



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

Heather Mansfield

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Based on more than 15 years of experience in nonprofit communications and 15,000+ hours spent utilizing social and mobile media, *Social Media for Social Good: A How-To Guide for Nonprofits* is a comprehensive 256-page hardcover book packed with more than 100 best practices covering Web 1.0, Web 2.0, and Web 3.0 nonprofit communications and fundraising. From building your e-newsletter list to finding your "Twitter voice" to launching a mobile website and texting campaign on a small budget, this guide presents a step-by-step strategic plan for launching and maintaining successful social media and mobile marketing campaigns.

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