

How nonprofits engage stakeholders: An analysis of the top 100 nonprofits on Facebook

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Background: Few studies have analyzed an organization's overall social media presence, and most focused on for-profit companies. Waters, Burnett, Lamm, and Lucas (2009) analyzed Facebook profiles and found most nonprofits are not taking advantage of social media. Moreover, the organizations that did use social media typically employed one-way communication strategies focusing primarily on information dissemination. In addition, Henderson and Bowley (2010) analyzed a nonprofit's use of social networking to communicate with potential stakeholders during a recruitment campaign. They found that the use of social media enhanced the nonprofit's authenticity and attracted new stakeholders. However, with the rapidly changing nature of social media both in terms of the platform and organizational use, how nonprofits are using social media has changed. Therefore, the purpose of this study is to look at how nonprofit organizations are using Facebook and compare the changes in the overall use of nonprofits in using Facebook.

Methodology: This study quantitatively analyzed the content of the Facebook page of the top 100 nonprofit organizations as listed in *The Nonprofit Times* to measure if they are incorporating relationship-developing strategies in their social media. Additionally, the following social media best practices were measured: organization disclosure, involvement, engagement, human voice, and engagement.

Findings:

Table 1

Frequency of public relations strategies used by nonprofit organizations on Facebook

| | | 2009 ^b n = 275 f | 2014 n = 100 f | 2009 ^b n = 275 % | 2014 n = 100 % |
|---------------------------|---|-----------------------------------|----------------------|-----------------------------------|----------------------|
| Disclosure | Policy | * | 30 (67) | * | 30.9 |
| | Administrators Listed | 268 (7) | 694 (694) | 97.5 | 694.0 |
| | Description of services/Programs | 263 (12) | 96 (4) | 95.6 | 96.0 |
| | Organizational History | 60 (215) | 64 (36) | 21.8 | 64.0 |
| | Mission statement | 119 (156) | 92 (8) | 76.3 | 92.0 |
| | Logo | 194 (81) | 98 (2) | 70.5 | 98.0 |
| | Verified account | * | 19 (81) | * | 19.0 |
| Information Dissemination | Link to other social media accounts | * | 62 (38) | * | 62.0 |
| | Link to website | 194 (81) | 97 (3) | 70.5 | 97.0 |
| | Photos | 154 (121) | 88 (1) | 56.0 | 98.9 |
| | Videos | 67 (208) | 49 (40) | 24.4 | 55.0 |
| | Link to blog | * | 47 (53) | * | 47.0 |
| | Post on their wall | 204 (71) | 100 (0) | 74.2 | 100 |
| Involvement | Email address | 194 (81) | 73 (27) | 70.5 | 73.0 |
| | Phone number | 26 (249) | 65 (35) | 9.4 | 65.0 |
| | Calendar of Events | 23 (252) | 55 (45) | 8.4 | 55.0 |
| | Volunteer Opportunities | 35 (240) | 48 (52) | 12.7 | 48.0 |
| | Methods to donate | 35 (240) | 39 (61) | 12.7 | 39.0 |
| | E-commerce store | 3 (272) | 6 (94) | 1.0 | 6.0 |
| Engagement | Organization responds to comments | * | 26 (63) | * | 29.0 |
| | Allows others to post on their wall | * | 0 (100) 75 (25) | * | 0 75 |
| | Show effort to gain feedback or responses | * | 62 (27) | * | 70.0 |

^a Frequencies are reported in the form Present (Not Present)

^b Data from Waters, Burnett, Lamm, and Lucas (2009)

* Not analyzed

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