

Non Profit 2.0: A Study of Web 2.0 Technologies in the Non Profit Sector

Abstract

This dissertation determines to find out whether it is important for non-profit organisations to adopt Web 2.0 technologies into their operations. Web 2.0 applications such as blogs, podcasts and social networking sites offer non-profit organisations the potential to engage new audiences and increase support. The dissertation shall attempt to provide an analysis on how non-profit organisations can successfully integrate Web 2.0 applications into their operations and the benefits of doing so.