



GLOBAL CHARITY TRENDS

ENGAGING AN EVOLVING CIVIL SOCIETY

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THE LEADER OF THE LINDENES

Full title: The Leader of the Lindenes, a Political Cartoon by J. M. W. Turner, 1801.



Rene Descartes



- I think, therefore, I am.
- Everything is self-evident.
- An optimist may see light where there is none, but why should a pessimist always run to blow it out?



Steve Jobs



- iPhone, therefore, iAm.
- You can't just ask customers what they want and then try to give it to them. By the time you get it built, they will want something new.
- I want to put a ding in the universe.



New College, Oxford





New College Hall





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- DEFINITIONAL PROBLEMS

- According to some, “civil society” simply means the fundamental reduction of the role of politics and public policy in society to expanding free markets and individual liberties.

- According to others, “civil society” is the most viable alternative to the authoritarian State and the tyrannical market



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- Civil society refers to the arena of uncoerced collective action around shared interests, purposes, and values.
- Its institutional forms are distinct from those of the state, family, and market, though in practice, the boundaries between state, civil society, family, and markets are often complex, blurred, and negotiated.

• *London School of Economics, Centre for Civil Society*



LYRE BIRD -- AUSTRALIA





Five Ages of History and Media Ecology



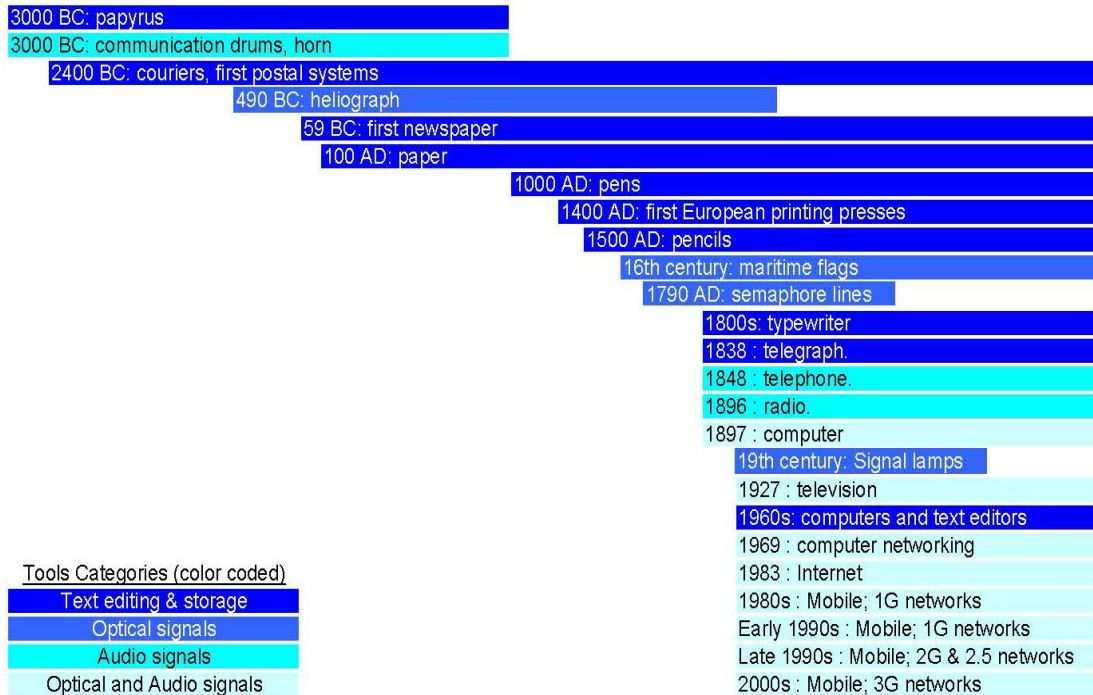
- Oral Tribal Culture – 195,000 years
 - Writing Culture – 4,954 years
 - Print Culture – 1454-1939
- Electronic Culture – 1939-2000
 - Digital Era – 2000-?



Five Ages of History and Media Ecology



Timeline of Communication tools



Tools Categories (color coded)

- Text editing & storage
- Optical signals
- Audio signals
- Optical and Audio signals

All the innovated communication tools in the BC era, where only the postal system, and the newspapers are still in use till our days.

Communication tools during the 1900 years AD. Almost all of these tools are still used till today, with heavy enhancements to stay in the market, through convergence with later tools.

The early days of computer, networking, and internet.

The era of Telecommunication

By: Mhd Alaa Al Khourdajie

Sources: 1 - Wikipedia - History of Telecommunication

2 - Book: Mobile Marketing; By: Alex Michael & Ben Salter



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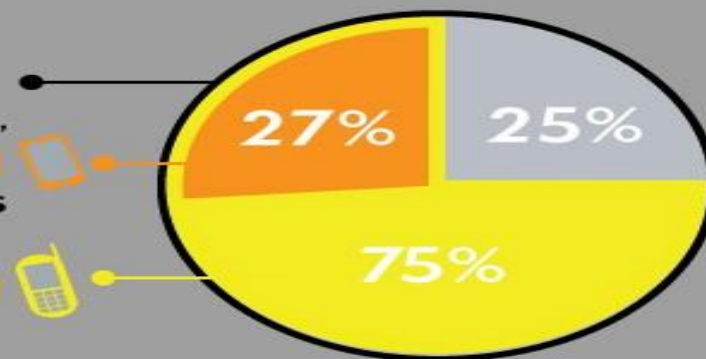


Mobile Marketing

People are spending more time on their mobile phones than ever before. This new marketing world consists of terms like smartphones, SEO, mobile sites, geolocation, and social marketing. As marketers we have to understand these new types of consumers and how best to reach them. Technologies like geolocation and mobile tagging can help us better understand the mobile consumer and deliver more relevant messages. Learn the state of mobile marketing in the following infographic, brought to you by Microsoft Tag.

What is the size of the mobile market?

Of the world's **4 billion** mobile phones in use, **1.08 billion** are smartphones and a whopping **3.05 billion** are SMS enabled
(950 million are not SMS enabled)



How fast is mobile internet growing?



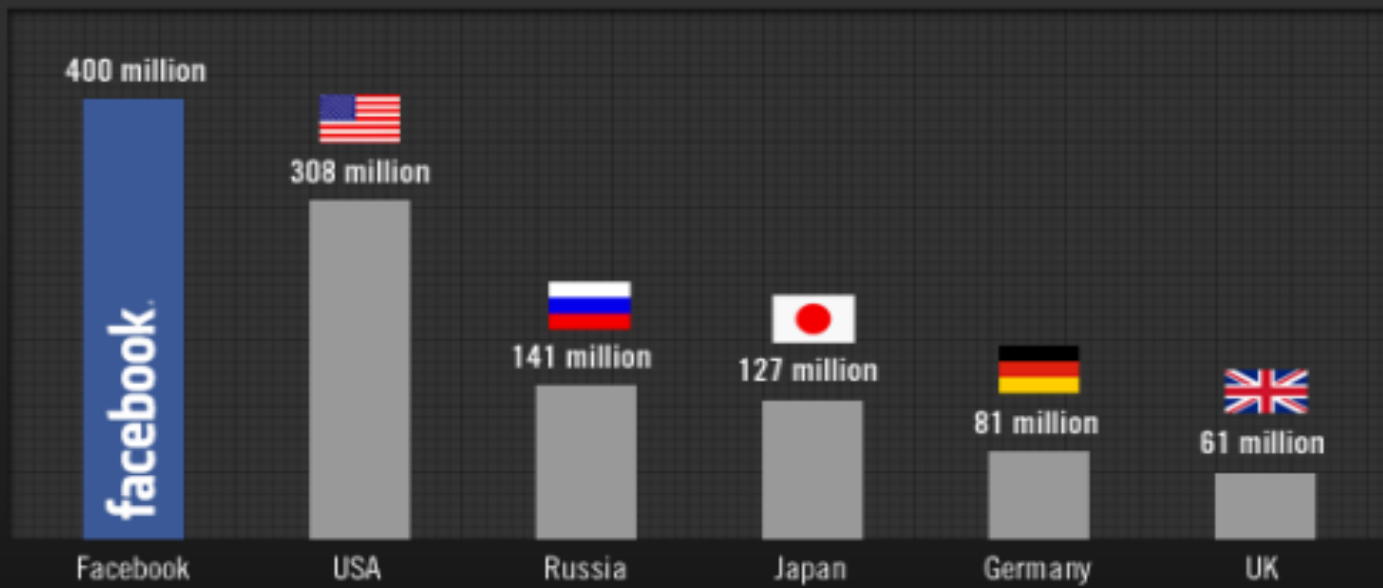
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facebook.

How the world's largest social network site has reached juggernaut status.

Facebook compared to countries





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Facebook Vs Twitter

However Facebook faces another contender to the "most popular" title. During the last 3 months Twitter.com jumped 414 positions up in popularity ranking, 500% more people visit the site now than they did 3 months ago. So which site is better – and for what?

Population:

Indonesia:
230 million people

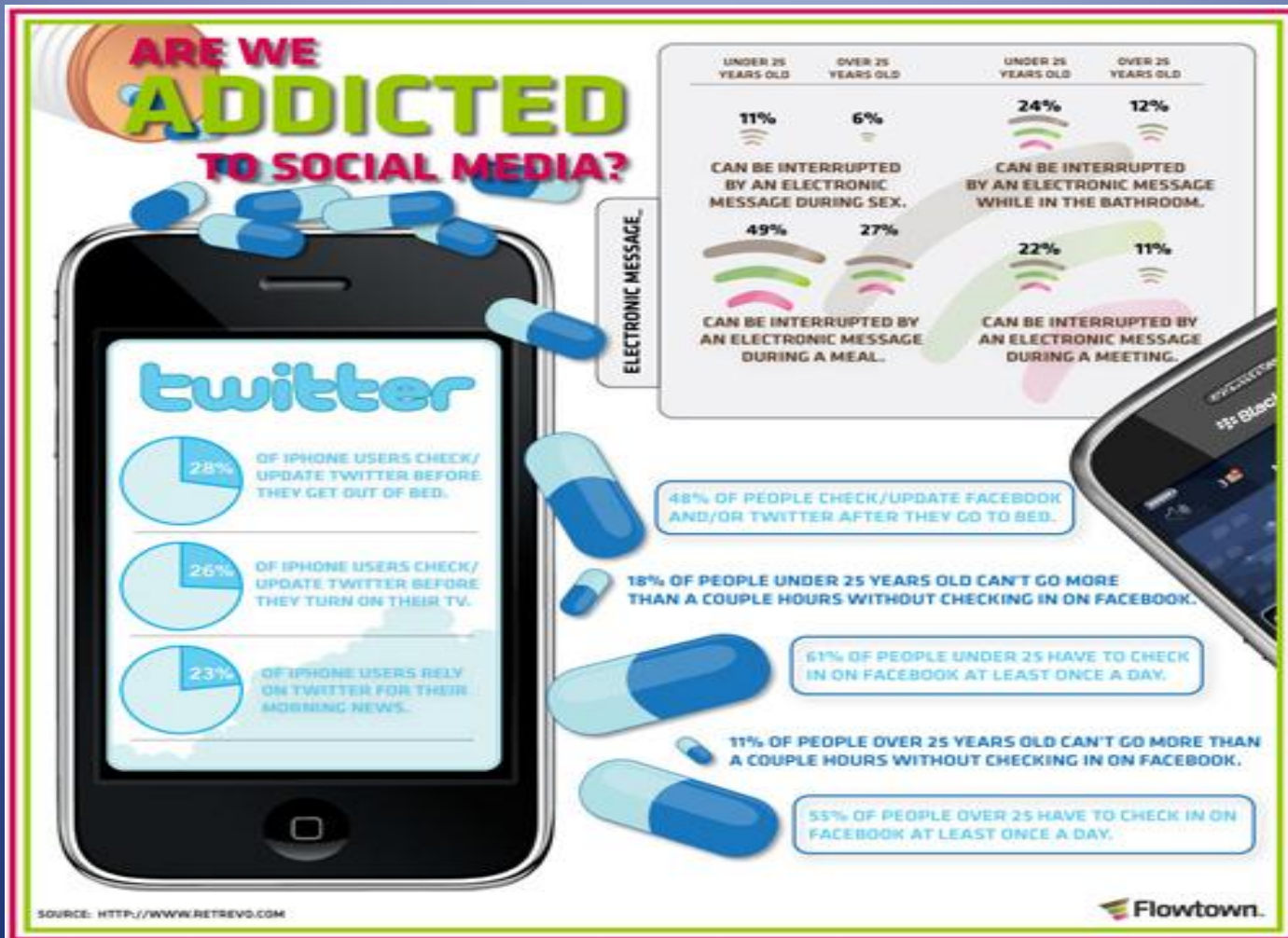
Facebook:
200 million members

Brazil:
190 million people





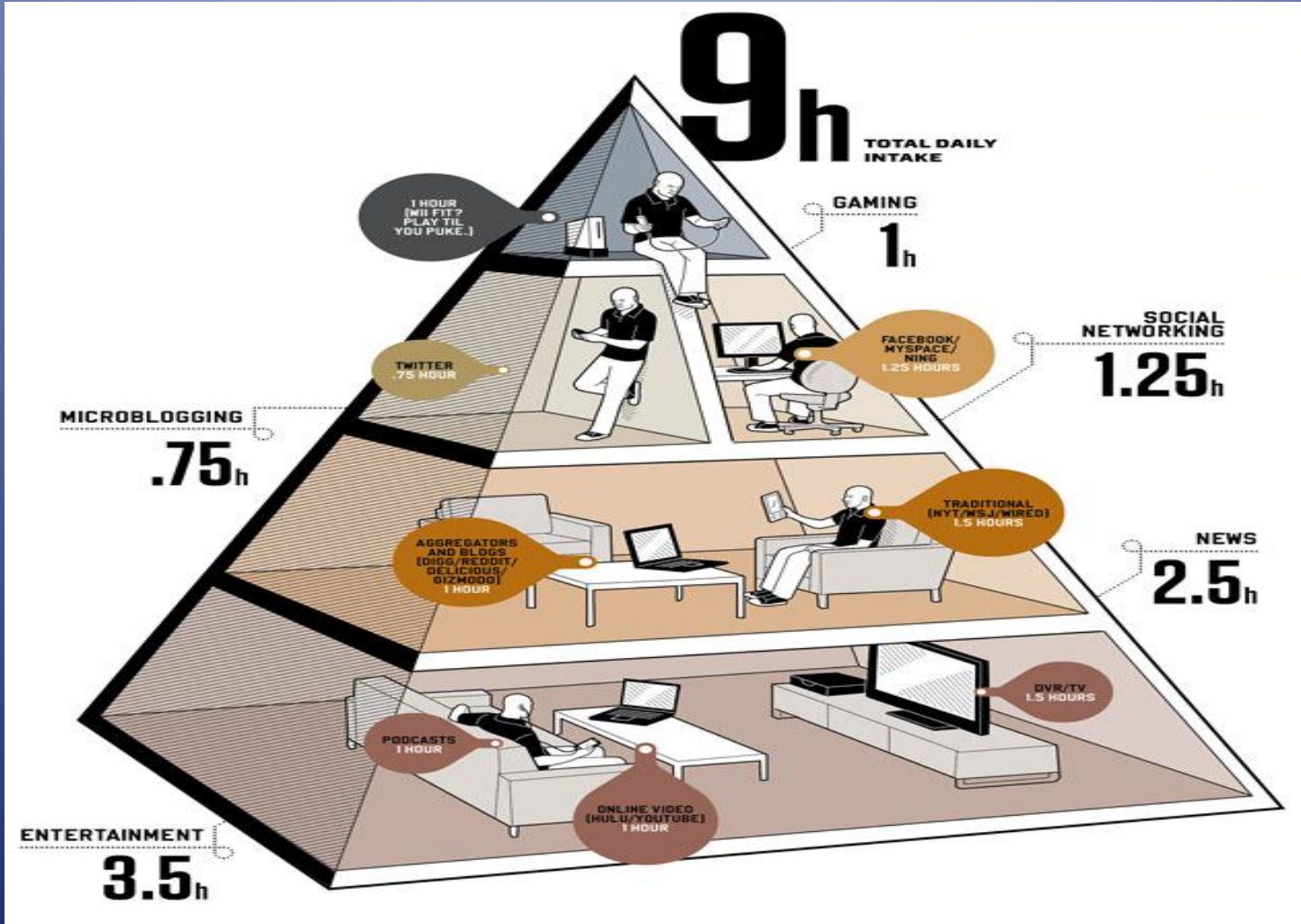
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Age distribution on social network sites

United States, data sorted by average age per site, youngest at the top



Data source: Google Ad Planner (United States demographics data)

www.pingdom.com



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THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOs WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

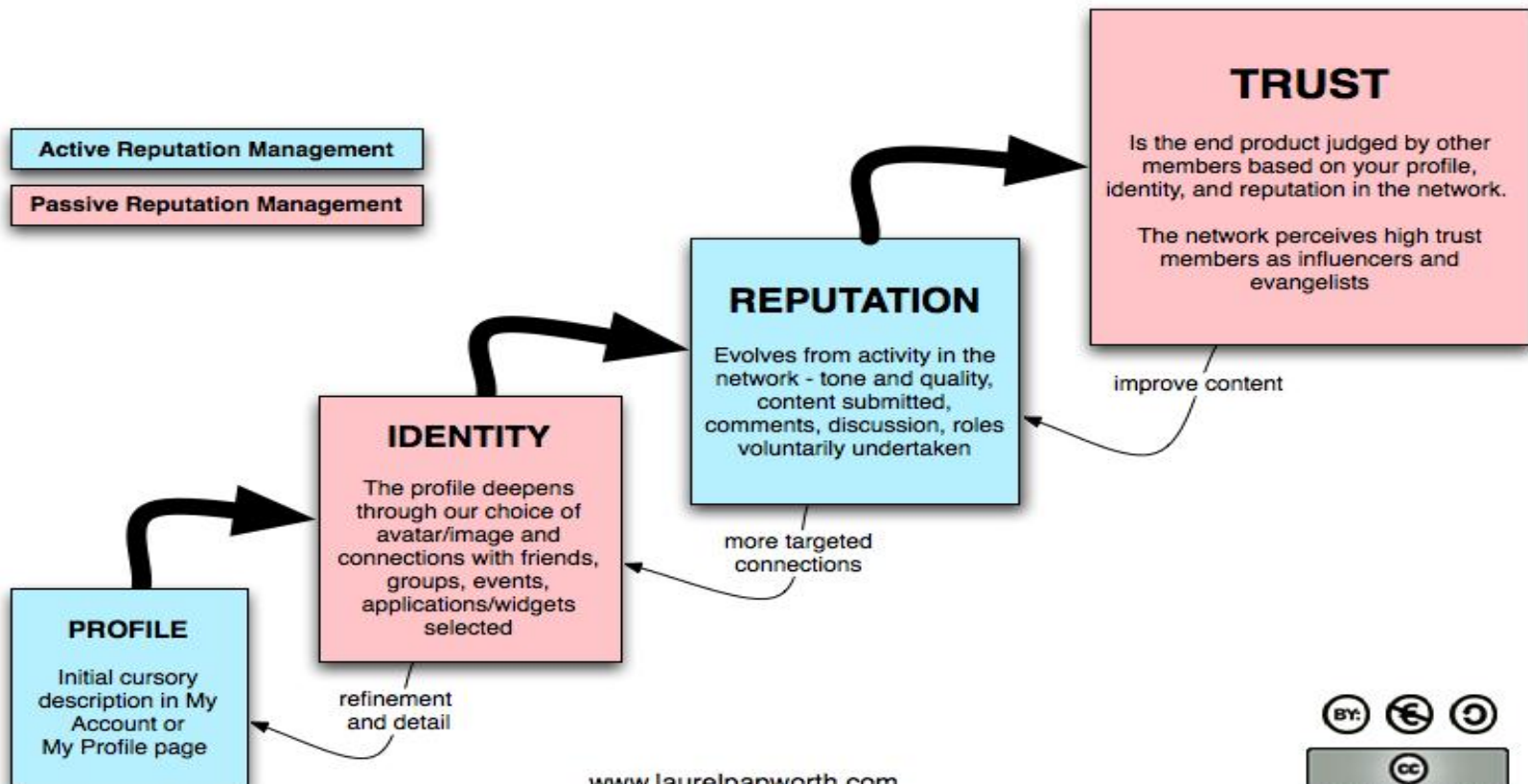
	GOOD!	OK.	BAD!
WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE
twitter A microblogging site that enables users to send "tweets" or messages of 140 characters or less.	Use keyword search, monitoring through a program such as Hootsuite, Tweetie, or Radian 6 to track what people are saying about you and your competitors.	Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.	Potential can be large, but promotion is an art form – promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.
facebook A social networking site where users can add friends, send messages and build their own profile.	Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.	Facebook brand pages are great for brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.	Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.
flickr An image and video hosting website where community members can share and comment on media.	Unnecessary to spend too much time on this, though properly tagged photos of company events can help customers put a face on the team behind your brand.	Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.	Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.
Linked in A social networking site for business professionals.	Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.	Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.	Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from – perhaps a potential client or customer.
YouTube A video sharing website where users can share and upload new videos.	Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.	One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.	Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.
digg A social news site where users can discover and share content.	Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.	Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.	The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.
StumbleUpon A social news community where members discover and share webpages.	Paid StumbleUpon traffic can be very hard to measure, especially if you're reaching your existing customers, and is costly to determine.	A paid campaign can be good for promoting a new product, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).	Enables a diverse range of people to discover new content and share links via the site's link or button on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs-up.
Y!b A social news site where community members can vote on stories.	Editor-driven and moderated, so this shouldn't be your primary focus.	Noncommercial sites are heavily favored by moderators, so business sites should not waste time in this uphill battle.	Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers – but it's a long shot.
reddit A social news community where users post links to the site's home page.	The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.	Unless you're a bacon company, don't try to build your brand here. You'll end up banned from the site without even realizing what happened.	If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful: Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.
del.icio.us A social bookmarking site used for sharing and storing bookmarked pages.	Site is intended for people to bookmark content. You can see what people tag with your brand name, but communication with them is nonexistent.	Not enough ongoing brand recognition to make it worth your while unless you want to be known for providing reference content for later retrieval.	Not as big as it used to be, but informative, massive reference pieces bookmarked for later use can net you a few thousand recurring monthly visitors.
	SEO		
	Value to your site's SEO is limited, but tweets will rank high in search results – good for ranking your profile name and breaking news, though shortened URLs are of little benefit.		
	Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.		
	Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.		
	Very high page rank – almost guaranteed on the first page of search results – especially for your company name or individual employees' names, but that's about it.		
	Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.		
	Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.		
	Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.		
	If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.		
	Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.		
	Pretty much everything about the site helps. When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.		

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SOCIAL WEB - REPUTATION MANAGEMENT CYCLES

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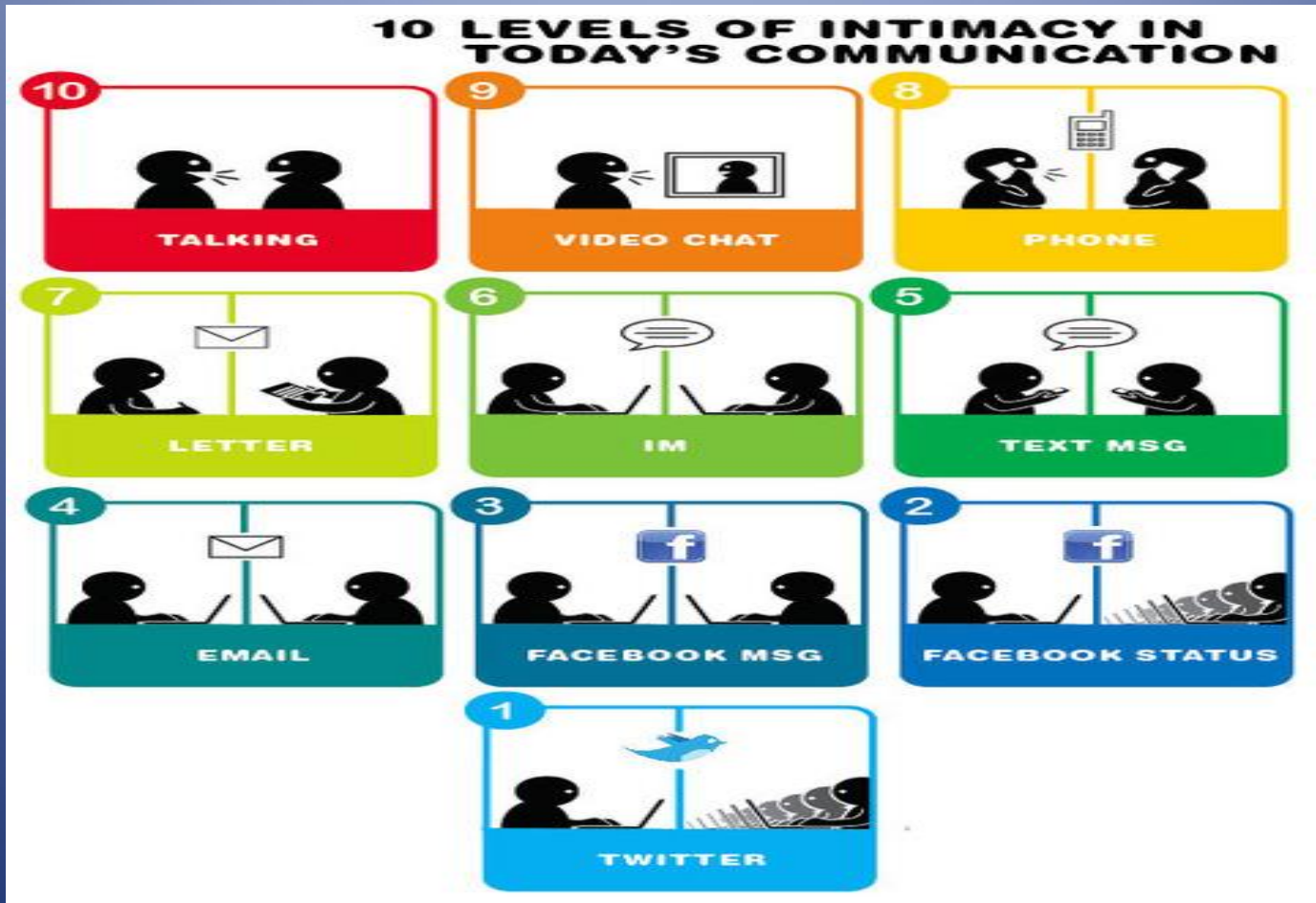


www.laurelpapworth.com





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AND NOW THIS:

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What Does This Mean?



- Decentralization Passivity
 - Absentivity
 - Disincarnation
- Isolation -- Absence
 - Narcissism
- Instant Gratification vs. Deferred Gratification
 - Goallessness.



TRANSPARENCY & ACCOUNTABILITY

