Bono, the front man for the band U2, is considered among the top fifty greatest leaders of the world for his ability to communicate to the people. He does this by following a three step approach to get people to invest in his ideas. Step one: thank everyone who helps in the smallest way; step two: make sure the people know they are essential to the success of the mission; step three: ask investors for more. Repeat. He speaks to masses of people and allows them to believe that his movements were of their own thinking. Bono started his endeavor into effecting global change in the 1990’s. He became interested in a campaign to rid the world’s poorest countries of debt by the year 2000. As a kind of new millennium gift, the global Jubilee 2000 initiative would lobby world leaders could forgive the debt of poor countries. Bono became a lobbyist because he believed in helping.

In 2005 he started the [**One**](http://www.one.org/) campaign, a volunteer-led movement to influence lawmakers to commit resources to funding programs that truly change the lives of the poor. In 2005 Facebook was college co-eds only. No one had sent a single tweet, and Instagram was still a dream five years into the future. If Bono had had access, in 2005, to the social media available today, the implications would be endless. A single hashtag can create a movement within itself solely based on curiosity and a desire to help others (#icebucketchallenge). A single tweet from Bono would have grown **One** by leaps and bounds. Ironically, Bono is not on Twitter. However, his organization **One** is 1.73 million followers strong. Bono knows how to use social media, and of course social media helps to keep his messages at the forefront of the public’s mind. Apple CEO Tim Cook was personally courted by Bono and tells *Fortune*. “Bono has this unusual mix of traits that combines idealism and action. Most people only have one, but he has both. We bet on him.” Bono’s persuasive nature has allowed him to gain massive support on issues such as poverty and the AIDS epidemic.  If Twitter, Instagram, Facebook and organizations such as GoFundMe had been around in 2005, Bono would have used these social media sights to his full advantage. Bono could have more easily spread the word and acted in leadership through a powerful web presence. Twitter, Instagram, Facebook and organizations such as GoFundMe could have made Bono’s attempts even more successful than they already were meaning he could gain more followers with less effort. Those followers bring their own online network of people that are influenced through technological platforms.