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## Social Media Statistics for Charities and Nonprofits in 2022

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## Social Media Statistics for Charities and Nonprofits in 2022

From Empower Agency: <https://empower.agency/social-media-stats-charities-nonprofits/#Social-media-stats-for-charities-and-nonprofits>

According to the [Giving Report](#), 29% of people consider social media to be the communication tool that most inspires giving.

### Social media stats for charities and nonprofits

- 29% of online donors say that [social media is the communication](#) tool that most inspires them to give [email 27%, website, 18%, print, 12%, TV ad 6%] ([Global Trends in Giving Report](#)).
- 87% of donors who first donate from a social referral source make their second donation from a social referral source ([The State of Modern Philanthropy Report](#)).
- For every 1,000 email addresses, nonprofits had an average of 806 Facebook fans, 286 Twitter followers, and 101 Instagram followers ([M+R Benchmarks Report](#)).
- 71% of nonprofits worldwide agree that social media is effective for online fundraising ([Global NGO Technology Report](#)).
- 34% of nonprofits worldwide have paid for social ads ([Global NGO Technology Report](#)).
- On average, nonprofits spend \$67 USD on social media ads to acquire a donor ([M+R Benchmarks Report](#)).
- Social Media drives 57% of traffic to fundraising campaign pages ([Classy](#)).



### Facebook: Stats for Charities/Nonprofits

- For every \$100 in online revenue, \$1.77 is raised through Facebook Charitable Giving Tools ([M+R Benchmarks Report](#)).
- 88% of donors who have given through Facebook Charitable Giving Tools say they are likely to do it again in the future ([Global Trends in Giving Report](#)).
- 93% of NGOs worldwide have a [Facebook Page](#). 25% post once daily on Facebook, 23% post once every other day, 19% post once weekly, 18% post twice or more daily, and 15% post less than once weekly ([Global NGO Technology Report](#)).
- Small nonprofits have an average of 8,722 Facebook Followers. Medium have 32,092. Large have 109,158 ([Global NGO Technology Report](#)).
- Facebook posts only reach an average of 4% of a nonprofit page's fans ([M+R Benchmarks Report](#)).
- The Engagement Score (engaged users divided by total page fans) for an average [Facebook post](#) is 0.31%. Video posts have the highest Engagement Score at 0.33% ([M+R Benchmarks Report](#)).
- 41% of NGOs have used Facebook to report live from a special event or to showcase their organization's work ([Global NGO Technology Report](#)).



### Twitter: Stats for Charities/Nonprofits

- 17% of nonprofits worldwide have participated in or hosted a Tweet Chat ([Global NGO Technology Report](#)).
- 77% of nonprofits worldwide have a Twitter Profile. ([Global NGO Technology Report](#)).

- 24% tweet two to five tweets daily, 21% less than one tweet weekly, 18% tweet once daily, 18% tweet one tweet every other day, 12% tweet once weekly, and 7% tweet five or more tweets daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 4,241 Twitter Followers. Medium have 17,737. Large have 39,496 (**Global NGO Technology Report**).



## YouTube: Stats for Charities/Nonprofits

- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- Among millennials, YouTube accounts for 2/3rds of the premium online video watched across devices
- More than half of YouTube views come from mobile devices
- The average mobile viewing session lasts more than 40 minutes
- The most viewed brand videos are on average 31–60 seconds long (32% of all views)
- In 2015, 18-49 year-olds spent 4% less time watching TV while time on YouTube went up 74%
- 28% of nonprofits are on Youtube.
- 6 billion nonprofit videos viewed in 2016.
- 57% of people who watch nonprofit videos go on to make a donation.
- 68% of nonprofit video watchers view similar videos within 30 days.



## Instagram: Stats for Charities/Nonprofits

- 50% of NGOs worldwide have an Instagram Profile. 30% share less than once weekly, 24% share once weekly, 21% share once every other day, 17% share once daily, and 8% share twice or more daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 1,837 Instagram Followers. Medium have 7,675. Large have 19,365 (**Global NGO Technology Report**).



## Pinterest: Stats for Charities/Nonprofits

- 67% of Pinterest users are under the age of 40.
- 75% of Pinterest usage takes place on mobile devices.
- 93% of Pinner shoppers online in the past 6 months.
- Pins with prices get 36% more likes than those without.
- 87% of Pinner shoppers have purchased a product because of Pinterest.
- About 70% of Pinner shoppers are saving or clicking on Pins not just visiting.
- 29% of nonprofits have Pinterest.
- The words “DIY,” “Cup,” and “Recipe,” resonate most.



## LinkedIn: Stats for Charities/Nonprofits

- 56% of NGO worldwide have a LinkedIn Page. 68% post less than once weekly, 15% post once weekly, 8% post once every other day, 6% post once daily, and 3% post twice or more daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 785 LinkedIn Followers. Medium have 2,837. Large have 10,107 (**Global NGO Technology Report**).