Digital Persuasion

When Does Social Media Motivate Beyond Clicks?

@jdldixon | @georgetownncsic
Like us on Facebook, and we will vaccinate zero children against polio.

We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.
Help for Patrick and Jess

$876,903 of $1,000,000
88%
13,331 donations
13 days left

Give now

Share on Facebook

13,331 Donations | 44 Hugs | 4 Updates

Beneficiary
Patrick Downes And
Jul. 15  Gideon Argov and Alexandra Fuchs  •  $2,000.00
“Patrick and Jess - we have followed your progress through our good friends Bob and Cindy Lepofsky. Although we don’t know you, it is so evident that you are brave and in fact fearless. Wishing you continued recovery and a long and happy life together.”

Aug. 20  Guests of the Showers/Schaefer Wedding  •  hidden
“Patrick and Jess, We only know you through friends, but we have been touched by your story and the events of last year. We just got married just like you two and know that your love will carry you.”

Aug. 25  Alan Jelalian  •  $250.00
“Patrick & Jess - We don’t know each other, but know that the good wishes of a colleague of Andrew Hatin are with you today and every day. Best wishes as you continue your healing and rehab. Keep the faith!”

Sep. 04  Patty and Brian Moloney  •  $100.00
“A friend of Ashley and Brendan is a friend of mine. My husband and I admire the extent of your courage and the depth of your love. God bless you both!”
People trust their friends.

2012 Edelman Trust Barometer: “Person Like Me” & Regular Employees more credible spokespeople than CEOs, government officials

how does this work?
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>A friend or family member I follow on social media</td>
</tr>
<tr>
<td>48%</td>
<td>An online news site or magazine that featured an article about the charity or cause</td>
</tr>
<tr>
<td>28%</td>
<td>A friend or family member told me in person</td>
</tr>
<tr>
<td>23%</td>
<td>An email from an organization or company</td>
</tr>
<tr>
<td>26%</td>
<td>An email from a friend or family member</td>
</tr>
<tr>
<td>23%</td>
<td>A television news story about the charity or cause</td>
</tr>
<tr>
<td>22%</td>
<td>An organization or company website</td>
</tr>
<tr>
<td>19%</td>
<td>Support online</td>
</tr>
<tr>
<td>18%</td>
<td>Support offline</td>
</tr>
</tbody>
</table>

**NOTE:** Percentages may sum to over 100% due to multiple responses.
People want to influence their friends.

“I feel like a Cause Champion when...”

<table>
<thead>
<tr>
<th>General Population</th>
<th>Social Media Promoters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donating – 33%</td>
<td>Talking to others – 49%</td>
</tr>
<tr>
<td>Talking to others – 26%</td>
<td>Joining on Facebook – 43%</td>
</tr>
<tr>
<td>Volunteering – 22%</td>
<td>Donating – 39%</td>
</tr>
<tr>
<td>Offline NET – 57%</td>
<td>Asking to add logo – 37%</td>
</tr>
<tr>
<td>Online NET – 19%</td>
<td>Signing a petition – 35%</td>
</tr>
<tr>
<td>Social media NET – 10%</td>
<td></td>
</tr>
</tbody>
</table>
31%  
It’s important to me personally to influence others to care about the charities and causes that I care about.

45%

22%  
It’s important to me personally to be seen as knowledgeable about charities and causes by my friends and family.

33%

21%  
It’s important to me personally to be seen as charitable by my friends and family.

30%

how does this work?
MOTIVATIONS FOR SHARING CAUSE INFORMATION

61% I am proud to be affiliated with the charity or cause.
61% I want to influence others to support the charities that I support.
58% It makes me feel like I am having an impact.
41% I want people to know that the cause or issue has impacted me personally.

29% The charity asks me to spread the word.
25% I do not have the money to support the charity in other ways.
18% I want to help the charity win an online contest/fundraising competition.

NOTE: Percentages may sum to over 100% due to multiple responses.
3 Influence translates into action.

Our research:
• Personal connections motivate involvement.
• Social media leads to offline engagement for a majority of digital supporters.
• Sharing stories via social media is particularly compelling.

how does this work?
Common Actions Taken After Social Media Support

- **59%** Donate money.
- **53%** Volunteer.
- **52%** Donate clothing, food or other personal items.
- **43%** Attend/participate in a charitable event in my community.
- **40%** Purchase a product to benefit the cause or charity.
- **25%** Contact my political representatives by phone, mail or in person.
- **15%** Organize an event in my community.
- **2%** Some other way.

NOTE: Percentages may sum to over 100% due to multiple responses.

Which of the following actions did you take to support a charity or cause after engaging on social media? Select all that apply.

how does this work?
But skepticism remains.

<table>
<thead>
<tr>
<th>PERCEIVED EFFECTIVENESS OF SOCIAL MEDIA</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get more people talking about the cause or issue</td>
<td>82%</td>
</tr>
<tr>
<td>Raise more money for a cause</td>
<td>55%</td>
</tr>
<tr>
<td>Motivate people to take online actions to help a cause</td>
<td>50%</td>
</tr>
<tr>
<td>Build new relationships</td>
<td>39%</td>
</tr>
<tr>
<td>Motivate people to take offline/in-person actions to help a cause</td>
<td>32%</td>
</tr>
<tr>
<td>Improve their reputation</td>
<td>30%</td>
</tr>
<tr>
<td>Get more political support for a cause</td>
<td>28%</td>
</tr>
<tr>
<td>Get more corporations to support a cause</td>
<td>26%</td>
</tr>
</tbody>
</table>

In which of the following ways do you think supporting charities or social causes online through social media are effective? Please select all that apply.

how does this work?
MAKING A DIFFERENCE — ONLINE VERSUS OFFLINE

- 60%: Supporting a charity or cause in person makes me feel like I am making a difference.
- 34%: Supporting a charity or cause in person makes me feel like I am making a difference.

- 47%: Donating money to a charity or cause makes me feel like I am making a difference.
- 45%: Donating money to a charity or cause makes me feel like I am making a difference.

- 31%: Supporting a charity or cause through social media makes me feel like I am making a difference.
- 47%: Supporting a charity or cause through social media makes me feel like I am making a difference.

- 24%: I am more likely to support a charity or cause through social media rather than to support it through offline activities.
- 30%: I am more likely to support a charity or cause through social media rather than to support it through offline activities.

how does this work?
the opportunity of influence

Source: likeablerodent (flickr)
**Mainstreeter**
- Most common category, at 40% of respondents.
- While active on social media, only supports causes offline.
- Reluctance to support online comes from distrust, privacy concerns, and a desire to see results firsthand.
- 73% agree that influencing others to support causes is important to them.
- Learns about causes from people, both online and off.

**Who they are:**
Ages 45+, parents & grandparents, incomes between $35-75K.

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**Minimalist**
- Least common category, at just under 15% of respondents.
- Only supports causes online.
- Types of support are dictated by convenience, lack of time/money, and apathy.
- Ranks “influence” among the most important resources they can give to a cause.
- Learns about causes online, from both owned channels (emails, websites) and news sites.

**Who they are:**
Ages 25-44, single, more likely to be unemployed, incomes <$50K.
**Moderate**
- Represents nearly a third of respondents.
- Balances offline support with online actions, such as liking a cause on Facebook.
- 57% have taken offline action after supporting a cause on social media.
- 75% agree that influencing others to support causes is important to them.
- Learns about causes from people, and credible, trusted sources like news sites.

**Who they are:**
Ages 25-45+, nearly half with four-year degrees or higher, incomes between $35-100K.

**Maximizer**
- Relatively uncommon, at only 17% of respondents.
- Supports an average of 12 different causes - nearly twice any other category - and does so both online and off.
- 79% have taken offline action after supporting a cause on social media.
- 87% agree that influencing others to support causes is important to them.
- Craves knowledge about causes, and considers themselves to be more knowledgeable that the average American on both local and global issues.

**Who they are:**
Ages 18-34, highest educated and among highest incomes, 22% either born outside the U.S. or have parents/grandparents living abroad.
Advice for Causes

1. Build out a credible presence
2. Diversify calls-to-action
3. Encourage & enable sharing
4. Reward & report impact

Source: Likeablerodent (flickr)
Get Involved with Yoga: The Art of Transformation!

Thank you so much for your interest in Yoga: The Art of Transformation, the world’s first exhibition of yogic art. We are honored that so many people in the community have contacted the Freer|Sackler, wanting to get involved.

We’ve outlined a number of ways in which individuals and organizations can participate, including sponsoring a program, promoting the exhibition online, and dedicating a yoga class to supporting the show. Please look over the opportunities here, and then complete the online form to let us know how you would like to become part of yoga history.
This month we honor Ford's Theatre fans Barbara Bear on Facebook and Mary Teresa Stilwell (@Teasa48) on Twitter as our February Fans of the Month. Thank you for your wonderful support!
I PLEDGE TO GIVE UP MY NEXT BIRTHDAY
for clean water.

We'll remind you and let you know how to start fundraising as your birthday draws near.

Connect to pledge your birthday!

GIVE UP YOUR NEXT BIRTHDAY AND BRING CLEAN WATER TO PEOPLE IN NEED.
How awesome is this? Jordan Shirkman fundraised with his friends and family to fund water projects serving hundreds of people -- we just sent him Dollars to Projects reporting and he made this infographic to celebrate his impact!

We love it!

Like · Comment · Share

Pramey Roy, Makena Elizabeth, Sandra Kusch and 300 others like this.

Adrianna Wilshire Go Jordan!
January 25 at 3:01pm · Like · 1

Kevin Williams There's a new Jordan in town.
January 25 at 3:03pm · Like · 2

onebottleforlife.com Epic
January 25 at 3:18pm · Like · 1

Ingrid Harris Lovely!
January 25 at 3:28pm via mobile · Like · 2

Lyndsi Vasquez nice infographic!
January 25 at 3:36pm · Like · 2

Krista Von Stetten so cool. wonder if this could be a class project... gotta ask Jordan!
January 27 at 1:07pm · Like

Write a comment...
Download the full study:
Social Media Tips

   
   – Match your social media to your organizational objectives. This helps you focus—and measure—your efforts.

2. You don’t need to be everywhere.
   
   – Let your strategy guide your channel selection.
   – Good resources on demographics of channels: Pew Research.

3. Integrate your social with your non-social.
   
   – Reinforce your social presence by featuring it in print collateral, newsletters, events.
   – Repurpose content from other channels via social media.
Social Media Tips

4. Aim for sustainability.
   – Develop social media guidelines, roles/responsibilities, style guides to ensure consistency.

5. Embrace two-way nature of channels.
   – Look for opportunities to feature others’ content, stories, etc. – don’t think of social media as a one-way broadcast tool for your news.