Кращі Інтернет-кампанії в середовищі NGO

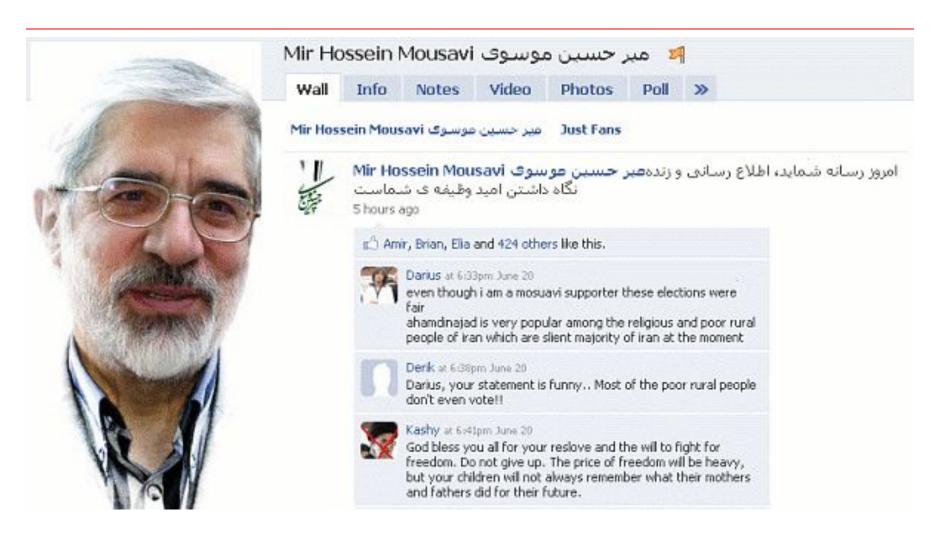
Україна, Київ, 30 січня 2010 р. Сергій Даниленко

Вибори в Ірані 2009 р.

23 млн. користувачів, в основному молодь до 30 років 17 місце у світі за кількістю користувачів Інтернет Використання тегу #CNNfail y Twitter Використання тегу #Iranelection y Twitter



Сторінка лідера опозиції на Facebook

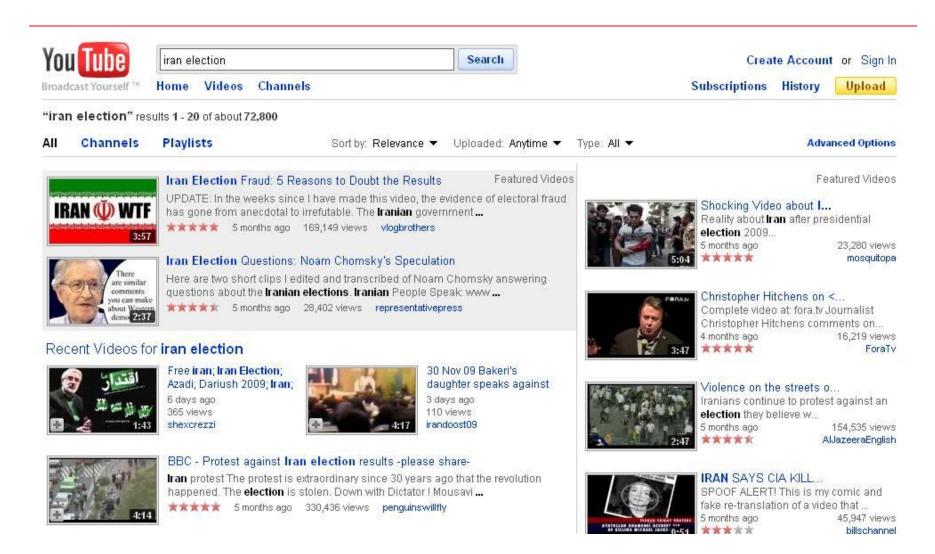


Вбивство 26-річної Неди Солтани

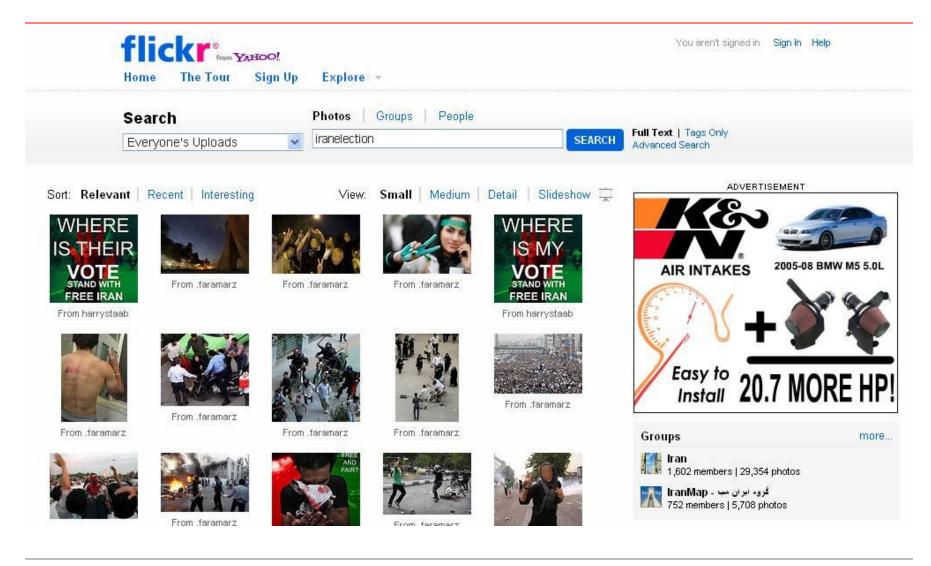


http://www.youtube.com/watch?v=zg1VCtBANMM&feature=related http://www.youtube.com/watch?v=76W-0GVjNEc&skipcontrinter=1

72,000 відео на YouTube



9,000 фото лише на Flickr



Запис перською в Twitter Білого дому



Флеш-моб на Twitter: зелені аватарки



"Stand by me" від Джона Бон Джові перською

Джон Бон Джові спільно з іранським виконавцем Енді Мададіаном



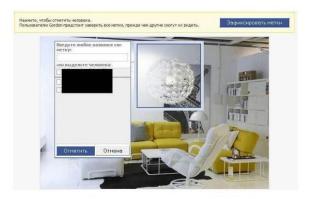
Facebook Ikea



IKEA применила стандартные опции Facebook не по назначению

Открывая новый магазин в шведском городе Мальмё, IКЕА нуждалась в малобюджетной, но эффективной акции, для которой агентство Forsman & Bodenfors необычным образом использовало возможность помечать объекты на фотографиях в альбомах Facebook. Результаты превзошли все ожидания акция привлекта тысячи людей, в том числе далеко за пределами Мальмё.

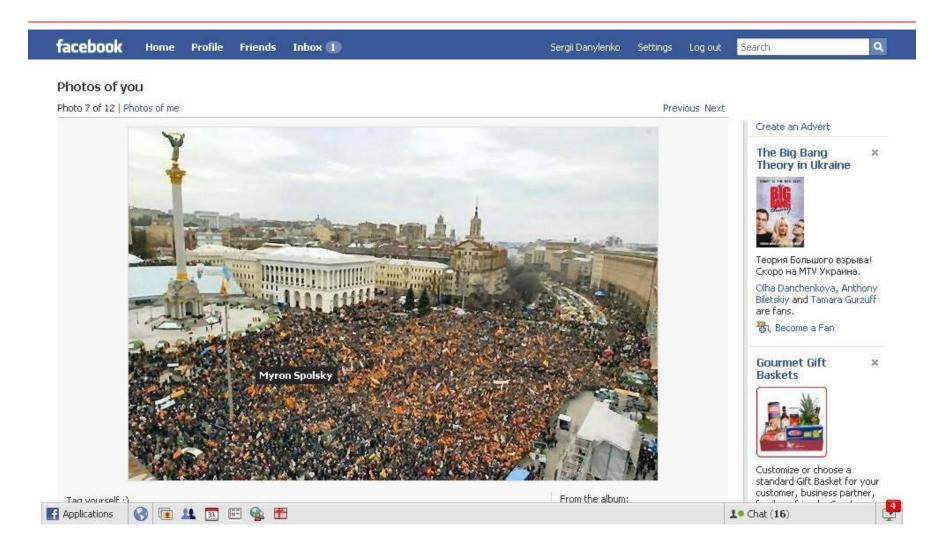
Был создан профайл менеджера нового магазина Гордона Густавссона (Gordon Gustavsson). В одну из его галерей в течение двух недель загружались фотографии демонстрационных комнат магазина. Пользователям предлагалось оставлять метки со своим именем на понравившихся предметах. Первый, кто отметил вещь, выигрывал ее. Информация об акции распространялась через профайлы участников акции и их новостные ленты без особых усилий со стороны организаторов – когда пользователь Гасевоок помечает что-то на фотографии, заметка об этом попадает в его ленту новостей, которую видят на своих страницах все его друзья. Новые пользователи с нетерпением ждали добавления дополнительных комнат в альбом (и, значит, новых вещей). И массированно подключались.



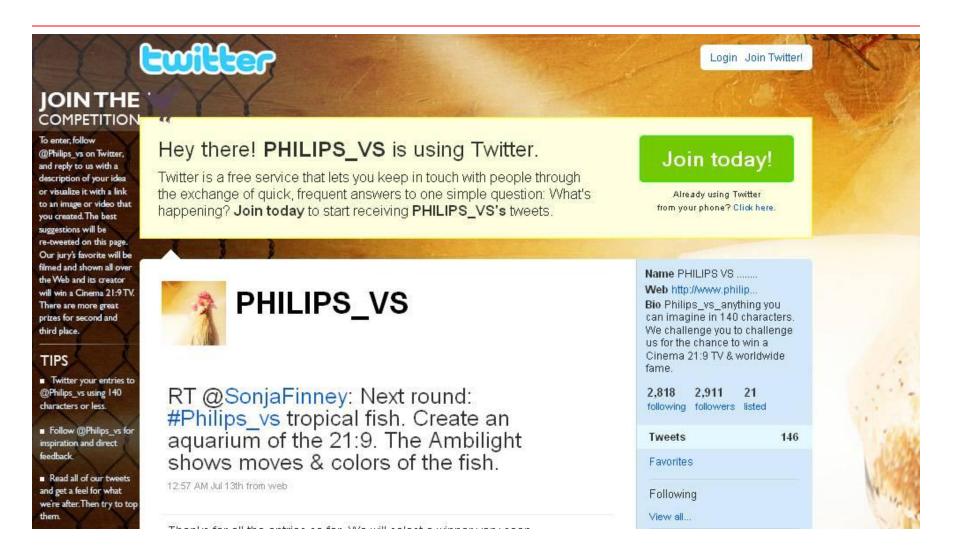
На Facebook есть возможность оставлять метки на фотографиях в чужих галереях (в русскоязычной версии интерфейса это называется «отметить людей»). Если вы узнали себя или кого-нибудь из своих друзей на Facebook, то можете выделить лицо на фото и указать имя. Метка станет видна всем послетого, как владелец фото утвердит ее. Эту опцию и использовало агентство.



Facebook Orange revolution



Philips VS ...



Philips vs the Sun



Free rice



Electoral compass





Water.org



Women can't be anything.



Glass ceilings aside, millions of women are prohibited from accomplishing little more than survival. Not because of a lack of ambition, or ability, but because of a lack of water. Millions of women and children in the developing world spend untold hours daily, collecting water from distant, often polluted sources, then return to their villages carrying their filled 40 pound jerry cans on their backs. And though women are responsible for the majority of food production in their villages, their productivity is severely limited by this constant struggle.

But the real tragedy is that the problem is so easy to solve. For just \$25 water.org can provide clean, sustainable







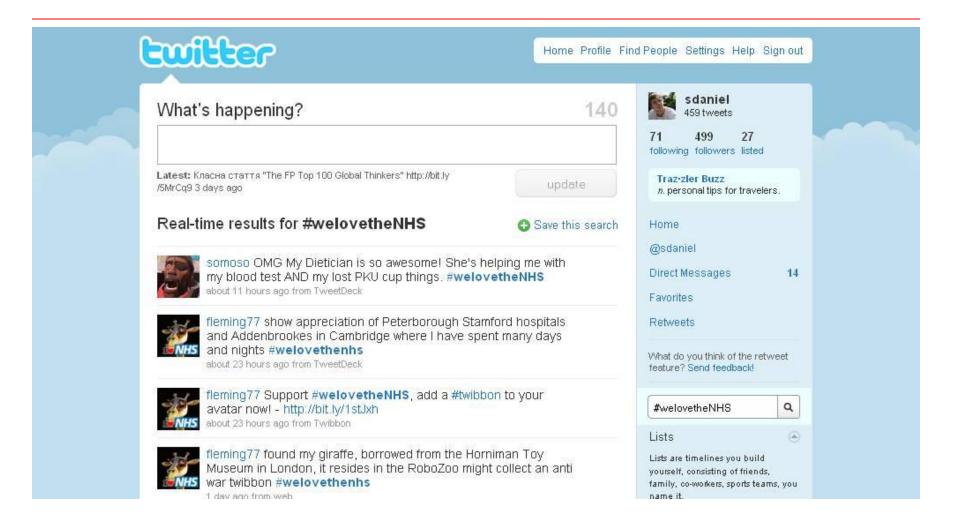


Internet freedom poster





Twitter-тег дискусії – "We love NHS"



Флеш-моб на сайті ВВС



Femen



Размер текста:

События

Фотогалерея: Как студентки сдают экзамены. Версия FEMEN



В понедельник, 16 ноября, активистки эпатажного женского движения FEMEN провели под стенами Министерства образования и науки Украины свою новую акцию под названием А-та-та.

Поделиться: 🔚 🛐 🗞

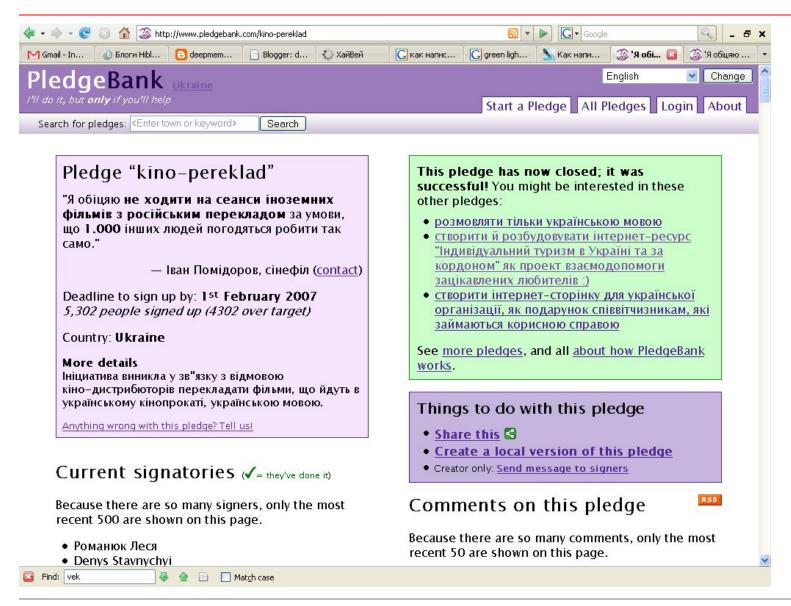
Новым действом они хотели привлечь внимание украинской общественности к аморальным вещам, творящимся в высших учебных заведениях Украины. По мнению движения FEMEN, представители вузов, используя свой статус, прибегают к сексуальному шантажу студенток в обмен на успешные оценки и жилье в общежитии.

Во время акции девушки показали небольшое представление, которым продемонстрировали, как украинские студентки вынуждены будут сдавать экзамены и зачеты. Участниц акции, игравших роль студенток, отшлепали по пятой точке парни в образе преподавателей вузов.

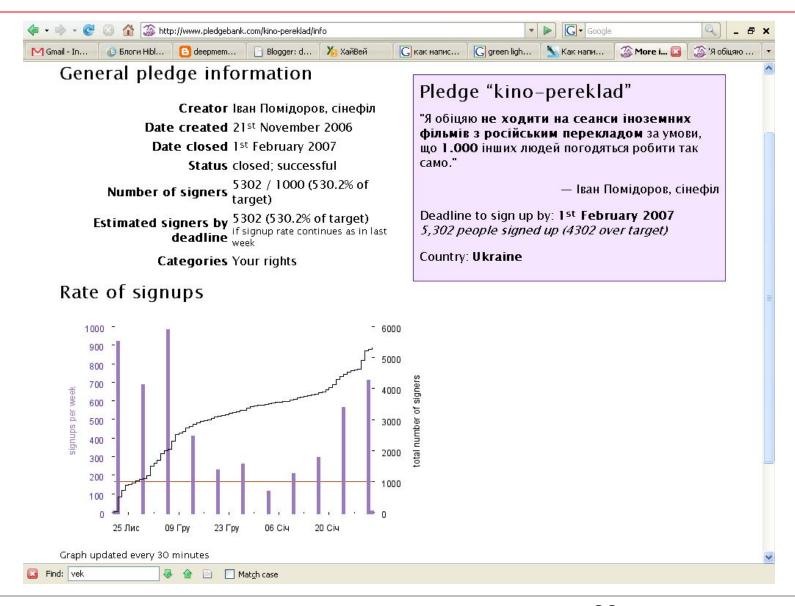




Pledgebank.com



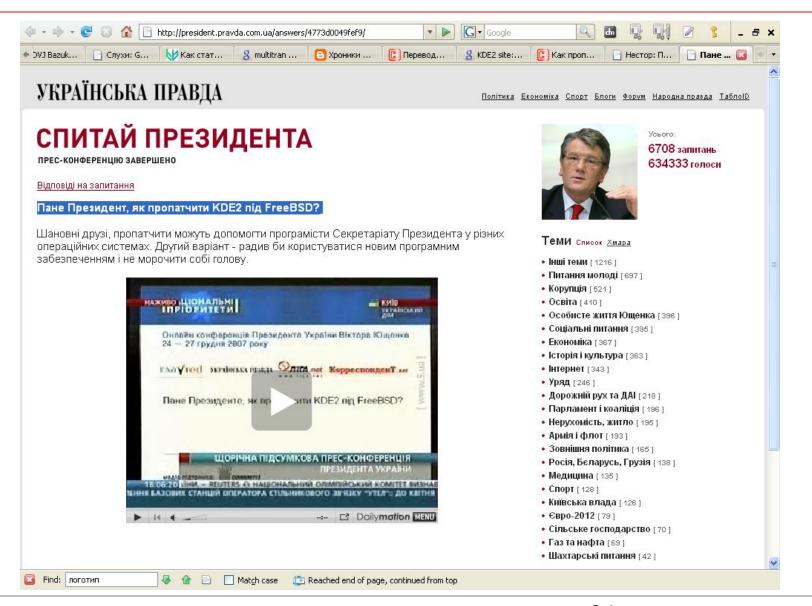
Pledgebank.com



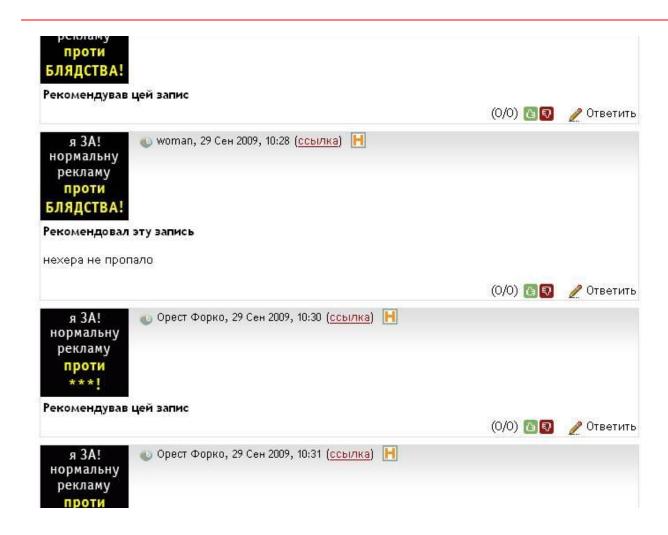
Kiva.net

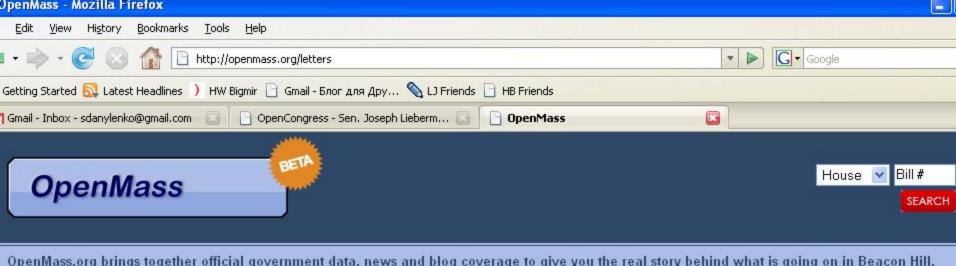


Як пропатчити KDE2 під FreeBSD?



Флеш-моб: змінюємо аватарки!





OpenMass.org brings together official government data, news and blog coverage to give you the real story behind what is going on in Beacon Hill.

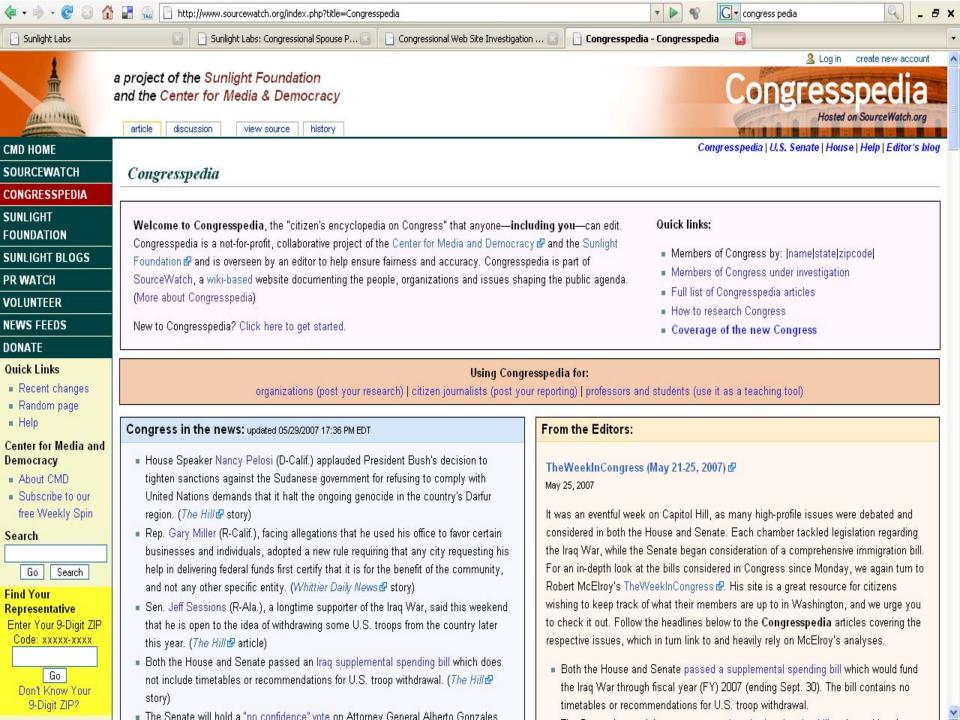


Open Letter

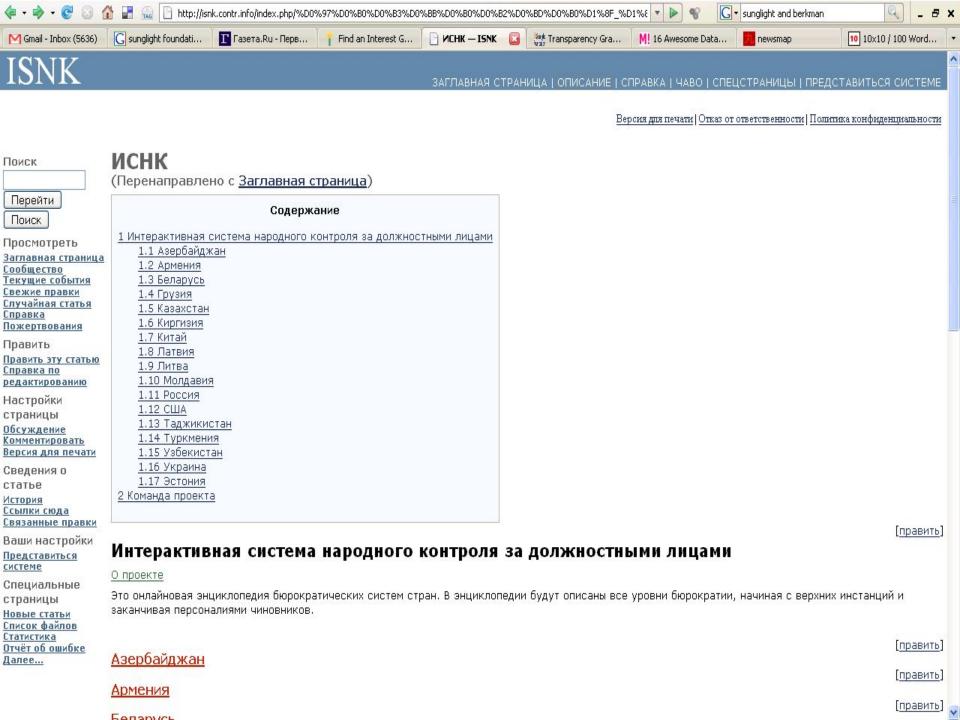
Ever feel that a letter to your Rep or Senator goes unheeded? Well that's where OpenLetter comes in. Just copy openletter@openmass.org when you send an email to your Rep, Senator and even Governor Patrick and it will be posted to their profile page and on any bill page that you reference. Letters submitted will be posted each weekend starting on Dec 1st. It's that simple, well almost. There are a couple rules of the road that must be followed.

Rules of the Road:

- 1. You must copy (cc) OpenMass in your email communication with your legislator or the Governor, Sorry, no paper submissions and no letters from State House staff.
- 2. As with all open letters you must identify yourself (name, address and tel# or email address) and leave contact information. (We reserve the right to verify you). Your email address will be used for verification purposed only and not given to any organizations businesses etc...
- 3. You must respectfully put forth your position. Please do send letters of praice ac well











What's McConnell Hiding?

http://www.whatsmcconnellhiding.com/

What's Senator Mitch McConnell hiding?

He is hiding his and other senators' campaign finance information by blocking legislation that would require electronic reporting.

As Senate Minority Leader, he is also hiding the identity of an anonymous Republican senator whose objections to "The Senate Campaign Disclosure Parity Act" (S. 223) have stymied efforts to give the public more information on sources of campaign contributions in the Senate.

The irony in this situation is that there is a secret objection to legislation that would generate more transparency for senators.

Now is your chance to put the pressure on to move the transparency bill forward.

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RECENT POSTS

- Latest twist in the S. 223 saga
- We're upping the ante to get Sen.
 McConnell on the record
- See the billboard alongside I-65
- Recent coverage
- Where's the billboard?

RECENT COMMENTS

More Than Derby - Louisville's
 Watercooler » Blog Archive »
 Catch Mitch and win 44 account



Contest

http://www.whatsmcconnellhiding.com/contest/

Update: The Sunlight Foundation has increased its prize offering to \$1000 and has extended the deadline to July 6, 2007.

Contest Rules and Eligibility Requirements

To submit video to the Web site, and to be eligible to win the contest, entrants must agree to the following terms. Entry of a video constitutes an agreement to be bound by these terms, and these terms constitute the entire agreement between entrants and The Sunlight Foundation.

A. Entry

- 1. Any video submitted will be considered an entry in the "What's McConnell Hiding" video contest.
- 2. The contest runs from June 1 to midnight June 5th, 2007 [was June 22nd.

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- · We're upping the ante to get Sen. McConnell on the record
- See the billboard alongside I-65
- Recent coverage
- Where's the billboard?

RECENT COMMENTS

■ More Than Derby - Louisville's Watercooler » Blog Archive » Catal Mitch and win the again



Transparency Data: <u>Financial Disclosures</u> <u>Special Interest Travel</u> Travel Details

a third party pays for a member or staffer's junket)

✗ Expenses charged to the Member Representational Allowance (for Representatives) or the Official Office Expense Allowance (for

0 member sites have this

0 member sites have this

Senators)





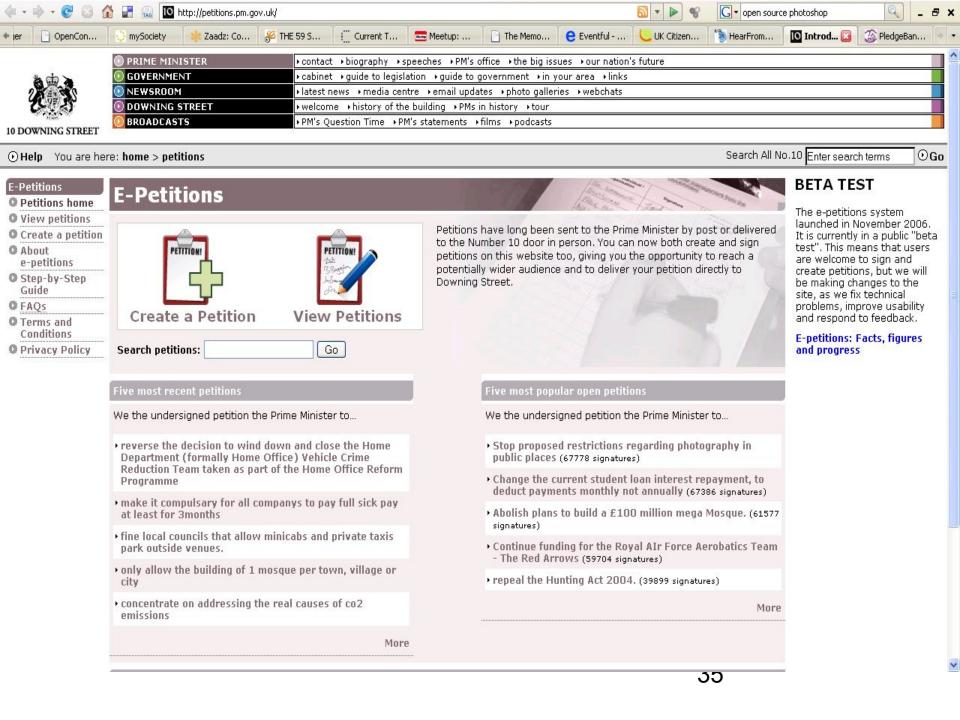
JOIN US | SEND TO A FRIEND

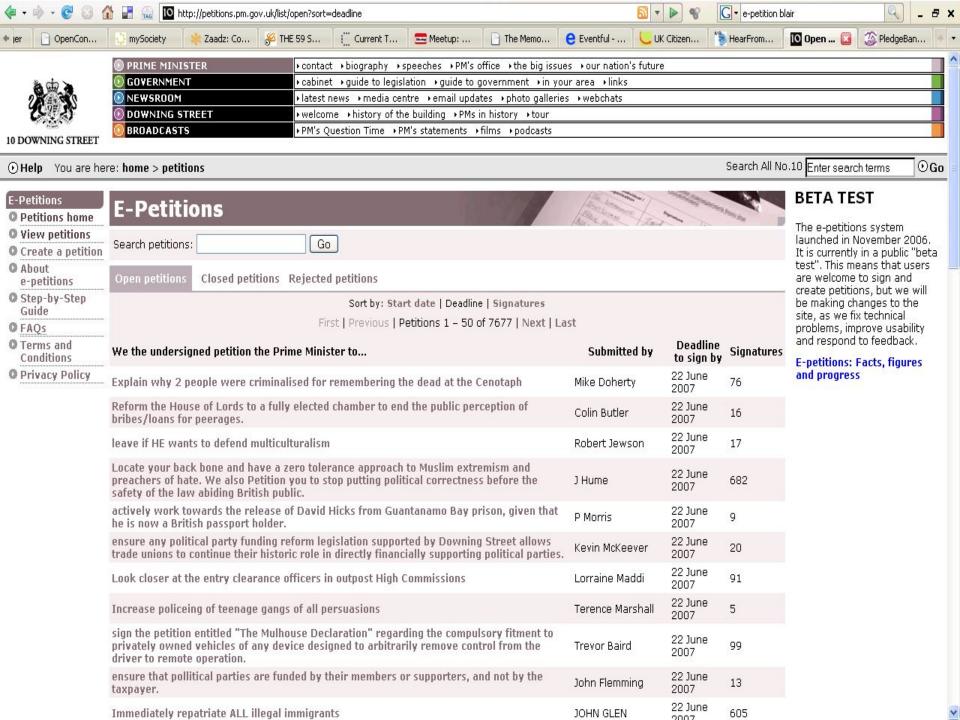


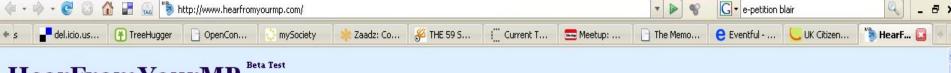












HearFromYourMP

Latest messages

- 50 subscribers on 'Hear from your MP', by Tom Levitt MP, High Peak
- Message from Richard
 Bacon MP, by Richard
 Bacon MP, South Norfolk
- Hear from Mike Foster
 MP, by Michael Foster MP,
 Worcester
- <u>Cuts to Tube Ticket</u>
 <u>Offices</u>, by Lee Scott MP,
 Ilford North
- My Westminster Week, by Kitty Ussher MP, Burnley

Latest replies

- Maggie Watson at 22:55,

 Monday
- Stephen Street at 21:36, Monday
- <u>brian bromley</u> at 16:56, Monday
- <u>John Oxley</u> at 15:06, Monday
- Shirley Collier at 13:47, Monday

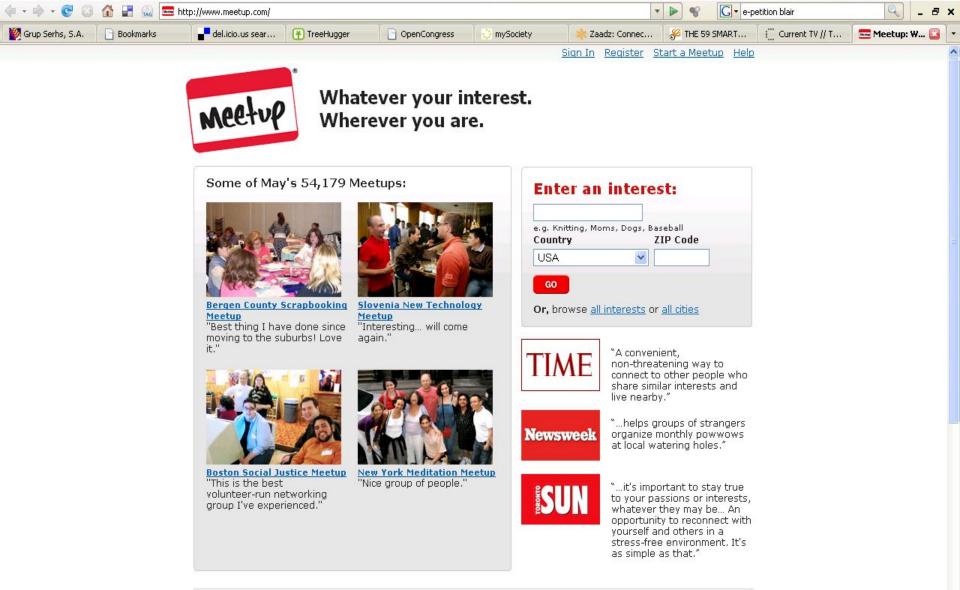
Get email from your MP Discuss it with your MP and other local people

Your name:
Your email:
UK postcode:
Sign up
(for example OX1 3DR)

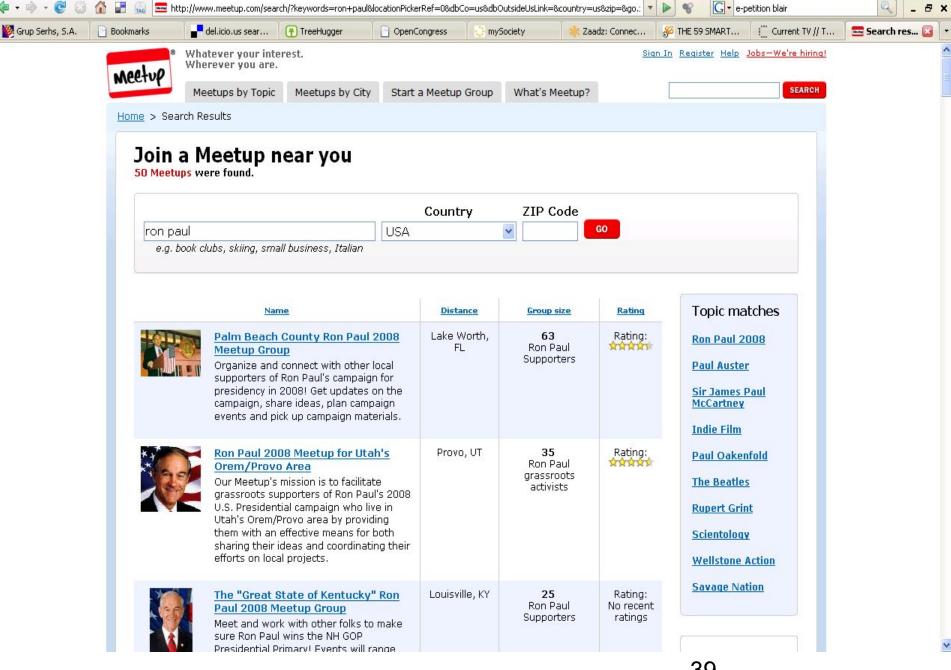
If you enter your details, we'll add you to a queue of other people in your constituency. When enough have signed up, your MP will get sent an email. It'll say "25 of your constituents would like to hear what you're up to. Hit reply to let them know". If they don't reply, nothing will happen, until your MP gets a further email which says there are now 50, then 75, 100, 150 — until it is nonsensical not to reply and start talking.

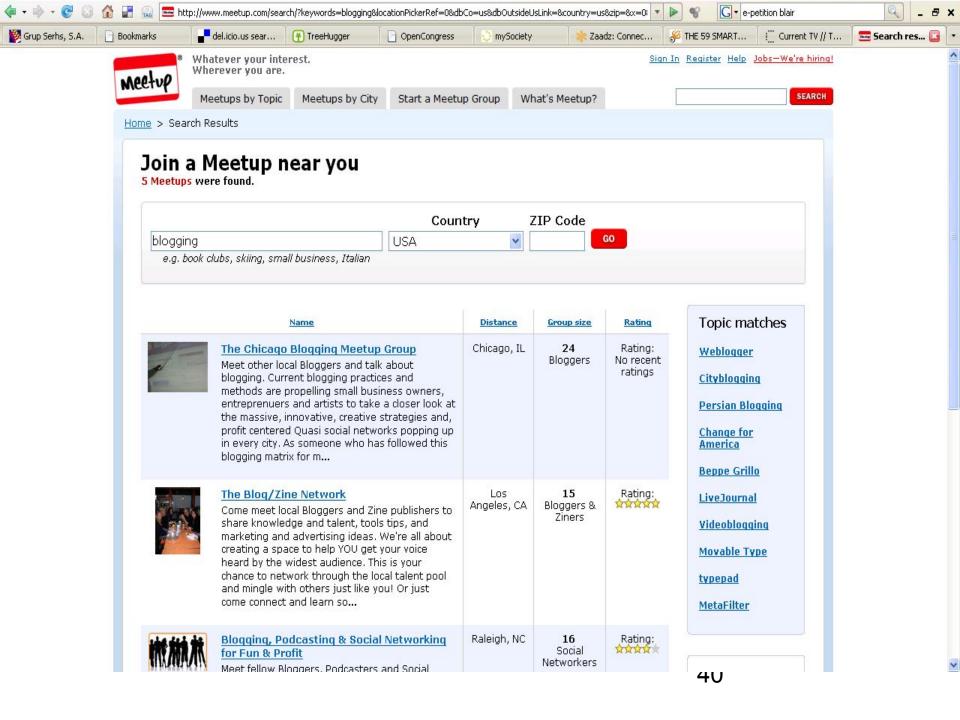
When your MP sends you mail it won't be one-way spam, and it won't be an inbox-filling free-for-all. Instead, each email comes with a link at the bottom, which takes you straight to a web page containing a copy of the email your MP wrote, along with any comments by other constituents. To leave your thoughts, you just enter your text and hit enter. There's no tiresome login — you can just start talking about what they've said. Safe, easy and democratic.

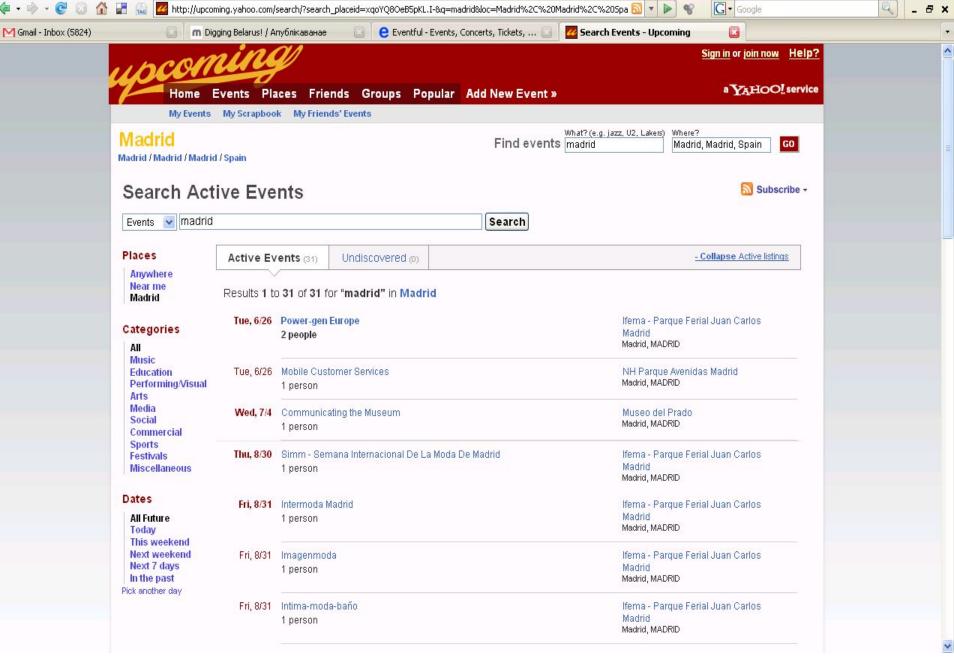
38215 people have signed up in all 646 constituencies — League table

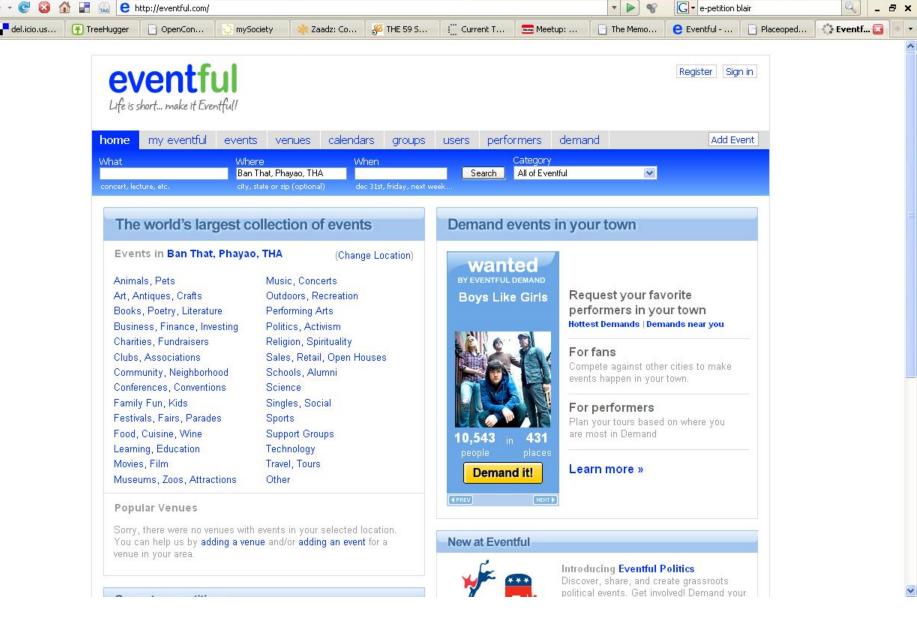


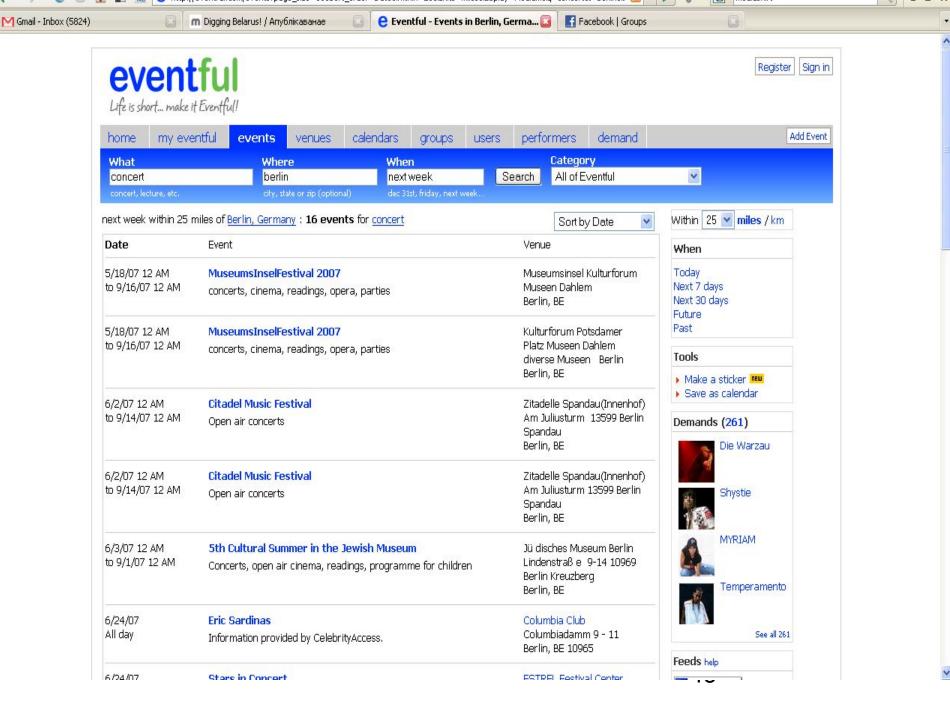


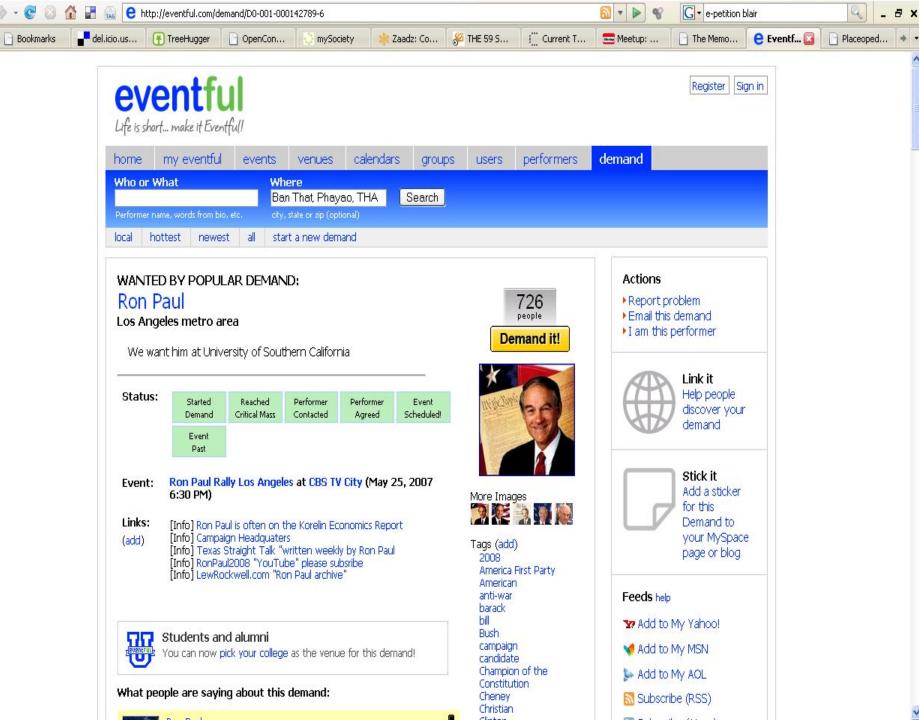


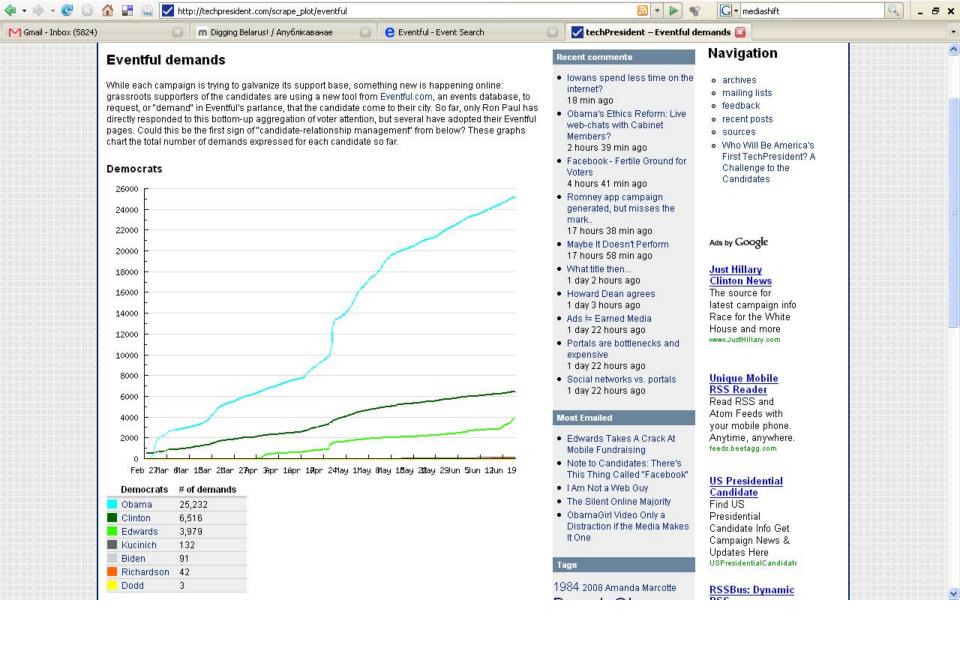












Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby postcode, or street name and area:

Go

How to report a problem

- 1. Enter a nearby postcode, or street name and area
- 2. Locate the problem on a map of the area
- 3. Enter details of the problem
- 4. We send it to the council on your behalf

FixMyStreet updates

244 reports in past week 417 fixed in past month

2246 updates on reports

Photos of recent reports



Recently reported problems

- Racist graffiti on wall
- · Owners not picking up dog poo
- · Persistent dog fouling by a bitch dog
- JAPANESE KNOTWEED
- Electrical box

Built by mySociety, using some clevercode. Formerly Neighbourhood Fix-It.

. .

Контактная информация



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