



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

By Heather Mansfield

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...



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Reviews

The publication is fantastic and great. It really is basic but shocks from the 50 percent from the ebook. Its been written in an remarkably easy way in fact it is only soon after i finished reading this ebook in which really changed me, alter the way in my opinion.

-- **Jayme Kuhlman**

Very helpful for all type of individuals. It is amongst the most incredible ebook i have got study. I am just very easily could get a satisfaction of reading a composed publication.

-- **Mikayla Romaguera**