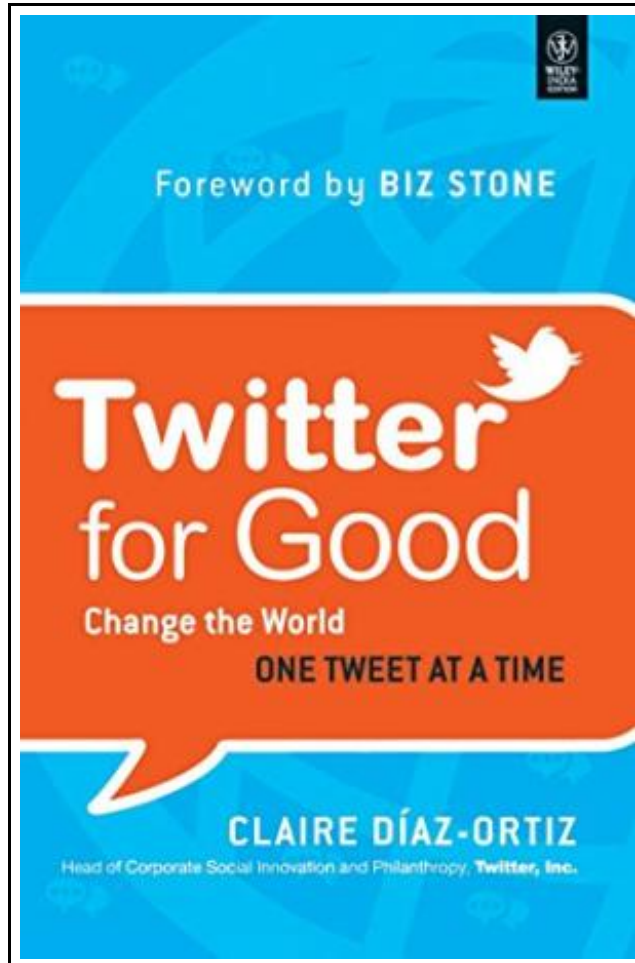


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Jossey-Bass, New Delhi, 2012. Paper back. Book Condition: New. 8vo - over 7? - 9?" tall. It is no secret that big businesses and nonprofits are enamored with social media: how to do it, why to do it, and the ways to do it better. However, existing 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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