

SOCIAL MEDIA ADOPTION IN SMALL NON-PROFIT ORGANISATIONS

PART 1: SURVEY

Researchers at the Centre for Research on Communities and Cultures at **Canterbury Christ Church University** examined how small non-profit organisations use social media and the opportunities offered by the platforms for the third sector. The study involved a survey with more than 370 small non-profits in the **UK**.



HOW DO SMALL NPOs USE SOCIAL MEDIA?



WHO DO THEY COMMUNICATE WITH ON SOCIAL MEDIA?



SOCIAL MEDIA ARE THE **LEAST COMMON WAY** NPOs COMMUNICATE WITH THEIR FUNDERS COMPARED TO EMAIL, FACE TO FACE, TELEPHONE AND PRINTED MATERIAL



BUT OVERALL THEY EMERGED AS THE **MOST COMMON COMMUNICATION TOOL** IN RELATION TO COMMUNICATING WITH THE GENERAL PUBLIC

WHY DO SMALL NPOs USE SOCIAL MEDIA?



WHAT VARIABLES INFLUENCE SOCIAL MEDIA ADOPTION IN SMALL NPOs?



HOW DO SMALL NPOs VIEW SOCIAL MEDIA?



WHAT DO SMALL NPOs NEED WITH SOCIAL MEDIA ADOPTION?

