



The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change

Jennifer Aaker , Andy Smith , Dan Ariely (Afterword) , Chip Heath (Foreword) , Carlye Adler

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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.

The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change Details

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Author : Jennifer Aaker , Andy Smith , Dan Ariely (Afterword) , Chip Heath (Foreword) , Carlye Adler

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From Reader Review The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change for online ebook

Melisa says

The book ties in very well with the 'design thinking' taught at Stanford and practiced by IDEO. There is a good collection of organizations and groups who've used social media to make changes in the world. Easy, interesting read. Well researched.

George Rodriguez says

Jennifer Aaker and Andy Smith are clear that their goal in writing The Dragonfly Effect was to help the reader harness social technology to meet their goals. While the use of animal-themed literary devices to make business points could be worn out after penguins, mice, beavers and hedgehogs; that is not the case with this well-written and useful social media guide.

The Dragonfly in this case has a body (to keep it and your social media goals airborne) and four wings: wing 1 is focus, wing 2 is grab attention, wing 3 is engage and wing 4 is take action. Each wing (idea) gets its own chapter and includes very useful Design Principles that offer actionable material throughout the book.

What I especially liked about the book was the relevant case studies, a clear, engaging writing style and the sense that both authors are passionate about not only social media and its ability to effect change, but more importantly teaching the reader how to "know what they know" to orchestrate their own social media success story.

If you are looking to harness social media to accomplish a specific goal this is a great place to start.

Kendra says

A few weeks ago the director at my library sent out an email to managers gauging what the interest would be in participating in the Florida Library Association's One Book, One State book discussion for 2013. The response was positive, so I placed a hold for the library's digital copy and was able to read The Dragonfly Effect this past week.

Storytelling is the "in" thing right now in the nonprofit world— and libraries are no different. The Dragonfly Effect takes this a bit further and describes a system that people can follow to take a story, pair it with a call to action, and create social good. It is a how-to book for creating processes to make change happen. That doesn't exactly mean that the book is a guarantee of success, however, for all people wanting to launch campaigns of action all across the world. The hard part of this whole niche is missing from this book—which is the talent of being able to recognize a compelling case, frame it in a dynamic way, and structure a call to action that is helpful and manageable. Those pieces are the meat of what will make any idea take off, and unfortunately that is the piece that has to be figured out by every individual or organization wishing to make the ideas in this book a reality. That caveat aside—I still really enjoyed the book. There are times in library-land where pieces of what we do are so impactful that if we pause a second to structure how to take that

beginning and launch it into a larger campaign for action instead of moving onto the next great idea—who knows what could happen? Some have done this, but it isn't something you see happening a lot in the library industry. This book has at least caused me to look at some of what I am doing in a different way.

Who knows where that will lead?

JD Burkholder says

Within the Introduction, the following statement stood out like a flashing red light when I read it: "To be successful, you must translate your passion into a powerful story and tell it in a way that generates "contagious energy," so that your audience reflects on your tweet, blog post, or email, long after they leave their computers." This, right here, is where many SMBs struggle.

What follows is excellent commentary as to the effect of this cause. "By doing this, you generate participation, networking, growth, and ripple effects - forces that combine to form a movement that people feel they are a part of. Your personal goal then becomes collective."

Research in hand, the book is then based on the four wings of the dragonfly - Focus, Grab Attention, Engage and Take Action. Points such as "Harnessing the Power of Blogging," and flowcharts from goal to outcome provide a solid foundation for energizing your social media plan of action.

Jessie Young says

Read this one in a single day. Very short and easy to read. A good guide for anyone looking to actually *do* something with social media (as opposed to just using it because that is the cool thing to do these days).

Pb says

How does one do effective marketing of a social cause in our contemporary world with its ubiquitous internet, email, Facebook, YouTube, Twitter, and online blogs? Jennifer Aaker and Andy Smith show how to harness the power of contemporary social media in The Dragonfly Effect. Their research led to developing a model of how to "Focus + GET" success. Jennifer is a social psychologist and professor of marketing at Stanford Business School; Andy, her husband, is a marketing consultant.

The Dragonfly Effect is rooted in an insect that can go in any direction, or hover, depending on the actions of its four wings. Jennifer and Andy link their "Focus + GET" model to the dragonfly by labeling its wings as Focus, Grab Attention, Engage, and Take Action. These components, like the wings of a dragonfly, need to be well coordinated and balanced.

The authors of The Dragonfly Effect claim that it goes way beyond the mechanical emphasis of most other books about the internet and social media. The book's scope is much larger since it includes many of the ideas found in earlier models of consumer motivation like AIDA (Awareness, Interest, Desire, Action), and emphasizes the social psychological components of effective promotion.

The Dragonfly Effect is a more effective book because of its layout. There are flow charts that guide the reader in implementing each wing of “Focus + GET.” The major points of each chapter are highlighted in a shaded box. The content is made real with many in depth examples and case studies. Overall, Aaker and Smith convince readers of The Dragonfly Effect that “Focus +GET” is the best way to get social media to work for one's cause.

Alonzo says

I found The Dragonfly Effect both moving and challenging. I saw immediately the potential one has when it comes to using social media to foster and promote change. I also saw the enormity of such a task as implementing a serious campaign for radical change. The authors do an amazing (and I don't use that adjective lightly) job of breaking the whole thing down so you can begin where you are and quickly get to where you want to be.

The four wings must be connected to the body. Disembodied dragonfly wings are not practical, though they may be pretty. One needs all the parts if the dragonfly is going to maneuver to its full potential.

The authors guide the reader through the use of each facet of this wonderful metaphor and show how to make the most of the social networking tools available to us all.

Read this book and go make some changes in your world.

Audra (Unabridged Chick) says

Confession -- I actually finished this in January but never got around to reviewing it even though we've discussed it at work. Unlike fiction, I don't think the distance matters in a review and in some ways, it's probably more telling what I do recall -- if I've learned the lessons this book offered!

The subtitle -- *Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change* -- effectively explains the purpose of this book. The dragonfly mentioned in the title is the motif the authors use to explain their tips: four wings/four tools. The authors, Aaker and Smith, break down popular campaigns that used social media well and explain the hows and whys.

The book is very easy to read -- if you've used Facebook and Twitter, then you'll understand everything the authors talk about -- and their case studies are compelling (moving even!). Even though the examples and tips are oriented toward charities, social campaigns, and small businesses, authors and bloggers could easily take these ideas and use them to improve their own social media skills. Anyone interested in social media would benefit from this book -- if you do your work online, you'll want to read this!

Cassandra says

This book had a lot of useful information. I feel like I left it knowing more, which is the goal I have for every book I read.

Katerina says

This book helps the reader think through how social media can be used to further a cause. There are helpful ideas in this book. The first sections about focus and get attention offer sound advice. Unfortunately the tone of the next two sections, engage and take action, seems manipulative since the authors include for-profit companies in their examples. Still, by being a bit more selective in implementing the ideas from these chapters, one can still benefit from the authors' ideas and research.

Jennifer Louden says

Good ideas for social media in non profit world

Abdullah Melebari says

The book in general is excellent to start with social media communication. The dragonfly is the only insect that can move steadily in every direction which cannot be done unless with good coordination between the body and the four wings.

The book starts with identifying the four wings to start the dragonfly effect. These four are: Focus, grab attention, engage and take action (Focus + GET).

The first wing: Focus on a single goal to achieve it and followed by 5 design principles: Humanistic, actionable, testable, clarity and happiness

The second wing: GRAB ATTENTION

The following are the four design principles to grab attention: Get personal, deliver the unexpected, visualize your message and make a visceral connection

The third wing: ENGAGE your audience with the cause

The following are the four design principles to engage: Tell a story, empathize, be authentic and match the media

The fourth wing is: Take Action and under it 4 design principles as well: Make it easy, make it fun, tailor and be open.

In summary, the book has good examples of stories and methods that can be followed in order to perform well and have a good effect in the social media. The book is enriched with several examples for election campaigns and charity organization.

Kaytlyn says

Quick and helpful read

The book is well written and keeps you interested throughout. A lot of helpful information on using social media to get things done.

Maria Gebhardt says

This book is based on the highly acclaimed and sought after class, Power of Social Technology (PoST), at the Stanford Graduate School of Business.

The dragonfly symbolizes *happiness, new beginnings, and change across cultures* and each section of the book is appropriately broken into wings based on four elements: Focus, Grab Attention, Engage, and TakeAction or Focus + GET.

The book begins by showing the power of what can be done with free online resources. Sameer Bhatia and Vinay Chakravarthy suffered from diseases and were in desperate need of bone marrow transplants. Their friends and family became driving forces to find registrants through social media tools.

Consequently, focus is an incredibly important part of this concept. Instead of just having one goal, the idea is to have a long-range goal and numerous micro-goals. These micro-goals help to establish accomplishments and keep the focus on the concept without losing momentum. It is also important to set-up ways to test and measure the success as the idea progresses. The meaning of the concept is an essential factor to engage social media users. If a viewer does not see it as meaningful or in some way it does not reach them emotionally, the momentum will simply stop.

The next wing discusses how to grab attention for your message including the following design principles: 1 – Get Personal; 2 – Deliver the Unexpected; 3 – Visualize Your Message; and 4 – Make a Visceral Connection. Two important points include how Apple visualized its message with white earbuds when black earbuds were really the standard. By using this distinctive color, Apple really stood out. Additionally, in making a visceral connection, think of the sounds you associate with brands. The Intel chimes, NBC's three notes, McDonald's, or 20th Century Fox. These sounds engage the customer and connect with the customer each time they are heard.

Fluttering onto the next section is engaging. Perhaps this is the most difficult and most important wing. Engaging deals with getting people to really take your message to heart, to care, and to be passionate about it. The four principles of design include: 1 – Tell a Story (and don't forget to understand how the story is constructed); 2 – Empathize; 3 – Be Authentic; and 4 – Match the Media.

Finally, the last wing discusses how to take action. It points out that asking for time, instead of money can really help focus on the goal and spread the message quickly. It stresses that getting others to take action should be based on EFTO – Easy, Fun, Tailored, and Open.

The Dragonfly Effect provides the framework to help any nonprofit propel its message just like the dragonfly can fly in any direction when its four wings are in unison. It is a very interesting book that has a powerful and timely message.

Sergei_kalinin says

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