

The Convergence of Social Media and Corporate Responsibility

Presentation by

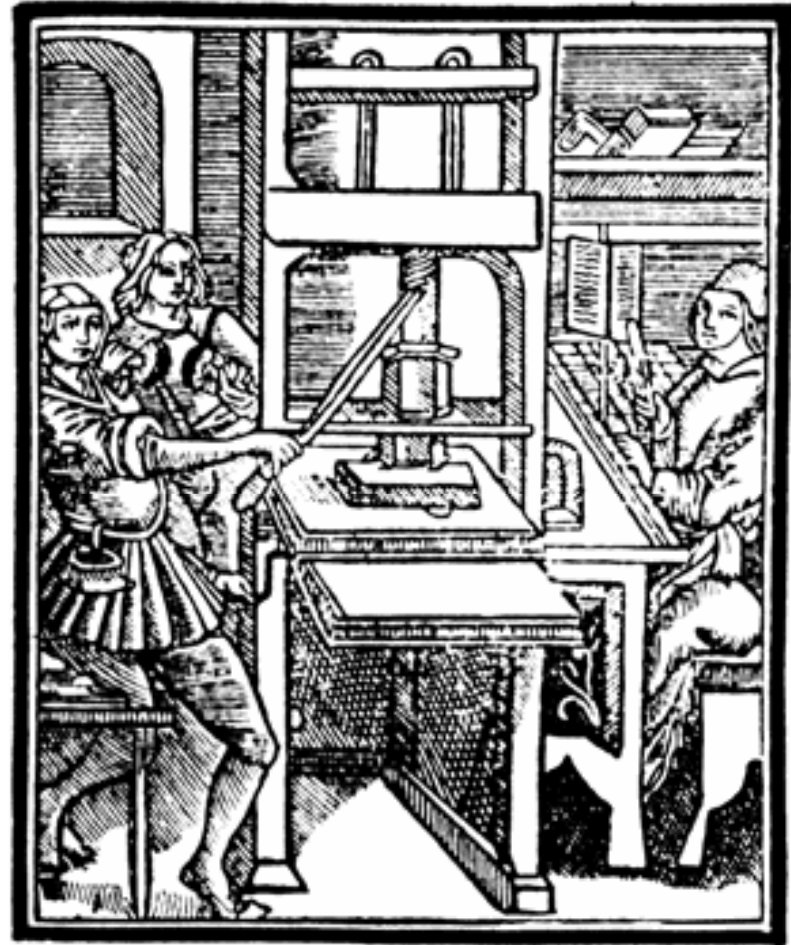
Celesa Horvath

Toronto, May 13, 2010



Typographical printing
"changed the whole
face and state of things
throughout the world"

– Sir Francis Bacon, 1620





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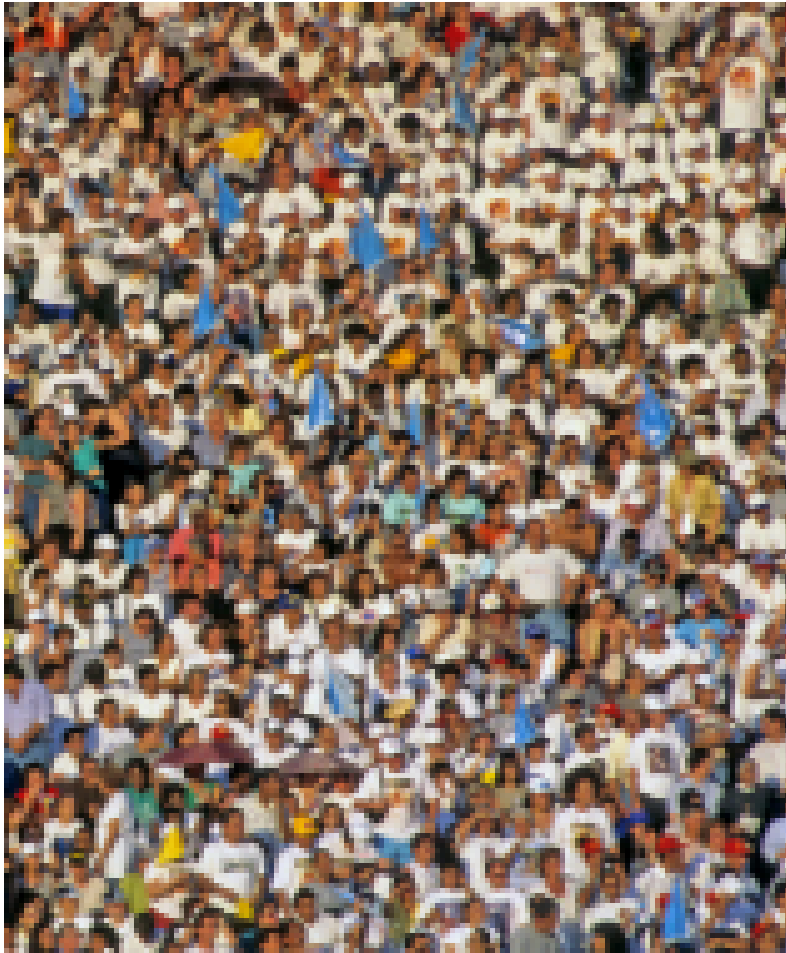
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“In a mass, far fewer people express opinions than receive them”

– C. Wright Mills, 1956



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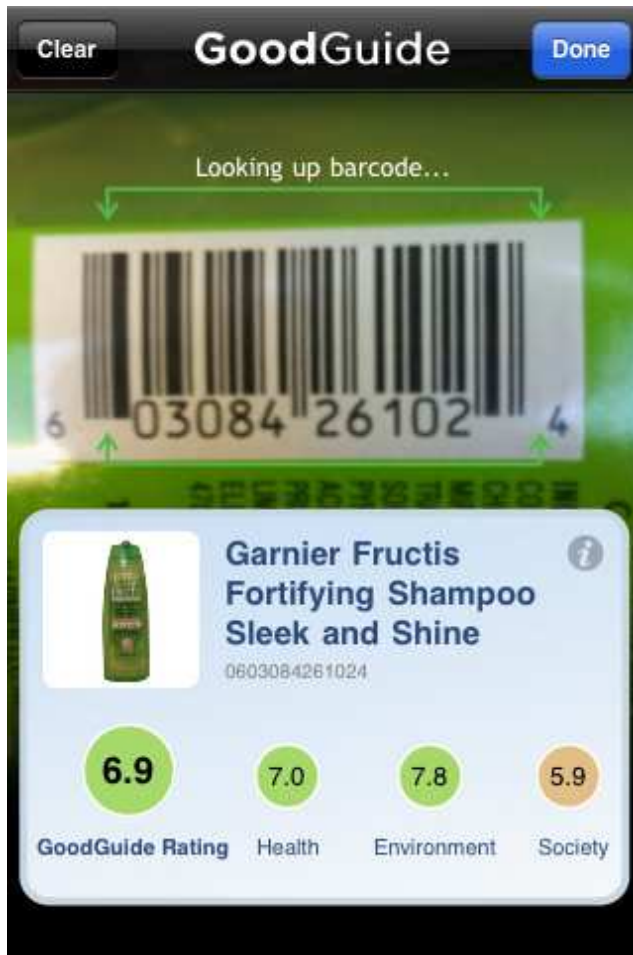


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GoodGuide^{BETA}_{TM}

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The Worst Air Fresheners



Eckerd Scented Candle,
Vanilla (Discontinued)

2.5



Clorox Disinfecting Spray,
Sunshine Breeze

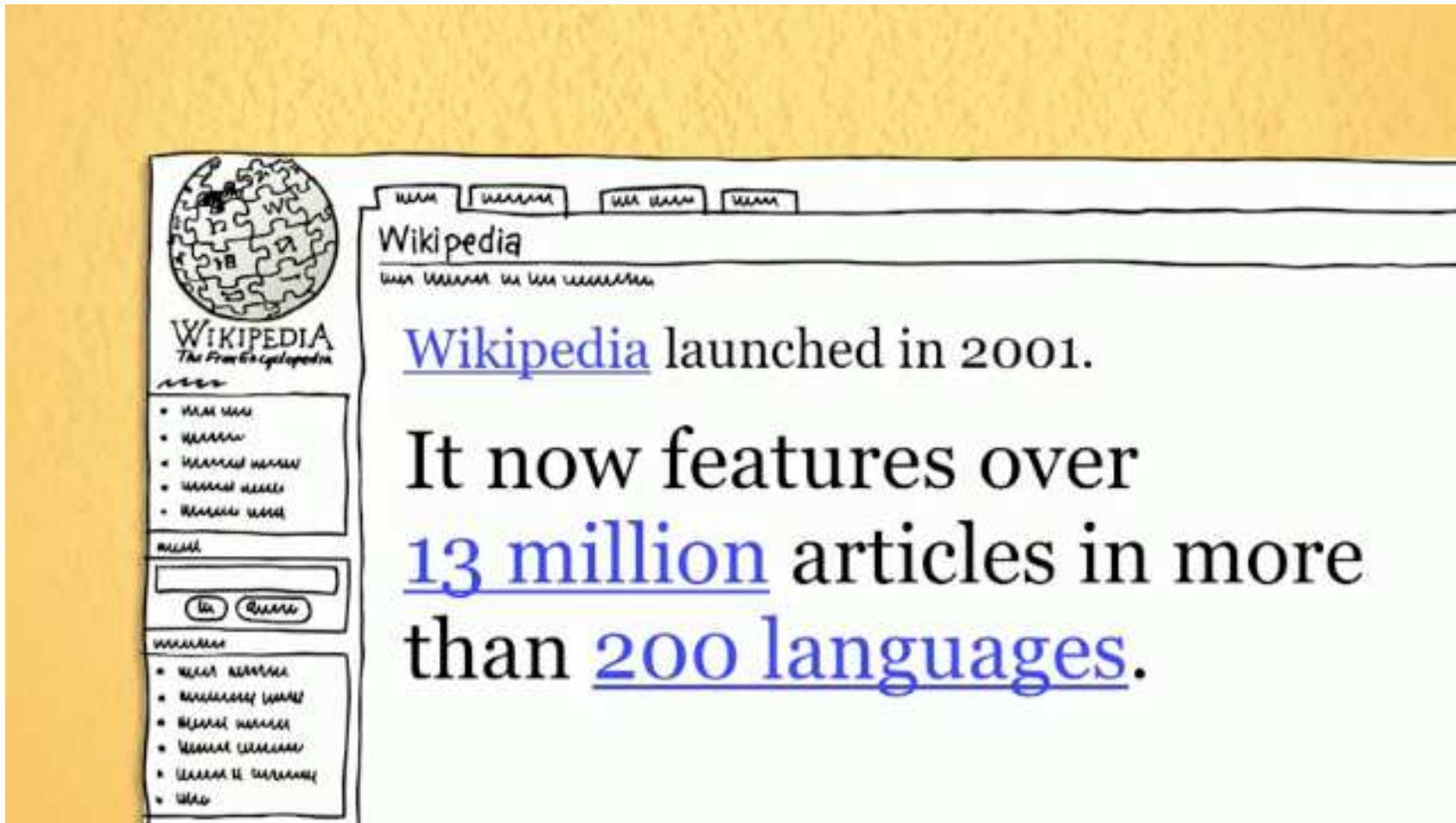
2.9



Arm & Hammer Carpet &
Room Deodorizer, Fresh
Country Breeze

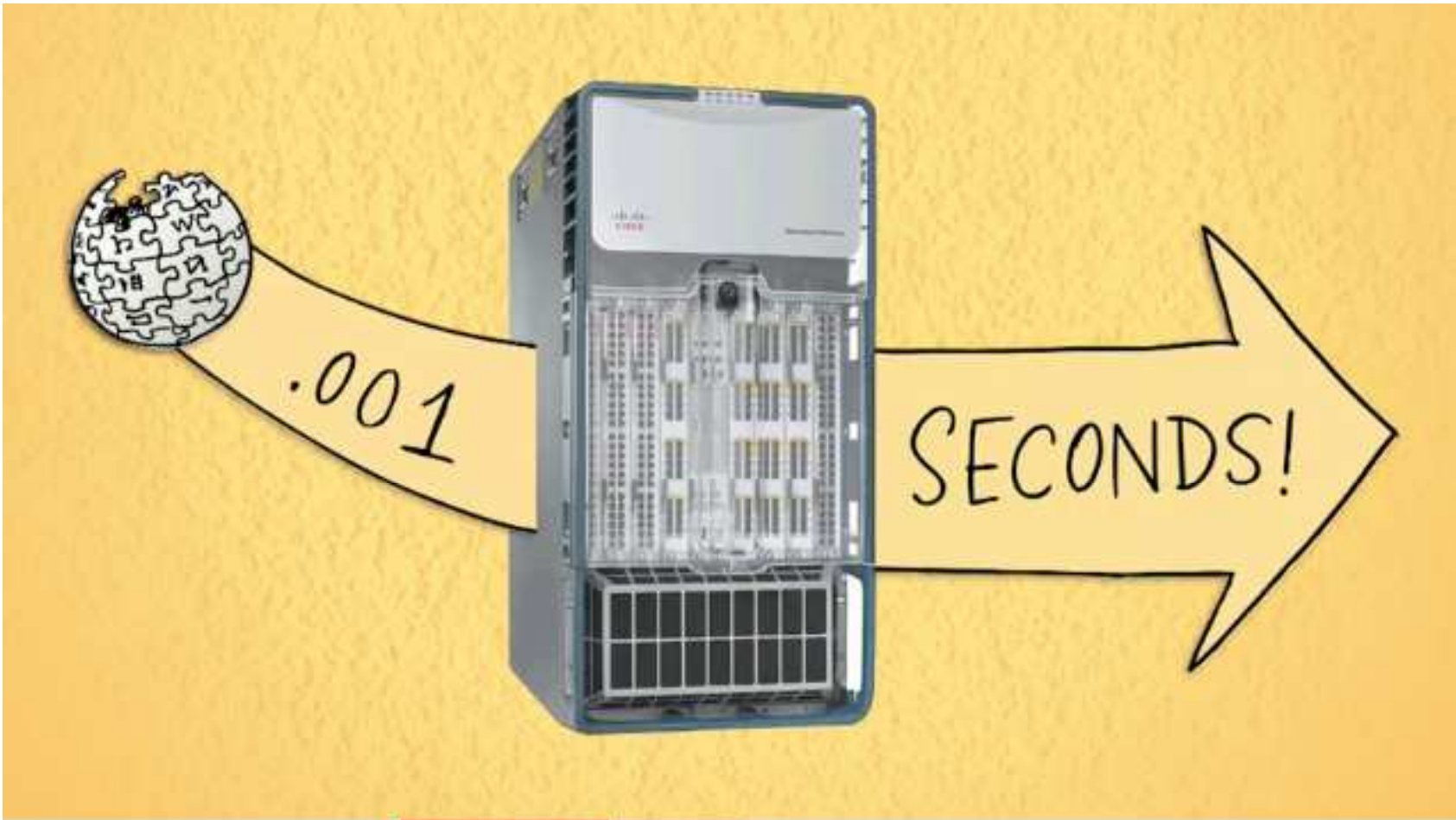
3.4

all bad air freshener »





Cisco's Nexus 7000 data switch
could move all of Wikipedia in...







Nestlé

v.

GREENPEACE

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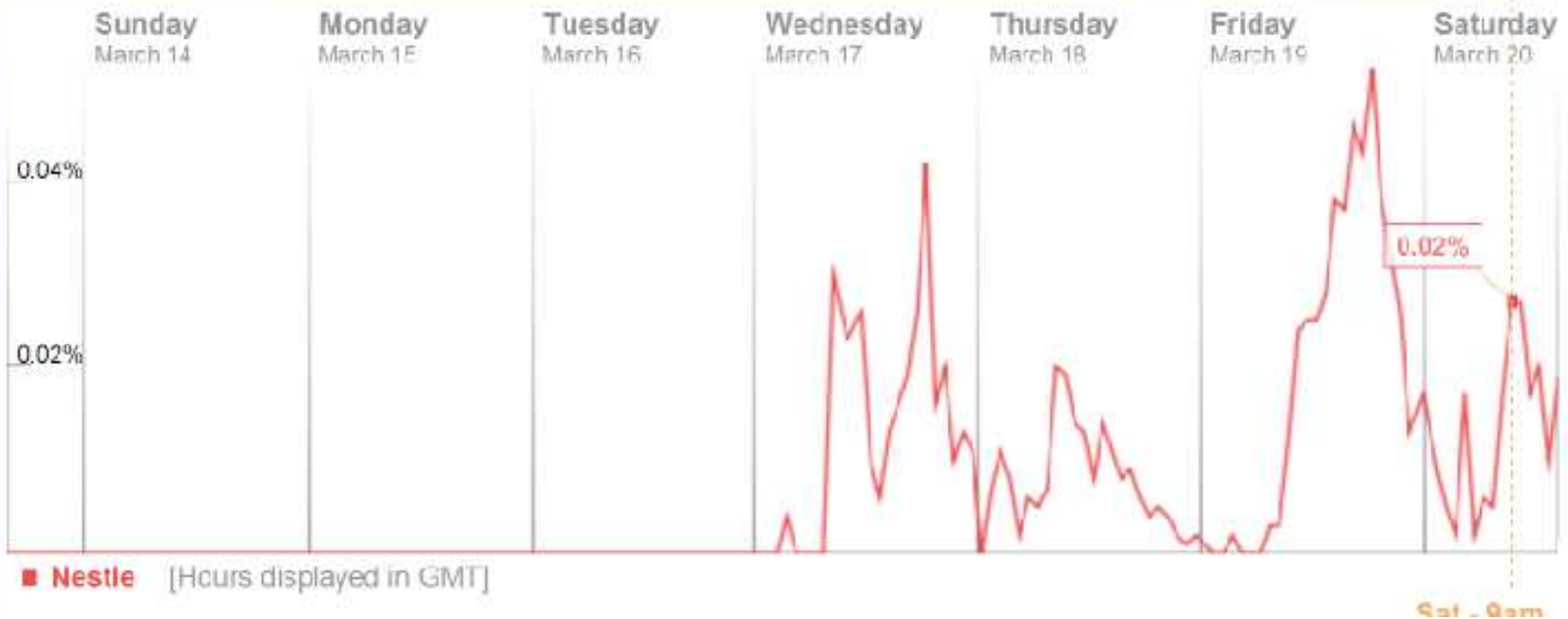
twitter

facebook

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Trends in Twitter

Powered by [Trendistic](#) © Flaptor



 Search Friends

 All Connections

 Find Friends

We'd like to help you find your friends

Your friends on Facebook are the same friends, acquaintances you communicate with in the real world. You can use any of the following tools to find your friends on Facebook:

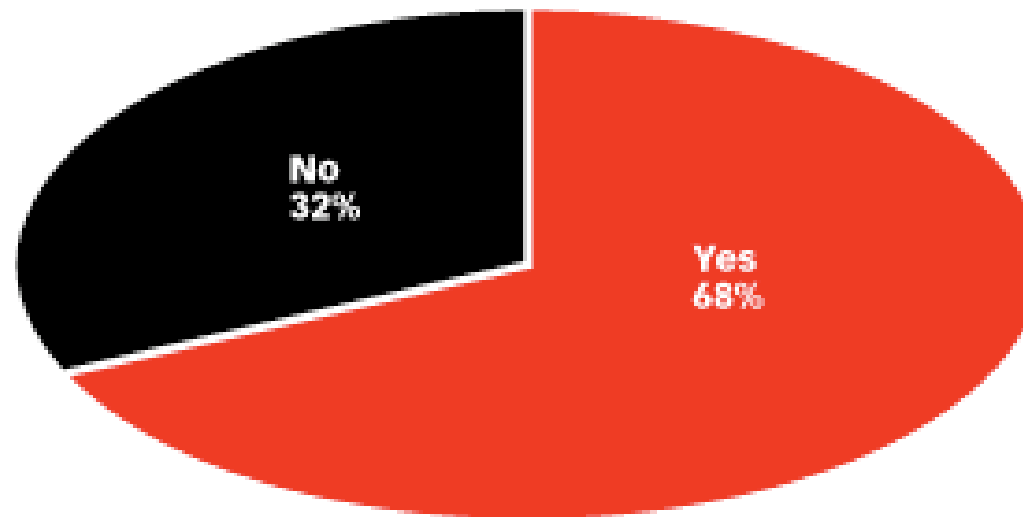


He has 9 Facebook friends.



Suggest friends for him.

US Facebook Users Who Are More Likely to Buy a Product or Visit a Retailer Based on a Positive Facebook Friend Referral, March 2010 (% of respondents)



Source: Morpace, "Facebook's Impact on Retailers," provided to eMarketer, April 1, 2010

113959

www.eMarketer.com

A screenshot of a social media privacy settings interface. At the top, a dark grey button with a white padlock icon and the text "Everyone" with a downward arrow is shown. Below it, a light grey dropdown menu is open, listing four options: "Everyone" (with a radio button), "Friends of Friends", "Only Friends", and "Customize". To the right of the dropdown menu, a small grey button with a downward arrow is visible. Below the dropdown menu, another button with a blue padlock icon and the text "Everyone" with a downward arrow is shown. The interface is separated into three sections by horizontal lines.



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Starbucks Coming this summer, #StarbucksVIA will be available at your local Grocery store! <http://bit.ly/at4811>

1:07 PM May 3rd via CoTweet by [bradnelson](#)

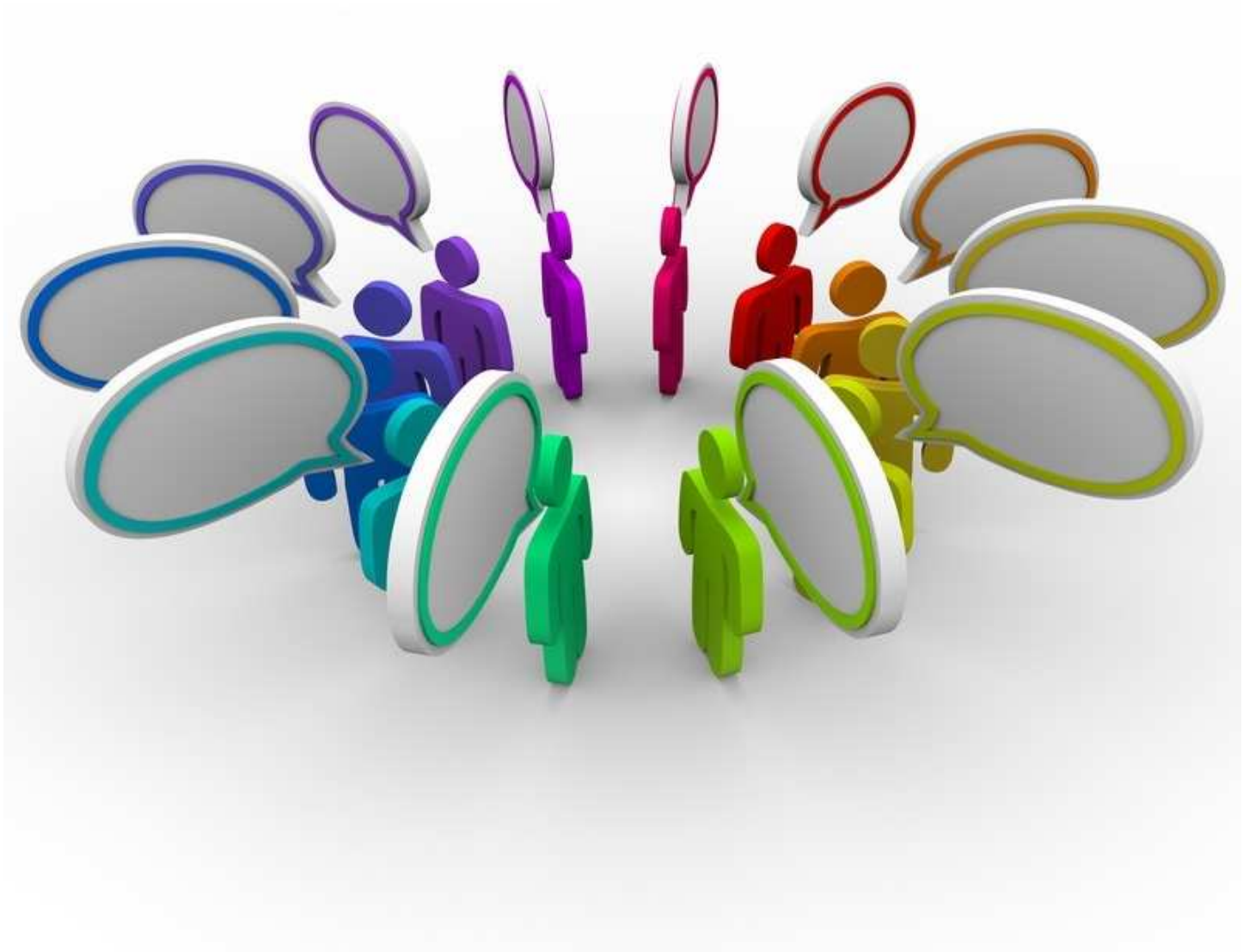
Promoted by Starbucks Coffee  42 Retweets

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The logo for VENTUS, consisting of a blue letter 'V' followed by a stylized orange and blue wave symbol, and then the letters 'NTUS' in blue.



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INNOCENTIVE
WHERE THE WORLD INNOVATES

V_{NTUS}

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Emergency Response 2.0 : Solutions to Respond to Oil Spill in the Gulf of Mexico

Tags: [Global Health](#), [Chemistry](#), [Engineering/Design](#), [Physical Sciences](#), [Public Good](#), [Life Sciences](#), [Ideation](#) 4/30/10 5/30/10 [See Details](#) 527



Recently, an explosion on an offshore oil platform in the Gulf of Mexico caused both loss of life and a sizable and ongoing oil spill. We are asking Solvers worldwide to respond quickly with ideas and approaches to react to this very serious environmental threat. Can you make a difference? Yes, InnoCentive's work with the Oil Spill Recovery Institute a few years ago is proof positive of this. We encourage you to get involved. Note: This is not a competition. This is an urgent call to action to help respond to a dangerous situation affecting the environment, wildlife, and human health of the world. There will be no award made for this Challenge. *You can try our new **Team Project functionality** on this Challenge. [Read Challenge Details](#) >>*

Source: InnoCentive Challenge ID: 9383447

[View Less](#)

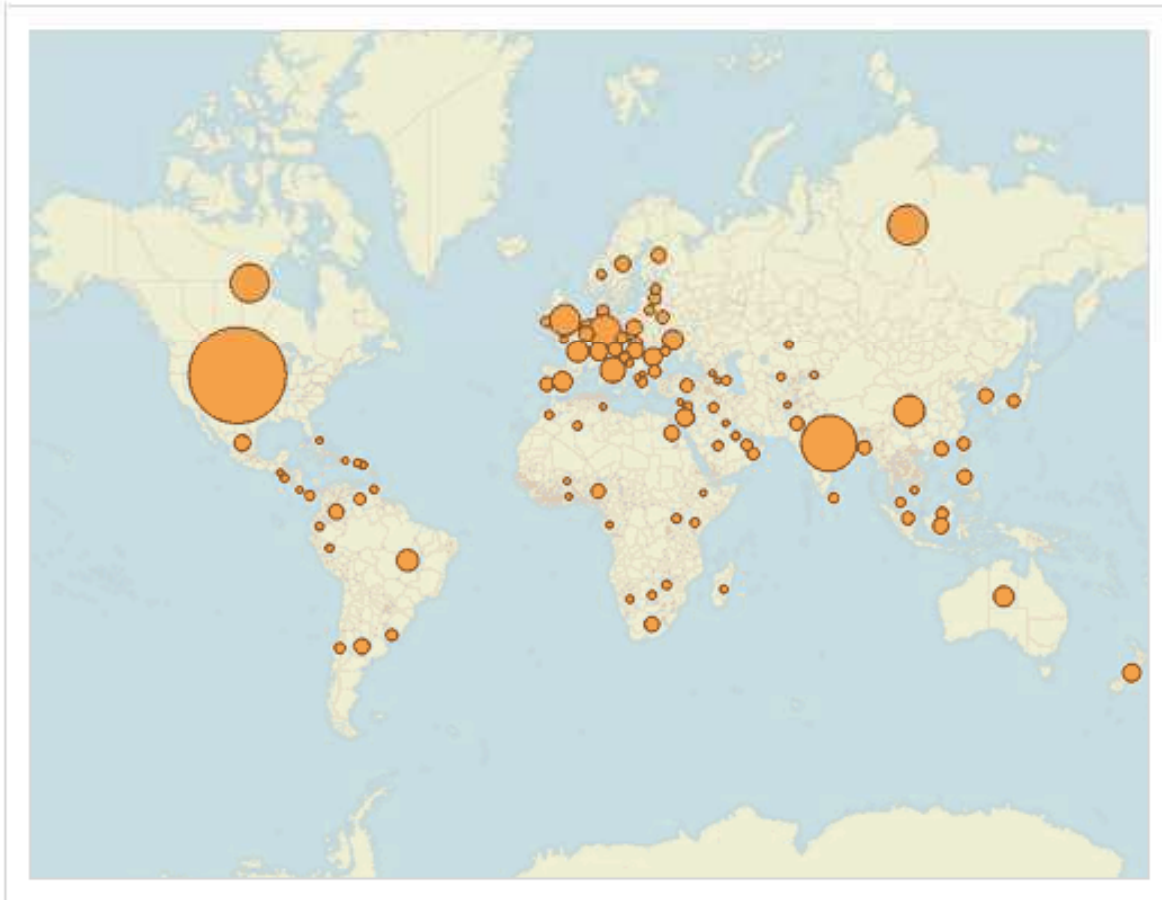


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Solver Network Map

Do something good - join the InnoCentive Solver community. Real life. Real problems. Real Impact. We have active members in over 200 countries.

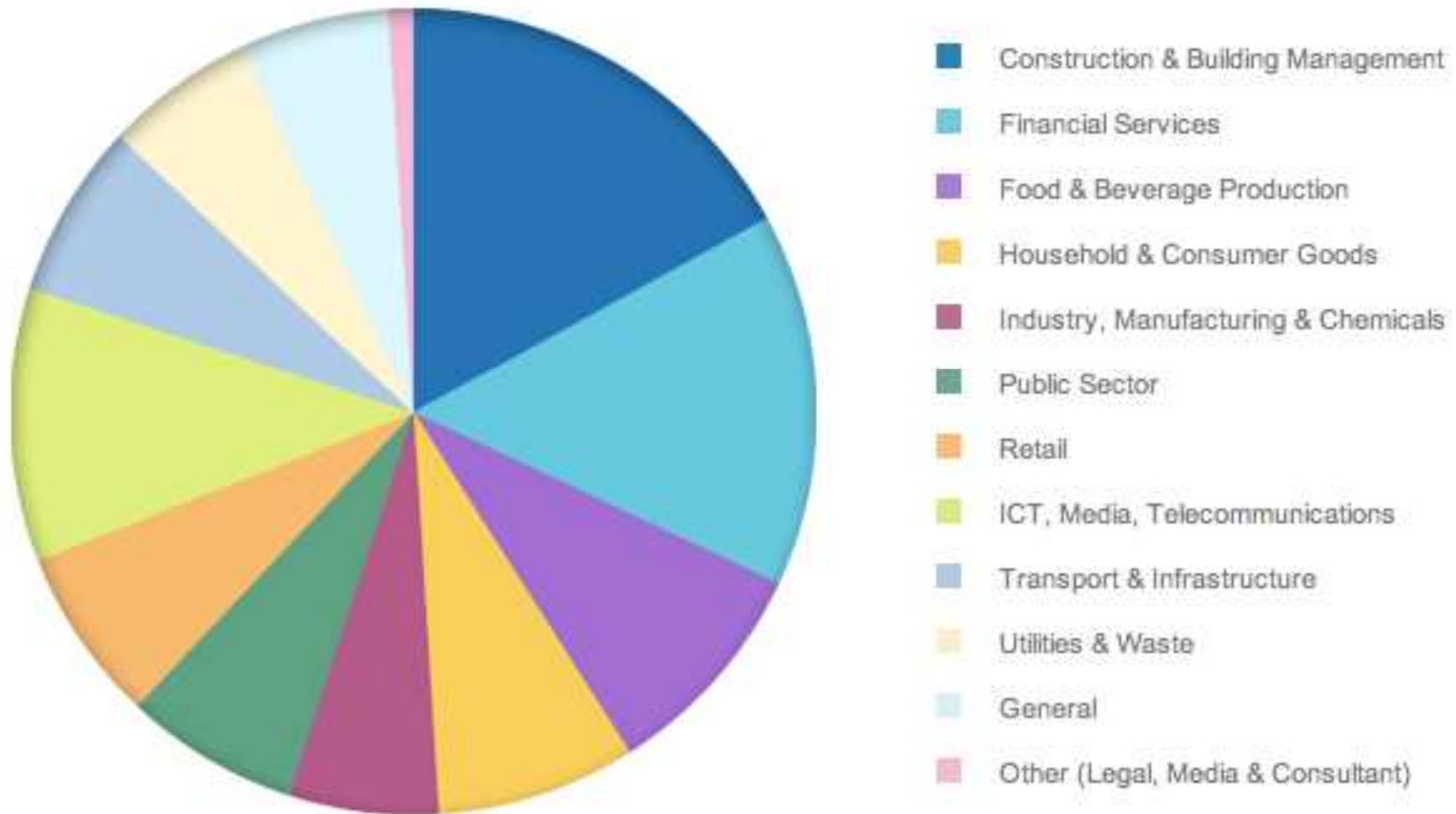
The map below represents all of the challenge solution submissions as of February, 2010, displayed by the Solver's country of origin.

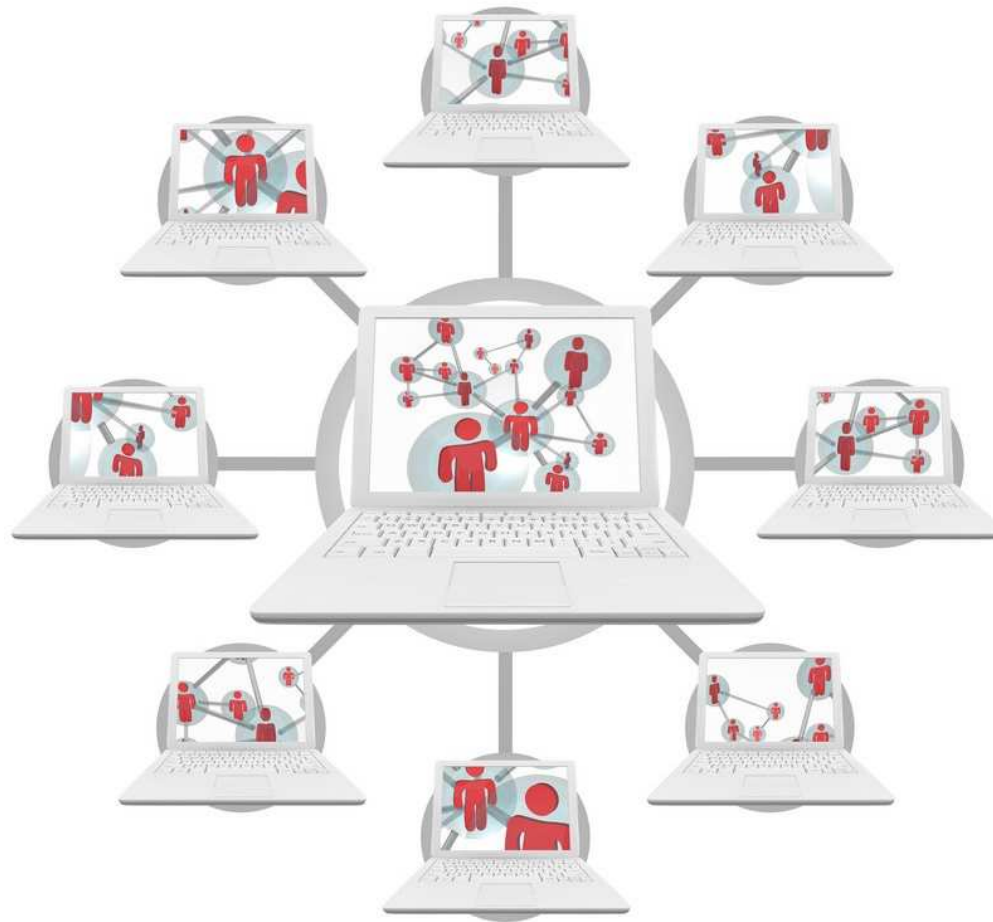


2degrees

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2. Members by Sector





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BaconBlog

✓ Following  

 Lists ▾

 ▾

#Social media has changed the whole face and state of things throughout the world

7 minutes ago via web



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Sources

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- Stack of newspapers: from Kevin Allman's blog, http://kevinallman.typepad.com/kevin_allman/2008/01/index.html
- Radio Canada: Science and Sons, <http://www.scienceandsons.com/>, via Canadian Design Resource, <http://www.canadiandesignresource.ca/officialgallery/miscellaneous/radio-canada/>
- Vintage TV: Radiola Guy, <http://www.radiolaguy.com/TVs.htm>
- Crowd image: National Geographic, http://photography.nationalgeographic.com/photography/enlarge/trichur-pooram-crowd_pod_image.html
- Wimbledon crowd: Jane Mingay, via Telegraph.co.uk, <http://www.telegraph.co.uk/news/picturegalleries/telegraph-pictures-of-the-year/3850551/Telegraph-photographers-pictures-of-the-year-Jane-Mingay.html?image=2>
- Wright Mills excerpt: http://en.wikipedia.org/wiki/Mass_society
- People/conversation bubble drawings: all Can Stock Photo, www.canstockphoto.com, by license
- Prism image: Inmagine, <http://www.inmagine.com/>, by license
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- Morpace report: www.morpace.com
- Collaboration point: Don Tapscott and Anthony Williams, Wikinomics.
- InnoCentive logo, Challenge, Solver network map: www.innocentive.com
- 2degrees logo, sector graph: www.2degreesnetwork.com