

# TOP 30 CHARITY #SOCIALCEOS 2016

## THE TOP 30



### OVERALL WINNER



**RUTH IBEGBUNA**  
RECLAIM Project  
@msibegbuna

**DEBORAH ALSINA**  
Bowel Cancer UK  
@DeborahAlsina

**CATHY ASHLEY**  
Family Rights Group  
@CathyAshley

**CHRIS ASKEW**  
Diabetes UK  
@ChrisAskewCE

**LANG BANKS**  
WWF Scotland  
@langbanks

**PAUL BRECKELL**  
Action on Hearing Loss  
@pbreckell

**NICOLA BRENTNALL**  
The Queen's Trust  
@NicolaBrentnall

**STEPHEN CORNISH**  
Doctors Without Borders/Médecins  
Sans Frontières (MSF)  
@Stephen\_Cornish

**KATHY EVANS**  
Children England  
@Kathy\_CEO\_CE

**BRITA FERNANDEZ SCHMIDT**  
Women for Women International UK  
@BritaFS

**MARK FLANNAGAN**  
Beating Bowel Cancer  
@MarkFlannCEO

**STEVE FORD**  
Parkinson's UK  
@SteveGFord

**PHILIP GOODWIN**  
VSO  
@PhilipVSO

**LIAM HACKETT**  
Ditch the Label  
@diageoliam

**STEPHEN HALE**  
Refugee Action  
@SHaleGeneva

**JOHN HIBBS**  
Hibbs Lupus Trust  
@hibbsy

**RUTH IBEGBUNA**  
RECLAIM Project  
@msibegbuna

**PETRA INGRAM**  
Brooke  
@Petraingram

**DALTON LEONG**  
The Children's Trust  
@DaltonLeong

**SOPHIE LIVINGSTONE**  
City Year  
@LivingstoneSoph

**LOUISE MACDONALD**  
Young Scot  
@Louisemac

**JOHN MAY**  
The Duke of Edinburgh's  
International Award  
@johnccmay

**HELEN MILNER**  
Tinder Foundation  
@helenmilner

**POLLY NEATE**  
Women's Aid  
@pollyn1

**THERESA SHEARER**  
ENABLE Scotland  
@Theresa\_ENABLE

**MÍCHEÁL SHERIDAN**  
Mercy Foundation Cork  
@michealsheridan

**ANNA SMEE**  
UK Youth  
@AnnaSmee1

**MATT STEVENSON-DODD**  
Street League  
@Matt\_SD

**PAUL STREETS**  
Lloyds Bank Foundation  
@Paulstreets\_

**JAN TREGELLES**  
Mencap  
@JanTregelles

**JO YOULE**  
Missing People  
@JoeyYoule

### BEST SENIOR LEADER

### BEST TRUSTEE

### BEST RISING STAR

WINNER

**TOM BAKER**  
BOND  
@MrTomBaker

HIGHLY COMMENDED

**CHRIS STACEY**  
Unlock 2000  
@ChrisStacey

WINNER

**MAYA DIBLEY**  
Girlguiding  
@xbluexskiesx

HIGHLY COMMENDED

**IVAN HOLLINGSWORTH**  
CHUF (Children's  
Heart Unit Fund)  
@seb4chuf

WINNER

**CATHERINE DEAKIN**  
Tommy's  
@catdeakin

## WHY IS SOCIAL MEDIA SO IMPORTANT FOR CEOS?



**2/3**

Nearly two-thirds (64%) of people say senior leaders should have public-facing social media accounts



67% of millennials and 61% of younger Gen Xers find senior leaders more trustworthy when they are transparent on social media.



90% of organisations are looking into or have started getting their staff to advocate for their brand on social media

Sources: <http://www.gscommunications.com/gs-news-release-social-media-ceo-public-really-want/>  
<http://www.allthingsic.com/advocacyalltimer/>

## CHARITY LEADERS ARE USING SOCIAL MEDIA TO:

Tell their stories

Fundraise

Share insights

Be transparent

Bring people together

**DOWNLOAD OUR BRIEFING FOR CHARITY CEOS AT SOCIALCEOS.ORG**

**ZOE**  
Amar zoe@zoeamar.com

**MATT**  
Collins matt@platypusdigital.com

Thanks to Grant Thornton UK and TPP Recruitment for sponsoring our awards



## THANK YOU TO OUR JUDGES

- Our chair, **Simon Blake** - CEO of the NUS (@simonablake)
- **Caron Bradshaw**, CEO of CFG (@caronlb)
- **Lucy Caldicott**, charity leadership and governance expert (@lucycaldicott)
- **Rohan Hewivasenti**, Group Director of Resources at the RNIB (@rohan1965)
- **Beth Kanter**, US based social media guru (@kanter)
- **Peter Wanless**, CEO of the NSPCC (@peterwanless)
- **Karl Wilding**, Director of Public Policy and Volunteering, NCVO (@karlwilding)