



Social Media for Social Good

Survey on Social Media
and Civil Society Organisations in Croatia

- R E P O R T -

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INTRODUCTION

At the end of 2011 the association Moslavina Media Servis began developing *Doniralica* - the first Croatian crowdfunding platform, specialized for civil society organizations and informal civic initiatives. *Doniralica* will help the strengthening and growth of the nonprofit sector, encourage philanthropy and active involvement of citizens in socially responsible projects, providing secure and transparent e-fundraising tool for individuals, local communities and CSOs.

In fact, we noticed that during financially unstable period that Croatia is going along with the rest of Europe, civil society organizations and civic initiatives are losing funds or have problems fundraising and receiving financial support for the implementation of their projects. For further support of the development of civil society in Croatia, with the already established ways of funding, all stakeholders should take extra efforts in finding new innovative models and/or adopt those that have proven successful in other countries.

Platforms like *Doniralica* will enable all organizations (and other grant seekers that work for the public good) to present their projects in one place and help donors to get all relevant information about the donating options. There are many people of good will, and many companies as well, willing to donate money or their services. However, the lack of transparent and comprehensive information about the option to donate often discourages potential donors.

That is why, in parallel with the technical development of the platform, we are actively working on a presentation of a (yet little known) crowdfunding concept to civil society organizations and other interested stakeholders across the Croatia. We held numerous lectures and participated in several conferences in order to transfer some of the knowledge based on our experience and years of work in the civil society organizations, media and with new technologies.

In preparing these events and educational programs we noticed that (although we have a lively and developed civil society and a very active on-line community in Croatia) there's no concrete and relevant information on the use of "social media for social good". That kind of longitudinal research and analysis is regularly conducted in other countries and provides a clear insight into the habits, activities, needs, trends and strategies of non-profit organizations, foundations and the media in the social environment on the Internet. So we decided to conduct a survey among non-profit organizations in Croatia.

SURVEY

The research was conducted in collaboration with the agency *Lude ribe Ltd* and EU Technical Assistance for Civil Society Organisations (TACSO) in IPA countries, Croatia Office, on 567 organizations, foundations, organizations and civic initiatives in Croatia. The survey was conducted on-line, and respondents were contacted and prompted by e-mail, through media and social networks. We are aware of the fact that, although the number of surveyed nonprofit organizations is relatively large, the results may not be fully representative and may not give a true picture of the use of social media among civil society organizations in Croatia. But despite this, the results are substantially reliable and provide an adequate basis for the development of new manuals and tools to improve marketing and communication strategies of civil society organizations, with the aim of strengthening and developing their capacity and skills to actively participate in social processes for the common good through modern means of communication, information and advocacy.

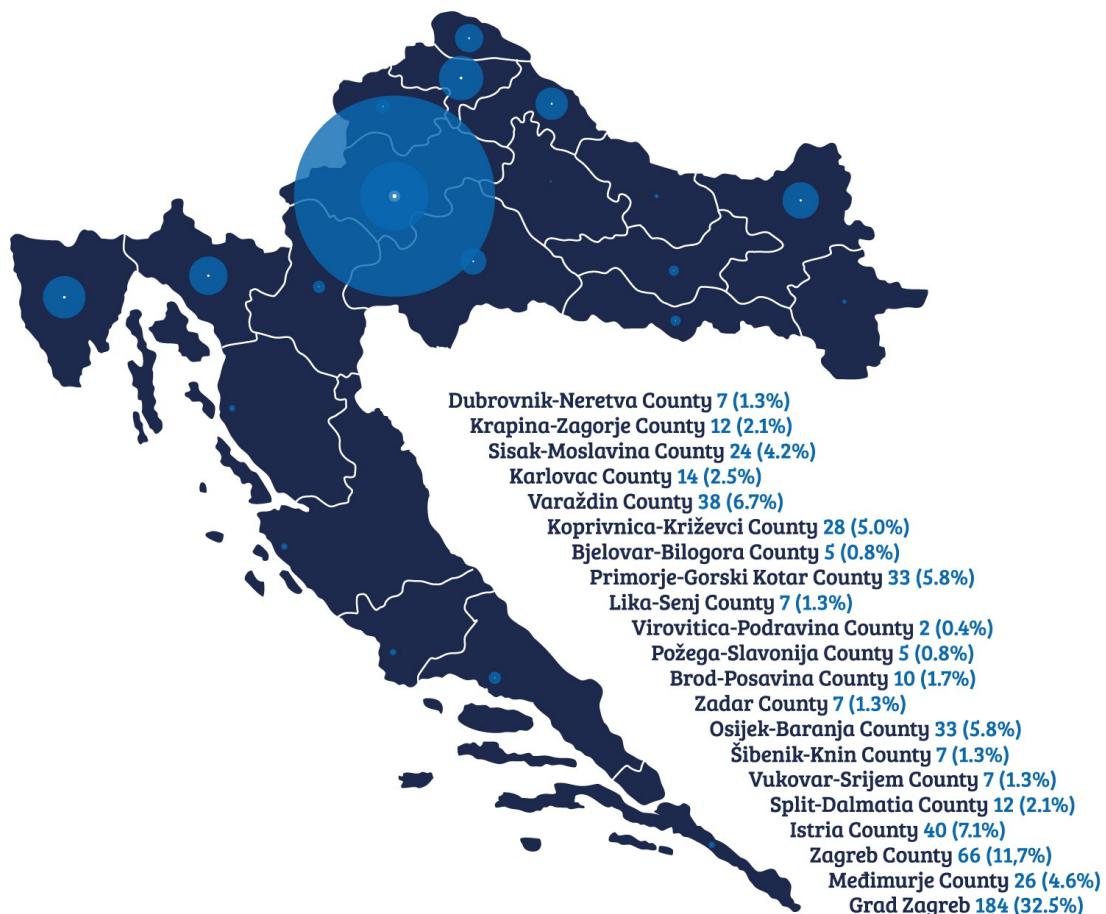
The project lasted for four months, from January to April 2013. In the first, preparatory, phase a special dedicated website www.drustvenimediji.org was created. That was the focal point of the survey and contained all the relevant information about the project, target groups and objectives of the survey, together with a link to the poll.

The website and other technical solutions and promotional materials (like banners, social networks ads, etc.) were produced by the agency *Lude ribe Ltd* - the agency that deals with marketing, corporate communications and social media. The company has years of experience in consulting and training services, as well as providing services and offer creative solutions to individuals, companies, institutions and civil society organizations in planning, business, communication, relationships with customers, donors, activists and interested public, sales, marketing, PR and other activities on social networks and the Internet. Because of their great expertise in social media and frequent cooperation with the civil sector, the agency *Lude ribe Ltd.* was a natural choice when choosing a expert partner for research.

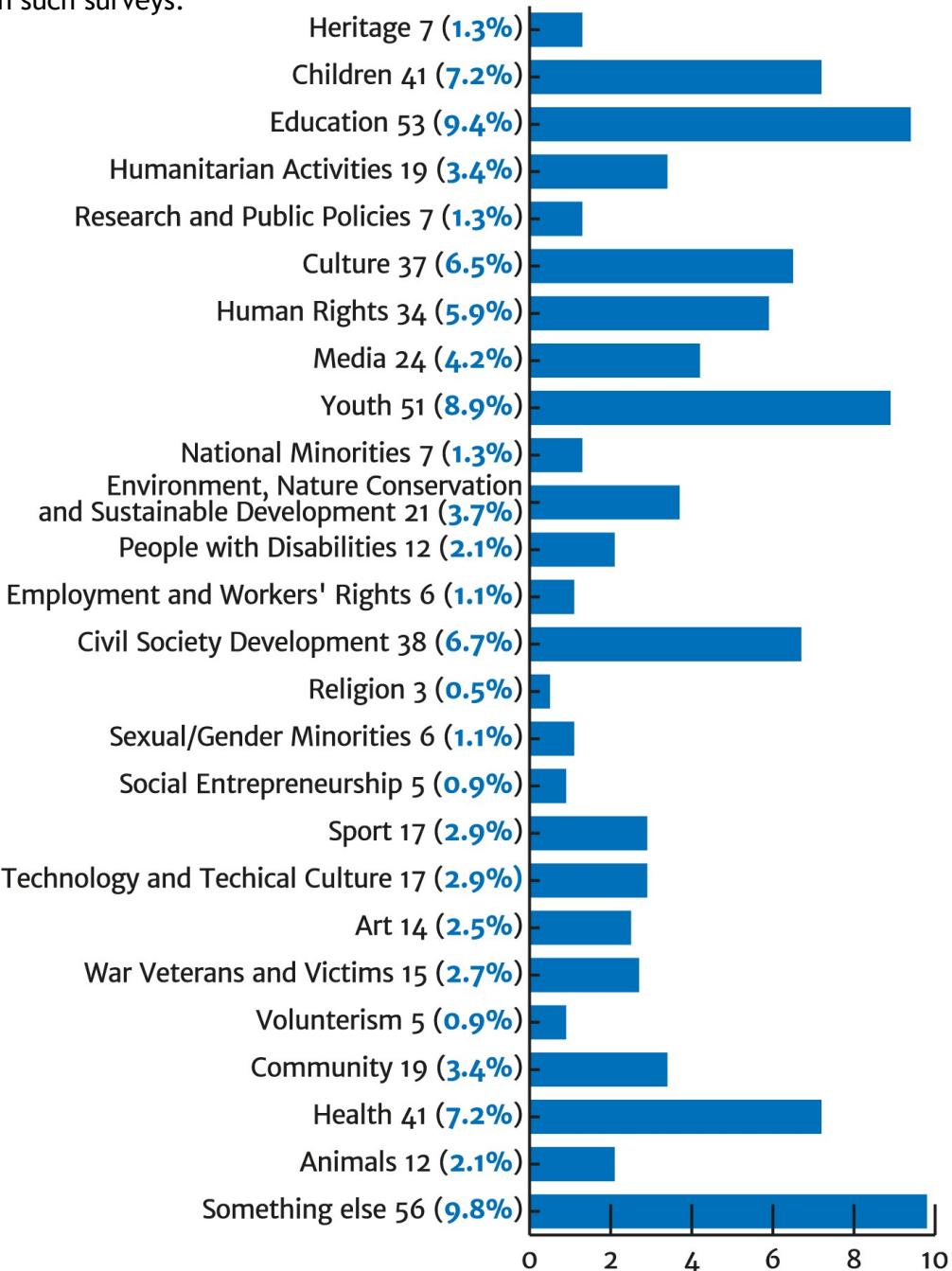
Support in the promotion and dissemination of information on research was provided by the various platforms and media, especially by Publicconn, H-alter, CivilnoDrustvo, tportal, Netokracija and Poslovni Dnevnik. Lots of organisations shared the information through their social networks. The site had a total of 2,800 unique visitors, while the posts on Doniralica's Facebook page were seen by 3,500 people and shared 186 times.

The poll itself was created on the platform KwikSurveys, currently one of the world's best platorm for on-line surveys. We used advanced Enterprise option because it allowed the setting up different types of questions (46 in total) and enabled the analysis of data at the end. The survey lasted for one month, from February 20th till March 20th and during that period we got 567 answers. The survey was anonymous, but the organizations had the option to leave contact information if they wanted to (67 of them did it).

We have received replies from all parts of Croatian, mostly from Zagreb (184) and at least from Virovitica-Podravina County (2).



Also, organizations with different interests and areas of work participated in survey, mostly those dealing with education and youth, and only few focused on social entrepreneurship and religion. But that does not mean that we have the same structure of the civil society in Croatia, but rather suggests which kind of organizations use social media and are willing to actively participate in such surveys.



The survey was structured in the way that through the set of closed-ended questions we get a clear picture of the habits, experiences, scopes, dynamics, ways and purposes of the use of social media among civil society organizations in Croatia, but taking into account their size, length of existence, budget, number of employees and volunteers, their average age and similar parameters as well. It was clear from the beginning that these elements will be of crucial importance for the understanding of the results and that it's important to take them into account, as evidenced by the recent surveys on the same subject in other countries.

THE RESULTS

Detailed analysis of the survey results will be published in a special bilingual, Croatian-English, publication in June 2013. Hence, we mention only the most interesting and significant results here in this report.

The study showed that less than 13% of civil society organizations in Croatia, who participated in the survey, have no website. Of those existing website only less than a third (28.2%) are adjusted for viewing on mobile devices. Even 19% of organizations don't use mailing lists, and those who use them mostly have up to 100 subscribers.

But at the same time, 87% of organizations have a profile on at least one of the social networks. As expected, most of them are on Facebook (over 91%), but it is interesting that almost three quarters of organizations do not use Twitter, the fastest and easiest micro-blogging service in the world, with an annual growth of 995%. In respect of other social networks, with the exception of YouTube, Google+ and LinkedIn, their representation among civil society organizations in Croatia is negligible.

	Less than 1 year	Between 1 and 2 years	Between 2 and 3 years	More than 3 years	We don't use this network
Facebook	133 (23.53%)	140 (24.71%)	153 (27.06%)	91 (15.88%)	50 (8.82%)
Twitter	30 (5.29%)	60 (10.59%)	40 (7.06%)	27 (4.71%)	410 (72.35%)
LinkedIn	33 (5.88%)	30 (5.29%)	17 (2.94%)	0 (0.00%)	487 (85.88%)
Youtube	60 (10.59%)	93 (16.47%)	53 (9.41%)	81 (14.12%)	280 (49.41%)
Google+	47 (8.24%)	47 (8.24%)	13 (2.35%)	17 (2.94%)	443 (78.24%)
Foursquare	10 (1.76%)	7 (1.18%)	0 (0.00%)	7 (1.18%)	543 (95.88%)
MySpace	3 (0.59%)	0 (0.00%)	0 (0.00%)	17 (2.94%)	547 (96.47%)
Flickr	7 (1.18%)	7 (1.18%)	10 (1.76%)	27 (4.71%)	516 (91.18%)
Pinterest	0 (0.00%)	0 (0.00%)	3 (0.59%)	0 (0.00%)	564 (99.41%)
Instagram	7 (1.18%)	7 (1.18%)	3 (0.59%)	0 (0.00%)	550 (97.06%)
Scribd	7 (1.18%)	3 (0.59%)	3 (0.59%)	0 (0.00%)	554 (97.65%)
Slideshare	10 (1.76%)	0 (0.00%)	0 (0.00%)	3 (0.59%)	554 (97.65%)
Some other network	17 (2.94%)	10 (1.76%)	3 (0.59%)	7 (1.18%)	530 (93.53%)

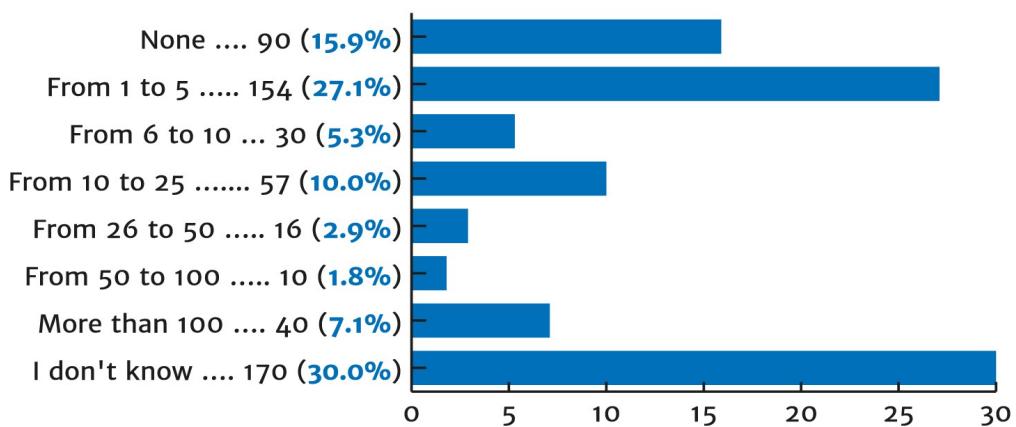
When we talk about the activities on social networks, the most important things for CSOs are awareness raising and public relations, then the engagement and retention of supporters, promotion, advocacy and education, then advocacy and positioning among other stakeholders, while fundraising and recruitment on social networks are less important for them. Accordingly, organizations don't use social networks and their opportunities as often for all activities.

	Up to 4 hours per week	From 5 to 9 hours per week	From 10 to 24 hours per week	More than 25 hours per week	We don't use for this purpose
Promotion of goals and activities	364 (64.12%)	93 (16.47%)	30 (5.29%)	17 (2.94%)	63 (11.18%)
Information and Reporting	357 (62.94%)	103 (18.24%)	30 (5.29%)	30 (5.29%)	47 (8.24%)
Recruiting new members and/or volunteers	289 (50.89%)	60 (10.65%)	20 (3.55%)	20 (3.55%)	178 (31.36%)
Advocacy and awareness raising (campaigns, petitions..)	294 (51.76%)	43 (7.65%)	33 (5.88%)	27 (4.71%)	170 (30.00%)
Fundraising (donations, selling own products/services..)	177 (31.18%)	40 (7.06%)	13 (2.35%)	20 (3.53%)	317 (55.88%)
Communication with members and supporters	324 (57.06%)	83 (14.71%)	30 (5.29%)	60 (10.59%)	70 (12.35%)
Something else	163 (28.82%)	27 (4.71%)	17 (2.94%)	7 (1.18%)	353 (62.35%)

	Once a day	More than once a day	Once a week	More than once a week	We don't use
Tweet/Retweet	33 (5.78%)	29 (5.20%)	46 (8.09%)	26 (4.62%)	433 (76.30%)
Publishing own content on web page or blog	75 (13.29%)	59 (10.40%)	200 (35.26%)	102 (17.92%)	131 (23.12%)
Editing profile/page on social networks	89 (15.61%)	82 (14.45%)	186 (32.95%)	115 (20.23%)	95 (16.76%)
Commenting some others posts	49 (8.67%)	59 (10.40%)	102 (17.92%)	82 (14.45%)	275 (48.55%)
Creating and publishing of video materials	39 (6.94%)	7 (1.16%)	131 (23.12%)	39 (6.94%)	351 (61.85%)

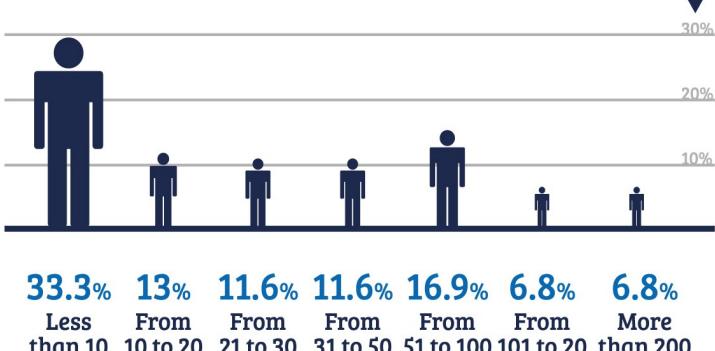
Most of organizations see a significant potential and contribution of social media for recruiting new supporters and/or members. Almost a third of organizations have more than 1,000 'friends' or 'followers' on the network they are using the most. But only a quarter of those numerous 'friends' are attracted by organizations' activities (on the network), while all the others already had previous contact with the organization and/or its members.

Less than 10% of organizations succeed to attract a significant number of new volunteers, members or supporters through their social media activities. Even one-third of organizations do not know the answer on this one since they don't keep any records of it.

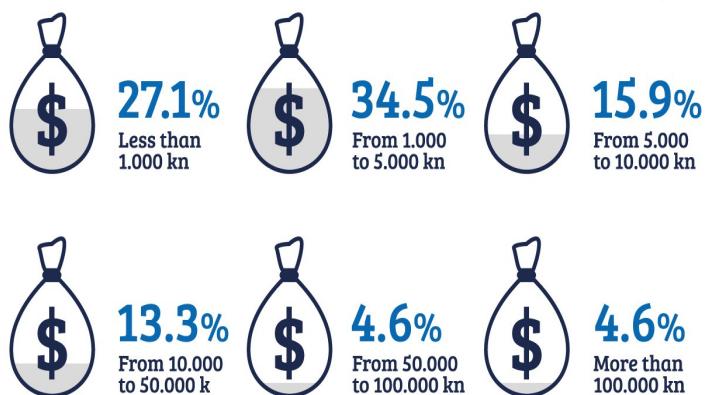


Accordingly, fundraising through social media among civil society organizations in Croatia is not overly represented. Only one-third of organizations conducted some fundraising campaigns, but without any significant success - they managed to animate a relatively small number of donors and raise only smaller amounts. However, there are some very good and successful examples of fundraising campaigns such as Zagreb Pride, Green Action, Roda or Pravo na grad.

How many citizens or your members/employees/volunteers you succeed to engage for the action?
How many people donated money for the project or organisation?

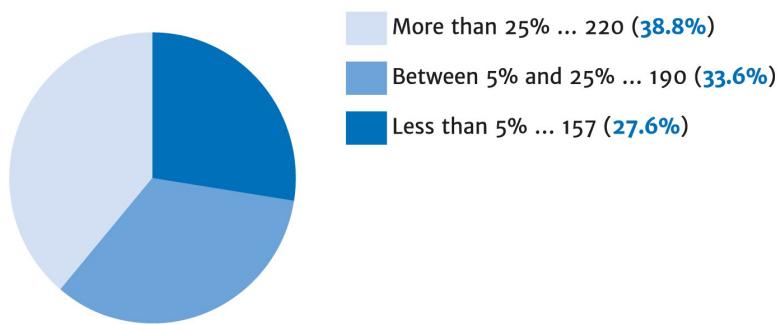


How much funds your organisation managed to raise from donors through campaigns and social networks?



One of the reason is probably the lack of a local crowdfunding platform (the GivenGain platform and project ZaDobroBit failed - it has been used only by 3% of the surveyed organizations!) adjusted to the context and tailored to the needs of the nonprofit scene in Croatia. Our survey has shown that more than 50% of organizations will 'definitely' or 'probably' use that kind of platforms. We believe that's a solid ground and great potential for projects like Doniralica.

The vast majority of civil society organizations in Croatia believes that social media are "very" (39%) or 'somewhat' (48%) important for their work, and a large part of their marketing and communication activities take place through social networks (39% of CSOs use social media for at least 25% of all marketing and communication activities).



Nevertheless, most organizations do not have clearly defined persons who are responsible for the management and communication through social media. Most often it is the person in charge of the organization or program/project, often volunteers, administrators and a like. Only 10% of CSOs have a person in charge of public relations, who also maintains profiles on social networks.

In favor of vague and poor media strategy when it comes to social media is the fact that most of the organizational knowledge is gained by trial and error. People are learning themselves over time or by observing what others are doing. Less than 2% of organizations used the services of new media experts and community managers, a little more of them have studied the literature or attended (in)formal training programs.

CONCLUSION

All of the above suggests that civil society organizations do not use social media sufficiently and not utilize their full potential. According to the data obtained in this study, the majority of organizations are using social media - there is extensive experimentation with social media in the non-profit sector, but only half surveyed are active users. The real value, importance and impact of social media is still not a clear majority of organizations in Croatia, especially to their executives. In addition, CSOs do not currently have the infrastructure, staff and expertise necessary to take full advantage of social media's potential. Most nonprofits say social media is changing how they communicate with broad external audiences, but not narrower categories of stakeholders .

Therefore it is necessary to actively work to educate key people in organizations to gain the necessary skills and knowledge in the field of Internet marketing. Furthermore, there is a need for development new manuals and tools to improve marketing and communication strategies of NGOs, with the aim of strengthening and developing their capacity to actively participate in social processes for the common good through modern means of communication, information and advocacy.