

Taking Responsibility for the Future

A large, diverse group of young people, mostly of college age, are shown in a crowd. They are all smiling and cheering, with many raising their fists in a gesture of solidarity or protest. The background is bright and slightly out of focus, emphasizing the group in the foreground. The overall mood is one of collective energy and activism.

SOCIAL MEDIA CAMPAIGNS

SMALL GROUP, BIG ROAR



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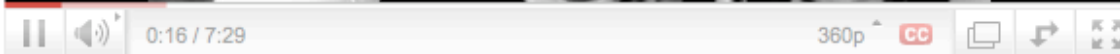
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A message from Lady Gaga to the Senate Sept 16 2010

[ladygagaofficial](#)

38 videos

[Subscribe](#)



[ladygagaofficial](#) | September 17, 2010
<http://www.sldn.org/Gaga> Call your senator at (202) 224-3121

As Seen On: [news.yahoo.com](#)

1,831,641
views



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<Embed>



Lady Gaga:
18m FB
6m Twitter
Followers

3 Things Never to Forget












- **WHO!**
- FB, Twitter, Blogs, Apps are **TOOLS**.
- Campaigns should do **ONE** thing

Agenda

- Widgets, Apps and Videos
- Activity to design a campaign that incites 25,000 calls to the State Department asking them to prioritize US Ratification of the Convention on the Rights of the Child.

Top Ten Facebook Apps

App Leaderboard

	Name	MAU 
1.	 FarmVille	73,659,543
2.	 Café World	30,215,010
3.	 iHeart	29,563,105
4.	 Birthday Cards	28,895,072
5.	 Happy Aquarium	28,383,076
6.	 FishVille	24,615,069
7.	 Facebook for iPhone	24,083,433
8.	 Texas HoldEm Poker	23,727,809
9.	 Causes	23,727,052
10.	 Mafia Wars	22,697,233

Top Ten YouTube Videos of All Time

- Justin Bieber
- Lady Gaga
- Charlie Bit My Finger
- Shakira
- Miley Cyrus
- Evolution of Dance
- Calle Ocho
- Baby Laughing
- Miley Cyrus
- Lady Gaga

PowerPoint Edit View Insert Slide Show Window Help 11:55 AM (100%)

H: 72° Pacific Palisades L: 57° 60°

THU	FRI	SAT	SUN	MON	TUE
72°	80°	77°	71°	69°	74°
57°	57°	58°	57°	57°	57°

H: 71° Santa Monica L: 56° 60°

THU	FRI	SAT	SUN	MON	TUE
71°	78°	76°	70°	69°	73°
56°	57°	58°	58°	58°	57°

Thursday

16

September 2010

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Calculator

m+ m- mc mr ÷

7 8 9 ×

4 5 6 -

1 2 3 +

0 . c =

Translate from English

To Spanish

Basketball

Version 1.0.1

(c) Piet Jonas 2006, all rights reserved.
<http://piet.jonas.com>

Works on Widgetop

☐ Play sounds

☒ Moving Basket

Gravity:

PayPal DONATE

Play on your mobile? Now available!

Done

CHUCK NORRIS FACTS

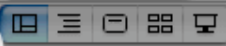
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Top 7

Crashes in History

Top Ten Best Small Laptops For 2010

Top 10 Most Expensive Laptops in



Tuesday

Slide 2 of 2

Taking Responsibility for the Future



This is Max. He likes to break things. Help Max achieve Maximum Damage by shooting his cannon (aim with the mouse, and click to fire!)

1. Dominoes

next level reset (r) Damage: \$0 / \$700

main menu Best: \$1007 Total: \$1007

ADDICTINGGAMES

get & share

Taking Responsibility for the Future

'The truth is that everybody is going to hurt you, you just have to find the ones worth suffering for.'

-Bob Marley



Relative Merits

- Videos
 - Can make many for practically zero. Can adjust and respond.
 - Short lifespan
- Widgets/Apps
 - Always have that real estate on their phone/desktop. Can communicate again.
 - Can count actions
 - Can Program in the Call to Action
 - Long Lead Time
 - Need Programmers

Make It

- What is it? Who is it for?
- Who's Making It?
- What Platform (FB, iPhone, Droid, Desktop)
- APP QUALITIES
 - Delightful
 - Simple
 - Call Function is bulletproof
 - Easy to Share

APP NUMBERS

- 25,000 calls to Hillary Clinton
- If 10% of people take action on the game, 250,000 people must play.
- 3x is a solid multiple for passing along
- **Need to get our first 83,334 players**

Get It Out There

- What is it? Who is it for?
- Distribute
 - iTunes? FB?
- Advertise
 - Where does money come from
- Publicize
- Market
 - Partners

Corporate

Other Student Groups/Children Rights Groups

Big Websites