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## Nonprofit Social Media Use in 2022

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## 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

