

The Little Book of Likes: Social Media for Small (and Very Small) Nonprofits



The Little Book of Likes is dedicated to helping small (and very small) nonprofits build an audience on social media platforms like Facebook and Twitter. This short guide leads Executive Directors and nonprofit marketing managers through the ins and outs of a simple social media strategy that is effective and sustainable. With real-world practical advice, it recognizes that nonprofit managers usually have better things to be doing than updating Facebook. Like The Little Book of Gold, it was written specifically for small nonprofits as a road map to the often confusing and changing world of social media.

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