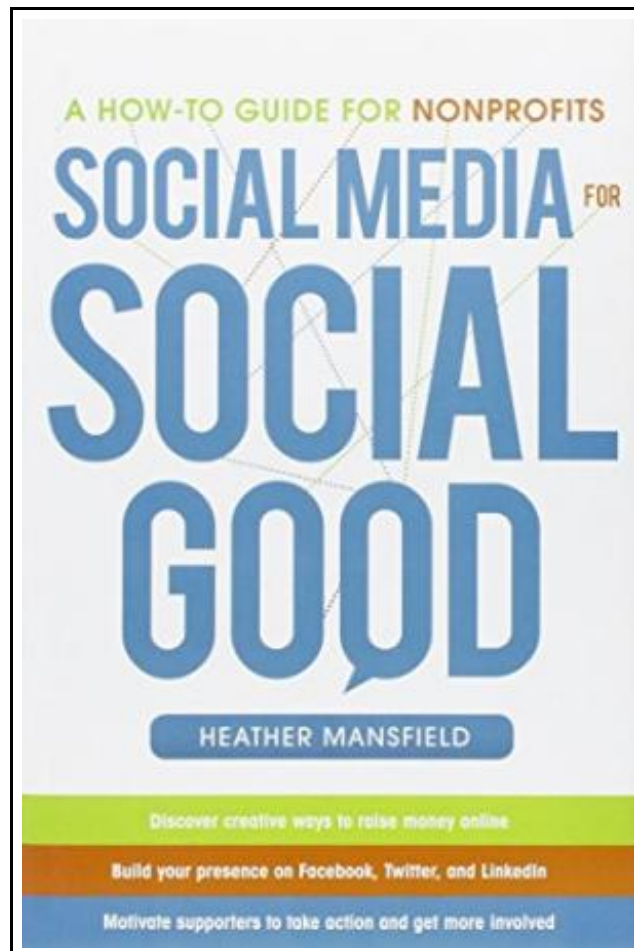


## Social Media for Social Good: A How-to Guide for Nonprofits (Hardback)



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McGraw-Hill Education - Europe, United States, 2011. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. Spread your message instantly and easily - even on a shoestring budget. 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 . (Danielle Brigida, digital marketing manager, National Wildlife Federation). For over 10 years Heather has been my primary reference point for all things pertaining to online community management and social networking for nonprofits. All of us here at TechSoup deeply respect, value, and recommend her work . (Susan Tenby, director, online community and social media,). Heather has been a real change maker for Safe Kids. 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 she is 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. 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 Book: Web 3.0 is already here. Is your nonprofit ready? With Social Media for Social Good ,...



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