



2025 Social Media Trends in =nonPROFIT=

Hats off to you, nonprofit social marketers — with your limited budgets, the constant challenge of trying to stand out alongside flashier brands and products, and the impossible task of hunting down those golden client stories. Your job isn't easy. But we hope to make it a wee bit easier with our Social Media Trends data that we've sliced up by respondents in the nonprofit industry to zero in on what's working — and where success is waiting for you in 2025.

Our social trends for 2025

And how they're shaping social media in the nonprofit sector

CONTENT EXPERIMENTATION

Social teams ditch brand consistency to push creative boundaries

42% of marketers at nonprofits have experimented with a new tone of voice or personality on social media in the last 12 months

Brands drop in on creators' comments to pick up new audiences

41% of marketers at nonprofits have been testing proactive engagements

SOCIAL LISTENING

Social listening refines the art of trendjacking

75% nonprofit social marketers are confident in their ability to keep up with current social media trends — and almost **a quarter** have switched up their social strategy because of cultural opportunities like memes and trends

Listening launches social pros into their performance marketing era

53% of social marketers at nonprofits use social listening tools

AI

Generative AI is off probation and officially on the team

Editing and refining text (69%), producing text from scratch (65%), and completely revising/rewriting text (60%) are the **top 3** most common uses of AI for nonprofit social marketers

Social media strategists get a new thought partner

64% of social strategists at nonprofit organizations use AI to develop new ideas

See how your industry stacks up.
Read our full Social Media Trends 2025 report

Platform usage

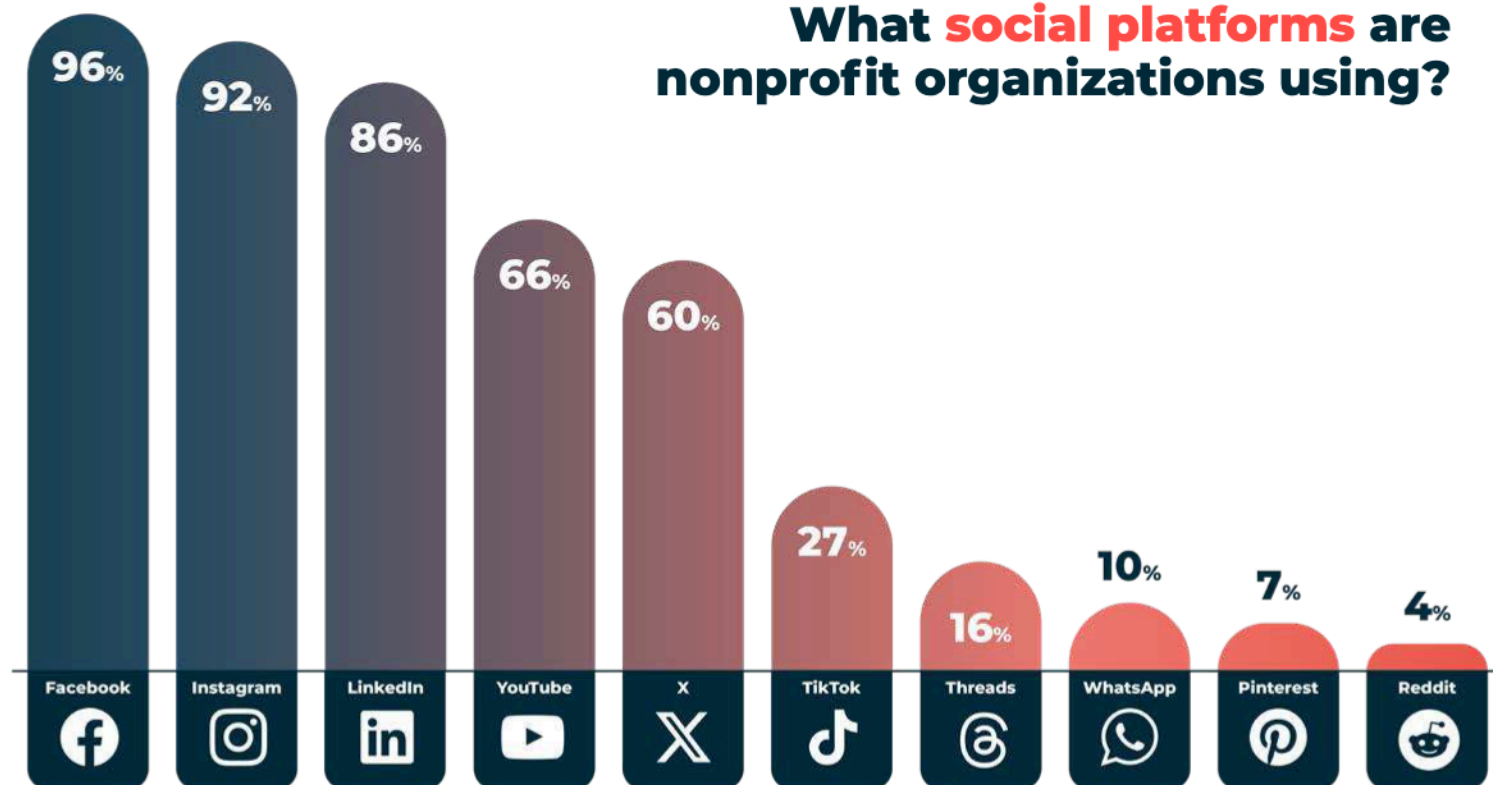
Facebook, **Instagram**, and **LinkedIn** are the most popular social platforms among nonprofit organizations. They're also the three platforms nonprofit social marketers feel most confident about when it comes to delivering ROI (65%, 68%, and 69% respectively). So it seems they're getting the most bang for their buck there.

But what's surprising is **YouTube**. It's the fourth most-used platform for nonprofits (no other industry's usage is quite as high), yet only 39% feel confident that it delivers a positive ROI. YouTube isn't the best platform for driving actions like donations or event sign-ups (they want users to keep watching,

not get sidetracked by CTAs). So nonprofits might be better off posting their videos to the platforms they know are working like Facebook, Instagram, and LinkedIn, which now prioritize video content anyway.

Another interesting finding: Nonprofits feel just as confident in WhatsApp's ability to deliver ROI (64%) as their top three platforms. Even though only 10% use it, those that do aren't looking back. And considering WhatsApp's wildly [high engagement and open rates](#), we can see the appeal — updates, donation requests, and event reminders are much more likely to be seen.

What social platforms are nonprofit organizations using?

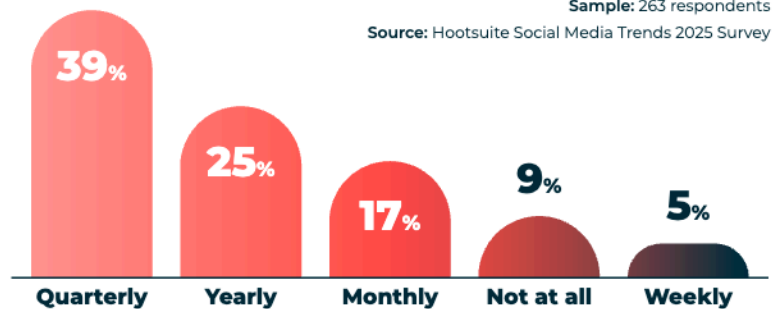


Sample: 520 respondents

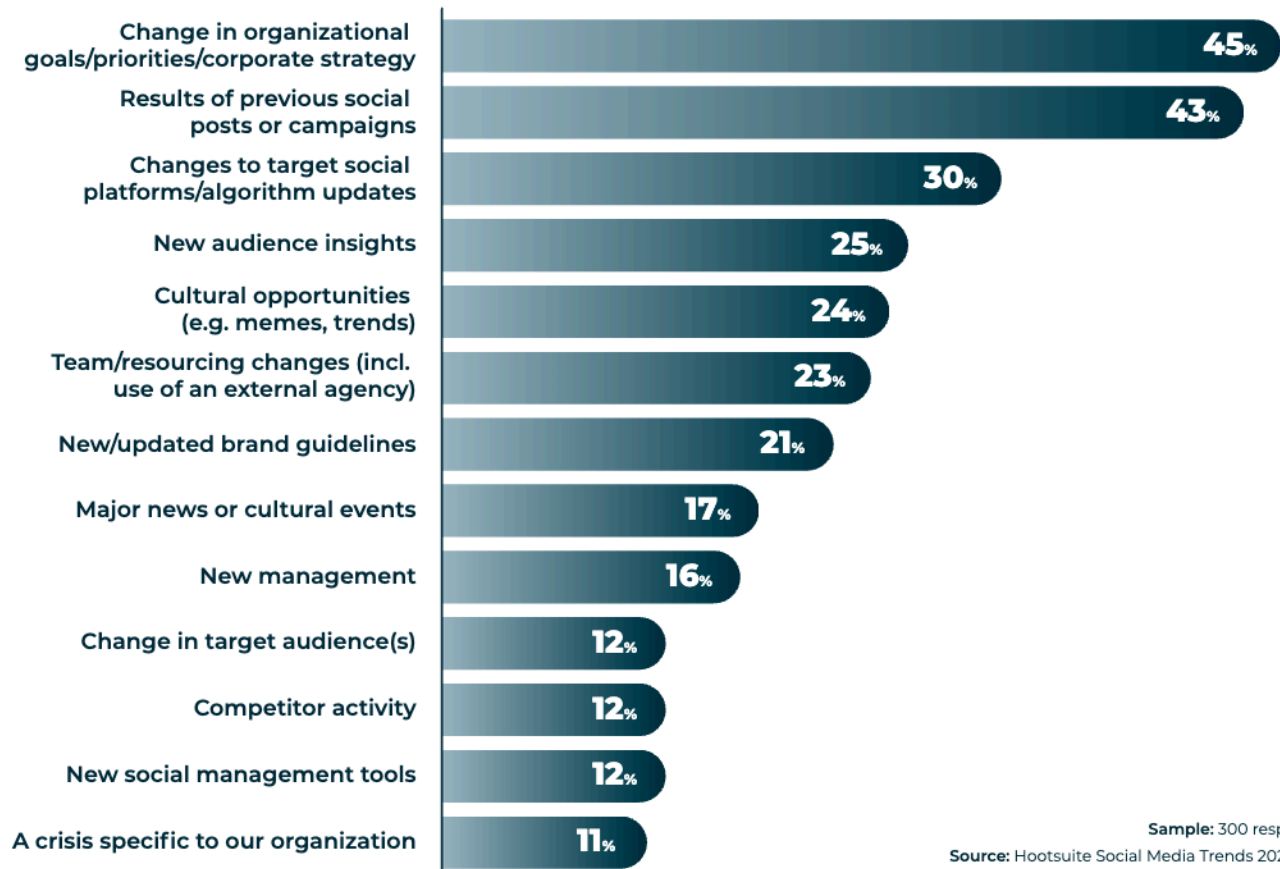
Source: Hootsuite Social Media Trends 2025 Survey

Social strategy

How often are nonprofits **updating** their social strategy?



What causes nonprofit organizations to **make changes** to their social strategy?



3 ways nonprofit social teams can win in 2025

1 **Start building agility into your social strategy — before it's too late**

Our research shows that the highest-performing social marketers weave agility right into their social strategies, with social listening and AI being two key pillars. And out of all the industries we surveyed, organizations from the nonprofit sector were *least* likely to be using both social listening and AI content creation tools.

We suspect that tight budgets and limited resources are the main reasons for this. But if social media is as important to the success of these organizations as they suggest — 84% of our nonprofit survey respondents say it's *very essential* to the business — they shouldn't skimp on the tools that'll help drive impact.

Remember, on social, you're competing against other industries and organizations to capture (and keep) people's attention. That's a lot harder to do if you haven't adopted the tools that make *their* teams more efficient, strategic, creative, and agile. So what you really need is executive buy-in — and our [guide](#) to getting more budget for social is here to help.

2 **But first, create a social strategy**

About half of nonprofit organizations *do not* have a social strategy 🤖 And that's... concerning, to say the least. A social media marketing strategy guides your actions and measures your progress and success. Without one, making informed decisions about your next moves and social efforts overall is A LOT more challenging, and ROI can be harder to come by. In fact, social marketers who use a strategy report having a much greater impact on their organization than those who don't.

TL;DR: You NEED a social strategy. Check out this [guide](#) on how to build a successful one for your org, and grab our free template to get started ASAP.

3 Boost video ROI with TikTok

Organizations in the nonprofit industry are more likely to be experimenting with video content (57%) than organizations in any other industry (except retail) — and they're wise to do so, given platforms' new focus on video content. But, as we've seen, they're flocking to YouTube to showcase those videos and feeling disappointed in the results. TikTok, on the other hand, is still an afterthought for nonprofits, with only 27% of them using it.

We get it: TikTok's largest audience — Gen Z — may not be *your* largest audience or donor base. Zoomers do, however, represent the future of donor engagement, and building strong connections with them now will help lay the groundwork for lasting support down the road. But if you're looking for quicker wins on TikTok, get this: There's been a 57% increase in *boomers* using the platform since 2021, according to [GWI](#), and their spending potential is big — more than three-quarters of them say charitable giving plays a significant role in their lives, [research from Fidelity Charitable](#) shows.

Moral of the story: Experimenting with video content is good, but experimenting with [video content on TikTok](#) could prove even better.

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