

New Media & NGOs

What's New Media?

How does new media change the rules of the game?

How does this new order affect the NGOs?

Exactly how juicy is new media for NGOs?



Romanians' Trust in NGO vs. Romanians' Trust in Bobby Voicu

Only 26% of the Romanians trust NGOs.
How many do you think trust bloggers?
What about their friends?



New Media is Great, But...

Consume with caution: anyone can say anything about you and it can go viral in a few hours.



How to Deal with the Dark Side of the Force

1. Monitoring

- Cool stuff on Drupal: Managing News and Tattler
- Other tools for listening: Google Alerts, Technorati, Netvibes, Nutshell Mail, Tweetscan, Social MentionRadian6, Biz 360

2. PR response (or lack of)



Tools for Listening

The collage features several key components:

- Google Blog Search:** A search interface with a search bar and a sidebar listing categories like Politics, US, World, Business, Technology, Video Games, Science, Entertainment, Movies, Television, and Sports. The main content area shows search results for "Inauguration Of The 44th President Of The United States" and "The Journey from Martin Luther King Jr. to Barack Obama".
- Technorati:** A search engine for the blogosphere with a search bar and navigation tabs for Channels, Blogs, Photos, Videos, Favorites, Popular, Blogger Central, and Support. It displays a "Front page / what's percolating in blogs now" section with "Rising blog posts by attention" and "Rising news stories by attention".
- netvibes:** A dashboard interface with a "Welcome to netvibes" message and a "net" logo. It shows a grid of widgets and a "netvibes" logo.
- Theme Selector:** A panel titled "To personalize your page, start by picking your theme" showing a grid of theme thumbnails and a "Next" button.
- Other Elements:** A "Type your page title here" search bar, a "Google Search" button, and a "netvibes" logo at the bottom center.



New Media Revolution Literally...

New Media Revolution in Moldavia



New Media & Fundraising

Seeds for Haiti on FaceBook's FarmVille



Howdy farmers, you just helped Haitians with \$ 1.500.000



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We are everywhere...



TechSoup for NGOs in 2009

TechSoup Worldwide

\$1,9 billion retail value of technology product donations distributed
\$1,8 billion potential savings for NGOs
6,3 million technology products distributed
42 TechSoup Global product donor partners

TechSoup Romania

\$ 700,000 retail value of technology product Donations distributed
800 hours of IT&C free consultancy



Some of TechSoup's Partners



We Love Being Used!

Worldwide

- <http://www.techsoup.org/>
- <http://www.netsquared.org/>
- <http://netsquared.meetup.com/>
- <http://www.localphilanthropy.szka.org>

Romania

- <http://www.techsoup-romania.org/>
- <http://www.meetup.com/NetSquared-Bucharest/>

Cool free reading

<http://www.socialbysocial.com/content/download>



Thanks

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