

Contents

Foreword	vii
<i>Joan Blades</i>	
Acknowledgments	xi
Preface: The Promise of Connected Activism	xv
Introduction	1
Part I: Connectedness in Action	9
1. Celebrating Self-Determination: Developing a Mind-Set of Powerfulness	11
2. Becoming a Connected Activist: Enhancing the Effectiveness of Social Media	25
3. Beyond Bowling Alone: Leveraging Social Networks for Social Change	39
4. All Aboard! Embracing the Leveling Effect of Social Media	59
5. Embracing Authentic Conversations: Overcoming the Listening Deficit	71
6. Powering the Edges: Shifting Power from the Inside Out	83

7. Encouraging Individual Activism: Working Together to Optimize Your Efforts	99
Part II: The Future of Social Change	111
8. Peeking into the Digital Future: Balancing the Opportunities Ahead	113
9. My Diet Starts <i>Next</i> Tuesday: Embracing a Recipe for Success Now	133
10. Are We There Yet? Measuring Progress in New Ways	143
11. The Future of Funding: Rethinking Philanthropy and Fundraising Using Social Media	157
Conclusion: Moving Forward as a Connected Activist	175
Resource A: Free Schuylkill River Uses CitizenSpeak to Expand Its Coalition <i>Jo Lee</i>	179
Resource B: The Cluetrain Manifesto <i>Christopher Locke, Doc Searls, David Weinberger, Rick Levine</i>	183
Notes	193
The Author	205
Index	207