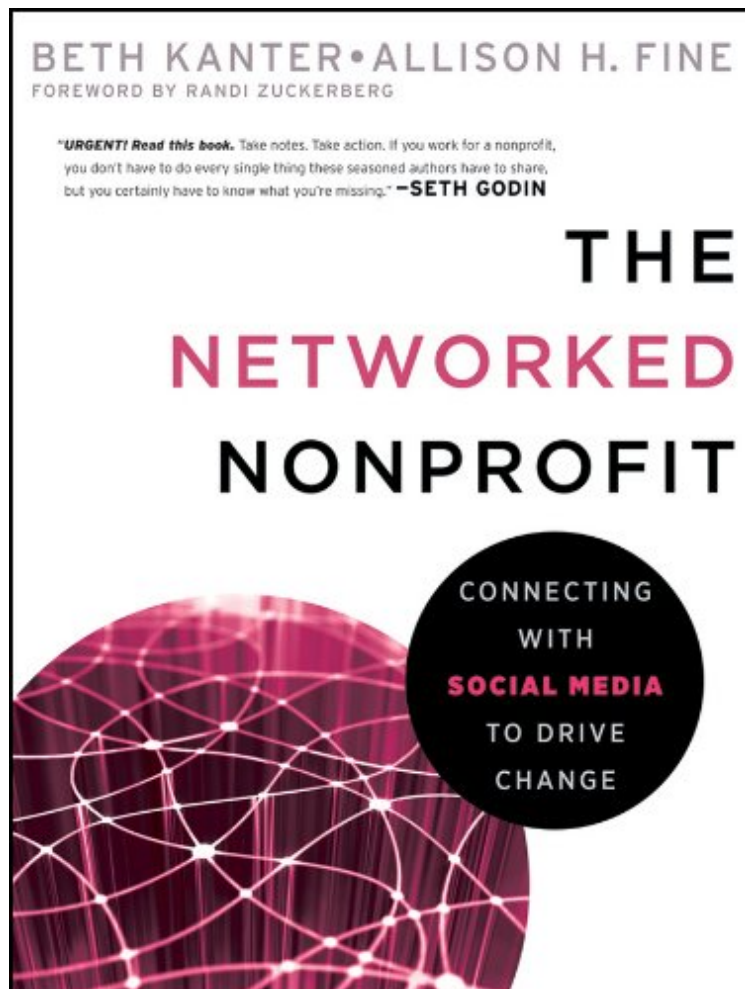


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## The Networked Nonprofit: Connecting with Social Media to Drive Change

*Beth Kanter, Allison Fine*  
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**Beth Kanter, Allison Fine : The Networked Nonprofit: Connecting with Social Media to Drive Change** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Networked Nonprofit: Connecting with Social Media to Drive Change:

2 of 2 people found the following review helpful. Excellent resource for students/non-profits/activists advocates alike! By Rebekah I bought "The Networked Nonprofit" for a class on Activism and Social Media and it has proven to be an invaluable resource! I highly recommend it for college students interested in learning strategies for using social media as a tool in their personal and professional lives, both as activists/advocates and as individuals. The layout and language of the book are super accessible, and all of the information is broken down into bite-sized chunks. My professor recommends the book to nonprofits she works with in Washington, DC on a regular basis. The book is a few years old, but all of its information remains highly relevant and applicable to life and non-profit/advocacy work in

2015. If you're looking to better understand social media as a tool for furthering your social justice/professional interests, this is the book for you. I would even recommend the book for those interested in for-profit work, as the lessons and knowledge are universal! 0 of 0 people found the following review helpful. The Networked Nonprofit - straightforward, practical, and proven. By C. A. Murray. Allison Fine and Beth Kanter are leaders in the social media (SM) movement for nonprofits. They are the people that people like me go to for advice; we follow their blogs, tweets, FB pages...they are our virtual guides in this world of getting our non profit organizations connected to clients in a meaningful way beyond the borders of our organizations' walls. Both Fine and Kanter are energetic, knowledgeable, and engaging. The Networked Nonprofit is what you'd expect from them. Straightforward advice, tested and with proven examples, on how nonprofits need to change their view of the world to survive and flourish in the digital world. The Networked Nonprofit introduces and defines this concept of the networked nonprofit, describes the social media revolution, and examines the myths surrounding it. These myths, along with lack of a comfort level (shall we say skill?) with social media, is what prevents many non profits from embracing a set of digital tools that could help them with their mission. Fine and Kanter then examine the challenges and trends that non profits face, which creates an urgent need to confront their own lack of understanding in this area and make the transition into becoming a networked nonprofit. The remaining book is divided into how organizations can become a networked nonprofit and how they would operate as one. You can read my longer review at [...]. 0 of 0 people found the following review helpful. Very good book. By Thomas Ribe. This is a high quality book by people who are serious about helping people understand social media for non profits. I suggest that business owners can benefit from this book as well. If you are no longer in your 20s and want to understand social media, this is a good book. Highly recommend.

The Networked Nonprofit Connecting with Social Media to Drive Change. This groundbreaking book shows nonprofits a new way of operating in our increasingly connected world: a networked approach enabled by social technologies, where connections are leveraged to increase impact in effective ways that drive change for the betterment of our society and planet. "The Networked Nonprofit is a must-read for any nonprofit organization seeking innovative, creative techniques to improve their mission and better serve their communities." —Diana Aviv, president and CEO, Independent Sector "The Internet means never having to ask permission before trying something new. In The Networked Nonprofit, Kanter and Fine show nonprofits how to harness this flexibility to pursue their missions in partnership with two billion connected citizens." —Clay Shirky, author, Here Comes Everybody: The Power of Organizing Without Organizations "The Networked Nonprofit uniquely describes the historical context and the current challenges that compel nonprofit leaders to work in networked ways and offers easy steps to help users exploit the potential of social media and 'working wikily.'" —Stephanie McAuliffe, director, organizational effectiveness, The David and Lucile Packard Foundation "A must-read for nonprofit leaders who want to change their organizations from the inside out by embracing the power of social networks." —Charlene Li, founding partner, Altimeter Group; author, Open Leadership; and coauthor, Groundswell "This is a perfect handbook for anyone who wants to leapfrog their current limitations of understanding and find real-world applications of technology to extend their mission." —Michele Nunn, CEO, Points of Light Institute, and cofounder, HandsOn Network "Kanter and Fine provide the 'Google Maps' for nonprofits to harness social media to kick butt and change the world." —Guy Kawasaki, cofounder, Alltop.com, and former chief evangelist, Apple Inc. "URGENT! Read this book. Take notes. Take action. If you work for a nonprofit, you don't have to do every single thing these seasoned authors have to share, but you certainly have to know what you're missing." —Seth Godin

"A compelling book on how nonprofits can effectively utilize social media to help organizations to grow, change, and succeed. With deep knowledge and experience, the authors use narrative and examples to show how nonprofits can become networked and also engage people in shaping and sharing their work." (FastCompany.com, August 2010) "Kanter and Fine have been experimenting with social media for years. They have worked with numerous nonprofits to learn how networked organizations operate and to educate others to the benefits of social media within a context of social change" (About.com, July 26, 2010) About the Author Named one of the most influential women in technology by Fast Company and one of BusinessWeek's "Voices of Innovation for Social Media," Beth Kanter is the author of Beth's Blog: How Nonprofits Can Use Social Media (<http://www.bethkanter.org>) and the CEO of Zoetica. Allison H. Fine is the author of Momentum: Igniting Social Change in the Connected Age, which was the winner of the 2007 Terry McAdams National Nonprofit Book Award.