

PRESS RELEASE
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Share This!

How You Will Change the World With Social Networking

By Deanna Zandt

“Deanna Zandt has a techie’s brain and an organizer’s heart. With this book, she shows us definitively (and entertainingly too,) how our personal stories can do more than fill out our consumer profile. Together, they say, we can change the world. Deanna shows us how we can come together in a whole new way, right now.”

—Laura Flanders, host of GRITtv, GRITradio and author of *Blue Grit*

The Internet is upending hierarchies and freeing the flow of information in a way that makes the invention of the printing press seem like a historical footnote. *Share This!* shows how to take advantage of this unprecedented opportunity to make marginalized voices heard and support real, fundamental change—and, incidentally, have some fun doing it.

Social networks can be so much more than a way to find your high school friends or learn what your favorite celebrity had for breakfast—they can be powerful tools for changing the world. Author Deanna Zandt teaches readers—regular folks of a progressive bent and committed activists—how to go beyond merely swapping movie reviews and vacation photos (not that there’s anything wrong with that), to use social networking for the purpose of change.

But as *Share This!* shows, this method definitely has its dos and don’ts, and Zandt explains exactly what people are and are not looking for in online exchanges. She discusses how to be a good guest, what to share, and why authenticity is more important than just about anything, including traditional notions of expertise or authority. She addresses some common fears, like worrying about giving away too much about yourself, blurring the lines between your professional life and your personal life, or getting buried under a steaming heap of information overload. And she offers detailed, nuts-and bolts “how to get started” advice for both individuals and organizations.

Progressives need to get on social networks and share their stories, join conversations, connect with others—and not just others exactly like themselves. It’s vital to reach out across all those ethnic/gender/preference/class/age lines that exist even within the progressive camp. As author Deanna Zandt puts it, “creating a just society is sort of like the evolution of the species—if you have a bunch of the same DNA mixing together, the species mutates poorly and eventually dies off.” Social networking provides the perfect opportunity to reach a healthy range of individuals so that they all might work together towards a common goal.

Deanna Zandt is a media technologist and consultant to key progressive media organizations including AlterNet and Jim Hightower’s Hightower Lowdown, and cohosts TechGrrl Tips on GRITtv and GRITradio.

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