

## Wikipedia.org

Wikipedia is a web-based encyclopedia project which allows visitors to edit its content. Wikipedia is consistently among the top four search results for all major search engines.

JDRF considers Wikipedia a key component of its search engine efforts and edits 20 listings weekly including: Insulin, Diabetes Mellitus Type 1, Diabetes Mellitus (redirects Diabetes and Juvenile Diabetes), Artificial Pancreas and JDRF.



## Youtube.com

Youtube.com allows users to upload videos and watch other people's videos online. JDRF has been leveraging Youtube to host videos provided on JDRf.org as well as an alternative means of getting JDRF's message out.

JDRF has a channel at [www.youtube.com/jdrf](http://www.youtube.com/jdrf) The following are the top 5 JDRF Videos:

1. Walk to Cure - watched 20,000 times
2. Today Show segment on diabetes - watched 12,000 times
3. Elliott Yamin Promise Video - watched 6,800 times
4. Children's Congress Video 2005 - watched 3,000 times
5. Aaron Kowalski Artificial Pancreas update (GDRF 2006) - watched 2,000 times.



## Facebook.com

JDRF launched a "Cause" on Facebook.com in August 2007. Facebook is a social Networking site that allows users to create profiles and communicate with their friends.

To date JDRF has recruited 20,000+ members to its cause.



## MySpace.com

Myspace is the largest social networking site, with over 200 million members, most of whom are between the ages of 14 and 25. JDRF is increasing awareness among this demographic with its profile on Myspace, which highlights the Promise to Remember Me Campaign and shares a link with Elliott Yamin's page.



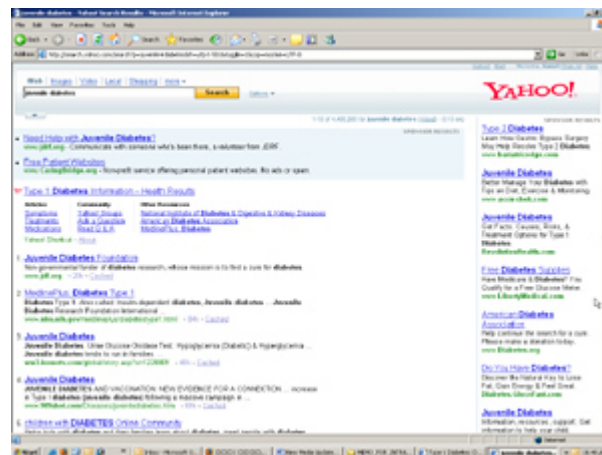
## Squidoo.com

Squidoo.com is a website launched in 2005 which now has over 112,000 members and is in the top 500 of all websites tracked worldwide. Squidoo is a network of user-generated *lenses* - single pages that highlight one person's point of view, recommendations, or expertise. JDRF not only has a lens with information and multiple links back to [jdrf.org](http://jdrf.org) pages, but is also one of the featured charities that members can choose to donate their revenues to.



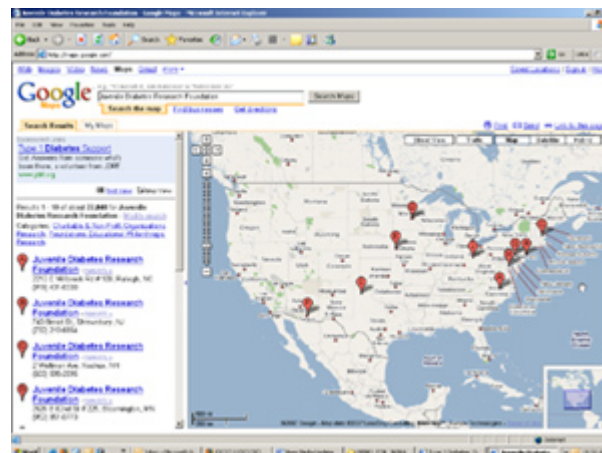
## Search Engine Marketing

JDRF does search engine marketing on the terms "type 1 diabetes", "type one diabetes", and "juvenile diabetes" with ads on Google, Yahoo, and MSN. Ad copy reads "Need Help with Type 1 Diabetes? [www.jdrf.org](http://www.jdrf.org) - Get answers from people who have been there, JDRF Volunteers" and includes a link back to JDRF's Online Diabetes Support Team.



## Google Maps

We have uploaded to Google Maps current addresses, phone numbers, and website urls for all JDRF chapters. When visitors search for local JDRF chapters they receive the most recent information so they can immediately connect with JDRF volunteers and staff in their area. If your chapter has a new address, phone number, or web url please update your chapter profile on the Intranet, so that the information can be automatically updated on Google Maps.



## Pen Pals

The Pen Pals section has long been a favorite for visitors to <http://kids.jdrf.org/>. In the past year JDRF has automated the entire system so that kids can post their own profiles and pics online, and write to other pen pals directly. We continue to monitor content for appropriateness, but kids now have more of a sense of control and ownership over their profiles.

