

A non-profit social media cheatsheet

 Positive effect
 Little effect
 Negative effect

	facebook		digg	twitter	You Tube	Email	Linked in	Blog
	Groups	Pages						
Issue awareness	↑	↓	↑	↑	↑	↑	↔	↑
Organisation awareness	↓	↑	↔	↑	↔		↑	↑
Updating/informing	↑	↑	↔	↑	↔	↑	↔	↑
Fundraising	↑	↑	↔	↔	↑	↑		↑
Small ask activism	↑	↑	↑	↑	↑	↓	↔	↔
Big ask activism	↓	↔	↓	↓	↑	↑	↔	↑
Service delivery	↔	↔			↑	↔		↑
Professional networking	↓	↔		↑	↔	↔		↔
Research	↑	↑	↑	↑	↔		↑	↔
Feedback	↔	↑	↑	↑	↔	↑	↑	↑

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Based on previous experience of not-for-profit campaigns, this cheatsheet represents the relative impact on campaigns of the most effective digital media platforms. To download the latest version and find out more about social media marketing, visit our website.