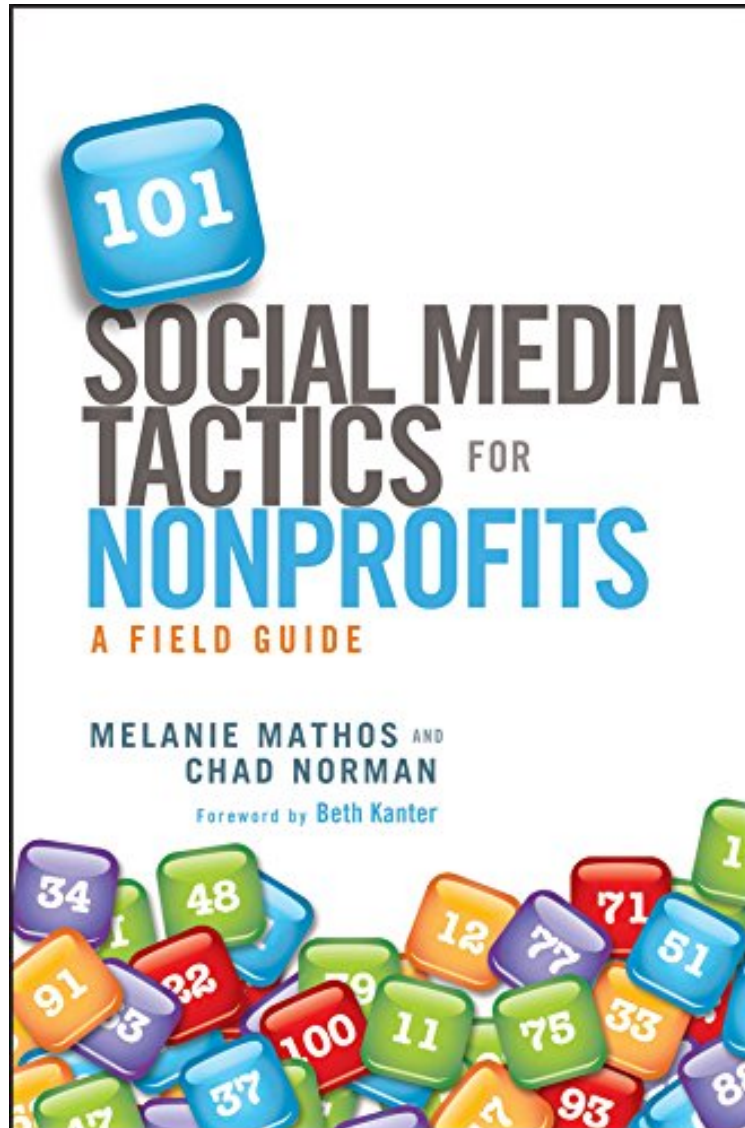


101 Social Media Tactics for Nonprofits: A Field Guide

Melanie Mathos, Chad Norman
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Melanie Mathos, Chad Norman : 101 Social Media Tactics for Nonprofits: A Field Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised 101 Social Media Tactics for Nonprofits: A Field Guide:

8 of 8 people found the following review helpful. Terrific "nuts bolts" book for application By Pamela Grow I've read any number of social media theory books. Books that tell you about the potential for social media to be a harbinger of vast social change. Books that advise nonprofits to develop a sound social media strategy. Forget all those other books. Cut to the chase with Melanie Mathos and Chad Norman as they show you exactly what to DO to get the results you're looking for. If you work for nonprofits and you're struggling with social media, this is the book to buy. And, if you're

looking for more in-depth information, check out the interview I did with Melanie: [...]3 of 3 people found the following review helpful. May be the "Only book we will ever need!!"By Charles DennisOUTSTANDING !!! A "must have" book for anyone associated with nonprofits. The Social Media Tactics described in this "Field Guide" will forever change the approach to engage and communicate with all our constituents. We ordered hard copies for all employees to utilize in their daily communications.0 of 0 people found the following review helpful. Overall very pleased.By Lindsey McCarterAlways check your copyright date--this was relatively up to date. But, I wish there was a 2016 book. Overall very pleased.

The ultimate social media field guide for nonprofits—with 101 ways to engage supporters, share your mission, and inspire action using the social web 101 Social Media Tactics for Nonprofits features 101 actionable tactics that nonprofits can start using today, and most of the featured resources are free. Broken down into five key areas, this unique guide explains the steps and tools needed to implement each tactic, and provides many real-life examples of how nonprofits are using the tactics. With this book as your guide, you'll learn how leading nonprofit professionals around the world are leveraging social media to engage constituents, communicate their cause, and deliver on their mission. Presents immediately useful ideas for relevant impact on your organization's social presence so you can engage with supporters in new and inventive ways Features 101 beginner to intermediate-level tactics with real-life examples Offers a workable format to help nonprofits discover new ways of deploying their strategy Includes nonprofit social media influencers from leading nonprofits around the world including National Wildlife Federation, March of Dimes, and The Humane Society Nonprofits know they need to start engaging with supporters through social media channels. This field guide to social media tactics for nonprofits will feature 101 beginner to intermediate-level tactics with real-life examples to help nonprofits discover new ways of deploying their strategy and meeting their social media objectives.

From the Inside FlapThere are a lot of books about social media strategy, engagement, and listening—but this isn't one of them! Destined to be the most dogeared book on your desk, 101 Social Media Tactics for Nonprofits features 101 take-action plans that anyone managing or supporting a social media program for nonprofits can start using today—and most of the featured resources are free! Authors Melanie Mathos and Chad Norman—both seasoned nonprofit social-media lites—divide each of the 101 digital-age tactics into five key categories: setup, communicate, engage, fundraise, and measure. Tactics include quick, easy-to-follow steps and tools you'll need to implement them. Plus, many of the 101 entries include "A Closer Look" highlighting how leading nonprofit professionals around the world—including Oxfam, charity: water, Red Cross, Greenpeace, March of Dimes, and many others—are leveraging social media to engage constituents, communicate their cause, and deliver on their mission. Ready to get connected with a bigger, more interactive audience? Here are just some of the 101 social media tactics you can get started with right now: Brand your YouTube channel Claim your venue on foursquare Connect with the top tweeters in your area Make your tweets retweetable Use TwitPic to share photos and videos Create a Facebook welcome tab Ask your Facebook fans a question Get creative with avatars Organize a petition on Twitter Raise money with Causes Submit your photos to Flickr groups Display RSS feeds on your web site Create a Wikipedia entry Make a buzzworthy video Livestream your events Add a tweet button to your web site or blog Create a Facebook donation tab Hold a tweetathon Track referrals from social sites Measure new visitors from social channels Create a program from scratch. Add a new twist to an existing one. Engage with supporters in new and inventive ways. Discover how just a couple of quick clicks of the mouse can make an immediate impact on your organization's social presence with the tips and tools found in 101 Social Media Tactics for Nonprofits.From the Back Coverpraise for 101 SOCIAL MEDIA TACTICS FOR NONPROFITS "I often hear from the country's largest and best-known nonprofits on how they're using technology to push the needle forward on their important work. With this social media guide, all organizations—no matter what size—have the tools in hand to help the world, one click at a time." —CHRISTIE GARTON, USA TODAY Features Editor and "Kindness" blogger "101 Social Media Tactics for Nonprofits delivers the pragmatic how-to advice that nonprofits always seem to ask for at conferences. Melanie and Chad deserve praise for helping nonprofits navigate and find resource-limited solutions with really useful information." —GEOFF LIVINGSTON, author, Welcome to the Fifth Estate "Chock-full of actionable ideas! By now you already know that social media are important tools for nonprofits. To turn the promise into action, this valuable book is your guide to the actual tactics that work." —DAVID MEERMAN SCOTT, bestselling author, The New Rules of Marketing and PR "Melanie and Chad are well-known thought leaders in the nonprofit space who consistently provide effective, real-world advice to nonprofits. Their book is a thoughtful guide that gives nonprofits 101 useful ideas on using social media to engage with their current supporters and potential activists and donors. Nonprofit practitioners will find a lot of value in how they broke down the tactics into what you need and why and how to do it." —ALLYSON KAPIN, Partner at web agency Rad Campaign; founder, Women Who Tech "Social media may still be new, but that doesn't stop most social media books from spouting lots of useless platitudes. This book certainly does not do that! It's chock-full of real, actionable advice that makes concepts clear and,

better yet, tells you exactly how to implement them. If you have a strategy and are ready to get started, this book is for you." —HOLLY ROSS, Executive Director, Nonprofit Technology Network "A must-read guide to social media that leaves you eager to implement. This book opens up a world of options for nonprofits as well as best practices that will save you hours. Once you have your strategy, there is no better book out there for accomplishing greatness!" —DANIELLE BRIGIDA, Manager of Social Media, National Wildlife Federation "Feel that? It was a sharp elbow in your side from authors Melanie Mathos and Chad Norman urging your nonprofit to get over its fears and trepidation at using social media. They do this with a commonsense, tactical approach to using social media to do everything from raising thousands of dollars to recruiting thousands of volunteers. All backed up with real-world nonprofit case studies. So what are you waiting for? This is your playbook for success." —DAVID J. NEFF, author, *The Future of Nonprofits: Innovate and Thrive in the Digital Age* About the Author MELANIE MATHOS is the senior public relations manager at Blackbaud, where she spreads the word about their products, services, and customers; co-manages the company's social media channels; and contributes to the NetWits ThinkTank blog. Melanie also serves on the board of directors of Fields to Families, where she leads the organization's fundraising and communications. CHAD NORMAN is the Internet marketing manager for Blackbaud, where he wrangles corporate web site content and develops social media strategy. He's the Editor in Chief of Blackbaud Blogs, and contributes to the NetWits ThinkTank blog. He also hosts and produces *The Baudcast*. In 2007, he founded Go Green Charleston, a technology-focused nonprofit. He also serves on the board of directors of Fields to Families, managing web strategy.