



 Get Print Book

Measuring the Networked Nonprofit: Using Data to Change the World

By Beth Kanter, Katie Delahaye Paine



Download



Read Online

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine

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 afterthought. 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.



[Download Measuring the Networked Nonprofit: Using Data to C ...pdf](#)



[Read Online Measuring the Networked Nonprofit: Using Data to ...pdf](#)

Measuring the Networked Nonprofit: Using Data to Change the World

By Beth Kanter, Katie Delahaye Paine

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine

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.

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine Bibliography

- Sales Rank: #320829 in Books
- Published on: 2012-10-09
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .90" w x 6.90" l, 1.20 pounds
- Binding: Paperback
- 336 pages

 [Download Measuring the Networked Nonprofit: Using Data to C ...pdf](#)

 [Read Online](#) Measuring the Networked Nonprofit: Using Data to ...pdf

Download and Read Free Online Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine

Editorial Review

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](http://craigslist.org), 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.

Users Review

From reader reviews:

Kathleen Young:

Information is provisions for those to get better life, information these days can get by anyone at everywhere. The information can be a know-how or any news even an issue. What people must be consider if those information which is inside the former life are challenging be find than now is taking seriously which one is suitable to believe or which one the resource are convinced. If you get the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All those possibilities will not happen with you if you take *Measuring the Networked Nonprofit: Using Data to Change the World* as your daily resource information.

Philip Brown:

Measuring the Networked Nonprofit: Using Data to Change the World can be one of your nice books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The author giving his/her effort to get every word into enjoyment arrangement in writing *Measuring the Networked Nonprofit: Using Data to Change the World* although doesn't forget the main point, giving the reader the hottest in addition to based confirm resource details that maybe you can be among it. This great information could drawn you into new stage of crucial contemplating.

Samuel Freeman:

As we know that book is very important thing to add our understanding for everything. By a reserve we can know everything we wish. A book is a group of written, printed, illustrated or blank sheet. Every year has been exactly added. This e-book *Measuring the Networked Nonprofit: Using Data to Change the World* was filled regarding science. Spend your spare time to add your knowledge about your technology competence. Some people has various feel when they reading some sort of book. If you know how big benefit of a book, you can really feel enjoy to read a reserve. In the modern era like now, many ways to get book that you simply wanted.

Bonnie Wilson:

Do you like reading a book? Confuse to looking for your selected book? Or your book ended up being rare? Why so many problem for the book? But any kind of people feel that they enjoy to get reading. Some people likes studying, not only science book but additionally novel and Measuring the Networked Nonprofit: Using Data to Change the World as well as others sources were given understanding for you. After you know how the truly great a book, you feel would like to read more and more. Science publication was created for teacher as well as students especially. Those publications are helping them to add their knowledge. In various other case, beside science guide, any other book likes Measuring the Networked Nonprofit: Using Data to Change the World to make your spare time far more colorful. Many types of book like this one.

**Download and Read Online Measuring the Networked Nonprofit:
Using Data to Change the World By Beth Kanter, Katie Delahaye
Paine #JK5XTGBUFSY**

Read Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine for online ebook

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine books to read online.

Online Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine ebook PDF download

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine Doc

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine Mobipocket

Measuring the Networked Nonprofit: Using Data to Change the World By Beth Kanter, Katie Delahaye Paine EPub