



Social Media for Social Good: A How-to Guide for Nonprofits (Business Books)

By Heather Mansfield

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Based on more than 15 years of experience in nonprofit communications and 15,000+ hours spent utilizing social and mobile media, *Social Media for Social Good: A How-To Guide for Nonprofits* is a comprehensive 256-page hardcover book packed with more than 100 best practices covering Web 1.0, Web 2.0, and Web 3.0 nonprofit communications and fundraising. From building your e-newsletter list to finding your "Twitter voice" to launching a mobile website and texting campaign on a small budget, this guide presents a step-by-step strategic plan for launching and maintaining successful social media and mobile marketing campaigns.

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Bibliography

- Sales Rank: #157302 in Books
- Brand: Brand: McGraw-Hill
- Published on: 2011-09-07
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .93" w x 6.30" l, 1.35 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

From the Back Cover

"For over 10 years Heather has been my primary reference point and mentor for all things pertaining to online community management and social networking for nonprofits. If I want to find out who is doing social media correctly, I always look to Heather's blog and tweets. All of us here at TechSoup deeply respect, value, and recommend her work."

- Susan Tenby, Director, Online Community and Social Media, TechSoup.org

"In a world that seems to be overpopulated with social media experts, Heather is the real thing. Her passion and intuition have made her an invaluable resource to the nonprofit community and she makes social media accessible regardless of position or involvement. Over the years she has been instrumental in my understanding of the sector and continues to impress me with her knowledge and ability to communicate best practices."

- Danielle Brigida, Digital Marketing Manager, National Wildlife Federation

"Heather is great. She has been a real change maker for Safe Kids. She presented a social media training to our affiliates at our annual conference in 2008 and as one of the most popular sessions, our affiliates are still talking about it - 60% of which now actively use social media. Whenever we have a question about social media we always return to Heather's blog Nonprofit Tech 2.0 for advice, and no doubt we will be regularly using her book too."

- Line Storgaard-Conley, Director of Interactive Services, Safe Kids USA/Safe Kids Worldwide

"Heather practices what she preaches: she is passionate about social media, and a friendly and generous member of the nonprofit community. When I want to know what my organization should be doing, I first turn to Heather's blog and LinkedIn Group."

- Erica Burman, Director of Communications, National Peace Corps Association

"We use something we've learned from Heather almost daily. Her relentless research is only superseded by her passion to see nonprofits succeed. Social media is a critical tool we use to help gain support for our military families and wounded warriors, and because they deserve our best efforts, this book will be within reach on all our desks."

- Susan Miller, Director of Online Communications, Operation Homefront

About the Author

Heather Mansfield is the creator and principal blogger at Nonprofit Tech 2.0 (www.nonprofitorgsblog.org) and its many related resources about social media and mobile technology. She has more than 500,000 online followers, fans, and friends on Twitter, Facebook, LinkedIn, Flickr, YouTube, and Foursquare, and has presented more than 500 social media webinars and training to nonprofits worldwide.

Users Review

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Alyssa Lewis:

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