



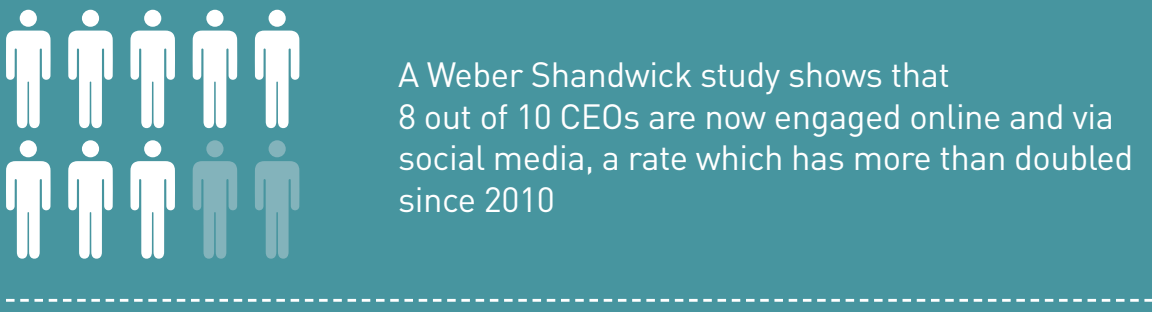
Top 30 Charity #SocialCEOs 2015

THE TOP 30

Deborah Alsina Bowel Cancer UK @DeborahAlsina	Owen Barder Center for Global Development in Europe @owenbarder
Craig Bennett Friends of the Earth @CraigBennett3	Caron Bradshaw Charity Finance Group @caronlb
Paul Breckell Action on Hearing Loss @pbreckell	Stephen Cornish Doctors Without Borders/ Médecins Sans Frontières @Stephen_Cornish
Frances Crook Howard League for Penal Reform @FrancesCrook	Mark Flannagan Beating Bowel Cancer @MarkFlannCEO
Steve Ford Parkinson's UK @SteveGFord	Nicky Goulder Create @NickyGoulder
Liam Hackett Ditch the Label @DiageoLiam	Stephen Hale Refugee Action @SHaleGeneva
Edel Harris Cornerstone @Edelharris	John Hibbs The Hibbs Lupus Trust @hibbsy
Helena Holt Devon Air Ambulance Trust @hgholt	Rhidian Hughes VODG @rhidianhughes
Andrew Johnston The Boys' Brigade @boysbrigadeceo	Dalton Leong The Children's Trust @DaltonLeong
Louise Macdonald Young Scot @Louisemac	John May The Duke of Edinburgh's International Award @johnccmay
Robert Meadowcroft Muscular Dystrophy UK @MDUK_Robert	Jo Smith Derbyshire Wildlife Trust @JoSmithDWT
Matt Stevenson-Dodd Street League @Matt_SD	Ruth Sutherland Samaritans @SamaritansRuth
Jessica Taplin Get Connected @Jessicataplin	Jeremy Taylor National Voices @JeremyTaylorNV
Jan Tregelles Mencap @JanTregelles	Peter Wanless NSPCC @PeterWanless
Andy Winter Brighton Housing Trust @AndyWinterBHT	Jo Youle Missing People @JoeyYoule

Senior Leader	Trustee	Rising Star
Karl Wilding NCVO @karlwilding	Leon Ward Uprising/Plan International UK and Brook @LeonjWard	Angela Style Endometriosis UK @angelacstyle

Why is social media so important for CEOs?



<p>CEOs cite their biggest challenge as understanding how to use social media</p>	<p>New CEOs are quicker to take up social media</p>
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Sources: <http://www.webershandwick.com/news/article/socializing-your-ceo-iii-ceo-sociality-reaches-record-high>
<http://www-935.ibm.com/services/uk/en/c-suite/csuitestudy2013/ceo-infographic.html>
<https://hbr.org/2015/05/what-ceos-have-learned-about-social-media>

Charity leaders are using social media to:

Share their organisations' stories	Provoke debate	Manage crisis situations
Talk to beneficiaries and other stakeholders	Show their human side	

GET OUR FREE BRIEFING FOR CHARITY CEOS ON ALL THE HOT ISSUES IN SOCIAL MEDIA.

- Zoe Amar zoe@zoeamar.com
- Matt Collins matt@platypusdigital.com

Our awards are in association with **JustGiving**

Also sponsored by Grant Thornton and TPP



THANK YOU TO OUR JUDGES

- Our chair, **Simon Blake** - CEO of the NUS (@simonablake)
- **Julie Bentley**, CEO of Girlguiding UK (@juliebentley)
- **Lucy Caldicott**, Interim CEO of Diversity Role Models (@lucycaldicott)
- **Meg Garlinghouse**, Head of LinkedIn4Good (@megarling)
- **Mandy Johnson**, UK Director of Partnerships at Change.org (@MandyChange)
- **Joel Lunenfeld**, VP, Global Brand Strategy, Twitter (@joell)
- **Polly Neate**, CEO of Women's Aid (@pollyn1)