

Non-Profits & Social Media

STATISTICS, TRENDS & ADVICE

A decade ago most individuals still consumed print news and donated by writing and mailing checks. Today, as donors, activists, and volunteers worldwide have embraced the Internet for news and entertainment, so have they transitioned their giving and their trust to digital.

SOCIAL NETWORKING IS THE TOP ONLINE ACTIVITY IN THE US, WITH THE AVERAGE AMERICAN SPENDING **37 MINUTES** PER DAY.

SOCIAL MEDIA ADOPTION- **8 out of 10** Nonprofits now use social media to drive growth



Source: Yahoo Business

In 2015, Facebook, LinkedIn, and Pinterest are the **most regularly accessed** networks. BUT...

Facebook, Tumblr, and Instagram are where **users spend the most time.**

Source: Cowen and Company

The amount of Social Network users had **DOUBLED** since 2010. By the end of 2016, it is estimated that there will be around **2.13 billion** social network users around the globe, up from 1.1 billion in 2012.

Source: Statista 2015

Takeaways

Fundraising truly is all about the donors, the supporters, the people who allow your organization to fulfill its mission. And nothing drives that point home like the phenomenon of social media. With Social Media, supporters are more involved — and in control — more than ever before. They drive the conversations. They spur new ideas. They do things their way.

So with all these great, new outreach and engagement tools at its disposal, how can your organization harness this still-new medium to empower constituents on your behalf? There are many strategies and initiatives already playing out all over the fundraising sector — with plenty more new and unforeseen ideas still to come. Social media is still an evolving and sometimes confusing medium. A few tips:

- Link everything together digitally to get your community off the ground: Facebook to website to blog to Twitter to email signatures to email newsletters to ??? Integration is key, social media is not a stand-alone project. Nonprofits achieving the strongest results have begun making social-media tools a regular part of their fundraising kits.
- Mix it up. Social Media Sites are starting to use algorithms to make sure businesses and organizations are not clogging up news feeds with sales pitches. Give advice, post videos, photos, quotes, share others words that you believe in... Create a community of people you trust and believe in.
- Repeat, especially on crowded mediums like Twitter and Facebook. Obviously, you have to judge your audience. The same message three times a day might not work. But the same message on your Facebook page twice a week might be perfect depending on your audience.
- Be part of the community. Have a presence there where you, as an organization, always engage with people; participate, share and communicate. Be human. Don't just post your press releases or tell people you want money. Act like a human being who is in others.
- Be active in social-media channels, and help your supporters spread their messages. Give your supporters, donors, volunteers and advocates an easy way to fund-raise on your behalf.
- Experiment. You have to spend a little bit of time trying stuff to see what works. Nonprofits should be willing to try new things to see what social-media tools and approaches work best with their constituents.
- Analyze your results and data to best understand what's driving success, as well as uncover areas they may need to adjust.
- Have a plan. It's always important for nonprofits to have a plan and goals in mind before jumping in to social media. Don't just use different tools because you think they're neat or cool. Have a plan, know what you're trying to achieve, and know what unique audiences and communication opportunities each social-media network offers.

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