



While pundits are sounding the alarm about the detriments of a wired world, there is an upside to the current trend towards increased internet usage by many Clarington residents and Canadians in general; online social activism is starting to making a positive impact on the world.

A recent survey from Ipsos Reid found that people of all ages are spending more and more time online; in fact, they spend more than 18 hours a week online.

While entertainment, information gathering and shopping may be popular activities, many Canadians are actually going online to champion causes they believe in using social media. Some great examples of cause-worthy social media campaigns include Earth Hour, 30 Hour Famine and Twestival.

Earth Hour's social media campaign, for example, encouraged Canadians and people across the globe to help combat climate change through one united action – turn out the lights for one hour. This campaign incorporates fun and interactive elements for participants like building an online Earth Hour lantern, photo challenges and web banners for bloggers. Through unique and creative ideas, Earth Hour has provided Canadians with a way to take part in creating a sustainable future.

Another social media campaign that Canadians are supporting is World Vision's 30 Hour Famine. The 30 Hour Famine, which encourages participants to go without food for 30 hours in order to raise awareness and funds to help end poverty, has been engaging participants in conversation and contests on Facebook, Twitter and YouTube. Through their participation, Canadians have been able to change people's lives by funding programs focused on nutrition, health care and child protection all around the world.

Twestival, which is a solely Twitter-based campaign, has brought Canadian tweeters together to host local events to have fun and fundraise. By utilizing the networking power of social media, Canadians connect online via Twitter to find volunteers, sponsors and donors in order to create a fun offline social event that has raised money to build wells in communities in Africa and India.

*Article courtesy of World Vision Canada*

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