

SOCIAL MEDIA & NONPROFITS

A Bibliography

Library!

SOCIAL MEDIA—GENERAL

The Everything Guide to Social Media: All You Need to Know About Participating in Today's Most Popular Online Communities

John K. Waters

302.231 WATERS 2010

Here Comes Everybody: The Power of Organizing Without Organizations

Clay Shirky

303.4833 SHIRKY

Internet Management for Nonprofits: Strategies, Tools & Trade Secrets

The AFP/Wiley Fund Development Series

FIC 658.0546 INTERNE 2010

The Networked Nonprofit: Connecting With Social Media to Drive Change

Beth Kanter

FIC 658.044 KANTER 2010

Professional Blogging for Dummies

Susan J. Getgood

659.2 GETGOOD 2010

The Social Media Bible: Tactics, Tools, and Strategies for Business Success

Lon Safko

658.872 SAFKO 2009

Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust

Chris Brogan

658.872 BROGAN 2009

SOCIAL MEDIA—MARKETING

The Complete Idiot's Guide to Social media Marketing

Jennifer Abernethy

658.872 ABERNET 2010

DigiMarketing: The Essential Guide to New Media & Digital Marketing

Kent Wertime

658.872 WERTIME 2008

Friends With Benefits: A Social Media Marketing Handbook

Darren Barefoot

658.872 BAREFOO 2010

New Community Rules: Marketing on the Social Web

Tamar Weinberg

338.761 WEINBER 2009

A Quick Start Guide to Social Media Marketing: High Impact Low-Cost Marketing that Works: New Tools for Business

Neil Richardson

658.872 RICHARD 2010

Social Media Marketing All-In-One for Dummies

Jan Zimmerman

658.872 ZIMMERM 2010



**Boise Public
Library**

Main Library

715 South Capitol Blvd

Boise, ID 83702-7123

208-384-4076

TTY: 1-800-377-3529

SOCIAL MEDIA—TWITTER & FACEBOOK

Facebook and Twitter for Seniors for Dummies

Marsha Collier

006.754 FACEBOO COLLIER 2010

Facebook Marketing: Leverage Social Media to Grow Your
Business

Steven Holzner

658.872 HOLZNER 2009

Facebook: The Missing Manual

Emily A. Vander Veer

006.754 FACEBOO VANDERV 2011

Twitter: Tips, Tricks, and Tweets

Paul McFedries

006.754 TWITTER MCFEDR 2009

Twitter Power: How to Dominate Your Market One Tweet at
a Time

Joel Comm

658.872 COMM 2009

Twitterville: How Businesses Can Thrive in the New Global
Neighborhoods

Shel Israel

658.872 ISRAEL 2009

Viral Loop: From Facebook to Twitter, How Today's
Smartest Businesses Grow Themselves

Adam L. Penenberg

303.4833 PENENBE 2009