least monthly

Source: Asia Pacific Technographics® Survey, Q2 2009

Source: Forrester Research, Inc.

How do people participate?

http://www.forrester.com/Groundswell/profile_tool.html
Great!
So now what do I do?
Start by listening
Listening Online

Set up Google alerts, Technorati search, Twitter search, etc.
http://socialmedia-listening.wikispaces.com/Tools

• Your name and people connected to your organization
• Your organization’s name
• Program or event names
• Peer/competitor names and program/event names
• Your tagline or other key phrases
• URL for any web properties (main website, blog)
• Related issues/topics
• Common misspellings

Source: Beth’s Blog, Beth Kanter
Google Web Alert for: "farra trompeter"

Farra it's a beautiful day.... time to get some... - Farra ...
Farra it's a beautiful day.... time to get some donuts!

Workshop on How NGOs can use Social Media
... on "How NGOs can use Social Media Tools" in New York on Friday 19 March 2010 with Ms. Farra Trompeter, Vice President of Big Duck [www.bigducknyc.com].

Links on "See3 Communications" | Facebook
Farra Trompeter. Honored to be a judge for this. February 22 at 6:25pm. See3 Communications. The submissions are already rolling in... thanks for your time ...

Social Media Bootcamp | Resources
... an existing social media strategy in a small group setting with one-on-one support from workshop leaders. The workshop leaders included. Farra Trompeter ...

Hi Farra! 39 new tweets were found from your "Farra" alert!

Want to edit your home movies but don't have a clue where to start? Flxify will show you how!

OnetenCreative: @farra We do! We also design custom Facebook pages for organizations. You can check out one of them here: facebook.com/southandchamber
Tuesday, March 9th at 20:19:27 · Reply · Retweet · View

NailaJ: @pluc @kanter Lies! Send @farra your contact info!
Tuesday, March 9th at 20:07:13 · Reply · Retweet · View

NailaJ: #MI INFP? Or #M1 NFP? Could be a cool Twitter tag for people who are volunteering... @kanter @farra
Select the tools based on goals + audience, and what you can manage.
Social Media: Tactics and Tools

Listen
- Google Alerts
- Technorati
- Twitter
- Radian6

Engagement
- Blogger
- YouTube
- Flickr
- FriendFeed
- iTunes

Social Content
- Digg
- Twitter
- StumbleUpon
- Facebook
- Myspace
- LinkedIn

Generate Buzz

Community Building & Social Networking

Support Overall Communications and Internet Strategy
Supports Offline Action, Change of Behavior, or Impact Outcome

Managing Social Media

Integrated Social Media - SMB

- **Listening**: 1 team member, 10-15 hours per week
- **Engaging, Initiating & Creating**: 1-3 team members, 1-3 hours per day
- **Measuring**: 1 team member, 5-10 hours per week

[SlideShare](http://www.slideshare.net/AmberNaslund/ebook-social-media-time-management-2618863)
Be nice, share, and say thank you.
RT @highcroftracing: Miles to End Malaria is back. Text "MILES" to 85944 to make a one-time $10 donation to @malarianomore

about 17 hours ago via TweetDeck

Help us end malaria deaths: Join the MNM Team! Currently hiring in Marketing, Programs & Data. Interns too! http://bit.ly/Su0p1l

about 19 hours ago via TweetDeck

RT @malaria_policy_center: honored key malaria champions Zeke & Rham Emanuel and Tim Ziemer today.

http://bit.ly/aMurOr

6:03 PM Mar 17th via TweetDeck

RT @malaria_policy_center: honored key malaria champions Zeke & Rham Emanuel and Tim Ziemer today.

http://bit.ly/aMurOr

6:03 PM Mar 17th via TweetDeck

MNM has that catchy Zindika! (Swahili for "Wake Up"): song stuck in our heads today... http://bit.ly/DAOE9Y

3:05 PM Mar 16th via TweetDeck

Thanks to everyone 'lending a hand' to help us End Malaria! Keep 'em coming http://bit.ly/az5b04 #socialmediaenvoy

11:08 AM Mar 16th via TweetDeck

Psyched to see malaria becoming a buzzword, thanks to #socialmediaenvoy: http://bit.ly/93ca9c

6:11 PM Mar 15th via TweetDeck

Awesome! RT @aplusk: this is very cool http://bit.ly/bcW5D8 #socialmediaenvoy

4:31 PM Mar 15th via TweetDeck

END MALARIA = http://bit.ly/az5b04 #socialmediaenvoy

11:52 AM Mar 15th via TweetDeck

"It starts with one small step." RT @WeThinkSocial: Interview
should be more conversation, less marketing
If you want people to care, make it about them... not you!

**Share Resources (70)** - Successful learning in the 21st Century is not what you know, but what you can share, so 70% of my Twittertime is spent sharing others voices, opinions, and tools.

**Collaborations (20)** - 20% of my Tweets are directly responding, connecting, collaboration, and co-creating with like-minded Twitter colleagues. From these important tweets, lifelong professional and personal relationships have been forged.

**Chit-Chat (10)** 10% of my Twittertalk is "chit-chat-how's-your-hat" stuff. It is in these "trivial" details shared about working out, favorite movies, politics, and life in general that I connect with others as a human being. These simple chit chats are what have allowed me to know that I am never alone, and there is **support whenever, wherever, and however I need it!**

The world's children: How can YOU help tell their stories?

• Leave a COMMENT
• LIKE your favorite stories
• SHARE one story a week

Don't forget you need to be our Facebook fan to help us tell these stories.
Help the community connect.
Join our End Duchenne Photo Campaign today. Be creative and raise awareness for Duchenne. Click for instructions on how to get a sign and add your photo.
We found 2 results matching End and Duchenne and Photo and Campaign.

View: Most relevant • Most recent • Most interesting
Show: Details • Thumbnails

**photos by End Duchenne**
Tagged with endduchenne
Taken on August 5, 2008, uploaded August 11, 2008
See End Duchenne’s photos or profile.

**photos by End Duchenne**
Tagged with endduchenne
Taken on August 5, 2008, uploaded August 11, 2008
See End Duchenne’s photos or profile.
Parent Project Muscular Dystrophy

Get Started

Connect with friends, family, and health professionals on the PPMD Community.
Visit the PPMD website to learn more.

Meet or Find members
Interact: discussions, groups
View or Add photos, videos
Read blogs, Pat's Blog
Spread the word: Invite others

Bookmark this page:

Groups

PP MD - Duchenne Parents
187 members

PP MD - Deletions
176 members

− Add a Group

Videos

− Add Videos

Photos

− Add Photos

Events

− Add an Event

Discussion Forum

Melatonin 4 Replies
Started by Karen Barrett in Research. Last reply by Kim Maddox 16 hours ago.

Vitamins and Essentials needed for the boys 8 Replies
Started by Jo-Anne in Supplements. Last reply by Laurie Paschal 10 hours ago.

Growth hormone 10 Replies
Started by Sandy in Research. Last reply by Gregoris Parayiotou 4 hours ago.

− Start Discussion

Features Blog

Family noise
I recently returned from a conference flying home on a "red eye" flight arriving home early in the morning. These flights are well named. You never know how much sleep you'll get as you
Bring all your online communications together.
Human Rights
UNIFEM places the advancement of women’s human rights at the centre of all of its efforts. read more »

Women’s Empowerment Principles
UNIFEM and the UN Global Compact call on the business community to implement recruitment and retention practices that advance women’s empowerment and inclusion and urge them to proactively appoint women as managers, executives and board members. more »

Crisis in Haiti
In the aftermath of the devastating earthquake in Haiti on 12 January 2010, UNIFEM seeks to rebuild women’s shelters, expand the provision of urgently needed services, and protect women and their communities. read more »

Global Virtual Knowledge Centre to End Violence against Women and Girls
UNIFEM launched a Global Virtual Knowledge Centre to End Violence against Women and Girls on 4 March. The one-stop centre will support practitioners around the world in effective design, implementation, monitoring and evaluation of policies and programmes. more »

Say NO – UNITE Platform Registers
More than 180,000 Actions on Ending Violence Against Women
Our Mission

ACCION's mission is to give people the financial tools they need - microloans, business training and other financial services – to work their way out of poverty.

Our Microfinance Services

Learn more about our innovative microfinance and microsavings products and services:

- Microfinance in Commercial
- Marketing and Product Development
- Social Monitoring
- VIEW ALL

Our Impact

Client Success Stories
- Client Stories & Results
- Partner Testimonials
- Learn More

Microcredit vs. Microfinance

Events

Building on the Past to Reshape the Future: Advancing Community Reinvestment - NRCIC 2010
- National Conference
  - Wed, 10 Mar 2010
  - Sat, 13 Mar 2010
  - All Day Event

2nd China Microfinance Investor Conference
- Thu, 25 Mar 2010
  - Fri, 26 Mar 2010
  - All Day Event

More Events

Connect With Us

[Facebook, LinkedIn, Twitter]
Hunger in Schools

A hungry child can't learn, which is why we fund organizations that make sure they have nutritious meals each school day.

Learn more about Share Our Strength's impact in schools.

Obama Administration Focuses on Child Nutrition

"Hungry kids don't learn as well. If we want and need our children fully prepared for a competitive world, then we cannot afford for them to be hungry."

Learn more about the Child Nutrition Act Reauthorization and what we can do.

Ending Childhood Hunger in America By 2015

To solve a problem like childhood hunger, you need partnerships and a strong plan of attack.

Find out how much more about our strategy to end childhood hunger.

Join the No Kid Hungry Community

First Name
Last Name
Email Address
Sign Up!

No Kid Hungry Blog

Read the latest blog post:
LETTER ON MORAL IMAGINATION AS A POST-HAITI WORK IN PROGRESS
by Amy Shore
Posted February 18
Photo by Jenny Stewart
I've been giving more thought to Bill Gates' announcement, which I read about a few days after... Read more

Connect With Us

Create Your Day
Discover your own oatmeal creation that will help you make the most of your day. For every bowl of oatmeal created, Goodbite.com and Quaker will

A Tasteful Pursuit
Join us March 1st for a special evening with host chef David Reynoso at Al Forno Restaurant in Providence, RI.

Get Local
Get Local to find out about Share Our Strength in your community.
Enter ZIP Code or City, ST to find a restaurant, event or food bank
At a glance: Haiti

**Children central to recovery and development after the earthquake in Haiti**

Seven weeks after Haiti's earthquake, which affected more than a million children, UNICEF is working with partners to support and engage young children living in such makeshift settlements by supplying them with Early Childhood Development (ECD) kits.

**A holistic approach**
Expand your definition of success

- Increased awareness of your cause
- Shift in your org’s reputation
- New and repeat program participants, activists, donors
- Increased requests for your programs
- Pageviews/clicks/comments/fans/etc.
- New email addresses/contact info
- Signatures/actions taken
- Dollars raised
- Mentions online
Example
Support emergencies like Haiti through Oxfam 365

Giving to Oxfam 365 means we're always ready to respond quickly and save lives. Like we did in Haiti. Like we'll do next time disaster strikes.

Start a regular, monthly gift to our emergency fund today.

Donate

Find out more: Haiti earthquake

Festivals 2010 – join the Oxfam team!
In 2010, Oxfam will be at 15 of the UK's biggest and best music festivals. Join our 5,000-strong team of Oxfam stewards, campaigners and shop volunteers.
Festivals; apply now

Celebrate Easter with Fairtrade
Easter is just a hop, skip and a jump away so start celebrating with our delicious selection of Fairtrade chocolate Easter eggs.
Buy Fairtrade chocolate Easter eggs

Wanted: Book-loving volunteers
We are looking for stacks of book-loving volunteers to help out before Oxfam's annual Bookfest fortnight in July.
Apply to be a book volunteer

The Robin Hood Tax
A tiny tax on bankers would raise billions to tackle poverty and climate change, at home in the UK and abroad. Bill Nighy explains this 'sweet, little idea' in the video.
Support the Robin Hood Tax

Latest from Oxfam
Robin Hood heads to parliament
Gaza power cuts endanger lives
Chile earthquake: what Oxfam is doing
Expelled from northern Sudan: one year on
Price comparison site set up to benefit Oxfam
Oxfam Live: get personal with Oxfam near you

What we do
Easy guide to Oxfam
Climate change
Current emergencies
Volunteer for Oxfam

From the shop
Charity gifts and gifts from Oxfam Unwrapped
Second-hand clothes and accessories
Second-hand books | music | movies | homeware

Keep in touch
Get the latest news and ways to take action against poverty from Oxfam direct to your inbox.
Sign up for updates

facebook
Oxfam GB on Facebook
You are a Fan
Oxfam GB has 22,350 Fans

Oxfam GB has 22,350 Fans
Fans | Friends | Mary | Lance | Daniel
Thanks – you'll be hearing from us soon!

But why wait? Find out how you can get involved in the fight against poverty here and now. When people get together to make a difference, anything is possible. Just ask Gandhi and Mandela. We call it being Humankind, and here's how it works with Oxfam:

**The Easy Guide to Being Humankind**

**Data protection – the small print**

We will keep you informed about our projects and activities. However, if you would rather not receive such information please email us at changes@oxfam.org.uk, phone 0300 200 1360 or write to:

Supporter Relations, Oxfam House, John Smith Drive, Cowley, Oxford, OX4 2JY.

We will not share your details with any other organisations, and you can unsubscribe at any time – you'll find the unsubscribe link at the bottom of any email from Oxfam.

**As seen on TV...**

Be aware, be moved, be involved. Be Humankind.

[Watch our TV ad]

**In pictures**

Oxfam's week in pictures

[Browse gallery]

**Take the Oxfam quiz**

Ten quirky questions to teach even die-hard Oxfam supporters a thing or two!

[Start here]

**Oxfam: the inside story**

An unconventional history of an unique organisation. Find out how it all started.

[History of Oxfam]
Robin Hood heads to parliament

This entry was posted by Ian Sullivan on March 12th, 2010 at 4:27 pm and is filed under ‘For All’ health and education campaign, ‘Here & Now’ climate change campaign, Campaigns, Campaigns Blog, Campaigns News, General, Health and Education for All,

Our colleagues over in Sherwood Forest (the totally online Sherwood Forest), have been busy making a big buzz about implementing the Financial Transaction Tax, aka Robin Hood Tax.

Thousands of you wrote to your MP telling them what a marvellous idea a tiny 0.05% tax on financial transactions would be. So the MPs responded to this public pressure by deciding to have a debate. The brief video below explains the ins and outs. Unfortunately it was too late to be considered for the Oscar for best set.
Oxfam press releases

The Oxfam press office deals with all media enquiries.

16 March, 2010
Oxfam shops propel new Arctic Monkeys single to success
No Comments

17 March, 2010
Leading aid agencies release calls that large amounts of aid to Ethiopia in 1994-95 were misused
No Comments

17 March, 2010
Failed mine put 12 million people at risk of a food crisis across West Africa
No Comments

8 March, 2010
Sporting bets from beyond the grave could raise £300,000 for Oxfam
2 Comments

2 March, 2010
Oxfam’s team arrives in Chile to assess the damage and see where they can help
No Comments

2 March, 2010
Lady Gaga auditions herself to raise £12,000 for Oxfam
No Comments

2 March, 2010
Oxfam reactive to M&A Plan A announcement
No Comments

27 February, 2010
Oxfam sprit staff to respond to Chilean Earthquake
No Comments

27 February, 2010
Oxfam’s plan helps crisis - Agency teams public for over-whelming generosity
No Comments

22 February, 2010
Lady Gaga auditions her lines for Haiti earthquake response
No Comments

More press releases

Subscribe to this blog

News from the web

Daily selection of stories from the wider web related to Oxfam’s areas of work.

My Delicious Bookmarks

Robin Hood 4-learning fees would raise billions

Celebrity eBay auction creates £1,500,000 for Haiti

Redhead benefit gig raises £300,000 for Haiti / Music / graham.co.uk

Report John Lewis designs handbag for Haiti

Oxfam aid for Haiti tripped by IBC arrives

GlaxoSmithKline for Haiti attracts £10,000 of bids

Rare Beatles LP found in Oxfam shop raises £1,350 for Haiti

Delicious tags

oxford conflict humanitarian afroasia oxfam, gazza israel climatechange darfur sudan oxfamshops police: zimbabwe crocodile farmer head west and scottish economics exchange events online events environment share aware climate hall
04 FEB 10 Rare Beatles LP found in Oxfam shop raises £1,300 for Haiti
A rare copy of The Beatles’ first album Please Please Me found in an Oxfam shop has raised more than £1,300 for the charity’s Haiti appeal.

22 OCT 09 Southeast U.S. exposed to climate change impact: Oxfam | Green Business...
Poverty and climate hazards make the southeast United States the country’s most vulnerable area to climate change impact, Oxfam America said on Wednesday.

17 SEP 09 There are two women to see you, Gordon... Pregnant Zoe Ball and celebrities turn up at No10
Zoe Ball, Holby City actress Patricia Potter and 16 other pregnant women arrive at 10 Downing Street to petition the PM to back free healthcare for women and children in developing countries.

16 SEP 09 More than 4.5m children will die if money for aid is diverted to climate change - Oxfam
Millions of children could die because cash for food aid is diverted to tackle climate change, Oxfam has warned.

15 SEP 09 Celebrities back Oxfam campaign
A host of celebrities including singers Annie Lennox and Rachel Stevens have backed a campaign to raise the profile of women working in the developing world.

Droughts force Indian farmers to sell wives to pimps
Farmers in India made destitute by “climate change droughts” have been forced to sell their wives to brothels to pay off moneylenders.

11 SEP 09 Guy Stringer: director of Oxfam | Times Online Obituary
Former Oxfam Director Guy Stringer’s obituary

10 SEP 09 Slim pickings: the exploitation of migrant workers
Migrant workers tend to sit at the bottom of the supply chain, vulnerable and open to exploitation. Hashmi Syedain investigates what’s being done about it – and where HR’s responsibilities lie
1. Invite your **friends** to become fans too – it would be great to get Oxfam near the top of the non-profit searches.

2. Oxfam 365 emergency fund – Giving to Oxfam 365 means we're always ready to respond quickly and save lives. Like we did in Haiti. Like we'll do next time disaster strikes. [Donate now](http://www.oxfam.org.uk).

3. Climate change costs lives. **Let's sort it Here and Now** – Take action to stop climate change pushing poor people further into poverty. [Click here](http://www.oxfam.org.uk).

4. Do more – Find out what other actions you can take with Oxfam. [Click here](http://www.oxfam.org.uk).

**Oxfam GB** There's less than a week left to apply to be part of the Oxfam team for this year's music festival. Amazing internships and regional manager opportunities available – apply now.

You've got less than a week left to apply to be an Oxfam Regional Manager or to be the Events & Communications Executive Intern! If you're looking for music, management or charity experience apply NOW to help make 2010 the most successful Oxfam ever! We're currently recruiting for two types of role:

- **OXJAM – Last chance to work for Oxfam!**
- [Oxjam GB](http://www.oxfam.org.uk)

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- **OXJAM – Last chance to work for Oxfam!**
- [Oxjam GB](http://www.oxfam.org.uk)
Thanks for finding Oxfam on Facebook!
Please click on the link above to become a fan (if you're not already).

Ready to change the world?
Here's what you can do to start:

1. Have a look around our Facebook area and feel free to contribute to it – and don't forget to invite your friends to become fans too, it would be great to get Oxfam near the top of the non-profit searches.

2. Oxfam 365 emergency fund – Giving to Oxfam 365 means we're always ready to respond quickly and save lives. Like we did in Haiti. Like we'll do next time disaster strikes. Donate now.

3. Take action on climate change – Climate change costs lives. Let's sort it Here and Now.

4. Take part in an Oxfam event – Whether you like trekking, walking, running or dancing there's an event for you. Find out more.

5. Do more – Find out what other actions you can take with Oxfam. Click here
Help Earthquake Survivors in Haiti
Help save lives in Haiti as Oxfam responds to a catastrophic earthquake. Learn More
259,767 members + $136,222 raised

Haiti’s voice
Posted by Megan Boo Weintrub on Mar 5
As aid money from around the world pours into Haiti, it seems obvious that Haiti’s citizens must have a voice in their own recovery. But this month, international leaders will make sweeping decisions about Haiti’s reconstruction at a meeting in New York — and Haitian community leaders haven’t been invited. We need your help. Read More

Support the cause. Be counted:

1 Read This

Erica Perillo Add a comment...
Mar 17
Cordelia Stollberg would happily sign but I’m not from the US :((
Mar 18
View all 3 comments — Add a Comment

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FUNDRAISING PROJECT
Earthquake hits Haiti — help urgently needed
Your donation goes to fund this project organized by:
Oxfam America, a 501(c)(3) nonprofit

A major earthquake has struck Haiti near the capital of Port-au-Prince causing catastrophic destruction across the city of two million people in the western hemisphere’s most impoverished nation.

Oxfam has an emergency team based in the capital responding with public health, water and sanitation services to prevent the spread of waterborne disease. As soon as our assessment teams have a fuller understanding of the emergency needs Haitians across the region face, Oxfam will work urgently to meet them.

The people of Port-au-Prince need your support.
Climate change costs lives. Together we can sort it.

Please support Oxfam's emergencies around the world by donating to the 365 fund.

Aid flies out to Haiti

Please support Oxfam's emergencies around the world by donating to the 365 fund.
Oxfam GB
Group Pool 311 Members | Join This Group

Group Pool 2,602 items | Only members can add to the pool. Join?

net_effekt (a group admin) says:
22 Feb 10 Support emergencies like Haiti through Oxfam 365

- Right now, Oxfam is responding to 26 disasters worldwide – in hard-hit places like Haiti, where we’re helping over 100,000 people to cope with the devastation left by the earthquake. To be there each time a disaster hits, we rely on you.

Discussion 15 posts | Only members can post. Join?

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Replies</th>
<th>Latest Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want to exhibit your photographs for free...in a bar!</td>
<td>Bar Sequence</td>
<td>0</td>
<td>5 months ago</td>
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<tr>
<td>Oxfam Bookbarn</td>
<td>net_effekt</td>
<td>0</td>
<td>8 months ago</td>
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<tr>
<td>How many of us are Oxfam volunteers?</td>
<td>kally_alien</td>
<td>8</td>
<td>8 months ago</td>
</tr>
<tr>
<td>Oxfam Events are cool!</td>
<td>net_effekt</td>
<td>0</td>
<td>8 months ago</td>
</tr>
<tr>
<td>Shawls and Scarves using Natural dyes from a company which practices fair trade</td>
<td>himalayanweavers</td>
<td>0</td>
<td>10 months ago</td>
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<tr>
<td>A tale of two Freuds</td>
<td>net_effekt</td>
<td>0</td>
<td>11 months ago</td>
</tr>
</tbody>
</table>

About Oxfam GB

Oxfam is a global organisation, doing whatever it takes to end poverty.

This Flickr group is for all the Oxfam's (all Flickr users who may be directly or indirectly involved with Oxfam).

There are loads of ways people are already directly involved with Oxfam – from buying Fair Trade products from Oxfam shops, to sporting challenges, to volunteering at festivals, to campaigning...

Just submit any Oxfam or Oxfam related pictures that you have, and together all your photos will help show the world a bigger picture about Oxfam – and what all the Oxfam's around the world are doing.

Additional Information

- This is a public group.
- Members can post 50 things to the pool each month.
- Accepted media types:
  - Photos
  - Video
- Accepted content types:
  - Photos / Videos
Louisoxfam - Oxfam's latest blog on Haiti - a personal touch from our humanitarian lead in the country - http://bit.ly/dnm1iC
about 14 hours ago via web
Retweeted by oxfambg and 5 others

Help save lives throughout the year by starting a regular gift to #Oxfam 365 http://bit.ly/c76iAS Please RT!
about 21 hours ago via TweetDeck

Arctic Monkeys release 'My Propeller' 10” exclusively through our shops on Monday – get your copy here:
about 23 hours ago via web

#Climate change is affecting some of the world's poorest people. You can call on UK leaders to push for a climate deal
5:22 AM Mar 18th via TweetDeck

RT @louisoxfam Oxfam warns that 10m at risk in W Africa due to lack of rain – act now to avoid what we had in 2005 –
3:18 PM Mar 17th via Seesmic

Want to help make sure the #armstretyy delivers for people living in poverty? Oxfam's recruiting – Apply NOW
http://bit.ly/9cX0kD
11:52 AM Mar 17th via web

How a Robin Hood Tax could benefit welfare reform in the UK
http://bit.ly/b7E5S9 #RHT #Oxfam
8:39 AM Mar 17th via TweetDeck

Gaza virtually cut off due to stringent Israeli blockade. Electricity cuts mean people rely on generators. See photos
http://bit.ly/a1ldwb
6:55 AM Mar 17th via TweetDeck

Come along to #Oxfam Live in London this Saturday to hear about Oxfam’s work and meet other supporters
http://bit.ly/98eNgE
6:51 AM Mar 17th via TweetDeck

HaveFunDoGood - Calm FREE entry to this summer's best festivals by volunteering for @OxfamGB http://bit.ly/c1UPCh
6:40 AM Mar 17th via TweetDeck
Resources
Resources

• NTEN: We Are Media
  http://www.wearemedia.org

• Social Technographics
  http://blogs.forrester.com/groundswell/

• Beth’s Blog: Social Media and NGO/CSR Workshop in India

• Frog Loop: Build Your Own Listening Dashboard

• Using Social Media To Meet Nonprofit Goals
  http://www.idealware.org/sm_survey/download.php

• Nonprofit Social Media Benchmark Study
  http://www.e-benchmarksstudy.com/socialmedia/
Let’s stay in touch

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Thanks!