

# Nonprofit Social Media Recommendations

Prepared by Kate K. for  
Stop the Palestinian Genocide  
[www.palestiniangenocide.org](http://www.palestiniangenocide.org)

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# Recommendations

## Focus primarily on the following platforms:

- Twitter/X, which is the social media platform most frequently used for news
  - Aim to post 7x per week
  - Post Mon-Fri, 9am-3pm
- Facebook and Instagram, which are among the most commonly used platforms and most likely to inspire giving or create social impact
  - Facebook:
    - Aim to post 6x per week
    - Post Mon-Fri 9am-2pm
  - Instagram:
    - Aim to post 5x per week
    - Post Mon-Fri 10am-2pm, with Tues and Wed extending to 4pm
- TikTok if targeting Gen Z
  - Aim to post 2x per week
  - Post Tues & Fri 4-6pm, Wed & Thurs 9-11am, or Thurs 2-6pm



## Consider the following for social media post content:

- Across platforms, the best type of content to post is short form videos under 30 seconds
- Across platforms, the best way to share news content is via influencers expressing opinions or funny posts
  - Twitter/X and Facebook are the best platforms for sharing news articles
- Use a social media management tool to schedule and coordinate posts across multiple social media platforms
  - Tools like Buffer and CrowdFire offer free basic plans



# Research

# Why Use Social Media?

## Social media inspires action

- Social media is the channel that most inspires donors to give (32%), followed closely by email (30%) ([Nonprofit Fundraising Statistics, 2024](#))
- 55% of individuals who engage with nonprofits on social media take action
  - Of those individuals, 59% of those individuals donate money, 53% volunteer, 52% donate items, 43% attend charitable events, and 40% purchase products from charities ([Social Media Trends, 2024](#))
- Social media drives 57% of traffic to fundraising campaign webpages ([Social Media Stats, 2024](#))

## Social media builds relationships with stakeholders

- 25% of donors 18-29 want nonprofits to communicate with them via social media, and 27% of Millennials look to social media for nonprofit information ([Nonprofit Marketing + Fundraising Trends, 2022](#))
- Social media postings on sites such as Facebook, Instagram, and Twitter/X build bonds with organization volunteers ([Bauer & Lim, 2019](#))



# Social Media Usage

The most commonly used social media platforms are YouTube (83%), Facebook (68%), and Instagram (47%)

- Followed by Pinterest (35%), TikTok (33%), LinkedIn (30%), SnapChat (27%), Twitter/X (22%), and Reddit (22%) ([Social Media Fact Sheet, 2024](#))

For those inspired to give via social media, the most impactful platforms are Facebook (56%), Instagram (21%), Twitter/X (13%), YouTube (5%), and LinkedIn (4%) ([Nonprofit Fundraising Statistics, 2024](#))

TikTok audiences for nonprofits increased by 112% in 2023, far faster than other social media platforms ([Social Media Trends, 2024](#))

Social media is primarily used to: ([Global Social Media Statistics, 2024](#))

- Keep in touch with friends and family (50%)
- Fill spare time (38%)
- Read news stories (35%)
- Finding content (e.g., articles, videos) (30%)
- See what's being talked about (29%)





# Social Media for Awareness Campaigns

In 2020, 18% of U.S. adults primarily got their political news through social media

- Across platforms, these users are primarily ages 18 to 49, women, white, and lean democrat ([American Who Get News from Social Media, 2020](#))
- Across platforms, users see content about politics / political issues (36-74%) far more often than they *share* this type of content (8-14%) ([How American Navigate Politics, 2024](#))

In 2024, 54% of U.S. adults sometimes or often get news from social media ([Social Media and News, 2024](#))

A majority of Twitter/X users (59%) use the platform to keep up with politics / political issues, compared with 36% of TikTok users and 26% each for Facebook and Instagram users ([How American Navigate Politics, 2024](#))

- Users who get news on Twitter/X are primarily male ([Social Media and News, 2024](#))

While the ratio of users who use the platform for news is highest for Twitter/X, users *regularly* access news most often on Facebook (33%) and YouTube (32%), followed by Instagram (20%), TikTok (17%), and Twitter/X (12%) ([Social Media and News, 2024](#))

## How Users See News on Each Platform ([How American Get News, 2024](#))

### Twitter/X:

- People expressing opinions (85%)
- Funny posts (79%)
- News articles (79%)
- Info about breaking news events (75%)

### Facebook:

- People expressing opinions (84%)
- Funny posts (81%)
- News articles (74%)

### TikTok:

- Funny posts (84%)
- People expressing opinions (80%)

### Instagram:

- Funny posts (73%)
- People expressing opinions (67%)



# Who Donates on Social Media?

## Younger Generations

- 59% of Gen Zs are inspired to donate to charity by a post they saw on social media ([Benchmarks, 2024](#))
- Millennials are the most likely to research nonprofits before making a donation ([Nonprofit Marketing Trends, 2022](#))
- Gen Z and Gen X most prefer to donate to charities via social media ([Generational Giving, 2020](#))
- The top reason millennials & Gen Z may not donate is due to a poor social media presence ([Nonprofit Marketing Trends, 2022](#))

**Female donors** are more likely to make a donation because of social media marketing - male donors are more likely to give because of email messages ([NP tech for good](#))

- Women use social media more often and interact with each site in a wider variety of ways - e.g., are more likely than men to connect with their favorite brands online, read news stories and visit social sites several times per day ([Why Women, 2013](#))



# Platform Demographics

From a **2023** survey of **5733 US adults** weighted to be representative of the **US adult population**: ([Social Media Fact Sheet, 2024](#))

- **Facebook:**

- Age 18-29 (67%), 30-49 (75%), 50-64 (69%), 65+ (58%)
  - On average, users are 25-35 years old
- M (59%), F (76%)

- **Instagram:**

- Age 18-29 (78%), 30-49 (59%), 50-64 (35%)
  - On average, users are 18-34 yos
- M (39%), F (54%)
- Less use than other platforms by <\$30k HHI

- **Twitter/X:**

- Age 18-29 (42%)

- **YouTube:**

- Age 18-29 (93%), 30-49 (92%), 50-64 (83%), 65+ (60%)
- M (82%), F (83%)
- Less use than other platforms by <\$30k HHI

- **TikTok:**

- Age 18-29 (62%), 30-49 (39%)
- M (25%), F (40%)
- Less use than other platforms by \$100k+ HHI

- **LinkedIn** has more use than other platforms by \$70k+ HHI



# Content Considerations

- **Consumers most want the following types of content:** ([Content Benchmarks Report, 2024](#))
  - Short form videos under 15 seconds (42%) or 15-30 seconds (39%)
    - The majority of viewers will only watch a video to the end if it is less than one minute (66%) or 1 to 2 minutes (56%) ([Video in Business, 2023](#))
    - For nonprofits, users engage more with community-building than information-sharing short videos ([Wiley et al., 2022](#))
  - Static images (30%)
  - Influencer content (26%)
    - 90% of consumers are influenced to purchase products by user-generated content ([New Study, 2017](#))
- **Limit hashtags.** 1-2 hashtags increase engagement, but 3+ reduces engagement with posts ([Instagram Hashtags, 2022](#))
- Social media is most helpful to crowdfunding campaigns in the first ten days ([Dehdashti et al., 2022](#))



# Social Media Usage - By Platform

## Facebook

- Top activities: browsing feed (45%), watching videos (37%), visiting Groups (34%), and watching stories (34%) ([Popular Facebook Activities, 2020](#))
- Users look for entertainment (76%), social connection (74%), news (37%), product recommendations (37%), and sports/pop culture info (36%) ([Facebook Users Experience, 2024](#))

## Instagram

- Reels have the highest reach rate ([Instagram Statistics, 2024](#))
- Top hashtags 2024: #love, #instagood, #instagram, #fashion, #photooftheday, #art, #photography ([Instagram Hashtags, 2024](#))

## Twitter/X

- Use the *Trends for You* feature on the homepage to see relevant trending topics

## YouTube

- Top content categories: music videos, tutorial/how-to videos, gaming content, influencer content, vlogs/lifestyle content ([Popular Genres, 2023](#))

## TikTok

- Top content categories: entertainment, dance, pranks, fitness/sports ([TikTok Statistics, 2024](#))

## Average Nonprofit Engagement Rates:

- **TikTok:** 7.5%
- **Instagram:** 5.6%
- **Facebook:** 3.8%
- **Twitter/X:** 3.7%



# Nonprofit Support - By Platform

## Facebook

- Add a fundraising campaign
- Add a donation button
- Create fundraiser challenges
- View followers who have posted a fundraiser for your organization
- Facebook ads - [Special Ad Categories](#); [Page Post Engagement ads](#); [Call to Action ads](#)

## Instagram

- Add a fundraising campaign
- Add a donation button
  - Can incorporate into Stories
- [Instagram Live donations](#)

## Twitter/X

- [Share fundraising links](#)
- [Monetize videos](#)

## YouTube

- Share fundraising link
- Add a donate button to videos/livestreams
- Donate revenue from your videos
- [Join an existing fundraiser](#)
- [Monetize videos](#)

## TikTok

- Share fundraising link
- Add a donate button to videos/livestreams



# Nonprofit Follower Benchmarks

Average number of followers for nonprofits: ([Benchmarks, 2024](#))

- **Facebook**

- Small nonprofits: 8,722
- Medium nonprofits: 32,092
- Large nonprofits: 109,158

- **Instagram:**

- Small nonprofits: 1,837
- Medium nonprofits: 7,675
- Large nonprofits: 19,365

- **Twitter/X**

- Small nonprofits: 4,241
- Medium nonprofits: 17,737
- Large nonprofits: 39,496

- **TikTok**

- For every 1,000 email addresses, nonprofits have an average of 36 TikTok followers

## Nonprofit size by annual online revenue:

- **Small** = <\$500k
- **Medium** = \$500k - \$3m
- **Large** = >\$3m



# How Often to Post

**Appeal to younger generations, who more frequently use & donate via social media:** Gen Z and millennials prefer nonprofit updates once a month, while Gen X prefers once a quarter ([Nonprofit Marketing Trends, 2022](#))

**Consider the [mere exposure effect](#):** the more frequently we hear about a brand, the more we like it

**Nonprofit posting benchmarks:** ([Nonprofit Market Statistics, 2023](#))

- 6 Facebook posts per week
- 5 Instagram posts per week
- 7 Twitter/X posts per week
- 2 TikTok posts per week





# Best Times to Post

## Best times to post, globally across platforms:

- Mon 11am-12pm
- Tues 10am-2pm, 3-4pm
- Wed 9am-3pm
- Thurs 9am-2pm
- Fri 10-11am
- *Best days:* Tues, Wed, Thurs
- *Worst day:* Sun

Average peak engagement times are  
**Tues-Thurs, 9am-2pm**

## Peak engagement times by platform:

- **Facebook:** Mon-Fri, 9am-2pm
- **Instagram:** Mon-Fri 10am-2pm, with Tues and Wed extending to 4pm
- **Twitter/X:** Mon-Fri, 9am-3pm
- **YouTube:** Thurs-Sun, 3pm-9pm
- **TikTok:** Tues & Fri 4-6pm, Wed & Thurs 9-11am, Thurs 2-6pm

([Best Times to Post, 2024](#))



# Ad Return on Investment

## Cost per advertising lead by platform

(e.g., pay-per-click ad)      (e.g., Facebook, Instagram)

	CPA Buys	Meta	TikTok	Google Youtube
All	\$1.31	\$4.44	\$49.28	\$14.07
Large	\$1.08	\$4.42	\$15.93	\$37.33
Medium	\$1.34	\$3.77	—	\$20.43
Small	\$1.27	\$6.44	—	\$9.92

average cost to acquire a potential donor or supporter

## Digital advertising: cost per donation

(visual ads)      (e.g., Google)

	Display	Search	Meta
All	\$102	\$55	\$117
Large	\$90	\$43	\$113
Medium	\$111	\$66	\$119
Small	\$155	\$87	\$114

average cost to secure a donation



([Benchmarks, 2024](#))

# Social Media Management Tools

**Social media management tools allow you to schedule and coordinate posts across multiple platforms**

- [HootSuite](#): Best for experienced organizations. Starts at \$29/mo - provides discounts for nonprofit.
- [Buffer](#): Best for beginner organizations. Free plan & paid plans starting at \$15/mo - provides discounts for nonprofit.
- [CrowdFire](#): Best analytics. Free plan & paid plans starting at \$10/mo.

([Best Social Media Tools, 2024](#))

## Other Tools

- [Juicer](#): embeds cross-platform social media feed into your website. Free plan & paid plans starting at \$25/mo.
- [Planable](#): Enables teams to plan, review, approve, and schedule social media content. Free plan & paid plans starting at \$33/mo.

