



SOCIAL MEDIA STATS

Nonprofits Need to Know

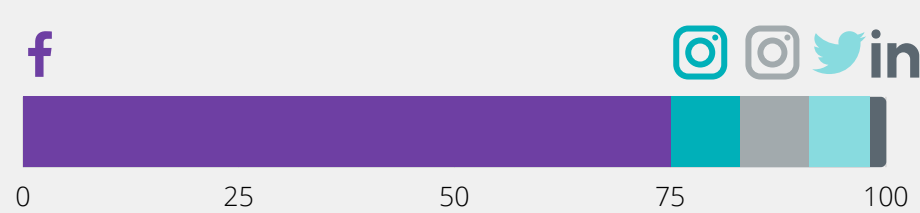


Social media may be free to use, but it is invaluable for nonprofit organizations. Being strategic with your outreach online can make you feel less like you're shouting into a void and more like you're spending time with visible outcomes. Take a look at these stats to gather the information you need to find success with this 2022 fundraising strategy.



Facebook

In 2021, Facebook was the most lucrative social media channel for nonprofits when promoting their fundraisers. When compared to all other social media channels, Facebook accounted for 74.75% of all donors who reached a GiveSmart-hosted fundraiser through social media.



Wondering what the lineup is after Facebook? We got you covered. Instagram came in second with about 8%, Instagram stories in third with 7.5%, Twitter in fourth with 7%, and LinkedIn in fifth with about 1%.

1.6 M

DONORS CAME TO GIVESMART SITES VIA FACEBOOK IN 2021



Spread the Word

At the bottom of every GiveSmart event's home page, there is a "Spread the Word" section with direct links to social media. Make sure your sponsors, donors, volunteers, and supporters know these links exist! When they share your event on their social media, you can increase awareness for your event tenfold AND attract new donors.



Daily Traffic

Data suggests users are online more during the week, so avoid posting on weekends (Friday, Saturday, and Sunday) when you can. Targeting your donors' peak time on social will help you target their timelines, leading to more engagement and more potential donors!

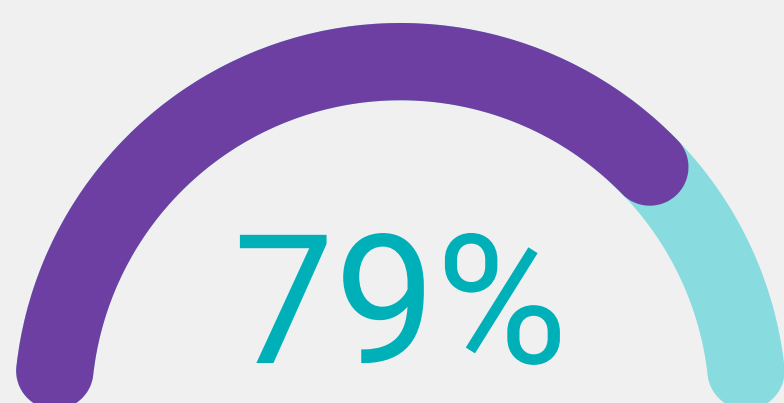


POST BETWEEN 9 A.M. – 1 P.M. MONDAY THROUGH THURSDAY

P.S. Across the board, Sunday is by far the worst day to schedule a social media post.

Pro Tip

Including your event's unique link on your organization's website can lead more donors to your fundraising event site than you might think. In 2021, GiveSmart event site links on organization websites accounted for 10.85% of ALL visitors who visited GiveSmart event sites.

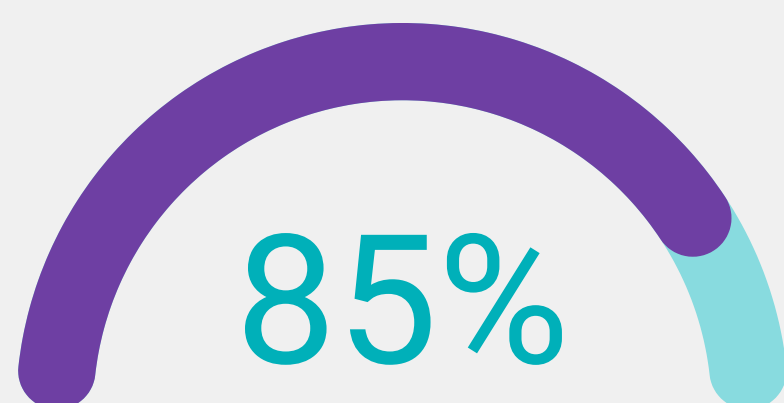


MOBILE DEVICES ACCOUNT FOR 79% OF SOCIAL MEDIA TRAFFIC

Each year, mobile devices account for about 4 to 5 million GiveSmart event site visitors. Make your social media content and your fundraising opportunities as mobile-friendly as possible by offering videos with vertical orientations or providing link trees in your social media bios.

Did You Know?

Google provides free use of Google Analytics to nonprofits and even offers an Ad Grant program. GiveSmart also offers a Google Analytics connection to our customers so they can gain data on their fundraising efforts and learn how best to invest their time.



85% OF MARKETERS RANK SHORT-FORM VIDEOS AS THE MOST EFFECTIVE TYPE OF SOCIAL MEDIA CONTENT

64% of marketers are planning to invest MORE in short-form video production in 2022. Whether you're posting on Facebook, in your Instagram Reels, or on TikTok, short-form videos are proving that they are worthy of your overall marketing efforts.

Fun Fact

TikTok is now in the top 10 list of social media outlets leading donors to GiveSmart event sites. Is your nonprofit on TikTok yet? If not, jump on the train and start promoting your mission!



55% of people who engage with nonprofits on social media take a form of action.

This stat alone is proof that social media is worth any nonprofit's time. Use your platform for asks, but also remember to share updates and mission information, volunteer highlights, donor thank yous, impact videos, and other engaging posts to keep your diverse audience captivated. Different messages speak to different donors and trying something new could motivate someone to donate to or volunteer with your organization.

GiveSmart's goal is to provide you with the tech and tools you need to be successful throughout your fundraising endeavors, no matter what they look like. Using social media to your advantage can boost your nonprofit's awareness, engagement, and fundraising!