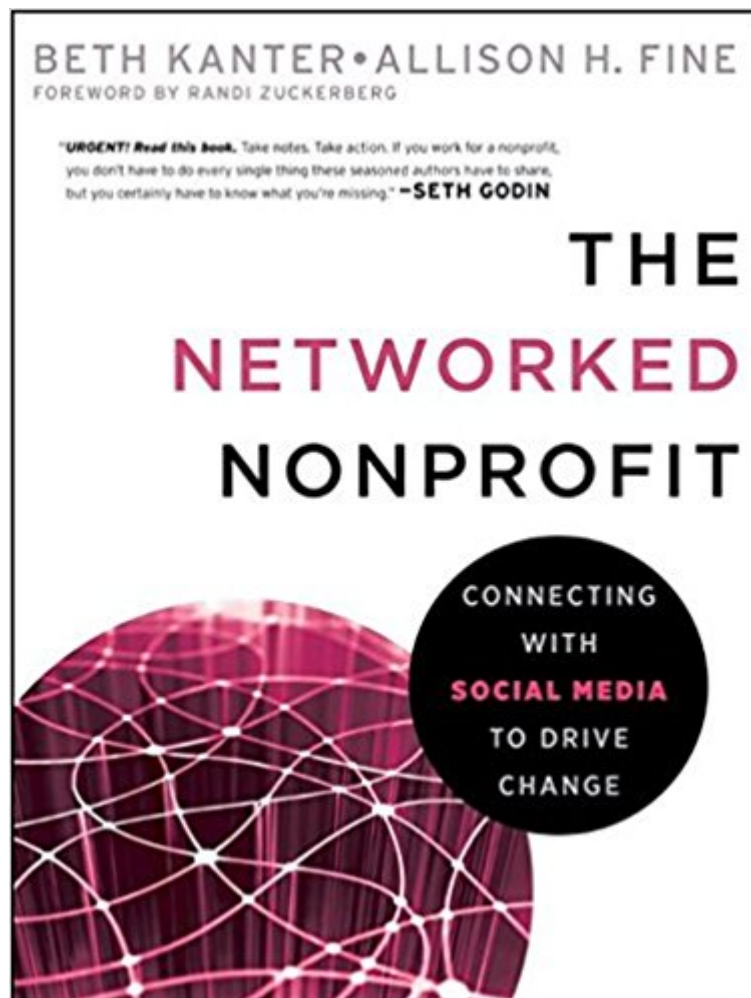




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# The Networked Nonprofit: Connecting With Social Media To Drive Change



## 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." —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 Register at [www.josseybass.com/email](http://www.josseybass.com/email) for more information on our publications, authors, and to receive special offers.

## Book Information

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## Customer Reviews

"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)

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.

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!

Posted on Tobi's Nonprofit Management Blog ([...]) October 21, 2010

If you're wondering whether social media is just a fad, getting ready to dip your toe into the proverbial pool, or you've already taken the plunge and aren't getting results you hoped for, this book is for you. Beth Kanter and Allison Fine, two leaders in nonprofit technology circles, recently published *The Networked Nonprofit: Connecting with Social Media to Drive Change*. The book is split into two sections -- the first covering what it means to be a networked nonprofit and the second offers tips and case studies of how to work in a networked way.

**Why It's a Good Read Here** are two reasons to spend a weekend on the couch reading -- one, because there aren't many good books out there that address nonprofit management needs beyond the basic level. This book is a refreshing change. More important, though, are Kanter and Fine's critical connections between the use of social media and the daunting challenges our sector faces in an evolving world. We are witnessing a sea change in the way leading organizations engage the public in solving societal problems. If you're looking for a step-by-step guide on how to set up a Facebook page, this isn't it. Although it's chock full of tips, advice, and case studies, the book is more intriguing as a treatise on where we find ourselves today and where we need to head in the future.

**Four Big Ideas from the Book** "Networked nonprofits are easy for outsiders to get in and insiders to get out." -- This goes beyond breaking down internal silos and sharing your annual report on a website. They point to a level of transparency and organizational "porousness" that is revolutionary. Trust me. It will give you pause. "Nonprofits and the people within them have too much to do because they try to do too much as stand-alone organizations." -- Kanter and Fine assert that organizations, whether they realize it or not, are part of a larger ecosystem of individuals and groups at work. The coordination of this larger network is what is needed to tackle the complex issues we face today. Moreover, people aren't asking for our permission. They'll continue the work, with or without our support. "Social media is a contact sport, not a spectator sport." -- Some organizations are already on the bandwagon, but they still use social media the same old way -- to send one-way information blasts. Two-way conversation is the key that unlocks the gate of engagement. "There is no one-size-fits-all friendship." -- Social media tools don't create relationships, people do. And, it's appropriate to ask for different things at different levels of a relationship. Kanter and Fine share a model called the Ladder of Engagement. It's a helpful way to look at how to deepen support and resources, whether you need volunteers, donations, or both. Finally, the book also includes reflection questions at the end of each chapter. If you are expecting resistance to social media at the office, these questions might help get the conversation started in a meaningful way. As a footnote, I'm hoping that when the second edition is

published, they'll add an entire chapter on program evaluation using networks. Right now I'm helping develop a performance improvement system. It makes me wonder. Who's using social media to involve stakeholders in program evaluation and how? Can social media help us make program improvements in a truly authentic and participatory way? Once we understand what we need to change, how can we continue to engage our network in supporting the transformation?

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 [...].

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.

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