

Volunteers unite (online)!

Published on Welcome to Matter(s) (<http://www.welcometomatters.com>)

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My Social Project is a social network for solidarity associations and people who want to be volunteers for them. The purpose of the website is to catalyse the growing number of volunteers and pairing them up with organisations that need a helping hand.

Why it matters

The number of youths available and even wanting to volunteer for social causes is growing. This can be a way of making social intervention more effective and private companies could perhaps integrate their workers in this project. However, if being a separate network from Facebook helps identify proactive participants, it can make it harder to reach a bigger audience. Will this project's success depend, like many others, on its integration with bigger established social media platforms such as Facebook?

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