

Book Review

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

by Erik Hanberg

Reviewed by Diane DeBok, INRC Editor & Content Manager

Erik Hanberg has written a series of three “little” books: *The Little Book of Boards*, published in February 2015; *The Little Book of Gold* for fundraisers published in 2011; and *The Little Book of Likes: Social Media for Small (And Very Small) Nonprofits* which was published in 2013.

What works for the big guys doesn’t necessarily work for the little guys, Hanberg says, so each book is written with executive directors of small—or very small—nonprofits in mind, although any nonprofit worker or board member can gain valuable information from these bite-sized volumes, each of which is under 100 pages.

The Little Book of Likes contains a lot of down-to-earth advice and information that can be put to use immediately. For social media skeptics, Hanberg makes two important points. The first is that while most people would agree that a lot of silly stuff gets posted out there, social media is now a basic means of communication and it can be used as a professional and beneficial tool. As organizations have incorporated other tools and means of communication over time it’s important now to fold social media into the nonprofit communication plan.

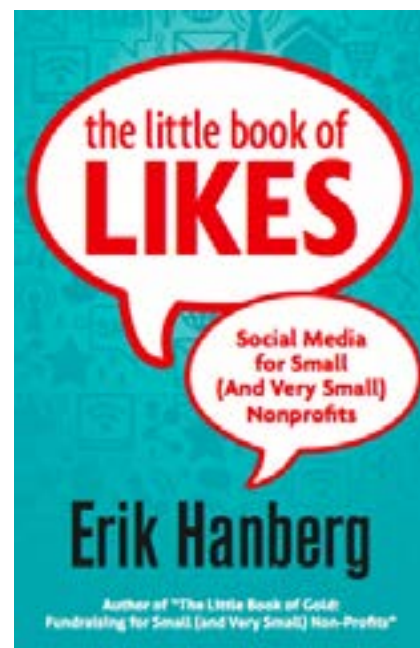
The second point is, as Hanberg puts it, not everyone has to like Facebook to use it, but a social media presence maintains your organization’s visibility to donors, potential donors, community leaders and other crucial constituencies. A basic and workable social media strategy can be created by taking small steps, observing what works, and gradually expanding your organization’s reach as you become more comfortable with social media interaction.

It isn’t necessary to be familiar with all the social media products out there, and it certainly isn’t necessary to use all of them. Instead, the author recommends identifying a couple that best serve the purposes of your organization and sticking with those. Hanberg focuses on Facebook and Twitter since they are the most heavily used.

To help with these choices, the author describes the subtle differences between systems such as Mail Chimp vs. Constant Contact, YouTube vs. Vimeo, Instagram vs. Pinterest and the like. He also offers

insight into when it’s best to use free services and when it might be worthwhile to upgrade and pay for additional features.

Hanberg offers practical information on blogging, too, including how to write a good blog post, how long it should be, when it’s best to write in second person



instead of first person, being a guest blogger, and how to repurpose blog posts for your newsletter.

In short, the *Little Books of Likes* can easily be read over a weekend allowing you to start implementing your social media strategy first thing Monday morning.

Based in Tacoma, Washington, Hanberg has served on numerous nonprofit boards and committees and has worked in marketing, fundraising, and management of nonprofits. For more information about the author, all the “little” books, and more, visit <http://forsmallnonprofits.com/>