

ThirdSector

Digital Marketing Survey results

Wonderly

Get in touch: hello@wonderly.agency

Introduction

Following our recent Digital Marketing Survey we are pleased to share the results with you.

We'll explore how charities are leveraging digital channels, the challenges they face, and the emerging trends that are shaping the future of non-profit marketing.

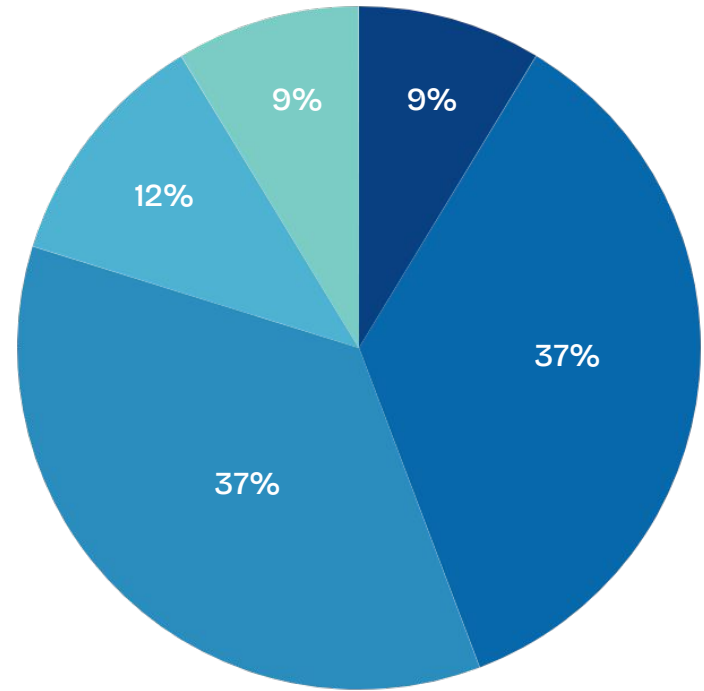
This data provides a valuable snapshot of the sector, offering insights to help your organisation benchmark its efforts and identify new opportunities for growth and engagement.

Conclusion

- The sector is moving beyond simply being present on digital platforms. There is a clear shift towards more strategic engagement, focusing on brand awareness and storytelling over immediate fundraising asks.
- Platform decisions are no longer just about reach; they are increasingly driven by brand safety and ethical alignment. The large-scale withdrawal from Twitter/X is the clearest evidence of this trend.
- While budget constraints are perennial, the most significant barrier to success is strategic capacity. The key challenges here are a lack of in-house expertise, the difficulty of reaching new audiences, and the struggle to measure impact effectively.
- Future success will depend on bridging this capacity gap. Charities must invest in digital skills, adopt tools that offer deeper audience insights, and build robust strategies that connect compelling storytelling with measurable outcomes.

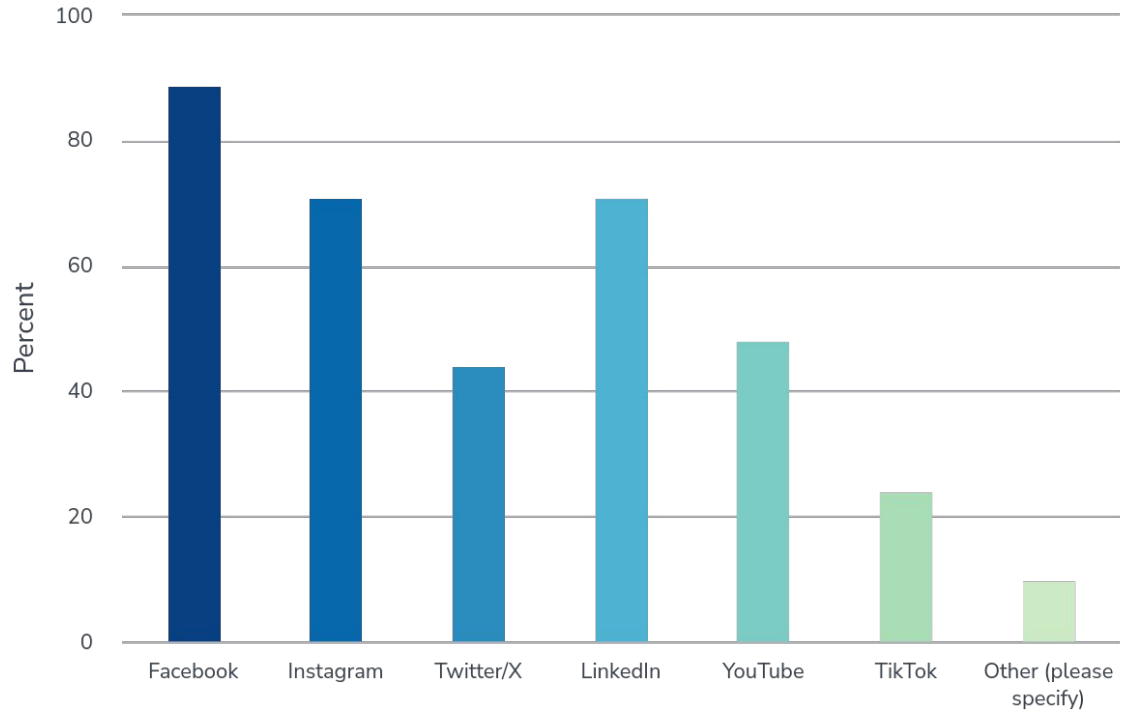
What is your charity's annual income?

The survey captures a broad spectrum of the sector, from smaller community groups to major national organizations. While a majority of respondents are small-to-medium-sized charities, a notable portion—over one in five—have incomes exceeding £10 million. This provides a well-rounded view, with insights relevant across organizations of varying scale.



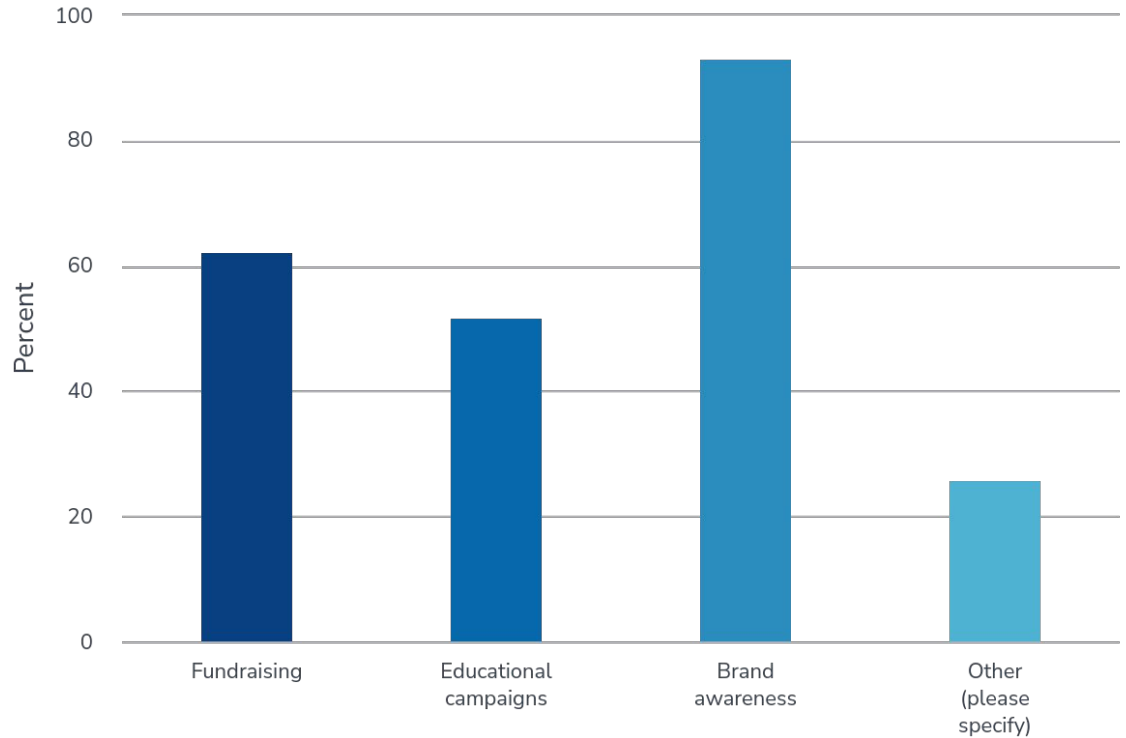
Which social media platforms does your charity use for content marketing purposes?

While Facebook remains the most-used platform, there is a clear expansion onto LinkedIn and Instagram. This suggests a strategic diversification to reach different audiences, from corporate partners to younger supporters. TikTok's lower adoption rate indicates a potential area for growth, particularly for engaging with younger demographics.



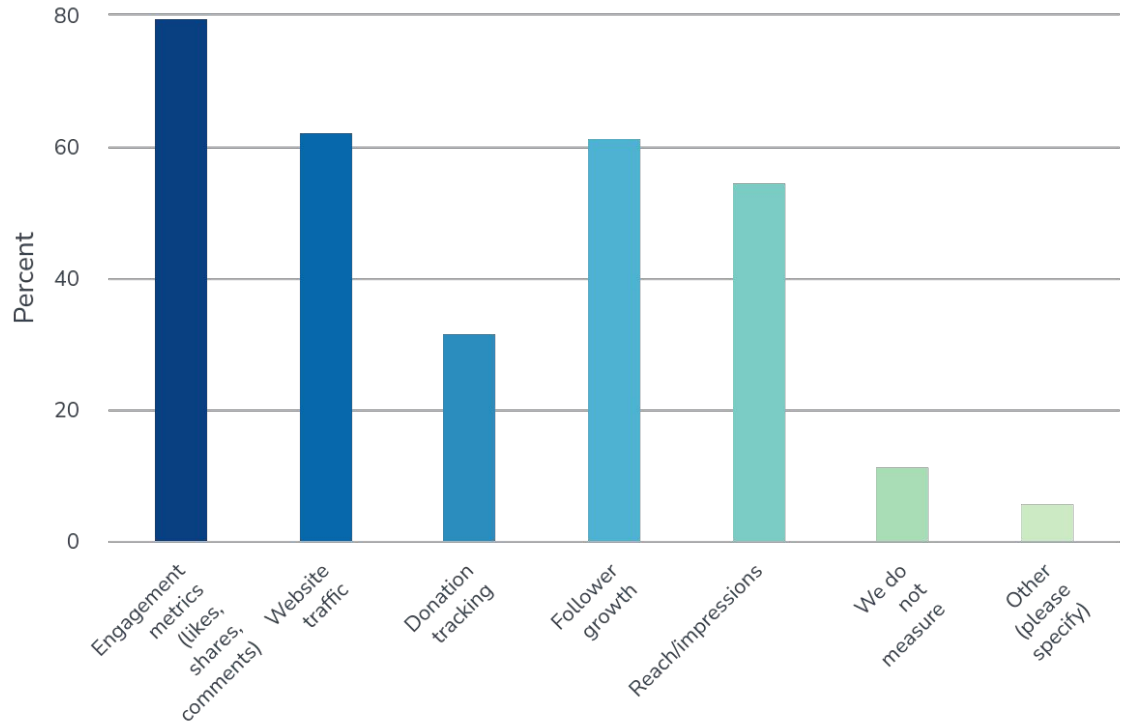
What do you use social media for?

The primary use of social media is for building brand awareness, which is prioritized over direct fundraising. This long-term approach suggests an understanding that establishing a trusted community is an essential foundation of sustained support.



How do you measure the success of your social media marketing efforts?

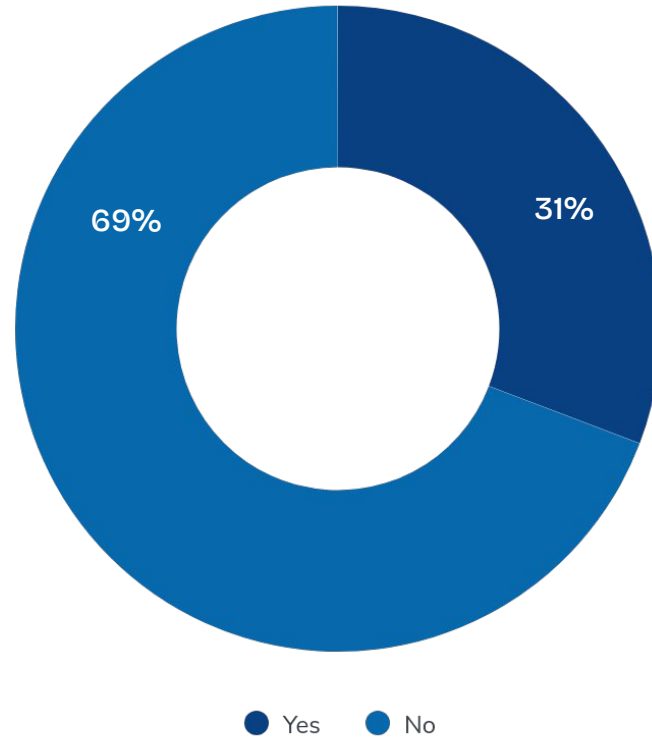
Success is most commonly measured by engagement metrics (likes, shares). While valuable, this focus may indicate a difficulty in attributing social media activity directly to financial outcomes.



Do you use AI in your marketing and fundraising work?

AI adoption is still in its early stages within the sector, with the majority of charities yet to integrate it into their workflows.

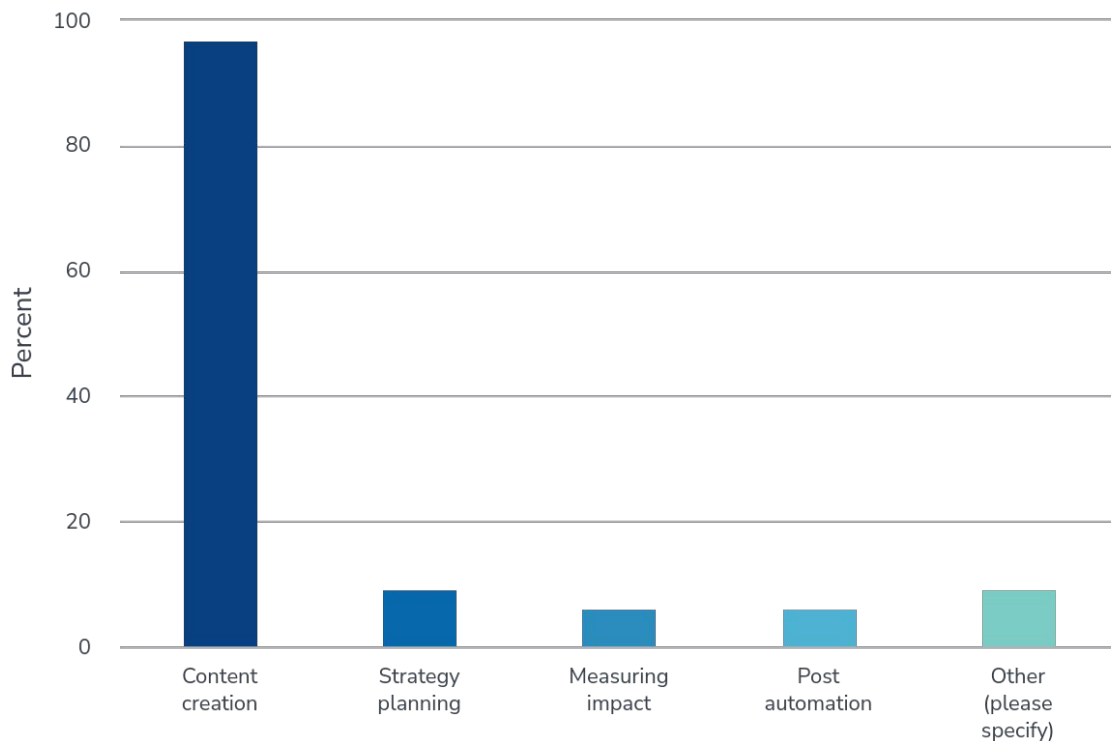
This presents a significant opportunity for early adopters, though it also indicates that barriers such as cost, skills, or a lack of proven use cases may be widespread.



What do you use AI for?

Among the charities that use AI, its application is almost exclusively for content creation. This suggests AI is currently viewed as a practical tool for efficiency rather than for more complex strategic functions.

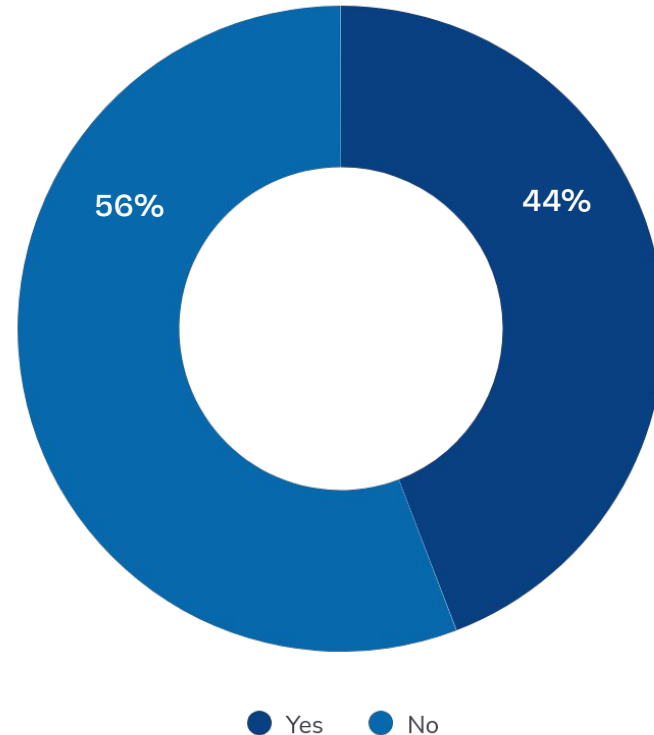
Exploring AI for data analysis or audience segmentation could unlock deeper insights and more personalized outreach.



Does your charity use paid social media advertising?

The use of paid social media advertising is evenly divided across the sector.

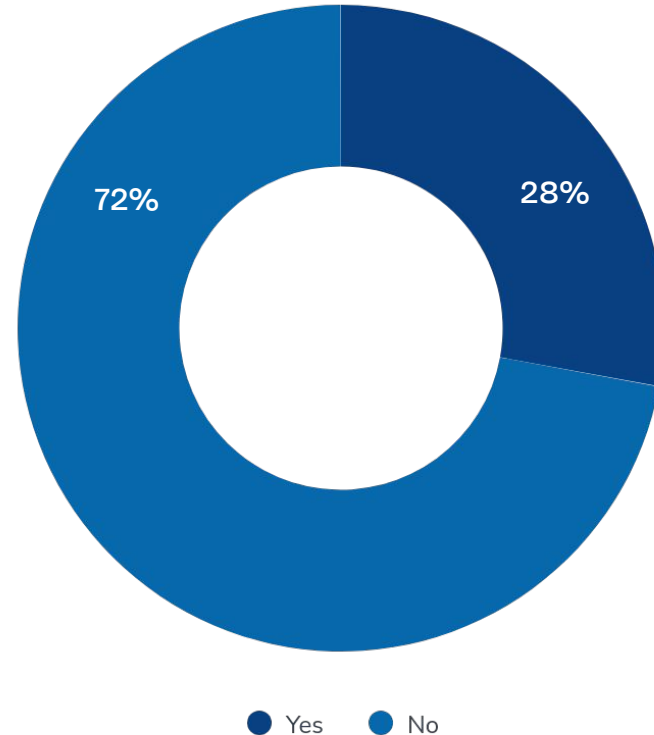
This suggests that there is no single best practice, with the decision to use paid ads likely dependent on individual budgets, campaign goals, and the performance of organic content.



Have you withdrawn from any social media platforms over the past year?

A significant minority of charities have withdrawn from a social media platform in the last year.

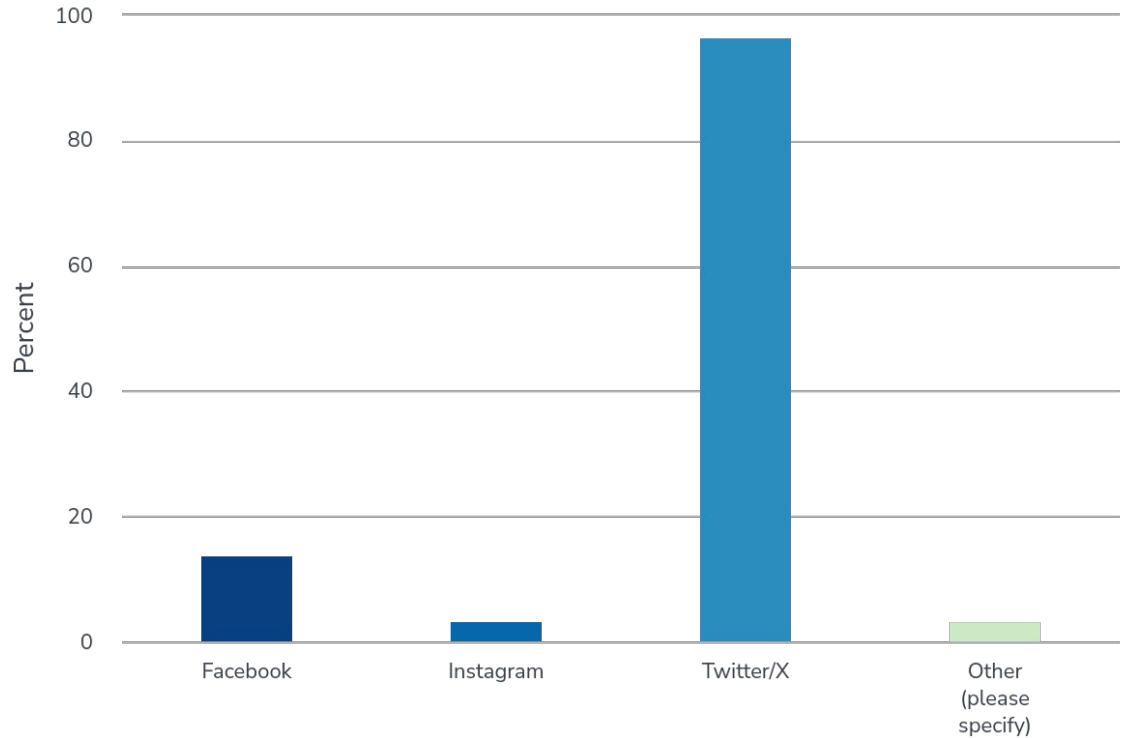
This indicates that organisations are actively evaluating platforms and reacting to any changes in the landscape.



From which social media platforms have you withdrawn?

Responses are overwhelmingly around Twitter/X.

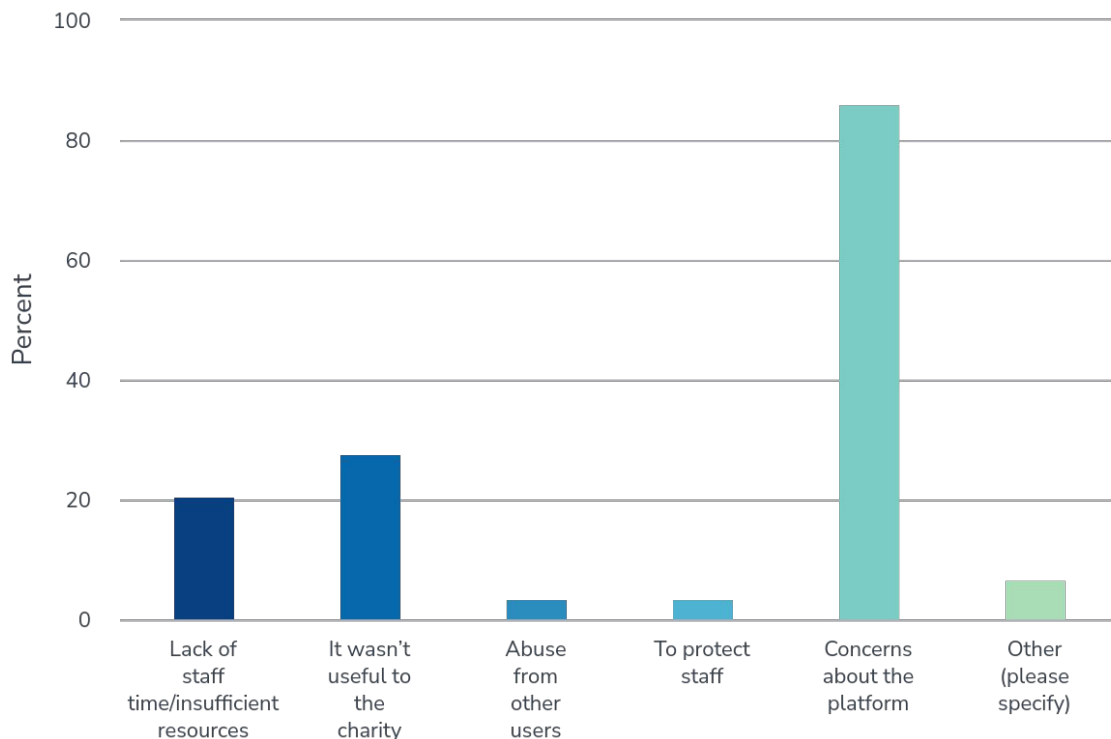
This strongly suggests that the platform's perceived value and brand safety have diminished for the non-profit sector following its change in ownership.



Why did you decide to withdraw?

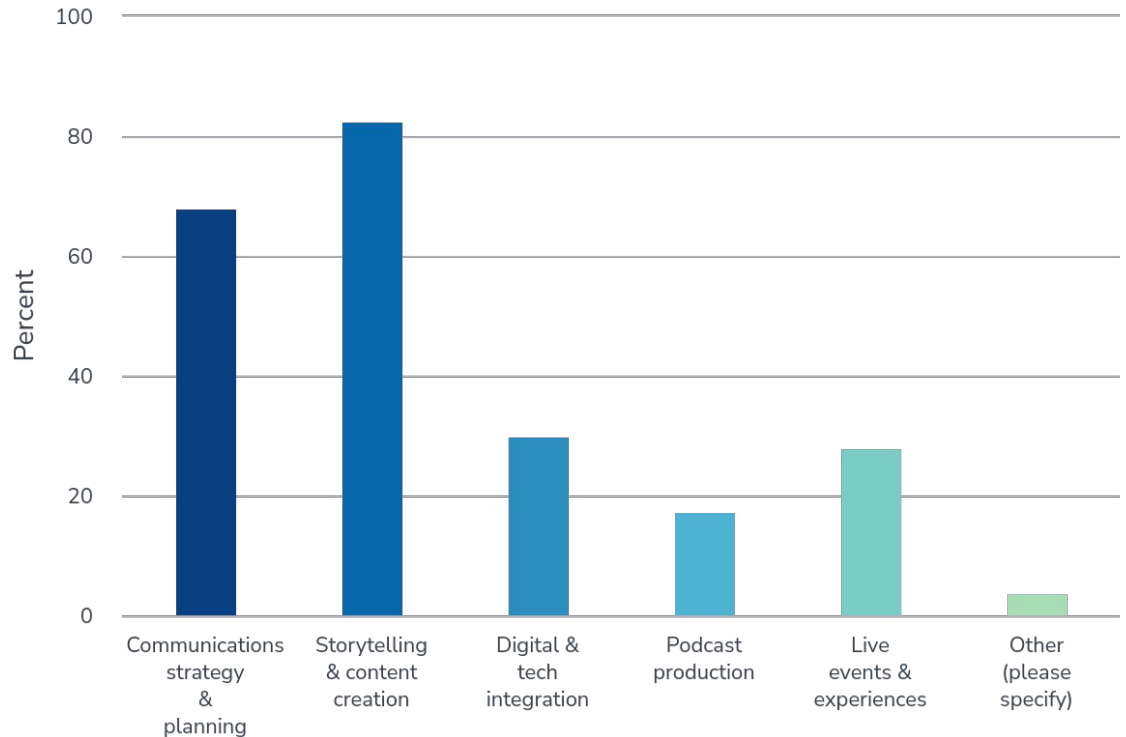
The primary driver for withdrawal is not a lack of resources, but concerns about the platform environment itself.

This suggests that brand safety and ethical alignment are becoming increasingly critical factors in charities' digital strategies.



In which of the following areas are you focusing your efforts to amplify your organisation's message and engage your audience(s)?

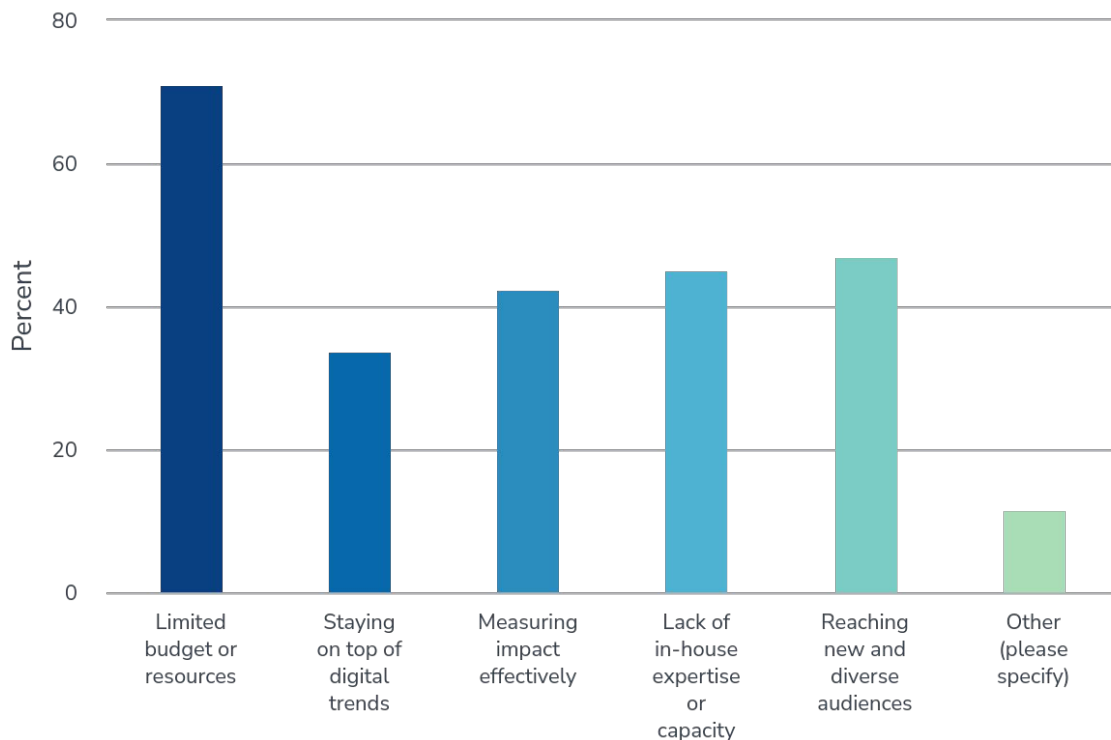
Looking ahead, the primary areas of focus are storytelling, content creation, and communications strategy. This reflects an understanding that a compelling narrative and a well-defined plan are essential for effective audience engagement.



What are the biggest challenges you face in communicating your impact or rallying support?

While limited budgets remain a key issue, the most significant challenges are strategic.

Difficulties in reaching new audiences and a lack of in-house expertise are prevalent. Investing in digital skills training and capacity building could help organisations overcome these strategic hurdles and improve their overall impact.



ThirdSector

Digital Marketing Survey results

Wonderly

Get in touch: hello@wonderly.agency