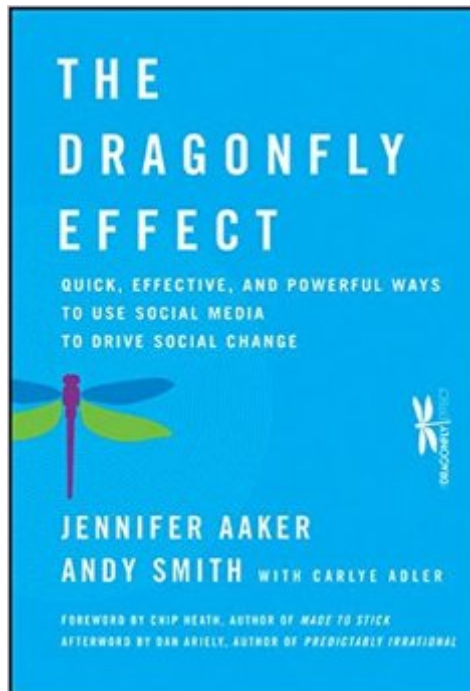


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# The Dragonfly Effect: Quick, Effective, And Powerful Ways To Use Social Media To Drive Social Change



## Synopsis

Proven strategies for harnessing the power of social media to drive social change Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference. The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book Reveals the four "wings" of the Dragonfly Effect-and how they work together to produce colossal results Features original case studies of global organizations like the Gap, Starbucks, Kiva, Nike, eBay, Facebook; and start-ups like Groupon and COOKPAD, showing how they achieve social good and customer loyalty Leverage the power of design thinking and psychological research with practical strategies Reveals how everyday people achieve unprecedented results-whether finding an almost impossible bone marrow match for a friend, raising millions for cancer research, or electing the current president of the United States The Dragonfly Effect shows that you don't need money or power to inspire seismic change.

## Book Information

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## Customer Reviews

The Dragonfly Effect is recommended as one of the better books that discusses how social media works and to get advice on how to think about your own initiative. The authors focus the book on the application of social media to social causes, but do not let this focus deter you from thinking that the book is only applicable to not-for-profit situations. The book is organized around the four things the

authors have learned in developing course materials at Stanford's business school. The four things are: Focus Grab Attention Engage Take Action. The authors employ these areas and their own advice in this book by concentrating on a focused subject - the use of social media to do good. They start with attention grabbing stories of individuals and how they and groups formed using social media to do good. The material is engaging from the perspective that the reader can see how they can apply these ideas or would want to participate in such a cause. Finally, the decision trees and other support leads one to take action. This places the book somewhere between the thinking and content found in a Seth Godin or Clay Shirky book and the plethora of recipe oriented books about social media. The advice in this book is similar to what you will find in just about every book on social media. That may lead you to discount this advice, but I believe that Aker and Smith found it first and have described it better. The book is recommended for people who want to understand the principles, practices and ideas that drive social media as its more at the general public than others. Marketing and Communications will find more advice than managers who are looking for ways to think through these issues with an eye toward implementation.

This excellent book focuses on how social media have the power "to make a difference." In a way, that's what all the books about social media are about. However, the special focus of *The Dragonfly Effect* is to emphasize the behavioral components that drive the actual impact of social media campaigns, and "make them stick," to reuse the expression coined by Chip Heath, who wrote the foreword of the book. The dragonfly metaphor gives the authors the four wings of the model that governs the efficiency of a social campaign: Focus + GET (i.e. Grab Attention, Engage, Take Action): "A dragonfly travels with speed and directionality only when all four wings are moving in harmony," the authors note. Each wing constitutes a chapter, and each chapter details the specific design principles for building up the emotional contagion process. The book starts with the powerful story of two teams who ended up joining forces, Team Sameer and Team Vinay. Contrary to most social media stories, we are not in a fairyland here: Sameer Bhatia and Vinay Chakravarthy both lost their battle against leukemia in 2008. But both teams achieved phenomenal success by making an impact, not only by raising awareness about donating bone marrow, but also by getting tangible results - i.e. changing mindsets and doubling the number of South Asians registered with the National Marrow Donor Program (NMDP). The initial condition of success in social media is to have a focus; in other words, "to hatch a goal that will make an impact." This focus is driven by five design principles: Humanistic, Actionable, Testable, Clarity, and Happiness. Yet, focus, however clear it may be, is not enough. How are you going to stand out in an "overcrowded, overmessed,

and noisy world?

These days, it seems as if everyone is, in some form or another, connected to social media. Between tweets, posts, photos, videos, articles, and websites, all people are surrounded by endless conversations. In *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*, Jennifer Aaker and Andy Smith wish to cut through the ongoing chatter to give anyone looking to achieve social change a road map to do so. Their audience has no limit -- Aaker and Smith attest that this book is for YOU "regardless of the change you seek to effect in the world". In a nutshell, the book is effective in accomplishing what it sets out to do. The concept of the dragonfly effect itself is brilliant, summed up in four steps (Focus, Grab Attention, Engage, and Take Action). Aaker and Smith use an array of other acronyms to sum up the sub-topics of each step, though some (HATCH and TEAM) are much more easily digested than others (PUVV?). In addition to the alphabet soup of acronyms, Aaker and Smith discuss a slew of design principles for each step, drumming up many key means to succeed in the digital market. For example, the idea of innovation arrives in the form of Seth Godin's Purple Cow, or as the Happiness Machine installed by Coca-Cola to satisfy hordes of undergraduates during finals week (bonuses ranged from flowers to a ten-foot-long sandwich). The concept of "stickiness" is discussed much in the book, as related to campaigns of companies such as Bonobos, a clothing retailer designed with those who don't like to shop in mind. Twitter is touched upon here, with accounts for Dell's Outlet store, and using mentions (@username) to effectively engage your audience.

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