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Social Media For Social Good: A How-to Guide For Nonprofits



Synopsis

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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Customer Reviews

This is one of the best, perhaps THE best, book on social media I've read. Heather Mansfield's advice on social media strategy is excellent. And she provides practical advice on how to do the things she recommends. While the book is targeted specifically to nonprofits, it's useful for people who are not in the nonprofit world. I consider this book a great investment.

I used this step-by-step, how to guide to get my FOR PROFIT business a social media footprint. With little social media knowledge, I took my brand's web presence from zero to effective in 256 entertaining pages. Clear & concise, this book is a must have for any business looking to test the waters or fine tune their social media efforts. I even have my sales staff reading this in hopes that some of the info will make it's way to our customers. 5 stars...

I follow Heather's blog and find her ideas very useful. This book seems to bring together most of her ideas in a very tight and well organized book. It is easy to find an idea and put it to use. Many of these ideas are in her blog, but this is so much easier for those who are beginners or advanced beginners with social media. I recommended it to several folks who won't go looking through blogs for answers, but who would find a book easy. So many ideas, I get inspired and start writing down my own adaptations and how I can make these ideas work. I love the "Nonprofit Examples of Excellence" so I can go to those sites and see for myself how they use the ideas.

I found this book to be VERY useful. As a small NGO I have no staff. This book fills me in as if I had a 3 or 4 person team. When I go out for help I feel like I know what I am talking about. Whether paid or volunteer help I get much better results. I bought a second copy as a gift for a friend who also has an NGO. He seems to like it even more than I do. For me I call this just in time publishing, what I needed just when I needed it.

This book deserves a fair number of stars just for one thing: it finally got our nonprofit magazine, Synchronized Chaos, to stop sending announcements by cc'ing people in emails and to invest in Constant Contact. This made us a whole lot more professional and is much easier to deal with. Overall easy-to-read, specific, good advice...much of it geared to someone who has a whole workday dedicated to managing various online publicity outlets for just one organization (which is likely the target audience.) I'm a publicist working with multiple books and groups, so have been passing on these suggestions to others.

This book is definitely worth a read - it is very practical and offers many technical steps for the nonprofit professional interested in stepping into the waters of social media. There are also tips and tricks for those of us who understand the value of social media for nonprofits but want to learn more and to learn about the future. Very value-added, and I will recommend it in my Social Media class at North Shore Community College!

Heather Mansfield does a great job breaking down all the social media components for nonprofits to be successful. I have worked in the nonprofit field for many years and I am finding this book as a fantastic resource. I'm constantly referring back to different sections and will have multiple marketing staff read the book. I also attended one of Heather's webinars and it was informative I

had to purchase her book. Anyone working in the nonprofit world would benefit from this book, even small businesses would benefit from the advice. This will be a well thumbed through book with lots of highlights.

This book is bursting with basic guidelines and new ideas useful for everyone from the novice to the most seasoned nonprofit professional. It delivers a fresh perspective on how to make the most of social media and I'll be implementing its lessons for years to come.

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