

Sage Nonprofit Solutions

Special Report: Social Media Adoption and Success

A survey of *The Chronicle of Philanthropy* subscribers

Sponsored by Sage



Introduction

In August 2009, an email was sent to 7,500 subscribers of The Chronicle of Philanthropy inviting them to take the online survey designed to discover how nonprofits are using social media in their fundraising and outreach activities. By September 14, 2009 a total of 1,295 people had responded.

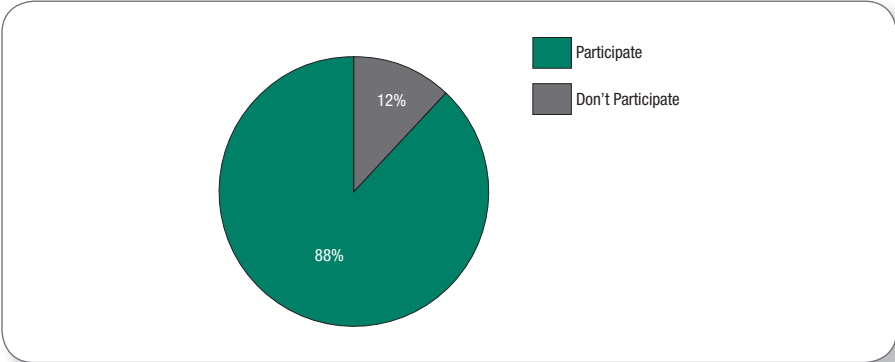
The topics covered in this survey include:

- Types of social media nonprofits are participating in
- Length of time participating in social media
- Specific tools used when participating in social media
- Types of activities performed when participating in social media
- Goals for social media participation
- Success with social media participation to date
- Reasons for not participating in social media
- Acceptance of online donations

Findings

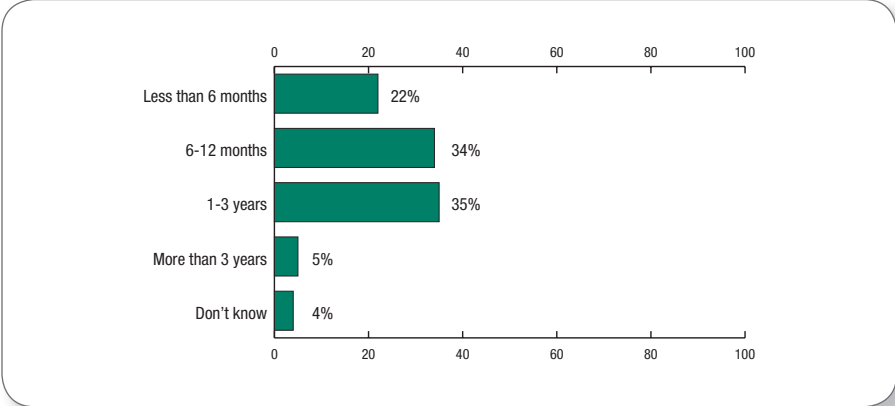
Participation Rate

88% of respondents indicated that their organization currently participates in some form of social media.



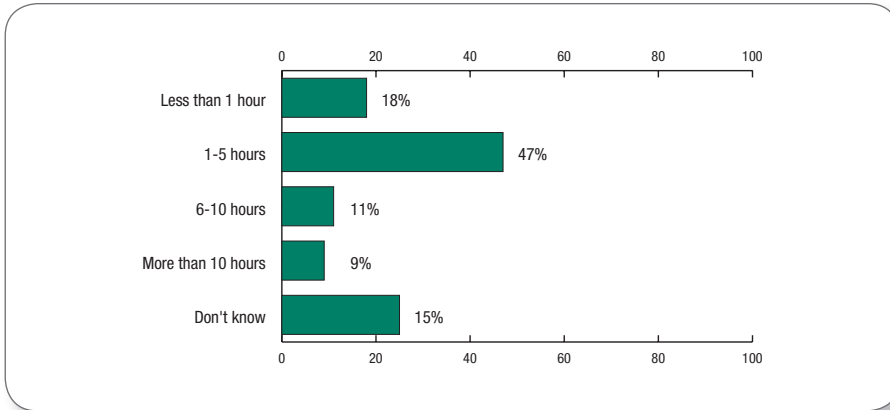
Experience with Social Media

More than half of respondents said they've been using social media for less than a year.



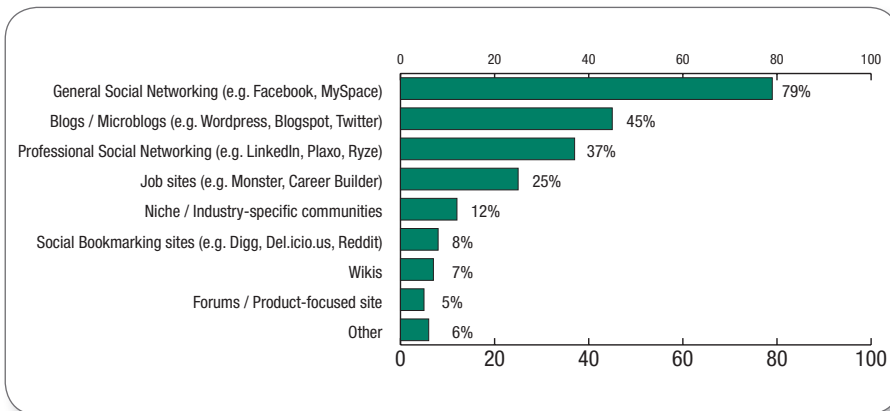
Time Spent Per Week on Social Media

20% of respondents said they spend more than 5 hours per week using social media.



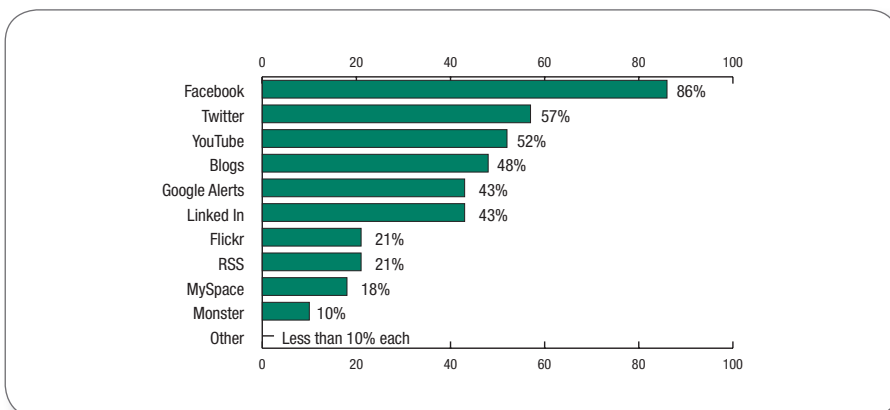
Types of Social Media Participation

The most popular type of social media among respondents is general social networking such as Facebook and MySpace. Next most popular are blogs / microblogs and professional social networking.



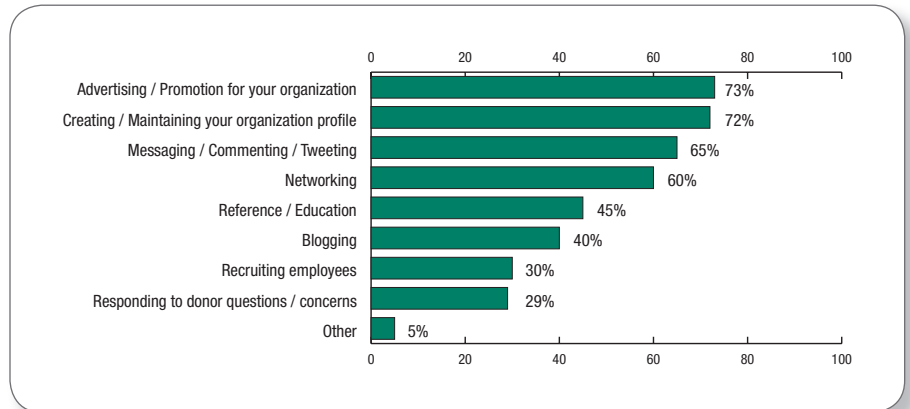
Specific Tools Used When Participating in Social Media

Facebook is by far the most popular social networking tool in use. Twitter and YouTube are also widely used.



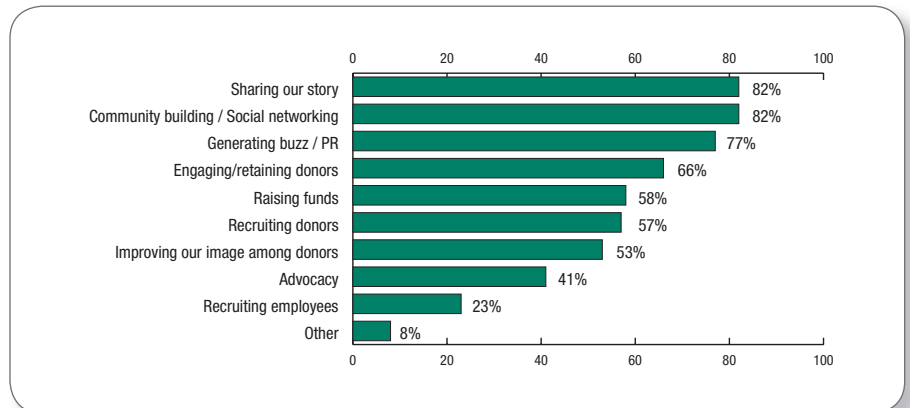
Types of Activities Performed When Participating in Social Media

Advertising/promotion and profile creation/maintenance are the most common types of social media activities in which respondents take part.



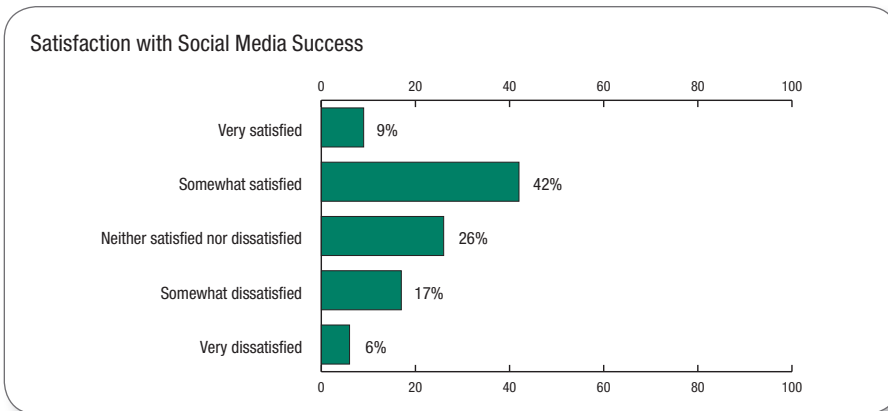
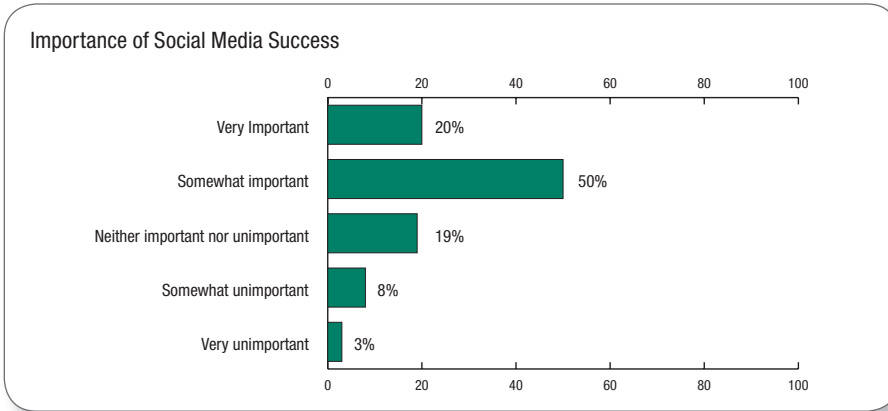
Goals for Social Media Participation

When respondents were asked what their goals are for social media participation, the most frequently mentioned responses were 'sharing our story', building a community, public relations, and donor engagement/retention.



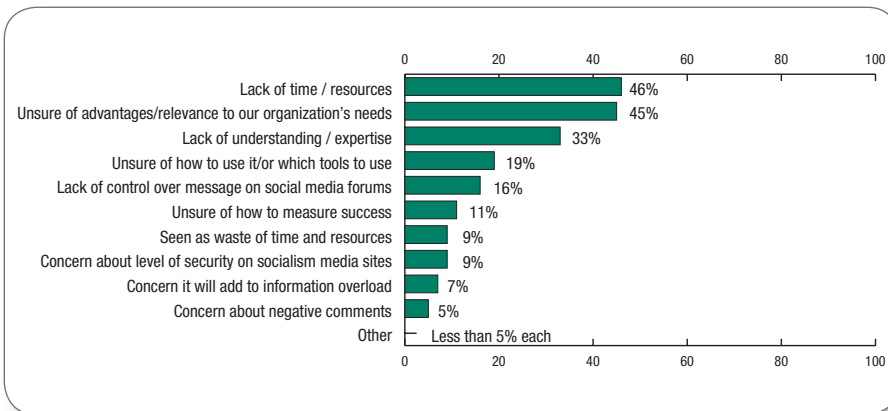
Success with Social Media Participation to Date

70% said that success with social media is very or somewhat important to their organization. Only 9% are very satisfied with their success with social media so far, indicating that many have yet to see their efforts pay off to a significant degree.



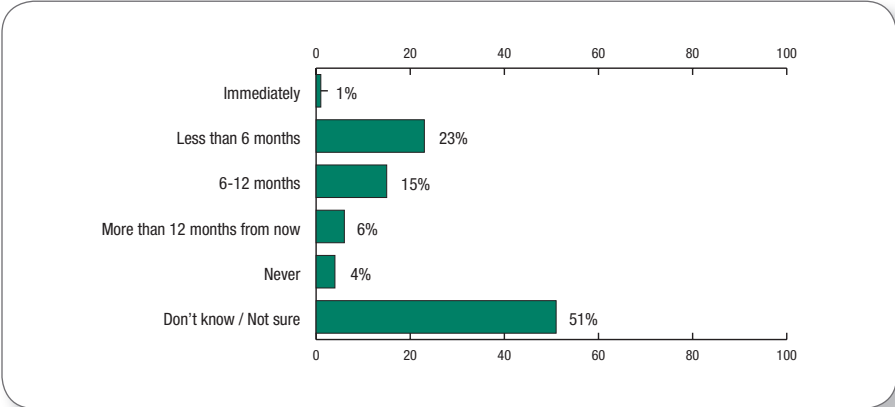
Reasons for Not Participating in Social Media

Respondents who do not participate in social media reported that the primary reasons are lack of time / resources, lack of need, and lack of understanding / expertise.



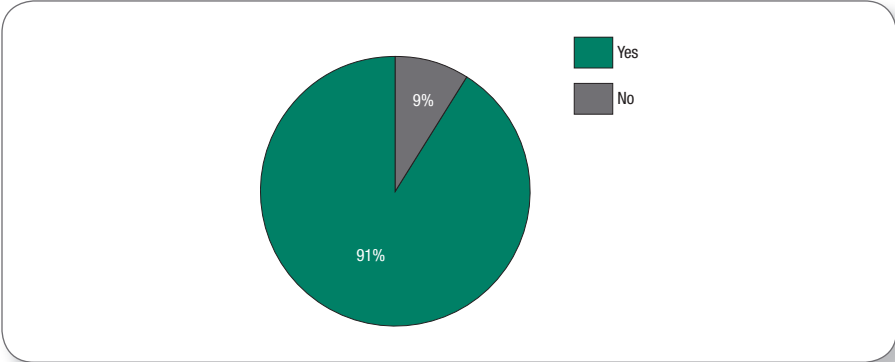
Timing for Participation in Social Media

39% of these non-users of social media indicated their organization will begin participating in social media in the next 12 months. Most of the remainder are unsure when they will begin, but have not ruled it out entirely.



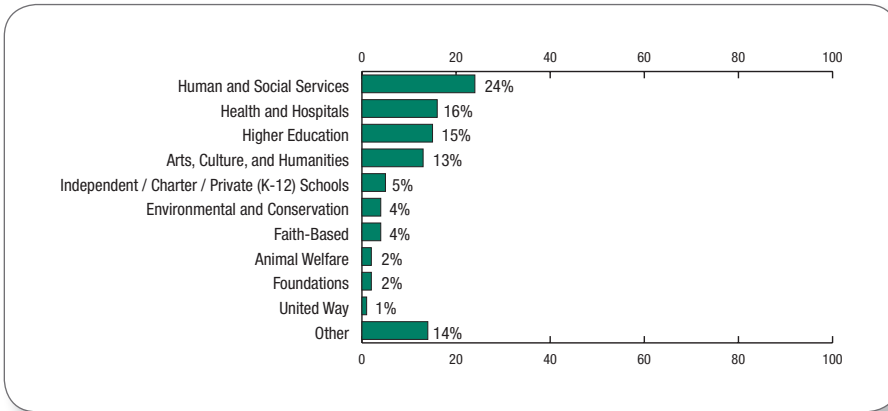
Accepting Online Donations

91% of respondents said their organization accepts online donations.

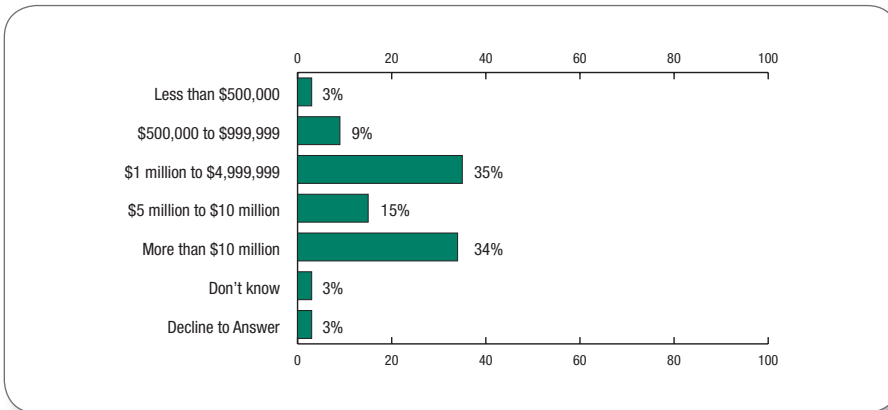


Respondent Demographics

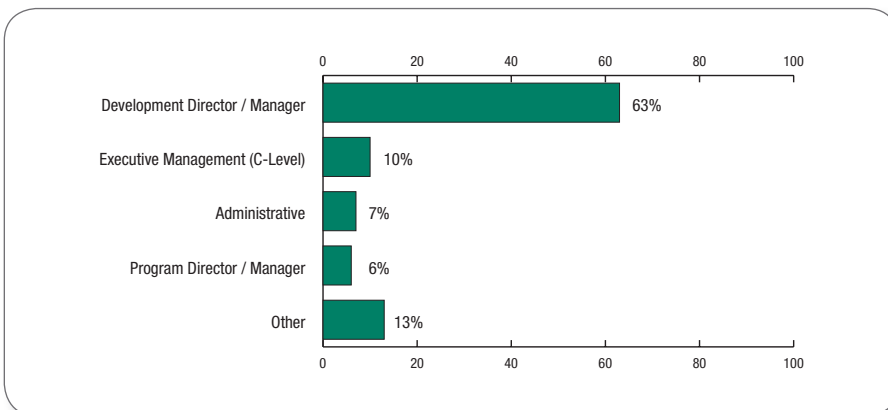
Organization Type



Organization's Annual Operating Budget



Respondent Job Function / Title





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