

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

bigduck
smart communications
for nonprofits



What is
social media?

It's about reaching and connecting people



traditional media



Encyclopedia
Brittanica

New York Times

Print newsletter

social media



Wikipedia

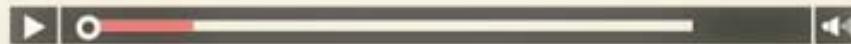
TechCrunch

eNewsletter, Twitter,
Facebook



1 Billion

The total number of videos YouTube serves in one day.



<http://www.web-strategist.com/blog/2010/02/28/a-sense-of-scale-social-networking-by-the-numbers-video/>



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



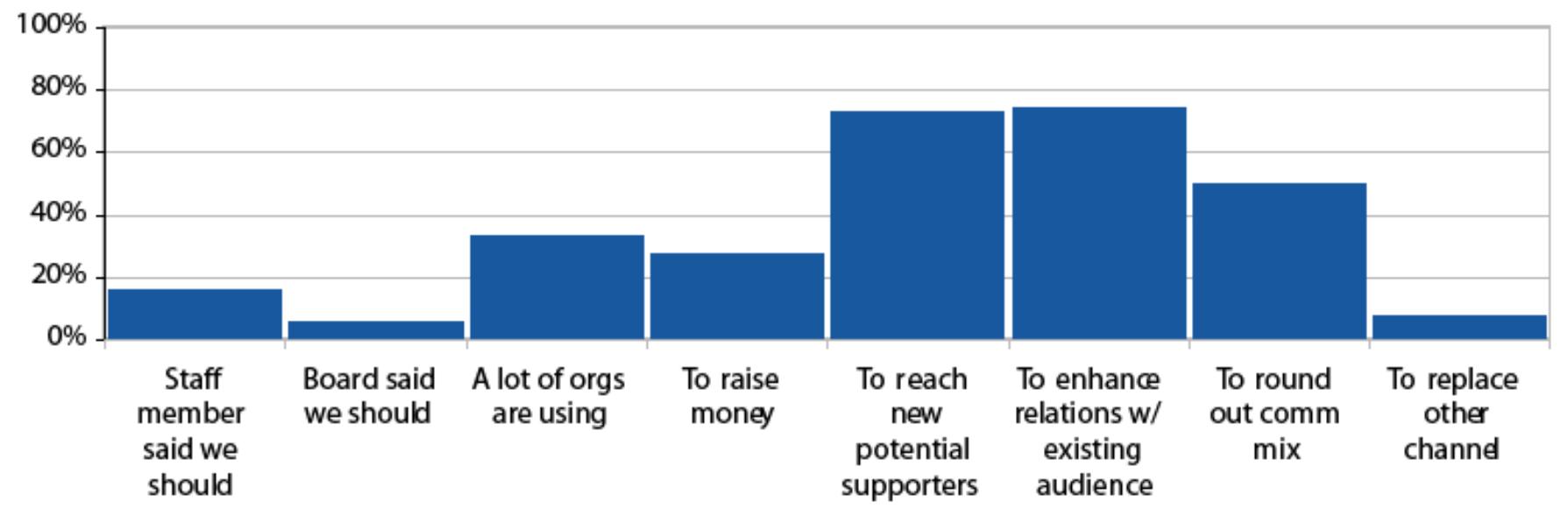
That said...

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



http://www.idealware.org/sm_survey/download.php

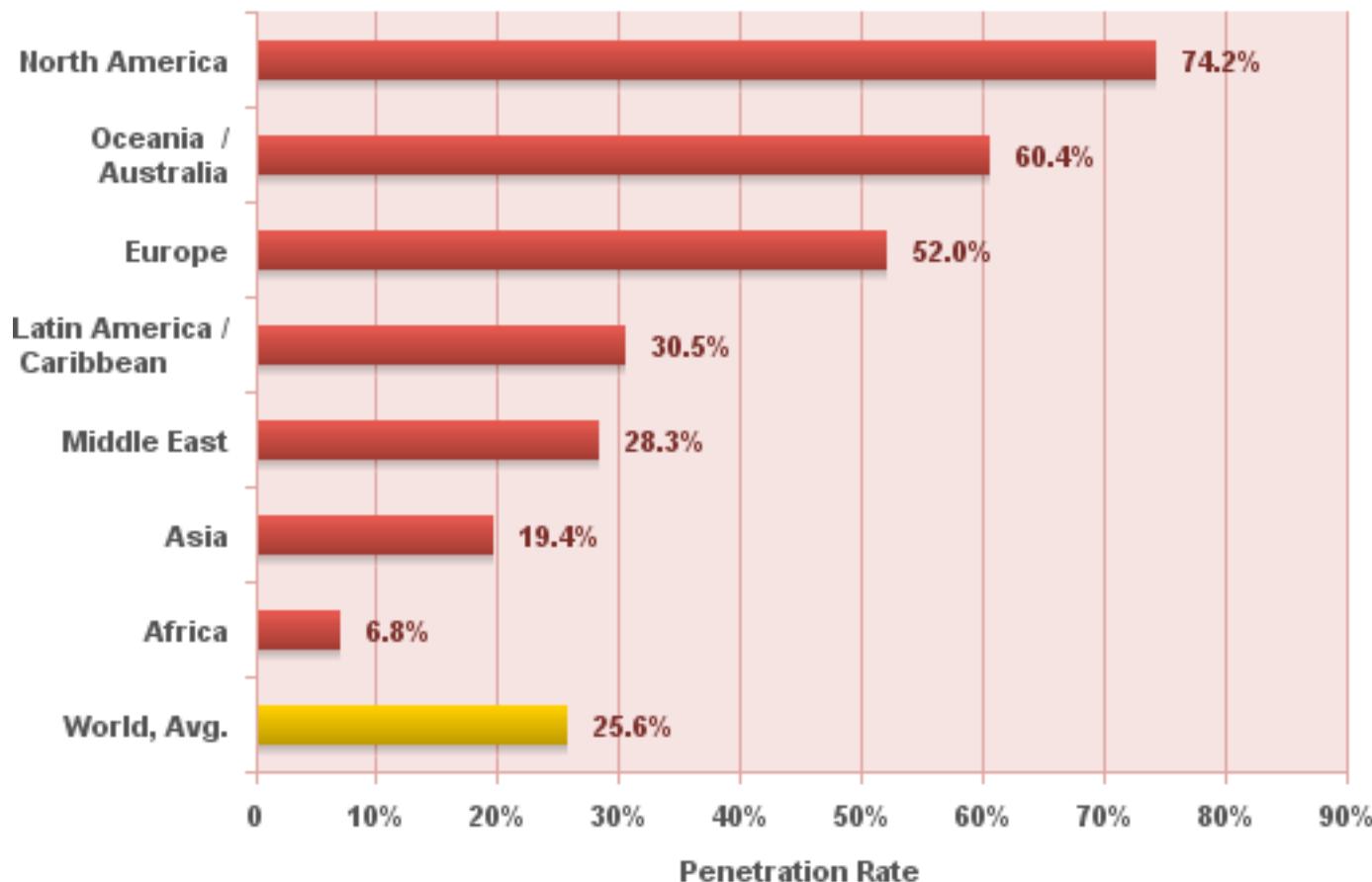
Average social network user = 37

Feb 2010



<http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/>

World Internet Penetration Rates by Geographic Regions

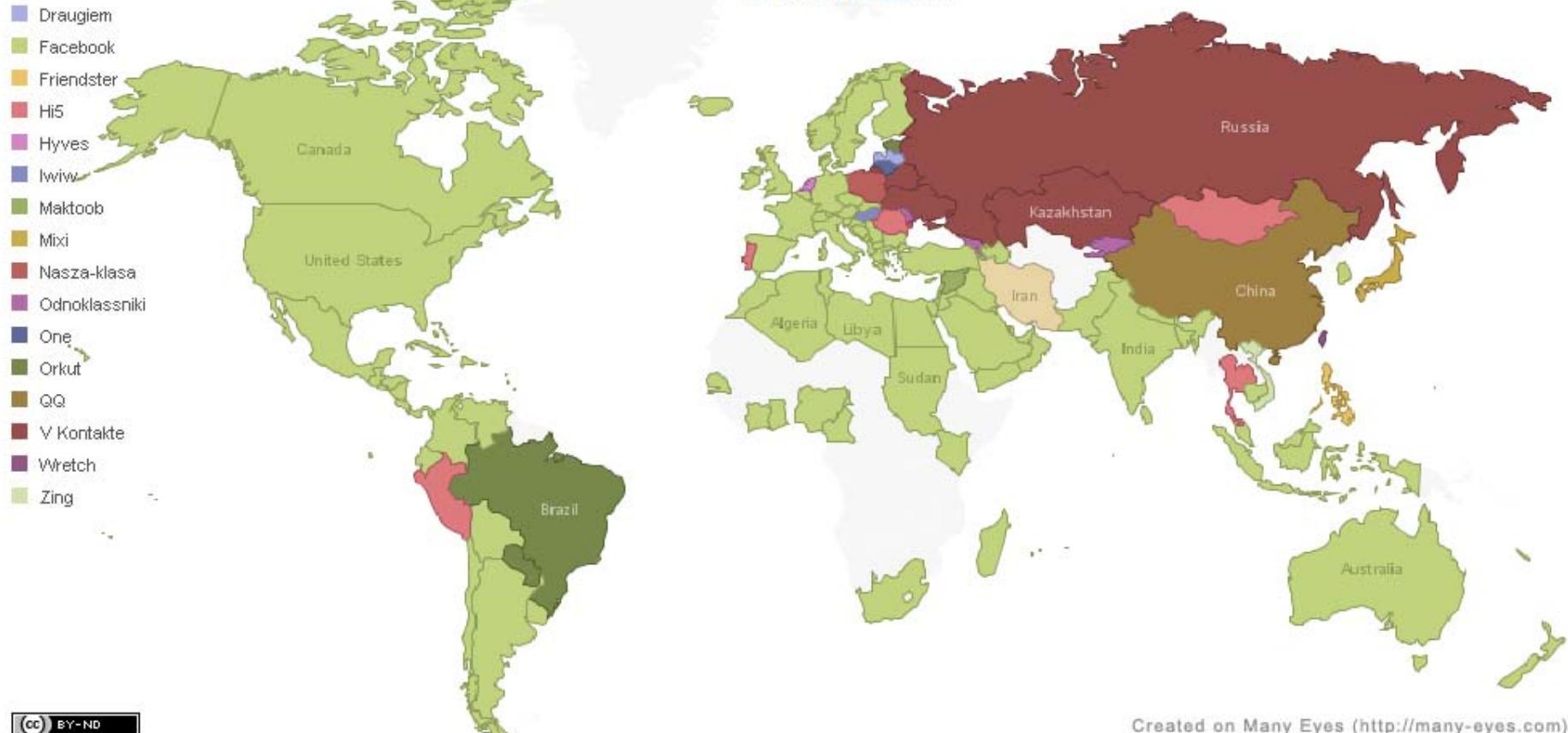


Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,767,805,208
and 1,733,993,741 estimated Internet users for September 30, 2009.
Copyright © 2009, Miniwatts Marketing Group

<http://www.internetworldstats.com/stats.htm>

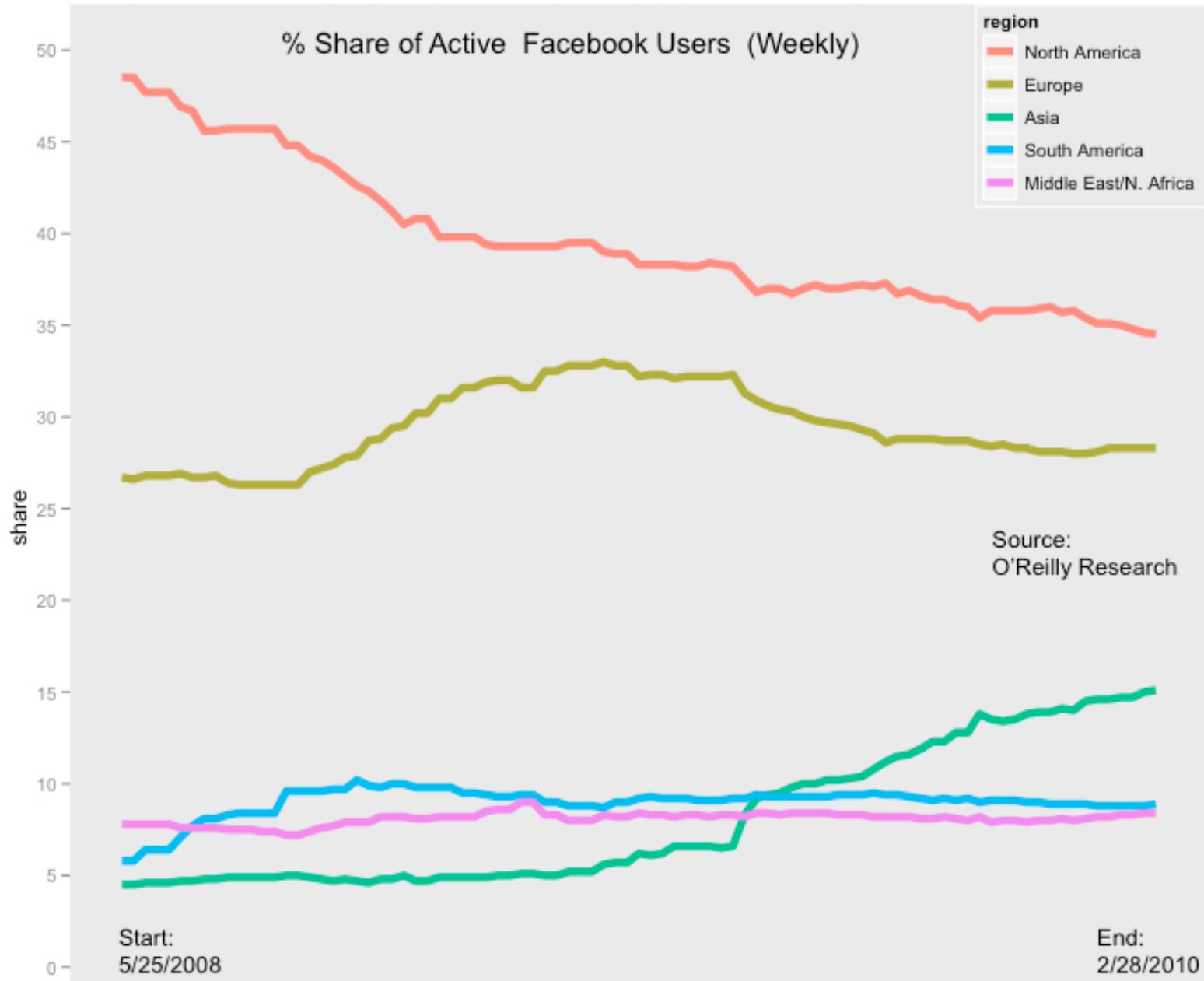
WORLD MAP OF SOCIAL NETWORKS

WWW.VINCOS.IT



Created on Many Eyes (<http://many-eyes.com>) © IBM

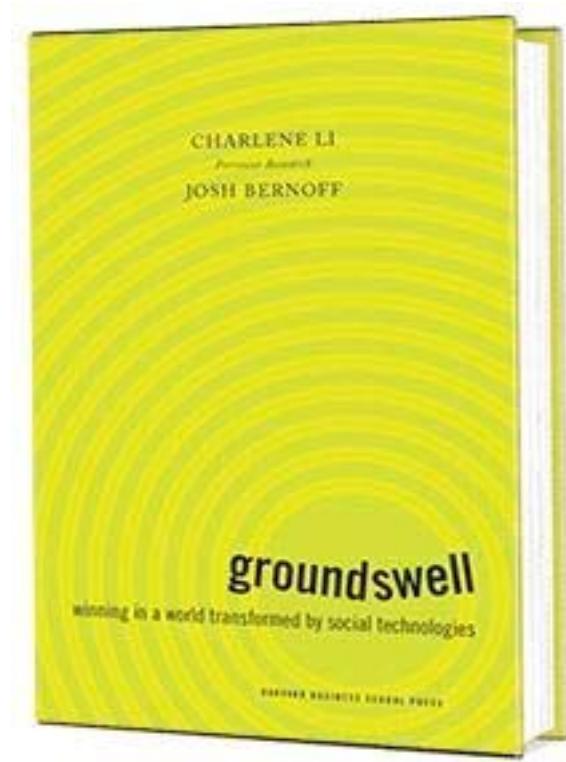
<http://www.vincos.it/world-map-of-social-networks/>



<http://radar.oreilly.com/2010/03/facebook-users-from-asia-or-middle-east.html>

Why do people participate?

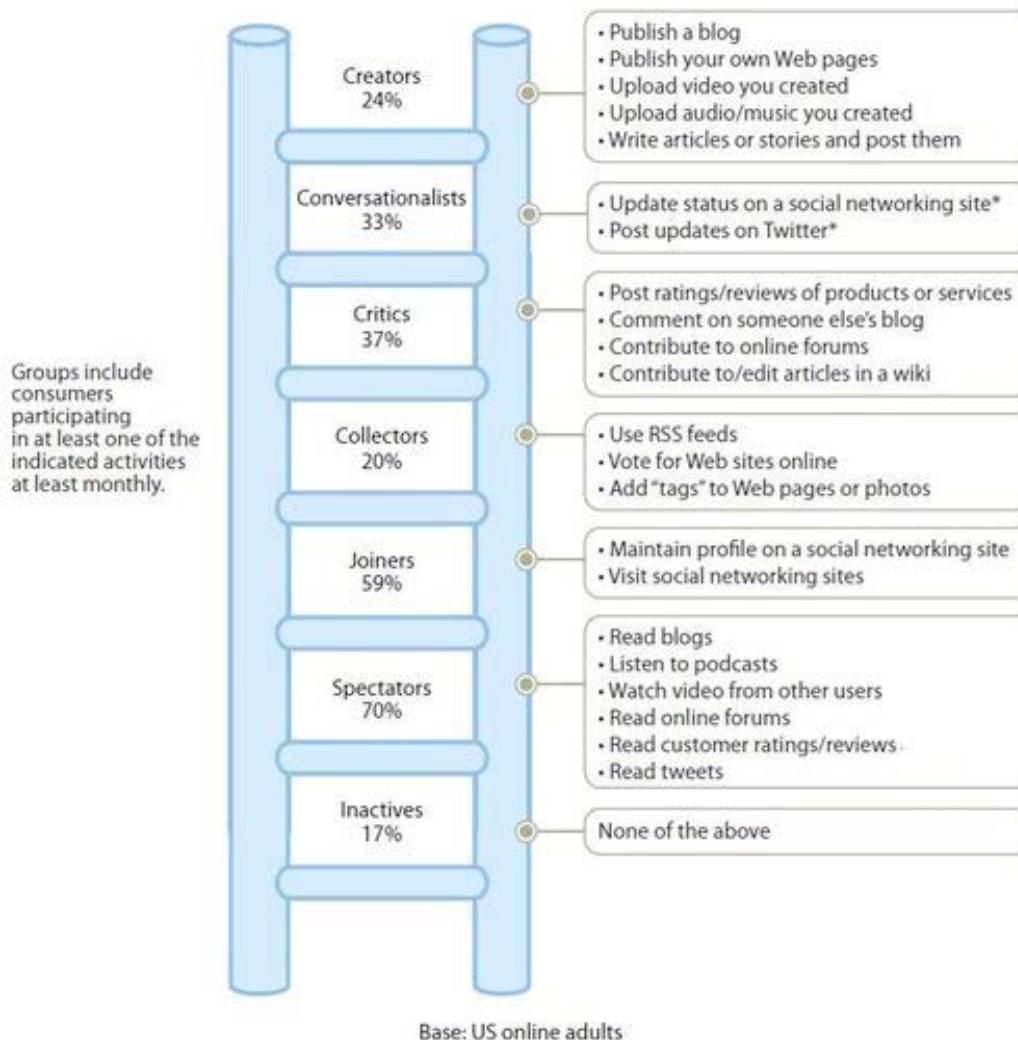
- Keeping up with friendships
- Making new friends
- Succumbing to social pressure from existing friendships
- Paying it forward
- The altruistic impulse
- The prurient impulse
- The creative impulse
- The validation impulse
- The affinity impulse



Source: Groundswell (book)



How do people participate?



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

56291

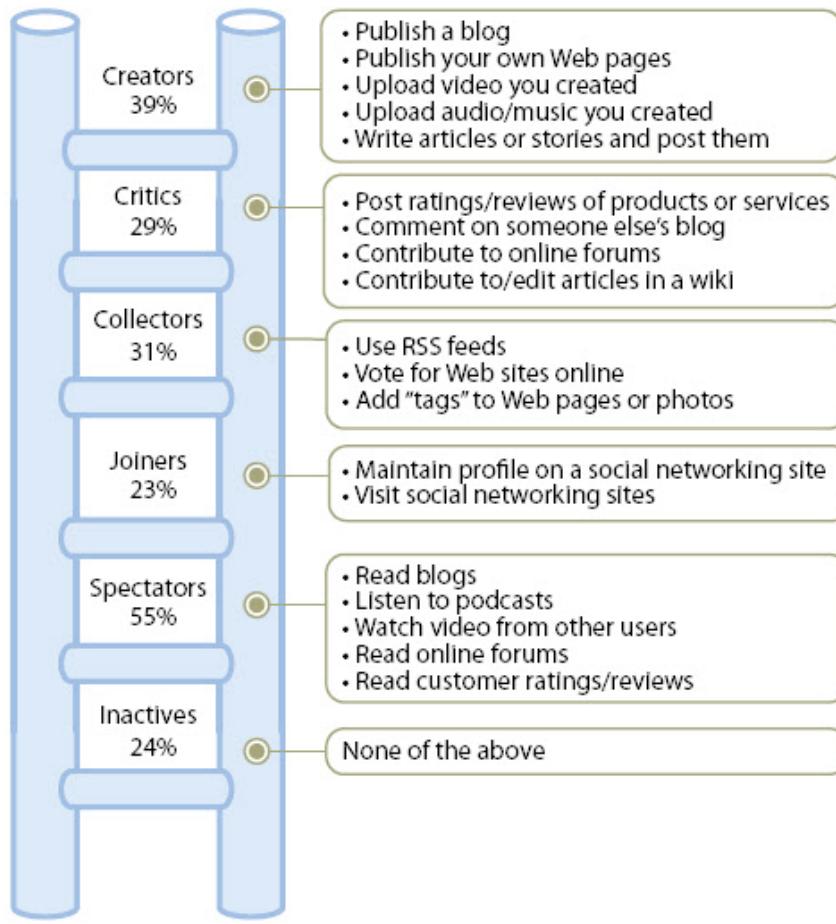
Source: Forrester Research, Inc.

<http://blogs.forrester.com/groundswell/2010/01/conversationists-get-onto-the-ladder.html>

How do people participate?

Figure 2 Indian Social Media Users Create And Consume Content

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



Base: 353 online adults in metropolitan India

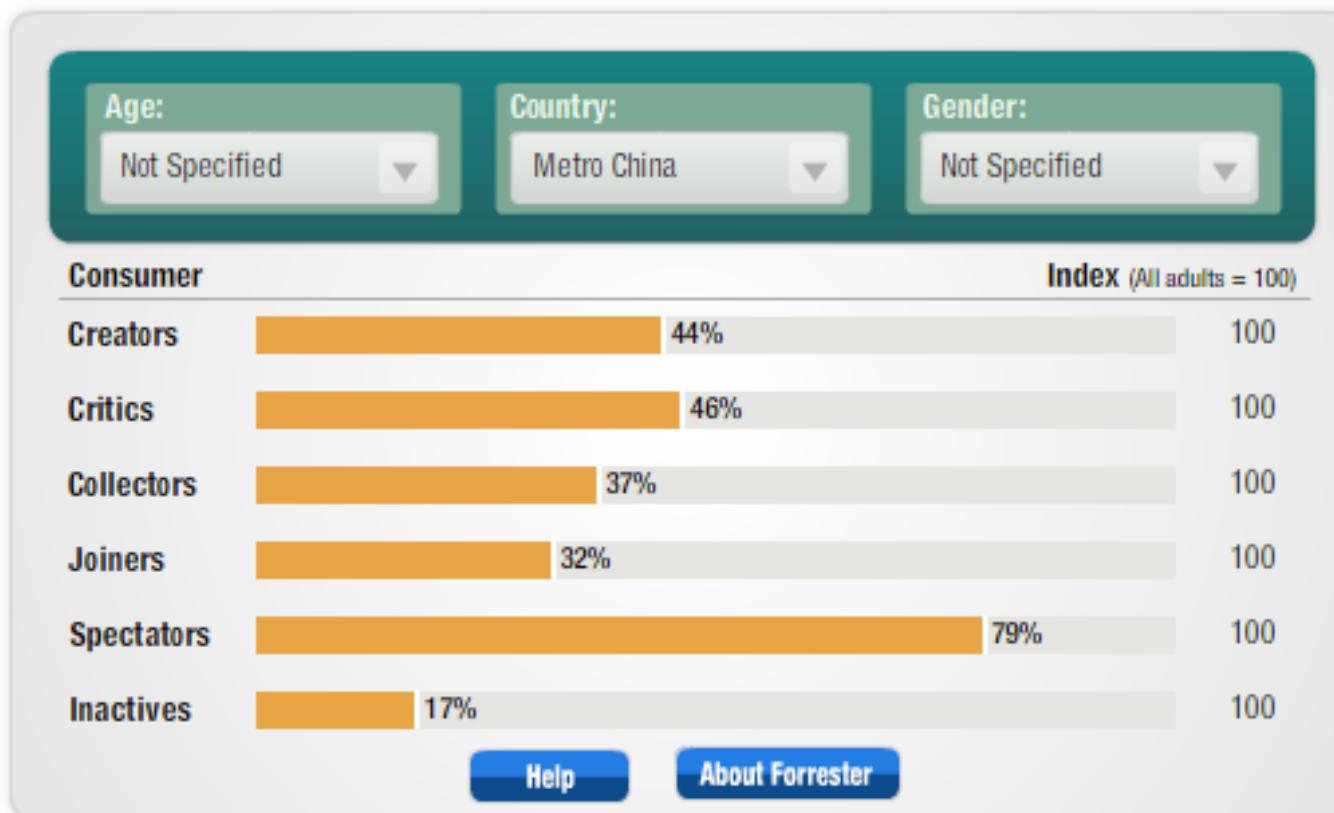
Source: Asia Pacific Technographics® Survey, Q2 2009

55680

Source: Forrester Research, Inc.

How do people participate?

Consumer Profile Tool (now with 2009 data)



Source: Forrester Research's Consumer Technographics data.

Part of Forrester's [Groundswell](#) content.

Copyright 2009 Forrester Research



http://www.forrester.com/Groundswell/profile_tool.html

Great!

So now what do I do?

Online Communication Opportunities



Start by listening



© robertcarlsen

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



From: Google Alerts <googlealerts-noreply@google.com>
Subject: Google Alert - "farra trompeter"
Date: March 9, 2010 5:08:17 AM EST
To: Farra Trompeter

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 ...

From: TweetBeep.com
Subject: Farra - TweetBeep Alert
Date: March 9, 2010 3:47:29 PM EST
To: 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? [Flixify 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/southlandchamber

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](#)

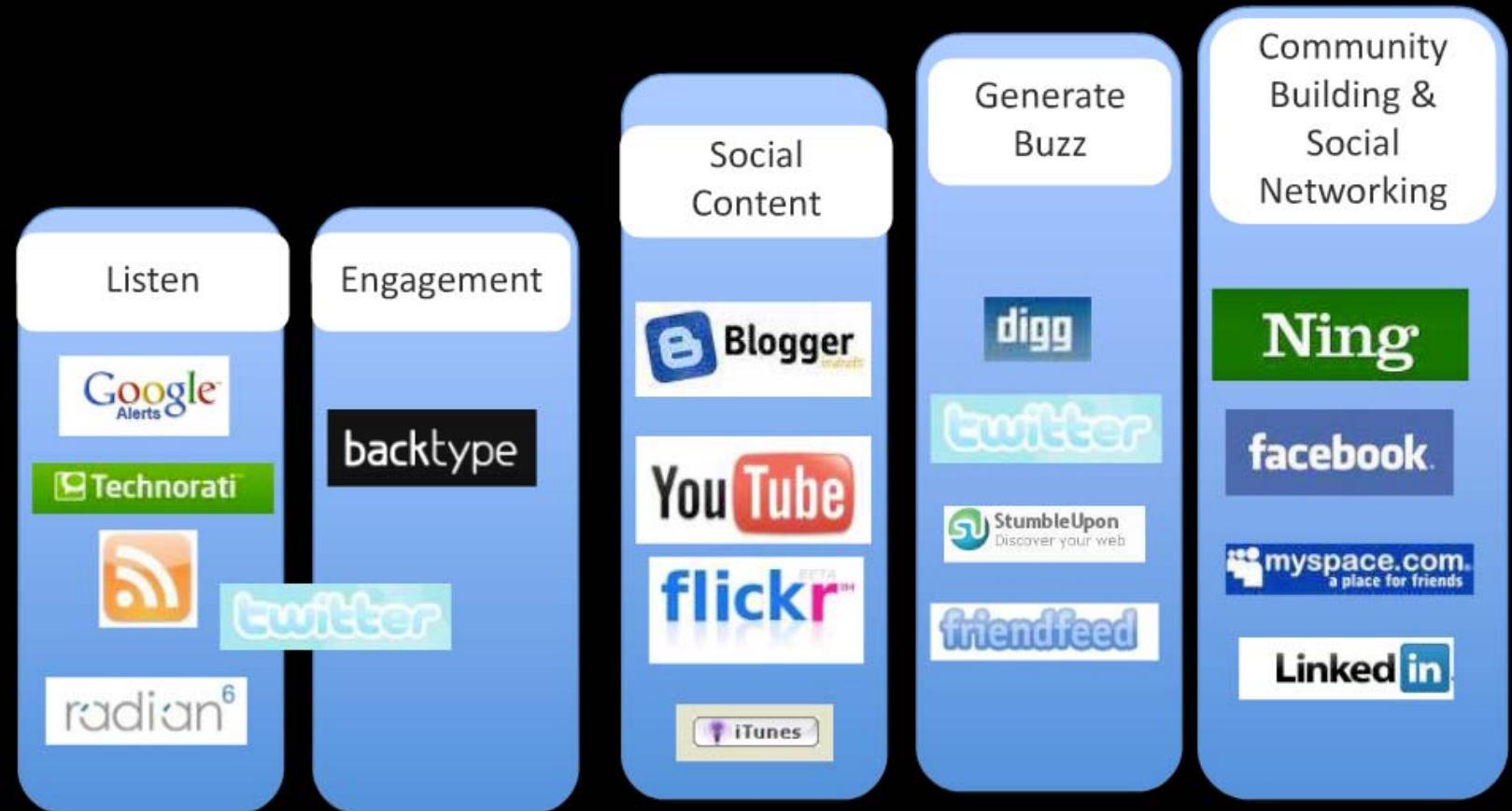


NailaJ: #MLiNFP? Or #MLNFP? Could be a cool Twitter tag for people who are volunteering... @kanter @farra

Select the tools based on goals + audience,
and what you can manage.



Social Media: Tactics and Tools



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

Be nice, share, and say thank you.



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**MALARIA
KILLS A CHILD
EVERY 30
SECONDS
WE CAN
STOP IT**

**TEXT NET
TO 85944
to donate \$10 with
your mobile**

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "Malaria No More" by the Mobile Giving Foundation and subject to the terms found at www.hmg.org/. You can unsubscribe at any time by replying STOP to short code 85944; Reply HELP to 85944 for help.



[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



MalariaNoMore

16,023 [following](#) 19,357 [followers](#) 745 [listed](#)

Following
[Lists](#)
[Settings](#)

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/SuOpI>

about 19 hours ago via TweetDeck

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

<http://bit.ly/aMurOr>

6:03 PM Mar 17th via TweetDeck

RT @malariapolicycenter 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 Zinduka! (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 [#socialmediaenvoy](http://bit.ly/azSb04)

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/bcWSD8> [#socialmediaenvoy](#)

4:31 PM Mar 15th via TweetDeck

END MALARIA = <http://bit.ly/azSb04> [#socialmediaenvoy](#)

11:52 AM Mar 15th via TweetDeck

"It starts with one small step." RT @WeThinkSocial: Interview

Name Malaria No More
 Location Global
 Web <http://www.malaria.org/>
 Bio Malaria No More is determined to end malaria deaths in Africa by 2015.

16,023 [following](#) 19,357 [followers](#) 745 [listed](#)

Tweets 653

Favorites

Lists

[@MalariaNoMore/uamalaria-champions](#)
[@MalariaNoMore/malaria-no-more-staff](#)

[View all](#)

Actions

[message](#) [MalariaNoMore](#)
[block](#) [MalariaNoMore](#)
[report for spam](#)

Following



[View all...](#)

RSS feed of [MalariaNoMore's tweets](#)

UN_UNITE

Home Profile Find People Settings Help Sign out

Name End Violence
Location United Nations, New York
Web <http://endviolenc...>
Bio UN Secretary-General's Campaign to End Violence Against Women

1 following 142 followers 36 listed

Tweets 59

Favorites

Actions

block UN_UNITE
report for spam

Following

RSS feed of UN_UNITE's tweets

<http://bit.ly/9GPBRN>
5:29 PM Mar 11th via Facebook

<http://bit.ly/cyJRDj>
2:39 PM Mar 4th via Facebook

<http://bit.ly/90HD4D>
2:32 PM Mar 1st via Facebook

<http://bit.ly/9xyi7S>
2:31 PM Mar 1st via Facebook

Sexual Violence in the US Military:
<http://news.bbc.co.uk/2/hi/americas/8511010.stm>
<http://bit.ly/cjoFOB>
12:04 PM Feb 16th via Facebook

<http://bit.ly/abGpKI>
1:03 PM Feb 4th via Facebook

<http://www.un.org/News/Press/docs/2010/sgsm12725.doc.htm> <http://bit.ly/cNcibl>
1:03 PM Feb 4th via Facebook

Somali communities say no to female genital cutting
<http://bit.ly/6Bszo2>
2:26 PM Dec 17th, 2009 via Facebook

Somali communities say no to female genital cutting:
http://www.unicef.org/infobycountry/somalia_52125.html
<http://bit.ly/8Iq2FB>
2:25 PM Dec 17th, 2009 via Facebook

Human trafficking fuels violence against women:
<http://bit.ly/8XhWCQ> <http://bit.ly/6Hwy2T>
5:47 PM Dec 15th, 2009 via Facebook

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!**

facebook  Find People and More 

Home Profile Account ▾

UNICEF

Wall Info Videos Photos Multimedia FAQ >

Write something... 

Attach:  

 Filters

SALMI **RadyAfi Ramadhan** HEY,MY FRIEND IN INDONESIA NEED HELP.NAME'S RAKHA RAYHAN FERDIYANTO.VILLAGE BOY.LOLLOLOLOLOLOL about an hour ago · Comment · Like · Report

Ikram Hisan Akbar damn i see kid in the street is crying again because he don't eat any food damn that S.B.Y he just think aout his self so selfish that presiden so selfish i sad look this country and that children about an hour ago · Comment · Like · Report

Müjgan Paktaş Gülbay Fethiye /Türkiye 'den merhabalar.

Peter Nagy Hi for everyone!Anybody works and lives in Africa from the UNICEF?

Adi Dwi Teknologi buat anak2 yang tertinggal.....

Ikram Hisan Akbar betul betul

Ikram Hisan Akbar pask s.b.y ngomongin century mulu

Adi Dwi gw da ga respect ma pak sbv... ma pemerintahnya, mana janji pro rakyatnya!!

Cristian Cubas Mairena apoyo 100% a UNICEF todos los ni-s del mundo merecen lo mejor!!!

Andrea Rapalo buenas tardes, les escribo desde Honduras... seigan trabajando por el derecho de los niños....

Maria Duarte well done...thaks a lot..

Dora Pezzilli <http://www.youtube.com/watch?v=XyPDCKnKao>

Mercedes Albertelli hola,como ingresar a unicef como voluntaria???? gracias

Maria Luz Aguilar HOIAA BUENAS TARDESS!!!..LES COMENTO QUE ESTAMOS EN LA BUSQUEDA DE PERSONAS VOLUNTARIAS QNOS ACOMPÁÑEN EN NUESTRO NUEVO PROYECTO- UNIDOS PARA AYUDAR--- pasear por las calles de la ciudad brindandon cafe-te o un simple cariño en formas de palabras- NO T PIERDAS LA EXPERIENCIAA Y NO T QUEDES CON LASS GANAS D AYUDAR!!!-- INTREFRE...

Create an Ad

Lady Gaga  July 6 at Madison Square Garden. On sale Fri 3/19 at 10am. Click here to buy tickets. 

MFA in Emergent Media  Champlain College Graduate Studies. Create, collaborate and innovate. Start shaping tomorrow, today. Sign up for an information session. 

Seventh Generation  Seventh Generation is committed to being the most trusted brand of household and personal-care products for your living home. Melissa Roberts, Kerri Karvetski and Michael Silberman are fans. 

More Ads

Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

Join us in telling the stories of the world's children.

Information

Location: 3 United Nations Plaza New York, NY, 10017

Phone: Have a question for UNICEF? Write us directly: unicefinfo@unicef.org

Fans 6 of 152,085 fans See All

Ali Korkor TJ Griffin Lucila Alonso

Badr Anssari Koralia Avgousti naki Malwina Kaczmarek

Share UNICEF News

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.



LEADING THE
FIGHT TO
END DUCHENNE

Parent Project Muscular Dystrophy

[Sign In](#) | [Media](#) | [Contact](#) | [Sitemap](#)

Understanding
Duchenne

Caring
for Him

Advancing
Research

Leading
the Way

**Ending
Duchenne**

Uniting the
Community

[Ending Duchenne](#) > [Campaign](#) > Pledge to End Duchenne

Give

Campaign >>

Speak Up

Attend Events

GET DUCHENNE NEWS

Sign up to receive news about advances in research, opportunities for participation, PPMD events, and more.

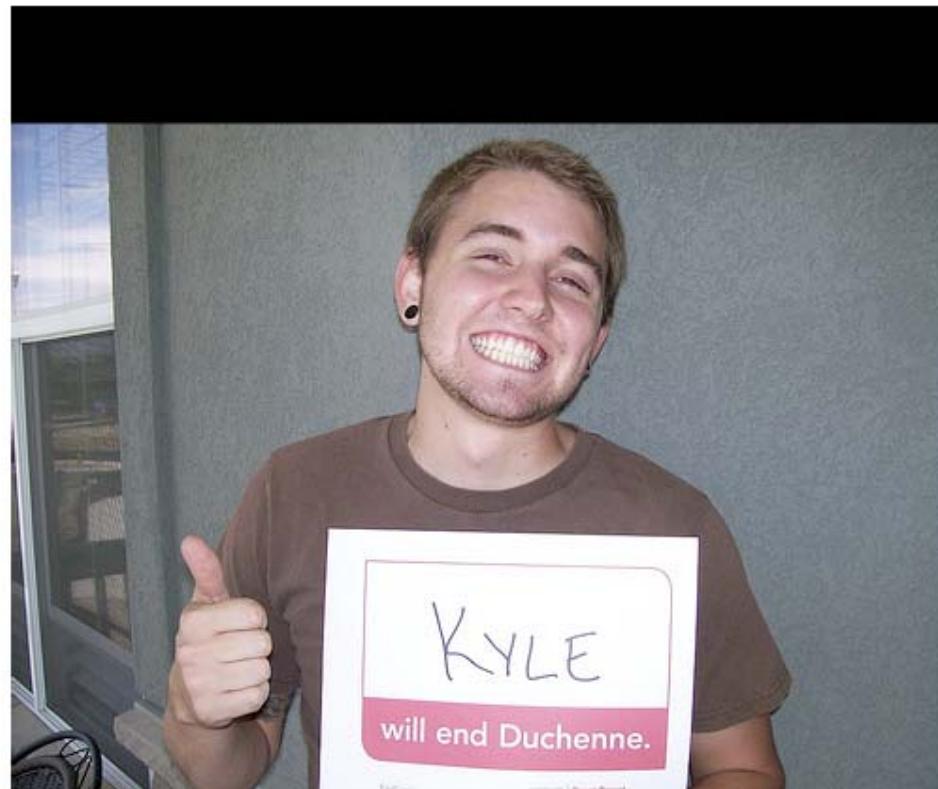
LOGIN

Want to join the Parent Project Muscular Dystrophy family?
[Please register here](#)

[Forgot your password?](#)

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.](#)

[Donate Now](#)



Quick Links

[What is Duchenne?](#)

[Does my child have Duchenne?](#)

[My child was just diagnosed. What should I do now?](#)

[What is the latest research on Duchenne?](#)

[Need information about Run For Our Sons?](#)

[How can I buy PPMD merchandise?](#)

Join us
in the
fight.

Sign the
Pledge

Search

[Photos](#)[Groups](#)[People](#) Full text Tags only

✓ 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

Main My Page Members Discussion Forum Groups Events Photos Videos Blogs Invite Help

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

Get Started

Share thoughts and experiences with other members of the Duchenne/Becker community:

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
197 members

PP MD Deletions
175 members

+ Add a Group View All

Videos



Run for our Sons
Added by PPMD



Parent Project Muscular Dystrophy: Duchenne PSA
Added by PPMD

+ Add Videos View All

Events

Dancing for Dystrophy

March 12, 2010 at 7pm to March 13, 2010 at 12am – Mardi Gras World (east bank) New Orleans

7th Annual Jumping Jack for Duchenne MD Charity Golf Tournament
June 28, 2010 all day – The Ranch Country Club

+ Add an Event View All

Latest Activity

Clarence Yuen added a song 3 hours ago
JL-ALiLivingSacrifice 05:01

Perlita & Gordy Hains We've had a week to digest & wrap our brains around Ataluren... so sad - Levi's drug was Ataluren, now WHAT... we just wait & hope 10 hours ago

Michael added 2 songs 10 hours ago
Black Magic Woman - Carlos Santana
Af Song

Brian Denger added a blog post 12 hours ago
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 are jetted across the country forced into an unnatural position...



Discussion Forum

Melatonin 4 Replies
Started by Karen Barnett in Research. Last reply by Kim Maddux 16 hours ago.

Vitamines 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 Panayiotou 4 hours ago.

+ Start Discussion View All

Photos



+ Add Photos View All

Featured 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

Farr Trompeter

Sign Out
Inbox (9 new)
Alerts
Friends – Invite
Settings

Quick Add...



PPMD News

- » Check out PPMD's...
- » Important open co...
- » AVI BioPharma re...
- » Be our Broadway st...
- » PPMD's February ...
- » Gunter Scheuerbra...
- » When we talk about...
- » TREAT-NMD help...
- » Parents: Help in an ...
- » BioMarin initiates ...

Connect with PPMD:



Member Search

Find friends & other Duchenne community members. Search by name, keyword, or location:

Search Members

Example Searches: Chicago, Deletion, David

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 »](#)

UNIFEM'S WORK



UNIFEM is the women's fund at the United Nations. It provides financial and technical assistance to innovative programmes and strategies to foster women's empowerment and gender equality. [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 »](#)

UNIFEM Worldwide



UNIFEM Web Portals

Gender & HIV/AIDS
Gender-Responsive Budgeting
WomenWarPeace.org
Virtual Knowledge Centre to End Violence against Women and Girls
iKNOW Politics
Presupuesto y Género

National Committees



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

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Latest News

- 54th Session of the Commission on the Status of Women Concluded with Adoption of Resolutions (15.03.10)
- Statement by the Joint United Nations Programme on HIV/AIDS and the United Nations Development Fund for Women (10.03.10)
- Press Statement by Inés Alberdi – Press Conference on the Launch of the Women's Empowerment Principles (08.03.10)
- On International Women's Day, Strong Recommendations to the Business Community to Advance Women's Empowerment and Inclusion (08.03.10)
- UNIFEM Currents – March 2010 (05.03.10)
- more news

Upcoming Events

- Women in the Heights – Contemporary Women Artists of Northern Manhattan (United States, 04.03.10–30.04.10)
- 5th Annual International Women's



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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 microlending products and services:

- [Microfinance In Commercial Banks](#)
- [Marketing and Product Development](#)
- [Social Monitoring](#)
- [VIEW ALL ▶](#)

Our Impact

- [Client Success Stories ▶](#)
- [Partner Statistics & Results ▶](#)
- [Partner Testimonials ▶](#)

Learn More

[Microcredit vs. Microfinance ▶](#)

Events

Building on the Past to Reshape the Future: Advancing Community Reinvestment - NCRC 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 ▶](#)

New & Noteworthy

3/4/10: ACCION Launches Microfinance Operations

In Inner Mongolia: ACCION announced today that it has inaugurated ACCION Microcredit China (AMC) in Chifeng, Inner Mongolia, to deliver financial services to the region's working poor. AMC is the first microfinance institution in which ACCION has taken a majority share. [Click here for the full press release ▶](#)

3/2/10: Empower Women, Fight Poverty - Support the GROWTH Act: March 8th is International Women's Day - a global day to celebrate the past achievements of women and seize opportunities for future change. [Join us in celebrating this important day by urging Congress to pass the GROWTH Act. ▶](#) This innovative bill would give millions of women worldwide the microfinance tools to lift themselves and their children out of poverty. Our goal is to flood Congress with 10,000 letters by March 8th.

2/20/10: Update on Haiti: Thank you to all of you who donated to our Support Haiti Fund. We are sending all fund donations directly to SOGESOL, ACCION's microfinance partner in Haiti. In the coming weeks and months, SOGESOL, with ACCION's assistance, will be extending financial support in the form of grants and other microfinance solutions to the thousands of Haitians they serve, enabling them to start rebuilding their homes and livelihoods. [Click here to donate to ACCION's Support Haiti Fund ▶](#)

1/25/10: ACCION Comes Full Circle in Brazil: ACCION has received the green light from the Brazilian government to establish ACCION Microfinanças, a new microfinance organization in the state of Amazonas, Brazil. It was in Brazil where ACCION first pioneered microfinance in 1973. The MFI will apply new approaches and innovations in microfinance to best serve the area's poor. [Learn more ▶](#)



It could be a scene from Macbeth: Two women hover over boiling cauldrons, stirring large lumps of curdling blood, impervious to the smoke swirling around them. But no, this is a chicken feed business and blood the first step...

Grace Galus Utaya

Client of ACCION partner Akiba Commercial Bank in Tanzania

[View Success Story ▶](#)

Connect With Us



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SHARE OUR
STRENGTH[®]
NO KID HUNGRY

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.](#)



1 | 2 | 3

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 more about our strategy to end childhood hunger »](#)

Highlights



Share Our Strength's Teachers Report

Teachers across America see children arriving at school hungry. This problem affects their ability to learn. Learn more about hunger in schools and [what you can do](#).



Our Response to the Crisis in Haiti

For more than 20 years, Share Our Strength has supported programs in Haiti to reduce poverty. Find out how we're responding to this disaster. [Learn more »](#)



Stir It 28

On February 21st, four cities will host an evening of culinary adventures by chefs, restaurants and food bloggers in each city! 100% raised goes directly to support Haiti relief efforts. [Learn More »](#)

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No Kid Hungry Blog

Read the latest blog post:

[LETTER ON MORAL IMAGINATION AS A POST-HAITI WORK IN PROGRESS](#)

By [Billy Shore](#)

Posted [February 18](#)

Photo by Jenny Stewart I've been giving more thought to Bill Gate's announcement, which I read about a few days after... [Read more »](#)

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Our Partners



The Capital Grille has long participated in Share Our Strength's Taste of the Nation events nationwide.



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

Welcome to the new home for all of Oxfam's blogs

Although we have had blogs for a number of years, this site is our first attempt at bringing you a complete list of the latest posts from our growing portfolio.

We've also taken the opportunity to highlight the latest videos, photos and updates from some of the most active sharing platforms and social networks used by the Oxfam member organizations around the world.

[Find out more »](#)

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CONFLICT & EMERGENCIES BLOG

Working with communities to rebuild Haiti

15 MARCH 2010 | MARCEL STOESSEL | [0 COMMENTS](#)

Oxfam continues to work closely with Haitian communities in the aftermath of January's devastating earthquake. Marcel Stoessel reflects on achievements so far.

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Oxfam in Haiti: Water arrives at Impasse Fouget

10 MARCH 2010 | KENNY RAE | [0 COMMENTS](#)

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CONFLICT & EMERGENCIES BLOG

Haiti: the healing has begun

9 MARCH 2010 | RAYMOND C. OFFENHEIMER | [0 COMMENTS](#)

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HEALTH AND EDUCATION FOR ALL BLOG

The W8 are on mission - health and education for all!

8 MARCH 2010 | JACQUELINE PERSSON | [0 COMMENTS](#)

[View teaser »](#)

CLIMATE CHANGE BLOG

International Women's Day 2010: Fighting for women around the world

WORLDWIDE OXFAM BLOGS

FROM POVERTY TO POWER

Oxfam International

Rodrik revolution: none of the above; retro KKK; gay rights in Africa; banned words; Easterly's wobble and cause and effect: links I liked

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Think Which Women in Your Life Inspire You

15 MARCH 2010

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12 MARCH 2010

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Surviving the storm in El Salvador

11 MARCH 2010

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China Baffled by Criticism: Chinese Premier Wen Jiabao has spoken out over the acute criticism China... <http://bit.ly/g8H1T> #climatechange

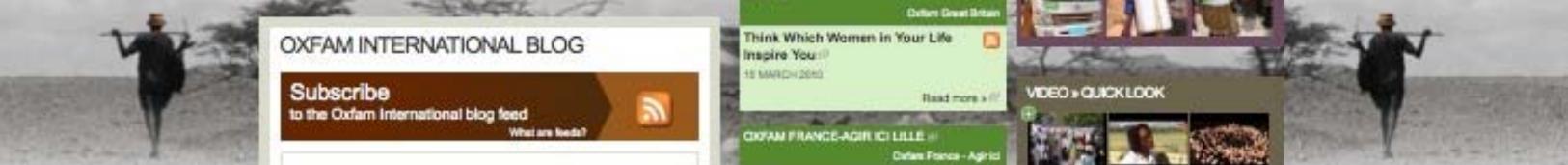
Oxfam Ireland [RT](#) – 11:35 AM Mar 15th

RT @OxfamIreland [#UN Creates Social Media Envoy to Raise Awareness for Malaria](#) <http://ow.ly/1opd5> #Oxfam Great Britain [RT](#) – 11:22 AM Mar 15th

Reflecting on what has been achieved so far as part of the emergency response to the #earthquake in #Haiti: <http://bit.ly/y4m0jP> #Oxfam Great Britain [RT](#) – 9:48 AM Mar 15th

RT @Luisacelam [Heavy rains falling on #Haiti. Worrying as make-shift camps are ill-equipped to cope and sanitation problems are real.](#) #Oxfam Great Britain [RT](#) – 6:12 AM Mar 15th

We're part of @GreenMusicGroup [Get a FREE mp3 when you sign up for GMG, list. @greenbird \[RT\]\(#\), GMG, @greenbird \[RT\]\(#\), @queenvive \[RT\]\(#\) & more: <http://www.gmgb.org>](#) #Oxfam America [RT](#) – 2:38 AM Mar 15th



At a glance: Haiti

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Children central to recovery and development after the earthquake in Haiti



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At the Port-au-Prince older 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.

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

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Example

Oxfam 365

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.](#)

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About 5,000 miles, give or take.

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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.
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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](#)

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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:



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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.



This blogger



Ian Sullivan is an online campaigner at Oxfam.

[View all posts by Ian Sullivan](#)

Campaigns blog

Robin Hood heads to parliament
12 March, 2010

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

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- [Oxfam aid for Haiti tracked by BBC arrives](#)
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Photo gallery of Oxfam-related work and issues.
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17 March, 2010

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15 March, 2010

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Help save lives throughout the year by starting a regular gift to #Oxfam 365. [Find out more](#). Please RTI about 21 hours ago

Arctic Monkeys release My Propeller' 10" exclusively through our shops on Monday - get your copy here: <http://bit.ly/16drum> about 23 hours ago

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- 04 FEB 10 [Rare Beatles LP found in Oxfam shop raises £1,300 for Haiti](#) [SAVE](#)
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.
[haiti](#), [earthquake](#), [oxfamshops](#), [oxfam](#)
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- 22 OCT 09 [Southeast U.S. exposed to climate change impact: Oxfam | Green Business ...](#) [SAVE](#) 4
Poverty and climate hazards make the southeast United States the country's most vulnerable area to climate change impact, Oxfam America said on Wednesday.
[america](#), [poverty](#), [climate](#), [south](#), [east](#), [us](#), [united](#), [states](#), [climate](#), [change](#), [vulnerable](#), [green](#), [oxfam](#)
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- 17 SEP 09 [There are two women to see you, Gordon... Pregnant Zoe Ball and celebrities turn up at No10](#) [SAVE](#)
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.
[healthcare](#), [gordonbrown](#), [zoeball](#), [patriciaapotter](#), [malawi](#), [mozambique](#), [ghana](#), [iberia](#), [nepal](#), [burundi](#), [sierraleone](#), [oxfam](#)
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- 16 SEP 09 [More than 4.5m children will die if money for aid is diverted to climate change - Oxfam](#) [SAVE](#)
Millions of children could die because cash for food aid is diverted to tackle climate change, Oxfam has warned.
[climatechange](#), [globalwarming](#), [copenhagen](#), [oxfam](#)
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- 15 SEP 09 [Celebrities back Oxfam campaign](#) [SAVE](#)
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.
[shechangeslives](#), [malawi](#), [southafrica](#), [annieleinnox](#), [rachelstevens](#), [zoeball](#), [katethornton](#), [oxfam](#)
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- [Droughts force Indian farmers to sell wives to pimps](#) [SAVE](#)
Farmers in India made destitute by "climate change droughts" have been forced to sell their wives to brothels to pay off moneylenders.
[climatechange](#), [drought](#), [india](#), [oxfam](#)
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- 11 SEP 09 [Guy Stringer: director of Oxfam | Times Online Obituary](#) [SAVE](#)
Former Oxfam Director Guy Stringer's obituary
[guystringer](#), [oxfamdirector](#), [oxfam](#)
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- 10 SEP 09 [Slim pickings: the exploitation of migrant workers](#) [SAVE](#)
Migrant workers tend to sit at the bottom of the supply chain, vulnerable and open to exploitation. Hashi Syedain investigates what's being done about it – and where HR's responsibilities lie
[migrantworkers](#), [exploitation](#), [oxfam](#)

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- 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.](#)
- 3. Climate change costs live. Let's sort it *Here and Now* –** Take action to stop climate change pushing poor people further into poverty. [Click here](#)
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Win the GVI video competition for the chance to win a trip for one year.

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Gisha Lcfm

Gaza Gateway » Interview with Muna Al-Almi on the occasion of International Woman's Day
www.gazagateway.org
On the occasion of International Woman's Day this week, we decided to look at situation of women in the Gaza Strip. Out of 1.5 million people in the Gaza Strip, women comprise 49.2% of the population. ...

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

OXJAM – Last chance to work for Oxjam :: Oxfam GB
www.oxfam.org.uk
You've got less than a week left to apply to be an Oxjam 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 Oxjam ever! We're currently recruiting for two types of role:

Rajesh Semrete Selassie Aggarwal My Brilliant Ethiopian Orthodox Tewahedo Roots
Reggae Artiste Fikre Selassie is available to perform at any festivals/concerts
In the world & also any others that will be organised to raise money for Mother Africa, Haiti, Chile & The World...Please Get in Touch with me...with Gods Love – Love this....<http://www.myspace.com/fikreselassie100>



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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](#)

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This year, donate your birthday to a cause you believe in.

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Help save lives in Haiti as Oxfam responds to a catastrophic earthquake. [Learn More](#)

259,767 members • \$136,222 raised

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Cause Bulletin

Haiti's voice
Posted by Megan Boo Weintraub 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 hel... [Read More](#)

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Erica Portillo Add a comment... Mar 17

Cordelia Stollberg would happily sign but I'm not from the US :(((Mar 18

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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.

Project Cost: \$150,000

\$150,180 raised by 9 causes

100% -
75% -
50% -
25% -



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**Climate change costs lives.
Together we can sort it.**

Find out more and take action on climate change.

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Oxfam is providing support to more than 200,000 people affected by the earthquake in Haiti

Distributing water in Haiti

From: OxfamGreatBritain | March 09, 2010 | 363 views

Oxfam Water Engineer Steph Haledon talks about a delivery of water to Marassa 1 camp in Port-au-Prince. Oxfam is providing support to 200,000 people affected by the earthquake in Haiti.

<http://www.oxfam.org.uk/haitiappeal>

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About Me:
A fairer, safer, better world for everyone. Don't settle for anything less. Be aware of what's fair and why. Be moved to change it. Right here and now.

Hometown: Oxford
Country: United Kingdom
Occupation: Global movement to end poverty

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EcoBold (1 week ago)
Love the Green Granny TY :)

MrKantibarclay (2 weeks ago)
Thanks for being one of my new friends on youtube. I'll check out your page again, later on today.

dijonsal (1 month ago)
hi

MrGeoMack (1 month ago)
Aid worked in Africa for 2 years and Oxfam was by far the least corrupted charity I saw

MORLEYSTUDIO (1 month ago)
Donate what you can...

Kirbiesandrosies (1 month ago)
Perhaps YouTube's only significant channel. Keep it up.

rokeya2008 (1 month ago)
I luv this channel!

eskilmoprincessax (1 month ago)
I love Oxfam xx

BuddhaZenMind (1 month ago)
keep up the good work...

HAITI (1 month ago)
Please donate today,thank you.

Add Comment

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**Climate change costs lives.
Together we can sort it.**

Find out more and take action on climate change.

Be Humankind Oxfam

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Jan 20, 2010 5 things you can do to help the people
3:07 PM of Haiti

Jan 20, 2010 Haiti earthquake: Aidworker diary
3:03 PM

Jan 18, 2010 Dispatch from the ground in Haiti
9:40 AM

Jan 15, 2010 Oxfam teams in Haiti initiating aid
4:50 PM delivery

Jan 14, 2010 Oxfam team dispatched to the Haiti
3:31 PM quake zone

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Oxjam Oxfam Global Cha...
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Please support Oxfam's emergencies around the world by [donating to the 365 fund](#).

Aid flies out to Haiti

00:00/- [] Menu

Oxfam GB | MySpace Video

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Jan 20

Oxfam GB posted new blog entries: [Haiti earthquake: Aidworker diary](#) and [5 things you can do to help the people of Haiti](#)

Jan 18

Oxfam GB posted a new blog entry: [Dispatch from the ground in Haiti](#)

Displaying 25 of 384 comments

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World Music Feb 24 2010 2:08 PM

**Oxfam GB**[Group Pool](#) | [Discussion](#) | [311 Members](#) | [Map](#) | [Join This Group](#)**Group Pool** [2,562 items](#) | Only members can add to the pool. [Join?](#)From [Oxfam...](#)From [David G-H](#)From [northern_belle87](#)From [northern_belle87](#)From [northern_belle87](#)From [northern_belle87](#)From [northern_belle87](#)From [northern_belle87](#)From [northern_belle87](#)From [peterphotographic](#)From [peterphotographic](#)[» More](#)**net_efekt (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?](#)

Title	Author	Replies	Latest Post
Want to exhibit your photographs for free...in a bar!	Bar Sequence	0	5 months ago
Oxfam Bookbarn	net_efekt	0	8 months ago
How many of us are Oxfam volunteers?	kaity_allen	8	8 months ago
Oxfam Events are cool!	net_efekt	0	8 months ago
Shawls and Scarves using Natural dyes from a company which practices fair trade	himalayanweavers	0	10 months ago
A tale of two Freds	net_efekt	0	11 months ago

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Search discussions

SEARCH**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



oxfamgb

✓ Following



Lists



Louisoxfam Oxfam's latest blog on #Haiti – a personal touch from our humanitarian lead in the country– <http://bit.ly/dnmi2C>

about 14 hours ago via web

Retweeted by **oxfamgb** and 5 others

Help save lives throughout the year by starting a regular gift to #Oxfam 365 <http://bit.ly/c7oiA5> Please RT!

about 21 hours ago via TweetDeck

Arctic Monkeys release 'My Propeller' 10" exclusively through our shops on Monday – get your copy here:

<http://bit.ly/16drum>

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 <http://bit.ly/dj8MKp>

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 – <http://bit.ly/drUvmp>

3:18 PM Mar 17th via Seesmic

Want to help make sure the #armstreaty 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 [#RHT #Oxfam](http://bit.ly/b7EZS9)

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 Gain FREE entry to this summer's best festivals by volunteering for @OxfamGB <http://bit.ly/ciUPCh>

6:00 AM Mar 17th via Twitterfor

Name Oxfam

Location Oxford, UK

Web <http://www.oxfam....>

Bio We are an international charity that works with others to overcome poverty and suffering around the world.

7,465 following 9,469 followers 577 listed

Tweets 1,607

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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
<http://bit.ly/aHcpbV>
- Frog Loop: Build Your Own Listening Dashboard
<http://bit.ly/3JlwZ>
- 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/>



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Thanks!

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