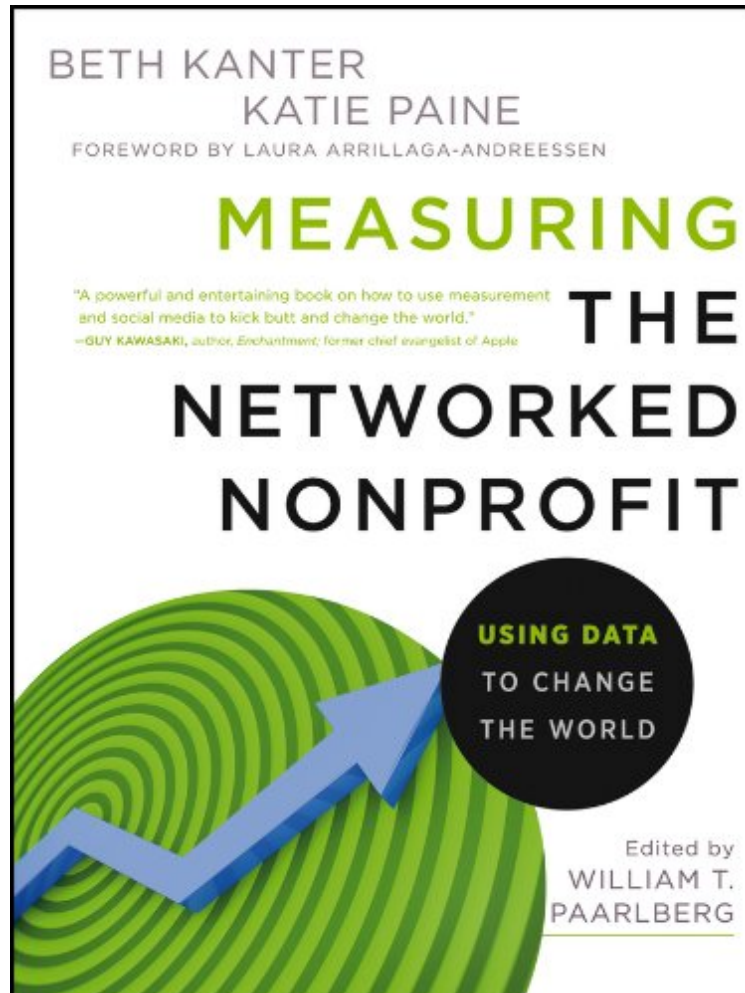


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Measuring the Networked Nonprofit: Using Data to Change the World

Beth Kanter, Katie Delahaye Paine
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approachable, and speaks to the heart of the matter. i am so glad i purchased this resources and cant wait to start implementing this new way of thinking!0 of 0 people found the following review helpful. Great resource and user-friendly!By Marci Ronik, The Ronik-Radlauer Group, Inc.Excellent! Easy to follow, easy to use. Provoked ideas for implementation and then some. Beth and Katie not only write well, they package their material in a way that is user-friendly. This book will have a prominent place on my shelf as a resource.

The tools nonprofits need to measure the impact of their social media Having a social media measurement plan and approach can no longer be an after-thought. It is a requirement of success. As nonprofits refine their social media practice, their boards are expecting reports showing results. As funders provide dollars to support programs that include social media, they too want to see results. This book offers the tools and strategies needed for nonprofits that need reliable and measurable data from their social media efforts. Using these tools will not only improve a nonprofit's decision making process but will produce results-driven metrics for staff and stakeholders. nbsp; A hands-on resource for nonprofit professionals who must be able to accurately measure the results of their social media ventures Written by popular nonprofit blogger Beth Kanter and measurement expert Katie Delahaye Paine Filled with tools, strategies, and illustrative examples that are highly accessible for nonprofit professionals This important resource will give savvy nonprofit professionals the information needed to produce measurable results for their social media.

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Measuring the Nonprofit World "Read *Measuring the Networked Nonprofit* to help you figure out what kind of results you're getting, and then figure out to get even more effective." mdash;Craig Newmark, founder, craigslist, craigconnects.org
"Measuring the Networked Nonprofit is essential reading for any nonprofit leader trying to figure out what social media can do for her organizationmdash;and what pitfalls to avoid. Kanter and Paine demystify social media strategies, tools, and metrics, and make them accessible to techies and technophobes alike." mdash;Kathy Reich, Director of Organizational Effectiveness Grantmaking, The David and Lucile Packard Foundation
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"In a new world of social media and big data, the authors cut through the noise to help you design and measure campaigns."About the Authormdash;Brian Solis, bestselling author, *The End of Business as Usual* and *Engage!* 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*; a visiting scholar, The David and Lucile Packard Foundation; and a speaker and trainer. Katie Delahaye Paine is the founder of *KDPaine Partners LLC* and publisher of the first blog and the first newsletter for marketing and communications professionals dedicated entirely to measurement and accountability.