

Virtually every nonprofit realizes that, pretty soon, social media will no longer be optional. Already several nonprofits ranging from small local groups to international organizations have demonstrated that social media offers unique opportunities for advocacy and fundraising, and for catalyzing change. So if your nonprofit is ready to make the leap into social media, how do you go about it? Most of the information and pointers out there are directed to corporates, and we all know that what works for corporates does not necessarily translate well for nonprofits. Janet Fouts, Social Media Enabler, is well aware of the situation. Which is why she, along with industry expert Beth Kanter, stepped forward to put together #SOCIALMEDIA NONPROFIT tweet, a collection of bite-sized wisdom especially for nonprofits. Of course, for every person in your nonprofit team who is enthusiastic to take the plunge into social media, there may be a handful of naysayers. Janet's book takes that into account. In it, you will find guidance on how to convince the naysayers, how to measure the benefits of social media, how to manage volunteers and create evangelists, and best practices for using Twitter and Facebook. These last are especially valuable because efficient use of social media can work wonders for your nonprofit, while poorly-conceived or inefficient practices can be detrimental across the board. Written in the easy, digestible, and popular 140-character tweet format, #SOCIALMEDIA NONPROFIT tweet distills the knowledge and expertise of industry leaders to bring you guidance and wisdom that you can deploy immediately, so that social media can start working for your nonprofit today. #SOCIALMEDIA NONPROFIT tweet Book01 is part of the THINKaha series whose 100-page books contain 140 well-thought-out quotes (tweets/ahas).

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