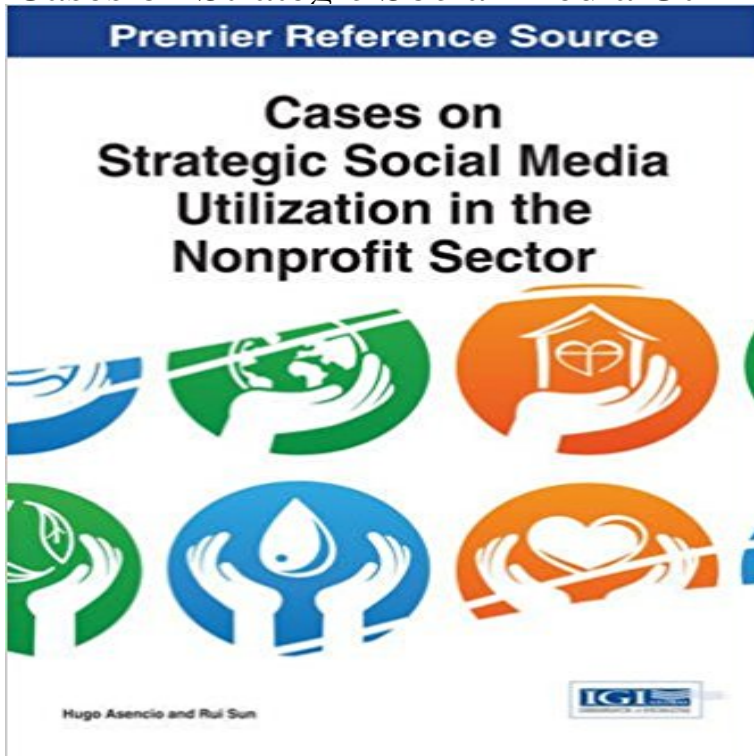


Cases on Strategic Social Media Utilization in the Nonprofit Sector



Typically utilized by larger corporations, social media marketing and strategy is lacking in small and medium-sized nonprofit organizations. Although these organizations are beginning to incorporate this form of online communication, there is still a need to understand the best practices and proper tools to enhance an organizations presence on the web. Cases on Strategic Social Media Utilization in the Nonprofit Sector brings together cases and chapters in order to examine both the practical and theoretical components of creating an online social community for nonprofit organizations. The technologies discussed in this publication provide organizations with the necessary cost-effective tools for fundraising, marketing, and civic engagement. This publication is an essential reference source for practitioners, academicians, researchers, and advanced-level students interested in learning how to effectively use social media technologies in the nonprofit sector.

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