



Közösségi média – Progresszív különút, vagy a hagyományos hírszolgáltatás partnere

Balatoni Zsófia
ügyvezető, Uniomedia Communications

uniomedia

So I'm told by a reputable person they have killed Osama Bin Laden. Hot damn.

less than a minute ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply



Keith Urbahn

keithurbahn

Woman flying to West Palm Beach tweets amazing photo of Endeavour

Video

Photo



00:06 / 01:07

A A A A

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+1 0

Posted: 05/17/2011

Tiffini Theisen Palm Beach Post Staff Writer

WEST PALM BEACH, Fla. - Stefanie Gordon was just coming to Florida for her mother's birthday. On an early-morning flight to Palm Beach International Airport on Monday, she was half asleep when her plane flew past the scene that would catapult her to instant - if fleeting - fame.

Outside her window on the Delta jet from New York was the space shuttle Endeavour launch, a stunning scene from Gordon's vantage point 30,000 feet above Earth. The shuttle had pierced a bed of

- A közösségi média – adatok
- Hogyan használja a nonprofit szektor a közösségi médiát?
- Példák, esetek, tippek

A KÖZÖSSÉGI MÉDIA

WORLD MAP OF SOCIAL NETWORKS

June 2011



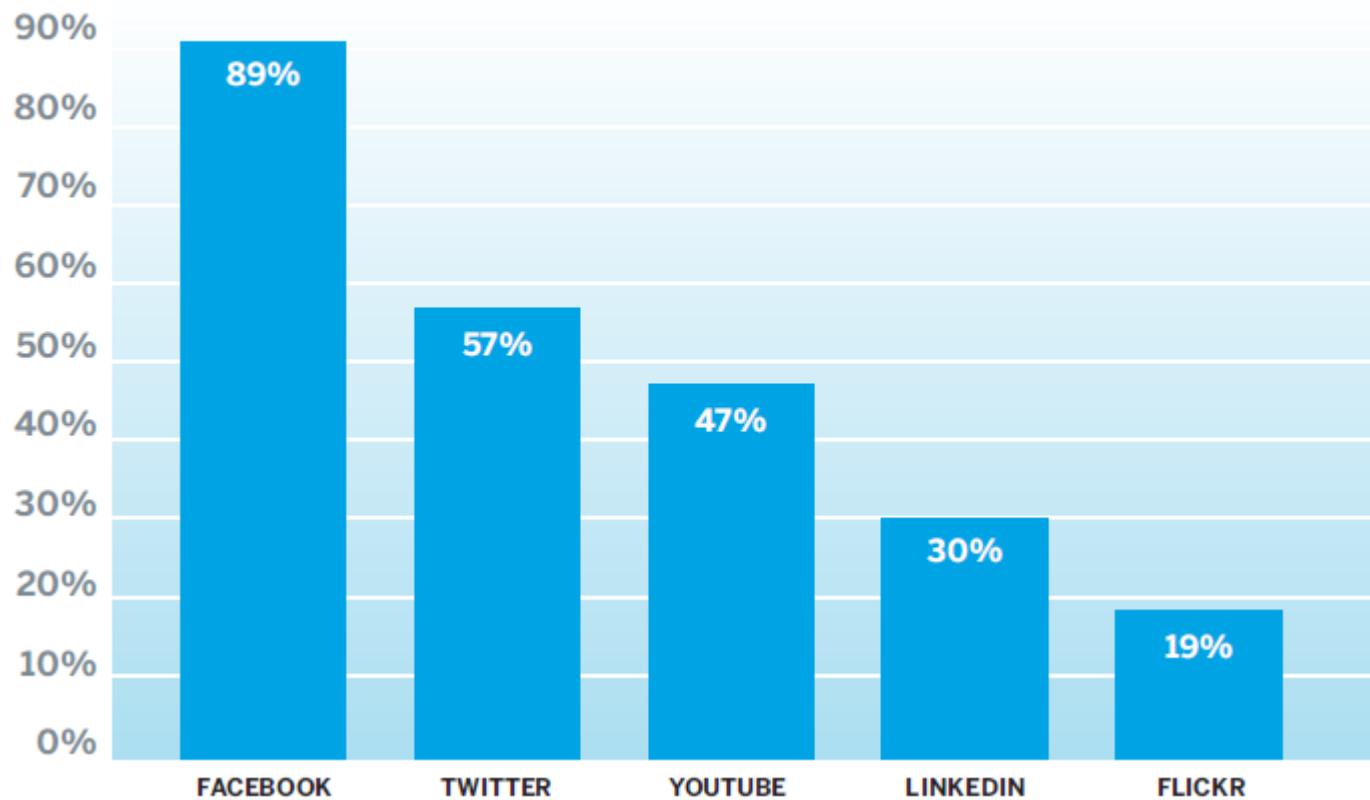
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| Orkut | QZone | | | | | |

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source: Google Trends for Websites /Alexa

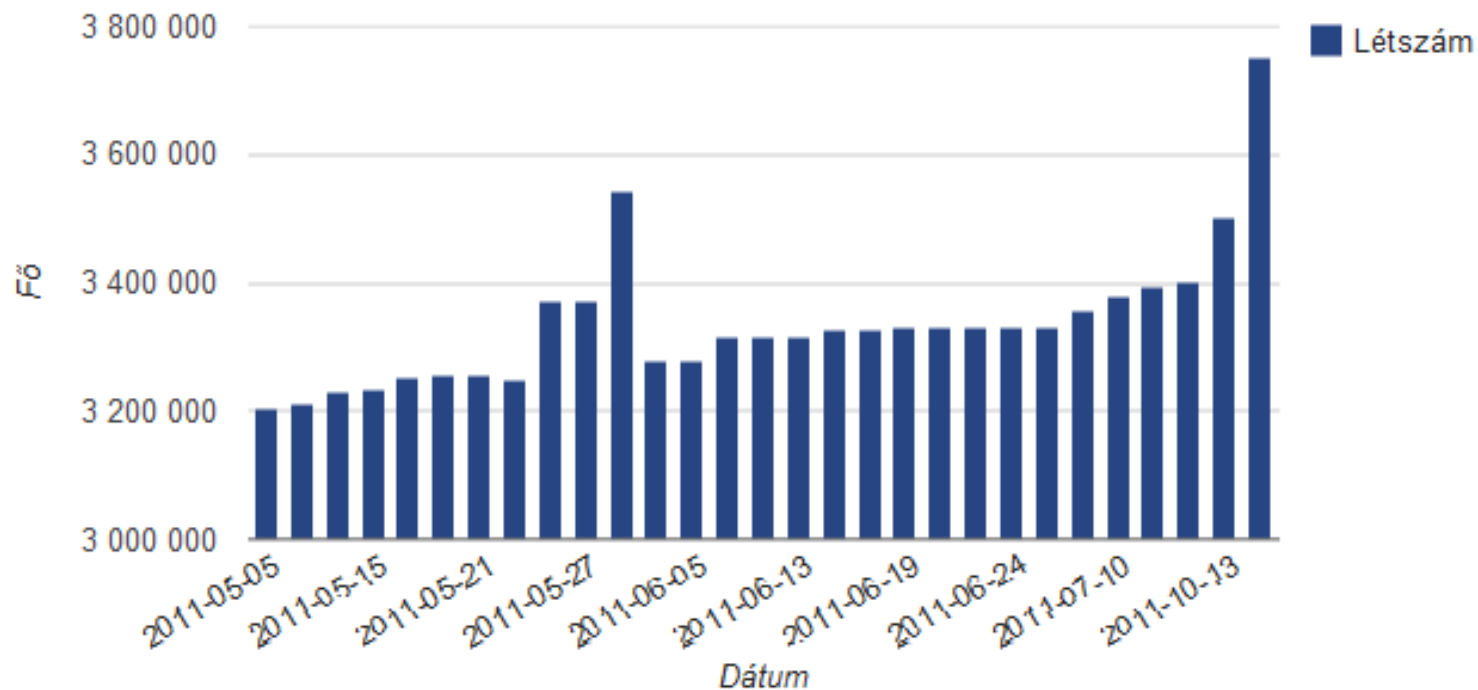
Top 5 Commercial Social Networks Used by Nonprofits



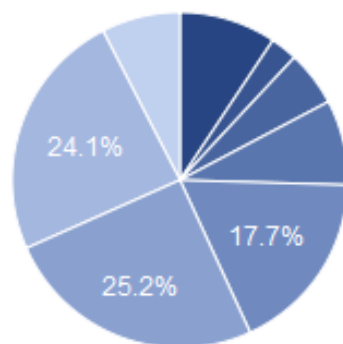
3 751 300

Lakossági penetráció: **37.52%**Online penetráció: **81.55%** ([Forrás](#))

Létszámnövekedés:

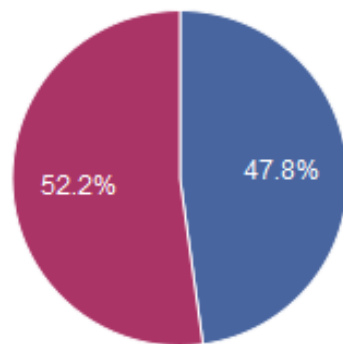


Korosztály szerinti eloszlás:



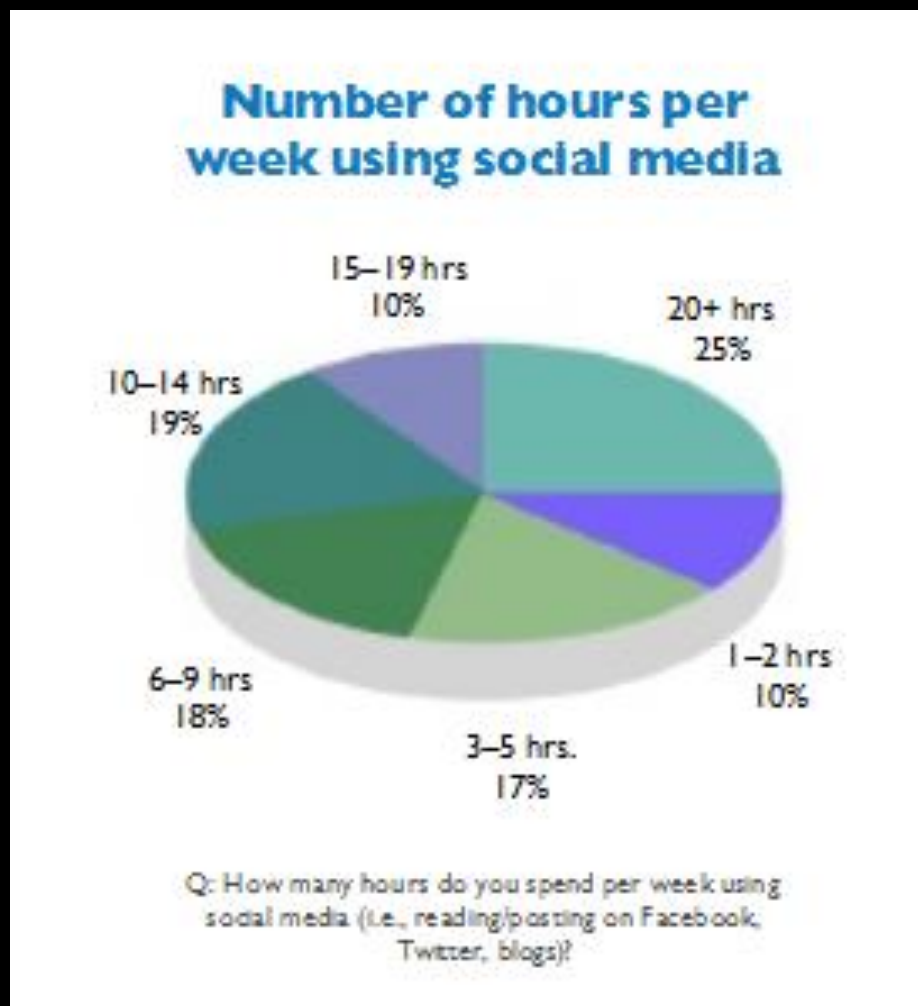
- 13-15 (351 640)
- 65+ (97 900)
- 55-64 (200 420)
- 45-54 (308 520)
- 35-44 (664 540)
- 25-34 (949 340)
- 18-24 (905 760)
- 16-17 (285 340)

Nemek szerinti eloszlás:



- Férfiak (1 719 940)
- Nők (1 876 960)

A MAMÁK SOKAT FB-OZNAK



All pages- global

#	Name	Fans	Growth
1.	Facebook	46 337 270	+13.03%
2.	Texas Hold'em Poker	45 233 702	+4.83%
3.	Eminem	41 326 128	+13.27%
4.	YouTube	39 681 537	+17.52%
5.	Lady Gaga	38 844 562	+12.16%
6.	Rihanna	38 487 598	+15.46%
7.	Michael Jackson	36 330 853	+9.42%
8.	Shakira	34 807 637	+17.37%
9.	Family Guy	33 652 606	+10.30%
10.	FarmVille	32 101 840	+1.84%
11.	Justin Bieber	31 578 684	+14.85%
12.	Coca-Cola	31 034 346	+14.22%
13.	Linkin Park	30 927 157	+10.55%
14.	The Simpsons	30 468 329	+14.19%
15.	South Park	30 410 863	+12.54%
16.	Katy Perry	29 677 836	+18.71%

TOP HU

#	Oldal neve	Tagok száma	Napi növekedés
1	Extreme Silver	929341	1457
2	I ♥ ALVÁS	598521	526
3	Ütős	569932	17127
4	Mekizni jó!	517492	281
5	Túró Rudi	508339	827
6	♥ Szeretem az anyukámat! ♥	476997	306
7	I ♥ Magyarország	422476	294
8	I ♥ NYÁR	407471	56
9	Showder Klub	400241	144
11	utazom.com	391120	-98
12	I ♥ ZENE	370757	64
13	ablak - zsiráf	362868	409
14	Kvíz Játékok	362380	2921
15	Állatbolondok társasága	362368	74
16	I love Balaton	344220	86
17	Drukka.hu	339376	412
18	MyPromo.Hu	335808	449
19	A magyar lányok a legszebbek	332242	125
20	Rádió 1	330926	383
21	I ♥ Budapest	326243	222
22	Milka csokoládé	325646	161

LEGTÖBBET MEGOSZTOTT TÉMÁK (FB, 2011)

1. Satellite Photos of Japan, Before and After the Quake and Tsunami (New York Times)
2. What teachers really want to tell parents (CNN)
3. No, your zodiac sign hasn't changed (CNN)
4. Parents, don't dress your girls like tramps (CNN)
5. (video) - Father Daughter Dance Medley (Yahoo)
6. At funeral, dog mourns the death of Navy SEAL killed in Afghanistan (Yahoo)
7. You'll freak when you see the new Facebook (CNN)
8. Dog in Japan stays by the side of ailing friend in the rubble (Yahoo)
9. Giant crocodile captured alive in Philippines (Yahoo)
10. New Zodiac Sign Dates: Ophiuchus The 13th Sign? (The Huffington Post)

TOP DEVELOPMENT NGOs

Top 10 Development-focused NGOs on Social Media

		Facebook likes*		Twitter followers*
1	Greenpeace International	952,000+	World Economic Forum	1.5 million+
2	WWF	721,000+	charity: water	1.3 million+
3	World Vision USA	655,000+	Gates Foundation	619,000+
4	Doctors Without Borders	425,000+	Room to Read	550,000+
5	American Red Cross	379,000+	ONE	547,000+
6	Samaritan's Purse	357,000+	American Red Cross	537,000+
7	The Nature Conservancy	323,000+	WWF	450,000+
8	Amnesty International USA	311,000+	CARE	446,000+
9	ONE	219,000+	Kiva	429,000+
10	charity: water	201,000+	Greenpeace Brazil	401,000+

*as of Oct. 3, 2011







TOP Nonprofits

Rank	Name	Facebook
#1	 The Breast Cancer Site Organization - Nonprofit Like Follow	2,814,194 48,125 Talking About
#2	 (RED) Organization - Nonprofit Like Follow Follow on Foursquare	1,293,166 7,804 Talking About

TOP Nonprofits

	<p>✓ WOŚP</p> <p>Non-Profit Poland</p>	691	24,683	28,005	350,652
	<p>✓ Breast Cancer Campaign</p> <p>Non-Profit United Kingdom</p>	91	503	720	346,157
	<p>✓ 1 GOAL</p> <p>Non-Profit Worldwide</p>	-15	-85	-357	345,564
	<p>✓ The Nature Conservancy</p> <p>Non-Profit United States</p>	173	1,318	4,466	342,799
	<p>✓ Comic Relief: Red Nose Day</p> <p>Non-Profit United Kingdom</p>	47	139	229	337,802

TOP Nonprofits

	American Quarter Horse Association Non-Profit United States	80	716	1,533	331,493
	✓ Make-A-Wish Foundation of America Non-Profit United States	165	1,094	13,481	327,348
	✓ Greenpeace Akdeniz - Türkiye Non-Profit Turkey	443	1,072	7,295	323,218
	✓ Ducks Unlimited Non-Profit United States	199	1,152	2,975	322,411
	I GAE YOU Non-Profit	-3	-147	-271	313,555
	Alzheimer's Association Non-Profit	80	393	1,162	310,901


MIRE JÓ NEKÜNK A FACEBOOK?

1. Toborzás, motiválás, akciók előkészítése
2. Fundraising
3. Érdekérvényesítés, média érdeklődésének felkeltése

TOBORZÁS, AKCIÓK SZERVEZÉSE

Susan G. Komen for the Cure Like

Wall Info **Be Bold!** 3-Day Blog Twitter >>



**YOU'RE NOT JUST
STRENGTHENING MUSCLES.
YOU'RE STRENGTHENING
A MOVEMENT.**

Maybe you're motivated by a New Year's resolution to lose a few pounds, or get fit with your friends and family. Once you start, you will find that you're part of something bigger than just a 5K walk/run, marathon or 60-mile walk. You are part of the global movement to end breast cancer forever.

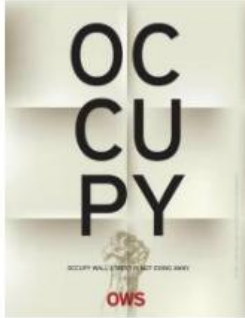
BE BOLD! GET ACTIVE.

[START NOW](#)

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Cause




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Occupy Wall Street shared a link.



New Societal Worry: Aging Baby Boomers
www.cynicaltimes.org

Like · Comment · Share · 30 minutes ago · 14

24 people like this.

View all 25 comments 3 shares

Shawn Moore *New* societal worry? Where have you all been? I've heard this being talked about *frequently* for over a decade now. This article and discussion offers nothing new or useful, just "the politicians need to fix our problems."
4 minutes ago · Like

Alec Forbes <http://en.wikipedia.org/wiki/Senicide>
2 minutes ago · Like

Write a comment...

FUNDRAISING

	NOT FUNDRAISING	\$0 – \$1K	\$1K – \$10K	\$10 – \$100K	MORE THAN \$100K
Facebook	52%	35%	11%	2%	0.4%
Twitter	80%	17%	2%	1%	0.1%
YouTube	91%	8%	1%	0.4%	0.1%
Linkedin	94%	5%	1%	0.1%	0.1%
Flickr	98%	2%	0.2%	0.1%	0%

FUNDRAISING

Planned Parenthood Like

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WE ARE PLANNED PARENTHOOD

Add to My Page's Favorites

Latest! Check our our Leonos for Planned Parenthood page - <http://www.facebook.com/PlannedParenthoodSpain>. Join the conversation and lets work together for repro health and rights in our communities.

Information

Founded:
The Planned Parenthood Action Fund was founded in 1989. The Planned Parenthood movement began in 1916.

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CHOICE ON EARTH
Planned Parenthood

Thank you for supporting Planned Parenthood Federation of America with your tax-deductible year-end donation today.

Your support will help us continue to protect and promote women's health in the halls of Congress and in communities across the country. It will make a world of difference for the millions of women, men, and teens who rely on local Planned Parenthood health centers every day.

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- Enter an amount (\$5.00 minimum)

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charity: water Like

Non-Profit Organization · New York, New York

Wall charity: water · Everyone (Top Posts)

Share: Post Photo

Write something...

charity: water

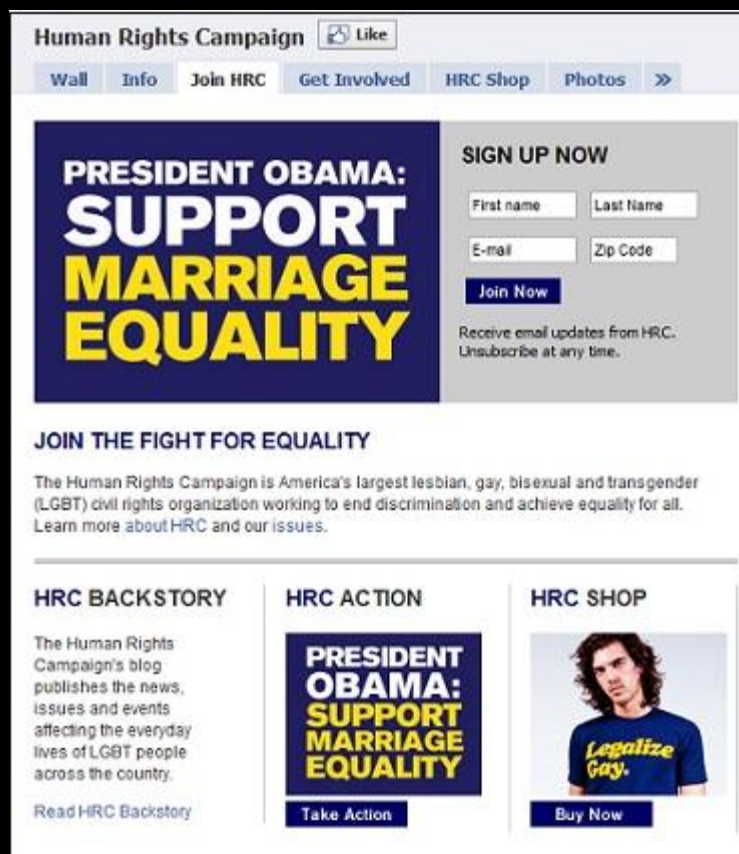
Jerry cans. They show up in all of our photos and videos, cover our office and our merch... we even have (temporary) tattoos of them. But what IS a Jerry can and why do we use it so much? <http://www.charitywater.org/blog/jerry-can/>

The story behind the Jerry can.
www.charitywater.org

You've seen it everywhere on our site, at our events, on our shirts... tattooed on our arms... and although the Jerry can has become a mainstay for our staff and supporters, we want to let you know what it actually is and why it's a symbol of the

\$40mn since 2006

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The Human Rights Campaign is America's largest lesbian, gay, bisexual and transgender (LGBT) civil rights organization working to end discrimination and achieve equality for all. [Learn more about HRC and our issues.](#)

HRC BACKSTORY

The Human Rights Campaign's blog publishes the news, issues and events affecting the everyday lives of LGBT people across the country.


[Read HRC Backstory](#)

HRC ACTION

**PRESIDENT
OBAMA:
SUPPORT
MARRIAGE
EQUALITY**


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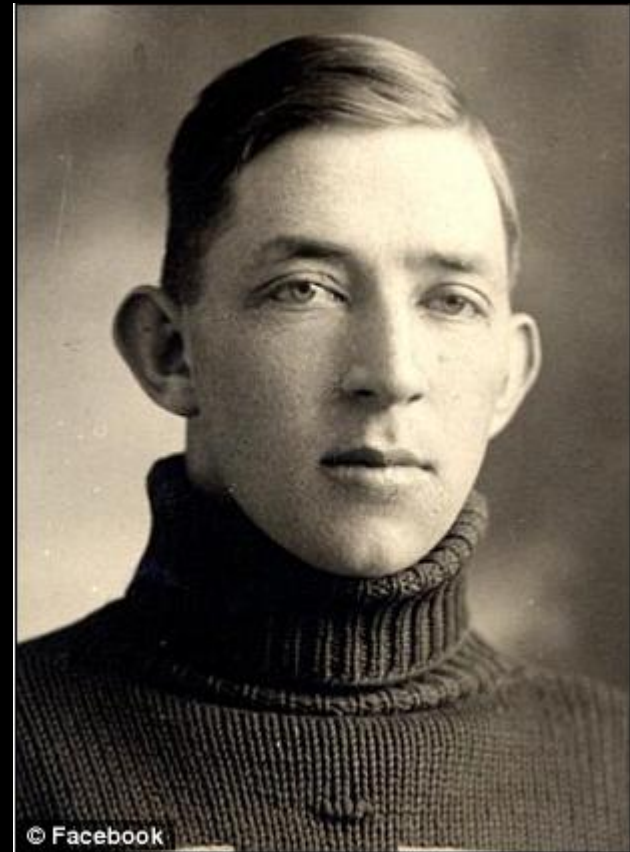
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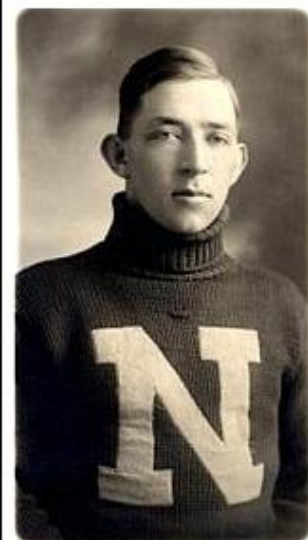
\$25 \$50 \$100 \$250

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MEDIA





Joe McDonald

Worked at University of Nevada, Reno (Bell Ringer) Studied Mechanical engineering at University of Nevada, Reno Lives in Reno, Nevada In a relationship with Leola Lewis From Denver, Colorado Born on 4 August



Work and education

Employers



University of Nevada
Bell Ringer
I ring the bell in the winter!



University of Nevada
Dining Hall
I help out in people's messes

University



University of Nevada
School year 1915

Secondary school



University of Nevada
School year 1915

- Wall
- Info
- Photos
- Friends

In a relationship with



Leola Lewis

Facebook



Leola Lewis

Studied at UNR Lives in Reno, Nevada In a relationship with Joe McDonald Knows American English, Ancient Greek, Latin, French From Reno, Nevada

Work and education

University



University of Nevada



UNR
School year 1915

- Wall
- Info
- Photos
- Friends

In a relationship with



Joe McDonald

Facebook

Arts and entertainment

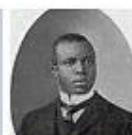
Music



Ragtime



Percy Wenrich



Scott Joplin



Arthur Fields

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Thursday, January 12, 2012

of Higher Education

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On Facebook, Librarian Brings 2 Students From the Early 1900s to Life

January 6, 2012, 10:29 am
By Nick DeSantis



Facebook user "joe1915" writes wall posts that would be familiar to any college student these days: He stresses about tests, roots for his university's football team, and

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Aren't you two a little old for Facebook? How a college couple from 1910 became latest to join social network

By BETH STEBNER

Last updated at 6:41 PM on 8th January 2012

Comments (6) | Share | 3 | Tweet | 16 | Like | 97

Like most any other college student, Joe McDonald is invested in his school work, likes listening to music, and updates his Facebook profile frequently with thoughts, photos, and status updates.

He's also dating a lovely woman named Leola Lewis. But he died in 1971, decades before the social network was created, and even before Mark Zuckerberg was born.

In an effort to make the past come alive, Facebook pages have been created for both Mr McDonald helyről: data.publishflow.com...

Site Web | bing

Egészséges értékhatárok között van testtömeg-indexed?

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Testsúly:

Számol >>>

Nokia PC Suite

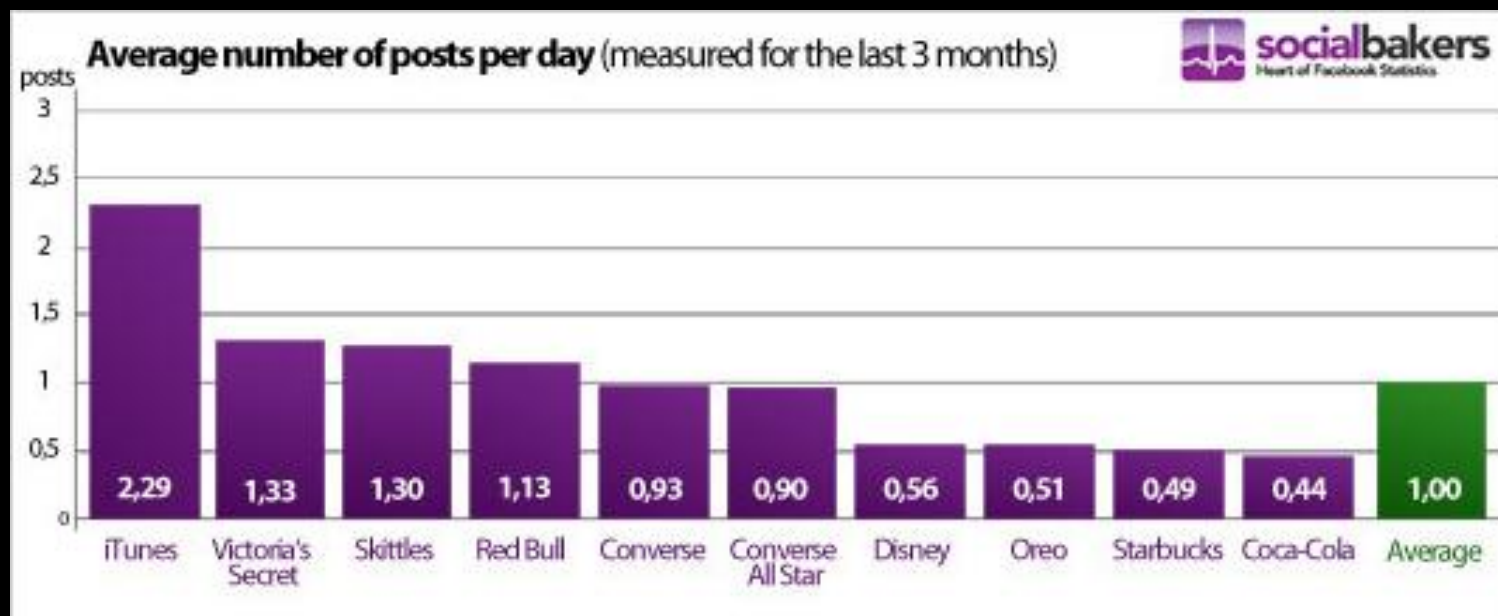
United breaks guitars

<http://www.youtube.com/watch?v=5YGc4zOqozo>

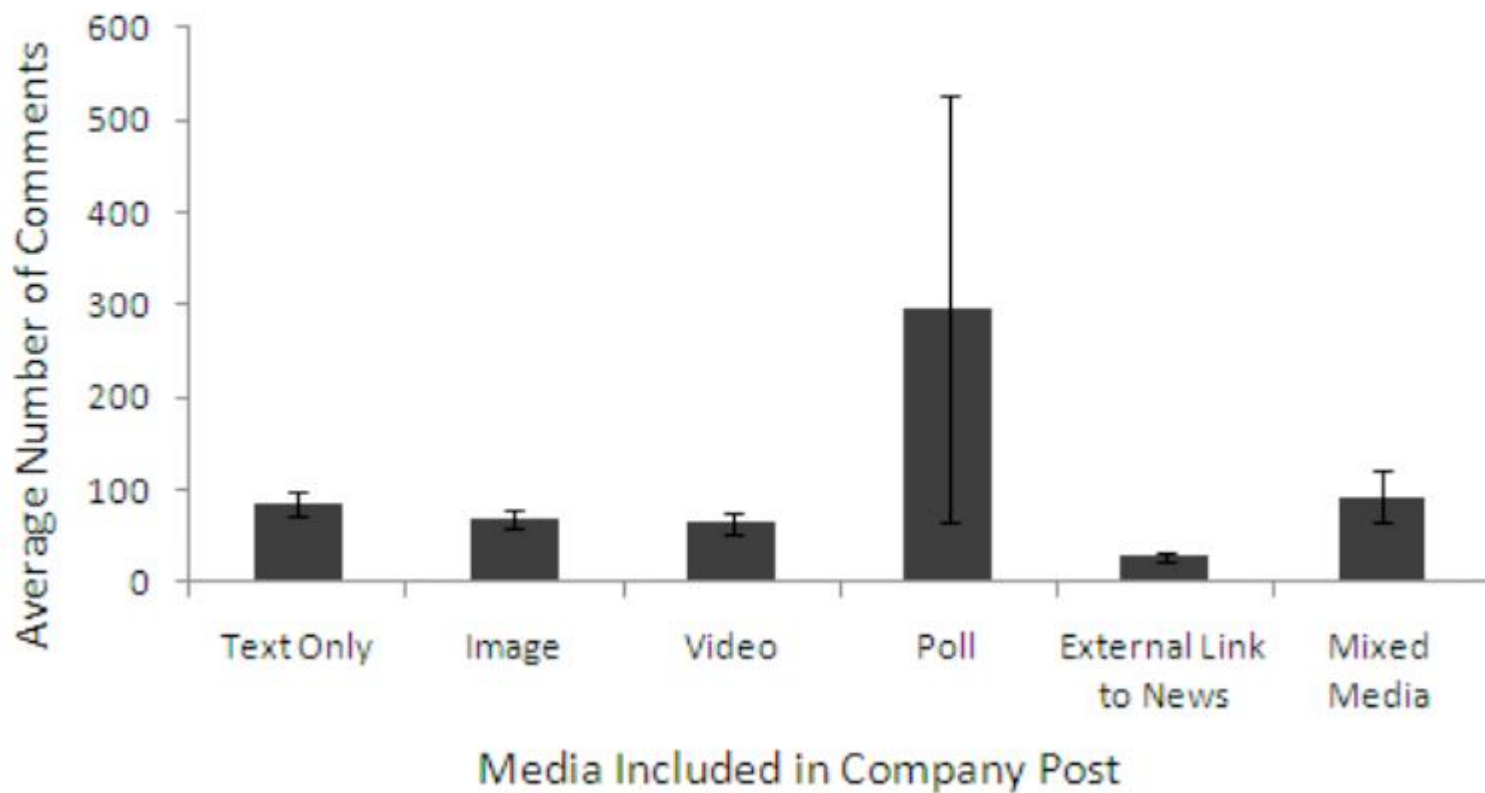
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HOGYAN?

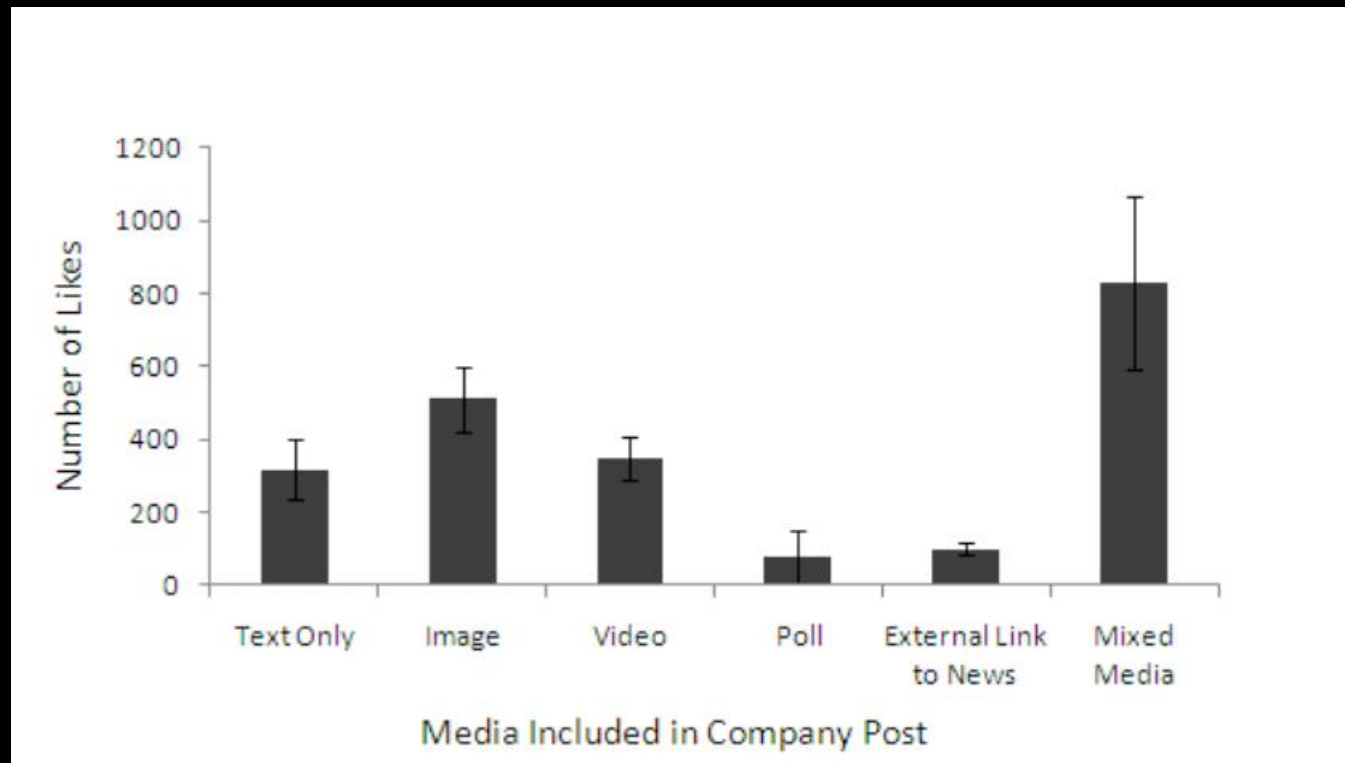
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TRÜKKÖK: SZAVAZÁS



TRÜKKÖK: VIDEÓK, KÉPEK



TRÜKKÖK: VIDEÓK, KÉPEK

<http://www.youtube.com/watch?v=IYJ9zOyzI4w&feature=relmfu>

<http://www.youtube.com/watch?v=OEdVfyt-mLw>

<http://www.youtube.com/watch?v=TtOQda0aKIc>

További kérdés esetén állok szíves rendelkezésükre!

Balatoni Zsófia ügyvezető

Zsafia.balatoni@uniomedia.hu

KÖSZÖNÖM A FIGYELMET!