

# Cases on Strategic Social Media Utilization in the Nonprofit Sector

Part of the Advances in Social Networking and Online Communities (ASNOC)  
Book Series

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## Description:

Typically utilized by larger corporations, social media marketing and strategy is lacking in small and medium-sized nonprofit organizations. Although these organizations are beginning to incorporate this form of online communication, there is still a need to understand the best practices and proper tools to enhance an organization's presence on the web.

**Cases on Strategic Social Media Utilization in the Nonprofit Sector** brings together cases and chapters in order to examine both the practical and theoretical components of creating an online social community for nonprofit organizations. The technologies discussed in this publication provide organizations with the necessary cost-effective tools for fundraising, marketing, and civic engagement.

## Readers:

This publication is an essential reference source for practitioners, academicians, researchers, and advanced-level students interested in learning how to effectively use social media technologies in the nonprofit sector.

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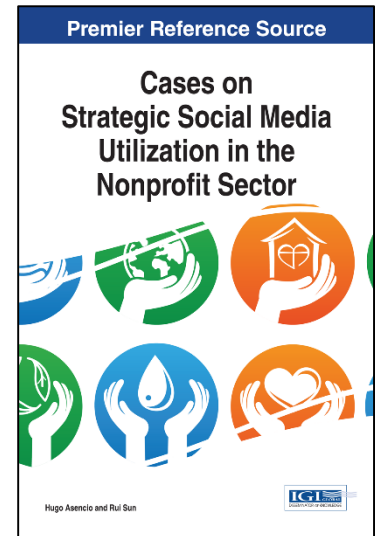
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## Topics Covered:

- Brand Ambassadors
- Civic Engagement
- Civil Society Organizations
- Friend Raising
- Microblogging
- Online Engagement
- Peer-to-Peer Fundraising

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*Social Media in Crisis: How Social Media Created a NPO and Relief during a Wildfire Crisis*

Lauren Bacon Brengarth, University of Colorado Colorado Springs, USA

Edin Mujkic, University of Colorado Colorado Springs, USA

Meg A. Millar, University of Colorado Colorado Springs, USA

#### Chapter 2

*Peer-to-Peer Fundraising Success: Paws With A Cause®*

Samantha Adler, Grand Valley State University, USA

Heather Carpenter, Grand Valley State University, USA

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*A Case Study of Blue Star Families*

David Chapman, Old Dominion University, USA

Katrina Miller-Stevens, Old Dominion University, USA

John C. Morris, Old Dominion University, USA

Brendan O'Hallarn, Old Dominion University, USA

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Zhibin Zhang, Nanyang Technological University, Singapore

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Gayla Schaefer, Schaefer Freelance and Consulting, USA

Leigh Nanney Hersey, University of Memphis, USA

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Erin K. Nemenoff, University of Memphis, USA

Julia Schenk, National Panhellenic Conference, USA

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Georgette E. Dumont, University of North Florida, USA

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Kari Steen-Johnsen, Institute for Social Research, Norway

Bernard Enjolras, Institute for Social Research, Norway

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Rui Sun, California State University, Dominguez Hills, USA

Hugo Asencio, California State University, Dominguez Hills, USA

Julie Reid, California State University, Dominguez Hills, USA, & American Lung Association in Arizona, USA

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Allison Turner, West Chester University, USA

Kelsey Mattson, West Chester University, USA

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**Hugo Asencio** is an Assistant Professor in the Department of Public Administration at California State University, Dominguez Hills. He holds a Ph.D. in Public Administration and Public Policy from Auburn University. Dr. Asencio also holds a Master's in International Relations and a Bachelor's in International Studies, both from Auburn University at Montgomery. His research focuses on public-sector ethics, management, human resource management, nonprofit organizations, and e-government. His work has appeared in *Public Administration Quarterly*, *International Review of Public Administration*, *E-Government and Websites: A Public Solutions Handbook*, *Citizen 2.0: Public and Governmental Interaction through Web 2.0 Technologies*, and *P.A. Times*. Dr. Asencio serves on the Board of Directors of Lunches for Learning, a nonprofit organization, and is serving a three-year term (2014-17) on the Chapter Council of the American Society for Public Administration Southern California Chapter. He teaches graduate courses in public-sector management, leadership, ethics, human resource management, and nonprofit management.