The world is becoming more and more interconnected. Individuals from one nation can easily interact with individuals from another nation. This innovation has impacted all aspects of life and has become an essential part of life in the twenty-first century. Organizations and individuals alike are able to conduct business and go about their daily activities through effectively communicating with each other and participating in exchanges.

Communication, whether with individuals or other organizations, is very important to success and growth. Communication is a very broad term, but narrowing it down to technology and online exposure gives it new meaning (Calabrese, 2011; Perlstein, 2011). Technology has been increasing at very fast pace and making organizations more effective and efficient. Technology plays a vital role in a today’s world and leaves an organization room to focus on things that matter more. Online exposure, a technology related activity, is attracting millions of individuals each and every day (Barton Cunningham & Kempling, 2011). This book focuses on the proper uses of technology and online access and emphasizes the advantages to organizations taking part in this activity. It also highlights the benefits of using technology properly to manage nonprofit organizations.

INTRODUCTION

Chapter 1 opens the book placing emphasis on the importance of various applications that
provide nonprofit organizations the knowledge and ability to properly communicate their messages to their supporters. At the very core of these applications are topics like online marketing, communication pathways, and online tools that are evaluated for the purpose of helping nonprofit managers learn how to more effectively use online applications to advance their marketing efforts. These tactics must be researched and carefully evaluated to produce the best desired results. The book cited a recent study that says “About 80 percent of organizations said that e-mail use was one of their most important online tools.” This supports the idea that online use has become an important part of life for individuals and organizations. This chapter also demonstrated that not using this resource would only hurt a nonprofit organization. Online tools can help a nonprofit stay afloat and even prosper benefiting only those who use this technology and its applications effectively.

THE NONPROFIT BRAND IN A DIGITAL WORLD

Chapter 2 takes the idea of communication to the next level and focuses on the marketing topic of branding. Similar to any ordinary brand, a nonprofit organization aims to accomplish the same: increase public awareness, popularity, and recognition. The chapter stresses the notion that when a nonprofit supports an issue, it gains public recognition and exposes itself; leaving open room for the public’s opinion of the organization and what it represents. Three levels of brand development are also presented, brand awareness, brand preference, and brand insistence. These levels emphasize public recognition and the extent to which the brand has persuaded them to become supporters. The book cites well-recognized organizations such as The American Heart Association, the YMCA, and The Salvation Army. These organizations are similar to many well-known product brands such as Nike and Adidas, and bear weight in the minds of consumers, or supporters in this case. This chapter revolves on the idea of branding and the image a created brand can leave in a consumer and/or supporter’s mind, dictating the success or failure of a nonprofit organization.

WEB SITE DESIGN AND FUNCTIONALITY FOR EFFECTIVE COMMUNICATION

In Chapter 3, the authors emphasize the idea that an easily navigable and important website is important to the overall success of a nonprofit organization. Technology has become a part of everyday life and the web has become a resource to mankind, delivering all sorts of information from one end of the world to the other. The chapter highlights the idea that a proper functioning website can benefit an organization, attracting and making supporters and sending their message to the world. This doesn’t stop there; it goes on to press the point that the design of a website along with its usability is equally important. Just having a website displaying information on a nonprofit is useless until it is attractive and user-friendly. A web presence is seen as a communications tool, similar to a store front where customers are welcome to shop. A web presence, a friendly design and user interphase are the main ideas of this chapter, leading to great and lasting impressions for supporter of nonprofits.

SOCIAL MEDIA AND CONTENT STRATEGY

Chapter 4 deals with the idea of social media, defined as the phenomenon of people using new tools and websites to share information, collaborate with each other, and have conversations online. This is an interaction between people involving only the use of technology and is emphasized as a great communication tool. Nonprofits can take part in this by thoughtfully creating web pages that define the organization and attract followers. This is seen as a good way to make supporters but it is stressed that organizations shouldn’t take part in this activ-
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