

# Social media kindness photographs



**Ice bucket challenge (2014)** – 17 million people took part in the challenge, raising £90 million for Amyotrophic Lateral Sclerosis.



**#riotwombles (2011)** – After the England riots in 2011 a clean-up operation was organised spontaneously using social media.



**Change.org** – Each year 300,000 petitions help people change organisations. For example, 297,000 people lobbied Tesco to stop selling caged eggs and succeeded in 2019.

## change.org

**Missing maps** – Missing Maps is a humanitarian project that maps parts of the world vulnerable to natural disasters, conflicts and disease. Also available as a 'Map swipe' app on mobile phones



## Missing Maps

### Sources

- <https://www.theguardian.com/society/2016/jul/26/ice-bucket-challenge-als-charitygene-discovery>
- <https://www.standard.co.uk/news/remember-youre-a-riotwomble-6431361.html>
- [www.change.org](http://www.change.org)
- [www.missingmaps.org](http://www.missingmaps.org)

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