Scanning Information and Communications Technology Trends that impact community groups

**Dependence on corporate-controlled systems and services**
- Increased use of the Cloud
- Battle for control of internet access
- Increased risk of government and corporate data tracking

**Use of Social Media in Social Movements**
- Social media organizing models used in Occupy, Arab Spring, Student Strike, and Idle No More
- But also limitations of web activism

**Ability to absorb information and rapid tech changes**
- Information Saturation
- Importance of Curation
- Singularity theory that tech will start evolving at a rate that is greater than our ability to understand it

**Effectiveness of Broadcasting compared to Narrowcasting**
- General outreach through emailing, posting on Facebook, etc... is less effective at reaching people unless it is informed by a clear strategy
- Text blasting and more narrowly targeted messages are more effective

**Importance of Contact and Relationship Management**
- Increasing use of CRMs

**Importance of Digital Divide**
- Increasing Technology generation gap
- Increasing gap in rural communities as well

**Importance of ICT in non-profit funding models**
- Funding model increasingly reliant on social media
- Difficult to find $ for technology

**Connectivity**
- Increasing Mobile Use
- Increasing internet access 70-80% even among low-income Canadians

**Person to Person Interactions**
- Poses major challenge for community building and community organizing

**Importance of Integration**
- Need to ensure that all ICT systems can talk to each other and share data

**ICT Capacity Needed**
- Increasing need for a communications savvy team member
- Increasing Importance of Design

**Decreasing need for “Hard Tech Skills”**
- Decreasing need for onsite server
- Decreasing need for office IT as cloud usage increases

**Use of Open-Source and Creative Commons**
- Open source increasingly viable alternative
- Creative Commons increasingly used and easily accessible

**Boundaries between personal and work communications**
- Increasing importance of communications policies
- Impact on healthy working dynamics and HR policies