

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
Video and Photo more popular media for communication
Singularity theory that tech will start evolving at 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 targetted messages are more effective

 **Importance of ICT in non-profit funding models**

Funding model increasingly reliant on social media
Difficult to find \$ for technology

 **ICT Capacity Needed**

Increasing need for a communications savvy team member
Increasing Importance of Design

 **Importance of Contact and Relationship Management**

Increasing use of CRMs

 **Connectivity**

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

 **Decreasing need for "Hard Tech Skills"**


Decreasing need for onsite server
Decreasing need for office IT as cloud usage increases

 **Importance of Digital Divide**

Increasing Technology generation gap
Increasing gap in rural communities as well

 **Person to Person Interactions**

Poses major challenge for community building and community organizing

 **Use of Open-Source and Creative Commons**

Open source increasingly viable alternative
Creative Commons increasingly used and easily accessible

 **Importance of Integration**

Need to ensure that all ICT systems can talk to each other and share data

 **Boundaries between personal and work communications**

Increasing importance of communications policies
Impact on healthy working dynamics and HR policies