



Share This!: How You Will Change the World with Social Networking

Deanna Zandt

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The development of the social web--the set of digital tools that allow people to connect with one another and share their stories--offers extraordinary potential to change what voices get heard in the global conversation.

This is unlike anything the world has seen in a thousand years. Change agents working to make the world a better place need not just to be on board with social media--we also need to drive and shape the conversation. Because whoever's story gets heard is in the driver's seat.

Share This! explains the importance of social media as a part of an overall ecosystem of tools for change, and examines how broader participation by marginalized voices can foster opportunity on both the individual and collective levels. Tech-savant Zandt devotes special attention to the challenges that women face, including concerns about privacy, security and reputation, and includes interviews with Shireen Mitchell, Danah Boyd, Cheryl Contee, Beka Economopoulos, and other social media experts who work within specific communities addressing race, class, and gender disparities. In a voice both authoritative and irreverent Zandt provides an accessible guide to what the social networking tools are, how woman and minorities can use them strategically, where on the web readers can directly experience their power, and why these technologies are so critical to transforming our daily lives.

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