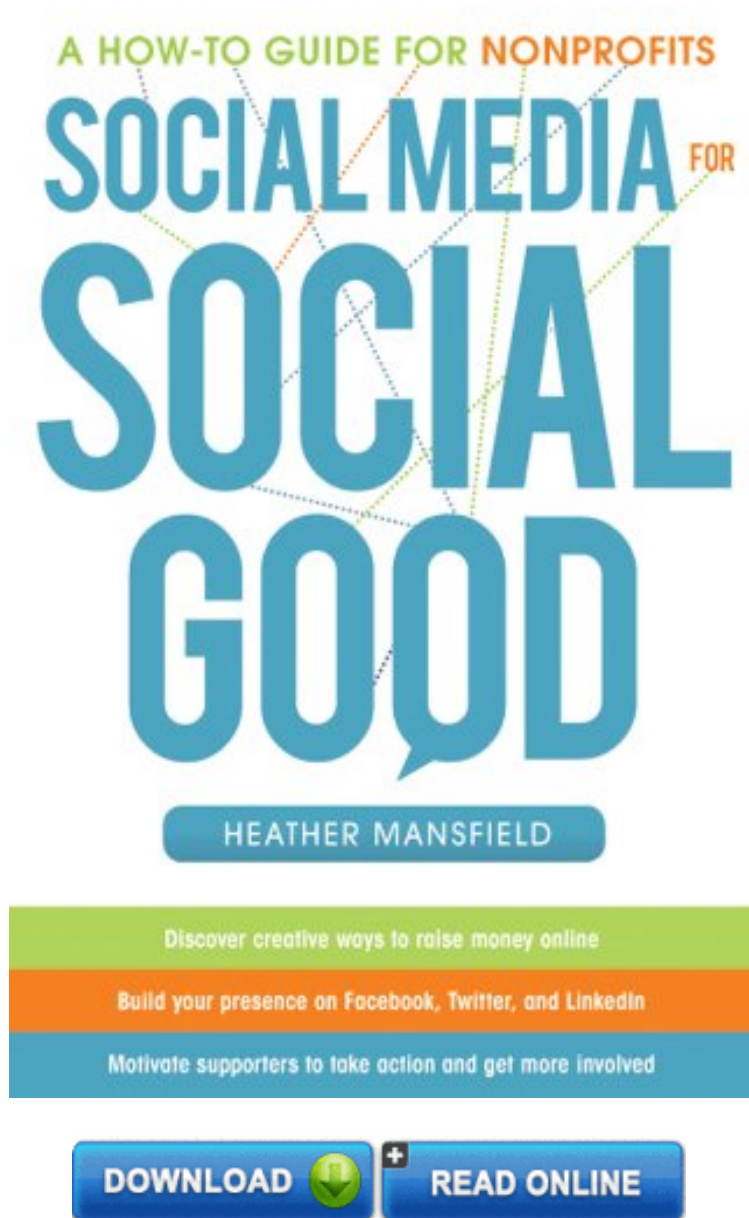


Social Media for Social Good: A How-to Guide for Nonprofits

Heather Mansfield

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Heather Mansfield : Social Media for Social Good: A How-to Guide for Nonprofits before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media for Social Good: A How-to Guide for Nonprofits:

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have everything you need to get your organization online at all levels: Web 1.0: Websites, e-newsletters, and "Donate Now" buttons; Web 2.0: Blogging and social networking sites; and Web 3.0: The Mobile Web, texting, and smartphone Apps. Learn how to access free and inexpensive marketing tools, market via email, use Twitter and Facebook, raise money from new donors, understand the legalities involved in being online, establish privacy settings, and track ROI. Heather Mansfield owns DIOSA Communications. She has served as Nonprofit Community Manager for Change.org, was named a Fundraising Star of the Year by Fundraising Success Magazine, and serves on the board for the Latin America Working Group.