

Most Valuable Network Donating Your Social Feed

WHAT IS THE MOST VALUABLE NETWORK?

The Missing Children Society of Canada (MCSC) has created a network where people from all over Canada donate their social network feeds (Facebook & Twitter). This is not a monetary 'donation'; when individuals donate their social feeds to MCSC, they are giving us permission to post on their social feeds on their behalf, as if they themselves posted it. When a child goes missing, MCSC can push the information about the missing child right onto the user's social feeds. The posts are geographically specific and the users have the ability to receive alerts from all over Canada or they can choose to just be notified about the province that they reside in. As the information is provided directly from police, this ensures that when using social media for social good, the RIGHT information goes viral to help amplify the reach of police.

HOW TO DONATE YOUR SOCIAL FEEDS

1. Go to www.mcsc.ca/search-program/most-valuable-network/
2. On the right side of the screen there will be a widget that says 'Donate Your Feed'
3. Click on either the Facebook or Twitter Icons to donate that social feed.



4. You will then be asked to log on to your social feed if you are not already logged in. A pop-up will appear on your screen asking if you would like to Authorise Most Valuable Network. After you have selected 'Authorize App' the social feed you gave permission for show that it is authorized.

Donate Your Feed

Click an icon below to donate your feed to help save missing children



Thank you!

PLEASE NOTE: MCSC does not keep any of your personal information. Logging in to your social feed only allows the system to note the end location of where future messages will be sent to. You can revoke access to any application at any time from the 'Application' tab of your 'Settings' page.