

4th Annual
Nonprofit
Social Network
Benchmark
Report

2012



www.nten.org



www.commonknow.com



www.blackbaud.com

www.NonprofitSocialNetworkSurvey.com

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Commercial Social Network

An online community operated on a commercial social networking platform such as Facebook, Twitter or LinkedIn. A key identifying characteristic of a commercial network is the large, publicly shared base of users assembled by the platform provider from which a nonprofit recruits their unique subset of social supporters, typically using features provided by the platform vendor.

Ex. A nonprofit grows its Facebook Page to 98,000 Likes, recruited using Facebook's activity feed distribution feature (e-word of mouth on Facebook) and Facebook advertising.

House Social Network

House Social Network: A social networking community built on a nonprofit's own website or other digital property owned by the nonprofit. The term is derived from direct mail house lists. The key identifying characteristic is the absence of a built-in prospect audience on the social network, which means the nonprofit must recruit external supporters.

Ex. A nonprofit deploys a house network for a smoking cessation program supplying a 10-step program to stop smoking and a network of peers and mentors to support individuals who want to quit smoking. The platform includes common social networking features such as profiles, activity feeds, instant messaging, forums and media sharing (e.g. photos, videos), but the organization recruits community members externally through email, web, face-to-face events, etc.

Introduction

NTEN, Common Knowledge and Blackbaud are pleased to present the fourth annual **2012 Nonprofit Social Networking Benchmark Report**. The report provides insights for nonprofits, foundations, media and businesses serving the nonprofit sector about the most important behavior and trends surrounding social networking as part of nonprofits' marketing, communications, fundraising, program and IT work.

Between January 24, 2012 and February 21, 2012, nonprofit professionals responded to an online survey about their use of online social networks.

Two primary categories of questions were posed to survey participants:

1. **Commercial Social Networks:** Tell us about your use of commercial social networks such as Facebook, Twitter, LinkedIn, Google+, etc.
2. **House Social Networks:** Tell us about the social networks you have built and managed on your own website, house social networks.

Methodology and Respondent Demographics

Respondents included nonprofit professionals representing organizations ranging from small volunteer-lead groups to very large multi-nationals, all based in North America. They self-reported annual budgets in one of the following categories: 1) Less than \$1 million, 2) \$1 million to \$5 million, 3) \$6 million to \$50 million, 4) \$51 million to \$250 million, and 5) more than \$250 million.

Respondents also categorized themselves within one of the following vertical sectors within the nonprofit industry: Arts & Culture, Education (Higher Ed and K-12), Environment & Animal Welfare, Health & Healthcare, Human Services, International, Professional & Trade Associations, Public Benefit, Religious & Spiritual, Media, Labor Unions and Mutual Benefit.

See the charts on page 35 and 36 for more details.

The respondents were recruited via email to an online survey of 58 questions between January 24, 2012 and February 21, 2012 from a variety of industry email lists yielding 3,522 respondents.

2012 Nonprofit Social Networking Benchmark Report

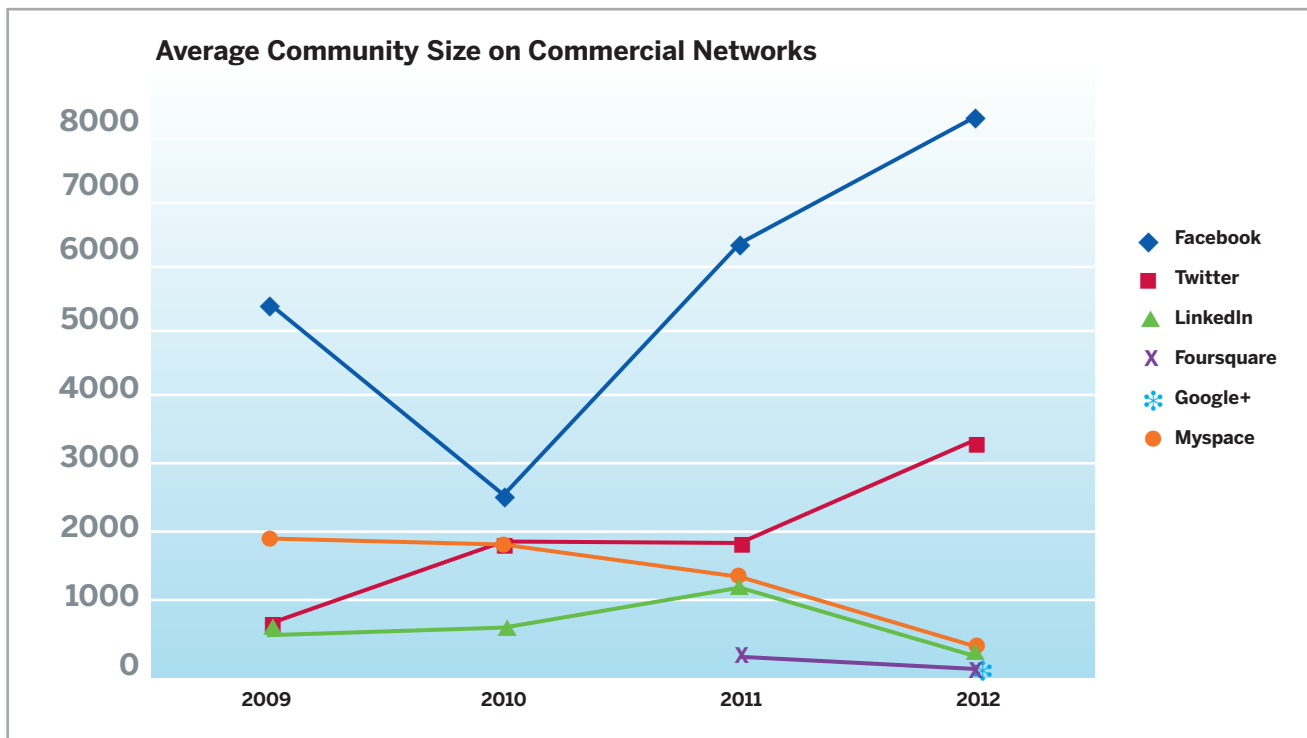
The 2012 nonprofit social networking survey confirmed that social networking continues to grow in importance for our nonprofit survey respondents, and the leading social outlets (e.g. Facebook, Twitter) are extending their dominance. A deep dive into **how** nonprofits are achieving success with social media uncovered insightful nuggets and a few surprises. Our first inquiry about **Facebook financials** (ex. Cost and value of a Facebook Like), **Facebook advertising**, and how charities are **fundraising on Facebook** provides new and valuable benchmarks for our industry.

Below, we present the Top Twelve Insights from this 4th annual survey of 3,522 nonprofit respondents.

2012 Top Twelve Social Media Insights

1. The Average Respondent Facebook & Twitter Communities Grow by 30% and 81%, respectively.

In 2012, respondents accumulated an average of 8,317 members on Facebook, and 3,290 followers on Twitter. Compared to 2011's results – 6,376 members on Facebook, 1,822 followers on Twitter – that's a 30% and 81% increase in community size on Facebook and Twitter respectively.



2012 FACEBOOK BY THE NUMBERS

98	Percent of respondents with a presence on Facebook
8,317	Average number of Likes (fans) for a respondent Facebook Page
2.1	Average number of Facebook Pages operated by respondents
\$3.50	Average cost of a Facebook Like
\$214.81	Average value of a Facebook Like over 12 months following acquisition
66	Percent of respondents using Facebook advertising for branding and awareness

Overall respondent presence on any top commercial social network was unchanged at 93% in 2012 compared to 92% in 2011, while Facebook leapt ahead with 98% of respondents reporting a presence on this network – a 10.1% increase over 2011 (89%).

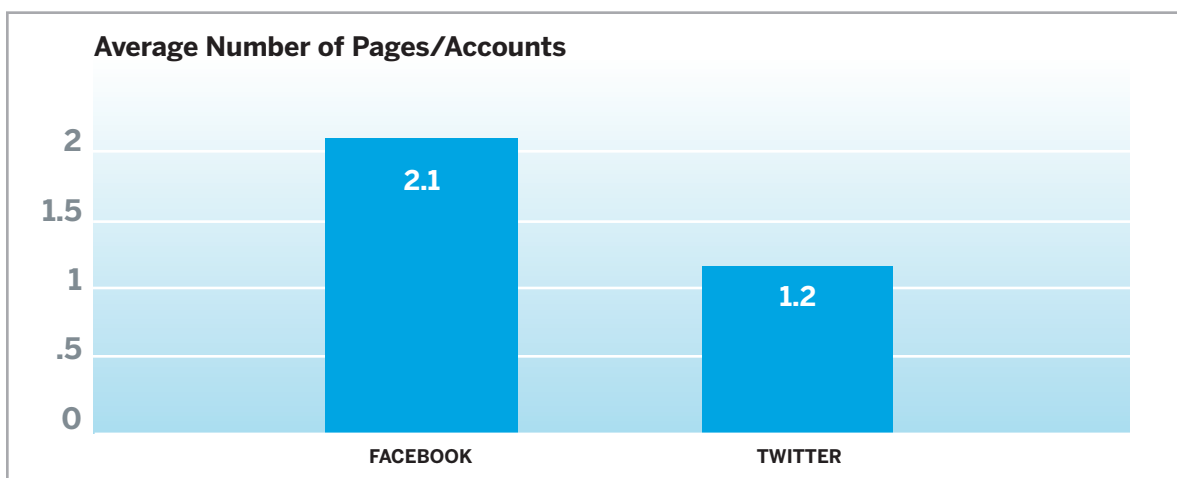


2. Respondents Own an Average of 2.1 Facebook Pages and 1.2 Twitter Accounts.

We investigated nonprofit social networking brand strategy by asking about the number of pages or accounts owned by each organization. Our respondents manage an average of 2.1 Facebook Pages and 1.2 Twitter accounts. The maximum number of Facebook Pages and Twitter accounts managed by an organization was 70 and 100, respectively (both by a very large consumer-focused member association).

A deeper dive reveals that the median for Facebook Pages and Twitter accounts is 1.0 and 1.0 respectively, and that just 3% of respondents host more than 5 Facebook Pages, and 2% more than 5 Twitter accounts.

In short, the **gross majority of organizations have one or just a few Pages or accounts**, and a very small number of groups are managing 10 or more. The consolidated brand strategy (focusing most or all of your branding and marketing around one Page or account) is the norm, with just a very small number of charities opting for the federated approach of using individual Pages or accounts for each department, campaign, or initiative.





3. The Average Cost of a Facebook Like is \$3.50 and a Twitter Follower costs \$2.05.

A recurring request in 2011 from the nonprofit industry was for financial benchmarks for supporter base-building in Facebook and Twitter. Our inquiry in the 2012 survey on this topic netted the following:

The average cost of a Facebook Like was \$3.50, and the average Twitter follower required an investment of \$2.05.

These self-reported figures provide the first real glimpse into benchmarks for our industry. To be conservative, we recommend that you treat these benchmarks as a minimum investment level for acquisition of new supporters on Facebook and Twitter.



4. The Average Value of a Facebook Like is \$214.81 over the 12 months following acquisition.

With the goal of valuing nonprofit Facebook communities, we asked survey respondents about *the average value of a supporter acquired via Facebook over the 12 months following acquisition.*

We requested responses across two categories:

AVERAGE 12-MONTH VALUE OF FACEBOOK SUPPORTER*	
Online Only	\$161.30
All Channels	\$214.81

Clearly the average value of a supporter acquired through any channel varies across organizations and nonprofit sectors (ex. Arts & Culture vs. Animal Welfare). That said, we present for the first time a benchmark of our nonprofit survey respondents for side-by-side comparison for Facebook versus other channels (e.g. Email, Direct Mail, Telemarketing, DRTV), and for year-over-year trending.

**Average 12-Month Value of a Facebook Supporter: The total revenue received from the supporter over the 12 months following acquisition. Revenue categories vary by organization type but typically include the sum of all revenue from individual donations, membership, events, merchandise, etc.*



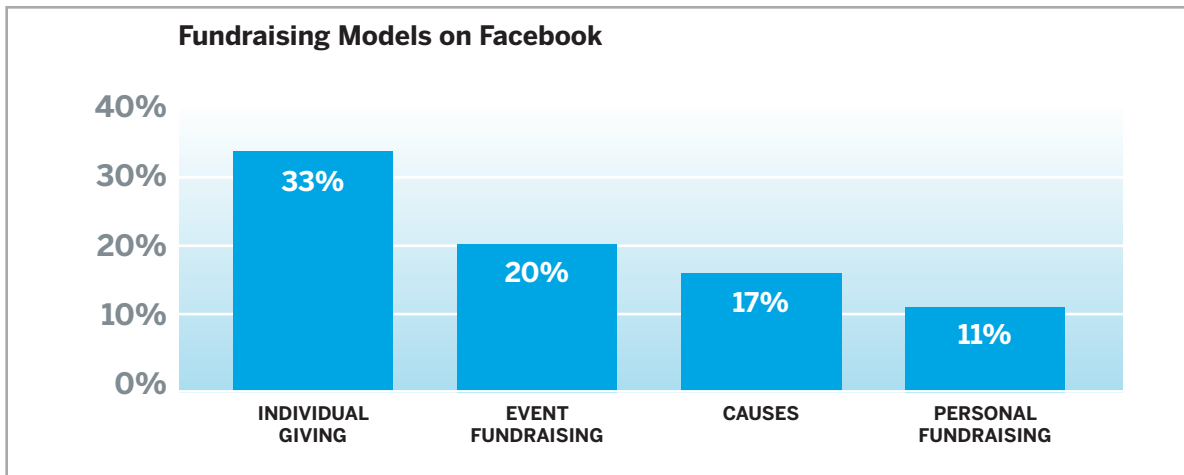
5. The Most Common Fundraising Tactic on Facebook is an Ask for an Individual Gift.

We asked respondents what type of fundraising program they were using to raise money on Facebook – respondents chose all that applied from the following list: Individual Giving, Event Fundraising, Causes, Personal Fundraising and “other”.

While 54% of respondents said they were not fundraising on Facebook, 46% indicated they were fundraising, with the top category (33% of all responders) were prioritizing Individual Giving – soliciting Facebook supporters for individual donations (e.g. one-time gifts, memberships, monthly gifts).

Event fundraising was the second highest category with 20% of all responders. Causes was third with 17%, and Personal Fundraising (e.g. peer-to-peer fundraising linked to a mission-focused theme rather than a face-to-face event) was fourth with 11%.

Other forms of revenue-generation on Facebook contributed by respondents include winning the \$50K Pepsi Challenge by promoting the charity on Facebook, soliciting in-kind gifts and selling products.



6. Respondent Budgets and Staffing for Commercial Social Networks Continue to Climb

Respondent staffing budgets for commercial social networks continue to creep up with the number of respondents dedicating any resources (>0) to their commercial social networking efforts rising by a small but consistent margin to 89% in 2012 from 86% and 85% in 2011 and 2010 respectively.

The “getting-started” staffing level category – 1/4 Full-time Equivalent (FTE) – has been decreasing over the last three years as respondents step beyond this initial commitment and add more staff to their social networking team. The percent of groups who report dedicating ¼ FTE went down from 67% (2010) to 61% (2011) to 56% (2012).

In parallel, the next four higher categories each grew slightly, as follows:

	2011	2012	DELTA
½ FTE	11%	12%	+1%
¾ to 1 FTE	8%	10%	+2%
1 ¼ to 2 FTE's	5%	8%	+3%
More than 2 FTE's	2%	3%	+1%

None of these individual changes are large, but the overall trend is for a small but consistent increase in respondent staffing for commercial social networks.

When asked about staffing increases for the future, 42% of respondents indicate that they will increase their staffing for commercial social networks in 2012, 55% say they will keep staffing the same, and just 3% indicate they will reduce staffing. Note the nearly identical results from 2011, when 43% said they would increase staff budgets, 54% would keep staff budgets the same, and 3% planned to decrease them.

Slow but consistent growth is also the story for total budget (all internal and external expenses) allocated to commercial social networks. The number of respondents allocating some budget (>\$0) grew from 47% (2010) to 52% (2011) to 54% (2012) over 3 years.



7. The Top 3 Factors for Success on Social Networks: Strategy, Prioritization, and Dedicated Staff

We asked nonprofits with a presence on commercial social networks about the underlying reasons for their success, and we received unambiguous, broad agreement on three factors:

#1 (41%) Developed a Strategy.

We took the time to develop a vision and strategy for our commercial social networking program.

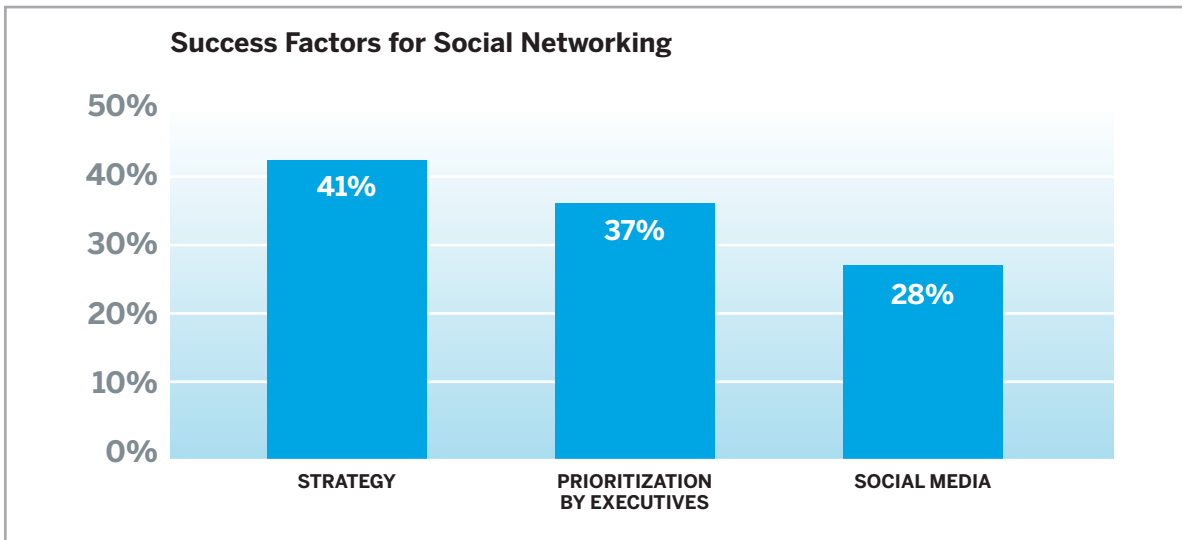
#2 (37%) Prioritization by Executive Management.

Our executive team prioritized social networking for the organization.

#3 (28%) Dedicated Social Media Staff.

We created a new position or added staff specifically focused on our commercial social networking program.

That formula looks right – get a plan, get buy-in and get an experienced team member to lead the new initiative.



For corroboration, separately, we asked survey respondents who did not have a presence on commercial social networks, why not? The top two reasons: no strategy and no staff or budget.



8. Facebook Advertising is Used Primarily to Meet Non-Fundraising Goals

With Facebook’s advertising revenue going through the roof (\$3.1 Billion in 2011), we were anxious to find out if respondents were leveraging it and if so for what purpose. We found that the top 3 uses for Facebook advertising for respondents are Awareness, Base-Building, and Non-Financial Asks such as recruiting volunteers, signing a petition, etc.

Below we present the detailed results:

Not Using Facebook Advertising:	12%
Awareness: Advertise with the primary goal of building awareness about your organization or program.	66%
Base Building: Advertise with the primary goal of getting new Likes for your Facebook Page.	54%
Other Calls to Action: Advertise with the primary goal of having supporters complete non-financial calls-to-action (ex. Sign a petition, volunteer, attend a free event, etc.)	33%
Fundraising: Advertise with the primary goal of getting donations or recruiting new peer-to-peer fundraisers.	24%

9. Google+ Struggling to Gain Momentum and Pinterest Pops as Top Newcomer.

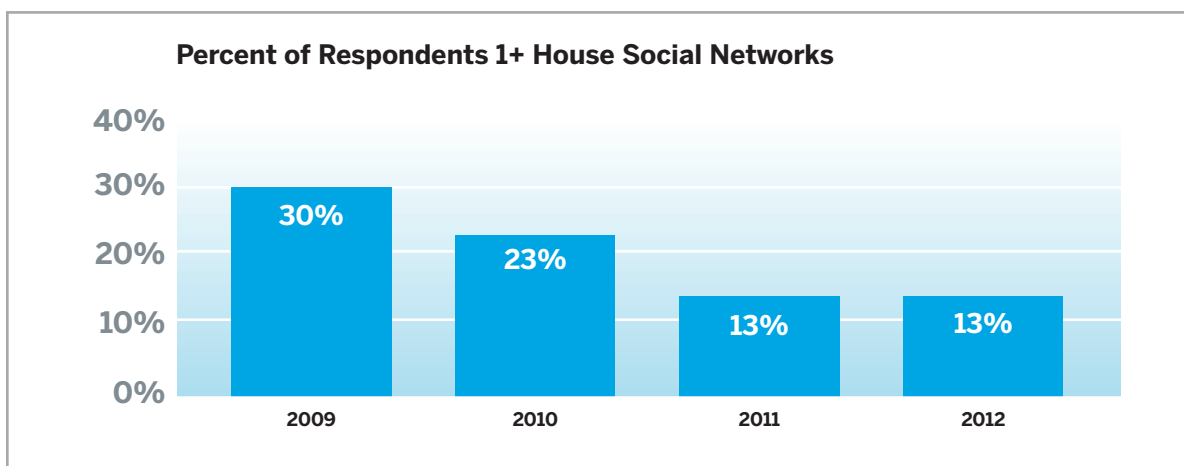
As of January 2012, Google's CEO Larry Page told the world that Google+ had reached 90 million registered users. He said, "Over 60 percent of Google+ users use Google products on a daily basis." (For the record, Facebook reports active users, while Google+ specifies registered users, and Google obviously has many other products beyond Google+).

When our nonprofit survey takers were asked about Google+, 23% said they had a presence, with an average of 47 members in their Google+ community. Compare this with 98% who had a presence on Facebook with an average Facebook community of 8,317, and 72% who are on Twitter, with an average base of 3,290 followers.

When asked about other commercial social networking communities where they had a presence, the only new-comer mentioned by respondents was Pinterest. The curated content aggregation site, Pinterest, said they had 11.3 million unique visitors in January 2012 or 1.36 million visitors every day, and average time spent on site of 15.8 minutes compared to YouTube's 16.4 minutes, Facebook's 12.1 minutes, and Twitter's 3.3 minutes. You might want to keep your eye on this one.

10. House Social Network Use by Respondents Holds Steady at 13%

After an initial spike in 2009 – 30% of respondents said they had a house network or social community on their own site, 2010 saw this figure drop to 22%, and 2011 a further drop to 13% of charities. 2012 looks to be holding steady with 13% of respondents indicating they have 1 or more house networks.



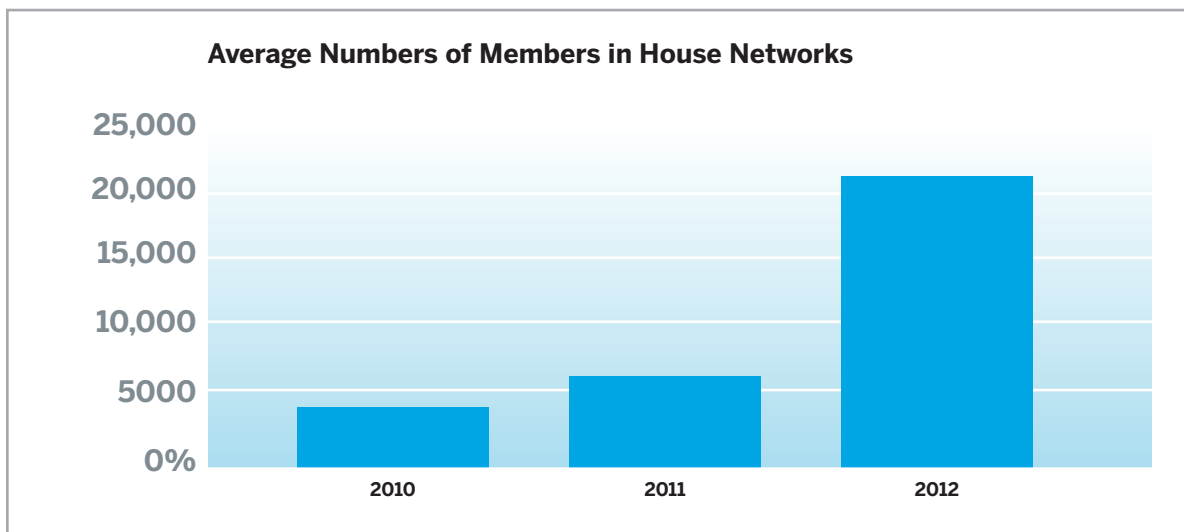
The primary role of these house networks is for **program delivery** (56% of nonprofits with a house network), with **marketing** second at 46% of respondents with a house network.

The **marketing** and **communication** departments are most frequently responsible for the management of the house social networks. Twenty-nine percent (29%) of respondents with house networks report allocating **no budget** to the effort, but 7% of respondents indicate they allocated a total budget of **\$50,000 or more** in the past 12 months for their house networks, and 1.2% committed **more than \$200,000** over the last year.

11. The Average Number of Members in House Networks Grows Year-over-Year by 265%

If the percentage of respondents operating a house network remains static, the community size of these house networks has seen a steady climb over the last three years, and in 2012, a significant leap forward to 21,790 members compared to 5,967 in 2011, and 3,520 in 2010. That's a 265% increase year-over-year from 2011 to 2012, and a 519% climb from 2010 to 2012, with negligible increases in staffing.*

**Note: Year-to-year changes in the selection of nonprofits responding may introduce some variability in the reported average community size*



So, how are they doing it? Program longevity is part of the answer. In 2012, 42% of respondents have been operating their house social network for greater than 2 years compared to 34%, 31% and 27% in 2011, 2010 and 2009 respectively. By comparison, the number of new house networks (started in the last 12 months) is going down – 58% (2009), 45% (2010), 42% (2011), and 37% (2012).

12. Open Source Software Takes Over #1 Spot for House Social Networks

Over the past four years we consistently reported on the fragmented market for social networking software, with many vendors present, and no one vendor used by more than 20% of the nonprofit market. In 2012, we get a glimpse at an emerging leader, open source (e.g. DrupalSocial (for Drupal), JomSocial (for Joomla), BuddyPress (for WordPress), Loved by Less (for Ruby on Rails), and others).

In 2012, **open source** social networking software (24% of responses) overtook second-place **custom software** (18%), with both of these categories significantly out-reaching the nearest commercial solutions – Google Sites (13%), Ning (7%), and Blackbaud (8%).

Just as we've seen a rise in the use of open source solutions in other software categories including operating systems (Linux), web servers (Apache), and content management systems (Drupal, Joomla, WordPress), it looks like open source solutions are gaining momentum here as well.

2012 Key Trends At-a-Glance

With four years of survey data spanning the 2009 to 2012 Nonprofit Social Networking Surveys, some interesting trends emerge about nonprofits and their use of social networking.

Below is our rapid-fire presentation of trend highlights. Each trend is coded with a number that is referenced in our Trend Chart below.

1. Commercial social network use by our respondents has passed well into mainstream adoption leaving a small percentage of late mainstream and laggards to join in.
2. Facebook popularity among our respondents is at saturation levels, while average community size continues to grow.
3. Twitter adoption still growing along with average follower base size.
4. LinkedIn popularity is relatively low (compared to Facebook and Twitter) but 2011 saw a sizeable jump in adoption of this channel.
5. FourSquare still a small, niche player.
6. MySpace continues to shed users, is used very little by our respondents, and last year's reinvention as a social music sharing site has yet to exert any positive influence to reverse this death spiral.
7. Nonprofit commercial social network investments are still largely justified on programmatic impact (soft ROI), with just a small number of respondents justifying resource allocation based on revenue returned (hard ROI).
8. Facebook fundraising success is still enjoyed by just a select few.
9. Nonprofit respondents are still optimistic about commercial social networks.
10. Commercial social network related staffing and budgets are slowly inching up.
11. Communications and marketing departments own commercial networks for the majority of respondents, not fundraising nor IT.
12. Many mature (2+ years old) commercial social networking communities continue to grow, while an increasingly smaller number of respondents are just getting started.

2012 Commercial Social Networking Trend Chart

TREND		2009	2010	2011	2012
	% on Any "Top" CSN*	86%	90%	92%	93%
(1)	% on Facebook	74%	86%	89%	98%
(2)	Average Members on Facebook	5,391	2,440 (-55%)	6,376 (+161%)	8,317 (+30%)
(3)	% on Twitter	43%	60%	57%	72%
(3)	Average Members on Twitter	287	1,792 (+524%)	1,822 (+2%)	3,290 (+81%)
(4)	% on LinkedIn	33%	33%	30%	44%
(4)	Average Members on LinkedIn	291	450 (+54%)	1,196 (+165%)	314 (-74%)
	% on Google+	N/A	N/A	N/A	23%
	Average Members on Google+	N/A	N/A	N/A	47
(5)	% on FourSquare	N/A	N/A	4%	8%
(5)	Average Members of FourSquare	N/A	N/A	123	44 (-64%)
(6)	% on MySpace	26%	14%	7%	6%
(6)	Average Members on MySpace	1,905	1,792 (-5%)	1,189 (-34%)	160 (-87%)
(7)	Measuring Hard ROI	N/A	5%	9%	5%
(8)	Fundraising on Facebook (>\$10K)	1%	2%	2%	3%
(9)	Value of CSN Communities (Very or Somewhat)	79%	81%	82%	80%
(10)	Staffing (FTE)	None: 19% ¼ to ½: 65%	None: 15% ¼ to ½: 67%	None: 14% ¼ to ½: 72%	None: 11% ¼ to ½: 69%
(11)	Department with Primary Responsibility	Communications	Communications	Communications	Marketing
(10)	Overall Budget	None: 56% <\$25K: 33%	None: 53% <\$25K: 36%	None: 48% <\$25K: 44%	None: 46% <\$25K: 34%*
(12)	Length of Presence on Facebook	<12 Months: 67% >2 Years: 6%	<12 Months: 50% >2 Years: 13%	(Not comparable)	<12 Months: 20% >2 Years: 49%
(12)	Length of Presence on Twitter	<12 Months: 64% >2 Years: 1%	<12 Months: 56% >2 Years: 3%	(Not comparable)	<12 Months: 23% >2 Years: 27%
(12)	Length of Presence on LinkedIn	<12 Months: 45% >2 Years: 4%	<12 Months: 28% >2 Years: 7%	(Not comparable)	<12 Months: 19% >2 Years: 15%
	Length of Presence on Google+	N/A	N/A	N/A	<12 Months: 21% >2 Years: 3%
	Length of Presence on FourSquare	N/A	N/A	(Not comparable)	<12 Months: 44% >2 Years: 2%

Future Trends to Watch

In 2013 and beyond, we are anxious to see how the following trends unfold:

1. Monetization of Facebook

For now, fundraising success and revenue-generation (more generally) by nonprofits on Facebook is a success enjoyed by very few organizations. Nonprofit social networking staffing and resource budgets are commensurately low and rising slowly.

Will our industry crack this problem, and see widespread success in monetizing Facebook? Will this translate into continued optimism about the Facebook's value? How will the cost of acquisition and value of a new supporter on Facebook compare with other channels? Will nonprofit investment in Facebook take off at that point? Conversely, how long will nonprofits continue to invest in Facebook without a scalable revenue stream from this channel? And importantly, when will fundraising departments take over the management of Facebook communities? That will be a sure sign that fundraising's getting real on Facebook.

2. Success of Google+

Google says they are pursuing a social networking product direction that is different than Facebook or Twitter by integrating their social platform into their existing products such as Google Search, Mail, Documents, etc. Your social profile, relationships and network will assist in your use of the products in some circumstances and determine what you see in others, and influence how you use Google features in still other products. Sounds intriguing.

Will this amount to a viable, competitive social networking platform though? Or does it just become an extension of Google's efforts to tie all of the products together around a digital persona that is used to personalize services, and facilitate more accurate targeted ads?

3. Twitter Evolution

Twitter now has a reliable, scalable advertising revenue model – it's free to post, but advertisers pay extra to make their messages more prominent (blurring the lines between earned and paid media). They've carved out a unique position as a micro-blog service that hosts the planet-wide dialogue about everything from the Arab Spring to the best Super Bowl commercials, in the social networking landscape co-owned by peers Facebook and LinkedIn. LinkedIn has expanded slowly and carefully while Facebook continues to morph at a mind-boggling pace. Not many nonprofits are monetizing their Twitter presence, though--even those with a large base of followers.

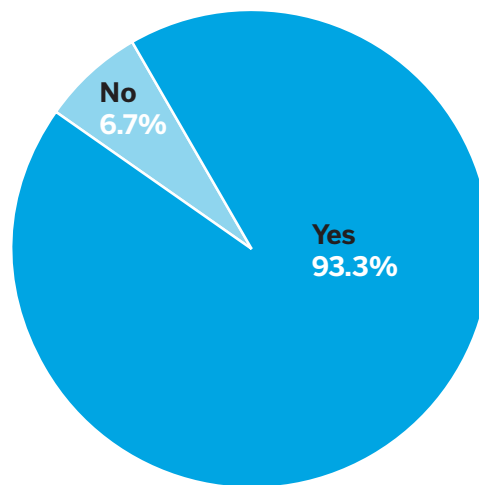
Where does Twitter go from here? How will nonprofits morph their use of Twitter? Will tweets lead to donations? Will nonprofits spin up their use of Twitter advertising for branding, acquisition, and giving?

Appendix 1 – Detailed Charts

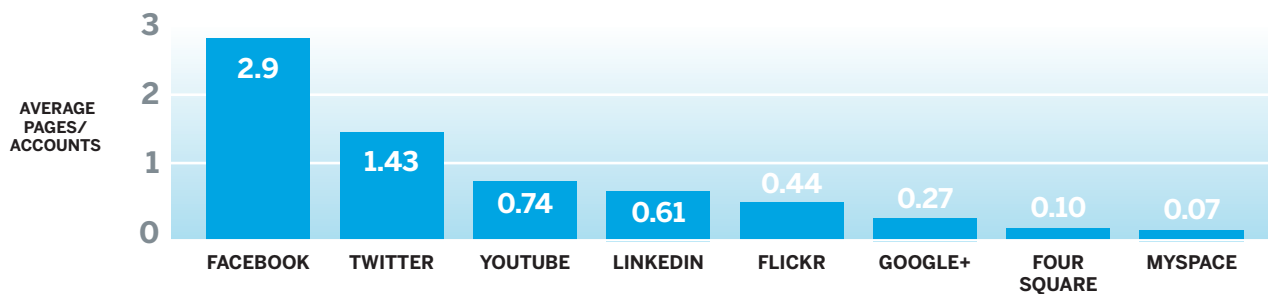
In this appendix we present the topline results for the key questions posed to survey respondents.

Part 1 – Commercial Social Networks

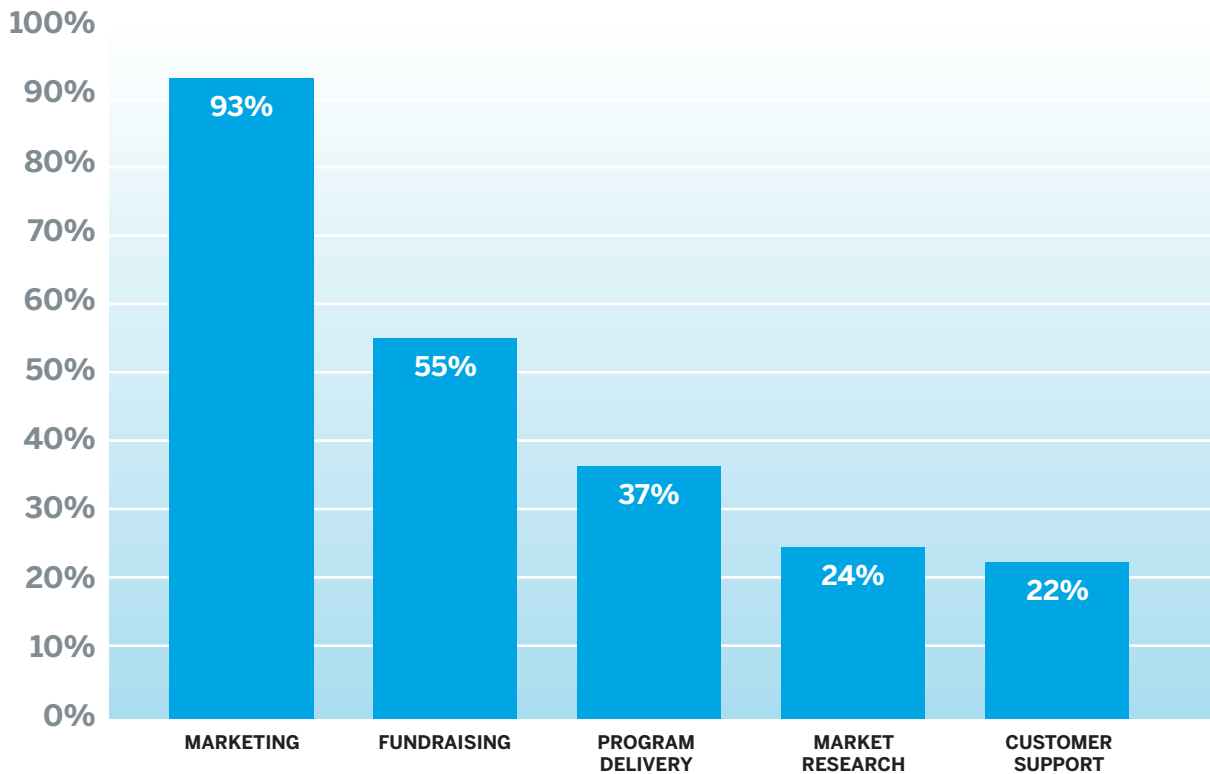
1. Does your organization have any presence (like a page or account) on one of the following commercial social networks: Facebook, Flickr, FourSquare, LinkedIn, MySpace, Twitter, YouTube, or Google+?



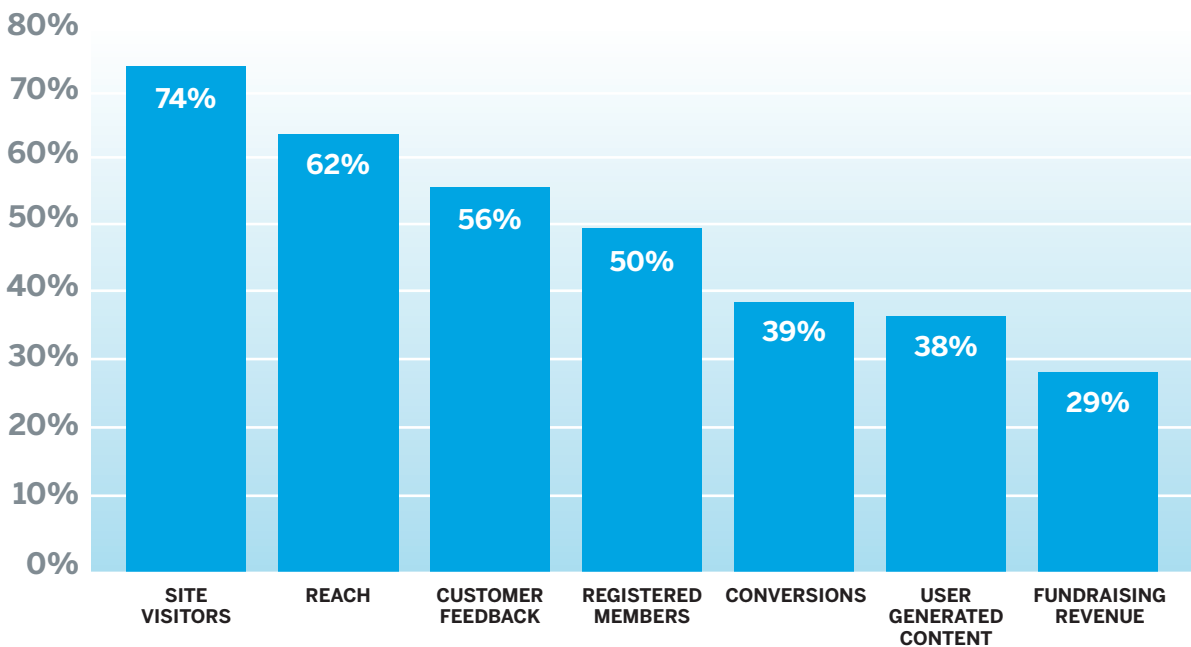
2. Enter the number (quantity) of accounts, pages, profiles, groups or other presence your organization manages on each of these commercial social networks.



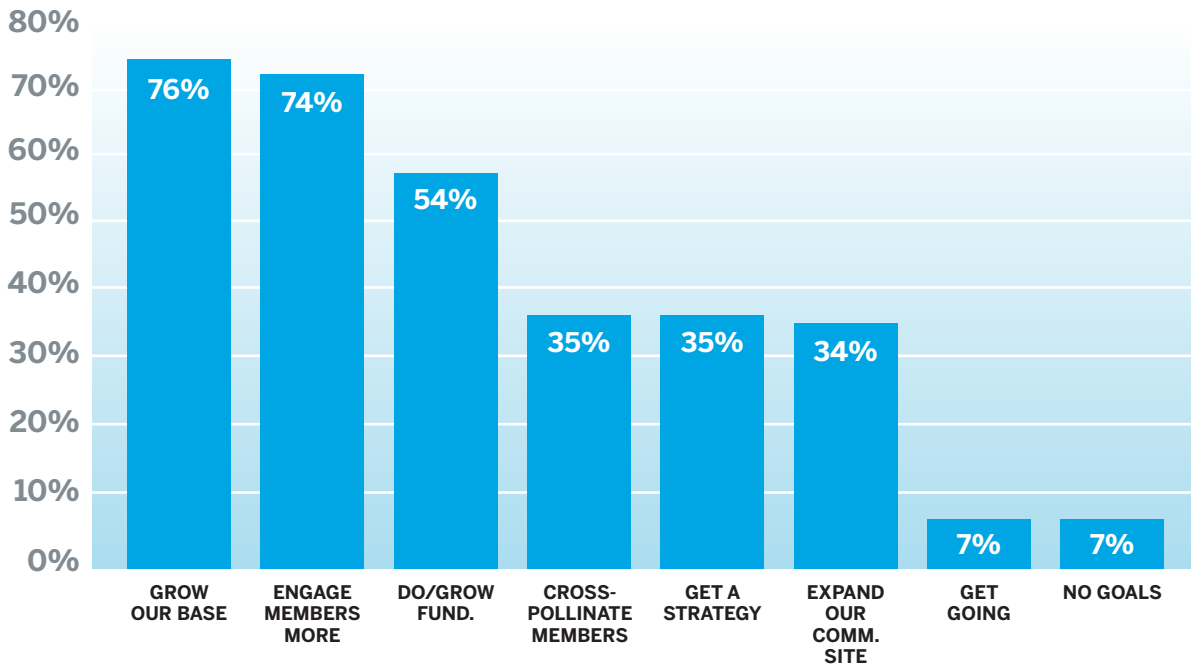
3. Which of the following best describes the role or purpose of your commercial social networking community/ies? *Select all that apply.*



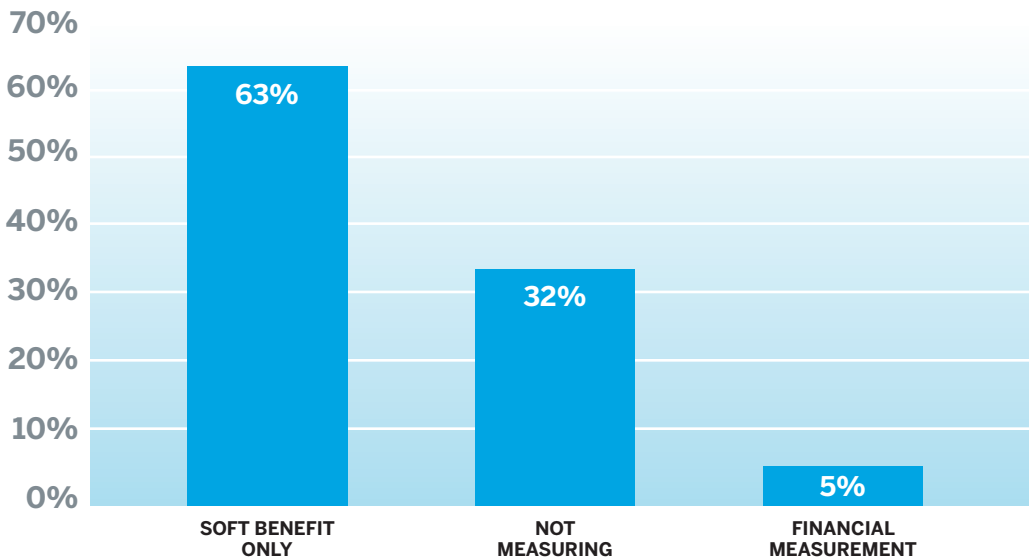
4. Which of the following metrics do you use to gauge the success of your social networking communities? *Select all that apply.*



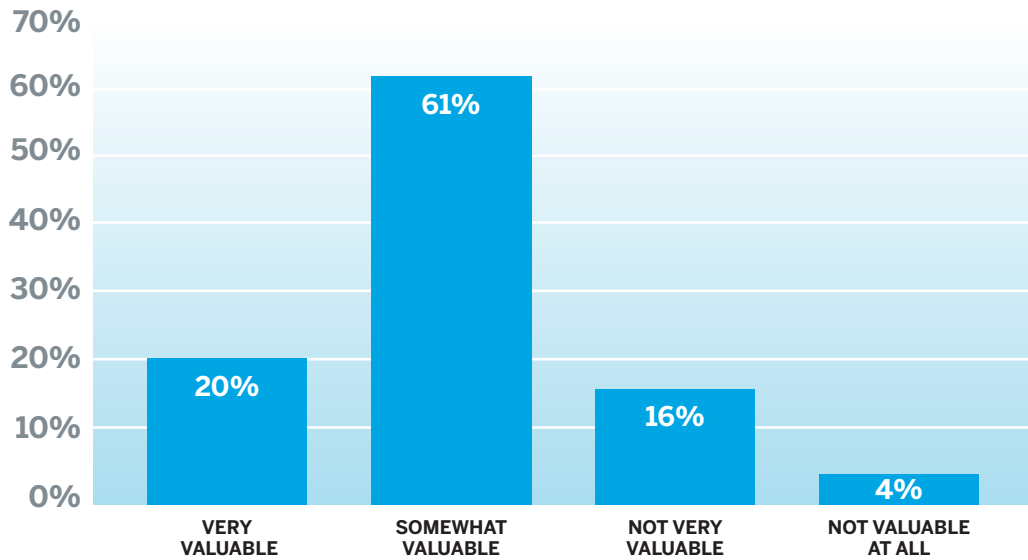
5. What is the goal of your commercial social networking program for 2012?
Select all that apply.



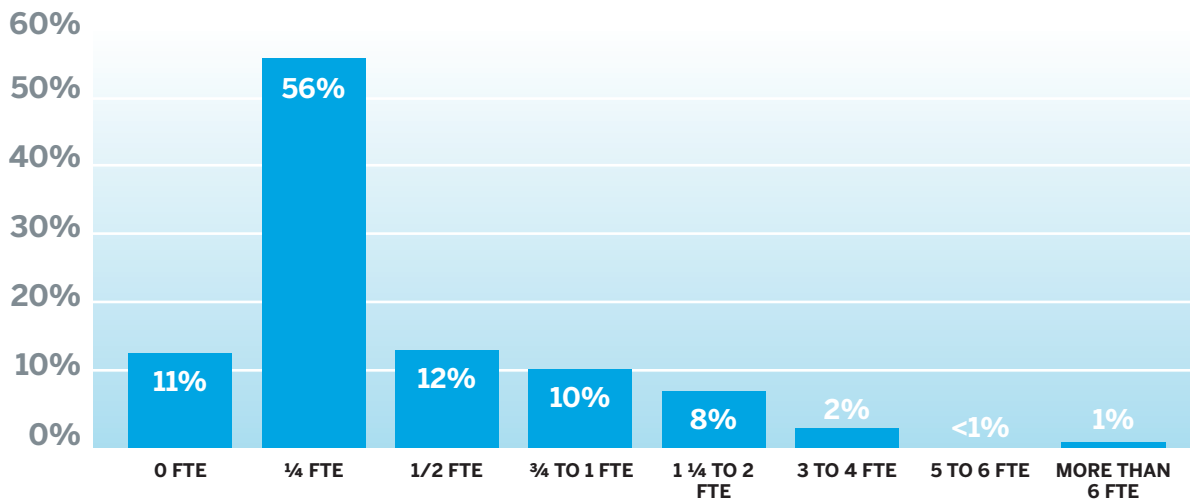
6. How are you measuring the return on investment (ROI) for your commercial social networks?



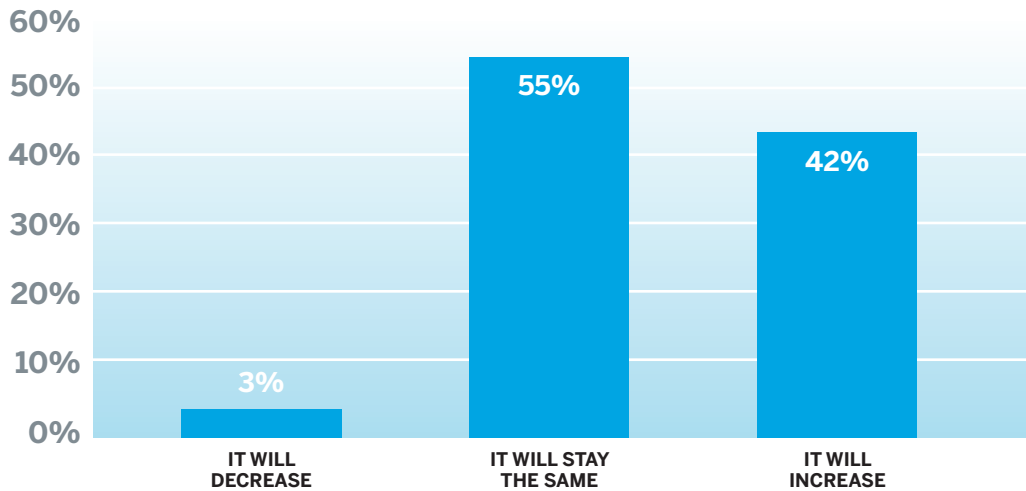
7. How are you doing so far? How valuable overall are your commercial social network communities to your organization? *Select one.*



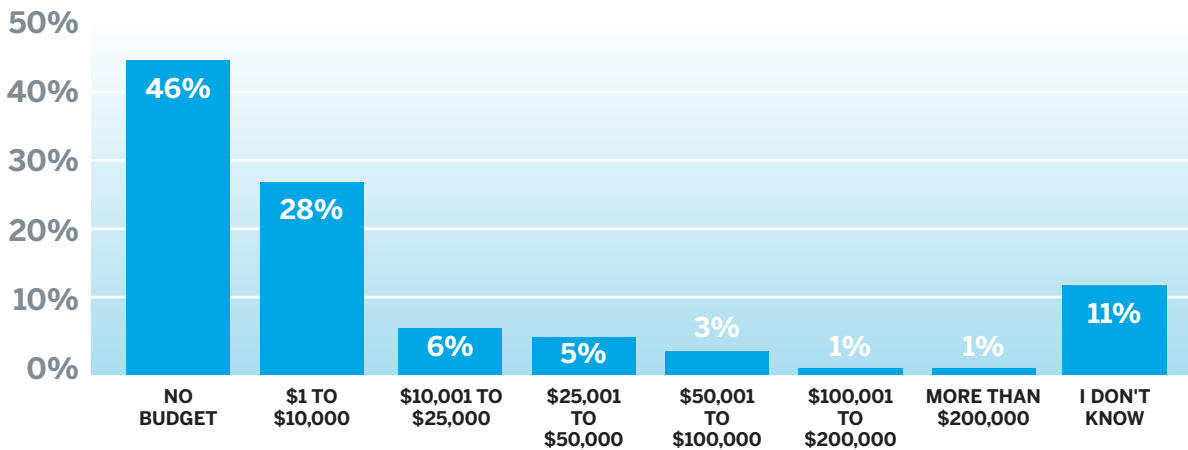
8. Thinking about internal resources, how much staff time (on average) did you allocate over the last 12 months to maintaining - marketing, managing, and cultivating - your organization's presence on these commercial social networking sites?



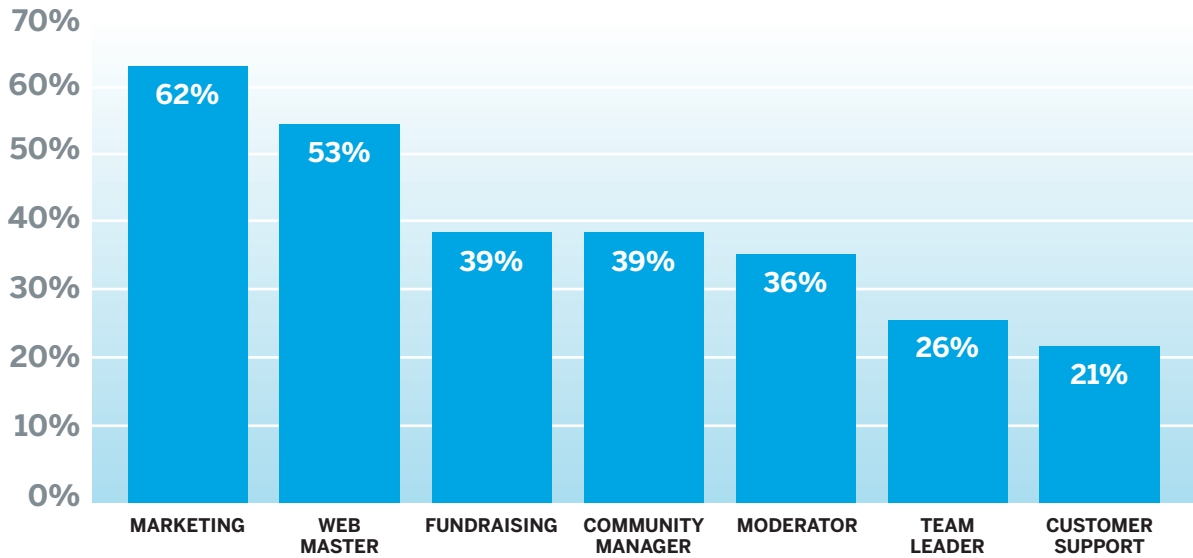
9. How will the staff time you allocate to maintaining your organization's communities change over the next 12 months? *Select one.*



10. What was the total budget (internal staffing and external resources) allocated to maintaining your organization's presence on these community sites over the last 12 months? *Select one.*



11. Which of the following job functions do you staff (internally or externally) on your commercial social networking community? *Select all that apply.*



12. How many members do you have on each online community?

RESPONSE AVERAGE	
Facebook	8,314
Twitter	3,289
YouTube	2,367
LinkedIn	315
Flickr	279
Google+	47
FourSquare	45
MySpace	160

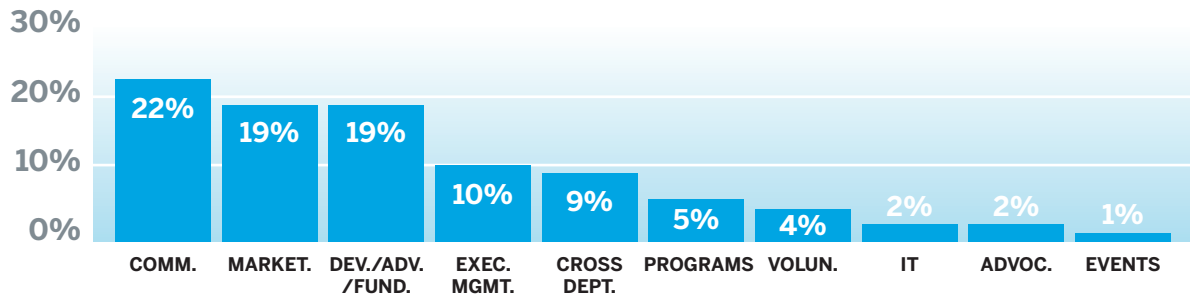
13. What is the average cost for your organization to acquire a new member Facebook Like/Fan or Twitter Follower?

RESPONSE AVERAGE	
Facebook	3.47
Twitter	2.12

14. Indicate which of the following outreach and marketing methods you use to promote your commercial social networking site(s)? *Select all that apply.*

PERCENT	MARKETING METHOD
82%	Placement on Our Website
65%	Emailing Our List
53%	Promotion at Our Events
34%	Placement in Our Print Materials
34%	Offline PR
31%	Writing on Our Blog(s)
26%	Sponsoring or Underwriting a 3rd Party Event
24%	Promotion on Our Other Social Networks
23%	Advertising in Direct Mail
16%	Search Engine Optimization
14%	Buying Online Ads
10%	Buying Ads in Print Media
9%	Reaching Out to 3rd Party Bloggers
8%	Search Engine Marketing
7%	Buying Ads on Radio/TV
12%	No Promotion

15. Which department in your organization has primary responsibility for your commercial social networking community? *Select one.*



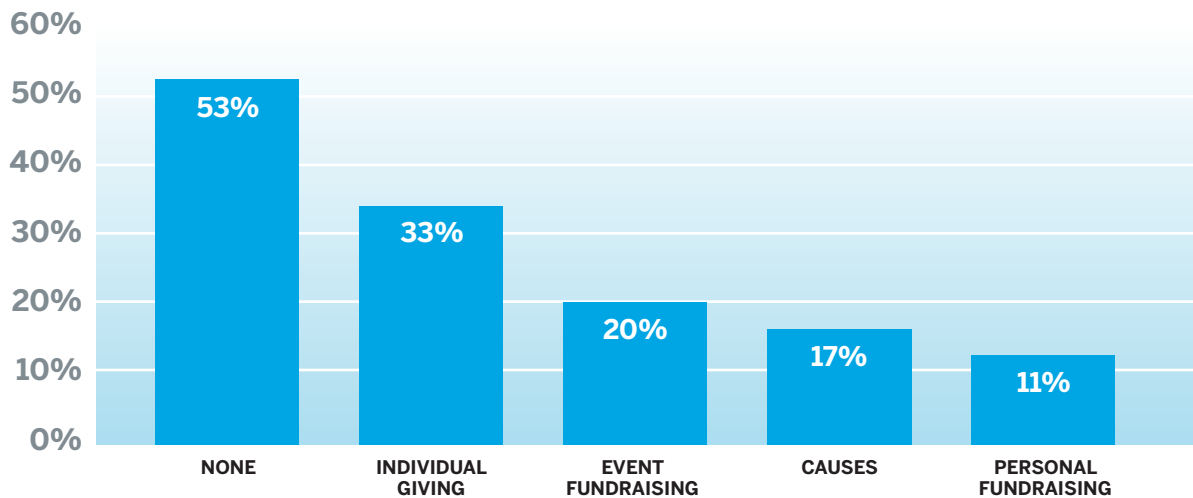
16. How long has your organization had a presence on each of these social networking sites? If you are not sure, estimate.

	WE HAVE NO PRESENCE	1-6 MONTHS	7-12 MONTHS	13-23 MONTHS	2-3 YEARS	3-4 YEARS	MORE THAN 4 YEARS
Facebook	2%	7%	14%	29%	33%	11%	5%
Twitter	26%	9%	14%	24%	20%	6%	1%
YouTube	34%	10%	10%	17%	18%	7%	4%
LinkedIn	52%	8%	11%	14%	10%	3%	1%
Flickr	68%	5%	4%	8%	10%	4%	2%
Google+	74%	18%	3%	2%	1%	1%	1%
FourSquare	91%	3%	3%	2%	1%	0%	0%
MySpace	92%	0%	0%	10%	2%	2%	3%

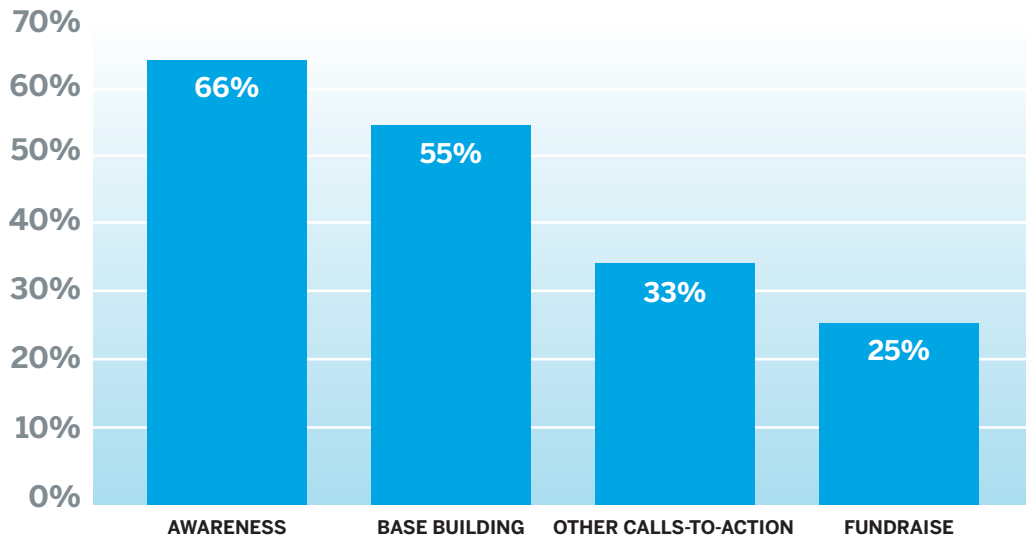
17. Are you fundraising - directly soliciting donations or memberships - on each commercial social network? If yes, indicate the approximate revenue produced from this fundraising over the last 12 months. *Select one for each site.*

	NOT FUNDRAISING	\$0-\$1,000	\$1,001-\$10,000	\$10,001-\$25,000	\$25,001-\$100,000	\$100,001-\$250,000	MORE THAN \$250,000
Facebook	58%	30%	9%	2%	1%	<1%	<1%
Twitter	83%	14%	2%	1%	0%	0%	0%
YouTube	94%	5%	1%	0%	0%	0%	0%
LinkedIn	97%	3%	0%	0%	0%	0%	0%
Flickr	99%	1%	0%	0%	0%	0%	0%
Google+	98%	2%	0%	0%	0%	0%	0%
FourSquare	100%	0%	0%	0%	0%	0%	0%
MySpace	99%	1%	0%	0%	0%	0%	0%

18. If you are fundraising on Facebook, how are you doing it? Specifically, what fundraising model or program are you utilizing? *Select all that apply.*



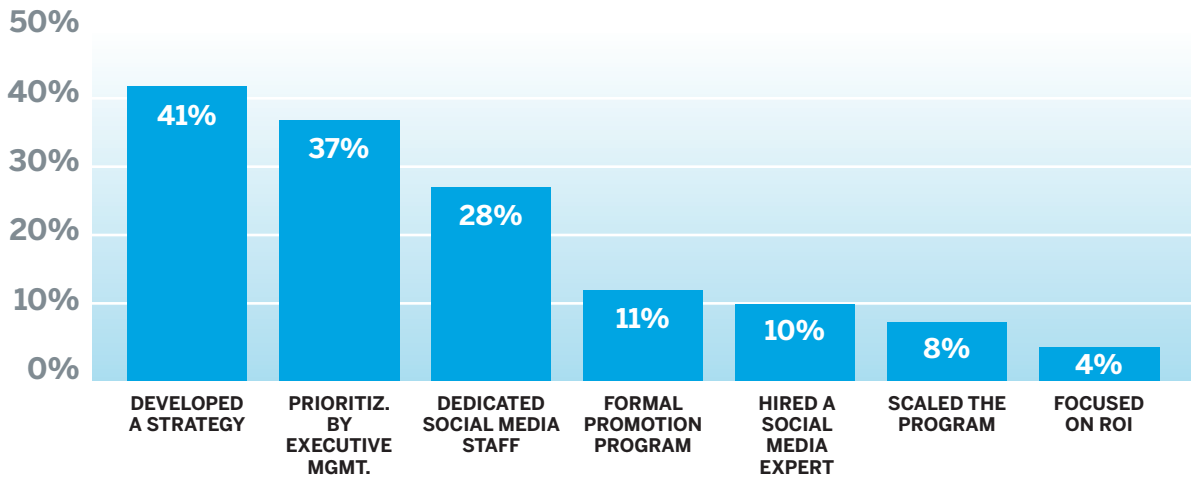
19. If you are using Facebook advertising, indicate the primary role of Facebook advertising for your program. *Select all that apply.*



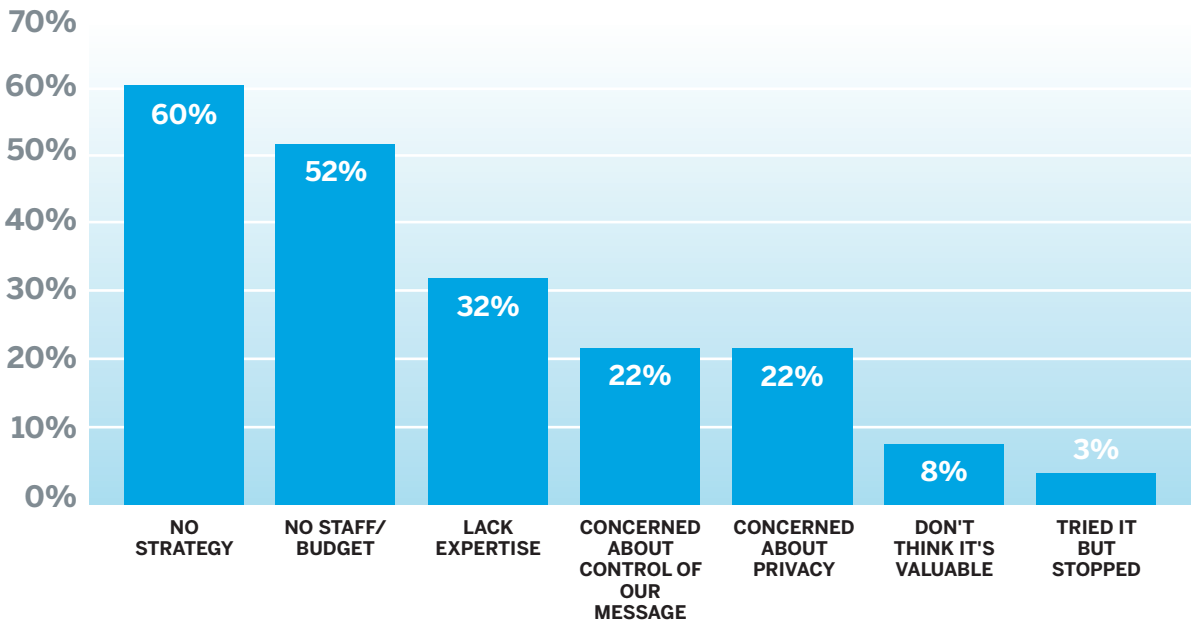
20. For new supporters acquired via Facebook, what is the average value of the supporter to your organization over the 12 months following acquisition?

RESPONSE AVERAGE	
Average Value of Facebook Supporter (online only)	\$161
Average Value of Facebook Supporter (all channels)	\$214

21. Overall, thinking about what you achieved with your commercial social networks over the last 12 months, what were the most important factors in your success? *Select all that apply.*

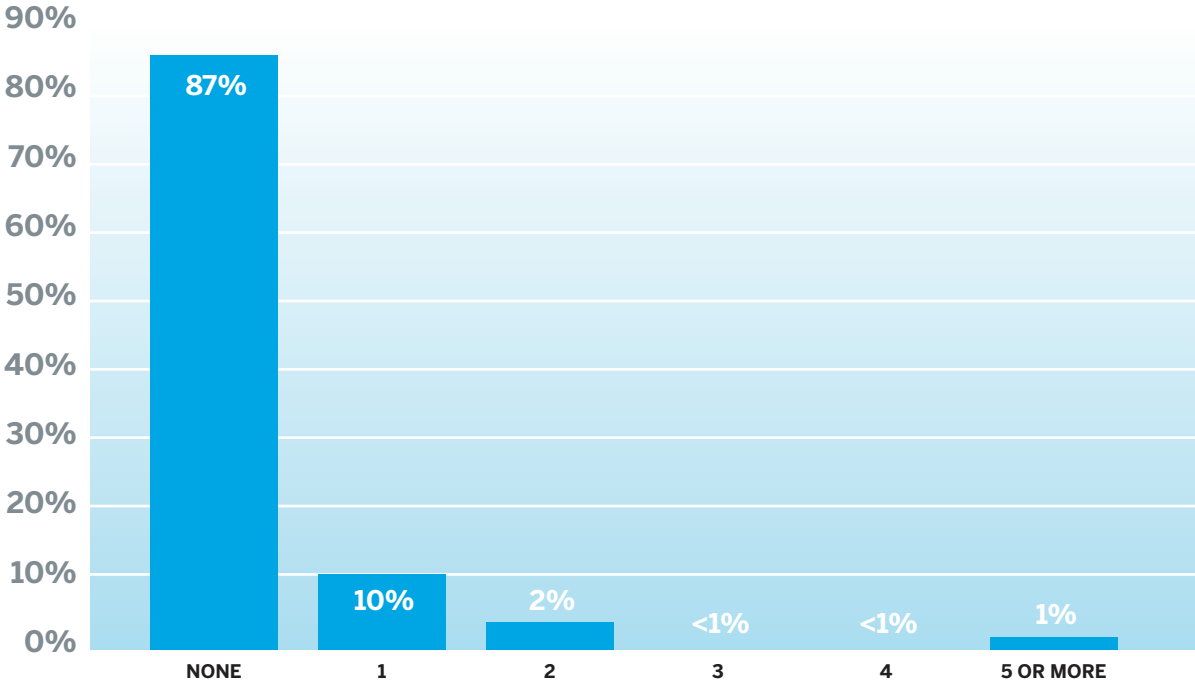


22. Which of the following best describe the reason(s) that your organization is not present on commercial community sites? *Select all that apply.*

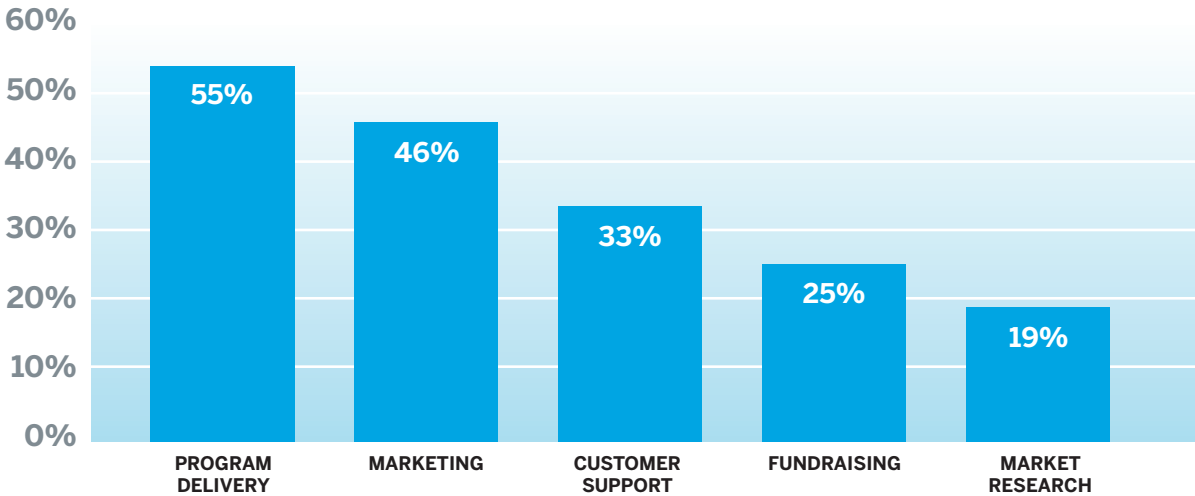


Part 2 – House Social Networks (HSNS)

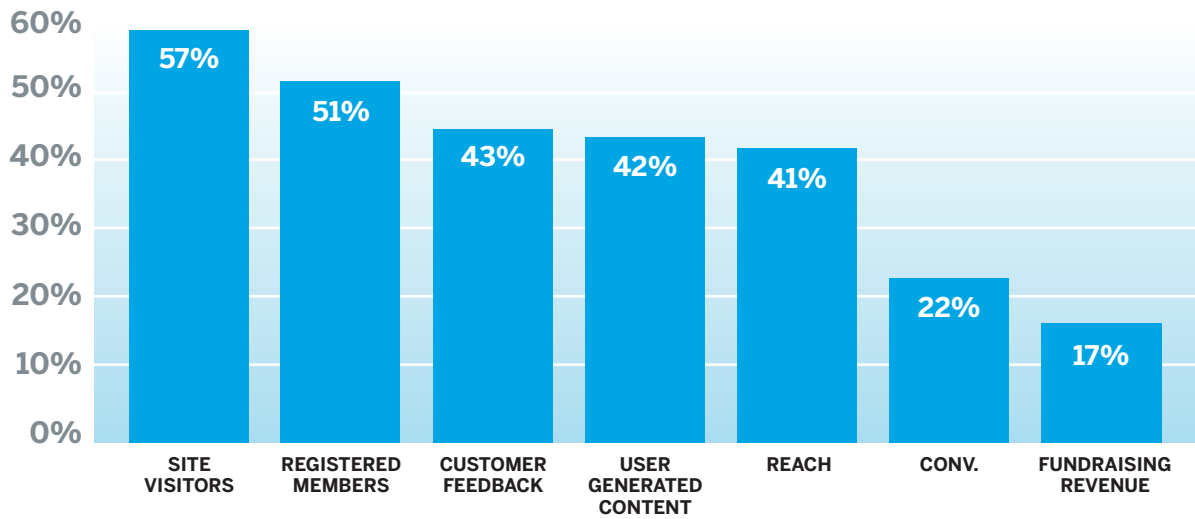
23. Some nonprofits are building their own house networks - also called private label or private social networks. How many of these house social networks does your organization operate? *Select one.*



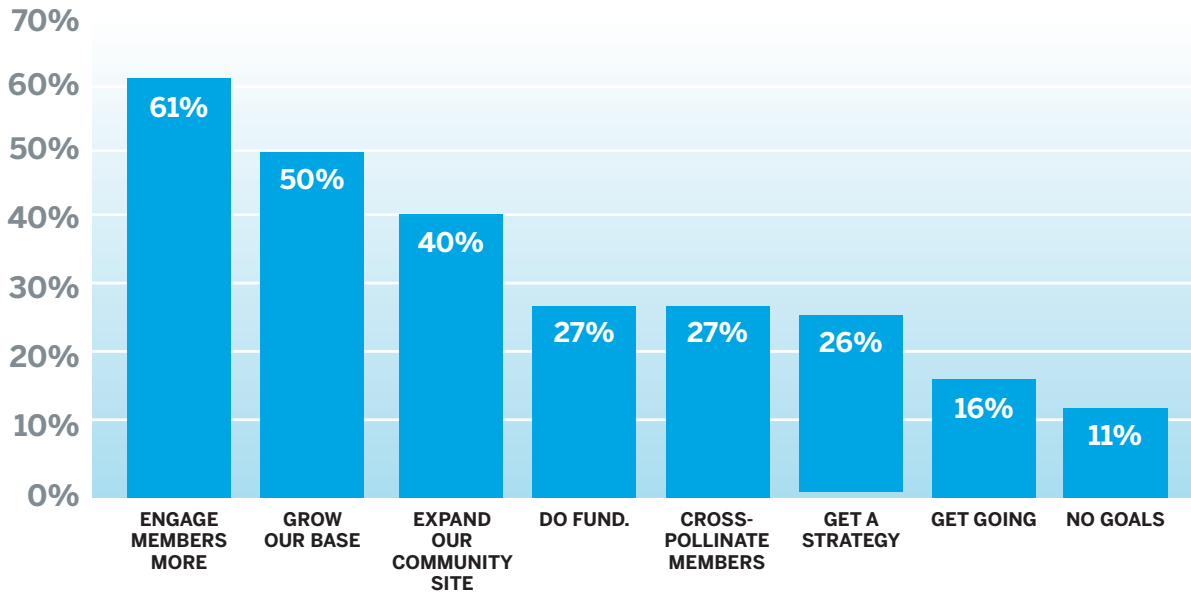
24. Which of the following best describes the role of your house social network(s)? *Select all that apply.*



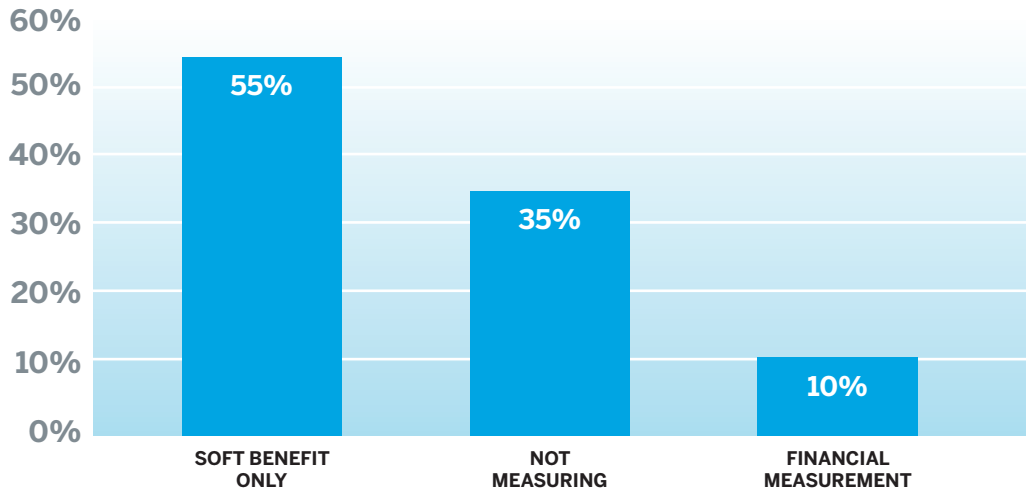
25. Which of the following metrics do you use to gauge the success of your house social networks? *Select all that apply.*



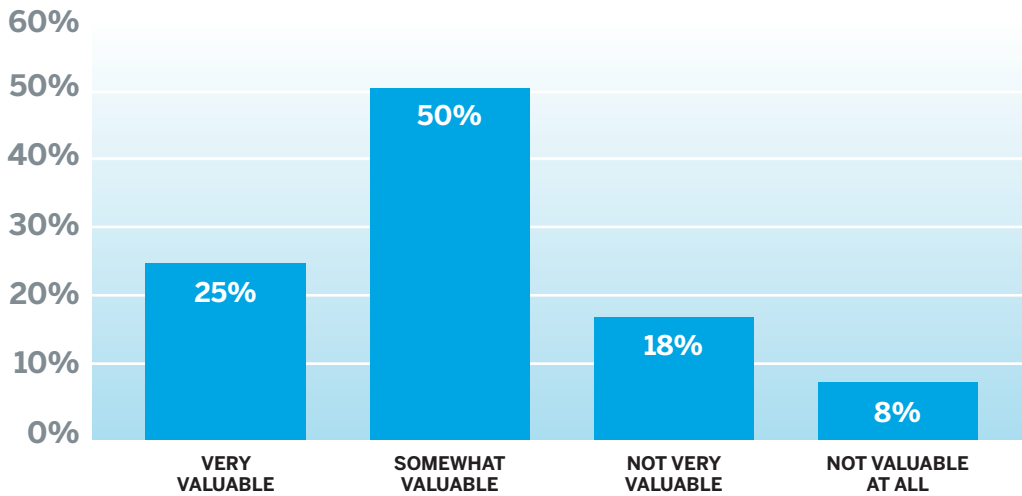
26. What are the goals for your house network(s) in 2012? *Select all that apply.*



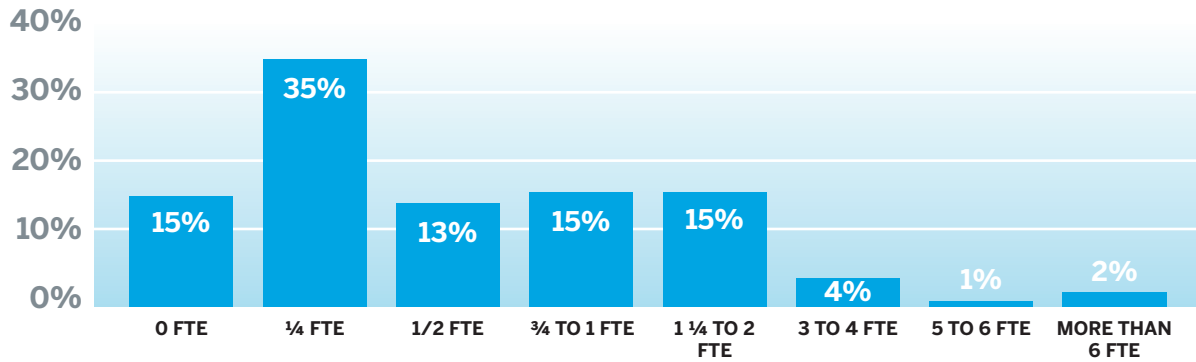
27. How are you measuring the return on investment (ROI) of your house social network(s)?



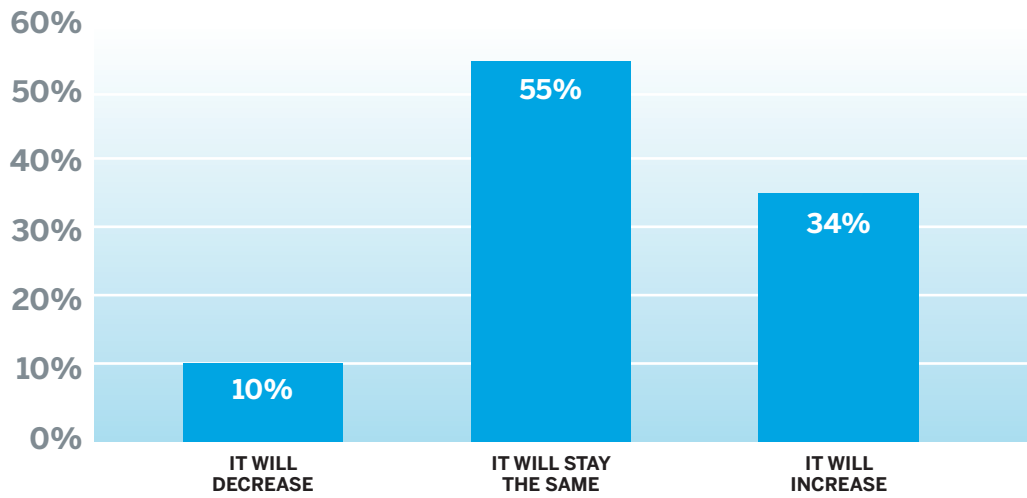
28. How are you doing so far? How valuable overall are the house networks to your organization? *Select one.*



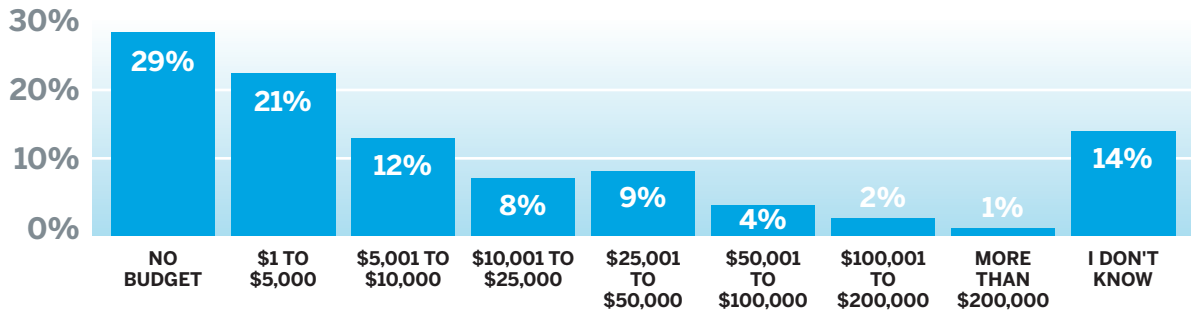
29. Thinking about internal resources, approximately how much staff time did you allocate in the last 12 months to maintaining - marketing, managing, and cultivating - your house social network(s)?



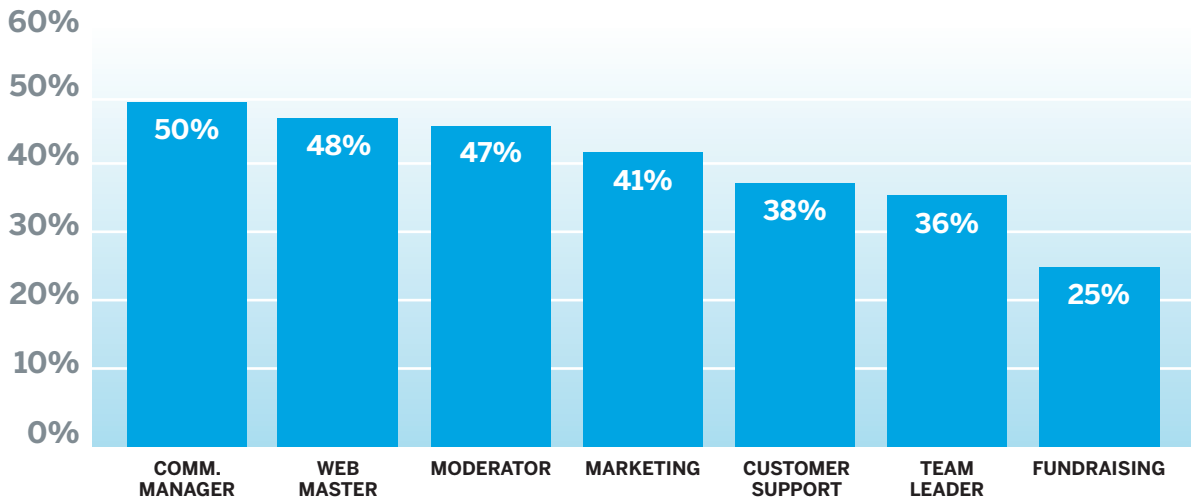
30. How will the staff time you allocate to maintaining your house networks change over the next 12 months? *Select one.*



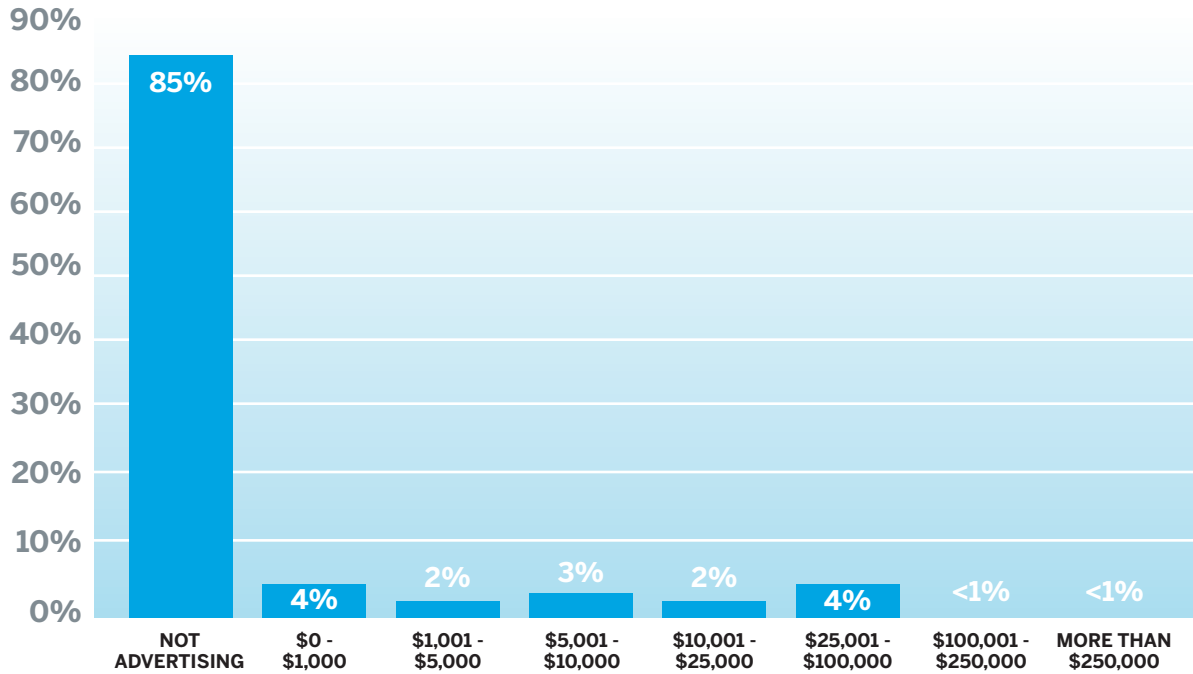
31. What was the total budget (internal staffing and external resources) allocated to maintaining your house social networks over the last 12 months? *Select one.*



32. Which of the following job functions do you staff (internally or externally) on your house social networks? *Select all that apply.*



33. Are you advertising - displaying advertisements or promoting sponsors or underwriters - on your house network(s)? If yes, indicate the total revenue produced from advertising over the last 12 months. If you have more than one house network indicate the sum of all advertising revenue from all community sites. *Select one.*



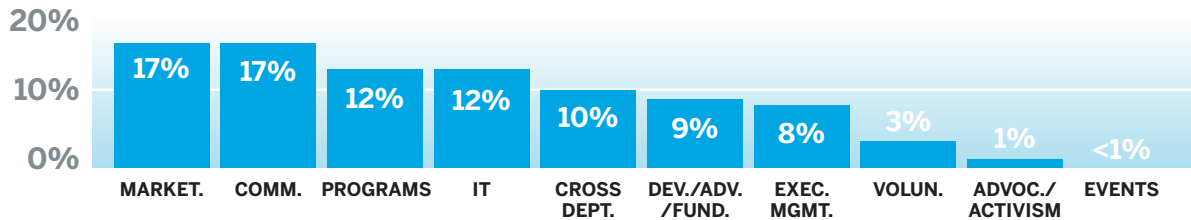
34. Approximately, how many members do you have on your largest house social network?

RESPONSE AVERAGE	
Number of members	21,791

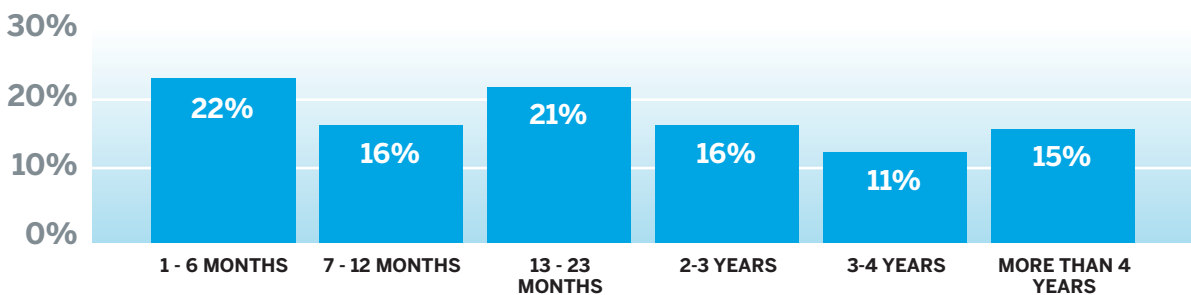
35. Indicate which of the following outreach and marketing methods you use to promote your house social network(s). *Select all that apply.*

MARKETING TACTIC	
55%	Placement on Our Website
47%	Facebook
45%	Emailing Our List
36%	Promotion at Our Events
32%	Twitter
30%	Writing on Our Blog(s)
23%	Placement in Our Print Materials
19%	Sponsoring or Underwriting a 3rd Party Event
18%	Offline PR
18%	Promotion on Other Social Networks
16%	Advertising in Direct Mail
14%	Search Engine Optimization
13%	Reaching Out to 3rd Party Bloggers
11%	Buying Online Ads
9%	Buying Ads in Print Media
8%	Search Engine Marketing
7%	Buying Ads on Radio/TV
20%	No Promotion

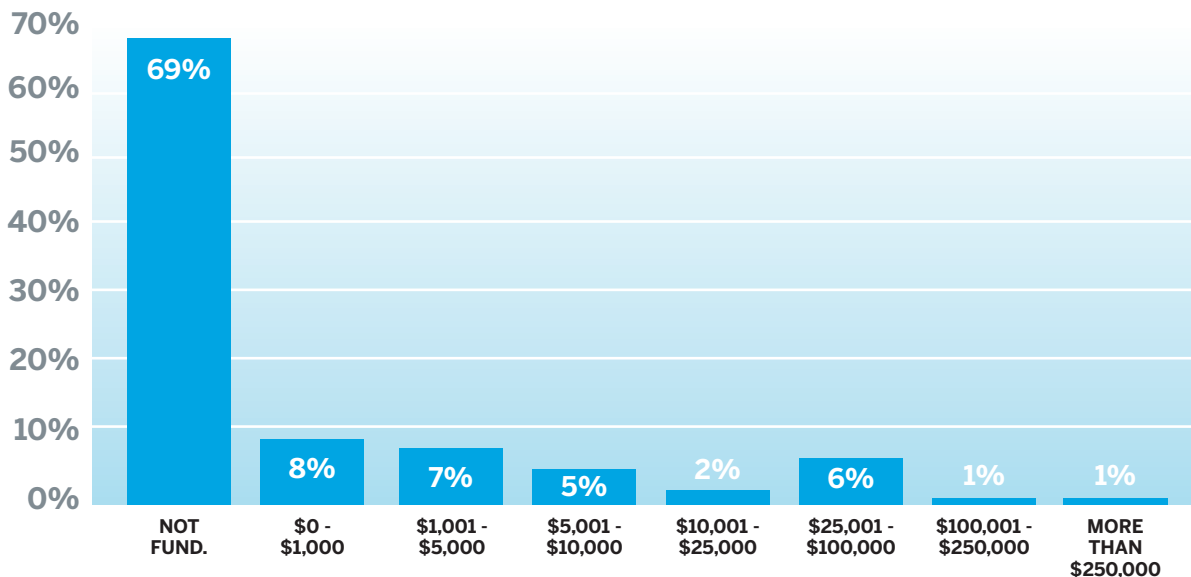
36. Which department in your organization has primary responsibility for your house social network(s)? *Select one.*



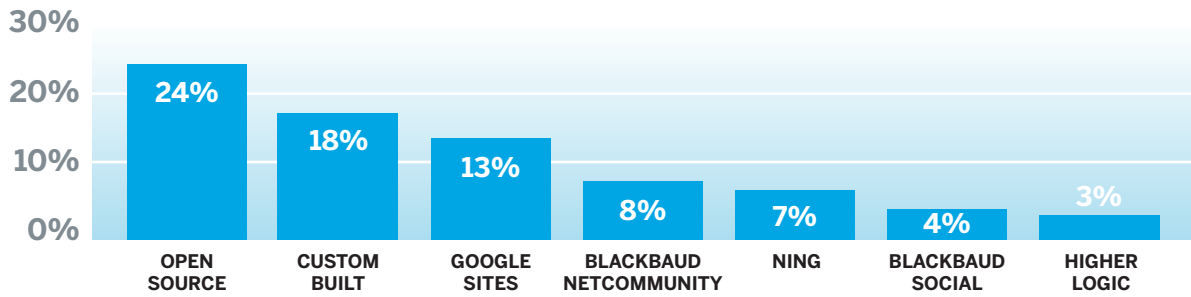
37. How long ago did you launch your first house social network? *Select one.*



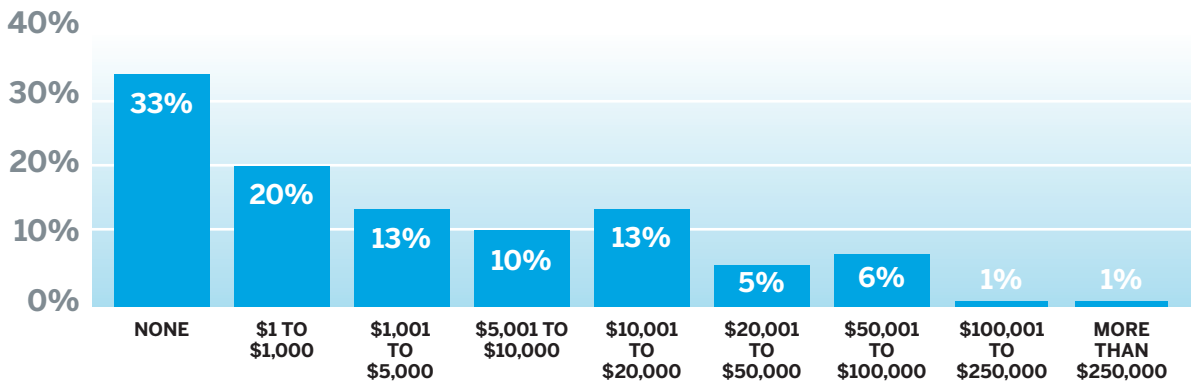
38. Are you fundraising - directly soliciting donations or memberships from the members of your house social network(s)? If yes, indicate the total revenue produced from fundraising over the last 12 months. If you have more than one house network, indicate the sum of all fundraising revenue across all community sites. *Select one.*



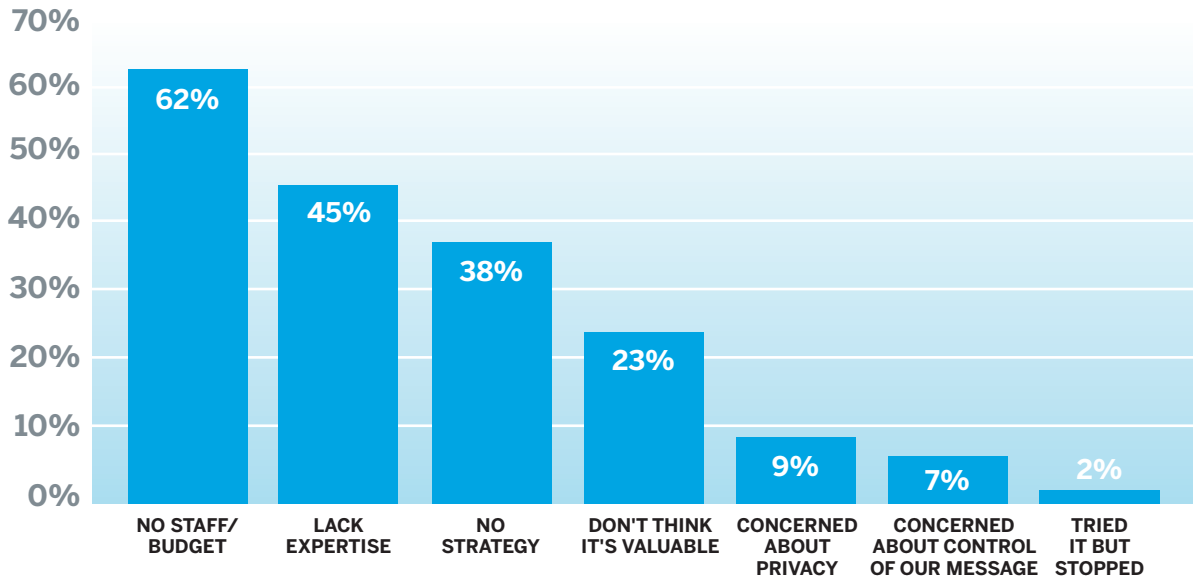
39. Which social networking software did you use to construct your house social network(s)? *Select all that apply. (Top 7 only)*



40. What is your annual budget for house social networking software? *Select one.*

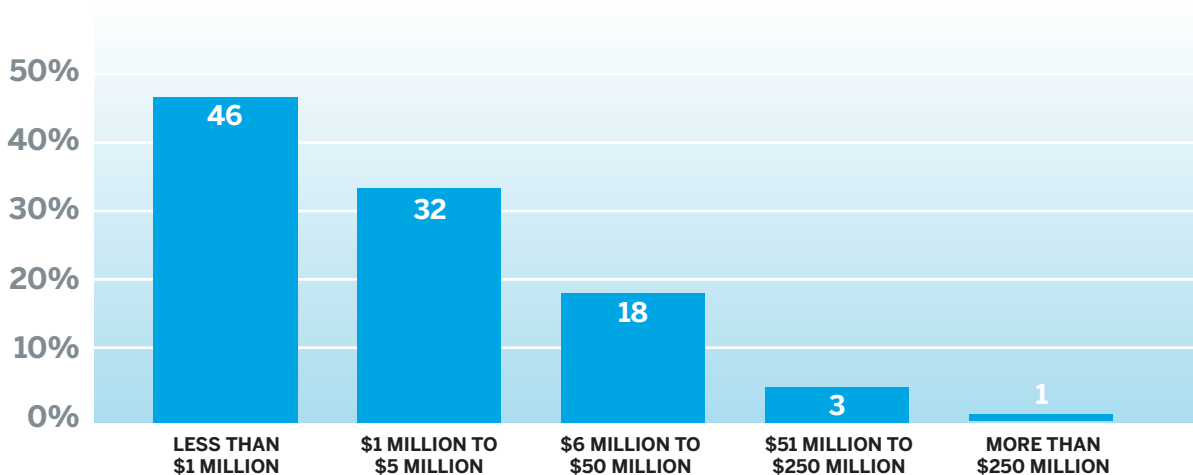


41. Which of the following best describe the reason(s) that your organization has not built its own house social network?



Respondent Demographics

42. What is your organization's annual budget?



43. How would you categorize your organization's mission and services?

RESPONSE PERCENT	
Association - Professional	2%
Association - Trade	1%
Human Services (including crime & legal, employment, agriculture & nutrition, housing, public safety, youth, recreation, etc.)	29%
Public & Societal Benefit (including civil rights & advocacy, community organizing, philanthropy, science & technology, social sciences, government, etc.)	17%
Health & Healthcare	14%
Environment & Animals	7%
Arts & Culture	9%
Higher Education	5%
Education K – 12	9%
(International (including foreign affairs, international human rights, national security & diplomacy, etc.)	3%
Religious & Spiritual Development	5%
Media	1%
Labor Union	<1%
Mutual Benefit (including insurance & retirement services, fraternal societies, burial services, etc.)	<1%
For Profit Business	1%

About

NTEN

NTEN is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN helps you do your job better, so you can make the world a better place.

We believe that technology allows nonprofits to work with greater social impact. We enable our members to strategically use technology to make the world a better, just, and equitable place.

NTEN facilitates the exchange of knowledge and information within our community. We connect our members to each other, provide professional development opportunities, educate our constituency on issues of technology use in nonprofits, and spearhead groundbreaking research, advocacy, and education on technology issues affecting our entire community. Find more research about the nonprofit technology community at <http://nten.org/research>.

Common Knowledge

Common Knowledge, a consulting agency founded in 2002, provides online marketing and fundraising services to nonprofits. We assist our clients with strategy, program management and digital asset development. An integral part of our work is the strategic planning, development, deployment and promotion of social networking programs for marketing and fundraising with our clients.

Working with more than 100 nonprofits over the last ten years, our recent clients include: ASPCA, National 4-H, Save the Children, UNICEF U.S. & Canada, Operation Smile, Dana-Farber Cancer Institute, New York Public Radio, and others.

Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 25,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.