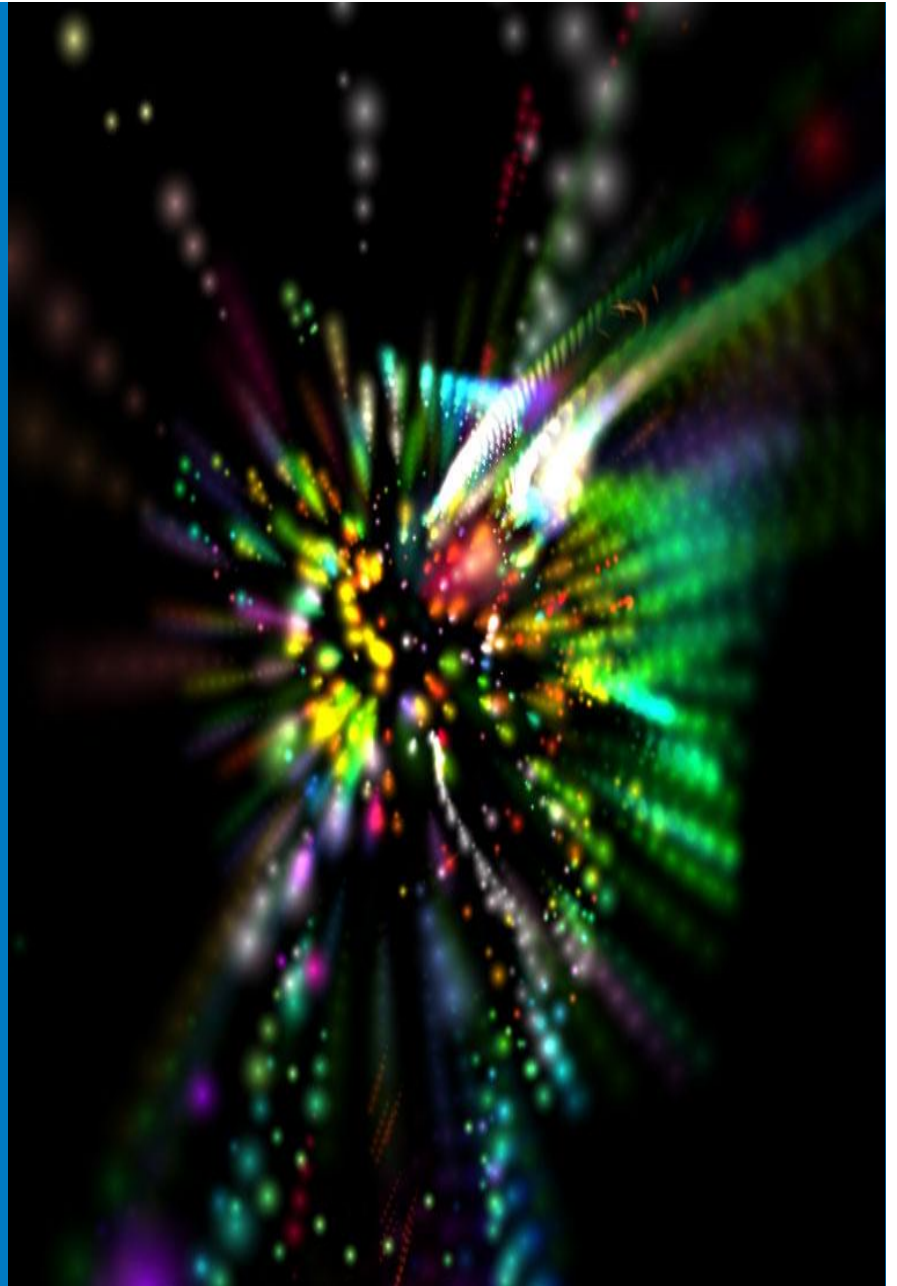


Trends to Watch For 2010 onwards

future foundation



The Web in General

The Web and Us

Comment is free

Is the web affecting the way our brains work? It's a thought

The internet may be changing the way we think. Perhaps we'll have to learn again how to concentrate

Observer editorial
The Observer, Sunday 13 June 2010
Article history

Some technologies change aspects of our lives – how we work, travel or play. Few alter our whole way of being.

It is now a decade or two into the [internet](#) revolution and we are still struggling to grasp its vastness. One vital new development is research into the way our reliance on the web for information and communication might be changing the way we think. This new field of inquiry has been summarised and popularised by the writer Nicholas Carr in *The Shallows: What the Internet Is Doing to Our Brains*, a book that has stirred fierce debate on and offline.

A key observation in the book is that large amounts of time spent browsing the web appear to affect neural pathways, with implications for the way we respond to information and form memories. Crudely speaking, we skim the surface of knowledge, covering more, absorbing less. That assertion will not surprise those of us who switch endlessly between email, web and phone. We know our attention spans have atrophied. Still, it is alarming to think the change might not be habitual, but neurological.

Sceptics observe that the brain has developed over hundreds of thousands of years. It is unlikely to be reconfigured in what, in evolutionary terms, is a split second.

But the science of how we turn data into consciousness and memory is too little understood to rule out the idea that the web is having an impact.

(21)

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But...

The screenshot shows the top portion of a web browser displaying the New York Times website. At the top, there are navigation links: HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, and TIMES TOPICS. On the right, there are links for Try Times Reader 2.0, Log In, and Register Now. The main header features the New York Times logo and the word "Opinion" in a large, bold font. Below the header is a search bar with the text "Search All NYTimes.com" and a "Go" button. A secondary navigation bar includes categories like WORLD, U.S., N.Y. / REGION, BUSINESS, TECHNOLOGY, SCIENCE, HEALTH, SPORTS, OPINION, ARTS, STYLE, TRAVEL, JOBS, REAL ESTATE, and AUTOS. Below this is another row of links: EDITORIALS, COLUMNISTS, CONTRIBUTORS, LETTERS, THE PUBLIC EDITOR, and GLOBAL OPINION. A large blue advertisement for UKFOREX is prominent, with the text "UKForex - Simply a better deal!" and the website "www.ukforex.co.uk". Below the ad, the article "Mind Over Mass Media" by Steven Pinker is featured, published on June 10, 2010. The article's first paragraph discusses the impact of new media on moral panics. A sidebar on the right offers social media sharing options (Facebook, Twitter, Recommend, Print, Reprints, Share) and a "Your Money E-Mail" sign-up section. At the bottom right, there is a partial view of a Dries Van Noten fashion advertisement.

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OP-ED CONTRIBUTOR

Mind Over Mass Media

By STEVEN PINKER
Published: June 10, 2010

Truro, Mass.

NEW forms of media have always caused moral panics: the printing press, newspapers, paperbacks and television were all once denounced as threats to their consumers' brainpower and moral fiber.

So too with electronic technologies. PowerPoint, we're told, [is reducing discourse to bullet points](#). Search engines lower our intelligence, encouraging us to skim on the surface of knowledge rather than dive to its depths. Twitter [is shrinking our attention spans](#).

But such panics often fail basic reality checks. When comic books were

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DRIES VAN NOTEN

CYRUS
JUNE 10

Or?

Spring 2010

vol. 20, no. 2

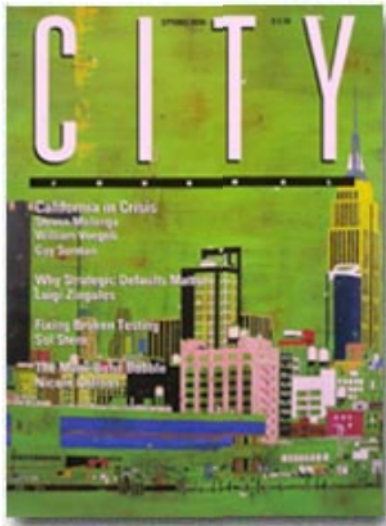


Table of Contents

A quarterly magazine of urban affairs, published by the [Manhattan Institute](#), edited by [Brian C. Anderson](#).

Soundings

ALAIN DE BOTTON

On Distraction

Our minds need to go on a diet.

One of the more embarrassing and self-indulgent challenges of our time is the task of relearning how to concentrate. The past decade has seen an unparalleled assault on our capacity to fix our minds steadily on anything. To sit still and think, without succumbing to an anxious reach for a machine, has become almost impossible.

The obsession with current events is relentless. We are made to feel that at any point, somewhere on the globe, something may occur to sweep away old certainties—something that, if we failed to learn about it instantaneously, could leave us wholly unable to comprehend ourselves or our fellows. We are continuously challenged to discover new works of culture—and, in the process, we don't allow any one of them to assume a weight in our minds. We



More
The
More

Se
Adv

Currency Overload: Always On/Rolling Everything



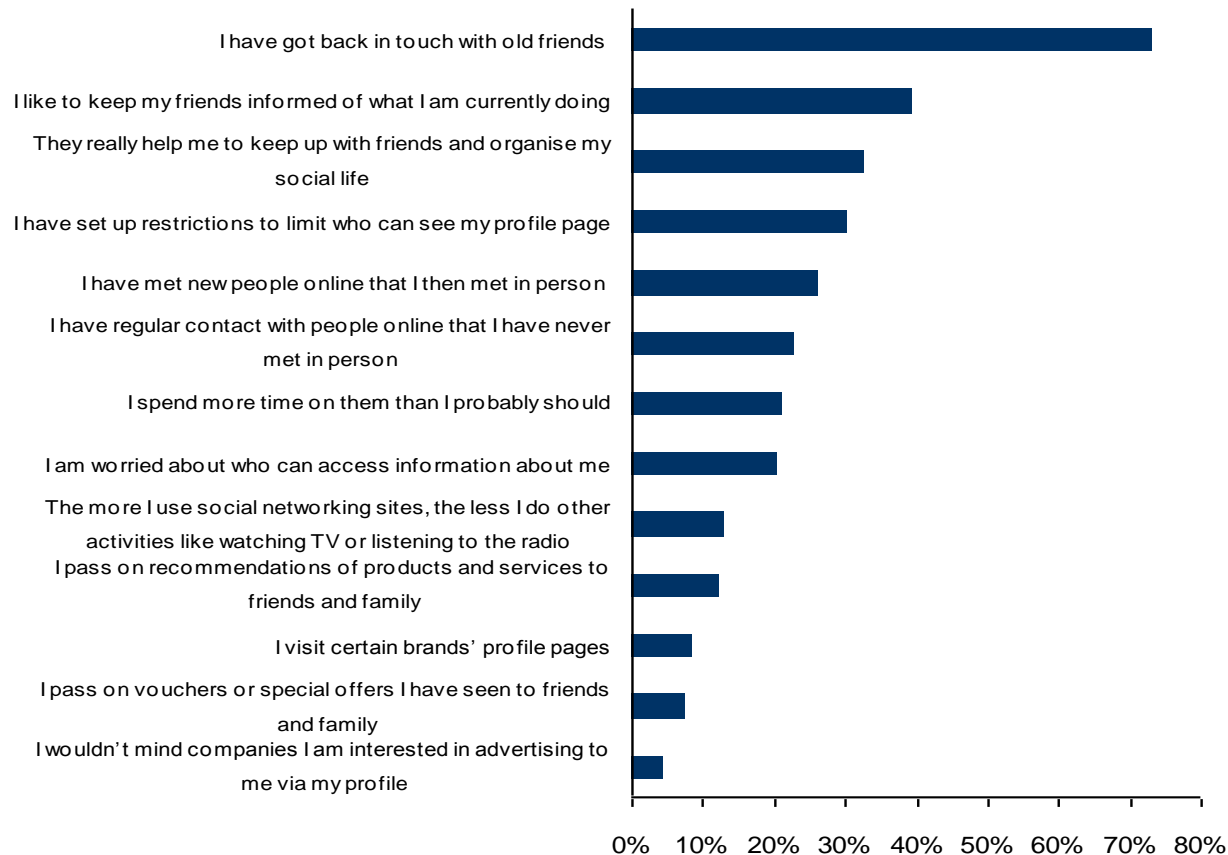
Some of what's there is good

- And the rest is noise

Within the Web (Now)

Attitudes to Social Networking

“Which of the following apply to you with regard to social networking sites?”




Source: nVision Research

Base: 383 respondents aged 15+ who have used a social networking site, GB, 2009

Social networks and marketing

**FRIENDSHIP IS STRONG, BUT THE
WHOPPER® IS STRONGER.**



Use this application and be rewarded with a free flame-broiled WHOPPER® when you sacrifice 10 of your Facebook friends. Each friend will be notified so choose wisely.

Only **4%** agree
“I wouldn't
mind
companies I
am interested
in advertising
to me via my
profile”

Source: nVision Research

Base: 383 respondents aged 15+ who are members of a social networking site, GB, 2009

Change inside the Web is so Fast



Social networking across platforms and the web



Much slower change: Web-access points



Social media- friendly phones



Google latitude

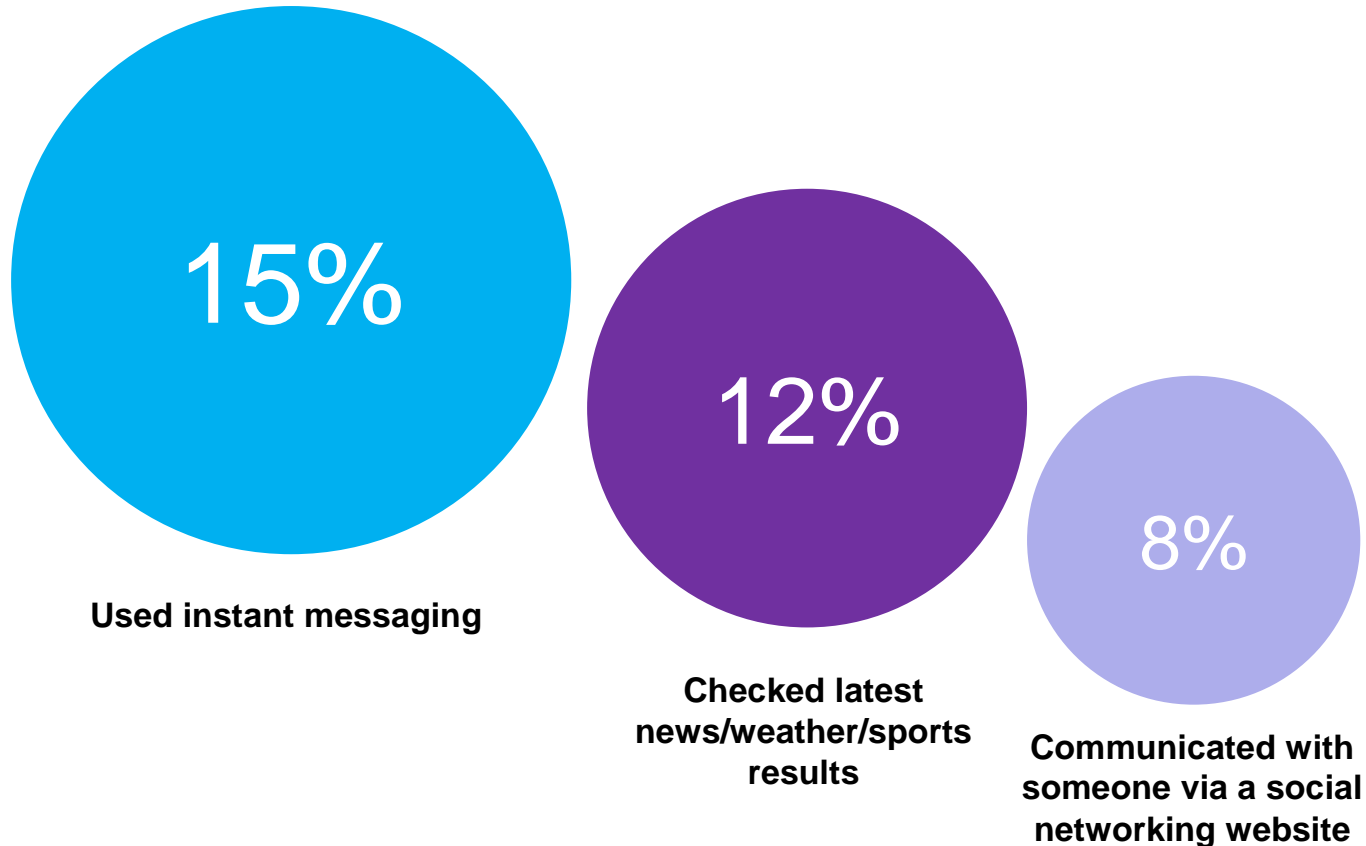


Fred wants to hang out with his friends, and checks to see where they are.



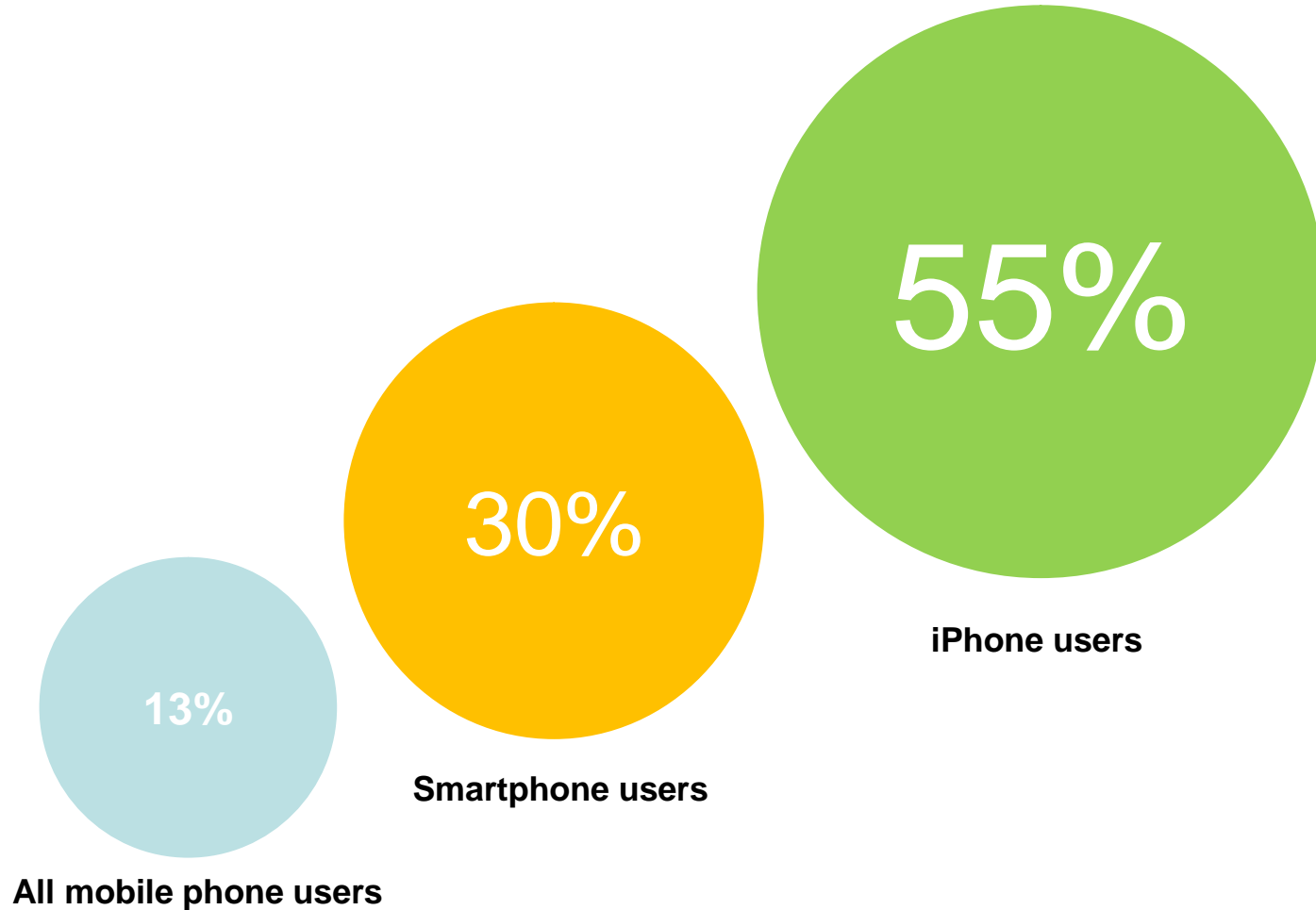
Late 08: Use of social networks on a mobile is low although it is the 3rd most popular activity

"Which, if any, of the things I read out have you done on the internet via your mobile phone?"



Increase functionality = increased usage

Accessed a social networking site on a mobile phone % by type of mobile phone user



Later 09: Social Media by Phone



In the end, medium ≠ message

who believe that eating fierce animals will make them fierce, they assume that watching quick cuts in rock videos turns your mental life into quick cuts or that reading bullet points and Twitter postings turns your thoughts into bullet points and Twitter postings.

Yes, the constant arrival of information packets can be distracting or addictive, especially to people with attention deficit disorder. But distraction is not a new phenomenon. The solution is not to bemoan technology but to develop strategies of self-control, as we do with every other temptation in life. Turn off e-mail or Twitter when you work, put away your Blackberry at dinner time, ask your spouse to call you to bed at a designated hour.

And to encourage intellectual depth, don't rail at PowerPoint or Google. It's not as if habits of deep reflection, thorough research and rigorous reasoning ever came naturally to people. They must be acquired in special institutions, which we call universities, and maintained with constant upkeep, which we call analysis, criticism and debate. They are not granted by propping a heavy encyclopedia on your lap, nor are they taken away by efficient access to information on the Internet.

The new media have caught on for a reason. Knowledge is increasing exponentially; human brainpower and waking hours are not. Fortunately, the Internet and information technologies are helping us manage, search and retrieve our collective intellectual output at different scales, from Twitter and previews to e-books and online encyclopedias. Far from making us stupid, these technologies are the only things that will keep us smart.

Steven Pinker, a professor of psychology at Harvard, is the author of "The Stuff of Thought."

A version of this op-ed appeared in print on June 11, 2010, on page A31 of the New York edition.

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MORE IN OPINION (1 OF 25 ARTICLES)

Editorial: From the Oval Office

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Some suggestions

1. Do not add to noise/fat/dust/overload – simplify the complexity
2. Make it lucid
3. Make it meaningful
4. Get it to people who want it, in the best package
5. Look to *change*

How important is digital?

24 June, 2010

Rachel Beer
Founding Partner



Why is digital
media so
important?



Because
it's common
currency



Whether we
like it or not...



And I meet
a lot of people
that don't!



But you can't
dispute the
evidence...



Exhibit A:



Exhibit B:



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< Music

Alternative & Indie[Alternative & Indie](#)[Rock](#) (45,991)[Alternative Metal](#) (7,969)[Dark Wave](#) (1,719)[Emo](#) (2,841)[Garage Rock](#) (4,865)[Goth Rock](#) (2,347)[Grunge](#) (2,067)[Industrial](#) (4,757)[Lo-Fi](#) (2,206)[New Wave](#) (2,224)[Post-Rock](#) (2,649)[Punk](#) (27,904)**Region****All Regions**[USA & Great Britain](#) (168,905)[Latin America](#) (869)[Italy](#) (110)[Middle & East Asia](#) (280)[See more...](#)**Music > Alternative & Indie**

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- 

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[24 new](#) from £8.95 [2 used](#) from £20.00

[Download MP3 Album: £4.99](#)

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★★★★★ (114)
- 

Lungs by Florence + The Machine (**Audio CD** - 2009)

[Buy new: £7.00](#)

[29 new](#) from £6.00 [2 used](#) from £8.82

[Download MP3 Album: £7.00](#)

In stock

Eligible for **FREE** Super Saver Delivery.

★★★★★ (159)



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From [zombikombi1959](#)



From [Easymakesmehappy](#)





What is Sky Player? ▾

Live TV

TV on demand

Sky TV customers ▶

Not a Sky TV customer ▶

Ways to watch ▶

Watch TV from Sky online

Sky Player is the home of Sky TV online – it's Sky, but on your computer and TV connected box. Programmes from up to 47 top channels including Sky Sports, Sky Movies, the BBC, National Geographic Channel and Disney Channel.

Watch selected channels live online, or watch TV on demand at a time that suits you.

[Sign up](#)


Who is it for?

Sky TV customers


If you're a Sky digital satellite customer you can **watch programmes from channels in your TV package for free**. For example, if you're a Sky1 subscriber, Sky1's top shows are available to watch online for free for 30 days after they first aired.

Non Sky TV customers

Now you can **watch Sky TV programmes without a dish or long term contract**. With our monthly subscription you can watch selected channels live, plus there's a great choice of catch-up programmes to watch on demand. Minimum contract is just one month. You can also rent or buy single episodes with no commitment.

NSPCC 
Cruelty to children must stop. **FULL STOP.**



NSPCC 
Cruelty to children must stop. **FULL STOP.**

National Society for the Prevention
of Cruelty to Children

Weston House
42 Curtain Road
London EC2A 3NH

Supporter Care Line: 020 7825 2505
Fax: 020 7825 7000
Email: Supportercare@nspcc.org.uk
Website: www.nspcc.org.uk/supporter

Miss R Beer
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

48731/C/71220319-6

July 2008

What happens after the abuse has stopped?

Dear Miss Beer,

Imagine being ten years old, you've suffered abuse which left you scared and confused ... and now you have to go to court. A big, scary place, full of strangers.







DAILY NEWS

**EXTRA!
EXTRA!**



KINDLE BOOK SALES







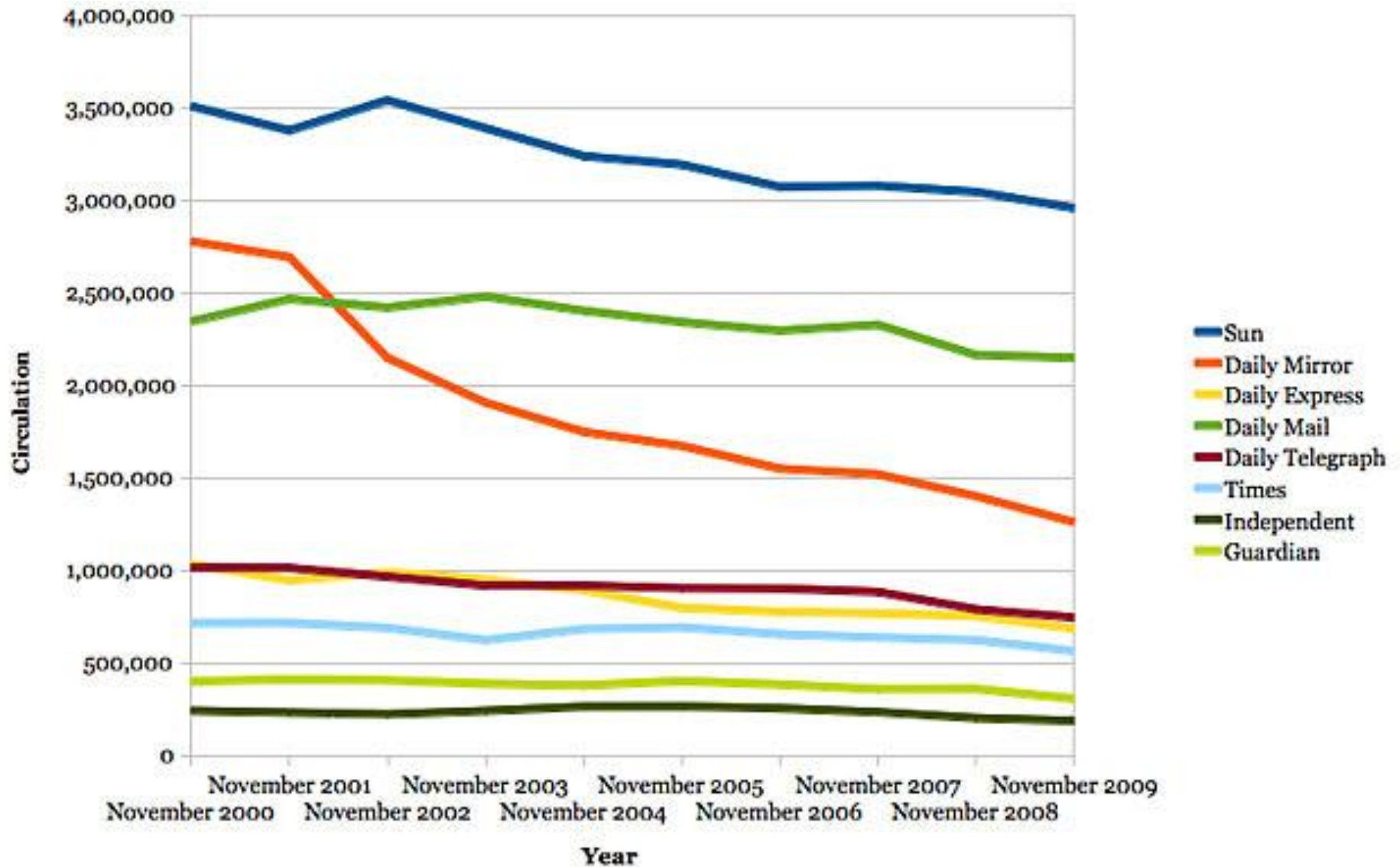
Digital media
are diversifying
and thriving



Whilst analogue
media are
slowly dying



Newspaper circulations in 2009



dailymail.co.uk:

3.8 million



thesun.co.uk:

2.2 million



Facebook:

26 million

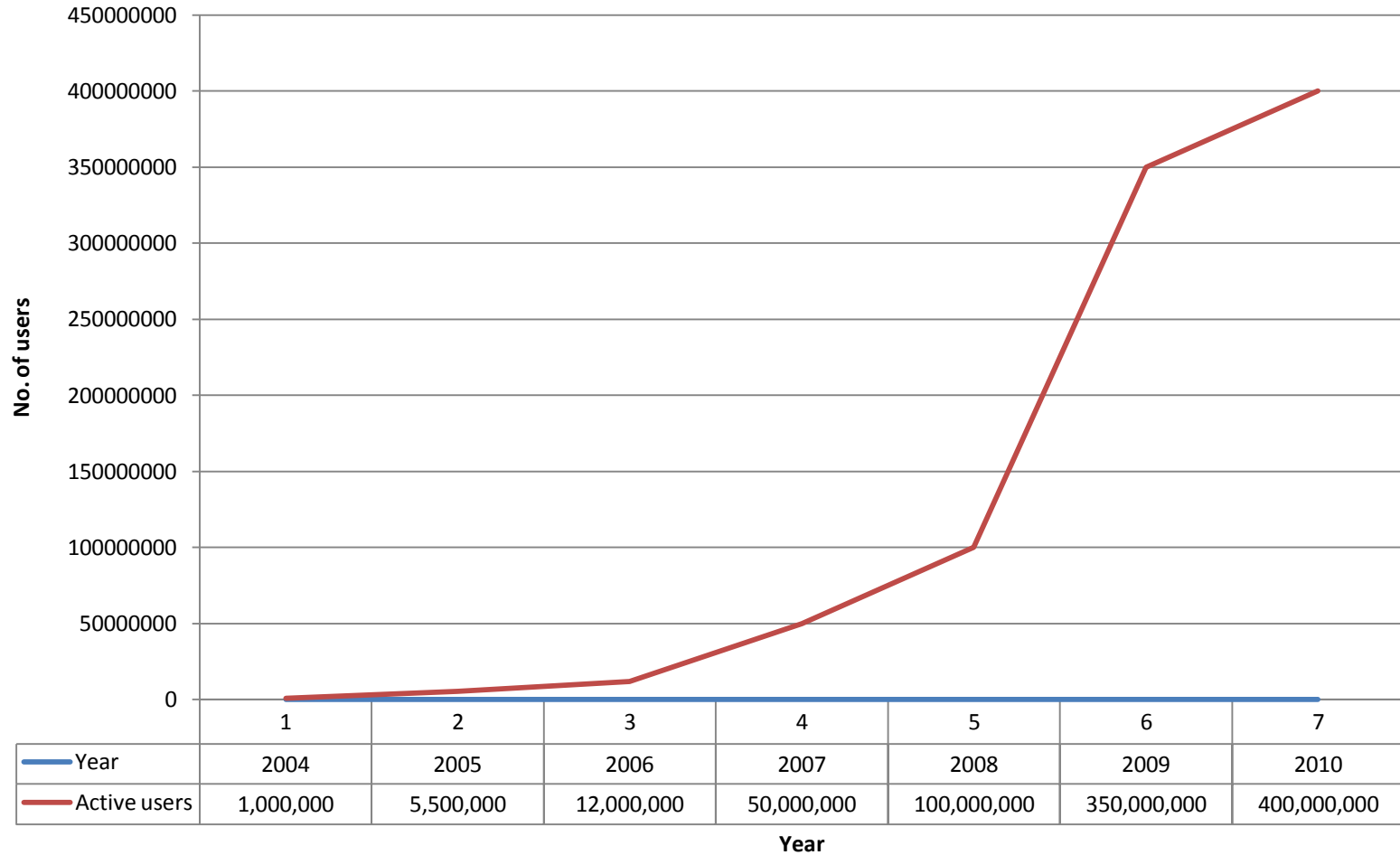


facebook

Facebook helps you connect and share with the people in your life.



Facebook's phenomenal growth



facebook

- 400 million users internationally
- More than half of Global Top 100 websites have implemented Facebook Connect



Broadcast Yourself™

- Over 14.6 million unique users in the UK



Internet usage

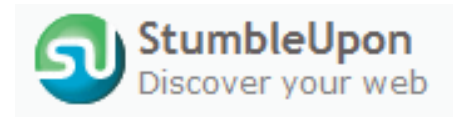
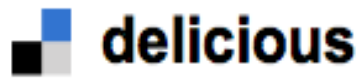
- 70% of households in UK have internet access
 - *18.3 million homes*
 - *45 million Internet users*
 - 35 million adults
 - 10 million 7-14s
 - *52% male, 48% female*



More persuasive figures



- The first quarter of 2010 saw nearly 37 million people in the UK go online
 - An increase of almost 8% year on year
- In April 2010, UK internet users spent 884 million minutes online
 - A 65% increase on the same time three years ago
- 60% of the UK population use the internet everyday or almost everyday
- 1 in 3 UK adults agree with the statement 'I could not live without the internet'





Google wave



This adds up to a powerful case to invest in digital communications



This advancement
is not going to stop



But I still hear
so many
objections to
investing in digital

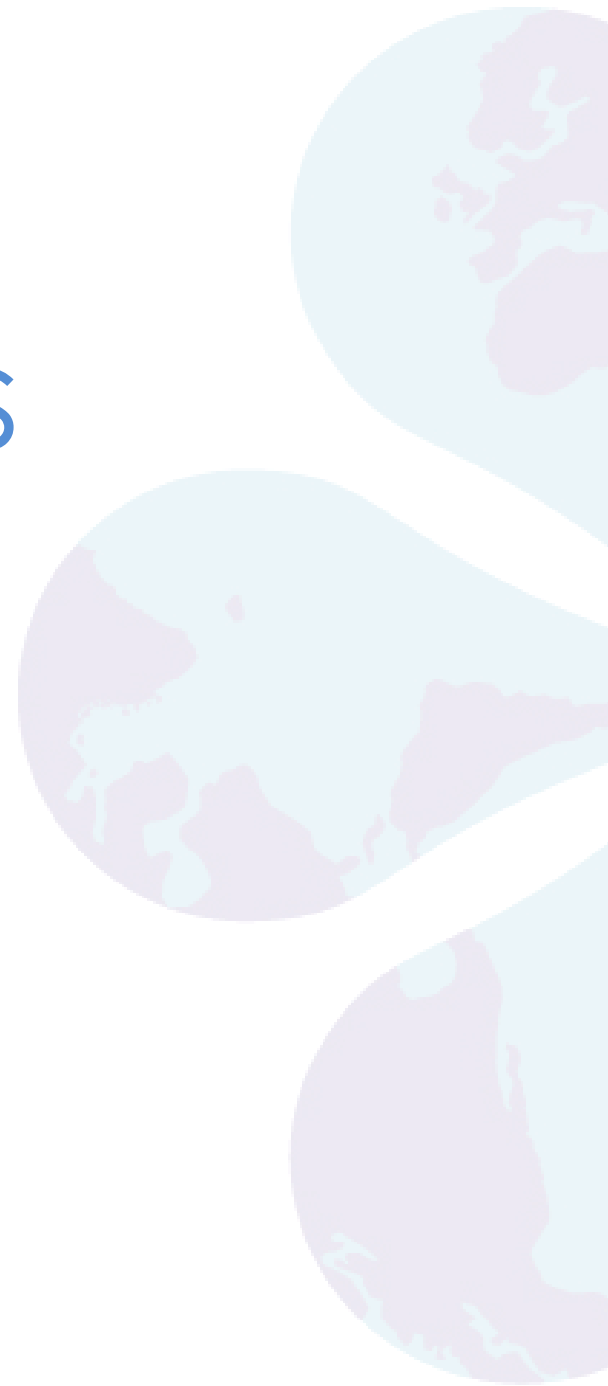


Including...

- Our target audiences aren't online
- We don't have the budget
- We don't have the time
- We don't know where to start
- Our senior management doesn't 'get it'
- Our Board won't invest if we can't tell them what the return will be
- Our traditional channels work well enough



Your audiences
are more than
likely online...



Top sites: 18+ adults in UK

<input type="checkbox"/>	Placement	Category	Reach	UV (users)	UV (users)	PV
<input type="checkbox"/>	facebook.com	Social Networks	56.9%	23M	26M	58B
<input type="checkbox"/>	bbc.co.uk	News & Current Events	42.9%	18M	19M	2.1B
<input type="checkbox"/>	live.com	Search Engines	39.2%	16M	19M	2.4B
<input type="checkbox"/>	yahoo.com	Web Portals	38.7%	16M	17M	2.8B
<input type="checkbox"/>	msn.com	Web Portals	26.7%	11M	12M	600M
<input type="checkbox"/>	blogspot.com	Blogging Resources & Services	16.5%	6.8M	6.8M	130M
<input type="checkbox"/>	ask.com	Search Engines	15.1%	6.2M	6.8M	130M
<input type="checkbox"/>	microsoft.com	Software	14.9%	6.1M	6.8M	130M
<input type="checkbox"/>	paypal.com	Merchant Services & Payment Systems	13.5%	5.5M	5.7M	250M
<input type="checkbox"/>	direct.gov.uk	United Kingdom	11.4%	4.7M	4.7M	370M
<input type="checkbox"/>	bing.com	Search Engines	10.3%	4.2M	5.1M	150M
<input type="checkbox"/>	national-lottery.co.uk	Lotto & Sweepstakes	10.3%	4.2M	4.2M	230M
<input type="checkbox"/>	wordpress.com	Blogging Resources & Services	10.3%	4.2M	4.6M	54M
<input type="checkbox"/>	partypoker.com	Cards & Casino Games	9.4%	3.9M	4.2M	28M
<input type="checkbox"/>	tesco.com	Food Retailers	9.3%	3.8M	4.3M	280M
<input type="checkbox"/>	guardian.co.uk	Newspapers	9.3%	3.8M	3.8M	110M
<input type="checkbox"/>	about.com	How-To & Expert Content	9.2%	3.8M	4.3M	51M
<input type="checkbox"/>	dailymail.co.uk	Newspapers	9.2%	3.8M	3.8M	160M
<input type="checkbox"/>	sky.com	News Networks	9.1%	3.8M	4.2M	370M
<input type="checkbox"/>	virginmedia.com	Entertainment	8.5%	3.5M	3.8M	210M
<input type="checkbox"/>	apple.com	Mac	8.5%	3.5M	3.9M	67M
<input type="checkbox"/>	telegraph.co.uk	Newspapers	8.4%	3.4M	3.4M	97M
<input type="checkbox"/>	mozilla.com	Internet Clients & Browsers	8.4%	3.4M	3.8M	97M
<input type="checkbox"/>	imdb.com	Movies	7.7%	3.1M	3.2M	130M
<input type="checkbox"/>	ebay.com	Auctions	7.6%	3.1M	3.5M	80M
<input type="checkbox"/>	hsbc.co.uk	Banking & Personal Finance	7.1%	2.9M	2.9M	370M
<input type="checkbox"/>	answers.com	Dictionaries & Encyclopedias	6.9%	2.8M	3.2M	25M
<input type="checkbox"/>	adobe.com	Programming	6.9%	2.8M	3.2M	46M
<input type="checkbox"/>	rightmove.co.uk	Real Estate Agencies	6.4%	2.6M	2.8M	490M
<input type="checkbox"/>	yell.com	United Kingdom	6.4%	2.6M	2.6M	46M
<input type="checkbox"/>	o2.co.uk	Personals	6.4%	2.6M	2.8M	140M

And they're going
to wonder why
you're not



How long can you
put off investing
in digital and still
be effective?



Rachel Beer

beautiful world

rachel@hellobeautifulworld.com

0207 739 6136



beautiful world

www.hellobeautifulworld.com



Changing communications in a digital society

Whizz-kidz
move a life forward

Whizz-Kidz: A Case Study



Rob Dyson, PR Manager & social media

Pic: www.flickr.com/photos/matthamm



- Starting the Journey
- Reaching out – entering the conversation
- Beginning to influence
- Can we turn dialogue into donations?
- Metrics – what's important to you?
- A bit of netiquette



Once we had a presence – people started arriving...



twitter Home Profile Find People Settings Help Sign out

@WhizzKidz U have helped my son on many occasions his first wheelchair from you he was 10 months old <http://www.twitpic.com/328ss> hes 19 now

4:14 PM Apr 16th from web in reply to WhizzKidz

 **ArsenalSarah**
Murky Dismal

Just received my final Marathon training plan from @WhizzKidz Oh, the fear!! <http://bit.ly/Uygh>

9:58 AM Apr 17th from TweetDeck

 **shelleyw**
shelley wyatt

@WhizzKidz A BIG massive thank-you to WHIZZ -KIDZ for Natashas new Trike... youv'e made our special girl very happy!!! minutes ago clear

about 11 hours ago from web in reply to WhizzKidz

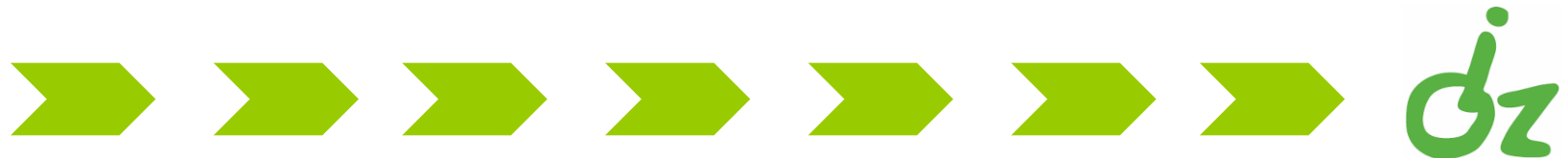
 **serita76**
serita english



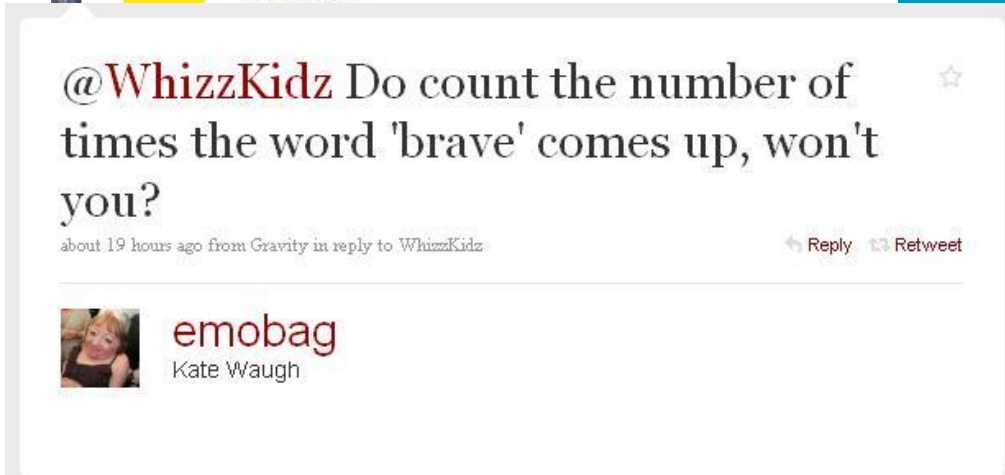
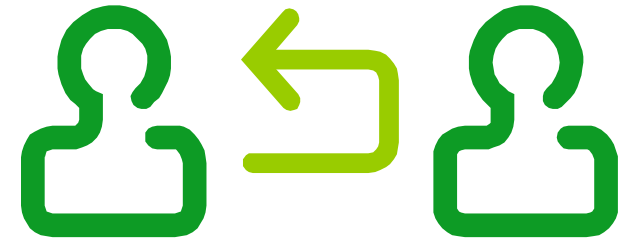
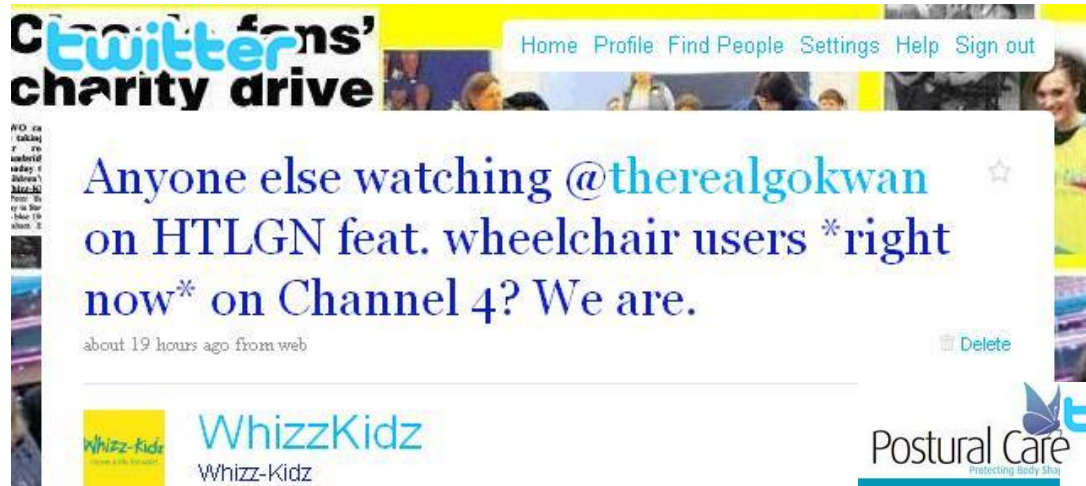
Reaching out – entering the conversation



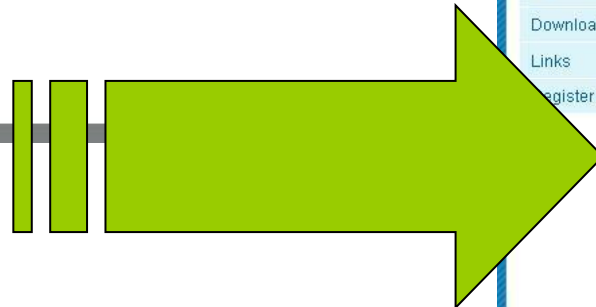
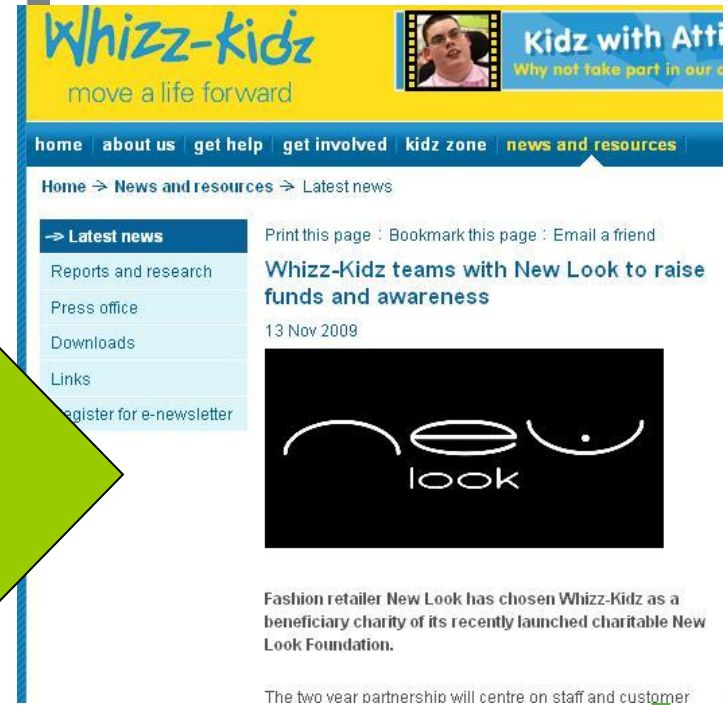
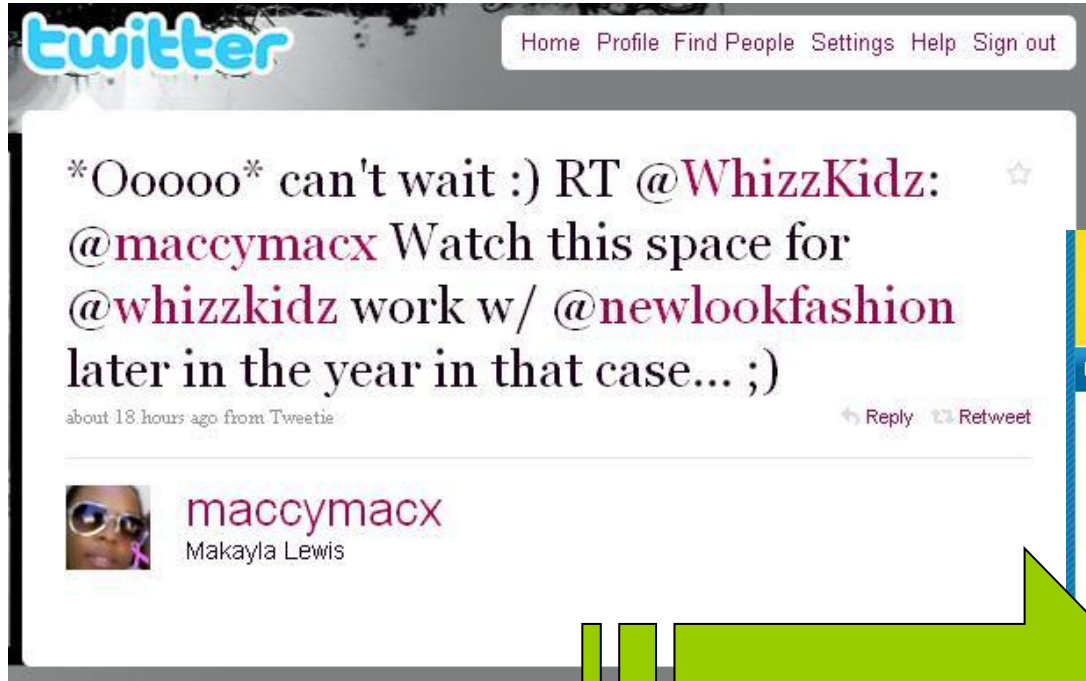
Pic: www.fwdesign.com



Talking in Twitter



...and creating an appetite for our own work...



Facebook: as valid a place for advice as our helpline



Mandy Jenkins cannot believe the wheelchair service !! Chair to small...they agree...Next available assesment is end February..... the 6 to 8 weeks for delivery..... oh yes y the way will probably have to be smallest adult chair addapted... will wiegh at least 4kg more... Lets take his independence away... and yes we won't sign his Whizz Kids form!! Help !
about an hour ago · Comment · Like · Report



Whizz-Kidz Hi Mandy, oh dear – sorry to hear you're having such trouble. I believe you've been able to have a chat with our Children's Services Team about this; we can accept an application signed by a GP if not the NHS wheelchair services team.

However, we'll have to assess whether the preferred equipment is the most-suited & safest in any case. Feel free to keep in close conversation with our Children's Services Team on 0845 052 1231. We hope we can help you out with the best



Tom Tomalin Not sure if this is the right place to write this question- i have just joined the sight -but am wondering to what age you give disabled people advice to.

15 December 2009 at 00:59 · Comment · Like · Report



Whizz-Kidz Hi Tom. We support young disabled people up to the age of 24 through our ambassador clubs, life skills, and work placements. Read more about it here: <http://www.whizz-kidz.org.uk/kidzzone/whatisawhizzkidzambassador/> Our new Kidz Unlimited project means lots more work placements at exciting companies will be appearing throughout 2010 too!

15 December 2009 at 09:25 · Delete



Kirsten Goodfellow hey are your services available at both a National and Local Level?

14 December 2009 at 16:04 · Comment · Unlike · Report

You like this.



Whizz-Kidz Hi Kirsten, yes they are - for instance during our recent Mecca Wheel Difference campaign with Mecca Bingo, each local club raised money to help support a local young person. We also run clubs and skills sessions around the UK (e.g our new Skillz for Life modules around England, see post below). How can we help?

14 December 2009 at 17:06 · Delete





Whizz-Kidz We know that getting the right wheelchair can help you to get out & play in the snow. We'd LOVE to see your pics, & we'll share them online! Also, what are your top tips if you have been stuck inside for a bit?

Yesterday at 11:01 · Comment · Like

 Katarzyna Szostek likes this.

 **Jack Waring** I put some schwalbe land cruisers on my wheels and they work pretty well :)
Yesterday at 11:10 · Delete · Report

 **Sharon Stewart** Have you tried looking on the websites such as RGK? I bought my sons gloves at either Kidz up North or Naidex.
Yesterday at 11:36 · Delete · Report

 **Terrijayne Butler** tried RGK but there gloves dont go small enough :(
Yesterday at 11:48 · Delete · Report

 **Sarah Kidd** I've been mostly snowed in for 3 weeks now! I did manage to get in my garden one day in my chair, i have photos! I've all ways had problems with gloves as well, i decided it was easier not to wear any but freezing on the hands!
Yesterday at 11:52 · Delete · Report

 **Sharon Stewart** <http://www.able2wear.co.uk/product.php?xProd=668&xSec=4>
Yesterday at 12:01 · Delete · Report

 **Terrijayne Butler** thanks for that sharon was hopping 2 find full gloves as ave tried these b4 but they dont keep his hands warm and his finger tips freeze when its as cold as its been xxx
Yesterday at 12:04 · Delete · Report

 **Sharon Stewart** These are the ones my son has <http://www.mobilitysmart.cc/wheelchair-accessories/gloves/globaleather-junior-light-weight-wheelchair-gloves-p-7907.html>
Yesterday at 12:10 · Delete · Report

 **Jack Waring** As far as gloves go I got some waterproof mountaneering gloves... Work brilliantly :)

Whizz-kidz
move a life forward

facebook

opening a space for peer to peer advice & debate



Ask a simple question, get a simple answer...



Also, what are your top tips if you have been stuck inside



Jeanette Freefall Allen Ethaniel says XBOX
11 January at 19:04 · Delete · Report



The viral loop: Cross-promoting all of our sites

Our Kidz talk about their experiences of school in their new YouTube video
<http://www.youtube.com/whiz...>

2:32 AM Oct 1st from Seesmic



YouTube

Whizz-Fest
CHARITY FUNDRAISER 12.11.09

7.00pm-1.00am @ THE ARCHES 51-53 Southwark Street, London Bridge SE1 1RU

All funds raised go towards Whizz-Kidz helping disabled children and young people lead more independent and active lives.

TICKETS £10
in advance from www.wegotickets.com or £12 on the door

FEATURING...

THE INVASION OF... [LIBERTINES' GARY POWELL]

STRANGEFUIT [EX BABYSHAMBLES' THE PERRETT BROTHERS]

MELODY NELSON
THE GUILTY ONES
SILICON KID
THE NITEFLIGHTS
THE SUMMONS

PLUS DJ'S ON THE NIGHT: OSCAR THE PUNK

Buy the charity single "All there is" by The Guilty Ones at www.tunetrive.com

For more information check out www.whizz-kidz.org.uk

Whizz-Kidz move a life forward



Okay, so we are VERY excited about this
<http://3.ly/Lw4> Whizz-Fest, an indie rock fundraiser for @WhizzKidz in London. Pls RT.

9:13 AM Oct 9th from Seesmic

flickr



Bringing people with us, staying 'local' to loyal champions



facebook



Sarah Thomas Hi Whizz-kidz FB. I follow you on Twitter but 140 has never been enough to tell you this.. I know you do change the lives of Disabled children, I not only have a Son with disabilities but also had a Half Brother with them. My Half Brother sadly died aged 15 yrs having had no independent

experience of life - an NHS wheelchair in which he only left the house for short walks with his Mum. As opposed to my Son who by the time he was 5 years old was completely independently mobile thanks to you and his power chair, by the time Luke was 8 yrs I had to buy him a mobile phone as he was out having tea with his mates in town despite being paralysed from the chest down. Luke is now 21 yrs and his life was mapped by your generosity, his confidence and independence are incredible and remarked upon by everyone. I truly believe you have made my Son the person he is today. He doesn't ever mention his disabilities but never grew up having to dwell on them thanks to your being. Thank u

Friday at 20:47 · Comment · Like · Flag

Andy Q Smith likes this.



Andy Q Smith Luke is an inspirational Man, and I'm proud to have him as my friend.

Friday at 21:10 · Delete · Flag



Beginning to influence



Pic: <http://carpe-diem.typepad.com>



Sharing stories directly on Flickr



Young Fin plays in the snow his new powered wheelchair from Whizz-Kidz!

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE EDIT PHOTO DELETE



Fin has cerebral palsy and is an active member at his mainstream school and he really enjoys sports. His participation has been made easier by his new powered wheelchair funded and supplied by Whizz-Kidz in December 2009.

Fin is active out of school too, he plays tennis at a local tennis centre and is an enthusiastic member of a Street and Hip Hop dance group with his 11 year old sister!

Mum says: "Thank you Whizz-Kidz and to all those who donate to change disabled children and their families lives!"

Fin's mum:

“If sharing Fin's story helps raise money and awareness then it is our way of saying thank you...

“And it makes Fin feel special and like a celebrity! He loved seeing his photo on flickr!”



Polling opinion of our followers... **Whizz-kidz** move a life forward

“to be truthful its very imaginative!
good thinking by the whizz-kidz team
APPLAUSE”

twitter.com/jamandcheese

flickr

“Nice one. Will certainly get
the attention of your target audience!”
twitter.com/rachelbeer

“Great poster
Could you do one for the ladies?”
Childsi, Child's i Foundation



234 views on Flickr - within 3 days - spread via Twitter



Magic FM helped us out during Marathon because we “tweeted” them...



twitter

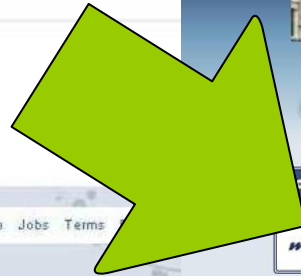
Login Join Twitter!

Disabled children's charity Whizz-Kidz will be pleased to hear they're our pic of the week! <http://www.magic.co.uk/blog>

about 8 hours ago from web



© 2009 Twitter About Us Contact Blog Status Apps API Search Help Jobs Terms



The screenshot shows the Magic FM website with a navigation menu including 'home', 'radio', 'tv', 'music', 'win', 'news', 'local', 'life', 'games', 'chat', and 'contact'. Below the menu is a search bar and a list of links: 'LIVE', 'BLOG', 'NEWS', 'WIN!', 'PODCASTS', 'BREAKFAST', 'WEATHER', 'DJS', 'INDULGENCE', 'MELLOW MAGIC', and 'VIDEO'. The main content area features a 'pic of the week' section with a photo of a person in a red lobster costume.

April 30, 2009

Our Wake Up Gallery snappy snap of the week!

We'll done to all our listeners who took part in the Flora London Marathon on Sunday. We're tired just thinking about it!

Some of you sent pictures of the day to our **Wake Up Gallery**. We picked this one sent in by the disabled children's charity Whizz Kids as our **pic of the week**. This chap ran the whole route dressed in this eye-catching lobster outfit, as if running 26 miles wasn't hard enough in the first place!

Whizz-Kidz say that their photo, 'is for all of the London Marathon runners - especially those running for children's mobility charity, Whizz-Kidz!'

They also told us through our **Twitter feed** that they are going to raise about £1 million for this inspiring charity, so well done all round.

If you want to upload your pictures to the **Wake Up Gallery** it's easy. Just find some snaps that capture a morning experience - your kids getting messy over breakfast, a beautiful Spring view or your cat doing a big stre-e-e-e-tch - and click upload.

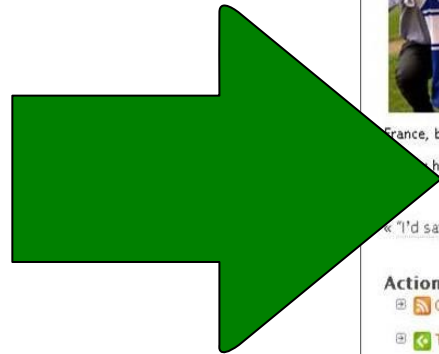
When you've got a handful of pictures up you can even create your own film to view online and share with your friends.

Start uploading your pictures now!



Influencing the influencers

Tweeting
Stories that
Capture
imagination



Conor's Fundraising Blog
thoughts, observations and comments on Fundraising and all things not for profit

Conor's Fundraising Blog

HOME ABOUT ME CONTACT ME RECESSION FUNDRAISING SERIES (R.F.S.)

Corporates can support you in other ways

So maybe your corporate partners don't have the funds to support you in the ways they did before. I have spoken before about us needing to find new ways to engage our corporates. Well here is one I came across on UK Fundraising.

15 04 2009

MeccaBingo.com, the current sponsor of rugby league team Wigan Warriors, is donating the shirt sponsorship for the team's match against the French team the Catalan Dragons to Whizz-Kidz, its official charity partner.

This sponsorship is actually helping MeccaBingo overcome a stumbling block of sponsorship law in France, but Whizz Kidz are benefiting.

...have a corporate partner that would work with you in this way?

« I'd say it must be tough doing what you do! »
Hugh Jackman giving away 100k on Twitter »

Actions

- Comments RSS
- Trackback

Information

READERS

Conor's Fundraising Blog
Fundraising Health Check
April 16, 2009
[Subscribe now](#)
POWERED BY FEEDBURNER

SEARCH

GET POSTS TO YOUR INBOX

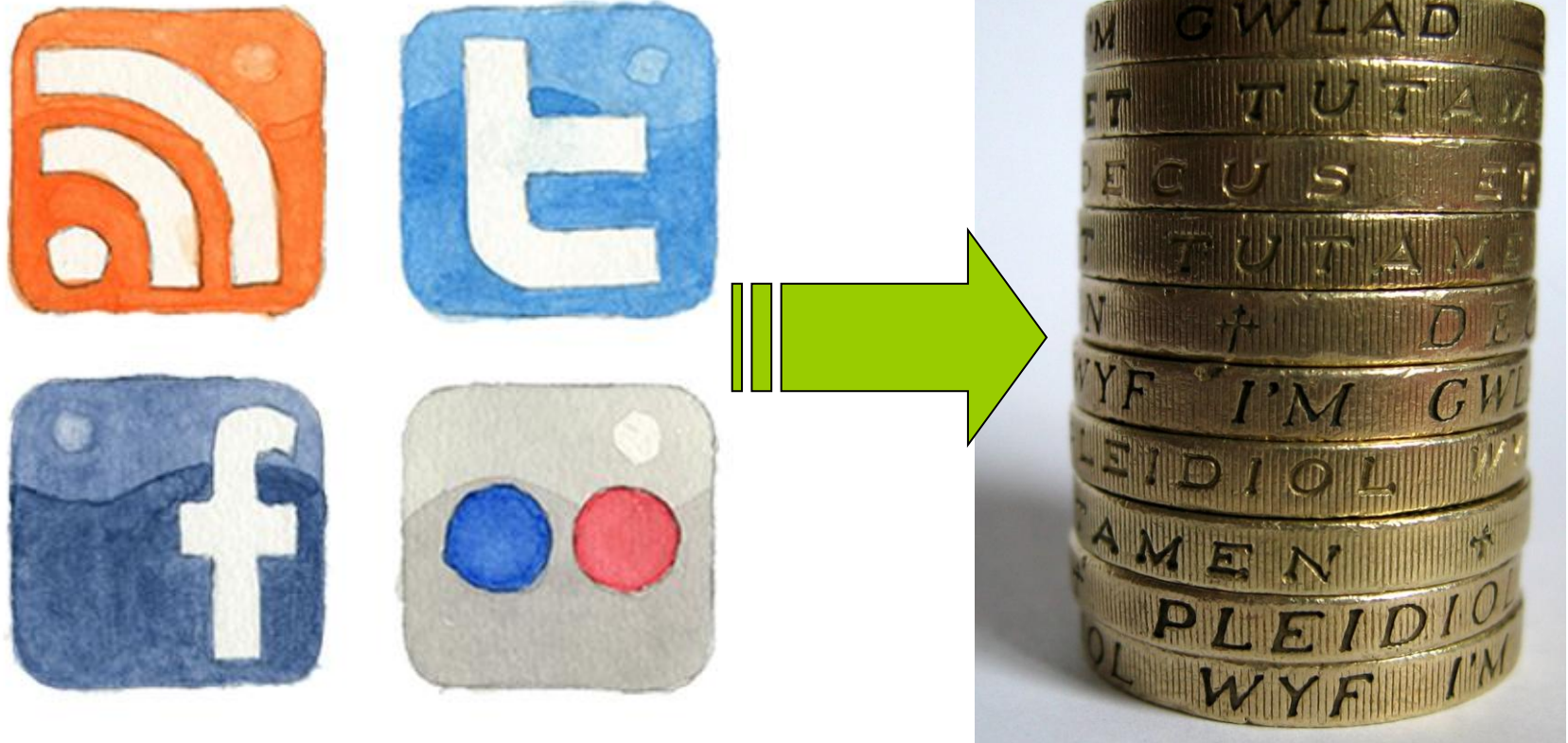
Subscribe to Conor's Fundraising Blog by Email

SOME RECENT POSTS

- How to deal with the Media Rules of Engagement
- Fundraising Pulse... a screen shot
- Flutter - the new twitter?!
- Fundraising Health Check
- Hugh Jackman giving away 100k on Twitter
- Corporates can support you in other ways
- I'd say it must be tough doing what you do!
- Any Great Easter Fundraising Ideas?
- 212 Degrees
- Virgin Money Announce their Pricing



Can we turn dialogue into donations?



Pic: www.flickr.com/photos/mfinleydesigns

Pic: www.flickr.com/photos/catsfather/



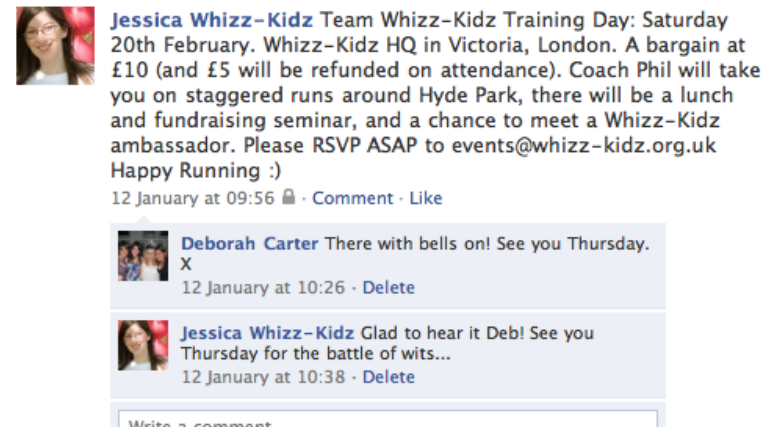
- We use **YouTube** to record video messages from our young people – to encourage top fundraisers to **double their target**, and to supplement **Charity of the Year Corporate pitches**



- Team Whizz-Kidz runners in the London Marathon made their own creative videos to help fundraise!**



- The Events team set up a “Jess Whizz-Kidz” Facebook profile to connect all of our London Marathon runners.



- 2010 has so far raised more than previous years for Whizz-Kidz – and faster.
- 17% of the runners who received the “double your target” video doubled their targets. 38% raised over £2,500 (above the average of £2,100)

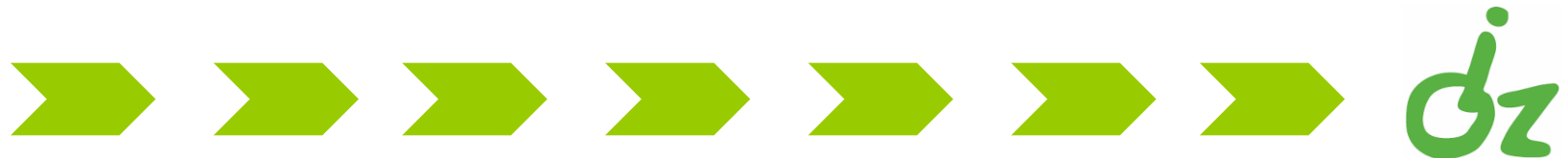


Metrics – what's important to you?



Pic: www.flickr.com/photos/lianakabel

It's useful to be reaching lots of people – before counting on social media to raise funds..



stats in Jan 2010:

- Twitter followers: 1,444
- Facebook fans: 903, engagement fluctuating dependent on what we put out there.
- Approx 9,000 video views of our YouTube channel + 24 subscribers + 6 comments
- 1,649 views of our Flickr page



The last few months have seen Whizz-Kidz:

E.g.

- launch our cinema ad – which we also hosted on YouTube & tweeted about & linked on Facebook.
- Appear on BBC1 'The One Show' + so we spread the iPlayer link via FB & Twitter.
- Secure Major Phil Packer to walk 'mile 26' of London Marathon for us – with a disabled ambassador (tweets, FB, Flickr)



You get OUT what you put in..

Whizz-kidz
move a life forward

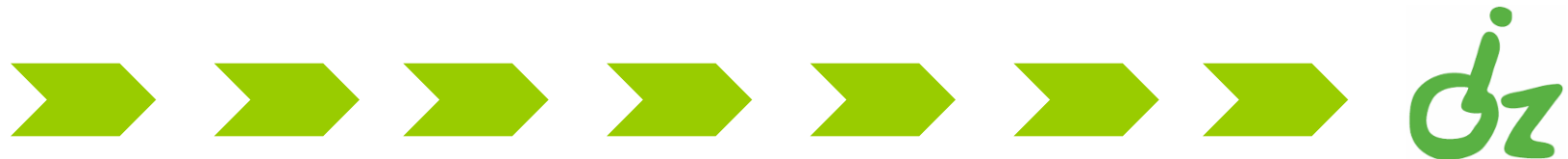
flickr



Phil Packer:
Walking mile 26
of the 2010 London Marathon:
"I hope to raise awareness of
Whizz-Kidz... and hope you will
donate and make a
difference to thousands."



- Jacqueline Adams** Thats a BRILLIANT advert...Loved it !
Yesterday at 16:52 · Delete · Report
- Danielle Adams** Thats Fantastic! xx
Yesterday at 17:01 · Delete · Report
- Whizz-Kidz** Glad you like! :)
Yesterday at 17:16 · Delete
- Clair Pudaruth** Fantastic advert - put a big smile on my face - love it!
Yesterday at 19:08 · Delete · Report
- Katie Punch** I absolutley love it. xxx :0)
Yesterday at 20:38 · Delete · Report
- Sharon Reeves** fab love it!xx
Yesterday at 21:17 · Delete · Report
- Sarah Kidd** Absolutely brilliant!! i love it!! Perfect!
2 hours ago · Delete · Report



1st week of June:

- Twitter followers:
2,054
- Facebook fans:
1,232, with greater
degree of feedback
& engagement.
- Almost 20,000 (!)
video views of our
YouTube channel +
43 subscribers + 22
comments
- 4,784 views of our
Flickr page



Summary – a netiquette

In social media, we:

- answer questions
- ask questions.
- invite people to attend events and join Campaigns.
- are helpful and signpost to different parts of the org, and website.
- talk like real people.
- Have fun & are Creative.

We don't:

- delete messages we don't like.
- Just link to press releases.
- Criticise or dismiss anyone
- leave our profiles stagnant.
- Limit chances to take part.



Thanks for listening

Twitter:

@whizzkidz

@robmdyson

Web:

www.whizz-kidz.org.uk

<http://robdysonpr.wordpress.com>

