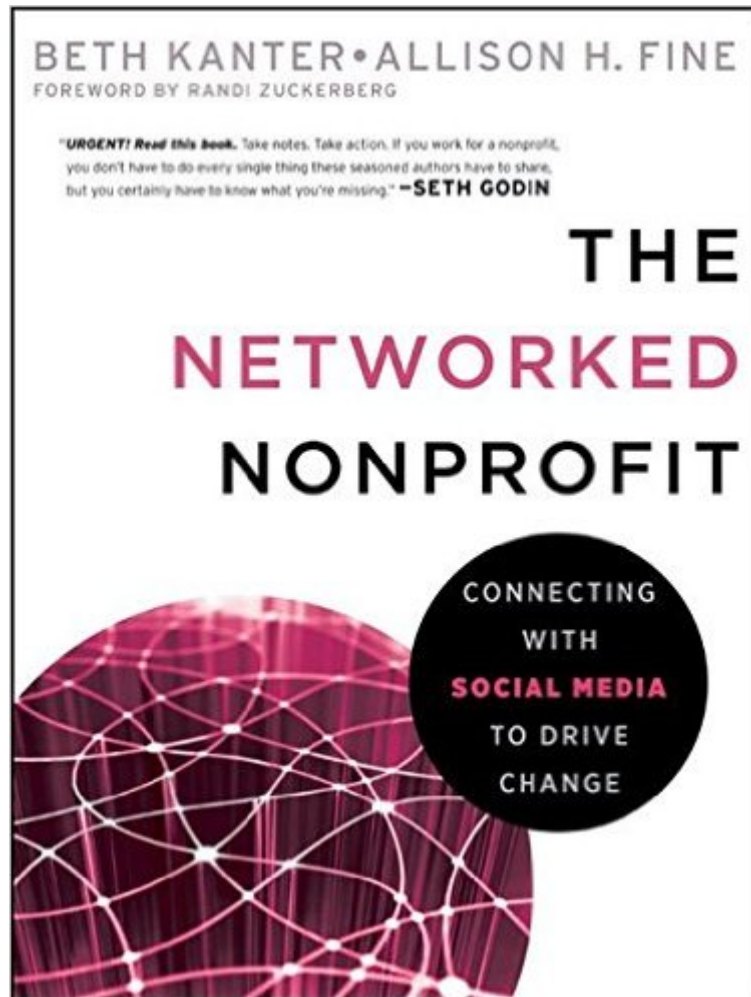


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# The Networked Nonprofit: Connecting With Social Media To Drive Change



## Synopsis

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." â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." â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.'" â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." â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." â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." â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." âSeth Godin Register at [www.josseybass.com/emailfor](http://www.josseybass.com/emailfor) more information on our publications, authors, and to receive special offers.

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## Customer Reviews

Allison Fine and Beth Kanter have impressed me with their perspective and insight into the opportunities that evolving technologies represent for the nonprofit sector. I read *Momentum* in 2006, and have read Kanter's blog for years, so I was excited to read this book. I was disappointed to learn that it offered nothing that hasn't been portrayed in their earlier works, and found it to be a rudimentary introduction that had no compelling crux bringing everything together. While the book might be useful for those who are looking for an introduction to the promise of social networks for nonprofits, I actually found *Momentum* to be better-organized and more compelling (and still relevant), and have found more useful info (though no better organized) in Beth's top-ten blog posts [...]. There seemed to be little original research behind this book, only interesting-but-anecdotal examples of successes and trends in the nonprofit sector, and no comprehensive explorations of results experienced across any range of organizations (time-savings, increased expenses, cost-shifts, increased membership, etc). I don't think nonprofits will find this book useful as a guide for how to replicate the examples provided, though it will help open their eyes to the same new ways of thinking that are presented in *Momentum* and Beth's Blog.

I had an opportunity to read a copy of Beth and Allison's book and it's filled with great resources and tips on how to really engage constituents and measure your impact. I also appreciated the style of the writing - very straight forward and not full of marketing jargon that so many other books utilize. I would encourage all nonprofit campaigners to read the book, particularly Executive Directors, many who are still struggling to understand and navigate the online world and building online communities. PS: I added my above comment to the discussion section as well but since it's more of a review I thought it was appropriate to have it here too.

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!

The Networked Nonprofit by Beth Kanter and Allison Fine is an important read as it reminds us that success in social media is both a cultural and a technological issue. And, we need to stop just focusing on the "bells and whistles." I particularly liked the chapter, "Creating a Social Culture." Before diving into social media it makes sense to have internal discussions about what the organization stands for, how it treats "insiders" and "outsiders," and to address fears about social media. This has to happen at the highest levels of the organization or social media efforts will fall flat. Kanter and Fine also make the case that "free agents"- people working on social change outside of organizations - are here to stay and can be a nonprofit's best ally in achieving its goals. All nonprofits should identify and befriend their free agents and encourage them to leverage their networks, ideas, and passion for the cause. In short, this book will help you deal with the organizational landmines that you'll inevitably traverse if you want to become a "Networked Nonprofit" that works smarter, faster and is truly making lasting change in the world.

After reading The Networked Nonprofit by Beth Kanter and Allison Fine it is clear that social media is not merely another tool in the marketing arsenal. Yes, it can help you reach your target audiences, but it is much, much more. Social media is actually a way of thinking and engaging that can break open the box that constrains non-profits. That is refreshing and scary. In the conclusion of the chapter "Creating a Social Culture" the authors note: "Shifting the culture of an organization is not just about having new ideas or working with new tools; it means actually thinking about the work and organization fundamentally differently. Organizations need to practice being social and engaging with the outside world." The book underscores that we are witnessing a sea change in the way organizations engage the public. Rather than hiding from the criticisms of bloggers and tech-savvy citizens ranting online, venerable organization like the American Red Cross are finding

ways to implement social media to engage their critics in conversation. Yes, blog posts, comments on Face book, tweets and other online tools give naysayers a voice, but they also give non-profits the chance to bat back misconceptions and inaccurate information and educate the broader public at the same time. The rub? The public gets to peak inside the box. But if organizations are truly ready to shift their approach, to open the lid, to be transparent and reap the rewards of building relationships, strengthening and widening connections, being more transparent and garnering trust, then put social media in the arsenal. There will be growing pains, no doubt, but this book will serve as a guide and provide inspiration that could be truly transformational.

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