

2014

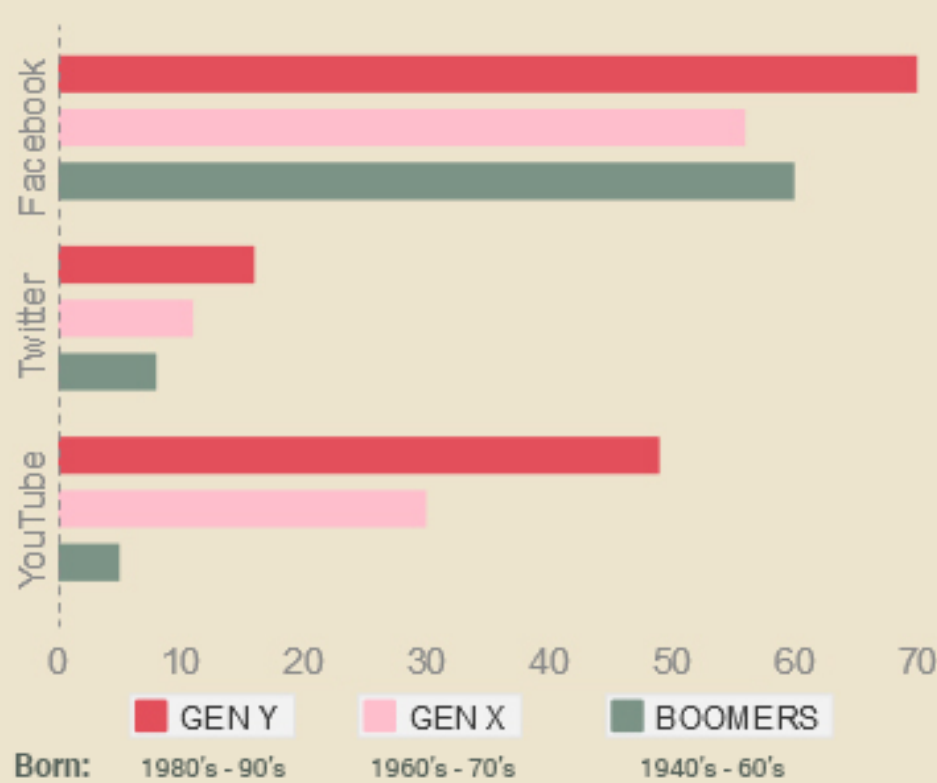
Why Nonprofits Need A Social Media Strategy



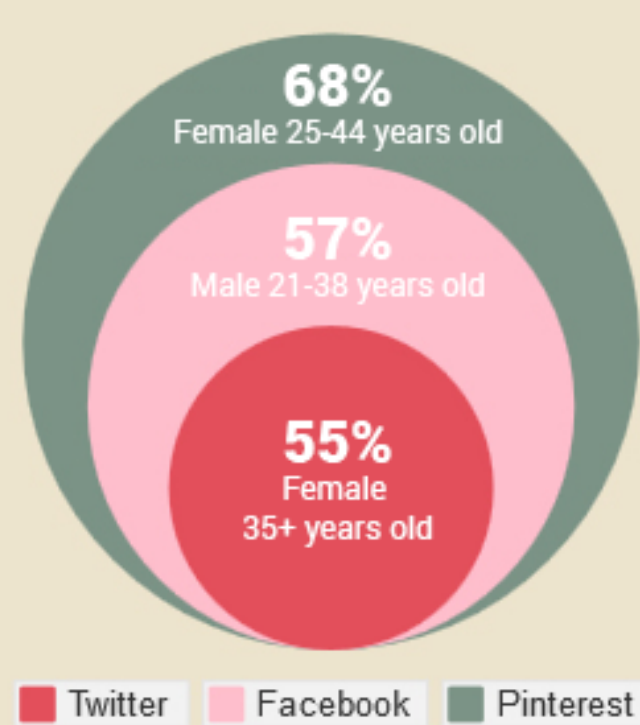
Who is using Social Media?

All generations are adopting new social behaviors and taking advantage of social technologies online to interact in unprecedented ways. The following debunks the myth that social media is used exclusively by younger generations.

Traffic By Social Media



Audience Growth



2013 IN REVIEW

The following statistics are from a 2013 eNonprofit Benchmarks Study of Nonprofits

- 98% have a Facebook page with an average community size of over 8k fans.
- Average Facebook and Twitter communities grew by 30% and 81% in 2012, respectively.
- Average value of a Facebook "Like" is \$214.81 (over 12 months following acquisition).

Connect

Millennials want to act quickly and connect easily, so it makes sense that the smartphone figures prominently in their interactions with nonprofit organizations.

More than three-quarters of survey respondents said they own a smartphone (and another 7% expect to get one in 2012), and 79% of smartphone owners said they have in some way connected with a nonprofit via smartphone.

This prominence of smartphone usage is making a mobile strategy more critical than ever for nonprofits - and mobile now means much more than just texting. They're also viewing websites, gathering information and, in some cases, giving.

23% Do not

77% Of Millennials say they have smartphones



Millennials were asked "In What Ways Have You Interacted With A Nonprofit On Your Smartphone?"

- Facebook: 51%
- Twitter: 31%
- E-mail: 67%
- I've Checked-In: 13%
- I've Tweeted From Events: 17%
- Posted Photos: 25%
- Voted In Contests: 25%
- Signed Up to Volunteer: 23%
- Videos: 25%
- Shared News: 33%

Millennials were asked "How Do You Prefer To Check-In?"



In which of the following ways have you interacted with a Nonprofit on Twitter?

