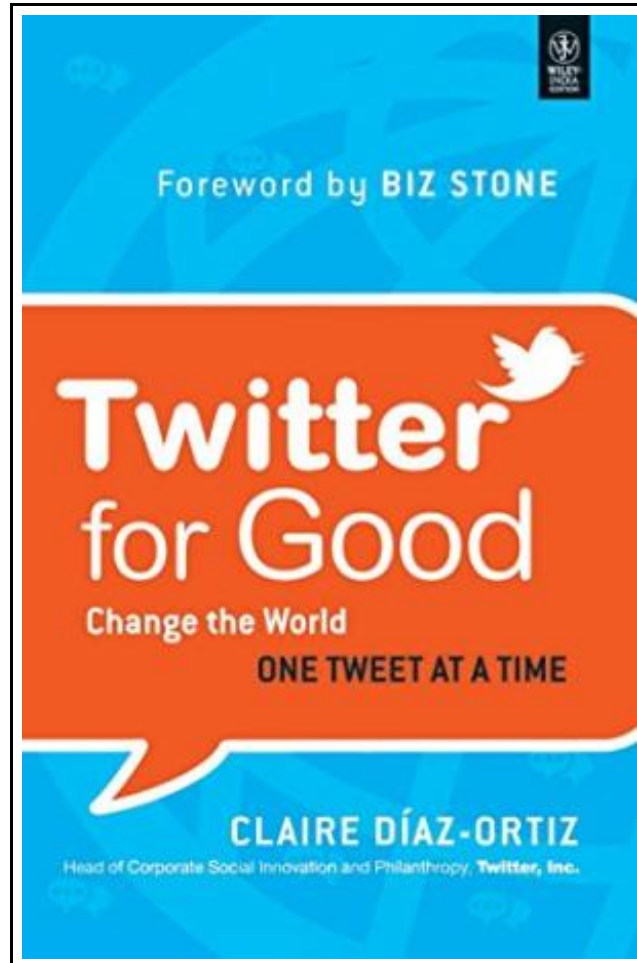


Twitter for Good: Change the World One Tweet at a Time



Filesize: 8.82 MB

Reviews

Simply no phrases to clarify. It is really basic but surprises from the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Mr. Noah Cummerata IV)

TWITTER FOR GOOD: CHANGE THE WORLD ONE TWEET AT A TIME



Jossey-Bass, New Delhi, 2012. Paper back. Book Condition: New. 8vo - over 7? - 9?" tall. It is no secret that big businesses and nonprofits are enamored with social media: how to do it, why to do it, and the ways to do it better. However, existing texts on Twitter are either macro-level books on the power of social media for social change, or prescriptive how-to manuals on general Twitter use. Until now, there has been no definitive guide outlining just how to use Twitter to create larger strategies for cause-based campaigns. In *Twitter for Good*, Claire Diaz Otiz presents the first comprehensive guide for organizations, showing them how to harness individual activism via Twitter as a force for social change. The book introduces a five-step model that Diaz developed, based on her work with hundreds of organizations, called T.W.E.E.T. (Target, Write, Engage, Explore, Track). Accompanied by case studies and examples to teach cause-based initiatives how to excel on Twitter's platform, the book lays out this framework, and dives deep into the specific strategic steps needed to build and effectively promote cause-based campaigns. It includes case studies from organizations like The Red Cross, Charity Water, and RED, eye-opening information about Twitter's own internal work on philanthropic campaigns, and how-to frameworks and models. Page Extent: 224.



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