# Nonprofit Marketing through Social Media: A Case Study of a Nonprofit Using Facebook

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# 1. Introduction
## 1-1. Social media and dialogic communication

- Social media is a more personal form of dialogic communication than website
- Some nonprofits are successful in utilizing social media
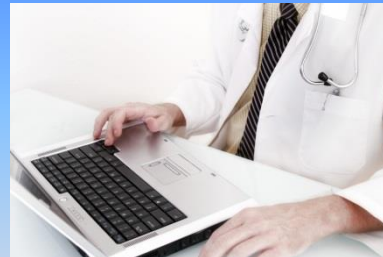- Other research shows that nonprofits underutilize social media

# 1. Introduction
## 1-2. Digital divide issue

- Why is there low communication through social media by nonprofits?—digital divide is an obstacle
- How are some people still excluded and why?
- Nonprofits' members are all online?

Nonprofit Organization

Social Media

Online

Off-line

# 2. Purpose and Methodology
## 2-1. Purpose of this study

- To examine how a nonprofit organization can **promote communication and dialogue** with its clients and other stakeholders **through social media**

  ◦ How **certain types of people** are excluded from the internet and social media and why

  ◦ The possibility of **marketing using social media** by community-based organizations

# 2. Purpose and Methodology
## 2-2. Methodology

- A case study of a community-based nonprofit organization in Philadelphia in the US (from January 2012 to April 2013)
  1. Website and Facebook
  2. Questionnaire surveys
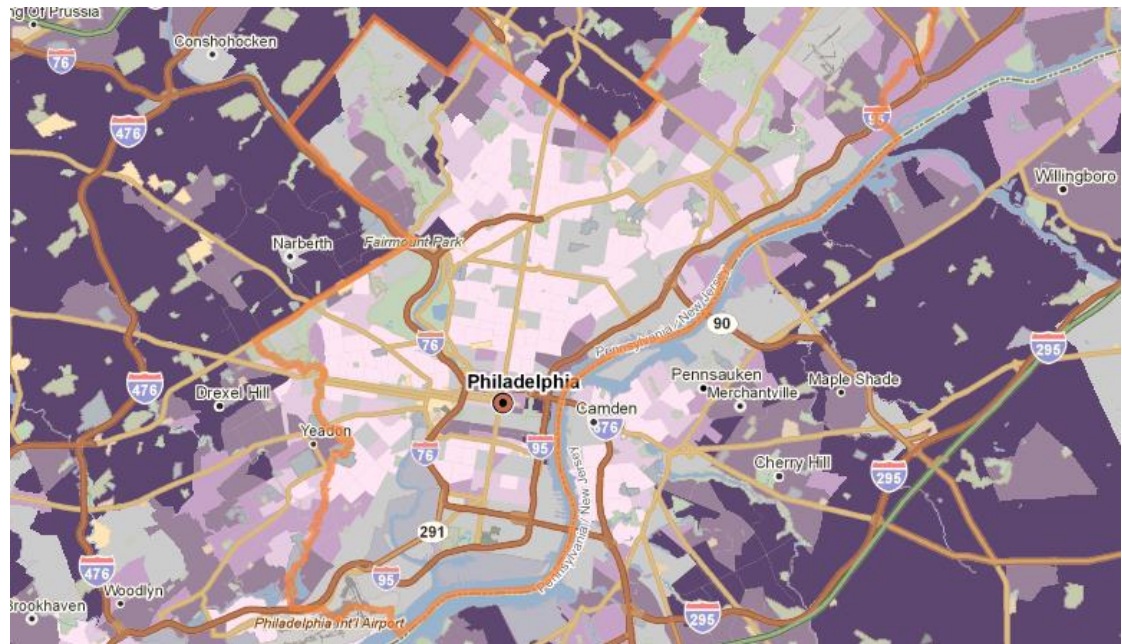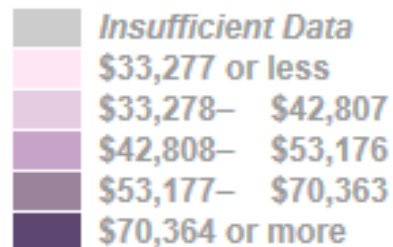  3. Focus group interviews

# 2. Purpose and Methodology

## 2-3. Case history and background

- Founded in January 2012
- Mission: to promote health, business literacy and community
- Core area: West Philadelphia, PA
- Services: Healthy cooking class, Fitness class, Computer literacy class, Business and financial literacy class, etc.

Estimated typical (median) income of a household between 2006-2010
Source: Policymap



Insufficient Data
$33,277 or less
$33,278-  $42,807
$42,808-  $53,176
$53,177-  $70,363
$70,364 or more

# 3. Findings
## 3-1. Communication through Facebook

- Beginning (January 2012): **One staff member** kept updating
- Most of the members had not visited Facebook in December 2012
- **Three 'social media ambassadors'** started posting and commenting on Facebook in January 2013
- Daily 'Talk' and 'Like' <span style="color:red">**sharply increased**</span> since January 2013
- The percentages of members who saw the website and Facebook also <span style="color:red">**increased**</span>
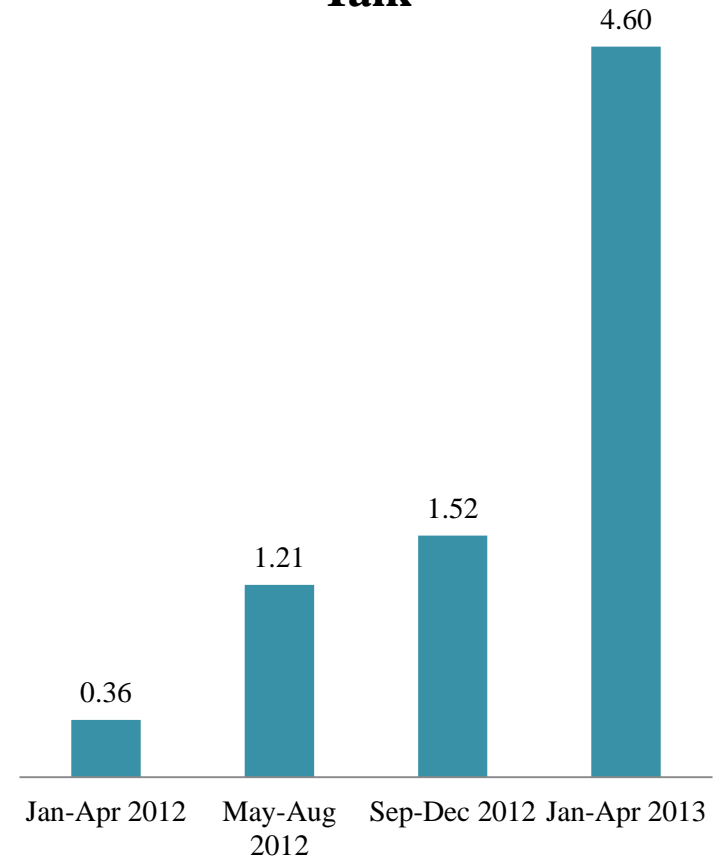
# 3. Findings
## 3-1. Communication through Facebook

**Figure 1. Average # of Daily Like**
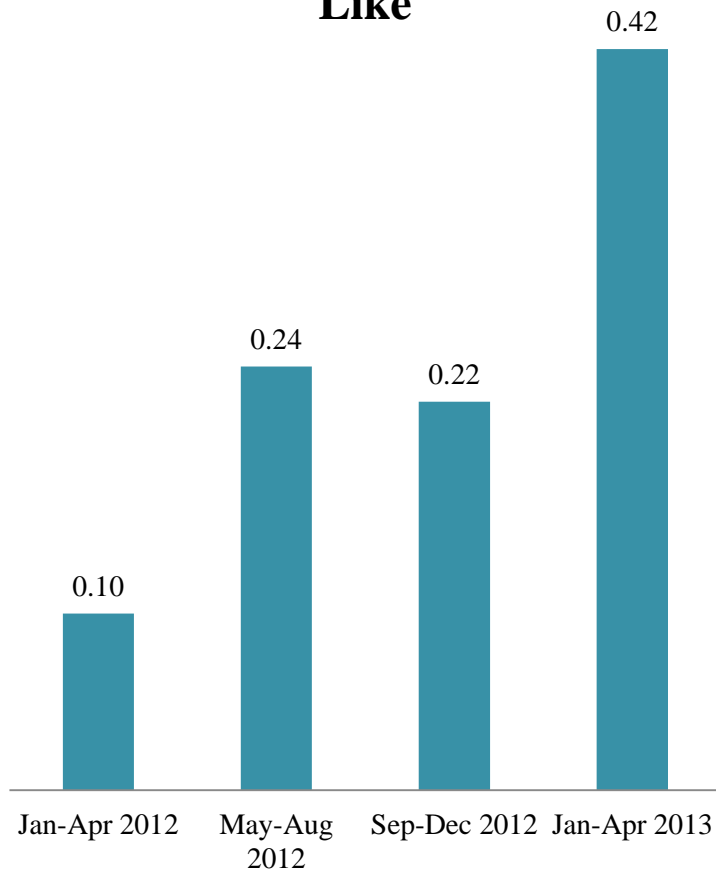


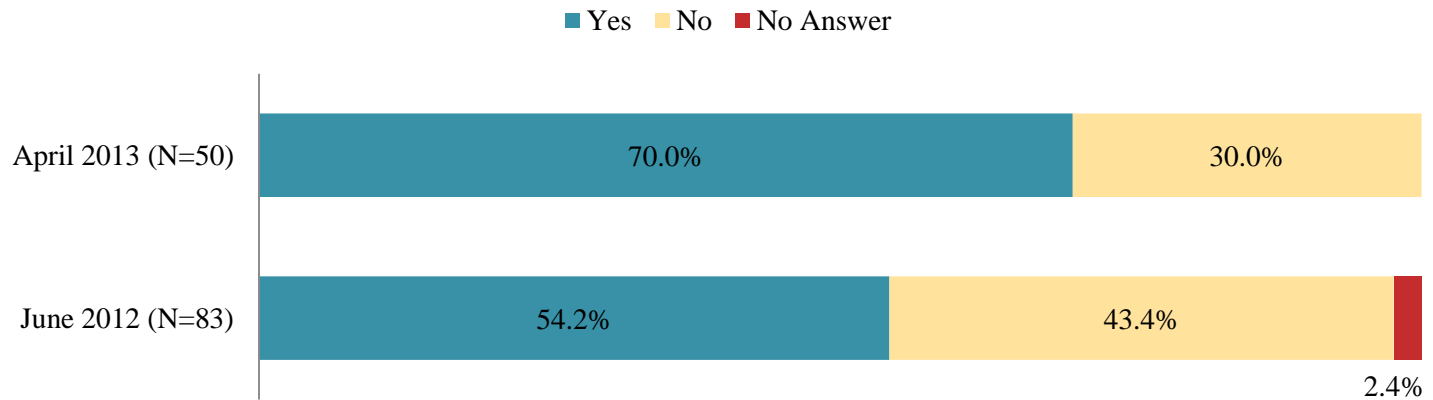**Figure 2. Average # of Daily Talk**

# 3. Findings
## 3-1. Communication through Facebook

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**Figure 3. Have you seen the website?**

■ Yes  ■ No  ■ No Answer

| | |
|---|---|
| April 2013 (N=50) | 70.0% / 30.0% |
| June 2012 (N=83) | 54.2% / 43.4% / 2.4% |

**Figure 4. Have you seen the Facebook page?**

■ Yes  ■ No  ■ No Answer

| | |
|---|---|
| April 2013 (N=50) | 52.0% / 48.0% |
| June 2012 (N=83) | 43.4% / 53.0% / 3.6% |
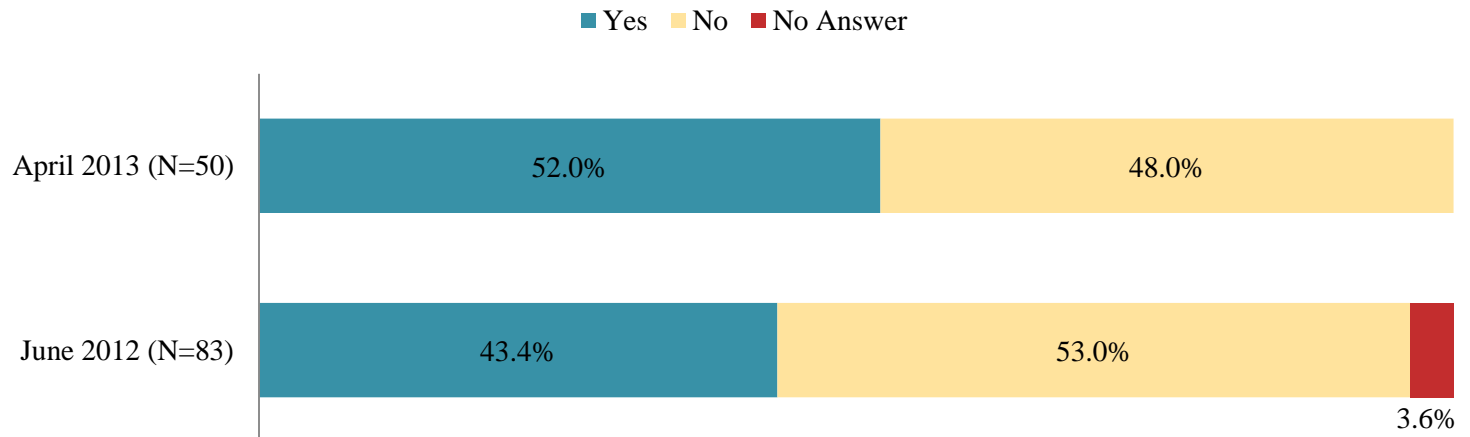
# 3. Findings
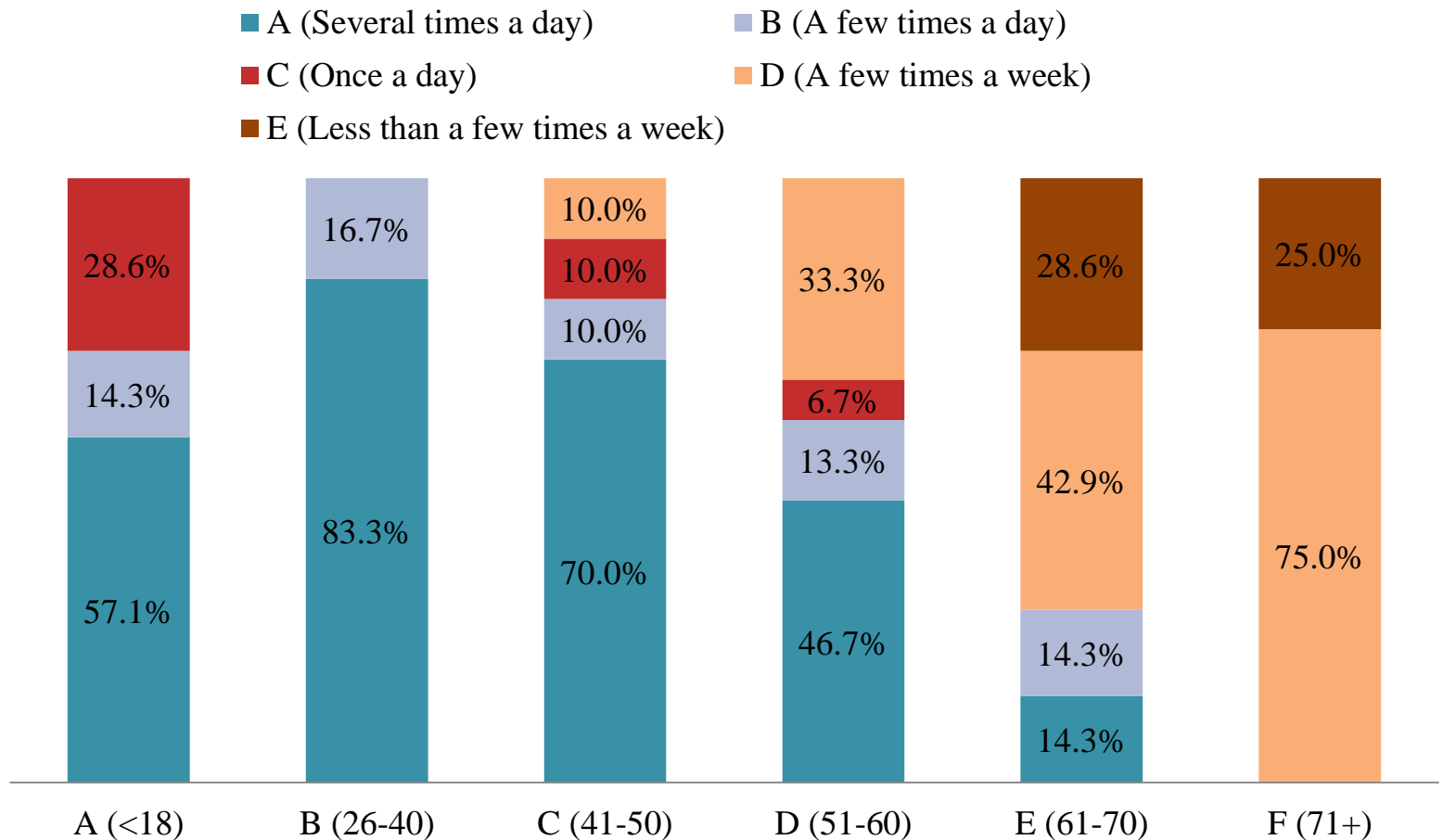## 3-2. Access to the internet an usage of social media

- Most of the members (70%) reported using the internet at least once a day, 59% using Facebook once at least a week
- However, communication at Facebook was inactive
- Participants who acquired internet skills at the Digital Literacy workshops (mostly seniors) had huge distrust and fear of the internet, and did not have basic internet skills
- Participants who learned the internet skills overcame the distrust and fear

# 3. Findings

## 3-2. Access to the internet an usage of social media



**Figure 5. How often do you use the internet? (SA; N=50) (April 2013)**

Legend:
- A (Several times a day)
- B (A few times a day)
- C (Once a day)
- D (A few times a week)
- E (Less than a few times a week)

Data by age group:

| Age group | A | B | C | D | E |
|---|---|---|---|---|---|
| A (<18) | 57.1% | 14.3% | 28.6% | | |
| B (26-40) | 83.3% | 16.7% | | | |
| C (41-50) | 70.0% | 10.0% | 10.0% | 10.0% | |
| D (51-60) | 46.7% | 13.3% | 6.7% | 33.3% | |
| E (61-70) | 14.3% | 14.3% | | 42.9% | 28.6% |
| F (71+) | | | | 75.0% | 25.0% |

# 3. Findings
## 3-2. Access to the internet an usage of social media



**Figure 6. How often do you use social media sites?**
**(SA; N=50) (April 2013)**
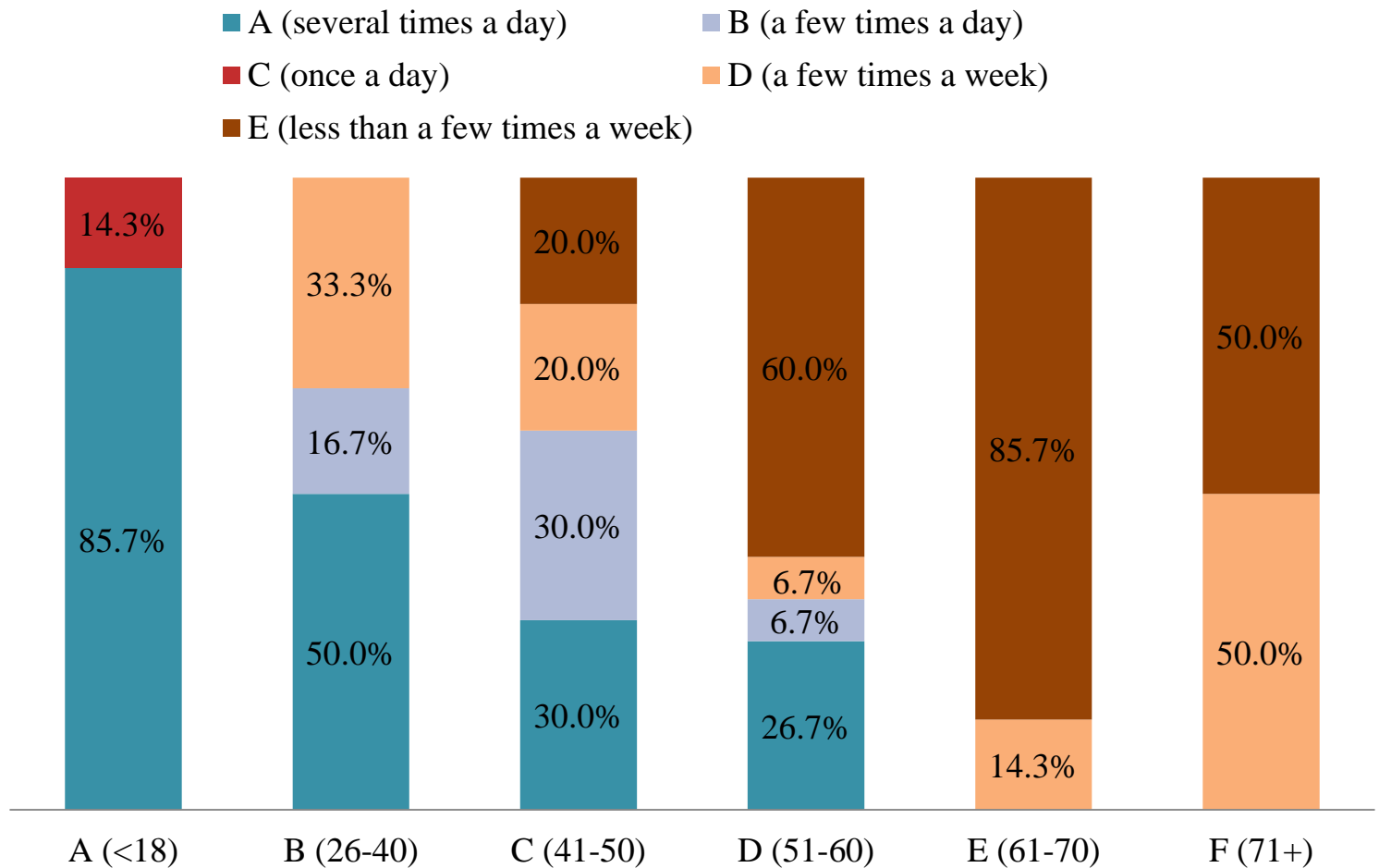
# 4. Discussions
## 4-1. Strategy of dual approach

- Why did the number of viewers of the nonprofit's Facebook page increase?
  - **Social media ambassadors**—postings, comments and inviting others (advertisement/ contents enrichment/ interaction)
  - **Digital Literacy Class**—basic literacy education of computer, the internet and social media

Advertisement, contents enrichment, interaction

Dual Approach

Basic computer/ internet/ social media literacy education
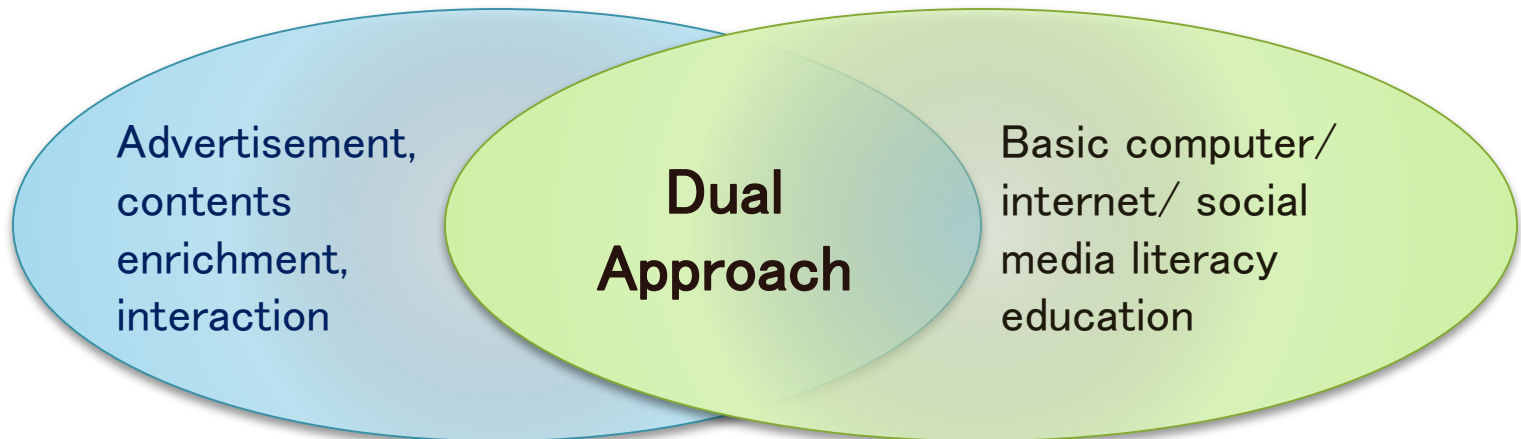
# 4. Discussions

## 4-2. Marketing strategy through social media for community-based nonprofit organizations

- Challenges for community-based nonprofit organizations
  - Why and how?
- Purposes of social media marketing
  - External use
  - Internal use
- Difficulty of two-way communication
  - Just click "Like" instead of writing something
- Multiple communication channels
  - Seniors prefer traditional tools

# 4. Discussions
## 4-3. Digital divide

- Seniors did not feel comfortable using the internet and social media
- Distrust, confusion, frustration, lack of knowledge…BUT

- They have needs such as online job search, online banking, online shopping, online bill payments and social interaction
- Learning basic internet skills is useful for them

# 5. Conclusions

- **Senior people** are more likely to be excluded from the internet and social media
- **Digital divide** is an obstacle for a community-based organization to use the internet and social media
- **Strategy of dual approach** is effective for social media marketing (combination of **literacy education** and **improving social media content**)