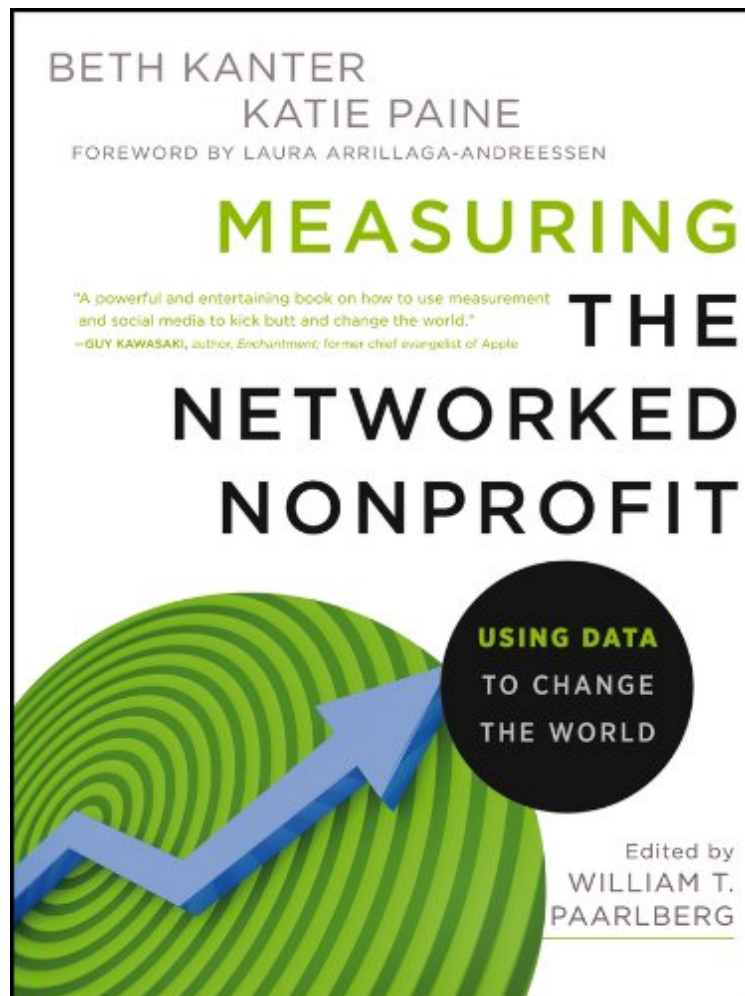


## Measuring the Networked Nonprofit: Using Data to Change the World

*Beth Kanter, Katie Delahaye Paine*  
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**Beth Kanter, Katie Delahaye Paine : Measuring the Networked Nonprofit: Using Data to Change the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Measuring the Networked Nonprofit: Using Data to Change the World:

5 of 5 people found the following review helpful. social networking for NGOs By Randy K. M. I've been looking forward to the release of this book for quite sometime. Beth and Katie have done a terrific job outlining the techniques for and importance of measuring networking efforts in the nonprofit setting. The wisdom starts in the Preface and continues chockablock until the end! I highly recommend this text to all of my nonprofit colleagues. 1 of 1 people found the following review helpful. a complete package! By m.r. this book is THE complete guide to an integrated information driven advocacy strategy. the book is entertaining, engaging, full of practical ideas/tips/templates, 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. 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.

From the Back Cover "A powerful and entertaining book on how to use measurement and social media to kick butt and change the world." —Guy Kawasaki, author, *Enchantment*; former chief evangelist of Apple  
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." —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 organization—and what pitfalls to avoid. Kanter and Paine demystify social media strategies, tools, and metrics, and make them accessible to techies and technophobes alike." —Kathy Reich, Director of Organizational Effectiveness Grantmaking, The David and Lucile Packard Foundation  
"This book is the cutting edge of evaluating the effectiveness of social media and goes beyond methods to show that measurement is about strategic thinking and evidence-informed action." —Michael Quinn Patton, author, *Developmental Evaluation: Applying Complexity Concepts to Enhance Innovation and Use*  
"The authors brilliantly teach nonprofit leaders how to transform their organizations by embracing measurement. The writing style is lively, which makes the book accessible, inviting to read, and fun to implement!" —Kim Meredith, executive director, Stanford Center on Philanthropy and Civil Society  
"The authors provide an invaluable guide to philanthropists and their beneficiaries and answer the question: 'How do we measure the effectiveness of our nonprofit's networked social media efforts?' This is a readable, practical book!" —Howard Rheingold, author, *Net Smart: How to Thrive Online*  
"Measuring the Networked Nonprofit is a must-read for anyone in the social good sector. The authors are both funny and talented storytellers. Stop reading this stupid blurb and go read the book." —Shel Israel, coauthor, *Naked Conversations* and *Forbes* contributor  
"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 Author  
—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.