



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

*Heather Mansfield*

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## **Social Media for Social Good: A How-to Guide for Nonprofits** Heather Mansfield

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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The good news is, with the right strategy and tools, nonprofits can overcome those challenges and use social to create the kind of meaningful connections that drive people to donate. In fact, 55% of people who engage with causes via social media are inspired to take further action (Source: Georgetown CSIC). We interviewed five nonprofit social experts to help you create a nonprofit social media strategy that will bring you closer to your supporters and help you reach your goals. This guide details actionable tips to create a successful social media plan for nonprofits, like how to: Set social media