




7-2022

## Social Media Giving Statistics

Follow this and additional works at: <https://scholarsarchive.byu.edu/joni>

 Part of the [Civic and Community Engagement Commons](#), [International Relations Commons](#), and the [Nonprofit Administration and Management Commons](#)

### Recommended Citation

(2022) "Social Media Giving Statistics," *Journal of Nonprofit Innovation*: Vol. 2: Iss. 4, Article 6.  
Available at: <https://scholarsarchive.byu.edu/joni/vol2/iss4/6>

This Article is brought to you for free and open access by the Journals at BYU ScholarsArchive. It has been accepted for inclusion in Journal of Nonprofit Innovation by an authorized editor of BYU ScholarsArchive. For more information, please contact [ellen\\_amatangelo@byu.edu](mailto:ellen_amatangelo@byu.edu).



## Social Media Giving Statistics

From Nonprofit Source: <https://nonprofitssource.com/online-giving-statistics/social-media/>

### General Social Giving Statistics

Nonprofits claim: **Facebook** as the most important social media for their causes, **Twitter** in a close second place, **YouTube** in third place.

Daily posting average for Nonprofits: Facebook: 1.2 updates, Twitter: 5.3

- 55% of people who engage with nonprofits on social media take some sort of action.
- 59% of those people donate money.
- 53% volunteer.
- 52% donate clothing, food, or other items.
- 43% attend or participate in charitable events in their community because of social media.
- 40% subsequently purchase a product that benefits that charity.
- 25% contact their political representatives either by phone, letter, or email after engaging with a cause on social media.
- 15% organize their own events in their community afterward.
- For every 1,000 email subscribers, nonprofits have 199 Facebook followers, 110 Twitter followers, and 13 mobile subscribers.
- 46.1% of churches say that using social media is their most effective method of outreach.

## Nonprofit Social Media Use in 2022

From Nonprofit Tech for Good:

<https://www.nptechforgood.com/2022/02/01/data-14-must-know-stats-about-how-nonprofits-use-social-media/>

Nonprofit Social Media Users: 87% of nonprofits worldwide use social media.

Out of the nonprofits that use social media:

- Facebook Pages: 97% of Nonprofits
- Instagram: 73%
- Twitter: 60%
- LinkedIn Page: 48%
- YouTube: 45%
- WhatsApp: 16%
- TikTok: 5%
- Snapchat: 1%
- Twitch: 1%

53% of nonprofits spend money on social media advertising.

- **46%:** Increased
- **38%:** Stayed the same as their 2020 budget
- **16%:** Decreased

Of those nonprofits that spend on social media advertising, these are the social media where they regularly post ads:

- **98%:** Facebook Pages
- **47%:** Instagram
- **17%:** Twitter
- **16%:** LinkedIn Page
- **8%:** YouTube
- **6%:** WhatsApp
- **1%:** Snapchat
- **0%:** TikTok and Twitch

