

PRESS RELEASE

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Aegis Media and Social Misfits Media Help Charities Put Content Centre Stage
Practical guide published for charities, NGO's and social enterprises as part of Aegis Media's
'Future Proof' CSR programme

Aegis Media, the leading global media and digital communications specialist, and Social Misfits Media, a social media consultancy for charities and NGOs, have today published a best practice guide for charities, NGO's and social enterprises to help navigate the world of content and social media.

The free-to-download guide, "Something To Tweet About", provides valuable insight and examples on how to make the most out of content in the social media world. With contributions from Facebook, YouTube, Google+, JustGiving, Movember, and others, the guide is designed to show the possibilities for charities, irrespective of size and budget, to create and distribute content that actively engages those that matter most: beneficiaries, volunteers, donors and staff.

As part of its Corporate Social Responsibility (CSR) strategy, Future Proof, Aegis Media is dedicated to share the time, skills and expertise of its people for free to help small- and medium-sized charities develop their communications capability. This publication is part of this strategy and aims to prompt charities' thinking around the role of content in their social mission.

Frank Krikhaar, Global CR Manager, Aegis Media, said: "With online giving growing year-on-year, the role social media plays in fundraising and marketing will only increase. For this guide, experts from across our network brands have contributed to help charities make the most of their content and social media in their fundraising and marketing strategies."

Carlos Miranda, Founder, Social Misfits Media, added: " We know that most charities and social enterprises



Carat

Posterscope

Vizeum

iProspect^{IP}

isobar

are using social media, but that there are many misconceptions about how best to use these channels. In “Something to Tweet about” we provide both insights from experts and inspiration from other organisations who have created successful content. We’ve also given advice on creating various types of content when time and budget are stretched so readers can learn how to create social media content that will help them reach their organisation’s goals.”

Download the guide at: <http://www.aegismedia.com/responsibility/responsibility-reports/something-to-tweet-about.aspx>

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About Aegis Media:

Aegis Media is a leading, global media and digital communications specialist whose vision is to *Reinvent the Way Brands are Built*. Through its five global network brands of Carat, Vizeum, Isobar, iProspect, Posterscope, Aegis Media helps clients reach their consumers and achieve their goals through communications services that include digital creative execution, media planning and buying, brand tracking, social media activation and marketing analytics. Aegis Media’s operations worldwide are overseen by Dentsu Aegis Network Ltd., a governance body headquartered in London. This governance

body also oversees the operations of Dentsu Network, which manages all of Dentsu's other global business operations outside of Japan. www.aegismedia.com

About Social Misfits Media:

Social media and mobile apps have changed how we do good in the world. At Social Misfits Media our mission is to further this tech-based revolution. That's why we help charities and socially conscious businesses use social media and mobile apps to better interact with the people critical to their success. Our work focuses on developing dynamic social media strategies and mobile apps for marketing, campaigning, and fundraising purposes.

Social Misfits Media was founded by the team behind I.G. Advisors. I.G. is a consultancy working with individuals and institutions to create and implement effective philanthropy, CSR, and fundraising strategies. www.socialmisfitsmedia.com