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Nota di contenuto	Social Networking Basics: Facebook, Twitter and LinkedIn -- Organizational Blogs and Online Diaries -- YouTube and Video Documentation -- Pulling it All Together: Social Media Strategy -- Technology to Enhance Real-World Events -- Virtual Meetings and Distance Solutions -- Enhancing E-Newsletters -- Augmenting Fundraising with Social Media -- Online Membership Services -- Specialized and Custom-Built Services -- Case Studies: Ideas Worth Considering.
Sommario/riassunto	Social media has become a must for organizations to master in order to be successful. Originally published by Stevenson, Inc. , this practical resource provides nonprofit leaders and professionals with strategies to harness the power of social media to support their causes and organizations.