

INDEX

A

Aaker, J., 236, 237
Aha! moments, 152–153
Ahmed, S., 208
AIDA concept/marketing funnel, 78
Alexa, 211
Alignment, 53–56
American Leadership Forum—Silicon Valley (ALF), 147
American Red Cross, 14–15, 62, 175, 176, 208; adoption of social media, 15; Twitter faux pas, 176–177
Analysis Exchange, 30, 37, 147–148
Andresen, K., 107
Annie E. Casey Foundation, 74–75
AOL, Cause Module, 103
Appinions, 216
ASPCA (American Society for the Prevention of Cruelty to Animals), 179; Aha! moment for relationship studies, 183
Audiences, defining, 47–48
Authority, 134–135

Autism Speaks, 104–107; customized asks, 106–107; e-mail segmentation, 106–107; ladder of engagement, 105–106; Light It Up Blue campaign, 104–107
Automated content analysis, 133
Average mentions, 136
Average path length, networks, 195
Awareness, 138; measuring, 123

B

Bakshy, E., 206
Balanced tone, 135
Barry, F., 100
Benchmarks, defining, 48–49
Bernholz, L., 164
Best Friends Animal Society, 87–90; Dog Wall, 90; e-mail messaging, 88; Invisible Dogs campaign, 87–88; Invisible Dogs Pledge Form, 89; #invisibleDogs hashtag, 88; National Shelter Check-in Day project, 88; nationwide Invisible Dogs events, 88–90

- Bhatia, S., 236
Binhammer, R., 240
Birmingham Museums, 123
Blades, J., 7–8
Blogs, and crowdsourcing, 239
Blue Key Campaign, 208–215, 210; data in context, 213; experience, learning from, 214–215; and Google Analytics, 213; influencers, finding to recruit as champions, 210–211; keywords used to identify influencers, 210; and measurement, 209–210; results, tracking, 211–212; Tweetathon, 211–212
Boyd, A., 155
Breslaw, M., 209
Brigham Young University, 224
Brigida, D., 199
Brown, A., 164
Burke, S., 121, 179, 209–215, 210, 211
Business of Influence, The (Sheldrake), 204–205
- C**
- Case Foundation, 101; Make It Your Own awards, 243
Castañeda, N., 219
Castingwords site, 241
Causes (social fundraising platform), 101
Causes.com, 109
Challenge for Children, University of California, San Francisco (UCSF), 108–109
charity:water, 102–104; as data-informed organization, 103–104; fifth anniversary celebration, 103; metrics, use of, 104; mycharitywater.org, launch of, 102; online measurement tools, 104; September Campaign strategy, 103–104
Chase, C. D., 161–162
Chu, D., 199–200
Clickworker site, 241
“Closing the triangle” (network weaving technique, 200
Clusters, 192
Commitment in relationships, 180
Communal relationships, 180
Community Catalyst, 53–56; as grass-tops advocacy organization, 53; key performance indicators (KPIs), 55; and social media, 54; social media measurement pilot, 54–56
Community engagement, 109–110
Complete Idiot’s Guide to Crowdsourcing (Sherman), 239
Conclusionary headlines, 159
Connolly, P., 226
Constant Contact, 130, 183
Constant experimentation, importance of, 33
Content analysis tools, 120
Control mutuality, 180
Convio, 183
Core, 191
Correlations, 156–158
Costs, defining, 56–57
Craigslist Foundation, crowdsourcing experiment, 243
Crawl stage, 22–23; data-informed culture, 34
Crawl, walk, run, fly (CWRF) hierarchy, 20–24

- Cremonini, R., 194
Crowdflower site, 241
Crowdrise, 101
Crowdsourcing, 237–239; Craigslist Foundation experiment, 243; decision making, 242; ideas, value of, 240–241; Katie’s Kat Shelter (KKS), 243–244; measurement of, 239–243; online, 238; participation in, 242; power of, 238–239; of repetitive tasks, 241; solution, value of, 241–242
Croxton, E., 81–82
Curator of metrics, defined, 37
Customized research, syndicated research vs., 145
- D**
- Dashboards, 151, 158–159; sharing, 163–165; Smithsonian Institute Archives (SIA), 161–162
Data: accuracy of, 158; fresh, 156; presenting, 159; sharing, 158–159; telling stories with, 160; without insight, 159
Data analysts, siloing, 33–34
Data collection, 56, 151; charity:water, 103–104; data reflection vs., 33; and measurement tools, 121; project, 37–38; tools, selecting, 51–53
Data-driven culture, defined, 30
Data-informed culture: consultants, 36–37; crawl stage, 34; creating, 29–39; curator of metrics, 37; data collection project, 37–38; defined, 7; disagreements, 36; expectations, managing, 36; experiments, use of, 37; fly stage, 35–36; HiPPO, 32; information-based introspection, use of term, 31; and internal conversations, 36–38; and leadership, 32; learning from results, 38; and nonprofit/public sector practitioners, 31; run stage, 35; walk stage, 35
Data/results, telling stories with, 151
Data review, 151
David and Lucile Packard Foundation, 21–22, 70
DC Give to the Max Day event (Nov. 2011), 110
Disclosure, 223
Dogfish Head, 176–177
Dominance, 135
Dominant mentions, 135
Donations, and social media, 70
DoSomething.org, 30–34, 237, *See also* Data-informed culture; data analysts, siloing of, 33–34; data collection vs. data reflection, 33; data-informed culture creating, 32–34, 237; data mining, 32; fail-fest meetings, 33; key performance indicators (KPIs), 31–32; purpose of, 30; sharing small wins, 34; staff resistance, overcoming, 34
Dr. Don Stacks’ Primer of Public Relations Research, 126
Dubner, S. J., 160
- E**
- Earned revenue, and social media, 70
eCairn, 216
Edge/periphery, 192
Effect, and influence, 205

- Efficiency: as benefit of transparency, 227; measuring improvements, 228; metrics, 228
- Engage* (Solis), 205
- Engagement: behaviors, 90–91; metrics, 195; relationships revealed by, 181–182
- Excel (Microsoft), 131, 168
- Exchange relationships, 180, 182
- Exclusive mentions, 135
- External stakeholders, sharing dashboards/reports with, 164–165
- Free agents, 102; effectiveness/impact of, 217; influence of, 206–208; Mark Horvath, 207–208; passion of, 207; Shawn Ahmed, 208
- Frequency, influencers, 216
- Fresh data, 156
- “Funder’s Guide to Networks: Growing Social Impact in a Networked World, A,” 188
- Fundly (social fundraising platform), 101
- Fussell-Sisaco, H., 178

F

- Facebook, 139, 148, 206, 216; and crowdsourcing, 239; and Our Daily Bread (ODB), 61–62; posting needs on, 71; stories vs. statistics, 20
- Fail-fest meetings, DoSomething.org, 33
- Federal Reserve Bank of Cleveland, Aha! moment, 153
- Feeding America, 132; conversions, measurement of, 140–141; Facebook tracking, 141
- Filbin, R., 33–34
- Fine, A., 14–15, 44, 180, 188
- Fly stage, 25; data-informed culture, 35–36
- Focus groups, 129
- Food Movement Rising campaign, Roots of Change, 144
- Ford-Scriba, D., 147
- Foundation for Early Learning, 21
- Foundation transparency, 224
- Freakonomics* (Levitt/Dubner), 160
- Free agent fundraisers, 204

G

- Garciaruno, K. J., 178
- Garlinghouse, M., 193–194
- gfkamerica.com, 205
- Gillett, C., 79, 82–84
- GiveMN, 109
- Gladwell, M., 205
- Goals, defining, 46–47
- Goldmine Project, 226–227
- Goodwill Industries International, 143–144
- Google Alert, 64, 134
- Google Analytics, 83, 103, 120, 122, 139, 140, 142, 211, 213, 216; and Blue Key Campaign, 212–213
- Google Forms, 123
- Google Keyword finder, 216
- Gordon, S., 108, 109
- Government 2.0, 30
- Grantmakers for Effective Organizations, 72–73; theory of change of, 73
- Grantmakers in Film and Electronic Media, 223–224

- Greater Pittsburgh Nonprofit Partnership, 222–223
- GreatNonprofits, 222–223
- Greenblatt, J., 233–234
- Grist: content, 83–84; coverage on food, 81; editorial mission, 79; engagement, 82–84; engagement, as measure, 81; “Farming Is the New Hipster Occupation of Choice” (article), 82; footprint, as measure, 81; indexes, 82–84; individual behavior change, as measure, 81; key measures, 81; ladder of engagement, 80–81, 84–87; societal change, as measure, 81; societal influence, challenge of measuring, 84; surveys, 82, 84; Twitter hashtags, move to climate hawks, 81–82; use of measurement to deepen relationships, 79–80
- Grunig, J., 178, 182
- Grunig, J. E., 178
- Grunig, L., 178, 182
- Grunig Relationship Survey, 125, 130, 178, 181, 184
- “Guidelines for Market Research” (Advertising Research Foundation), 124
- Gupta, A., 237
- H**
- Habitat for Humanity, 110
- Haiti earthquake (2010), 14–15
- Hansen, D. L., 192
- Hard results, *See* Tangibles
- Harman, W., 14–15, 62, 176
- Harold, J., 224
- harrisinteractive.com, 231
- Harrison, S., 102
- “Heads in beds” metric, 70
- HelpAttack, 101
- Herndon Alliance, 19
- Hewlett Foundation, Philanthropy Program at, 224
- High-level engagement behaviors, 91
- Hill, D., 61
- HiPPO, use of, 32
- Hoffman, R., 32
- Hofman, J. M., 206
- Holley, J., 188
- Hon, L. C., 178
- Horvath, M., 207–208
- Hosseini, K., 213
- Hosseini, R., 211
- Houa Moua, P., 49
- Howard, A., 30
- Howe, J., 239
- Hubs, 192
- Hulu, 103
- Humane Society of the United States (HSUS), 4–5, 37, 164; fans of, 5; infographic to report results, 164–165; Million Fan campaign Facebook page, 6
- Huyse, K., 175

I

- Idealware, 148
- IdeaStorm (Dell), 240
- Impact, measuring, 140
- Independent Federal Reserve, 153
- Indianapolis Art Museum, 164–165

Influence, 102, 204–206; action, 216–217; identifying data already available, 215; measurement of, 215–219; and popularity, 205; search terms/key words used to find your site, 215–216; trust, 216–217

Influence score, calculating, 218

Influencers, 102, 192, 205

Influentials, use of term, 205

InMap, 193–194, 198

Innovation, 238

Institute for Public Relations, 148

instituteforpr.org, 148

Intangibles, 70–71

Integrated campaigns, *See* Multichannel integrated campaigns

Integrated, defined, 107

International Institute for Education, 22

InvisiblePeople.TV, 207–208

Island Collaboration's Fund, 243

J

Jackson, J., 227

Johnson, J., 139

K

Kam, H., 164

Kang, H., 178

Kang, S., 178

Kanter, B., 14, 21, 44, 101, 123, 148, 161, 164, 166, 176, 180, 188, 189, 198, 204, 205; on crawl, walk, run, fly (CWRF) hierarchy, 21–22; Devil's Tower, insight from, 167; Facebook Insights dashboard, 166–167; on mapping her LinkedIn network, 198

Kapin, A., 142

Kapoor, R., 32

Katie's Kat Shelter (KKS), 91–97, 128, 182; audiences, defined, 92; benchmarks, defined, 93; board of trustees, presentation of results to, 168; capital campaign, measurement of, 115–117; Cathy Cat Lover III, 233; data collection, selecting the right tool for, 96–97; donations, 95; high-level engagement metrics, 94–95; history of, 91; investment, defined, 92; kitten placement, 95; ladder of engagement, 91–97; low-level engagement metrics, 93–94; metrics, defined, 93; midlevel engagement metrics, 93–94; organizational goal, 92; possible influencers, 216; satisfaction/long-term engagement, measuring, 95–96; SMART objective, 92; transparency of, 232–233

kdpaine.blogspot.com, 148

Kearny Street Workshop (KSW), 42–44; experiments with social media, 42–43; goals/metrics, 43; measurement efforts of, 43–44

Kelly, M., 180

Kelly, T., 74–75

Key performance indicators (KPIs), 31–32, 49–50, 209; priorities/goals, 50; Smithsonian Institute Archives (SIA), 161–162

Klout, 218

Knight Foundation, News Challenge, 243

Kred, 218

L

- Ladder of engagement, 79; autism Speaks, 105–106; grist, 80–81, 84–87; Katie’s Kat Shelter (KKS), 91–97; Surfrider Foundation, 85–86
- Leadership, and data-informed culture, 32
- Leadership Learning Community, 219
- Learning in public, 224–225
- Leonard, A., 188–191, 190
- Leong, L., 42–43
- Levit, S. D., 160
- Levy, P., 241–242
- Lewis, C., 4–5, 37; consultations, 6–7; as curator of social media metrics, 5–6; on participatory campaigns, 5–6
- Lewis, E. St. E., 78
- Lilly, J., 32
- Lin, Y-H., 178
- Lindberg, C., 54–55
- LinkedIn, InMap, 193–194, 198
- Livingston, G., 110
- Logic model, 72–73
- London National Theatre, 176–177
- London Symphony Orchestra, use of social media data, 139
- Longitudinal survey, 125
- Lovett, J., 37
- Low-level engagement behaviors, 90
- Lublin, N., 32–33; on constant experimentation, 33

M

- Macpherson, R., 120
- Maddow, R., 160
- Manual content analysis, 133

Market research lab, University of New Hampshire, 146

Mason, W. A., 206

Matching grants, 102, 104

McAuliffe, S., 225–226

McCorkindale, T., 178

McCrehan, A., 143–144

McMurchie, V., 49–50, 85, 86–87

Measure What Matters (Paine), 46

Measurement: and the Aha! moment, 151–169; correlations, 156–158; cost of, 144–147; defined, 7, 31; determining context of results, 182; fresh data, 156; getting started in, 56–57; iterative nature of, 159; pie charts, 161; power of, 41–57; as a process, 44–45; of relationships, 173–201; “So what?”, use of, 155–156; tips for getting started in, 56–57; uses of, 31; using words/charts, 161

Measurement tools, 120–149; awareness, measuring, 123; content analysis tools, 120; and data collection, 121; educating yourself about, 148; longitudinal survey, 125; matching with objectives, 52; media content analysis, 131–138; omnibus survey, 126; polls, 125; preference, increasing, 125; relationships, improving, 125; selecting, 122; snapshot survey, 125; spreadsheets, 121, 147; survey tools, 120; surveys, conducting, 126–131; types of, 51; Web and social analytics/behavioral metrics, 139–143; Web and social analytics tools, 120

- Media content analysis, 122, 131–138; Analysis Exchange, 147–148; authority, 134–135; conversation type, 136–137; elements coded for, 134; manual vs. automated, 133–134; media, selecting, 134–135; messages communicated, 136; selecting a monitor tool, 134; sources mentioned/quoted, 136; for USO, 138; visibility, 136
- Meebo, 103
- Melley, K., 54
- Metrics: defining, 49–50; social fundraising, 110, 114–115
- Michel, D., 132
- Midlevel engagement behaviors, 90–91
- Minimal mentions, 136
- Minnesota’s “Give to the Max Day,” as largest online giving event, 101
- Mobile applications/strategies, 141–144; measuring mobile, 142–143
- MomsRising, 7–11; benchmarks, use of, 155; data used to refine strategic tactics, 10; decision making, 9; failure, measuring, 10; good measurement as good governance, 9; growth of, 7; incremental success, 10; letters to Congress, 19–20; measurement, 8–11; “Metrics Monday” staff meeting, 10, 156; operation of, 155; planning for success, with measurement, 9; policymakers, grabbing the attention of, 8; as poster child for networked nonprofits/nonprofit measurement, 7; rapid-response campaigns, 19; reports of social media results, 9; social change, used to define successes, 8; stories vs. statistics, 19–20; using data for effectiveness/efficiency, 9; value of measurement at every level of functioning, 11
- Monterey Bay Aquarium, 164
- Morino, M., 31
- Mothers Against Drunk Driving (MADD), Aha! moment, 153
- Mozilla, 32
- Multichannel, defined, 107
- Multichannel integrated campaigns, 107–115
- Murphy, P., 105
- Museum of History and Industry (MOHAI), 21
- N**
- Name collection, cost of, 145
- National Marrow Donor Program, 237
- National Wildlife Federation, 207; network mapping, use of, 193; sticky notes/markers, use of, 199–201;
- Neff, D. J., 87, 88–90
- Negative tone, 135
- Nelson, D., 101
- Network Weaver Handbook* (Holley), 188
- Networked For Good, 100, 101, 107
- Networked Nonprofit*, *The* (Kanter/Fine), 14, 15, 17, 44, 188, 198
- Networked nonprofits: alignment, 53–56; audiences, defining, 47–48; being and doing, 18; benchmarks, defining, 48–49; characteristics of, 17–19; crawl, walk, run, fly (CWRF) hierarchy, 20–25; data collection tools, selecting, 51–53; data-informed cultures, 17;

- defined, 7, 15; experimentation/experience, 17; goals, defining, 46–47; inspiration, 17; leadership/roles/structures, 18; levels of social media practice, 20; as masters of social media, 19; measurement, getting started in, 56–57; and measurement programs, 8–11; measurement steps for, 46–53; metrics, defining, 49–50; and missions, 174; recognition of organization as part of larger ecosystem of organizations/individuals, 17; rise of, 13–25; social culture, 18; social impact, 67–71; and social media, 246; social networking analysis (SNA), 188; time and costs, defining, 50–51; transparency, 18; and transparency, 221–234
- Networks, 187–201; average path length, 195; clusters, 192; core, 191; ebb and flow of, 15; edge/periphery, 192; hubs, 192; measuring the value of, 194–195
- Neutral tone, 135
- Newmark, C., 5
- Ni, P., 222–223
- Nielsen, J., 85
- Nodes, 191
- Nonprofits: balance of overreliance on passion and over-fetishization of data/analysis, 31; and informal measurements, 7; keys to success, 7; and social media, 19; and social media-enabled networking, 7
- Norris, S., 177
- NTEN, 100, 121, 126, 243; *Change* journal, 123; omnibus survey, 126; Webinars, 148
- Ocean Conservancy, 38
- OE (organizational effectiveness) grants, 225–226
- Office of Social Innovation at the White House, 233–234
- Omnibus survey, 126
- Omniture, 122, 140
- 100K Cheeks, 236–237; contribution of ideas for, 237; crowdsourcing, 237–238; “Give a Spit About Cancer” campaign, 237; measurement of the crowd, 237–238
- Online measurement tools, 104
- OpenIdeo, 237, 238
- Optimizely, 104
- O'Reilly Media, 30
- Organizational culture, changing, 36
- Organizational goals: expressing results in terms of, 59–75; expressing value of social media in terms of, 67
- Ostrow, A., 176
- Our Daily Bread (ODB), 61–62
- P
- Packard Foundation, 225–227
- Paine, K. D., 137, 138, 146, 225, 227; Aha! moment, 153–154; Aha! moment for ASPCA relationship studies, 183; on measurement, 160; measurement steps for networked nonprofits, 46–53
- Participation statistics, 195
- Peer organizations, sharing dashboards with, 163–164
- Perception metrics, 218
- Perrone, C. M., 87–88

- Petersen, E., 30
- Philanthropy and Social Investing Blueprint, 164
- Philanthropy Program, at Hewlett Foundation, 224
- Phone surveys, 126
- Pie charts, 161
- Piggyback survey, 126
- Polls, 125, 129
- Positive tone, 135
- Preference, increasing, 125
- Process outcomes, 70
- Prominence, 135
- PRWeb, 128
- Q**
- Qualitative vs. quantitative research, 129
- Qualtrics, 130, 183
- Questionnaire, surveys, 145
- R**
- Radian 6 tool, 132
- Rawlins, B., 224–225, 228, 229
- Razoo, 101
- Redmond, S., 163
- Reflection, 38
- Reich, K., 70, 226
- Relationships, 173–185; commitment, 180; communal, 180; components of, measuring, 180–183; control mutuality, 180; exchange, 180, 182; Grunig Relationship Survey, 178; improving, 125; measurement of, 183–184; and nonprofits, 174; revealed by engagement, 181–182; satisfaction, 180; and social media, 181; trust, 180; value of, 174–177
- Relevance, influencers, 216
- Reports: getting to the point, 160; use of, 151
- Resonance, influencers, 217
- Resource planning, 53
- Return on investment (ROI), 50; defined, 62–63; expressed as percentage, 63; how to use, 62–67; improper use of term, 65–66; using to compare return on social media efforts, 63–65; “What’s the ROI?” roadblock, 66
- Roots of Change, 144
- Roper, E., 205
- Rose, A., 207
- Ross, H., 121
- Rowe-Finkbeiner, K., 7–8
- Run stage, 24–25; data-informed culture, 35
- S**
- Sachs, J., 208
- Samuel, A., 51
- San Francisco Gay Men’s Chorus, 44
- Sanchez, M., 30
- SAS, 183
- Satisfying relationships, 180
- Save the Children, 208
- Scearce, D., 194, 225, 227
- Scriba, D. F., 147
- Seacoast Concert for a Cure, 63
- SEARAC, 49
- SeaWorld, relationships and crisis, 175
- Self-selecting survey groups, 145
- Sen, J., 120

- Shared-cost survey, 126
- Shaw, L., 108–109
- Sheldrake, P., 204–205
- Sherman, A., 239
- Shneiderman, B., 192
- Shue, A., 30
- Singal, V., 236–237
- Sirkin, M., 105–107
- Sisco, H. F., 178
- SMART objectives, 47, 49, 56, 148; setting, 111–112
- Smith, A., 236
- Smith, D., 163–164, 164
- Smith, M. A., 192
- Smithsonian Institute Archives (SIA), 161–162
- Snapshot survey, 125
- Snowball sample, defined, 128
- Social change, 62
- Social fundraising, 99–118; Autism Speaks, 104–107; benchmark, establishing, 113; big ask, defined, 110–111; campaigns, steps to, 111–115; charity:water (organization), 102–104; continuous ongoing metrics, see of, 110–111; data supply, auditing, 113–114; defined, 99; measuring the contribution of specific tactics, 115; metrics, 110, 114–115; Minnesota’s “Give to the Max Day” as largest online giving event, 101; Networked For Good, 101, 107; number of nonprofits using, 99; online platforms, 101; as part of multichannel integrated campaigns, 107–115; prioritizing stakeholders, 112–113; SMART objectives, setting, 111–112; steps to a well-measured campaign, 110; tools/techniques, 101–102; used with other fundraising activities, 111; value to a nonprofit, 100
- Social impact, 67–71
- Social media: alignment with organization program/communications goals, 62; investments in, 60; measuring influence on, 217–218; planning the values of, 68–69; thinking strategically about value of, 67; as valuable communication channel during natural disaster, 15
- Social media measurement, 44, 54
- Social Media Metrics Secrets* (Lovett), 37
- Social network mapping tools, 196–200; Neo4J (Excel plug-in), 196; TechSoup Global, 196–198
- Social network, ties, 191; visualizations, 193
- Social networking analysis (SNA), 188, 192–193; and strategy, 195
- Social networks: basics of, 191–192; nodes, 191
- Society for New Communications Research, 148
- Soft results, *See* Intangibles
- Solis, B., 205, 219
- Solomon R. Guggenheim Museum, 163
- Spelling, A., 30
- Spreadsheets, 121, 147, 152–153
- SPSS, 131, 183
- Stacks, D., 125
- Stakeholders, measuring who influences, 208–215
- Stehle, V., 223–224

- Story of Broke* (film), 191
Story of Stuff project, 189–191; and feedback, 190
Stupa, D. W., 180
Success, measurement of, 60
Surfrider Foundation, 49; content, tracking, 87; ladder of engagement, 85–86; and measurement, 87; mission, 85
Survey tools, 120
SurveyMonkey, 122, 123, 130, 183
Surveys, 122, 183–184; analyzing results, 131; basic steps in conducting, 127–131; comparison of tools, 126; conducting, 126–131; controlling the cost of, 145; desired answers, defining, 129–130; fielding, 130–131; instrument, creating, 130; mail, 126–127; objectives for research, defining, 128; online, 126–127; phone, 126–127; questionnaire, 145; response to, 145; testing survey questions, 130; universe for survey, defining, 128–129; using to learn about audience content preference, 123
Susan G. Komen Foundation, and fund grants to Planned Parenthood, 231
- T**
- Tangibles, 70
Target audience behavior, changes in, 139
Technorati, 122, 135, 211
TechSoup Global: mapping of its network, 196–198; social network analysis map of, 197
Tenby, S., 196–198
themeasurementstandard.com, 148
Theory of change, 71, 72–75; defined, 72; developing, 74; SMART objectives, articulation of, 72
Thomas, S., 38
Thorp, I., 31
Time and costs, defining, 50–51
Tipping a market, 205
Tipping Point (Gladwell), 205
Tone, categories of, 135
Traackr, 216; keywords used to identify influencers in, 210
Transparency, 221–234; accountability, 229–230; assessing, 229–232; benefits of, 225–228; and commitment, 225; compared to other measurement challenges, 228; defined, 223–224; disclosure, 223; and efficiency, 225; efficiency, measuring improvements in, 228; and exposure of an organization's weaknesses, 224; GreatNonprofits, 222–223; learning in public, 224–225; measurement components, 229; measuring benefits of, 228–232; mistrust, 225; and participation, 229; questionnaire, 229–230; and satisfaction, 225; secrecy, 229–230; substantial information, provision of, 229; transition to, 234; and trust, 225; trust, measuring improvements in, 228
Trudel, M., 120
Trudel MacPherson and Sen Associates, 120

Trust, 180; and influence, 216–217
Trust, measuring improvements, 228
TweetDeck, 64–65
Tweetlevel, 218
Twitalzyer, 135, 218
Twitter, 102, 135, 139, 148, 206, 216; and crowdsourcing, 239; stories vs. statistics, 20
TypePad, 122

U

Uncultured Project, 208
UNICEF, 31
United Nations High Commissioner for Refugees (UNHCR), 208–209
University of California, San Francisco (UCSF) Challenge for Children, 108–109
University of New Hampshire, market research lab, 146
USA for UNHCR, 209; after-action review, 214; campaign activities, 213
USO, Aha! moment, 153

V

Veneet, S., 237
Vicks, M., 179
Visibility, 135–136

W

Walk stage, 23–24; data-informed culture, 35
Washington, D.C., Give to the Max Day event (November 2011), 110
Watts, D., 206
WeAreVisible (Web site), 208
Web and social analytics tools, 120
Web Trends, 140
Webtrends, 122
Weiner, A., 176
Weiner, G., 32
Weldon, A., 49

Why the Power of the Crowd Is Driving the Future of Business (Howe), 239

Wicked problems, defined, 207
Wikipeida, 78
WinCross, 131, 183
Withington, T., 44
WordTracker, 216

Y

Yates, D., 72–73
Young, P., 102–104
YouTube, 148

Z

Zimmerman, J., 82
Zoomerang, 130
19

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>