



Fundraising Statistics & Ideas



INSTAGRAM STORYTELLING FOR NONPROFITS

With Instagram your nonprofit can visually share your story through a variety of features including photos, videos, stories, filters, polls and more!

Instagram ► BY THE NUMBERS

40 BILLION

Photos shared

300 MILLION

Daily active users of stories

95 MILLION

Photos uploaded per day



1 out of 3

Web users have an Instagram account



TIP!

Instagram Stories allow your nonprofit to post photos or videos that demonstrate the impact your followers can make. It's a great way to share 'in the moment' stories about your organization.

Instagram ► TOP 4 WAYS TO MAKE THE MOST OF STORIES

- 1 Create a catchy opening like announcing a behind the scenes look or a takeover by a popular volunteer or local celebrity. It's important to remember that most viewers drop off after 4 seconds.
- 2 Get interactive by including a poll, question sticker or geotag. There are countless options get creative, have fun and create content that is entertaining with value that will engage the viewer.
- 3 Always include a branded hashtag. Posts with a hashtag have over 12% more engagement and help your audience join in on the conversation.
- 4 Include a call-to-action like a keyword and shortcode that takes them to a mobile-friendly landing page. Make it simple to connect with your cause beyond Instagram.



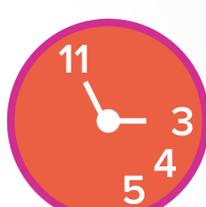
TIP!

Shoot your story vertically since 94% of your audience hold their device this way.

Instagram ► STATS EVERY NONPROFIT SHOULD KNOW



Thursday is the best day of the week to post on Instagram



11:00 pm | 3:00 pm | 4:00 pm | 5:00 pm Local time are the best times to post on Instagram



50% of Instagram captions and comments contain emojis, and now emojis are searchable on the platform and are hashtagged more than **6.4 million times per month**



TIP!

Post video and photo updates along the way as you achieve campaign milestones of 25%, 50%, 75% and 100%. Be sure to share your keyword and acknowledge donors along the way.

MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call **(888) 661-8804** or go to **https://hubs.ly/H0cRdct0**

SOURCE

1. <https://www.socialreport.com/insights/article/360000242983-Infographic-Friday-Your-Brand-Needs-to-Be-Using-Instagram-Stories-in-2018>