



SectorSENSOR**™**

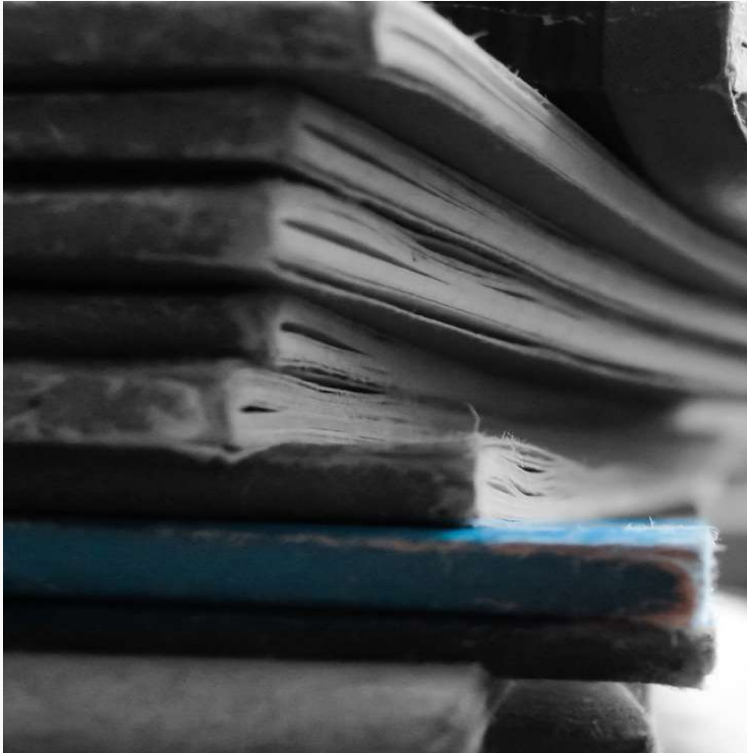
Social Intelligence for the Non-Profit Sector

Harvesting social content to learn the strength, weaknesses and opportunities for charities to earn greater donation behaviour.

October 2019



SECTOR 3 INSIGHTS



There is so much data online in social networks, blogs, online media, etc.

**It is real, raw, and unfiltered.
It is available at any moment.**

And it is becoming critical to the future success of non-profits

- **Word-of-mouth is one of the most powerful influences.**
- **The online world has become a main channel for Millennials and Boomers alike.**
- **Online is also key to fund-raising for charities.**



Web data offers insights if one can capture, curate, and turn it into relevant meaning.

This is what *social listening/ social intelligence* is all about.

It is about collecting, filtering, and structuring all of the content (tweets, postings, blogs, news stories, likes, etc.) about a specific topic or charity, and curating it into meaning.

Introduction



SECTOR 3 INSIGHTS, in partnership with **GIV3**, **Philigence Canada** and **Synthesio** (an Ipsos company which provides the platform and expertise for social intelligence), conducted an **online social media audit** in the Non-Profit Sector among ten of the largest non-profit charities in North America.

The purpose of the study was to explore and assess how online social content can be harvested for insights and guidance to help all non-profits become more effective in fund-raising and making a difference.

We wish to help non-profits consider best practices in the online social media which represents an important and expanding role of influence.



SECTOR 3 INSIGHTS

GIV3
FEEL GREAT GIVING


Philigence

SECTOR 3 INSIGHTS is a social enterprise research firm providing insights for non-profit success in North America and internationally. We leverage state-of-the-art research tools from the corporate world to help guide non-profits in their strategies and actions. Our profits are directed to registered charities. Learn more at www.Sector3Insights.com.

GIV3 is a registered Canadian charity with a mission to encourage more Canadians to be more giving. GIV3 hosts “GivingTuesday” in Canada and “the Great Canadian Giving Challenge” with CanadaHelps. It also occasionally supports research to help charities learn how to perform better.

Philigence Foundation Canada is a registered charitable organization of Philigence, an international consulting, advisory and administrative firm for philanthropic services. It advises and assist donors around the world, whether individuals, family offices or foundations, to maximize the impact of their philanthropy.

About the research



- **Sector3Insights** conducted this research in the United States and Canada, using the **Synthesio Social Media Listening platform**
- We collected, filtered, and curated the millions of pieces of social media content originating from North American sources, and representing ten of the largest non-profit charities:
 - The Cancer Society, Catholic Charities, Feeding America, Habitat for Humanity, The Nature Conservancy, The Red Cross, The Salvation Army, The United Way, World Vision, and the YMCA/YWCA.
 - If you are interested in discussing the real and focused data for any one of these above charities, please do not hesitate to contact us. There is much more to learn than reported here. Contact: john@Sector3Insights.com
- The study was conducted in October 2019, with data for the past 12 months.
- All of the collected content was coded and curated for important meaningful characteristics consistent with driving greater giving intent and actual donation behavior. - This is explained further in this report.
- It should be noted that the nature of social listening is not a precise science since capturing every single bit of content, while avoiding/filtering out every inappropriate piece, is impossible. Nor is machine learning and machine coding perfect. This type of research is about harvesting meaningful insights which can be helpful while appreciating that one does not need perfect data in order to learn, plan, and improve. - The benefit is that social data is real, raw, natural, in-the-moment, and readily available. It also reflects the real influences of social media content day-to-day.



ABOUT THIS REPORT AND USE OF IT

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 - Attribution to this document should be as follows: *“Social Intelligence for the Non-Profit Sector” Report; Sector3Insights Inc, 2019*

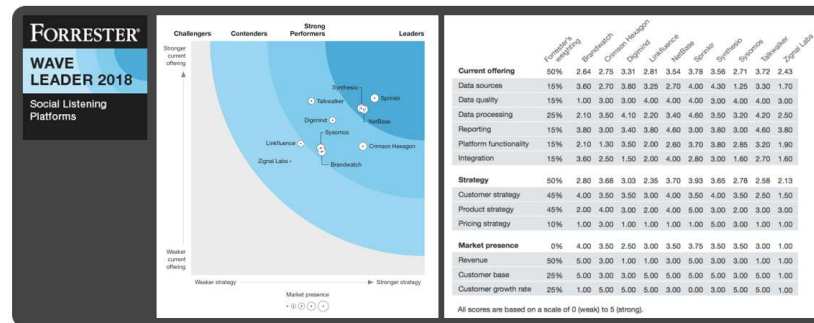
Synthesio is one of the best-in-class partners for social listening/intelligence.

Three-time Forrester Wave Leader 2019 Adweek's Best of Tech Winner

Forrester Wave™: Social Listening Platforms, Q3 2018

Analyst Accolades

- Incorporating rich data sources across social media, other media and business data
- Solidly delivering on core functionality for a Social Listening Platform
- Straightforward pricing

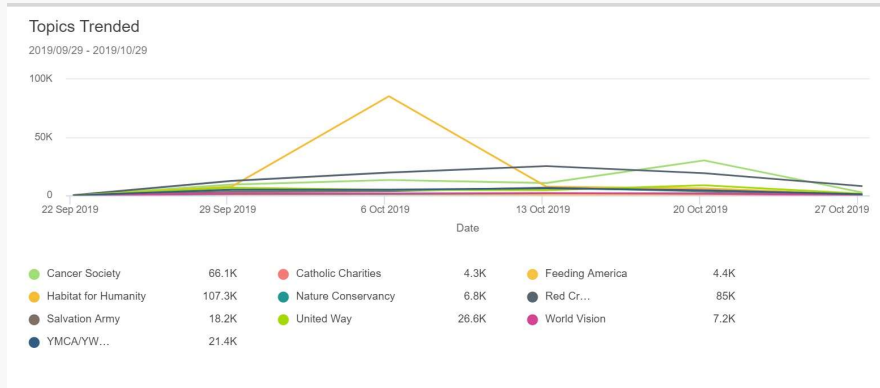


**Winner of 2019 Adweek
Best of Tech Awards**
for Social/Influencer: Social Intelligence!

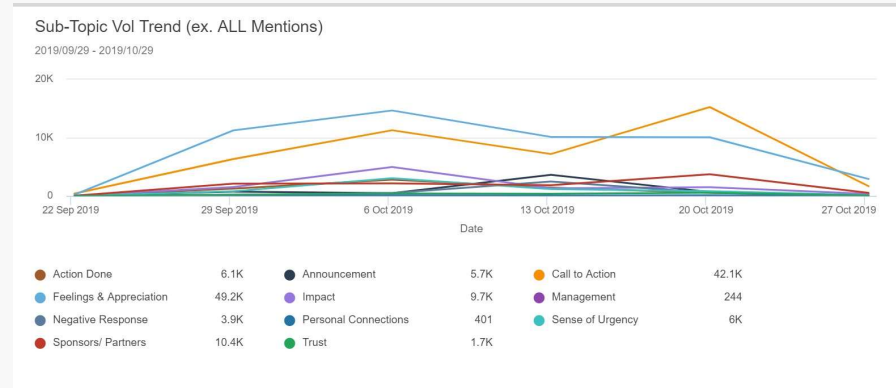


Social Intelligence in the Non-Profit Sector: *Does it work, discriminate, and change over time?*

- YES! Using the **Synthesio** platform, and our unique structuring of insights, **we do indeed observe that social intelligence works for the Non-Profit Sector and offers useful insights.**
- As a study of ten of the largest non-profits, we observe:
 - ✓ The volume of social content is quite strong, and has relevance/meaning (discussed shortly)
 - ✓ The volume per charity ebbs and flows over time
 - ✓ The profile for each charity differs by its content, with strengths and weaknesses.
 - ✓ These profiles change over time for each charity: Trending up/down, and stronger/weaker.



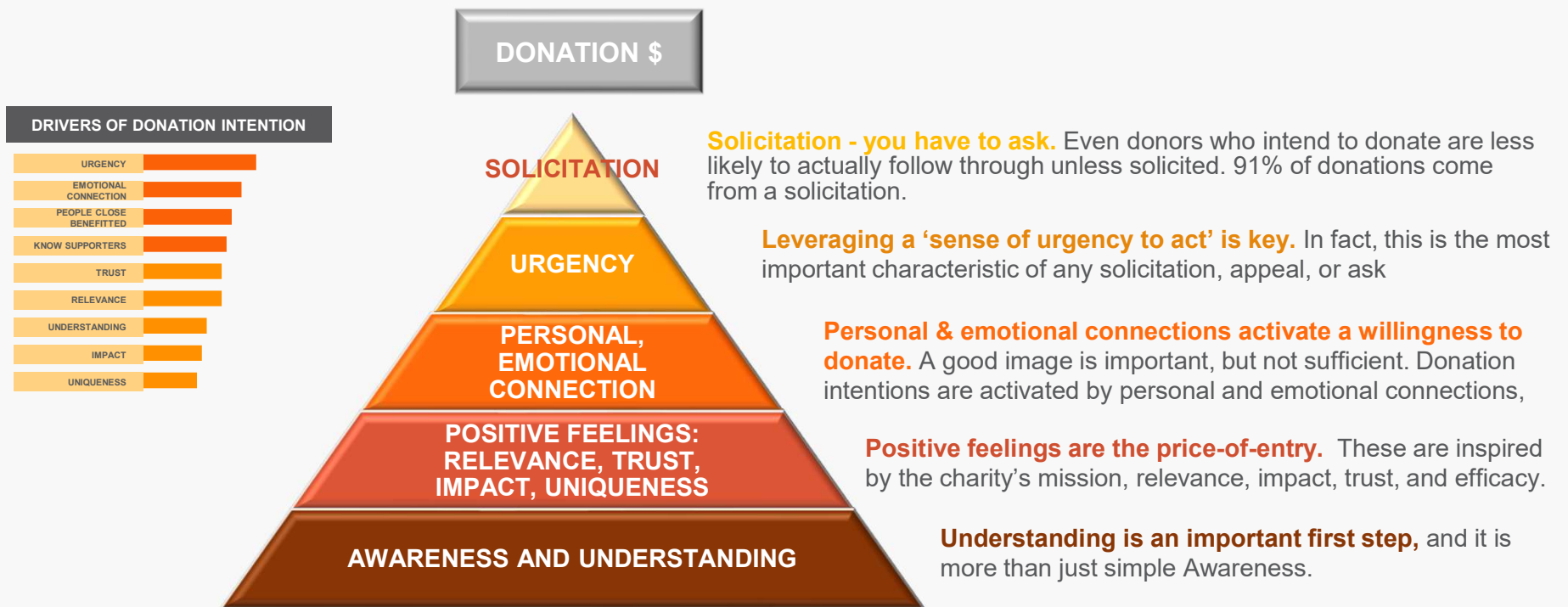
Changes in content volume per Non-Profit



Changes in the meaning and sentiment of the content

Giving meaning to the social content

Using robust, representative, quantitative survey data among North American donors (from the *DonorBuilder™* database from Sector3Insights), we determined the most important characteristics driving donor intentions and giving behaviour. The data modeling indicates a hierarchy of measures correlating with giving.



This quantitative modeling analysis indicates what a charity needs to manage in the online social sphere

In short, a charity needs to manage/drive online...

1) A good image (trust, relevance, impact and so on) is the price of entry. Without it, there is little chance of being successful. But these are not the most important drivers.

2) Solicitation/Call-to-Action. The chance of receiving funds without solicitation is very small. 91% of donations come from solicitation

3) A sense of urgency to act. Upon solicitation, this is the **most important** characteristic from the solicitation; much more than trust, efficiency, impact, and so on.

Implication for Social Intelligence measures

Avoid Negative buzz/content

Develop social content with a "Call to Action"

Create a 'Sense of Urgency'

Turning the quantitative modeled data into meaningful structured analysis for social intelligence

- We have been collecting, filtering, and curating relevant topics to track and benchmark for each non-profit.
- By doing the same for each Non-Profit, it provides benchmarks and norms to offer meaning to our analysis.

Sense of Urgency	Negative Response
Impact	Personal Connections
Trust	Sponsors/ Partners
Feelings & Appreciation	Action Done
Call to Action	Announcement
Management	All Mentions

Sub-Topic Vol Share (ex. ALL Mentions)

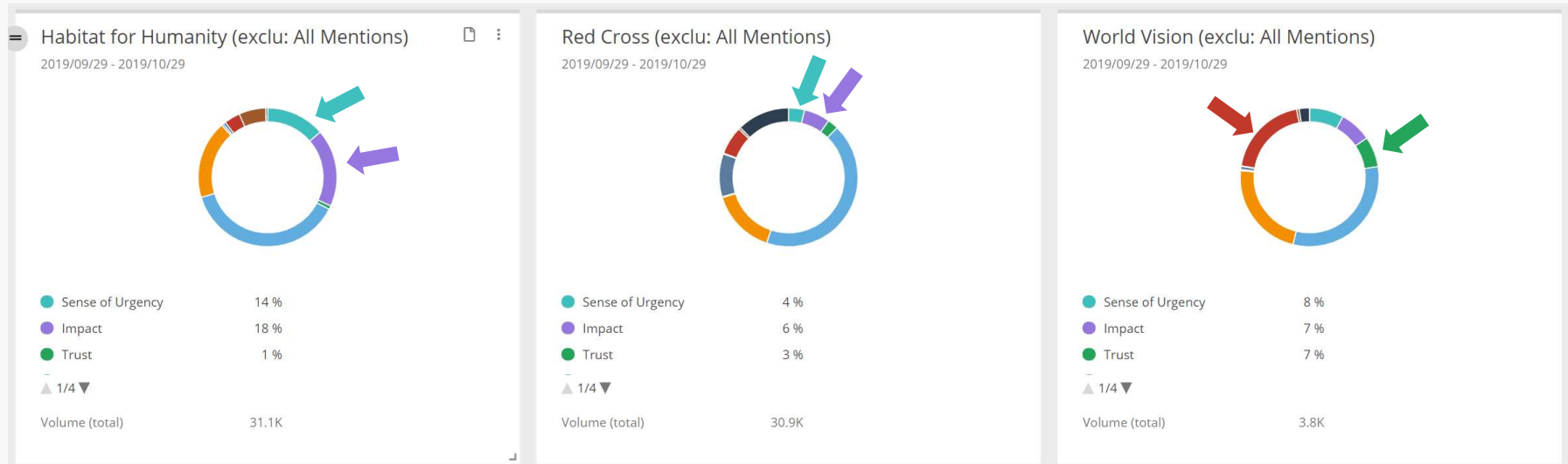
2019/09/30 - 2019/10/30



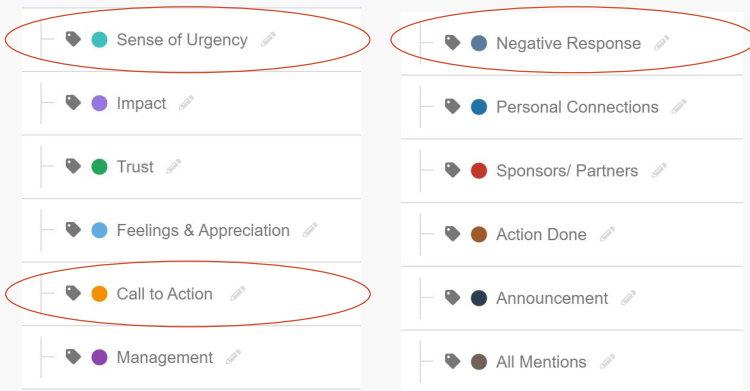
Feelings & Appreciation	36 %
Call to Action	31 %
Management	0 %

▲ 2/4 ▼	

Social Intelligence works; The profiles of each charity differs, with real strengths and weaknesses based on meaningful characteristics.



A Summary Score: *The Net KPI Activation Score*



We have taken the three most important KPIs:

- Negatives.
- Call-to-Action,
- Urgency,

to create our summary *Net KPI Activation Score*

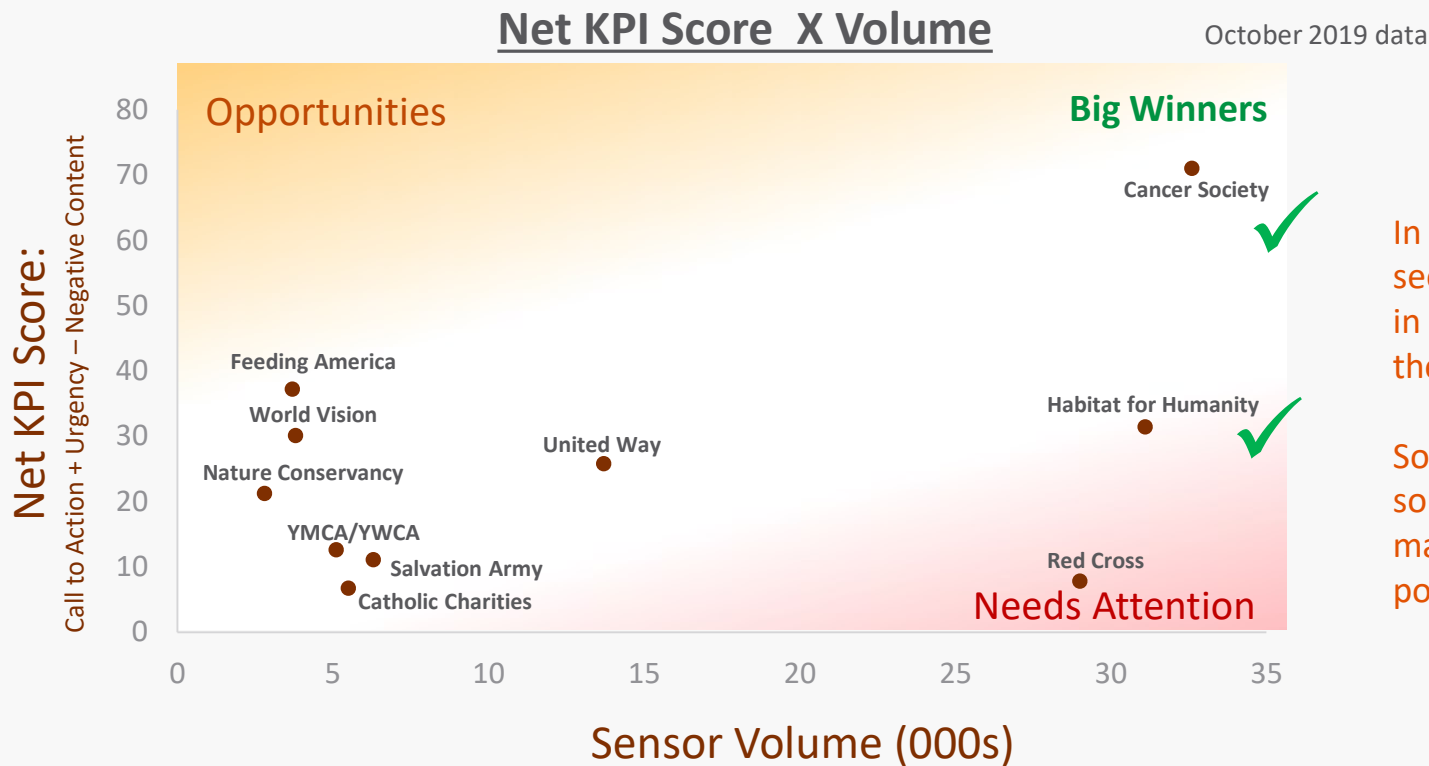
October 2019 data

100 is the perfect score. Norm = 32.8

TOTAL SECTOR	TOTAL SECTOR Percent	Habitat for Humanity	Red Cross	World Vision	United Way	Salvation Army	Nature Conservancy	Feeding America	Catholic Charities	YMCA/YWCA	Cancer Society
NET KPI: Call + Urgency - Negative	32.8	31.4	7.8	30.1	25.8	11.1	21.2	37.2	6.7	12.6	71.2

*The **Cancer Society** is out-performing by a wide gap, leveraging a strong “Call to Action” content in the month of October. Many others are lacking the right ideal content (for this time period)*

The *Net KPI Activation Score* is amplified when supported by a high volume of content (social posts, tweets, retweets, likes, etc)

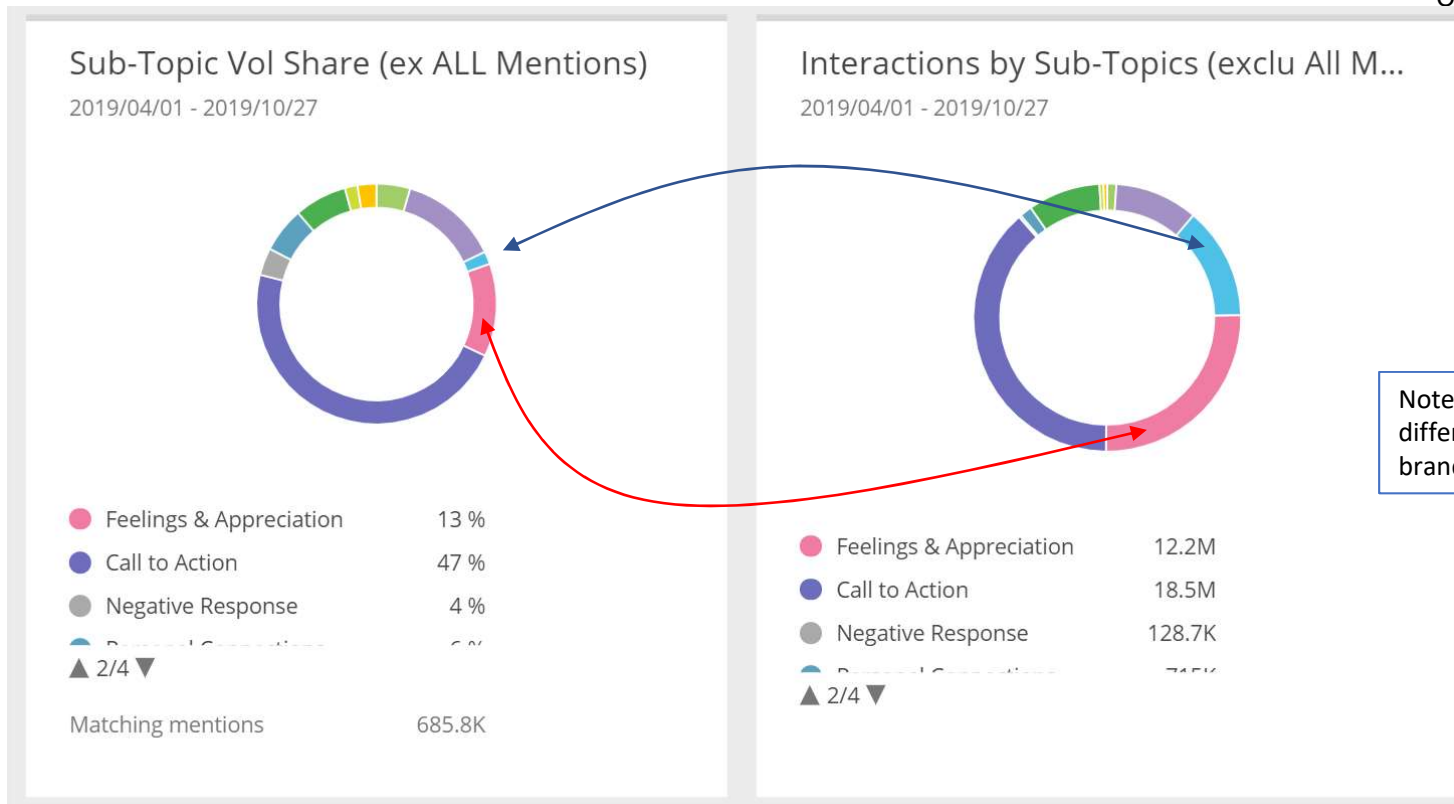


In the social sphere, we see some real differences in performance between the Non-Profits.

Some N-Ps are doing well, some need attention, and many have much upside potential.

There are some important differences between what generates volume versus what earns interactions, engagement, and activity

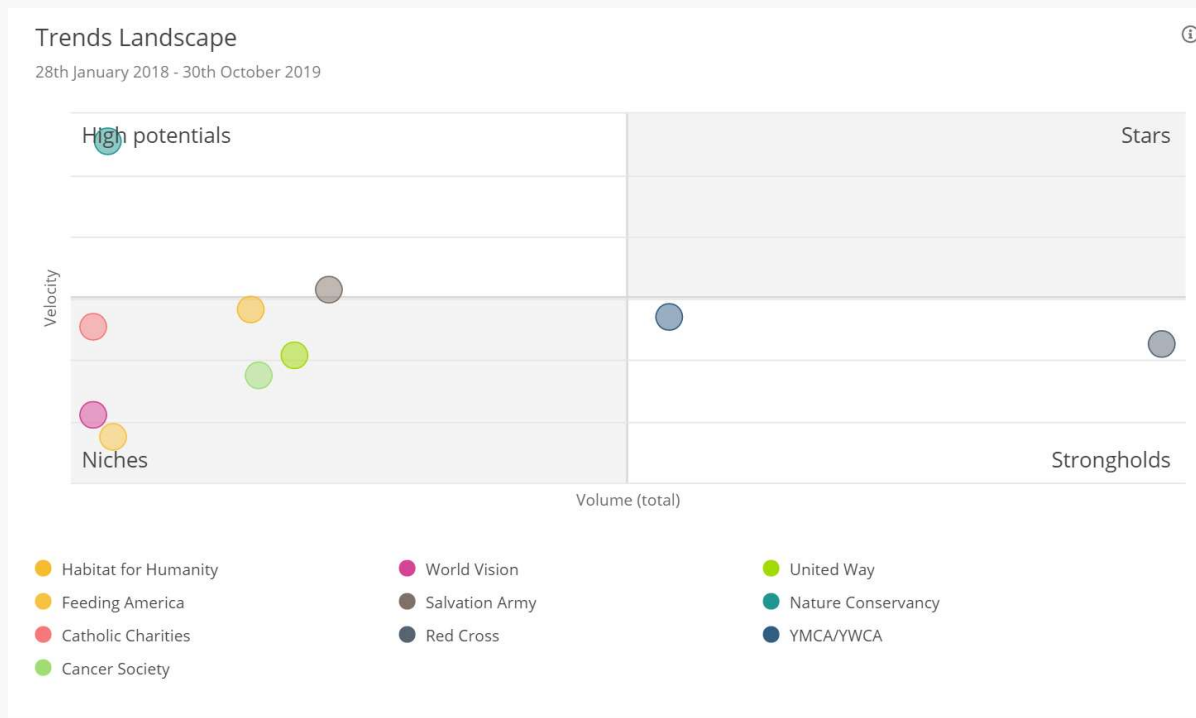
October 2019 data



Note: This pattern differs by Charity brand (and content).

Many N-Ps are niched, with low online social presence. Their volume is low without much growth. This implies a large upside opportunity.

Past 12 months data



There is a real opportunity for these, and all N-Ps, to expand their presence/reach in the online social media.

Most of the top influencers in the N-P Sector are institutions and publishers, not individuals

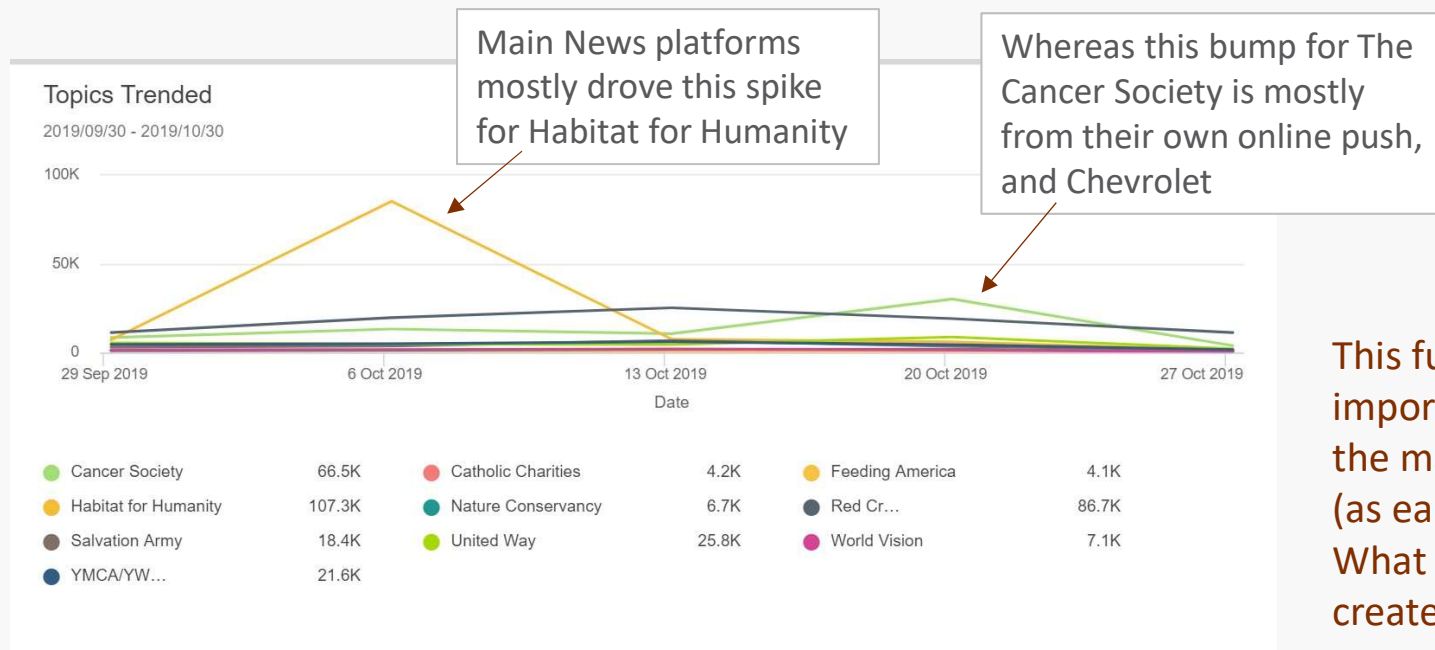
Influencers [Export](#) Metrics 2018-10-30 - 2019-10-30 Twitter Topics

Publisher	Country	Sentiment	Influencer	Mentions	Reach	Impressions
Full name	Origin	Distribution	Rank	Total	Total	Total
CNN	US		#1	33	43,103,529	1,389,331,141
NFL			#2	21	24,725,552	513,403,134
American Red Cross	US		#3	491	5,331,020	2,625,015,443
Donald J. Trump	US		#4	5	65,914,791	309,336,303
Reuters			#5	13	20,770,167	264,606,468
John Legere	US		#6	88	6,431,593	532,827,979
The New York Times	US		#7	4	43,229,831	171,987,777
CNN International			#8	17	9,018,199	144,706,727
The Associated Press			#9	10	13,540,139	133,631,265
ABC News	US		#10	9	14,591,618	128,316,739
Starbucks Coffee	US		#11	11	11,353,681	125,760,103
China Xinhua News			#12	8	12,657,421	97,973,117
American Cancer Society	US		#13	700	1,148,183	803,878,983
The White House	US		#14	5	19,037,010	91,192,181
Dallas Cowboys	US		#15	32	3,812,034	119,849,089
NBC News	US		#16	13	6,825,569	85,785,743
NHL			#17	14	6,141,578	86,114,333
World Vision			#18	417	1,152,629	483,362,763

This implies a need to push content, earn free media, engage such publishers, and leverage one's own sites. ***This is what generates Reach and Impressions.***

Free, natural, unsolicited content is rare with much lower influence

Changes for Non-Profits are also mostly driven by the institutions and publishers, not individuals



This further illustrates the importance and Reach of the main media channels (as earned content).
What can charities do to create “earned content”?

Facebook & Twitter comprise the main power of Reach (~80%)

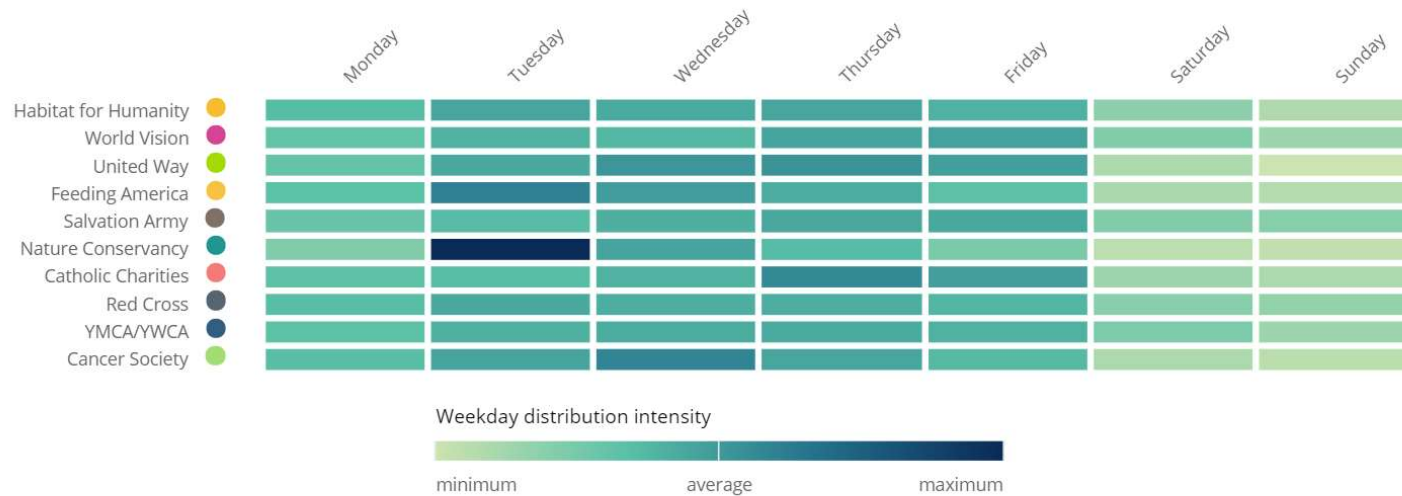


This is about having exposure with those with a large audience of followers, largely the news networks and partner institutions.

Tuesday-Thursday are the high volume days, with Sunday the least

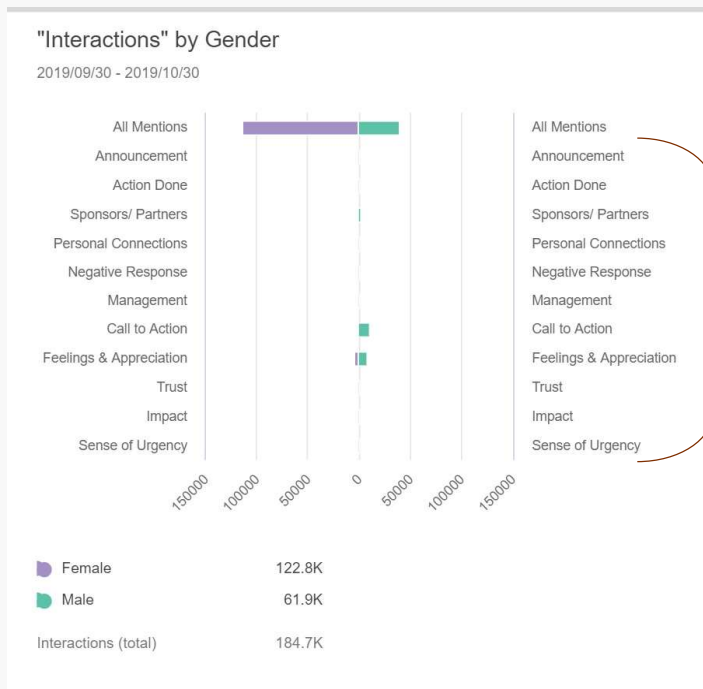
What's the topics weekly distribution?

28th January 2018 - 30th October 2019



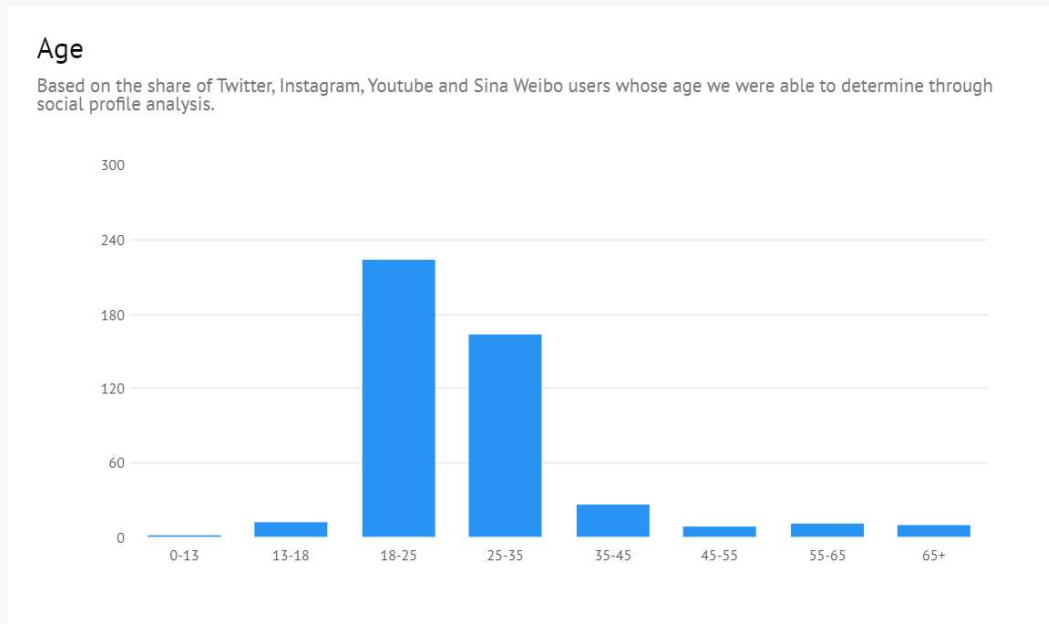
The time to get presence is when people are consuming the online media channels. The three strongest days are Tuesday, Wednesday and Thursday.

The volume of content is mostly split equally 50/50 by gender. However, females are more likely to have Interactions to general content, whereas Males interact more with the 'Call to Action' and 'Feelings/Appreciation' content



This likely has implications for targeting

Social content skews to younger adults, with a strong skew to 18-25 yrs.



This provides two important implications:

- (1) To reach and engage older adults, **off-line touchpoints** are important, and
- (2) As every year passes, online social media channels are becoming more important overall (and already have a significant role to play)

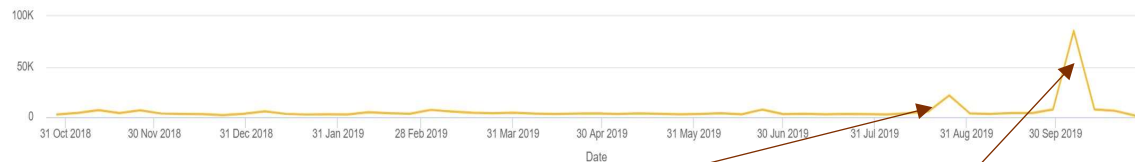


A few real case studies...

Habitat for Humanity: Better leveraging the Carters

Topics Trended

2018/10/30 - 2019/10/30



CNN International @cnni
9,120,257 followers

08/29/2019 1:01 AM

94-year-old former US Pres. Jimmy Carter, who underwent hip surgery last spring after a fall, is set to construct 21 homes alongside his wife, former first lady Rosalynn Carter, as part of his role as a volunteer house builder with [Habitat for Humanity](https://www.cnn.com/2019/08/27/politics/jimmy-carter-habitat-for-humanity-homes-hip-surgery/index.html?utm_medium=social&utm_content=2019-08-29T05%3A01%3A05&utm_term=link&utm_source=twCNNi) https://www.cnn.com/2019/08/27/politics/jimmy-carter-habitat-for-humanity-homes-hip-surgery/index.html?utm_medium=social&utm_content=2019-08-29T05%3A01%3A05&utm_term=link&utm_source=twCNNi

[See 447 replies](#)

NBC News @NBCNews
6,874,749 followers

10/07/2019 10:24 AM

WATCH: Former President Carter, the oldest living former president in US history, helps lead a build of [Habitat for Humanity](https://www.nbcnews.com/news/us-news/former-president-jimmy-carter-95-feels-fine-after-fall-home-n1063081) homes in Nashville one day after falling at his home and receiving stitches above his eye. <https://www.nbcnews.com/news/us-news/former-president-jimmy-carter-95-feels-fine-after-fall-home-n1063081>

Sub-Topic Vol Share: Habitat (ex. ALL Mentions)

2019/08/12 - 2019/09/02



Sense of Urgency	10 %	Impact	15 %
Trust	0 %	Feelings & Appreciation	28 %
Call to Action	32 %	Management	0 %

Sub-Topic Vol Share: Habitat (ex. ALL Mentions)

2019/09/30 - 2019/10/14



Sense of Urgency	12 %	Impact	20 %
Trust	0 %	Feelings & Appreciation	40 %
Call to Action	17 %	Management	0 %

Almost all of the content is focused on Jimmy Carter, first with a general commitment to be building houses (Aug '19), and then the story of his accident and continued commitment, with black eye + stiches (Oct '19). This is a typical case for how (1) stories + (2) publishers drive Impressions + Reach.

- The first bump also had a stronger Call to Action, with a greater focus on Habitat for Humanity, while the second bump was more about sympathy and the ex-President, himself.

Otherwise, HforH does not generate much volume, and lacks a stronger "Call to Action". A stronger push in the social sphere seems opportunistic, perhaps leveraging the Carters more actively. And planning for a post-Carter era.

The Red Cross; Address the negatives

The Red Cross generates/earns a lot of volume, with waves of higher Reach.

And this is good quality content with strong Call to Action.

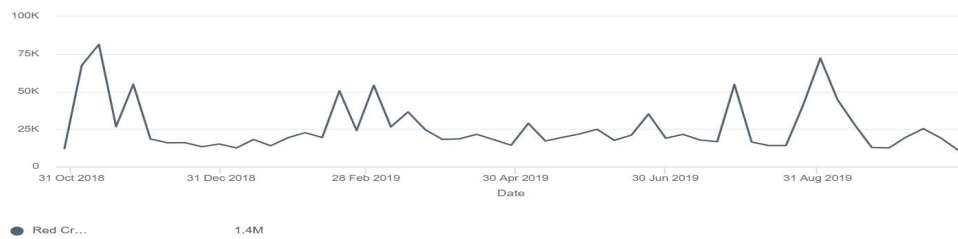
It would be even stronger to develop a stronger Sense of Urgency to more strongly convert giving intentions into behavior.

The other main concern is the above-average level of negative content for the Red Cross. This is something which likely needs attention, and push back into the social sphere to defend/correct.

- main sources: daynajlck

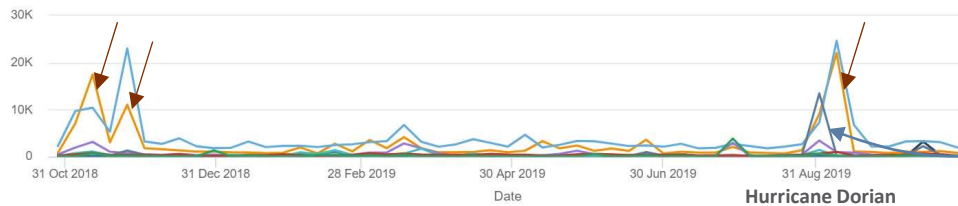
Topics Trended

2018/10/30 - 2019/10/30



Sub-Topics Trend (Ex ALL Mentions)

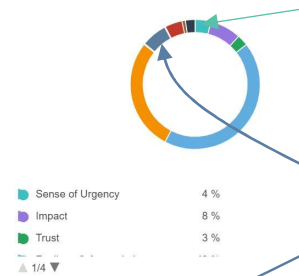
2018/10/30 - 2019/10/30



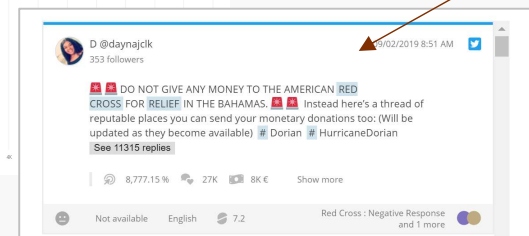
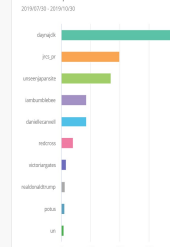
Action Done	4K	Announcement	11.9K	Call to Action	136.5K
Feelings & Appreciation	211K	Impact	37.9K	Management	1.1K
Negative Response	31.3K	Personal Connections	906	Sense of Urgency	19.2K
Sponsors/ Partners	21.2K	Trust	13.6K		

Sub-Topic Vol. Share (ex ALL Mentions)

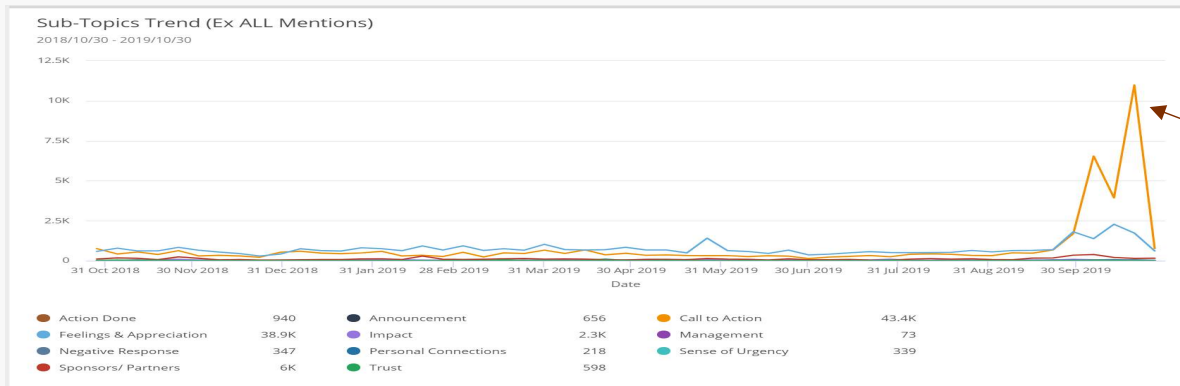
2018/10/30 - 2019/10/30



Source of Top Mentions

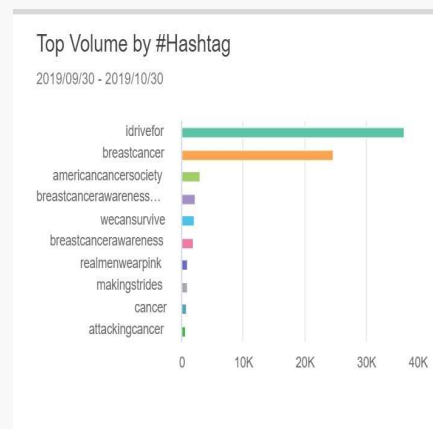
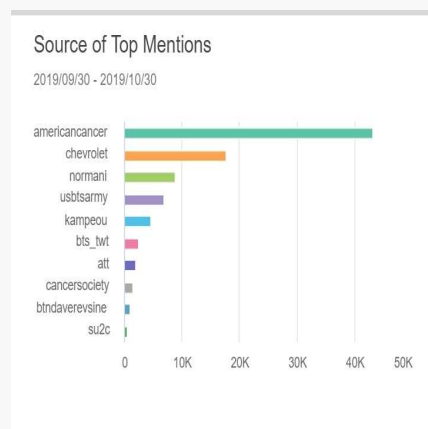
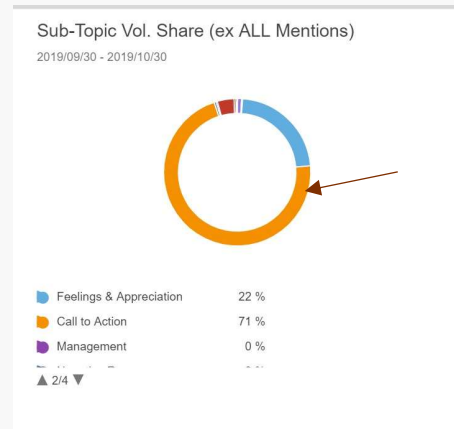


The Cancer Society; Generate buzz all year, with a sense of urgency



The Cancer Society is relatively quiet all year, but with a big spike in October, for Breast Cancer Awareness. And this is powerful content with a strong Call to Action.

- Kudos to the N-P for generating its own content.
- We observe that Chevrolet is also a blog influencer



It would be ideal to also leverage a "Sense of Urgency" to this month, perhaps with a matching gift or deadline by the end of October (?)

And since 'solicitation' is so important, perhaps this N-P can consider other programs across the rest of the year (?)

Summary Conclusions



1. **Social Intelligence works** for gaining insights and providing guidance for Non-Profits.
2. **There is a large opportunity for non-profits to generate more social content volume**, and to do so more frequently across the year (versus just one main event, annually).
3. **Most N-Ps should improve their “Calls-to-Action” and “Urgency to Act”**. Most social content is general and perhaps helpful for saliency, but could be stronger *to trigger donation behaviour*.
4. **It is likely best to focus on ‘earned content’ via the publishers, news networks and institutional partners** because they achieve the strongest Reach and # of impressions.
 - To leverage Facebook and Twitter requires media investments. Mass reach does not come free or easily on these platforms.
5. **Off-line media** likely needs to be considered for those over 35 years (which is a wealthy target). Consider Online social media for reaching those under 35 years and matching the growth in online giving.
6. **If you want to manage it, you need to measure it. Consider social intelligence monitoring** to help guide social media planning, to track accomplishments over time for refinement, and detect negative issues in real time as they may arise.