

“This ‘telephone’ has too many shortcomings to be seriously considered as a practical form of communication. The device is inherently of no value to us.”

- Western Union internal memo, 1878

recommended reading

- Center for Marketing Research, The First Longitudinal Study of Usage by the Largest US Charities, June 2009. www.umassd.edu/cmr/studiesresearch/socialmediacharity.cfm
- CauseWired: Plugging In, Getting Involved, Changing the World, by Tom Watson. Wiley & Sons, 2009.
- Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman. Wiley & Sons, 2009.
- Momentum: Igniting Social Change in the Connected Age, by Allison Fine. Jossey-Bass, 2006.
- Social Media for Social Causes Study: The Results, Qui Diaz, Beth Kanter and Geoff Livingston. www.mashable.com/2009/03/26/social-media-nonprofit-study
- 10 Things Every Nonprofit Should Know About Social Media and Online Communications, by Allyson Kapin. www.frogloop.com/care2blog, April 28, 2009,

favorite web sites / blogs

- Mashable – www.mashable.com
- Beth’s Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change – www.beth.typepad.com/beths_blog
- Katya’s Non-Profit Marketing Blog – www.nonprofitmarketingblog.com
- A. Fine Blog – www.afine2.wordpress.com
- On Social Marketing and Social Change – www.socialmarketing.blogs.com
- Frogloop.com, care2’s nonprofit online marketing blog – www.frogloop.com

facebook & linkedin groups

- Community Philanthropy 2.0 (FB)
- Social Media for Nonprofit Organizations
- Social Media Today
- Social Media Club of Salt Lake City

About NPM

newphilanthropymedia is an Internet consulting firm. Our services are intended to help philanthropic organizations leverage new media to advance their work.

We advise our clients on strategies to increase visibility, engage audiences, improve collaboration and accelerate their performance. We help social enterprises of all sizes align new technology with their mission, strategic goals, programs and processes.