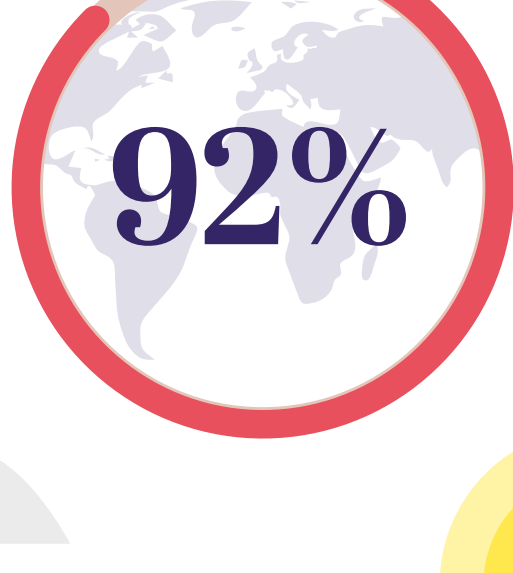
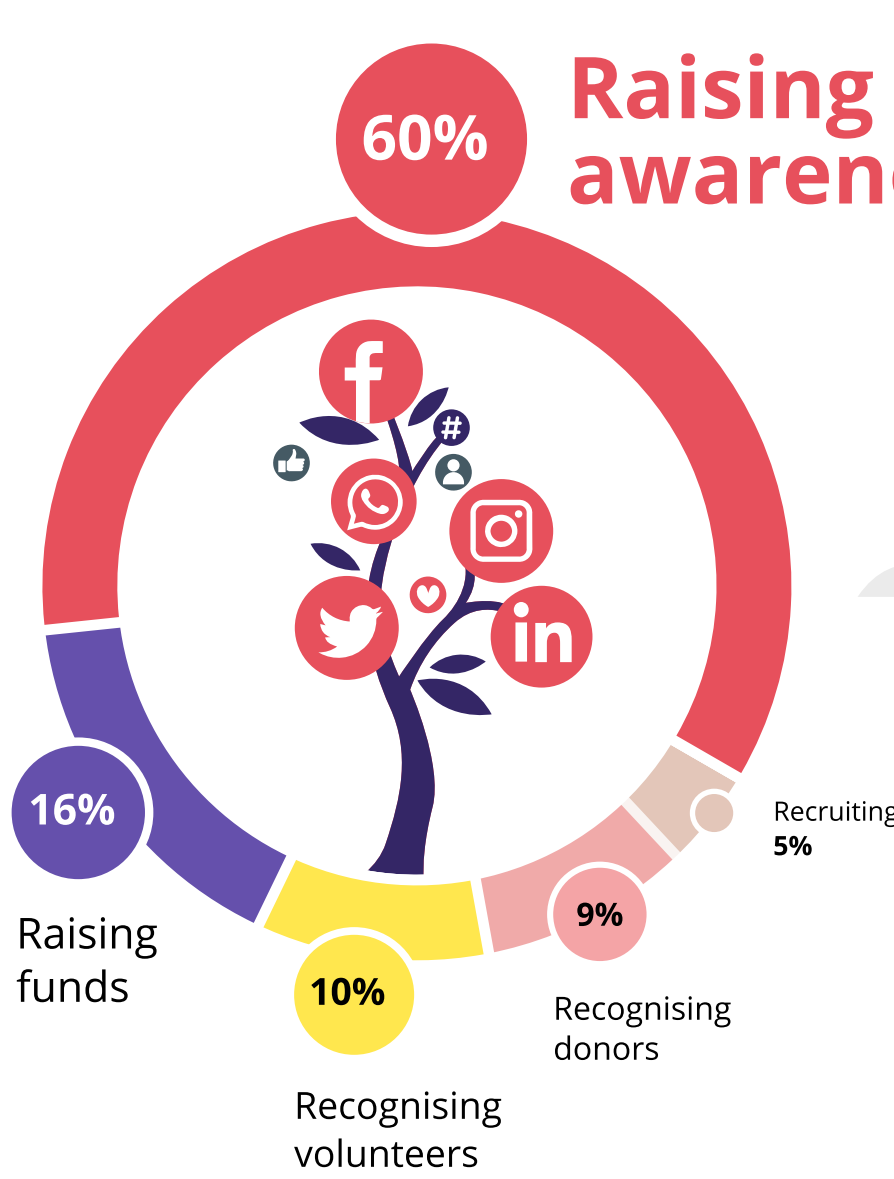


Indian NGOs are missing out!



of **NGOs** across the globe use **social media**

for



So, why are only

0.5%

OF INDIAN **Social Enterprises** USING **Social Media?**

Out of 1.3 Billion Indians

624 Million

Internet users

448 Million

Social media users

IN 2021, SOCIAL MEDIA USAGE GREW BY 21%

THAT MEANS, **78 Million Indians**

entered the virtual world.

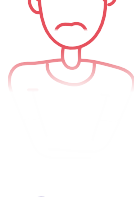


Out of these



15% belong to **Gen X** (Age 41-56)

Gen X want direct contact with NGOs through social media.



52.3% belong to **Millennials** (Age 25-40)

Millennials want to inspire change through social media.



28.4% belong to **Gen Z** (Age 9-24)

Gen Z want to spread messages of goodwill through social media.

THE POTENTIAL OF SOCIAL MEDIA

is proven – it works!

Social impact initiatives that leverage social media see

69%

more awareness



32%

more funding



30%

better volunteer and corporate engagement



BECAUSE TODAY,

OVER

80% & 49%

of millennials

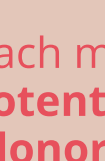
of Gen Xers

DONATE THROUGH

online forums



Strategic communication on social media can help you



Reach more potential donors



Drive collective action for your cause



Effectively engage volunteers



Grow your influence