

TRENDSPOTTING

Social Media for Social Good

Do you know who your cause's biggest potential online champions are? Georgetown University's Center for Social Impact Communication and Waggener Edstrom Worldwide jointly conducted a 2012 survey of digitally active, cause savvy American adults to gauge their behavior, motivations and beliefs. Respondents fall into four distinct categories of potential cause influencers, and details on what they look like, what makes them unique and how to engage them are below.

Mainstreeter

- Most common category, at 40% of respondents.
- While active on social media, only supports causes offline.
- Reluctance to support online comes from distrust, privacy concerns, and a desire to see results firsthand.
- 73% agree that influencing others to support causes is important to them.
- Learns about causes from people, both online and off.

Who they are:

Ages 45+, parents & grandparents, incomes between \$35-75K.

Minimalist

- Least common category, at just under 15% of respondents.
- Only supports causes online.
- Types of support are dictated by convenience, lack of time/money, and apathy.
- Ranks "influence" among the most important resources they can give to a cause.
- Learns about causes online, from both owned channels (emails, websites) and news sites.

Who they are:

Ages 25-44, single, more likely to be unemployed, incomes <\$50K.

Moderate

- Represents nearly a third of respondents.
- Balances offline support with online actions, such as liking a cause on Facebook.
- 57% have taken offline action after supporting a cause on social media.
- 75% agree that influencing others to support causes is important to them.
- Learns about causes from people, and credible, trusted sources like news sites.

Who they are:

Ages 25-45+, nearly half with four-year degrees or higher, incomes between \$35-100K.

Maximizer

- Relatively uncommon, at only 17% of respondents.
- Supports an average of 12 different causes - nearly twice any other category - and does so both online and off.
- 79% have taken offline action after supporting a cause on social media.
- 87% agree that influencing others to support causes is important to them.
- Craves knowledge about causes, and considers themselves to be more knowledgeable than the average American on both local and global issues.

Who they are:

Ages 18-34, highest educated and among highest incomes, 22% either born outside the U.S. or have parents/grandparents living abroad.



GEORGETOWN UNIVERSITY
School of Continuing Studies
Center for Social Impact Communication

