

# #ccdigital

## Digital Communications Conference

Tweets from CharityComms' Digital Communications Conference, 28 September 2011

## Trending Words

rt, -, social, media, @charitycomms, online, great, digital, charities, @londonkirsty:, conference, charity, people, more, &

## Event Participants





RT @LondonKirsty: @rosieclarke @jamesglavin I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 20:53 | jamesglavin



RT @LondonKirsty: @londoncharlotte @yay\_tar @brokenpier1 @sounddelivery @AdeJB @elismatthews all quoted in my #ccdigital Storify <http://t.co/615RO8uM>

29-Sep-11 19:45 | AdeJB



@Randall\_Fox @brokenpier1 I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:12 | LondonKirsty



@rachelbeer @yeloroom I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:11 | LondonKirsty



@elismatthews @yay\_tar I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:11 | LondonKirsty



@im\_gareth\_a I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:10 | LondonKirsty



@carolina\_macmac I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:10 | LondonKirsty



@ytulauratambien I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:09 | LondonKirsty



@rosieclarke @jamesglavin I've quoted you in my story on all the stats from the @CharityComms #ccdigital conference: <http://sfy.co/IKE>

29-Sep-11 19:09 | LondonKirsty



RT @LondonKirsty: @charitycomms here is the #ccdigital conference summed up in Storify <http://t.co/615RO8uM>

29-Sep-11 19:08 | ajdarby1



@londoncharlotte @yay\_tar @brokenpier1 @sounddelivery @AdeJB @elismatthews all quoted in my #ccdigital Storify <http://t.co/615RO8uM>

29-Sep-11 18:46 | LondonKirsty



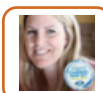
Roundup of @CharityComms Digital Communications Conference #CCDigital <http://t.co/J9yqwNnG> RT @LondonKirsty

29-Sep-11 18:45 | Storify



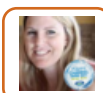
@katie3059 @damiencarlson @kathuntly @lenmarsh @publiczone all quoted in my #ccdigital Storify <http://t.co/615RO8uM>

29-Sep-11 18:45 | LondonKirsty



@charitycomms here is the #ccdigital conference summed up in Storify <http://t.co/615RO8uM>

29-Sep-11 18:41 | LondonKirsty



What I learnt at the @CharityComms Digital Communications Conference <http://t.co/XaHZNHJ5> via @storify #CCDigital

29-Sep-11 18:38 | LondonKirsty



@CharityComms It was my pleasure to speak at #CCDigital - just hope your delegates found the day as useful as I did.

29-Sep-11 11:56 | MyFarmAndrew



@reuseisbest well it was very nice to meet you briefly and thanks for the kind tweet about my #ccdigital tweets!

29-Sep-11 11:46 | LondonKirsty



RT @sounddelivery: We interviewed some top speakers at the #ccdigital conference yesterday- including @zoesqwilliams and @damienclarkson <http://ow.ly/6ledf>

29-Sep-11 11:36 | damienclarkson



RT @CharityComms: @MyFarmAndrew Thanks for speaking at #ccdigital - I was sad not to see your session, but my colleague Jamie tells me it was very interesting

29-Sep-11 11:34 | MyFarmNT



@Emma\_JS That's okay! So glad to hear you had a good day - was there anything in particular that was really helpful to you? #ccdigital

29-Sep-11 11:30 | CharityComms



@MyFarmAndrew Thanks for speaking at #ccdigital - I was sad not to see your session, but my colleague Jamie tells me it was very interesting

29-Sep-11 11:29 | CharityComms



@MagnetoGaby Lovely to see you yesterday, and I hope all your advice surgery sessions went well. #ccdigital

29-Sep-11 11:27 | CharityComms



@kathuntly Really glad you had a good day yesterday! Any particular highlights for you? #ccdigital

29-Sep-11 11:26 | CharityComms



Thanks to everyone who made #ccdigital such a great event - speakers and delegates alike.

29-Sep-11 11:25 | CharityComms



RT @sounddelivery interviewed some top speakers at #ccdigital confe yestincluding @zoesqwilliams and @damienclarkson <http://t.co/iM2Dg7a6>

29-Sep-11 10:36 | ericwhelan



We interviewed some top speakers at the #ccdigital conference yesterday- including @zoesqwilliams and @damienclarkson <http://ow.ly/6ledf>

29-Sep-11 10:35 | sounddelivery



@zoesqwilliams but as you said at #ccdigital yesterday, you get loads of praise on twitter so it all evens out really.

29-Sep-11 10:01 | LondonKirsty



RT @CharityComms: Audioboo: Zoe Williams, Columnist, The Guardian: Media Relations in a social world <http://t.co/ppu9YVXZ> #ccdigital #charitycomms #guardian

29-Sep-11 09:49 | wizzer74



RT @CharityComms: Audioboo: Zoe Williams, Columnist, The Guardian: Media Relations in a social world <http://t.co/ppu9YVXZ> #ccdigital #charitycomms #guardian

29-Sep-11 09:40 | sounddelivery



@MagnetoGaby @markrock @CharityComms > Thanks it was a fun afternoon - gr8 2 meet u. #CCDigital

29-Sep-11 09:06 | LizScarff



Excellent #ccdigital comms conf yesterday. Well-organised, spot-on content. and Zoe Williams to cut thru the guff. Well done @charityComms

29-Sep-11 06:33 | Randall\_Fox



@londoncharlotte so sorry I didn't get to meet you yesterday at #ccdigital Hope you enjoyed the conference?

29-Sep-11 06:29 | LondonKirsty



Also great to meet @damiencarlson and to see @lenmarsh @lauraemilycook and @jennalitch again at @CharityComms #ccdigital conference

29-Sep-11 06:25 | LondonKirsty



Great day @CharityComms conf! Lots of inspiring & fascinating talks. Can't wait to tell my team @lunguk all about it. Well done! #ccdigital

28-Sep-11 22:27 | kathuntly



@CharityComms enjoyed the Digital Communications Conference #ccdigital today- learnt so much-well done guys.

28-Sep-11 22:20 | markmgr



@markrock and @LizScarff - really enjoyed your presentation today on @audioboo potential for charities @CharityComms' #CCDigital. thank you

28-Sep-11 21:40 | MagnetoGaby



@MagnetoGaby lots going on at #CCDigital. Sorry I missed chance to pick your brains on video! Hope #MyFarm can reach out to allotment'ers!

28-Sep-11 21:38 | MyFarmAndrew



@damiencarlson great to meet you today at #ccdigital - sorry I missed your talk though!

28-Sep-11 21:35 | lauraemilycook



Hi @MyFarmAndrew sorry to miss you today @CharityComms' #CCDigital a v interesting day. My family are farmers, but I grow on urban allotment

28-Sep-11 21:30 | MagnetoGaby



RT @Mel\_RSPCA: @charitycomms @justine\_rspca Thanks for a great conference today #ccdigital. Have already scoffed half the montezuma chocs! :)

28-Sep-11 21:22 | Justine\_RSPCA



Audioboo: Zoe Williams, Columnist, The Guardian: Media Relations in a social world #ccdigital <http://t.co/MnQ7zmAq> via @CharityComms

28-Sep-11 21:10 | MagnetoGaby



RT @LondonKirsty: Tweetminster - find MPs on Twitter - [www.tweetminster.co.uk](http://www.tweetminster.co.uk) , invaluable for social campaigning #ccdigital

28-Sep-11 21:02 | MagnetoGaby



RT @damiencarlson: Bit of a plug but check out my @audioboo from #ccdigital conference <http://t.co/jE9JEN3xcc> @charitycomms Will do Damien

28-Sep-11 20:51 | Mel\_RSPCA



Agreed! RT @emma\_js: Got lots of tips, ideas and inspiration at #ccdigital. Thanks @CharityComms for hosting a fantastic event!

28-Sep-11 20:49 | Mel\_RSPCA



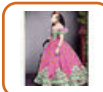
@charitycomms @justine\_rspca Thanks for a great conference today #ccdigital. Have already scoffed half the montezuma chocs! :)

28-Sep-11 20:44 | Mel\_RSPCA



"@damienclarkson: check out my @audioboo from today's #ccdigital conference <http://t.co/7XUmg7ly> cc @charitycomms" Ta v much! Great conf!

28-Sep-11 20:19 | kathuntly



RT @Katie3059: Over 45s fastest growing audience online - second biggest after teens. Jonathan Simmons #ccdigital

28-Sep-11 20:19 | carolina\_macmac



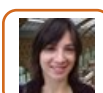
@londoncharlotte @damienclarkson @myfarmandrew @tomasrawlings @homestartuk @yay\_tay great to meet you too! #ccdigital

28-Sep-11 18:59 | playinthecloud



@yay\_tar did you make it to #NFPtweetup? Lovely to see you at #ccdigital today!

28-Sep-11 18:47 | lauraemilycook



Got lots of tips, ideas and inspiration at #ccdigital. Thanks @CharityComms for hosting a fantastic event!

28-Sep-11 18:15 | Emma\_JS



So much to process from digital communications @CharityComms conference, great event - and lots of people to look up on twitter! #ccdigital

28-Sep-11 17:58 | gretahughson



"@conorbyrne: I'd well believe it RT @LondonKirsty: 91% of people have their mobile within one metre of them at all times! #ccdigital" 100%

28-Sep-11 17:47 | RocTel



@elismatthews sorry to miss you at #ccdigital today - I was running about with mic and then head down with the editing in the afternoon

28-Sep-11 17:34 | sparkellis



I'd well believe it RT @LondonKirsty: 91% of people have their mobile within one metre of them at all times! #ccdigital

28-Sep-11 17:28 | conorbyrne



RT @elismatthews: The value of thank you is greater than that of the ask, says RSPCA. #ccdigital

28-Sep-11 17:19 | BogdiP



RT @LondonKirsty: 91% of people have their mobile within one metre of them at all times! #ccdigital

28-Sep-11 17:04 | SamB\_UK



Thanks to @charitycomms for great #ccdigital conference today. Checkout @damienclarkson's presentation on audioboo <http://t.co/t2Hnjfmp>

28-Sep-11 17:00 | AdeJB



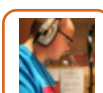
Great to meet @damienclarkson @MyFarmAndrew @playinthecloud @TomasRawlings Great to catch up with @homestartuk & @yay\_tay #ccdigital

28-Sep-11 16:47 | londoncharlotte



RT @LondonKirsty: @drinkaware is using digital advertising to drive people to Facebook page amongst other things like traditional media #ccdigital

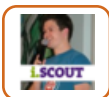
28-Sep-11 16:35 | drinkaware



RT @LondonKirsty: 91% of people have their mobile within one metre of them at all times! #ccdigital

28-Sep-11 16:24 | PontoonDock





No talk of foursquare at #ccdigital - is it obsolete for charities?

28-Sep-11 15:27 | elismatthews



And it's over. Plenty to digest from #ccdigital - pray for time to actually implement it!

28-Sep-11 15:21 | elismatthews



Audioboo: Peter Giles & Fintan Gillespie, YouTube: Making the most of YouTube <http://t.co/CurhJqrZ> #ccdigital #charitycomms #socialmedia

28-Sep-11 15:17 | CharityComms



And that's a wrap folks! Big thanks to @CharityComms for a great #ccdigital conference.

28-Sep-11 15:15 | LondonKirsty



@playinthecloud thanks! Also keen to hear more about what you're up to at Playmob! #ccdigital

28-Sep-11 15:12 | TomasRawlings



RT @playinthecloud: Great presentation by @tomasrawlings today #ccdigital on how charities can use games @theplaymob agree 100%

28-Sep-11 15:12 | TomasRawlings



RT @CharityComms: Audioboo: Zoe Williams, Columnist, The Guardian: Media Relations in a social world <http://t.co/ppu9YVXZ> #ccdigital #charitycomms #guardian

28-Sep-11 15:10 | AdeJB



@drinkaware campaign is about keeping Good Times going (responsible drinking) and not about preaching. App gives tips and advice #ccdigital

28-Sep-11 15:08 | LondonKirsty



Just downloaded Drinkaware app. Demo looks good.#ccdigital

28-Sep-11 15:06 | londoncharlotte



Notes from Charity Comms Talk on Games #ccdigital #games <http://t.co/NXDbzICx>

28-Sep-11 15:03 | TomasRawlings



@drinkaware is using digital advertising to drive people to Facebook page amongst other things like traditional media #ccdigital

28-Sep-11 15:00 | LondonKirsty



I'm one of them! RT @londoncharlotte: 91% of mobile users keep their phone within 1 metre of them 24 hours a day. #ccdigital

28-Sep-11 14:59 | catarinaclowe



Notes from Charity Comms Talk on Games #games #ccdigital #in <http://t.co/9QAU4aec>

28-Sep-11 14:59 | TomasRawlings



Drinks tracker is not shared among the group and this is probably wise... #ccdigital

28-Sep-11 14:57 | LondonKirsty



The Good Times app acts a bit like Facebook- sharing photos etc but also you can track friends for safety and an SOS button #ccdigital

28-Sep-11 14:56 | LondonKirsty



The birth of @audioboo coincided with the death of podcasts. Great tool for comms. Great name too. #ccdigital

28-Sep-11 14:48 | elismatthews



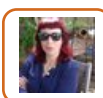
@drinkaware wanted to help young adults to identify the tipping point - why let good times go bad Campaign launched #ccdigital

28-Sep-11 14:48 | LondonKirsty



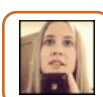
Plan mobile from day 1 of a campaign. App/QR code is not an objective. #ccdigital

28-Sep-11 14:46 | londoncharlotte



RT @CharityComms good work! "Today's star Tweeter award goes to @LondonKirsty" #ccdigital

28-Sep-11 14:45 | Katie3059



RT @LondonKirsty: If you see, hear and then interact with something, 85% of those people will go on to action #ccdigital

28-Sep-11 14:44 | ALO365



RT @LondonKirsty: 91% of people have their mobile within one metre of them at all times! #ccdigital

28-Sep-11 14:44 | SarainLondon



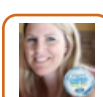
RT @londoncharlotte: 91% of mobile users keep their phone within 1 metre of them 24 hours a day. #ccdigital

28-Sep-11 14:43 | BeyondBamboo



Greatday #ccdigital, thanx @CharityComms, good insight, special love2 @childsi showing what happens when u invest in content above platforms

28-Sep-11 14:43 | publiczone



91% of people have their mobile within one metre of them at all times! #ccdigital

28-Sep-11 14:42 | LondonKirsty



RT @londoncharlotte: 91% of mobile users keep their phone within 1 metre of them 24 hours a day. #ccdigital

28-Sep-11 14:42 | thisisnumero



35% of all new phones are smartphones, 65% of smartphones are used to kill time whilst travelling #ccdigital

28-Sep-11 14:42 | LondonKirsty



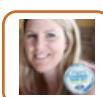
91% of mobile users keep their phone within 1 metre of them 24 hours a day. #ccdigital

28-Sep-11 14:41 | londoncharlotte



RT @londoncharlotte: It's the year of mobile. Again. But really this time. #ccdigital

28-Sep-11 14:41 | iCharmaine



Ben from @drinkaware says 2011 is the Year of theMobile #ccdigital

28-Sep-11 14:41 | LondonKirsty



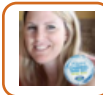
It's the year of mobile. Again. But really this time. #ccdigital

28-Sep-11 14:40 | londoncharlotte



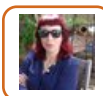
Feeling the love today! Thanks everyone #ccdigital

28-Sep-11 14:05 | LondonKirsty



@RSPCA\_official great presentation from Justine and Melanie at @charitycomms - really interesting #ccdigital

28-Sep-11 14:04 | LondonKirsty



RT @LondonKirsty: Tweetminster - find MPs on Twitter - www.tweetminster.co.UK , invaluable for social campaigning #ccdigital

28-Sep-11 14:03 | Katie3059



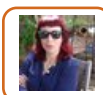
'the big (s)top' campaign by @rspca - great insight into community engagement and management including virality on Facebook #ccdigital

28-Sep-11 14:03 | playinthecloud



Was just thinking the same. RT @reuseisbest @LondonKirsty You're doing a great job keeping us up to date with #ccdigital

28-Sep-11 14:03 | madlinsudn



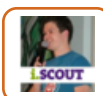
@iCharmaine great presentation - really interesting to hear how @TheBHF are tackling integration #ccdigital

28-Sep-11 14:02 | Katie3059



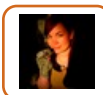
Salad dressing all over my shirt, keeping it classy at #ccdigital. Quick trip to topman before tonights #NFPTweetup I think.

28-Sep-11 14:00 | brokenpier1



The value of thank you is greater than that of the ask, says RSPCA. #ccdigital

28-Sep-11 14:00 | elismatthews



@LondonKirsty Hi Kirsty, really enjoying your tweets from @RSPCA\_Official's talk at #ccdigital. Thanks!

28-Sep-11 13:59 | Bronte\_M



Sounds like a great day - wish we'd been able to come along too. Thanks for all the v useful tweets #ccdigital

28-Sep-11 13:59 | WeAreMotivation



Thanks to @damiencarlson of @nspcc and Matt Howarth from @ReasonDigital for talking to me at the @charitycomms #ccdigital conference

28-Sep-11 13:58 | sparkellis



And lovely folk RT @LondonKirsty: Tweetminster - find MPs on Twitter - www.tweetminster.co.UK , invaluable for social campaigning #ccdigital

28-Sep-11 13:57 | londoncharlotte



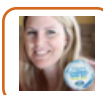
Social media key to a 4 day turnaround speedy RSPCA campaign #circusban #ccdigital

28-Sep-11 13:56 | iCharmaine



And a shout out for @tweetminister - a brilliant tool/bunch of folk. #ccdigital

28-Sep-11 13:56 | londoncharlotte



Tweetminster - find MPs on Twitter - www.tweetminster.co.UK , invaluable for social campaigning #ccdigital

28-Sep-11 13:55 | LondonKirsty





Challenge for @RSPCA\_official is people expect immediate response to media attention on animal cruelty but not always possible #ccdigital

28-Sep-11 13:47 | LondonKirsty



Audioboo: Matt Howarth, Reason Digital: Measuring your online impact <http://t.co/47ai5piR> #ccdigital #charitycomms #socialmedia

28-Sep-11 13:46 | CharityComms



“@playinthecloud: Great talk from @icharmaine on the digital media activity of @thebhf #ccdigital” Hear hear!

28-Sep-11 13:46 | yay\_tar



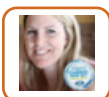
@RSPCA\_official segmented their database into different levels of campaigners from followers to connectors to initiators #ccdigital

28-Sep-11 13:46 | LondonKirsty



#ccdigital RSPCA Segmented supporters according to likely actions: followers, connectors, initiators - similar to the technographic ladder

28-Sep-11 13:45 | yay\_tar



RT @yay\_tar: #ccdigital RSPCA supporters have a negative view of the word 'campaigner'

28-Sep-11 13:44 | LondonKirsty



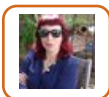
Great talk from @icharmaine on the digital media activity of @thebhf #ccdigital

28-Sep-11 13:44 | playinthecloud



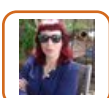
@LondonKirsty You're doing a great job keeping us up to date with #ccdigital Catch up with you later. #NFPTweetup

28-Sep-11 13:44 | reuseisbest



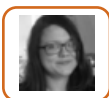
RT @LondonKirsty: Only 22% of charities at #ccdigital always measure the success of their social media. Over 55% sometimes measure it

28-Sep-11 13:42 | Katie3059



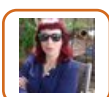
RT @LondonKirsty: Overall responsibility for social media? 63% Comms, 13% more than 1 department, 11% marketing #ccdigital

28-Sep-11 13:42 | Katie3059



#ccdigital RSPCA supporters have a negative view of the word 'campaigner'

28-Sep-11 13:42 | yay\_tar



RT @LondonKirsty: Next up is @RSPCA\_official at #ccdigital

28-Sep-11 13:42 | Katie3059



RT @CharityComms: Can you imagine reading your news release as news? Or as a feature/column? Think critically. #media #ccdigital

28-Sep-11 13:40 | MagnetoGaby



Next up is @RSPCA\_official at #ccdigital

28-Sep-11 13:39 | LondonKirsty



Overall responsibility for social media? 63% Comms, 13% more than 1 department, 11% marketing #ccdigital

28-Sep-11 13:38 | LondonKirsty



Good to hear progress re integration of digital/traditional Comms but is digital being integrated across rest of #charity orgs? #ccdigital

28-Sep-11 13:29 | Katie3059



@damienclarkson listened to some audioboo clips from you at #ccdigital - gutted couldn't be there - some useful insights! :)

28-Sep-11 13:28 | reenamandora



RT @CharityComms: More from @childsi: negative comments can be useful: if you know what supporters are unhappy about, you know where to focus change #ccdigital

28-Sep-11 13:25 | reenamandora



RT @Katie3059: Integrated approach means you can be much more responsive and nimble #ccdigital

28-Sep-11 13:25 | GregHadfield



RT @londoncharlotte: Awesome sessions so far. Nice work @charitycomms Now listening to @RKTweets boss #ccdigital

28-Sep-11 13:22 | gregchivs



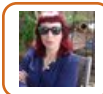
@RKTweets you just got a shout out! Might be inundated now at #nftweetup! #ccdigital

28-Sep-11 13:21 | LondonKirsty



Ooh. You got a name check @RKTweets for your Torres tweet. #ccdigital

28-Sep-11 13:21 | londoncharlotte



Integrated approach means you can be much more responsive and nimble #ccdigital

28-Sep-11 13:21 | Katie3059



RT @sounddelivery: RT @charitycomms: Audioboo: Damien Clarkson, Social Media Manager, NSPCCb Optimising your social media <http://t.co/qMH19tE3> #ccdigital

28-Sep-11 13:21 | Paulcoxon81



RT @charitycomms: Audioboo: Damien Clarkson, Social Media Manager, NSPCCb Optimising your social media <http://t.co/qMH19tE3> #ccdigital

28-Sep-11 13:20 | sounddelivery



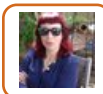
RT @thegoodagency: "Put the effort into making [your subject line] quite zingy" Zoe Williams on emailing releases to the press #ccdigital

28-Sep-11 13:18 | digitalleap



Finding out about @bhf Mending Broken Hearts appeal. Involved on the margins in a previous life. Great to hear what happened. #ccdigital

28-Sep-11 13:17 | londoncharlotte



@thebhf's Charmaine Griffiths stressing the importance of analytics -resonant of themes at #c24lgr. #ccdigital

28-Sep-11 13:16 | Katie3059



#ccdigital BHF created a data analytics post within their team for data driven decision making cc @RuthR80

28-Sep-11 13:15 | yay\_tar



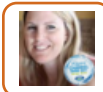
Awesome sessions so far. Nice work @charitycomms Now listening to @RKTweets boss #ccdigital

28-Sep-11 13:14 | londoncharlotte



RT @yay\_tar #ccdigital If you see, hear and interact with a msg you are 85% more likely to act on it.

28-Sep-11 13:10 | Jaikotecha



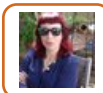
If you see, hear and then interact with something, 85% of those people will go on to action #ccdigital

28-Sep-11 13:09 | LondonKirsty



#ccdigital If you see, hear and interact with a msg you are 85% more likely to act on it.

28-Sep-11 13:09 | yay\_tar



RT @LondonKirsty: Only 35% of charities at #ccdigital have various departments which have their own social media accounts such as policy,campaigns,fundraising

28-Sep-11 13:07 | Katie3059



'Comms isn't just the icing; it can be a bit of the cake as well.' #ccdigital

28-Sep-11 13:06 | elismatthews



RT @LondonKirsty: Only 35% of charities at #ccdigital have various departments which have their own social media accounts such as policy,campaigns,fundraising

28-Sep-11 13:04 | brokenpier1



Only 35% of charities at #ccdigital have various departments which have their own social media accounts such as policy,campaigns,fundraising

28-Sep-11 13:03 | LondonKirsty



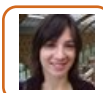
Dr Charmaine Griffiths from @TheBHF is up speaking about integration #ccdigital

28-Sep-11 13:01 | LondonKirsty



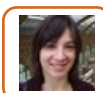
@elismatthews thanks for the nice comments hope you enjoy the rest of #ccdigital

28-Sep-11 12:59 | damienclarkson



Lunch was really tasty and healthy too :) looking forward to plenary on integration next #ccdigital

28-Sep-11 12:56 | Emma\_JS



#ccdigital great so far. Insights - @PublicZone: listen to users, @childsi: tell engaging stories, @ReasonDigital: make analytics meaningful

28-Sep-11 12:54 | Emma\_JS



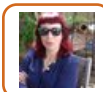
A lot of talk about "the buzz" at #ccdigital - it's a bit like being at a rave.

28-Sep-11 12:52 | elismatthews



@cerebrauk RT @LondonKirsty: Charities that regularly leave comments on relevant stories will be noticed by online editors #ccdigital

28-Sep-11 12:52 | therealleighbo



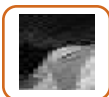
Interesting! RT @LondonKirsty @zoesqwilliams thinks celebrities over used so think carefully before linking them to campaign #ccdigital

28-Sep-11 12:51 | Katie3059



RT @lenmarsh: RT @LondonKirsty: Charities that regularly leave comments on relevant stories will be noticed by online editors #ccdigital

28-Sep-11 12:51 | kathuntly



RT @thegoodagency: "Put the effort into making [your subject line] quite zingy" Zoe Williams on emailing releases to the press #ccdigital

28-Sep-11 12:47 | michaelstrag



"Put the effort into making [your subject line] quite zingy" Zoe Williams on emailing releases to the press #ccdigital

28-Sep-11 12:47 | thegoodagency



@zoesqwiliams thinks celebrities are over used so think carefully before linking them to a campaign #ccdigital #media

28-Sep-11 12:47 | LondonKirsty



RT @elismatthews: 6 billion videos watched online each month in UK #ccdigital

28-Sep-11 12:45 | sounddelivery



Charities that regularly leave comments on relevant stories will be noticed by online editors. It strengthens your presence #ccdigital

28-Sep-11 12:44 | LondonKirsty



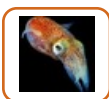
RT @londonkirsty: Consider approaching media to write a followup piece/blog to a news item such as @guardian's Comment is Free #ccdigital

28-Sep-11 12:44 | sounddelivery



Keep an eye out for journalists crowdsourcing on Twitter for case studies or comment says Zoe Williams #ccdigital

28-Sep-11 12:44 | AdeJB



#ccdigital in presentation with guys from YouTube: 'sometimes when we do talks like this we just watch videos...'

28-Sep-11 12:42 | Nell\_Barrie



#ccdigital Celebrities are a great pull on YouTube - could you leverage your celebrity supporters / take advantage of the buzz.

28-Sep-11 12:42 | yay\_tar



Zoe Williams of the Guardian gives insight into the inevitable disappearance of the paper #ccdigital

28-Sep-11 12:41 | iCharmaine



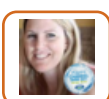
RT @LondonKirsty: Make sure your press release is 'zingy' because if they are boring the journalist will stop reading it #ccdigital #media

28-Sep-11 12:41 | elismatthews



Try if you can, to include photos with you press release as it builds a better story for the journalist #media #ccdigital

28-Sep-11 12:38 | LondonKirsty



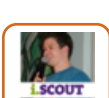
Make sure your press release is 'zingy' because if they are boring the journalist will stop reading it #ccdigital #media

28-Sep-11 12:37 | LondonKirsty



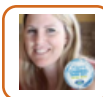
"@LondonKirsty: As a charity, leave comments on relevant online articles as it adds weight to journalist's argument #ccdigital" Interesting.

28-Sep-11 12:36 | yay\_tar



External annotations on vids is a more subtle option, but can be v effective. Lots of options if you're on youtubenonprofits. #ccdigital

28-Sep-11 12:35 | elismatthews



@JudeHabib hi Jude, sure I will come and say hi. Interview? Eek! #ccdigital

28-Sep-11 12:31 | LondonKirsty



Adding call to action overlays to videos is an effective way of directing supporters to a donate page or your site. #ccdigital #youtube

28-Sep-11 12:30 | elismatthews



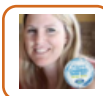
Zoe Williams says charities should offer expert comment via offering to write blog post for papers eg Cif. Good tip #ccdigital

28-Sep-11 12:30 | AdeJB



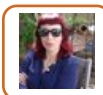
Noise on Twitter needs to be backed up with content otherwise it is just 'noise' #ccdigital #media

28-Sep-11 12:29 | LondonKirsty



Consider approaching media to write a followup piece/blog to a news item such as @guardian's Comment is Free #ccdigital

28-Sep-11 12:28 | LondonKirsty



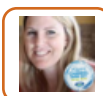
Shaun the Sheep has joined National Trust's My Farm! #ccdigital

28-Sep-11 12:27 | Katie3059



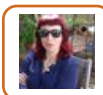
RT @CharityComms: Can you imagine reading your news release as news? Or as a feature/column? Think critically. #media #ccdigital

28-Sep-11 12:26 | AdeJB



@childsi you are welcome. Thank you for such an inspiring session #ccdigital

28-Sep-11 12:26 | LondonKirsty



Andrew on National Trust's My Farm "it's a product not a game" important distinction #ccdigital

28-Sep-11 12:25 | Katie3059



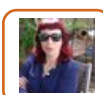
400 tweets per minute containing a YouTube link #ccdigital

28-Sep-11 12:24 | brokenpier1



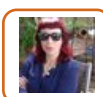
As a charity, leave comments on relevant online articles as it adds weight to journalist's argument #media #ccdigital

28-Sep-11 12:24 | LondonKirsty



Yes! RT @rachelbeer Definitely RT @yay\_tar: #ccdigital brilliant content & ideas is where we shld be spending our resource - not platforms

28-Sep-11 12:24 | Katie3059



National Trust and Childsi cases really demonstrating value of genuinely involving people in a transparent & meaningful way #ccdigital

28-Sep-11 12:22 | Katie3059



#ccdigital 30m unique users for YouTube - 87% are over 18 nearly 50/50 male/female

28-Sep-11 12:22 | yay\_tar



Some interesting insights from all the speakers #ccdigital LISTEN TO YOUR USERS.....

28-Sep-11 12:22 | RichWill\_tweet





RT @yay\_tar: "@Katie3059: How many of us look at our analytics every day and make decisions based on what we see? #ccdigital" not very many!

28-Sep-11 12:20 | rachelbeer



Friends from @YouTube have arrived (late) but leap straight into telling nonprofits how to make the most of the platform. #ccdigital

28-Sep-11 12:19 | elismatthews



RT @CharityComms: Can you imagine reading your news release as news? Or as a feature/column? Think critically. #media #ccdigital

28-Sep-11 12:18 | LondonKirsty



@zoesqwilliams can't work out why people care about twitter trends as they last 5 minutes! #ccdigital

28-Sep-11 12:18 | LondonKirsty



Zoe Williams talks Media Relations #ccdigital <http://t.co/FZSb1IXx>

28-Sep-11 12:17 | thegoodagency



Media is more susceptible to grassroots campaigns on Facebook not orchestrated campaigns #media #ccdigital

28-Sep-11 12:17 | LondonKirsty



In MyFarm workshop finding out about the National Trusts campaign to get people interested again in where our produce comes from #ccdigital

28-Sep-11 12:17 | playinthecloud



Can you imagine reading your news release as news? Or as a feature/column? Think critically. #media #ccdigital

28-Sep-11 12:16 | CharityComms



Never chase a news desk. If they want it they will chase you! #ccdigital #media

28-Sep-11 12:16 | LondonKirsty



RT @thegoodagency: Self confessed early adopter of social media Zoe Williams takes to the stage #ccdigital

28-Sep-11 12:15 | digitalleap



RT @LondonKirsty: Really looking forward to next #ccdigital session with @zoesqwilliams #media

28-Sep-11 12:15 | lenmarsh



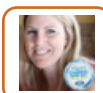
If you're going to contact the news desk make sure it's newsworthy! #ccdigital

28-Sep-11 12:14 | LondonKirsty



On reaching journalists: do you want to get through to a newsdesk or columnist, asks @zoesqwilliams #media #ccdigital

28-Sep-11 12:14 | CharityComms



Much harder now to catch media's interest as there is so much 'noise' #ccdigital

28-Sep-11 12:13 | LondonKirsty



Self confessed early adopter of social media Zoe Williams takes to the stage #ccdigital

28-Sep-11 12:13 | thegoodagency



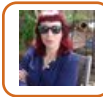
@Katie3059 @MBirty What is perhaps different is the permanence and pace of online innovation. Who has time to keep up? #ccdigital

28-Sep-11 12:10 | MikeHobday



Next session is Making the most of YouTube at #ccdigital - notes will follow. (BTW lunch was healthy/tasty)

28-Sep-11 12:09 | elismatthews



@MikeHobday @MBirty who teaches and inspires you to use the telephone or type? #ccdigital

28-Sep-11 12:09 | Katie3059



Really looking forward to next #ccdigital session with @zoeswilliams #media

28-Sep-11 12:07 | LondonKirsty



#ccdigital - looking forward to the afternoon sessions... lets talk MyFarm

28-Sep-11 12:06 | dixign



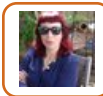
@Katie3059 @MBirty If role of social media team is to teach & inspire not do, who will teach & inspire next generation of innvtn? #ccdigital

28-Sep-11 12:06 | MikeHobday



RT @Katie3059: @MBirty @MikeHobday agreed. Social media is just one of the tools at the disposal of an expert #ccdigital

28-Sep-11 12:05 | iCharmaine



@MBirty @MikeHobday agreed. Social media is just one of the tools at the disposal of an expert #ccdigital

28-Sep-11 12:04 | Katie3059



Thanks for all the lovely tweets from #charitycomms conference #ccdigital @kathuntly @playinthecloud @AdeJB @dixign

28-Sep-11 12:00 | childsi



Thanks for all the lovely tweets from #charitycomms conference #ccdigital @LondonKirsty @Katie3059 @CharityComms @StuartUnited @elismatthews

28-Sep-11 11:58 | childsi



Matching bags at #ccdigital @LondonKirsty <http://t.co/TuSCqQw5>

28-Sep-11 11:57 | lenmarsh



thanks for the tweets guys, Seeing lots of great stuff coming out of #ccdigital wish I could be there

28-Sep-11 11:54 | Andybags



Lunch at #ccdigital. I hope everyone's morning breakout sessions went well! Really enjoyed @reasondigital's presentation - slides online soon

28-Sep-11 11:47 | CharityComms



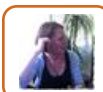
Interesting convo: why don't corporates make their websites as accessible as their buildings? Very good point. #ccdigital

28-Sep-11 11:41 | londoncharlotte



Depends on the strategy. RT @Katie3059: dedicated teams for social media activity? They will go the way of the typing pool. #ccdigital

28-Sep-11 11:40 | londoncharlotte



@yay\_tar "#ccdigital Prostate cancer put info at the centre of their homepage and increased fundraising." Hell yeah they did! Info rocks

28-Sep-11 11:29 | Betty\_Murphy



RT @elismatthews: Instagram, infographic, storify - just a few of many good examples of things that can help social media. @damiencarlson #ccdigital

28-Sep-11 11:28 | SineadRLondon



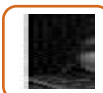
50 tweets per minute "@Katie3059: Dedicated teams for social media activity? They'll go way of the typing pool. Anyone agree?" #ccdigital

28-Sep-11 11:27 | lucasRadders



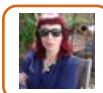
RT @LondonKirsty: 36% of people at #ccdigital never disclose which charity they work for in their personal social media accounts

28-Sep-11 11:25 | PontoonDock



RT @LondonKirsty: Main constraints for the use of digital in charities: lack of time to develop a clear strategy & lack of staff #ccdigital

28-Sep-11 11:23 | livefreerange



Should we have dedicated teams for social media activity? I think they will go the way of the typing pool. Anyone agree? #ccdigital

28-Sep-11 11:06 | Katie3059



Great presentation by @tomasrawlings today #ccdigital on how charities can use games @theplaymob agree 100%

28-Sep-11 11:06 | playinthecloud



Instagram, infographic, storify - just a few of many good examples of things that can help social media. @damiencarlson #ccdigital

28-Sep-11 11:03 | elismatthews



RT @lenmarsh: Really enjoying @damiencarlson's talk at #ccdigital - love the Greenpeace/Barbie campaign

28-Sep-11 10:58 | gregchivs



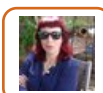
Lots of great info and ideas coming from the @CharityComms conference - check #ccdigital and be inspired

28-Sep-11 10:54 | CommunityNI



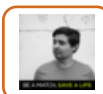
RT @elismatthews: @greenpeace Barbie, it's over campaign cited as good use of social media integration #ccdigital

28-Sep-11 10:53 | emily\_braham



@NSPCC demonstrating a whole heap of good examples of using social media #ccdigital

28-Sep-11 10:51 | Katie3059



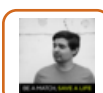
Infographics help engagement massively at the @nspcc #ccdigital

28-Sep-11 10:51 | brokenpier1



RT @Katie3059: Over 45s fastest growing audience online - second biggest after teens. Jonathan Simmons #ccdigital

28-Sep-11 10:50 | janetcarding



RT @lenmarsh: Really enjoying @damiencarlson's talk at #ccdigital - love the Greenpeace/Barbie campaign

28-Sep-11 10:48 | brokenpier1



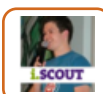
Learning about collaborative consumption and embedding social media at #ccdigital courtesy of @damiencarlson from NSPCC

28-Sep-11 10:40 | elismatthews



#ccdigital Great we'll be looking at GA impact for charities with @reasondigital

28-Sep-11 10:39 | yay\_tar



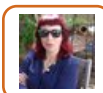
RT @TrendsLondon: 'bloc', 'rosh', #ccdigital & 'hashanah' are now trending in #London <http://t.co/mV2O93TO>

28-Sep-11 10:38 | elismatthews



More people will be accessing the Internet via mobile than by desktop by 2014. Damien Clarkson of NSPCC's session at #ccdigital

28-Sep-11 10:38 | jamesglavin



RT @TrendsLondon Yay we're trending in London > 'bloc', 'rosh', #ccdigital & 'hashanah' are now trending in #London <http://t.co/Le88fmII>

28-Sep-11 10:37 | Katie3059



Really impressed with the @publiczone presentation and free user research book is a nice touch! #ccdigital

28-Sep-11 10:30 | gretahughson



RT @TrendsLondon: 'bloc', 'rosh', #ccdigital & 'hashanah' are now trending in #London <http://t.co/mV2O93TO>

28-Sep-11 10:28 | jamesglavin



'bloc', 'rosh', #ccdigital & 'hashanah' are now trending in #London <http://t.co/mV2O93TO>

28-Sep-11 10:23 | TrendsLondon



RT @bantimony: Wow. RT @sounddelivery Kirsty Stephenson has already got 100+ new supporters for the Child's I Foundation in the last 2 minutes #ccdigital

28-Sep-11 10:23 | FionaV



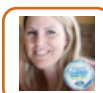
@bethgranter totally agree, no reason not to at all, strong believer in share & share alike, its what sets us apart #ccdigital

28-Sep-11 10:13 | brokenpier1



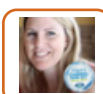
Wow. RT @sounddelivery Kirsty Stephenson has already got 100+ new supporters for the Child's I Foundation in the last 2 minutes #ccdigital

28-Sep-11 10:13 | bantimony



@SamB\_UK @FionaV haven't got into the nitty gritty of QR codes as yet... #ccdigital

28-Sep-11 10:05 | LondonKirsty



36% of people at #ccdigital never disclose which charity they work for in their personal social media accounts

28-Sep-11 10:04 | LondonKirsty



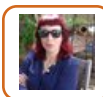
72% of charity CEOs not on twitter #ccdigital

28-Sep-11 10:04 | kathuntly



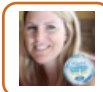
RT @LondonKirsty: @childsi raised over £10,000 in 38 hours for George to have a heart operation from online supporters #ccdigital

28-Sep-11 10:04 | yay\_tar



RT @sounddelivery: The YouTube Channel featuring all those wonderful videos <http://t.co/aauaExlK> #ccdigital

28-Sep-11 10:00 | Katie3059



@childsi difficulties are managing volunteers and managing the brand. Volunteer has just developed Brand Guidelines #ccdigital

28-Sep-11 10:00 | LondonKirsty



@brokenpier1 That would be awesome, and mutually beneficial. For non competing charities there doesn't seem much reason not to. #ccdigital

28-Sep-11 10:00 | bethgranter



The YouTube Channel featuring all those wonderful videos <http://t.co/aauaExlK> #ccdigital

28-Sep-11 09:58 | sounddelivery



Social networks have been Childs i's saving grace. Such an impact in a short space of time @childsi #ccdigital

28-Sep-11 09:57 | playinthecloud



No surprises there...the ChildIFoundation supporter base started with the founder Lucy Buck's mum. #ccdigital

28-Sep-11 09:56 | sounddelivery



RT @Katie3059: RT @brokenpier1 Should charities share analytics? Personally I think we should #ccdigital < agree! Could make such a difference

28-Sep-11 09:55 | mdoress



Enjoying the @charitycomms digital conference thread via #ccdigital. Not sure about sharing analytics - def up for sharing learnings though

28-Sep-11 09:53 | henrymack



RT @sounddelivery: Their website <http://t.co/Wc0SnG3w> #ccdigital

28-Sep-11 09:52 | LondonKirsty



Technology is an enabler to talk to people in the paces they are in already, giving opps to donors to give in different ways #ccdigital

28-Sep-11 09:52 | playinthecloud



.@childsi talk shows power of massively engaged supporters taking small actions in response to urgent appeal. Inspiring stuff! #ccdigital

28-Sep-11 09:52 | AdeJB



@elismatthews Free is a moot point: free platforms maybe, but stuff/content was developed. You need resources. #ccdigital

28-Sep-11 09:52 | londoncharlotte



Their website <http://t.co/Wc0SnG3w> #ccdigital

28-Sep-11 09:52 | sounddelivery



RT @CharityComms: Ah, @childsi talking about the wildly successful Joey campaign. Read a supporter's account of the campaign: <http://t.co/QNqRP8Vz> #ccdigital

28-Sep-11 09:52 | publiczone



Sorry Joey not George... #ccdigital

28-Sep-11 09:52 | LondonKirsty





If you haven't looked at the videos produced by the Childs I Foundation PLEASE take a look at them...they are amazing. #ccdigital

28-Sep-11 09:50 | sounddelivery



Inspiring stuff from @childsi at #ccdigital - a charity run almost entirely by volunteers who have harnessed the free power of digital.

28-Sep-11 09:50 | elismatthews



@brokenpier1 We should talk to Jonathan @publiczone Collaborative consumption! #ccdigital

28-Sep-11 09:49 | londoncharlotte



Joey's Story an inspiring campaign run by ChildsI. I wrote this blog for @thirdsector about the campaign <http://ow.ly/6H4CT> #ccdigital

28-Sep-11 09:48 | sounddelivery



Ah, @childsi talking about the wildly successful Joey campaign. Read a supporter's account of the campaign: <http://t.co/QNqRP8Vz> #ccdigital

28-Sep-11 09:47 | CharityComms



@londoncharlotte would be great to put in into action #ccdigital

28-Sep-11 09:47 | brokenpier1



If done well as part of a broader story, they can have a point. Sadly most are not. #ccdigital

28-Sep-11 09:47 | londoncharlotte



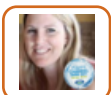
RT @knowhownonprof: Some examples of charity QR code use here in @damienclarkson's HowTo guide. Please add more - <http://t.co/eQbmvppH> (#ccdigital)

28-Sep-11 09:46 | AdeJB



Headline msg at #ccdigital conference = despite hype around new platforms content is still king.

28-Sep-11 09:45 | Randall\_Fox



@childsi "if there's one thing we do, it's thank people." supporters are recognised on website and are all equal #ccdigital

28-Sep-11 09:45 | LondonKirsty



RT @playinthecloud: "@CharityComms: For @childsi, 28% of donations come from online channels - they believe their online community drives this #ccdigital"

28-Sep-11 09:44 | theplaymob



RT @CharityComms: For @childsi, 28% of donations come from online channels - they believe their online community drives this #ccdigital

28-Sep-11 09:44 | elismatthews



@damienclarkson There's no hopefully about it, I know your advice will be useful :) #ccdigital

28-Sep-11 09:44 | CharityComms



We're at the @CharityComms Digital Communication's conference today speaking about discovering your non-profit's online impact. #ccdigital

28-Sep-11 09:44 | ReasonDigital



Childsi: Their online community drives their fundraising. We have been so impressed that sounddelivery gave a % of our 2010 profits #ccdigital

28-Sep-11 09:44 | sounddelivery



For @childsi, 28% of donations come from online channels - they believe their online community drives this #ccdigital

28-Sep-11 09:40 | CharityComms



About 28% of @childsi donations are from online #ccdigital

28-Sep-11 09:40 | LondonKirsty



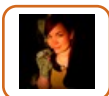
More from @childsi: negative comments can be useful: if you know what supporters are unhappy about, you know where to focus change #ccdigital

28-Sep-11 09:39 | CharityComms



RT @sounddelivery: Child's I Foundation - simply the best charity using video at the moment to tell stories. Truly inspiring #ccdigital

28-Sep-11 09:38 | yay\_tar



Enjoying following the #ccdigital chat today and looking forward to the ridiculously good programme at #nftweetup tonight!

28-Sep-11 09:38 | Bronte\_M



RT @damiencarlson: Check out my article on QR codes for @CharityComms #ccdigital <http://ow.ly/6H4ez> < Interesting! cc. @PaulNez

28-Sep-11 09:38 | Joe\_Phillips



RT @knowhownonprof: Some examples of charity QR code use here in @damiencarlson's HowTo guide. Please add more - <http://t.co/eQbmvpPH> (#ccdigital)

28-Sep-11 09:37 | unitedresponse



At #ccdigital! @childsi speaking about how they used online to facilitate meeting with supporters, sourcing like-minded people.

28-Sep-11 09:36 | CharityComms



@londonkirsty Interesting stats. Are people finding QR codes useful? I'm not sure of them, still. #ccdigital

28-Sep-11 09:36 | FionaV



Some examples of charity QR code use here in @damiencarlson's HowTo guide. Please add more - <http://t.co/eQbmvpPH> (#ccdigital)

28-Sep-11 09:36 | knowhownonprof



@childsi has no budget for digital, everything is done pro Bono from volunteers #ccdigital

28-Sep-11 09:35 | LondonKirsty



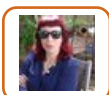
RT @damiencarlson: Following the mention of QR codes check out my article on QR codes for @CharityComms #ccdigital <http://t.co/aDwp5Jkt>

28-Sep-11 09:35 | brokenpier1



@sparkellis & @judehabib are at today's @CharityComms Digi Conference. Follow the tweets #ccdigital. If you're here come and say hi.

28-Sep-11 09:35 | sounddelivery



RT @sounddelivery: Kirsty Stephenson has already got 100+ new supporters for the Child's I Foundation in the last 2 minutes #ccdigital

28-Sep-11 09:34 | Katie3059



RT @londoncharlotte: Yes. RT @yay\_tar: #ccdigital Totally agree that brilliant content and ideas is where we should be spending our resource - not platforms.

28-Sep-11 09:34 | redfront\_m



Following the mention or QR codes check out my article on QR codes for @CharityComms #ccdigital <http://t.co/aDwp5Jkt>

28-Sep-11 09:31 | damienclarkson



Child's I Foundation - simply the best charity using video at the moment to tell stories. Truly inspiring #ccdigital

28-Sep-11 09:31 | sounddelivery



Yes. RT @yay\_tar: #ccdigital Totally agree that brilliant content and ideas is where we should be spending our resource - not platforms.

28-Sep-11 09:31 | londoncharlotte



RT @Katie3059: 85% of charities here have not optimised their sites for mobile < big gap! #ccdigital

28-Sep-11 09:29 | ytulaurambien



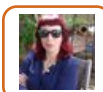
Totally agree @dixign: #ccdigital "people visit websites for content - to engage and read stories" moral: invest in content!!!

28-Sep-11 09:29 | sounddelivery



RT @LondonKirsty: 94% of delegates think social media is an effective means of communication #ccdigital

28-Sep-11 09:29 | ytulaurambien



Kirsty from @childsi up now #ccdigital

28-Sep-11 09:29 | Katie3059



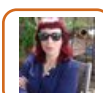
Agree. more open data. Public Sector lead on this RT @brokenpier1: Should charities share analytics? Personally I think we should #ccdigital

28-Sep-11 09:28 | londoncharlotte



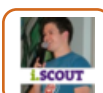
RT @elismatthews: Strange that Jonathan didn't mention how much he loves fundraising. Thought it was a catchphrase of his. #injoke #ccdigital

28-Sep-11 09:28 | ytulaurambien



RT @brokenpier1 Should charities share analytics? Personally I think we should #ccdigital < agree! Could make such a difference

28-Sep-11 09:28 | Katie3059



RT @LondonKirsty: 85% of charities at #ccdigital do not have a mobile website and 69% have not used QR codes

28-Sep-11 09:28 | elismatthews



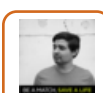
RT @LondonKirsty: 85% of charities at #ccdigital do not have a mobile website

28-Sep-11 09:27 | im\_gareth\_a



85% of charities here have not optimised their sites for mobile < big gap! #ccdigital

28-Sep-11 09:26 | Katie3059



Should charities share analytics? Personally I think we should #ccdigital

28-Sep-11 09:26 | brokenpier1



85% of charities at #ccdigital do not have a mobile website and 69% have not used QR codes

28-Sep-11 09:26 | LondonKirsty



Following the @charitycomms digital conference today via #ccdigital. Sadly not there in person.

28-Sep-11 09:22 | madlinsudn



94% of delegates think social media is an effective means of communication #ccdigital

28-Sep-11 09:21 | LondonKirsty



#ccdigital 94% of us think social media is an effective channel.

28-Sep-11 09:21 | yay\_tar



Strange that Jonathan didn't mention how much he loves fundraising. Thought it was a catchphrase of his. #injoke #ccdigital

28-Sep-11 09:21 | elismatthews



RT @publiczone: Charities should invest in content, it's what the big brands are focusing on now, says our MD at Charity Comms Digital conf #ccdigital

28-Sep-11 09:20 | ytulauratambien



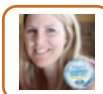
#ccdigital Interesting the main constraints for charity digital comms: lack of time, budget and staff, culture.

28-Sep-11 09:20 | yay\_tar



RT @damiencarlson: Couldn't agree more regarding content. @knowhownonprof we commissioned content from journos based on what was popular on site #ccdigital

28-Sep-11 09:20 | lucasRadders



Main constraints for the use of digital in charities: lack of time to develop a clear strategy and lack of staff #ccdigital

28-Sep-11 09:20 | LondonKirsty



RT @yay\_tar: #ccdigital Totally agree that brilliant content and ideas is where we should be spending our resource - not platforms.

28-Sep-11 09:19 | meanwritehook



Loving this interactive voting business. #ccdigital

28-Sep-11 09:19 | londoncharlotte



Should we be sharing our analytics more as charities to help each other improve? #ccdigital

28-Sep-11 09:18 | yelorum



@natethompson Hope so too - @CharityComms ? #ccdigital

28-Sep-11 09:15 | londoncharlotte



Can't wait for @zoesqwilliams session later at #ccdigital

28-Sep-11 09:15 | LondonKirsty



'Get professionals, ie journalists, to produce the content.' Sounds sensible, no? #ccdigital <http://t.co/UwZTt86c>

28-Sep-11 09:14 | elismatthews



#ccdigital Jonathan says use journalists and professionals to develop great content.

28-Sep-11 09:14 | yay\_tar



Charities in a recession: the 'deliberately not for profit sector' #ccdigital

28-Sep-11 09:06 | Nell\_Barrie



#ccdigital "people visit websites for content - to engage and read stories" moral: invest in content!!!

28-Sep-11 09:04 | dixign



"The most important thing to invest the digital budget in is CONTENT" #ccdigital

28-Sep-11 09:03 | elismatthews



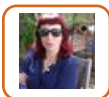
RT @Katie3059: "Invest in content". So true and so often overlooked and underscoped. #ccdigital

28-Sep-11 09:03 | yay\_tar



#ccdigital Totally agree that brilliant content and ideas is where we should be spending our resource - not platforms.

28-Sep-11 09:03 | yay\_tar



"Invest in content". So true and so often overlooked and underscoped. #ccdigital

28-Sep-11 09:02 | Katie3059



"@Katie3059: How many of us look at our analytics every day and make decisions based on what we see? #ccdigital" not very many!

28-Sep-11 09:01 | yay\_tar



RT @elismatthews: "Social media is a double-edged sword because it's expensive" #ccdigital

28-Sep-11 09:01 | yay\_tar



#ccdigital Social media is great for user focussed design and research.

28-Sep-11 09:01 | yay\_tar



Use social media to research your supporters #ccdigital Much cheaper than any other method!

28-Sep-11 09:01 | LondonKirsty



#ccdigital Social media is expensive to do right.

28-Sep-11 08:59 | yay\_tar



And social media - done properly - costs. Agree again with @publiczone #ccdigital

28-Sep-11 08:59 | londoncharlotte



#ccdigital Prostate cancer put info at the centre of their homepage and increased fundraising.

28-Sep-11 08:58 | yay\_tar



"Social media is a double-edged sword because it's expensive" #ccdigital

28-Sep-11 08:58 | elismatthews



It's @CharityComms Digital Conference 2d. Follow the tweets w/ #ccdigital. @PublicZone opening presentation on 'listening to users' now...

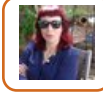
28-Sep-11 08:58 | LadburyPR





At Charity Comms Digital Comms Conference. Interesting factoids aplenty. Next year 50% of UK population will have smartphones #ccdigital

28-Sep-11 08:54 | jamesglavin



Over 45s fastest growing audience online - second biggest after teens. Jonathan Simmons #ccdigital

28-Sep-11 08:53 | Katie3059



#ccdigital "Charity challenge is where to spend their budget and staff resource." Yes!

28-Sep-11 08:53 | yay\_tar



#ccdigital Social media is not a young persons market - 35% of men over 50 will be on Facebook.

28-Sep-11 08:52 | yay\_tar



Next year half the UK population will have smartphones. Food for thought #ccdigital

28-Sep-11 08:52 | elismatthews



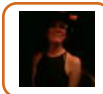
By next year 35% of men over 50 will be on facebook by @publiczone #ccdigital

28-Sep-11 08:51 | yelorum



Ooh stats at #ccdigital by next yr over 1/2 the uk pop will have a smart phone.

28-Sep-11 08:51 | yay\_tar



RT @cogapp: Today @Cogapp's @Katie3059 is heading up to the @CharityComms Digital Communications Conference: <http://t.co/HjwebjBb> #ccdigital

28-Sep-11 08:51 | vickih



Next year, over 50% of the population will have smartphones #ccdigital

28-Sep-11 08:50 | LondonKirsty



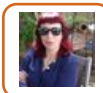
Hanging out with @charitycomms #ccdigital (@ St. Alban's Centre) <http://t.co/MXbf8bNp>

28-Sep-11 08:48 | londoncharlotte



@cogapp 'ers are oot & about at events today @GregHadfield talking at #MDPresents & @Katie3059 attending #ccdigital. What are you all up to?

28-Sep-11 08:48 | DiosalUK



Interesting stats in quick poll at #ccdigital 69% have digital strategies. < Good but are they integrated or separate to brand strategy?

28-Sep-11 08:47 | Katie3059



#ccdigital great instant stats on how digital has changed in the NFP since last year. Brilliant idea!

28-Sep-11 08:47 | dixign



Almost 70% of the charities at #ccdigital have a digital strategy

28-Sep-11 08:47 | LondonKirsty



Today @Cogapp's @Katie3059 is heading up to the @CharityComms Digital Communications Conference: <http://t.co/HjwebjBb> #ccdigital

28-Sep-11 08:45 | cogapp



#ccdigital great count down music

28-Sep-11 08:40 | dixign



@sparkellis hello! \*waves\* #ccdigital

28-Sep-11 08:39 | LondonKirsty



First up at #ccdigital is Jonathan Simmons talking about digital trends

28-Sep-11 08:37 | LondonKirsty



At @charitycomms digital conference. Say hello! #ccdigital

28-Sep-11 08:34 | AdeJB



Pleased to see @CharityComms green credentials, go Vicky. #ccdigital

28-Sep-11 08:34 | damienclarkson



#ccdigital kicks off with intro from Vicky Browning - "the boys" get a mention.

28-Sep-11 08:32 | elismatthews



@londoncharlotte come and say hello at #ccdigital

28-Sep-11 08:31 | damienclarkson



Arrived at #ccdigital - looking forward to learning more about social media and effective communication.

28-Sep-11 08:21 | elismatthews



At #ccdigital conference. Excellent pastries. Hoping to learn lots about digital @memrichards and @date\_concierge will hear all about it..

28-Sep-11 08:21 | SineadRLondon



RT @Mel\_RSPCA: @charitycomms #ccdigital thanks, I do love the Charity Comms conferences! See you there.

28-Sep-11 07:53 | JuFarming



@charitycomms #ccdigital thanks, I do love the Charity Comms conferences! See you there.

28-Sep-11 07:52 | Mel\_RSPCA



Looking forward to Jonathan's opening presentation on 'listening to users' at the Charity Comms Digital Conference today #ccdigital #charity

28-Sep-11 07:50 | publiczone



On my way to London for @CharityComms digital conference - looking forward to it! #ccdigital

28-Sep-11 07:29 | Emma\_JS



RT @CharityComms: Getting ready for #ccdigital tomorrow - knee deep in badges and delegate packs. Really looking forward to it!

28-Sep-11 07:26 | iCharmaine



On my way to #ccdigital, sun is shining and lots of interesting speakers to look forward to. #pleaseinspireme

28-Sep-11 07:23 | gretahughson