



#GlobalApplause

Give volunteers a hand



12.2.2016.

Goodbye 'Keyboard Activism': 2016 is the year of the 'Keyboard Volunteer'

United Nations Volunteers reveals growth of online volunteering

02 December 2016, Bonn, Germany: To mark International Volunteer Day today, the United Nations Volunteers (UNV) programme has released encouraging new figures demonstrating a rise in 'keyboard volunteers' as interest in the UNV Online Volunteering service swells.

Research shows that the volume of conversations online around "online volunteering" more than doubled in the last year, with the United States of America accounting for almost 34 per cent of all conversations, while applications for the United Nations Online Volunteering service rose by 10 per cent in the same period.

The new findings mark the launch of a campaign which aims to celebrate the contribution made by the billion volunteers across the world. #GlobalApplause will see stories and recognition shared from and to volunteer-involving organizations all over the world, on Facebook and Twitter.

In addition to the almost 7,000 volunteers working on projects in the field, UNV has a network of over 12,000 online volunteers. For online assignments, organizations and volunteers team up to address sustainable development challenges, with volunteers working from a computer, tablet or mobile phone anywhere in the world, on a vast range of projects, including translation services, graphic design and project management.

Richard Dictus, UN Volunteers Executive Coordinator comments: "Trust in our world, our leaders, our future and our values has been shaken this year by a growing sense of divisiveness, which often comes to a head online and via social media. We're pleased to see that despite the sometimes negative environment of the web, the internet can still be a force for good and empower thousands of people to make a real difference to communities across the world each day.

While 'keyboard activists' can often be derided for failing to make an impact, through the UNV Online Volunteering service, every day volunteers are working for peace and development through the power of their keyboard and today is the perfect opportunity to remember the contribution they – and the billions of people who volunteer across the world -- make."

International Volunteer Day (IVD), on December 5th, was designated by the United Nations in 1985 as an international observance day to celebrate the power and potential of volunteerism. It is an opportunity for volunteers, and volunteer organizations, to raise awareness of, and gain recognition for, the contribution they make to their communities.

Those interested in online volunteering can visit <https://www.onlinevolunteering.org> or www.unv.org to explore other volunteer opportunities at home – and abroad.

Non-profit organizations in peace and development interested in working with online volunteers can also sign up at <https://www.onlinevolunteering.org>

.....

Online Volunteering service

United Nations Volunteers

Postfach 260 111

53153 Bonn

Germany

info@onlinevolunteering.org

With the help of social media listening tool Crimson Hexagon, we searched for all mentions of "online volunteering" on Facebook (public posts only), Twitter, Blogs, Forums and YouTube between 25 November 2014 and 25 November 2016 in English language only, at a global level. Of all posts, 71 per cent had an identifiable geographic location, which data we then used to determine the market share of "online volunteering" conversations.

The United Nations Volunteers (UNV) programme contributes to peace and development through volunteerism worldwide. We work with partners to integrate qualified, highly motivated and well supported UN Volunteers into development programming and promote the value and global recognition of volunteerism. UNV is active in around 130 countries every year. With Field Presences in over 80 countries, UNV is represented worldwide. UNV is administered by the United Nations Development Programme (UNDP).