David Coethica's Blog

Demand more good.

Vote for CSR!

with 2 comments

i
2 Votes

"Hollywood has the Oscars. Broadway has the Tonys. Now Twitter has the…Shorty Awards" – The New York Times

The Shorty Awards honour the best people and organizations on Twitter. These unique awards are for the Twitter community, by the Twitter community. Online voting is public and democratic, culminating in an awards ceremony that recognizes the winners in 27 official categories as well as those in brand new crowd-sourced ones.

About the Process

The second annual Shorty Awards nomination process has begun! In January 2010, the community is invited to nominate Twitter users for excellence over the past year. The awards recognize each content creator's entire body of work, not just an individual tweet. Nominations are made by sending a tweet, whether it's through this site or on Twitter.

In February, the nominees will be narrowed down to five finalists in each category. Winners will be determined by a combination of popular vote and by the members of the new Real-Time Academy of Short Form Arts & Sciences.

Ok, lets cut straight to the chase. I want people to vote for **CSR**. I'm not going to complain if you want to vote for me, but this is a fantastic opportunity to raise the profile of great work and great people across Twitterland that have added real energy to the CSR agenda.

My favourite CSR Twitter people during 2009 worth considering for your vote are as follows:

@davidcoethica – smaller businesses & sport expert and all round CSR believer

@elainecohen – insightful & humourous csr reporting expert and chunky monkey fanatic!

@fabianpattberg – great news, opinion and online forum

@realizedworth – Chris Jarvis – top CSR and corporate volunteering expert

@timberland_jeff – Jeff Swartz (Timberland CEO) – inspirational business leader who exemplifies what CSR can (& should) look like & accessible via Twitter!

Now click on the box below and vote for them all and any others you deem worthy of a Shorty and then get your friends to do the same!

Written by davidcoethica

January 7, 2010 at 1:51 am

Posted in Communications, Corporate Social Responsibility, CSR, Events

Tagged with Beyond Biz, Chris Jarvis, Coethica, CSR, David Connor, Elaine Cohen, Fabian Pattberg, Knight Foundation, Realiszed Worth, Shorty Awards, Sustainability Forum, Timberland, Twitter

2 Responses

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> Dear David,
>
> I like your Twitter feed but the number of Shorty awards tweets which you post on Twitter is not acceptable. That's why I reported davidcoethica for spam.
>
> Regards,
> Mia
>
> ◎ Like
> Like
>
> **Mia**
>
> January 24, 2010 at 1:06 pm
>
> Reply
>
> > Hi Mia
> >
> > Wow. I am surprised you consider 4 / 5 votes over a day spam. Considering there is such a wonderful community of CSR and related Twitterers, and I've only voted for those I genuinely believe are deserving of recognition, I have held back! CSR people tend to be passionate and motivated characters, largely unsung on a daily basis and this is one entertaining way of sharing mutual admiration. I'm glad you enjoy the rest of my Tweets but to be honest I'm somewhat confused by your suggestion.

David

Voting ends at midnight this coming Friday

Like
Like

davidcoethica

January 24, 2010 at 10:04 pm

Reply

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