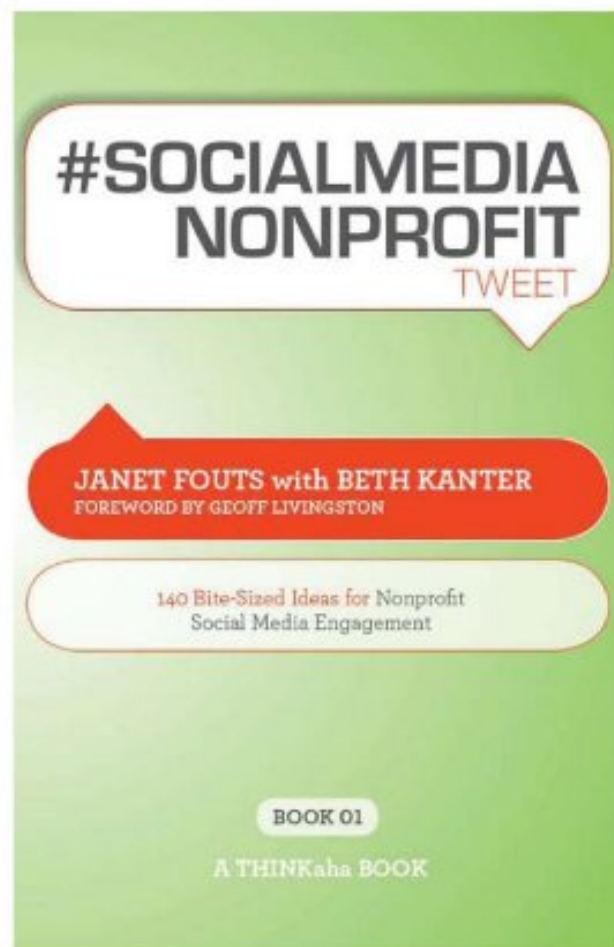


[Download pdf ebook] # Socialmedia Nonprofit Tweet Book01: 140 Bite-Sized Ideas for Nonprofit Social Media Engagement

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Janet Fouts, Beth Kanter
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Janet Fouts, Beth Kanter : # Socialmedia Nonprofit Tweet Book01: 140 Bite-Sized Ideas for Nonprofit Social Media Engagement before purchasing it in order to gage whether or not it would be worth my time, and all praised # Socialmedia Nonprofit Tweet Book01: 140 Bite-Sized Ideas for Nonprofit Social Media Engagement:

2 of 2 people found the following review helpful. FINALLY! A book just for Nonprofit social networking!By Michelle DunnYes, even nonprofits should utilize social networking to build their brand, but how can they utilize the social networking sites out there? Social Media is mainstream in big ways and businesses everywhere are jumping on the band wagon, but can a nonprofit benefit from social marketing with social media? I thought so and now after reading this book I know they can.This is the only book to focus on how nonprofits can utilize social media to make a big impression and grow. Learn how you can use Twitter, Facebook and other online media to help your nonprofit connect with people, meet new people, get people involved and raise awareness about your organization. This great little book is filled with bite sized ideas for a nonprofit to use in social media, and is written by a social media expert and a nonprofit expert! Perfect!Even if you are still wondering how Twitter or Facebook can help your nonprofit organization, check this book out and you will see it really can be done and work well. Just educating yourself and trying these steps will make a difference and the only cost is some of your time. Some of the things you will learn is what social media can do for your organization, best practices, about fund-raising and efficiency.3 of 3 people found the following review helpful. 140 bite-sized pearls of social media wisdomBy Manny HernandezNot often do you have the opportunity to read such an easy to digest volume that has so much wisdom distilled in it. Social media gurus @kanter and @jfouts have managed to include 140 Twitter-sized tips for nonprofits to make the most of social media space in a way that is brilliant: packing all their knowledge about this topic in a way that demonstrates HOW you walk the talk (in case you are wondering how you can cram a socially good message into 140 characters the way Twitter requires you to).This book is a must starting point for anyone working in a nonprofit trying to figure out how to develop engagement through social media.3 of 3 people found the following review helpful. Want to change the world? Learn to do it, in 140 characters or less.By LisaThis book is a wonderful introduction for any idealist who wants to grasp how Twitter, as well as other social media platforms, can amplify their cause. The authors break it down, in classic Twitter-style, the do's and don'ts of what this "social media" thing is all about. Buy this book. You won't regret it.

Virtually every nonprofit realizes that, pretty soon, social media will no longer be optional. Already several nonprofits ranging from small local groups to international organizations have demonstrated that social media offers unique opportunities for advocacy and fundraising, and for catalyzing change. So if your nonprofit is ready to make the leap into social media, how do you go about it? Most of the information and pointers out there are directed to corporates, and we all know that what works for corporates does not necessarily translate well for nonprofits. Janet Fouts, Social Media Enabler, is well aware of the situation. Which is why she, along with industry expert Beth Kanter, stepped forward to put together '#SOCIALMEDIA NONPROFIT tweet,' a collection of bite-sized wisdom especially for nonprofits. Of course, for every person in your nonprofit team who is enthusiastic to take the plunge into social media, there may be a handful of naysayers. Janet's book takes that into account. In it, you will find guidance on how to convince the naysayers, how to measure the benefits of social media, how to manage volunteers and create evangelists, and best practices for using Twitter and Facebook. These last are especially valuable because efficient use of social media can work wonders for your nonprofit, while poorly-conceived or inefficient practices can be detrimental across the board. Written in the easy, digestible, and popular 140-character tweet format, '#SOCIALMEDIA NONPROFIT tweet' distills the knowledge and expertise of industry leaders to bring you guidance and wisdom that you can deploy immediately, so that social media can start working for your nonprofit today. '#SOCIALMEDIA NONPROFIT tweet Book01' is part of the THINKaha series whose 100-page books contain 140 well-thought-out quotes (tweets/ahas).