



## ICA Factsheet – IYC Online

The [2012.coop](http://2012.coop) website has been created by the ICA especially for the International Year and aims to be a hub for all IYC activity that is going on globally throughout 2012. The website, which was launched at the ICA's General Assembly in Mexico in November 2011, includes the latest news, campaign videos, activity toolkits, media resources as well as all information you could ever need about the IYC and the ICA.

Social media provides the co-operative movement with a way to get its message out to millions of people across the world. Check out how we are using social media to spread the key messages from the IYC:

**Blogs:** Director General's blog – [charlesgould.tumblr.com](http://charlesgould.tumblr.com)  
IYC blog – [iyc2012.tumblr.com](http://iyc2012.tumblr.com)

**Twitter:** Follow us on [@icacoop](http://twitter.com) and retweet us  
Use the official hashtag for co-operatives - #coops  
Use the official hashtag for IYC - #coops2012

**Facebook:** Like our facebook fan page [IYC: International Year of Co-operatives](https://www.facebook.com/IYC-International-Year-of-Co-operatives)

**YouTube:** [youtube.com/icacooperative](http://youtube.com/icacooperative)

**Flickr:** [flickr.com/internationalco-operativealliance](http://flickr.com/internationalco-operativealliance)

**Prezi:** Check our IYC interactive presentations:  
Once upon a Co-operative – [s.coop/7yts](http://s.coop/7yts)  
2012: Be Co-operatively Competitive - [s.coop/5kho](http://s.coop/5kho)

## Contact

If you want more information on the work of the International Co-operative Alliance or about the UN International Year of Co-operatives please go to [www.2012.coop](http://www.2012.coop).

If you would like to get in touch with us please contact Nicola Kelly, ICA Communications Director at [kelly@ica.coop](mailto:kelly@ica.coop).