



It's Your World, So Change it

By Tom Head

Que, 2010. Softcover. Book Condition: Neu. Neu Neuware. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - There's been plenty of hype about the "netroots," and online activism on both the right and left. But most of it's been celebratory, not practical. This is a practical, start to finish guide to promoting any cause and participating in any social movement on the social Web. Long-time activist and online community expert Tom Head covers everything you need to know about e-activism, including: " Using the Web to find activism jobs and volunteer opportunities " Using Google Alerts, RSS feeds, and other tools to stay informed " Building cause-related web sites - even if you have practically no money or web experience " Engaging effectively on social networking sites " Promoting causes, events, or organizations without spamming " Getting more attention and links for a cause " Keeping allies informed via email, blogs, text messaging, and Twitter " Organizing local activists using global media, and using online activism to support on-the-ground work " Blogging to promote a cause: when it works, and when it's not worth it " Avoiding the common mistakes e-activists make 190 pp. Englisch.



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