



Breathing new life into your organization's communications

The creative use of social media by charities

Derek Holder Memorial Lecture

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The wider charity sector's use of social media, both in the UK and internationally, as well as highlighting digital opportunities for your organisation.



Globally, 29% of people consider social media to be the communication tool that most inspires giving.

Global NGO Technology Report - <https://funraise.org/techreport/past-reports>



1. There are **4.9 billion social media users** in the world as of 2023.
2. It is forecasted that there will be **5.85 billion** social media users worldwide **by 2027**.
3. **Facebook** is the **biggest social media platform** in terms of user base. It has 2.91 billion users as of 2023.
4. On average, the typical social media user interacts with **6.6 social media platforms**.
5. Social media is used by **85%** of the world's 5.27 billion mobile phone users.



6. In the world, the average person uses social media for **two hours and thirty-five minutes** every day.

7. **Millennials** and **Gen Z** are the most frequent users of social media platforms.

8. The fastest-growing social network is **TikTok**, which has had a startling 105% user increase in the US during the last two years.

9. Between 2020 and the beginning of 2022, monthly **TikTok usage in the UK has experienced a constantly growing trend**, with a peak of 9.2 million monthly active users in October 2021 across iOS and Android devices combined. (Statista.com)

Demandsage (2023) <https://www.demandsage.com/social-media-users/>



Social media can power engagement and action

- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 53% volunteer.
- 52% donate clothing, food, or other personal items.
- 43% attend or participate in charitable events in their community.
- 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.

<https://empower.agency/social-media-stats-charities-nonprofits/#Social-media-stats-for-charities-and-nonprofits>



Charity Digital Skills Report (UK, 2022)

- 56% of charities now have a strategy for digital in place
- 82% of charities see digital as more of a priority as a result of the pandemic
- 72% of charities are using tools, skills, infrastructure and service delivery to progress with digital
- 64% of boards' digital skills are either low or have room for improvement
- 58% of charities want a clear vision of what digital could help them achieve from CEOs and boards
- 25% of charities do not have diverse teams developing digital products
- 55% are actively concerned about choosing suppliers who share their ethics and values
- 40% of charities need funding for devices, software and infrastructure
- 41% of charities view themselves as poor at understanding their users' needs

<https://charitydigitalskills.co.uk/>



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Have your say

Draft guidance on charities use of social media



CHARITY COMMISSION
FOR ENGLAND AND WALES



Social media has become a powerful way for many charities to promote their work, engage their supporters and campaign for change. The public is also using social media to engage with or debate the work of charities.

The aim of the guidance is to help trustees develop ‘appropriate shared understanding of the charity’s use of social media and the particular risks it can bring,’ and to encourage charities to, ‘adopt a policy on social media as a way to set their charity’s approach.’



A 2021 Enthuse survey revealed that those under 40 were more likely to give to a charity than their older counterparts. More than four in five under-40s have donated in the last three months, compared to 62% of those over 40.

Consistent with the findings of previous Donor Pulse reports, Gen Z (those born between 1997 and 2012) **were both the most generous donors and the widest donors, with nearly half having donated to three or more causes in the last quarter.**

[Enthuse: The Donor Pulse Survey: Summer 2021](#)

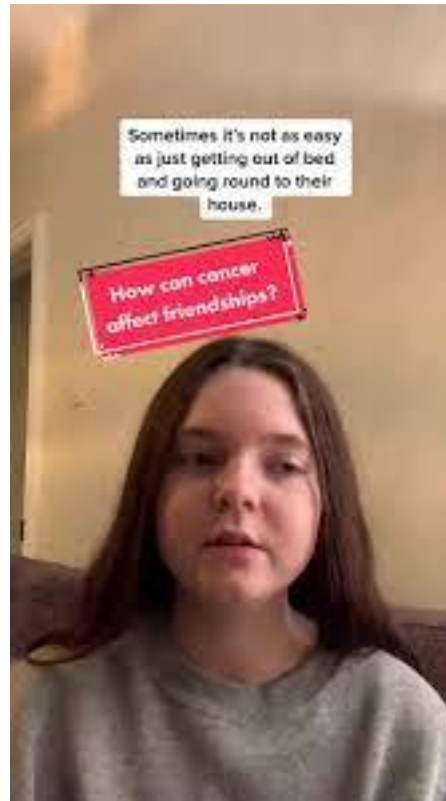


Tik Tok

- Social Media Penetration 90.02%
- Active Social Media Users 57.6 million
- TikTok Monthly Active Users 8.9 million
- Average monthly time spent on Tik Tok (UK) 27.3 hours
- Most popular activist on Tik Tok in the UK: @nikkililly | 109.8m Likes | 8.6m followers



• <https://www.tiktok.com/@teenagecancertrust>



Finally, some advice from Charity Digital

Our advice: **focus on the right social platforms**. And that means thinking about who you want to engage with, the demographics you want to reach, the people you want to convert into donors. You need to pick the platforms that best suit the above criteria. Do your research and find out about the demographics you want to reach. Consider the following information, for example:

Gen Z make up 60% of TikTok's user base (born c.1997 – 2012)

90% of Gen Z have used Snapchat.

The use of Facebook declines year-by-year among Gen Z. That tells you plenty of essential information about Gen Z. If they are your chosen demographic, it's likely you need to check out TikTok, or maybe Snapchat. It means that you may wish to shift resources from Facebook to one of the younger platforms, maximising your ability to reach younger generations.



What you can do

1. Choose and **read 3 charity digital media reports**.
2. **Take part or follow the draft guidance** on charities use of social media.
3. **Subscribe to a e-newsletter** from a UK agency or consultancy digital expert e-newsletter (CharityDigital, Zoe Amar, Enthuse etc).
4. If you are connected to a charity **ask to see your social media plan**, and look at what audiences it seeks to engage with, and with what purpose? Find out if **you can help share information** through your channels.
5. If you have not used Instagram, Snapchat or TikTok ask an expert (do you know a Gen Zer?) to **guide you** and consider adding it as an App on your smartphone.
6. Start to **follow social media content and campaigns** from the best – British Red Cross, Teenage Cancer Trust, Mind (UK Social Media Awards 2022, Nonprofits) as well as your own subsector.

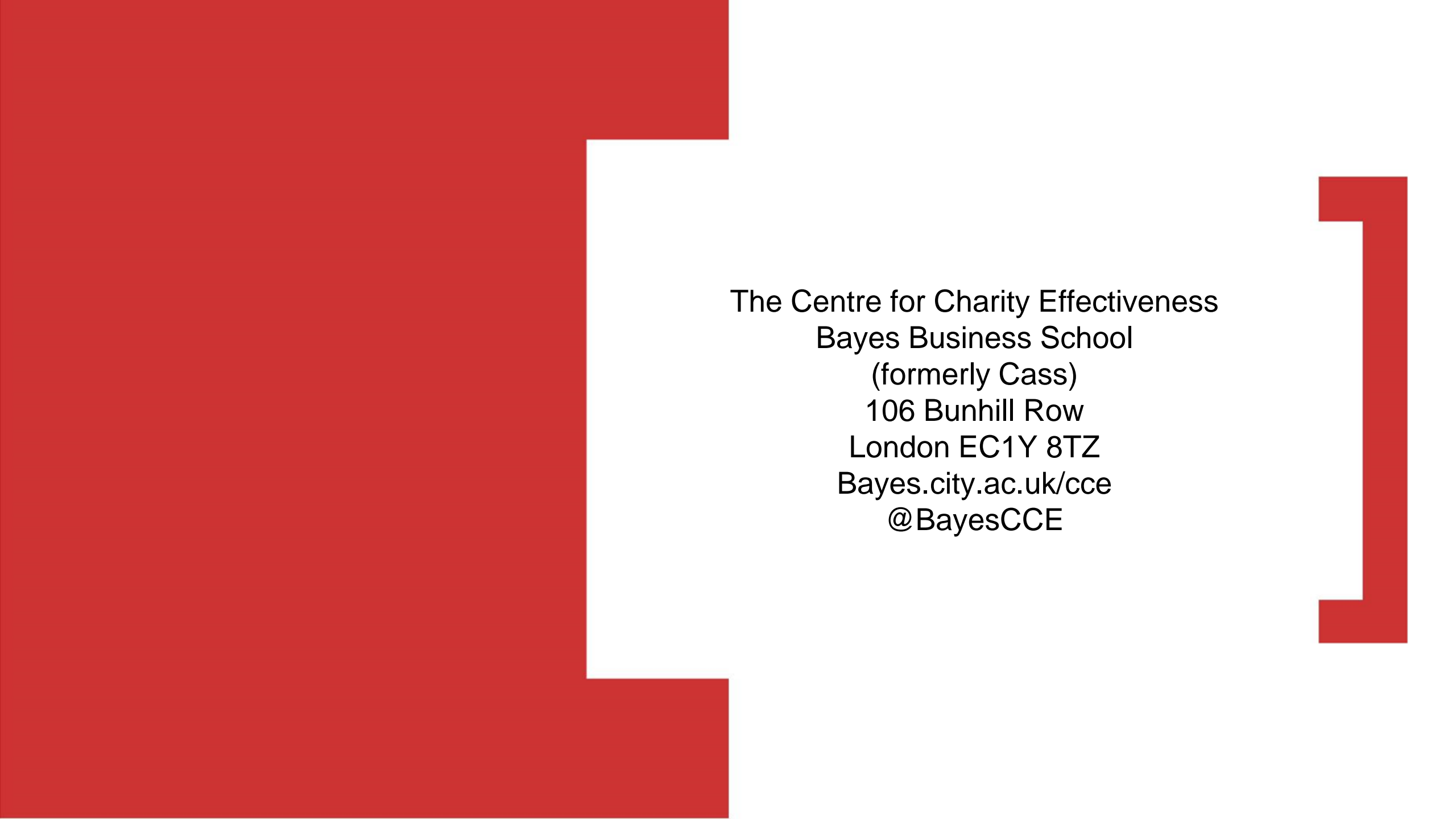


Gen Z

- 64% would pay more for a product that was more sustainable
- 72% agree that the gap between the richest and poorest people in their country is widening
- 75% agree that the world is at a tipping point regarding climate change; 44% are optimistic
- Almost half say they feel stressed all or most of the time

Source: [The Deloitte Global 2022 Gen Z and Millennial Survey](#) | [Deloitte Global](#)





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