AMPLIFY YOUR MESSAGE WITH THUNDERCLAP
AMPLIFY YOUR MESSAGE WITH THUNDERCLAP

A DIGITALGOV UNIVERSITY COURSE
AMPLIFY YOUR MESSAGE WITH THUNDERCLAP

A DIGITALGOV UNIVERSITY COURSE

AUGUST 29, 2013
AMPLIFY YOUR MESSAGE WITH THUNDERCLAP

A DIGITALGOV UNIVERSITY COURSE

AUGUST 29, 2013

PRESENTERS: DAVID CASCINO & CHELSEA ORCUTT

"@senjohnsonsd @stabenowpress Hear our voices and stop the rollback of Dodd-Frank http://thndr.it/JBZD9Z"

Join Matt Taibbi in sharing this message together at the same time - automatically.

Complete!

THE STORY

I'm the author of Griftopia and Rolling Stone columnist, arguably best known for calling Goldman Sachs a "great vampire squid wrapped around the face of humanity." Join me to protect Dodd-Frank from the bullies on Wall St.
Twitter Shuts Down Thunderclap, New Tweet-Boosting Service

Twitter appears to be building a very nice business on the basis of its ability to promote tweets. The last thing it needs is anyone else coming in and using its platform to offer a competing service.

Is that why Thunderclap, the new tweet-amplification product I wrote about last week, is suddenly offline? As of Thursday afternoon, this is what you see when you go to Thunderclap’s homepage:
Twitter Shuts Down Thunderclap, New Tweet-Boosting Service

Twitter appears to be building a very nice business on the basis of its ability to promote tweets. The last thing it needs is anyone else coming in and using its platform to offer a competing service.

Twitter shuts down 'crowdspeaking' app, Thunderclap, one day after launch
Twitter Shuts Down Thunderclap, New Tweet-Boosting Service

Twitter appears to be building a virtual megaphone to help promote tweets. The last thing it needs is another platform to offer a competing service.

Silenced by Twitter, Thunderclap Returns With a Bang on Facebook

The Kickstarter-style messaging platform that Twitter shut down less than two weeks ago is back. This time it's taking its flash mob approach to Facebook—and taking calls from the White House, Al Jazeera, Glenn Beck's crew, and The United Nations.

By: Christina Chaey
CAUSE

Sharks in Danger of Extinction

“We support #SharkWeek conservation partners and want to keep our finned friends safe from extinction. http://thndr.it/NWTwOR”

Join Shark Week in sharing this message together at the same time - automatically.

Complete!

THE STORY

We love sharks! This year, Discovery Channel will celebrate the 25th anniversary of Shark Week beginning Sunday, August 12th at 9pm ET/PT. We’re proud to support our conservation partners in protecting shark species all over the world.
BRANDED ASSETS
BRANDED ASSETS  +  MESSAGE
BRANDED ASSETS + MESSAGE +

Thursday, August 29, 13
BRANDED ASSETS  +  MESSAGE  +  EVENT
BRANDED ASSETS + MESSAGE + EVENT + NETWORK

#LEEDworks

#LEED BUILDINGS ARE IMPORTANT
#LEEDworks

#LEED BUIILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

Thursday, August 29, 13
#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

Thursday, August 29, 13
#LEEDworks

**Branded Assets**

**Message**

#LEED BUILDINGS ARE IMPORTANT

**Event**

WEEK-LONG #LEEDWORKS CAMPAIGN

**Network**

ENVIRONMENTALISTS AND POLICY MAKERS

Thursday, August 29, 13
#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

Thursday, August 29, 13
BRANDED ASSETS + MESSAGE + EVENT + NETWORK

#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

PREMIO LO NUESTRO AWARDS SHOW

Thursday, August 29, 2013
BRANDED ASSETS + MESSAGE + EVENT + NETWORK

#LEEDworksl

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

PREMIO LO NUESTRO AWARDS SHOW

FANS OF JENNI + VIEWERS

THUNDERCLAP
#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

PREMIO LO NUESTRO AWARDS SHOW

FANS OF JENNI + VIEWERS

THUNDERCLAP

Thursday, August 29, 13
#LEEDworks

**Branded Assets**

#LEED BUILDINGS ARE IMPORTANT

**Message**

WEEK-LONG #LEEDWORKS CAMPAIGN

**Event**

ENVIRONMENTALISTS AND POLICY MAKERS

REMINDING JENNI RIVERA

**Network**

PREMIO LO NUESTRO AWARDS SHOW

FANS OF JENNI + VIEWERS

ENDANGERED SHARK CONSERVATION

**Shark Week 25 Years**

Thursday, August 29, 13
BRANDED ASSETS + MESSAGE + EVENT + NETWORK

#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

PREMIO LO NUESTRO AWARDS SHOW

FANS OF JENNI + VIEWERS

ENDANGERED SHARK CONSERVATION

SHARK WEEK ON DISCOVERY CHANNEL

THUNDERCLAP

Thursday, August 29, 13
BRANDED ASSETS + MESSAGE + EVENT + NETWORK

#LEEDworks

#LEED BUILDINGS ARE IMPORTANT

WEEK-LONG #LEEDWORKS CAMPAIGN

ENVIRONMENTALISTS AND POLICY MAKERS

REMEMBERING JENNI RIVERA

PREMIO LO NUESTRO AWARDS SHOW

FANS OF JENNI + VIEWERS

ENDANGERED SHARK CONSERVATION

SHARK WEEK ON DISCOVERY CHANNEL

VIEWERS + ENVIRONMENTALISTS

Thursday, August 29, 13
Title
Name your Thunderclap project. The catchier, the better.

Give it a title

Category
Choose a category that best fits your project so we can help you promote it.

Book

Message
Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message

Message Link
Please enter the URL to where your message will direct people. Make sure this is the correct link as you will *NOT* be able to alter this link once supporters have agreed to share it.

http://

Campaign photo
Upload a picture that drives your message home

Edit Your Story
Why should people amplify your message? Tell the story behind your Thunderclap and why you want to get the word out.
Title
Name your Thunderclap project. The catchier, the better.
Title
Name your Thunderclap project. The catchier, the better.

Category
Choose a category that best fits your project so we can help you promote it.

- Book
- Cause
- Charity
- Community
- Creative
- Digital Content
- Education
- Environment
- Film
- Health
- Music
- Other
- Politics
- Product
- Publishing
- Sports
- Technology
Message
Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message
**Message**
Describe your cause or mission—what do you want from your supporters? Keep it simple!

Please Note: This will only change the message for your future supporters. Previous supporters will retain the old message.

Enter your message

**Message Link**
Please enter the URL to where your message will direct people. Make sure this is the correct link as you will *NOT* be able to alter this link once supporters have agreed to share it!

http://
Campaign photo

Upload a picture that drives your message home

Change image
Campaign photo
Upload a picture that drives your message home

Edit Your Story
Why should people amplify your message? Tell the story behind your Thunderclap and why you want to get the word out.

Write your story
Supporter Goal
Choose a target number of supporters for your project. Remember, if the goal is not reached, your message will not be sent, so be realistic!

- **Small Thunderclap (100 supporters)**
  Ideal for individuals and small teams

- **Medium Thunderclap (250 supporters)**
  Fit for medium organizations or teams with a strong network

- **Large Thunderclap (500 supporters)**
  Recommended for corporations, institutions and brands
Supporter Goal
Choose a target number of supporters for your project. Remember, if the goal is not reached, your message will not be sent, so be realistic!

- **Small Thunderclap (100 supporters)**
  Ideal for individuals and small teams

- **Medium Thunderclap (250 supporters)**
  Fit for medium organizations or teams with a strong network

- **Large Thunderclap (500 supporters)**
  Recommended for corporations, institutions, etc.

**Schedule your Thunderclap**

We recommend 7 to 14 days

**September 2013**

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Time**
12:00pm

**Zone**
(GMT-05:00) Eastern Time
Who are you?
Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Your bio
Who are you?
Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Email
Don’t worry, we won’t spam you. We just need to notify you when your Thunderclap gets approved!

chelsea@thunderclap.it

Are you on Twitter?
This is totally optional, but we may include a button at certain points in the experience so that supporters can follow you on Twitter.

@ChelseaOrcutt
Who are you?
Tell us more. Why is this message important to you? This will appear on your Thunderclap page next to your name and profile photo.

Your bio

Email
Don’t worry, we won’t spam you. We just need to notify you when your Thunderclap gets approved!

chelsea@thunderclap.it

Are you on Twitter?
This is totally optional, but we may include a button at certain points in the experience so that supporters can follow you on Twitter.

@ChelseaOrcutt
REPETITION
REPETITION
REPETITION

LEVERAGE ALL CHANNELS
REPETITION

LEVERAGE ALL CHANNELS
REPETITION

LEVERAGE ALL CHANNELS

IDENTIFY INFLUENCERS
REPETITION

LEVERAGE ALL CHANNELS

IDENTIFY INFLUENCERS
REPETITION

LEVERAGE ALL CHANNELS

IDENTIFY INFLUENCERS

SAY THANKS
#NowIsTheTime to act

“I support common-sense steps to reduce gun violence. #NowIsTheTime to act. Share this if you agree: http://thndr.it/ZCv5wX”

Join The White House in sharing this message together at the same time - automatically.

Complete!

THE STORY

NOW IS THE TIME TO DO SOMETHING ABOUT GUN VIOLENCE.
#NOWISTHETIME

ORGANIZER

The White House
@whitehouse

This is an official White House thunderclap. Learn more about the President's plan to reduce gun violence at wh.gov/nowisthetime

THUNDEROUS SUPPORTERS
#NowIsTheTime to act

“I support common-sense steps to reduce gun violence. #NowIsTheTime to act. Share this if you agree: http://thndr.it/ZCv5wX”

Join The White House in sharing this message together at the same time - automatically.

Complete!

Our voices are louder when we speak together. Use this simple tool to pre-set a post to Twitter and/or Facebook that will go simultaneously with thousands of others.

GET STARTED
"This World Humanitarian Day I'm doing something good, somewhere, for someone else. Join me! #WHD2012 #IWASHERE http://thndr.it/PkC2Xe"

Thanks for your support. You've added a social reach of 215.
If you've changed your mind about this Thunderclap, click here to opt out.

Complete!

Social Reach
1,029,763,492 People

Time Left
Complete!
Ends August 19 at 9:00 AM

The United Nations and humanitarian aid organizations around the world are joining forces with international star Beyoncé, and leading creative-industry partners Droga5 and Ridley Scott & Associates to celebrate World Humanitarian Day 2012.
“This World Humanitarian Day I’m doing something good, somewhere, for someone else. Join me! #WHD2012 #IWASHERE http://thndr.it/PkC2Xe”

Thanks for your support. You’ve added a social reach of 215.

If you’ve changed your mind about this Thunderclap, click here to opt out.

Complete!

THE STORY

ORGANIZER

The United Nations and organizations around the world work with international forces with internationally recognized leading creative-industry figures and Ridley Scott & Associates.

World Humanitarian Day

THUNDEROUS SUPPORTERS

Rihanna
84,264,730 Connections

Lady Gaga
81,686,505 Connections

Justin Bieber
72,866,045 Connections

Shakira
71,753,546 Connections

Sina Weibo 新浪微博
50,602,028 Connections

Coca-Cola
49,245,436 Connections

Beyoncé Knowles
43,306,861 Connections

MTV
41,412,823 Connections

David Guetta
40,498,527 Connections
The March for Innovation

"#IMarch for Innovation. Tell Congress we need smart immigration reform. Attract & keep talent in USA http://thndr.it/Y2R5LJ"

Join March for Innovation in sharing this message together at the same time - automatically.

Complete!

The Story

The March For Innovation

March for Innovation @MarchForInnov

We are a coalition of innovators - from tech companies to concerned citizens - who demand smarter immigration reform so that we can attract and keep top talent in the United States. Find out more at marchforinnovation.com.
Stats for **The March for Innovation**

<table>
<thead>
<tr>
<th>SUPPORTERS</th>
<th>PROMOTIONS</th>
<th>CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Supporters</td>
<td>Facebook Promotions</td>
<td>Facebook Clicks</td>
</tr>
<tr>
<td>1,661</td>
<td>517</td>
<td>1,012</td>
</tr>
<tr>
<td>Twitter Supporters</td>
<td>Twitter Promotions</td>
<td>Twitter Clicks</td>
</tr>
<tr>
<td>1,213</td>
<td>257</td>
<td>5,328</td>
</tr>
<tr>
<td>Unique Supporters</td>
<td></td>
<td>Thunderclap Clicks</td>
</tr>
<tr>
<td>2,648</td>
<td></td>
<td>974</td>
</tr>
</tbody>
</table>

2,648 of 1,000 Supporters
264% of Goal Supported

45,737,949
Social Reach

7,319
Total Clicks

Supporters | Download all in CSV format

<table>
<thead>
<tr>
<th>Name</th>
<th>Profile</th>
<th>Network Size</th>
<th>Shared</th>
<th>Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barack Obama</td>
<td>@BarackObama</td>
<td>31,526,388 followers</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Profile</th>
<th>Network Size</th>
<th>Shared</th>
<th>Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russell Simmons</td>
<td>@Russ</td>
<td>2,755,983 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Name</td>
<td>Profile</td>
<td>Network Size</td>
<td>Shared</td>
<td>Shared</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------</td>
<td>--------------------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>Barack Obama</td>
<td>@BarackObama</td>
<td>31,526,388 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Russell Simmons</td>
<td>@UncleRUSH</td>
<td>2,726,923 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Padmasree</td>
<td>@Padmasree</td>
<td>1,442,821 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Jerry Brown</td>
<td>@JerryBrownGov</td>
<td>1,051,400 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Joe Trippi</td>
<td>@JoeTrippi</td>
<td>1,011,298 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Steve Case</td>
<td>@SteveCase</td>
<td>574,775 followers</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Roger Royse</td>
<td>@rroyse00</td>
<td>411,994 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Laura i. gómez</td>
<td>@laura</td>
<td>267,578 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Brad Feld</td>
<td>@bfeld</td>
<td>131,953 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Anamitra banerji</td>
<td>@anamitra</td>
<td>104,684 followers</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Oscar Yasser (Akira)</td>
<td>@akirareiko</td>
<td>98,900 followers</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
Food Revolution Day

“I’m supporting Food Revolution Day because I believe food education & cooking skills can help save lives #FRD2013 http://thndr.it/ZA01aE”

Join Food Revolution in sharing this message together at the same time - automatically.

Complete!

THE STORY

Food Revolution Day 2013

Food Revolution
@FoodRev

Jamie Oliver and the Food Revolution Day team want to change the way people eat by giving them the skills and knowledge to cook again, as well as motivating people to stand up for their right to better food. Food Revolution Day aims to educate and inspire people everywhere to cook and enjoy better food and empower them to demand better food standards and improved food education from governments, schools and food manufacturers.
Help change the mobile world!

“Join me in celebrating #FirefoxOS, a new mobile operating system. Powered by the Web. Made by a non-profit. http://thndr.it/19fNUt6”

Join Firefox in sharing this message together at the same time - automatically.

Complete!

SUPPORTERS
44,066 of 35,000
125% of goal supported

SOCIAL REACH
16,990,964
People

TIME LEFT
Complete
Ends Jul 25, 1:00 PM EDT
Two Minute Silence

“I’ll be remembering the fallen at 11 o’clock #2MinuteSilence #LestWeForget http://thndr.it/Yrtm8F”

Join The Royal British Legion in sharing this message together at the same time - automatically.

Complete!
Two Minute Silence

“I’ll be remembering the fallen at 11 o’clock #2MinuteSilence #LestWeForget
http://thndr.it/Yrtm8F”

Join The Royal British Legion in sharing this message together at the same time automatically.

Complete!
Help Alice Pyne Save Lives

“Join the bone marrow register & help save the life of someone like Alice Pyne, let's get #onelifeliveit trending http://thndr.it/TbBkCm”

Join Glen Richardson in sharing this message together at the same time - automatically.

Complete!

THE STORY

Help to spread the message - we want Alice's Bone Marrow Donation tweet to trend on twitter, we will all be helping to spread the Bone Marrow Message on a Global Scale and raise awareness.

For the past 5 years Alice has been fighting cancer. Two years ago she was told that her cancer was terminal so she then created a 'Bucket List' of things she wanted to do before she passed away. Since then Alice has been on a mission to tick away these items from her list and this year has completed 10 of her childhood dreams.

ORGANIZER

Glen Richardson

Social media expert Kay Hebbourn and JustBought.it are working closely with Alice and her family.

On the 28th November we’re hosting an event called ‘Commerially Social’ where we'll be demonstrating the power of social media to raise awareness for the number 1 item on Alice’s bucket list; to get everyone eligible to join a bone marrow register. Full details about the event can be found here: http://commerciallysoci.al

Thank you for your help and support.
THANK YOU

www.thunderclap.it
@ThunderclapIt
help@thunderclap.it