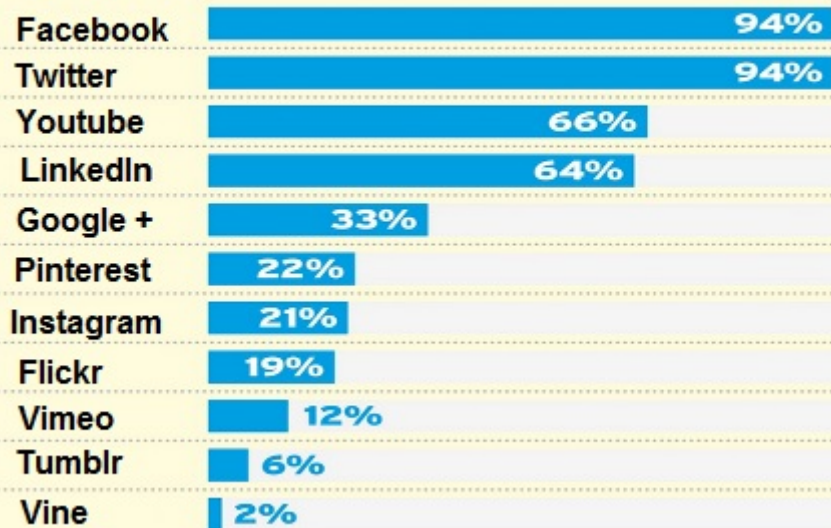


SOCIAL MEDIA AND CHARITIES

On which social media platforms does your organisation have a presence?



Social media is an increasingly important channel for charities and social enterprises. Not only is it the number one reason people in the US use the internet today, but a promising 55% of those who engage with organisations on social media eventually take further action for the cause – donating, volunteering, signing a petition or attending an event.

Coupled with the fact that £2.4bn was donated online and via mobile in the UK alone last year, a 13% increase on the year before, it's clear that social media presents a fundraising opportunity that is only going to grow.

But while most charities, NGOs and social enterprises have integrated social media into their overall strategies in some way, the majority are still far from making the most of social media as a fundraising tool.

On Monday, in partnership with JustGiving, we at Social Misfits Media have launched Friends with Money – a free guide to fundraising on social media. In it we argue that social media can play a much larger role in the fundraising process than simply serving as a medium for donations.

Last month, we asked 250 UK charities and social enterprises about their social media activity.

Unsurprisingly, Facebook and Twitter are the frontrunners, followed by YouTube and LinkedIn. But when compared to the results of this same survey in 2012, the overall percentage of UK charities and social enterprises on social media has increased significantly. In 2012, only 75% of UK organisations were on Facebook, 70% on Twitter, 37% on YouTube, and 34% on LinkedIn.

More organisations than ever are using these various platforms. By learning how to embed social media throughout the fundraising process, you can turn cause-driven interest into action and ultimately donations.

(Source : <http://www.theguardian.com/voluntary-sector-network/2014/nov/24/how-to-achieve-fundraising-success-on-social-media>)