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# TOP 100 NONPROFITS ON SOCIAL MEDIA

# Top 100 Nonprofits on Social

We studied top nonprofits from Forbes' Top 100 Charities list (along with a bunch of our team's favorites) to put together the ultimate guide to successful nonprofit marketing strategies on Instagram, Facebook, Twitter, and TikTok. From environmental nonprofits to animal rights orgs and everything in between, this report has national and international nonprofit social media marketing covered.

Read on for the full rankings and everything that made top nonprofits tick on social this year.

[Read the full report online »](#)



# What Did We Analyze?

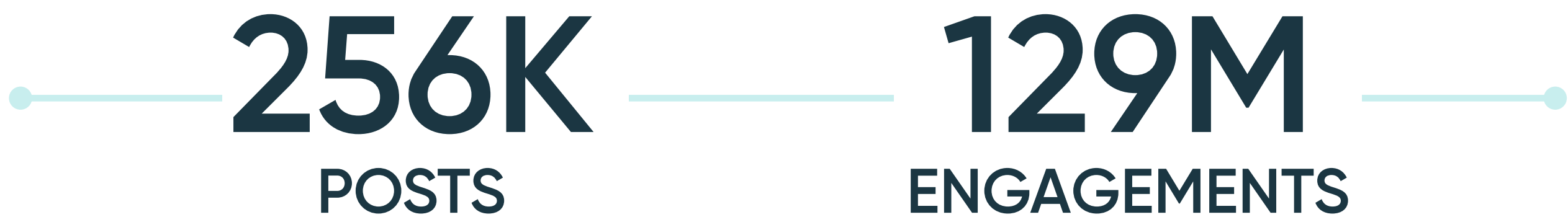
DATA SET INCLUDES



IN BETWEEN THE MONTHS OF



COMPRISING





**Rival**IQ + **QUID**

# Top 10 Nonprofits on Social Media

# The Top 10

Announcing the most engaging and impactful nonprofits on social this year. From dynamic giving campaigns to heartstring-tugging content and beyond, we'll dig into the top trends every nonprofit can use to increase engagement on Instagram, TikTok, Facebook, and Twitter.



# #1



# Bat Conservation International

Instagram #5

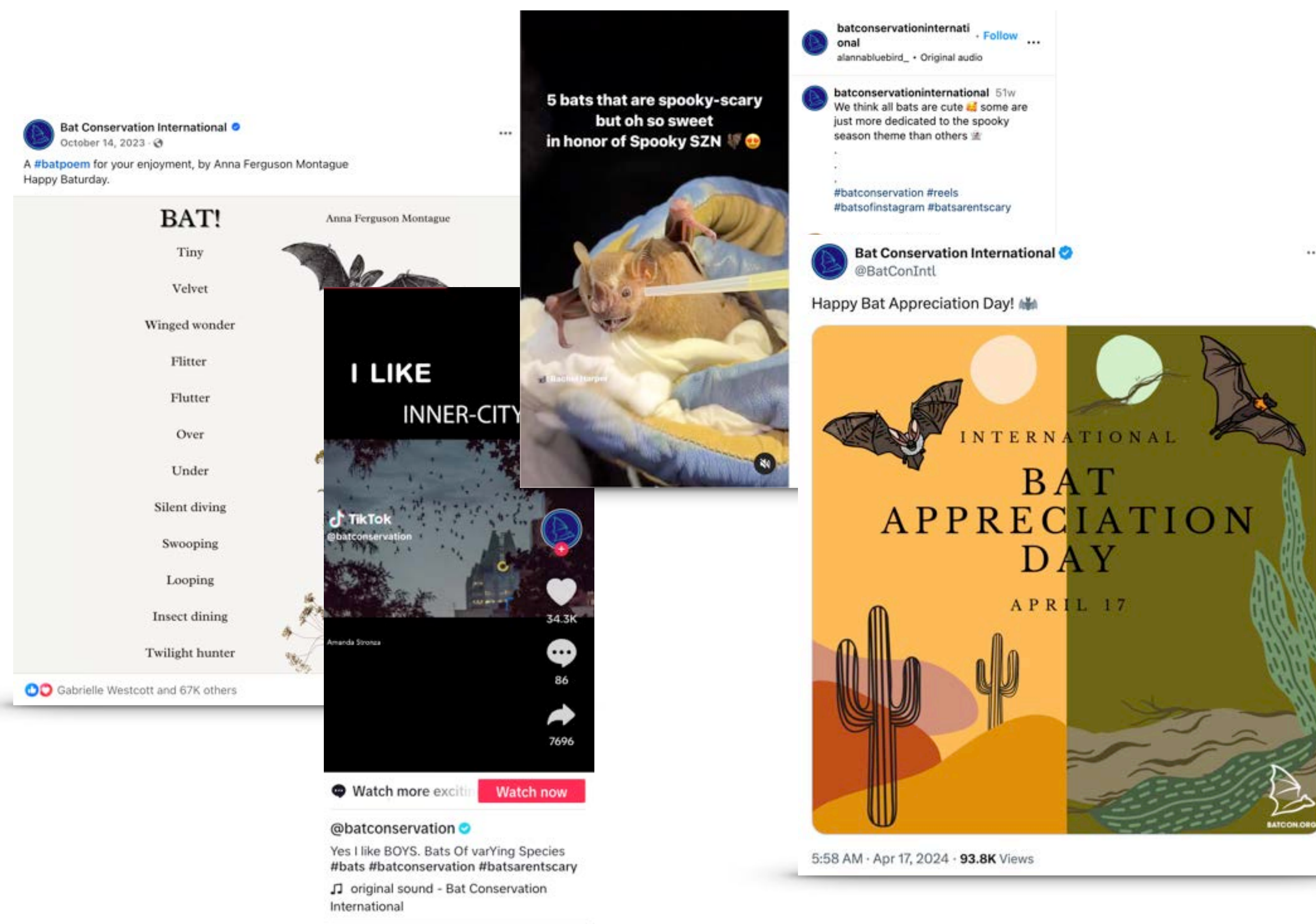
TikTok #6

Facebook #8

Twitter #10

Bat nonprofit Bat Conservation International tops our charts for the second year in a row with its fun and funky mix of content that could turn anyone into a bat lover. From bat poems to #Baturday to spooky szn, BCI's posts were always engaging, always adorable, and always stirred up support from the true batmen, batwomen, and batpeople of the world.

BCI posted less often than its average competitor across the board but eked out engagement wins on every channel, suggesting the nonprofit's social media team is all about working smarter, not harder.



# #2



# American Ballet Theatre

Instagram #2

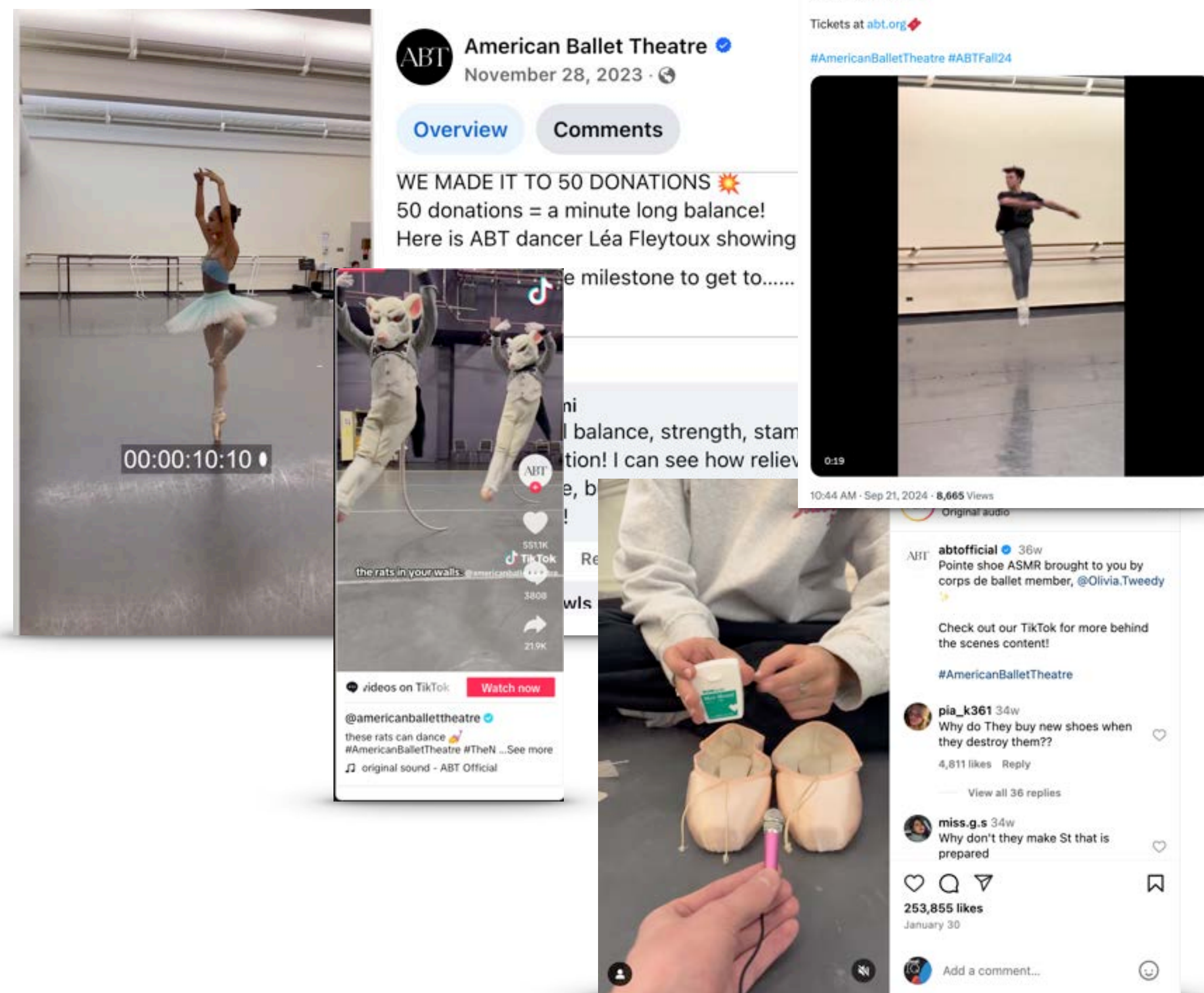
TikTok #4

Facebook #11

Twitter #39

New York-based American Ballet Theatre is world-renowned for its classics like The Nutcracker and Swan Lake as well as its more contemporary choreographers, but it can definitely add “dominating on social” to its impressive list of accolades. The dance nonprofit ranked second overall, with a second-place finish overall and fourth-place on TikTok showing it’s a force to be reckoned with.

ABT has invested heavily in growing its follower counts over the years, especially on Instagram and TikTok, and those efforts are paying off. The nonprofit used fun content like pointe shoe ASMR and behind-the-scenes footage to draw in fans and followers to earn killer engagement rates and totals.



# #3



# Planned Parenthood



#17



#2



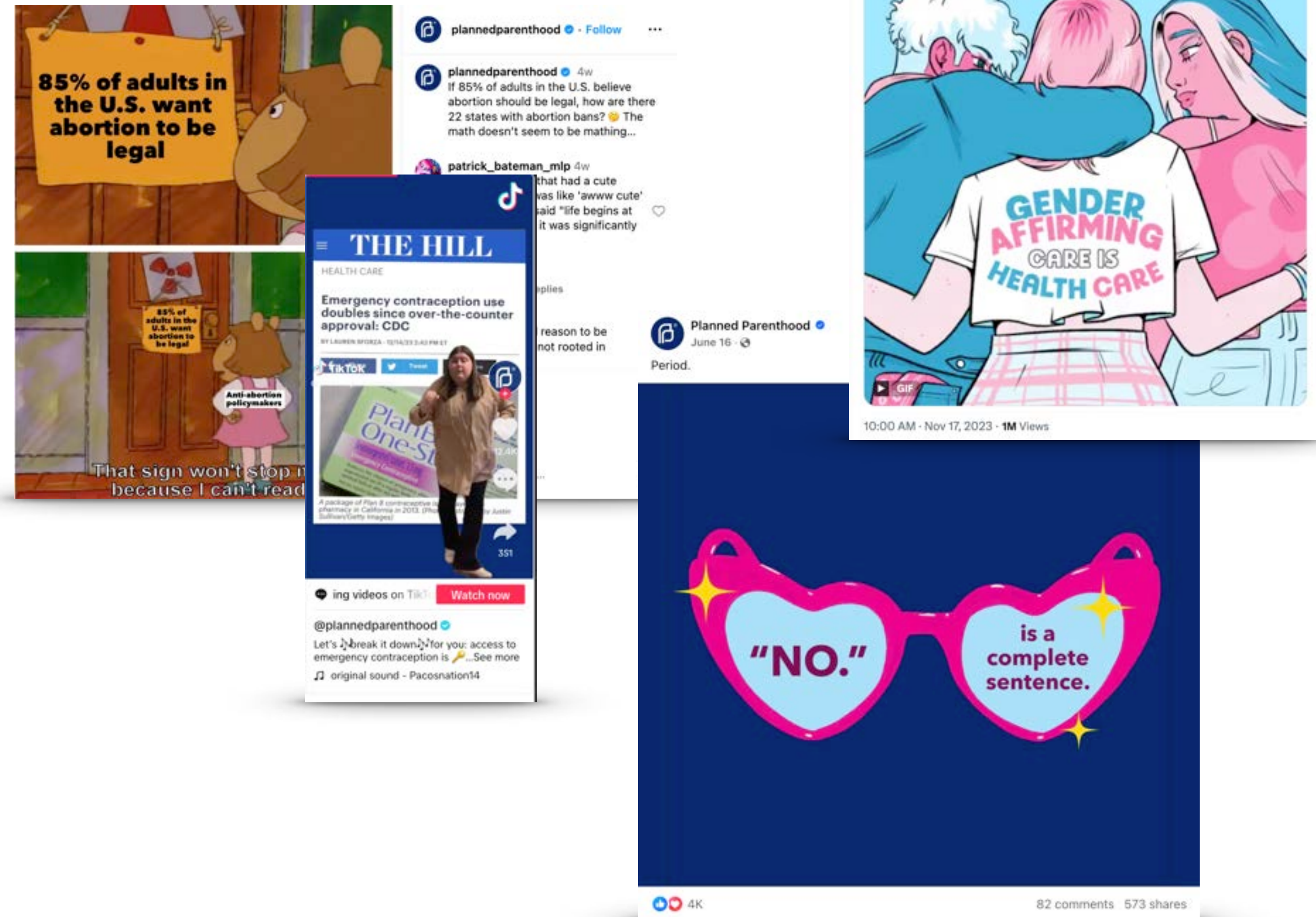
#33



#16

Planned Parenthood had another big year on social, coming in third overall with an especially impressive second-place finish on TikTok. The sexual health and education nonprofit increased its ranking on TikTok but fell a little on the other channels we studied compared to last year.

Planned Parenthood used its social media channels to share sex ed tips, reproductive health advocacy and news, and a whole lot of snazzy illustrations. Many of Planned Parenthood's top posts by engagement rate featured illustrations or animations. The nonprofit also favored GIFs, memes, and trending sounds to help it reach across multiple states and generations.



# #4



# Innocence Project

Instagram #9

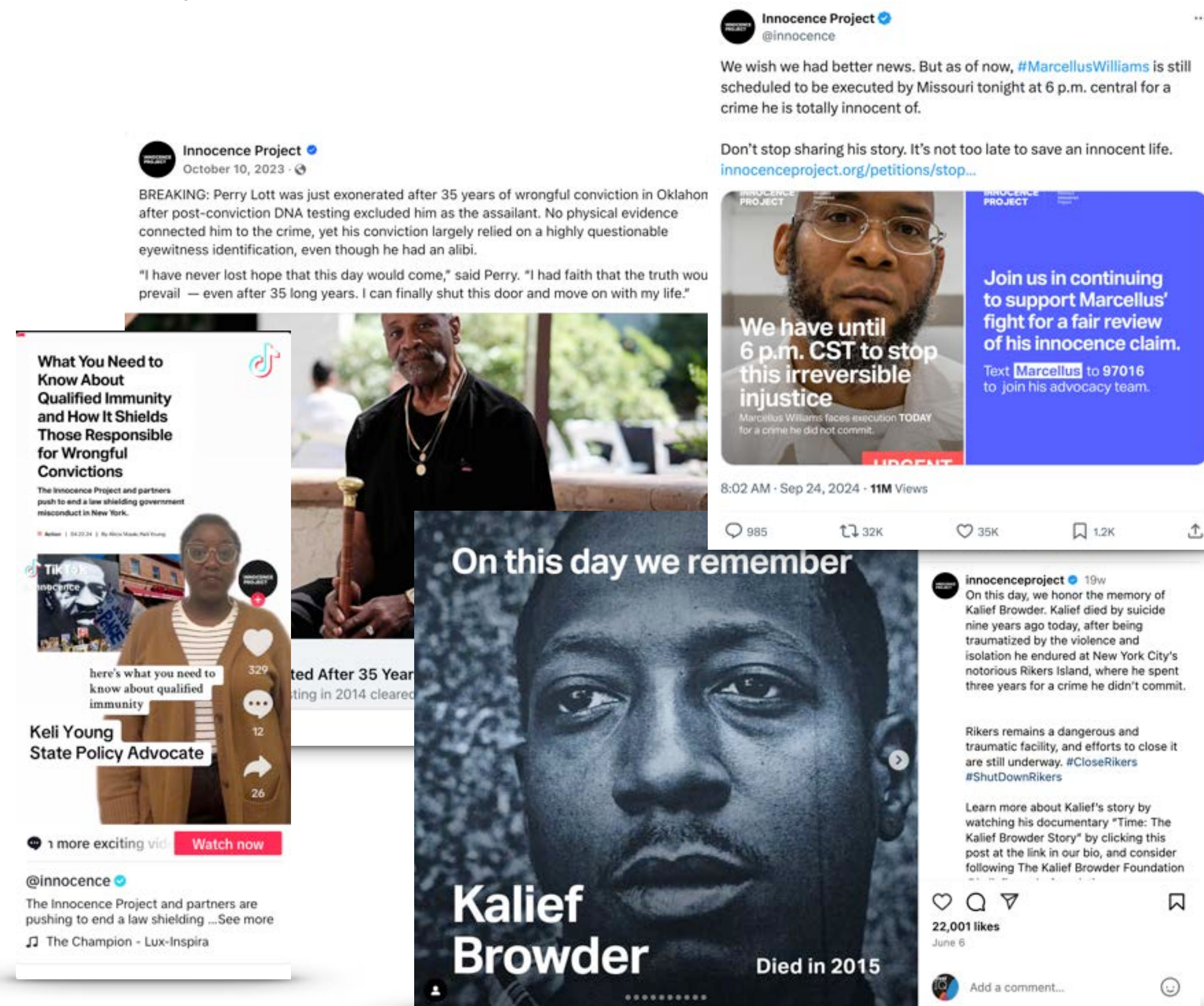
TikTok #27

Facebook #32

Twitter #1

New York-based social justice nonprofit the Innocence Project creates consistently compelling content about exoneration and criminal justice reform. The nonprofit is especially effective on Twitter, where it grabbed our #1 rank this year thanks in part to tireless advocacy on behalf of Marcellus Williams' fight for a fair review of his case prior to his execution by the state of Missouri in September.

While many of the Innocence Project's top posts and tweets were about Williams, the nonprofit was sure to engage followers in other fights for justice as well as hopeful tales of exoneration.



# #5



## US Campaign for Palestinian Rights

Instagram #3

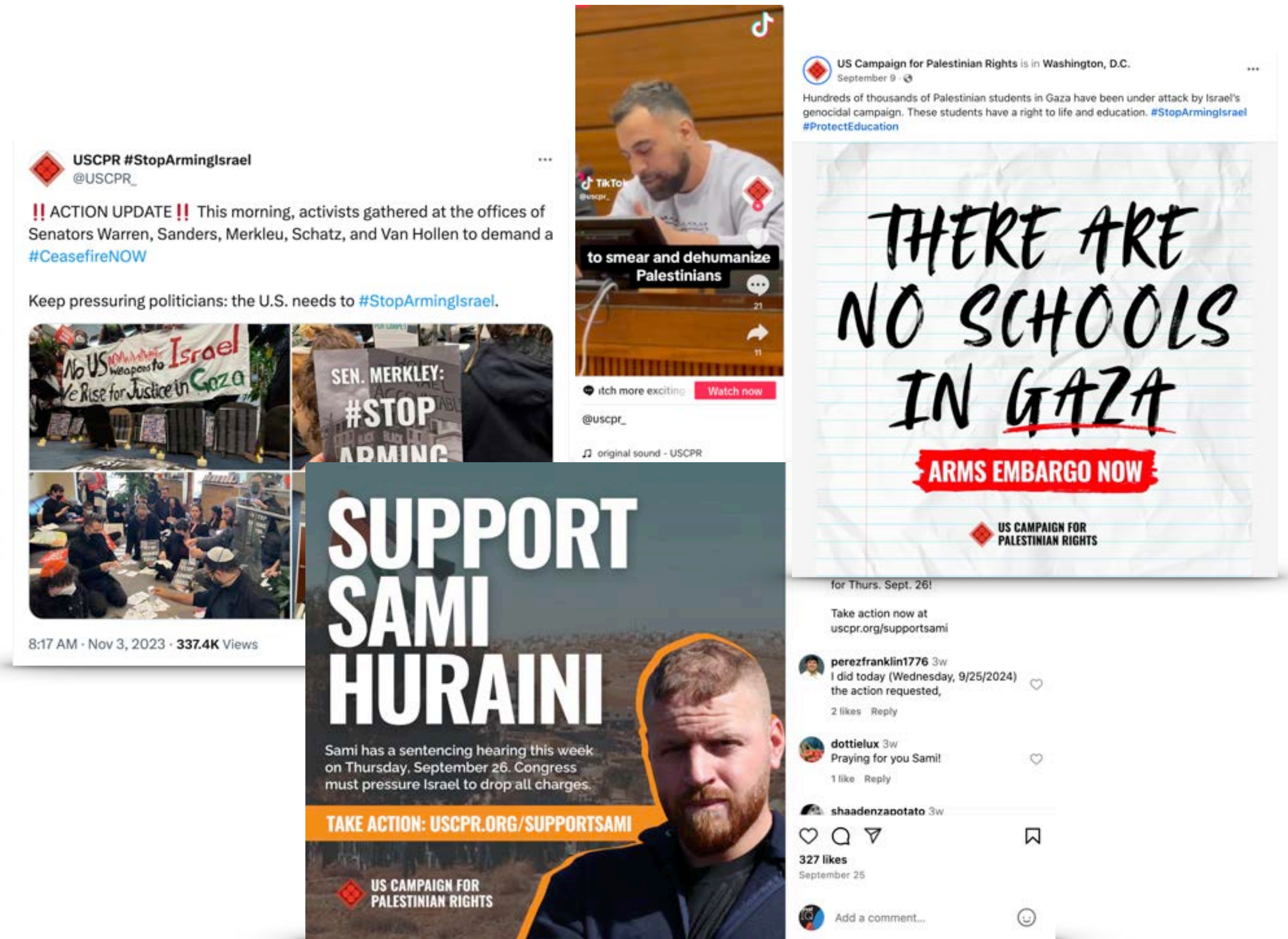
TikTok #10

Facebook #68

Twitter #2

With all eyes on Palestine this year, it's no surprise that the US Campaign for Palestinian Rights encouraged a lot of support and conversation online via its social media channels.

The nonprofit landed in our top 10 on three out of four channels we studied this year, with especially notable finishes on Instagram and Twitter. With 25x the retweets of the average nonprofit we studied, USCPR used its voice on social to amplify the voices of others. From attention-grabbing graphics to on-the-ground reporting, the nonprofit made the most of photo and video posts across the web to bring more awareness to its cause.

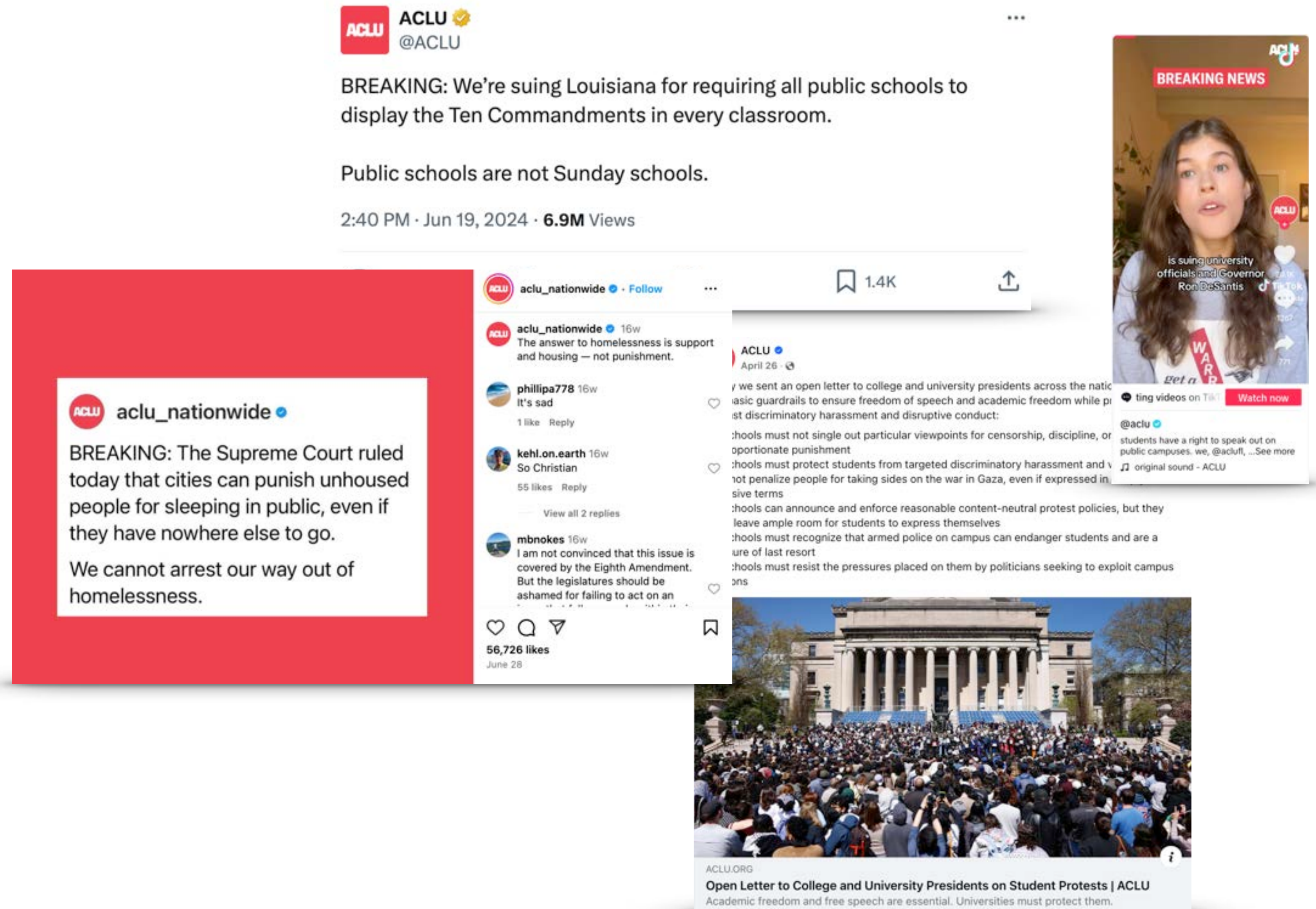


# #6



When it comes to both social media and fighting for human rights, the American Civil Liberties Union (ACLU) is an absolute powerhouse. With more followers than its average competitor by a mile across all four channels we studied and the engagement totals to match, the ACLU is deeply invested in sharing its mission and projects with the world on social.

The civil rights-focused nonprofit was especially engaging on Twitter with a 6th place finish thanks to news-based status updates that helped keep followers in the know about political and legal decision changes. The ACLU also repurposed that content for use on other channels to further boost engagement.



# #7



# Amnesty International

Instagram #13

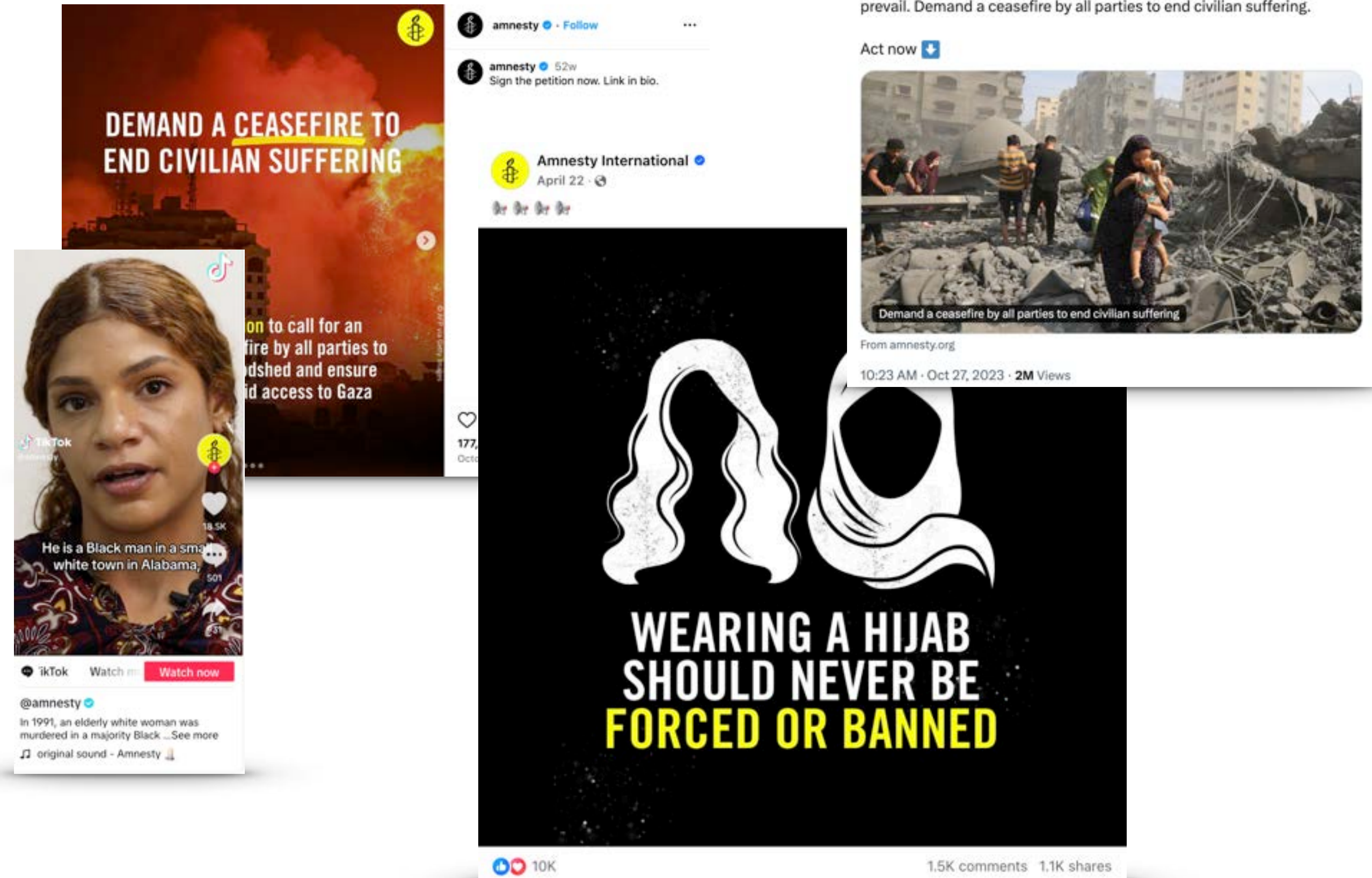
TikTok #11

Facebook #59

Twitter #5

Much like its partners in social justice the ACLU, Amnesty International boasts big follower counts and bigger engagement totals on social compared to the average nonprofit we studied this year. Huge engagement totals often correlate to smaller engagement rates per follower since a big follower count means the denominator in that equation is larger, but the nonprofit still has plenty to brag about this year.

Landing in fifth on Twitter and just outside the top 10 on Instagram and TikTok signals that Amnesty is starting important conversations and isn't afraid of diversifying its content to fit each channel.



# #8



# National Trust

#46

#9

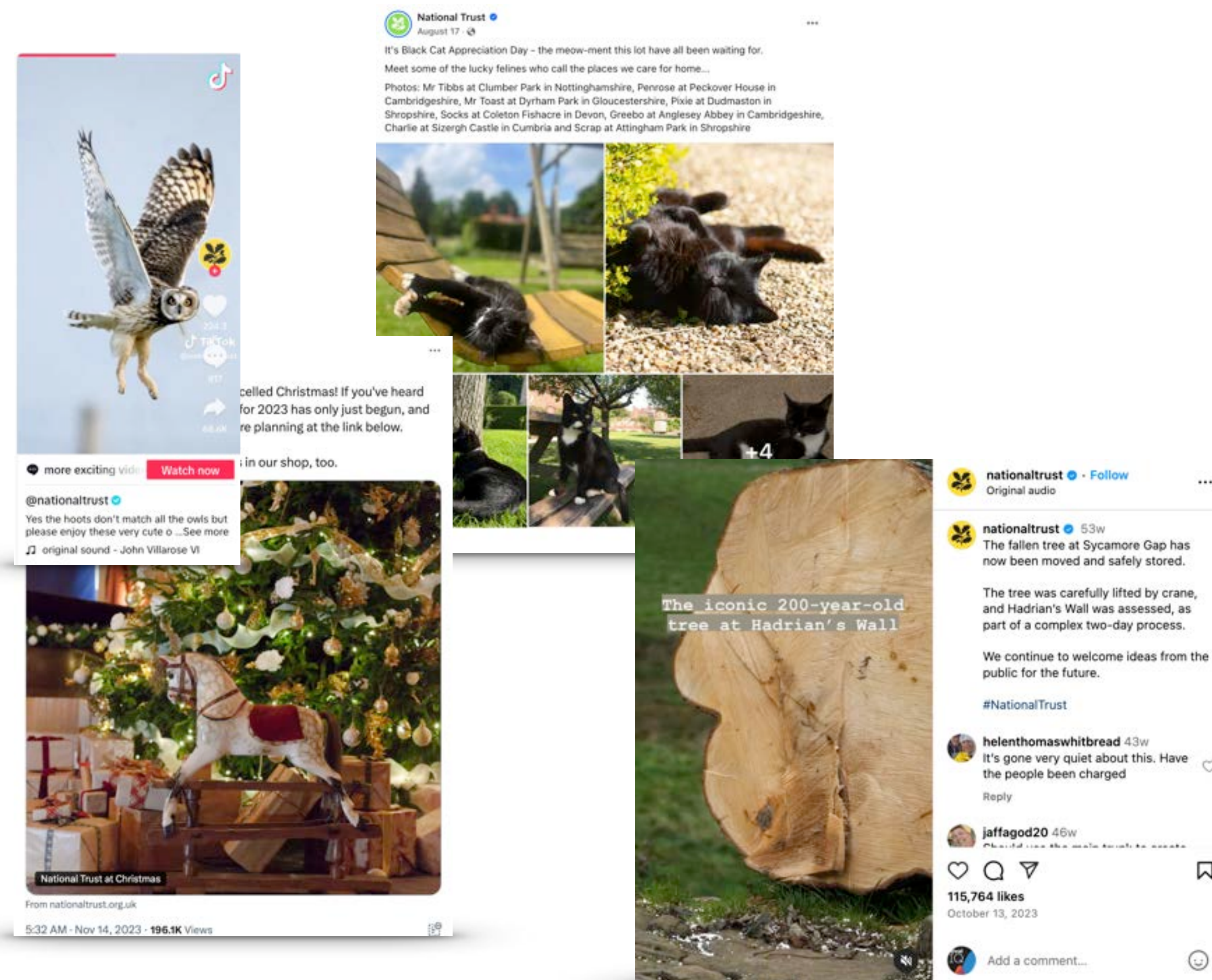
#21

#21

UK-based conservation nonprofit National Trust soared into our overall and TikTok top 10 thanks to sassy and hilarious videos that grabbed millions of views and engagements.

National Trust placed 21st on both Facebook and Twitter as well with a more middle-of-the-road score on Instagram, giving it room for improvement in the year ahead. The nonprofit works hard to engage followers with replies to create ongoing conversation and connection with its followers, especially on Twitter, which helped further boost its engagement numbers.

We bet bringing some more of that signature sass to other channels would help National Trust climb the ranks on social even more.



# #9



# Seattle Humane

#4

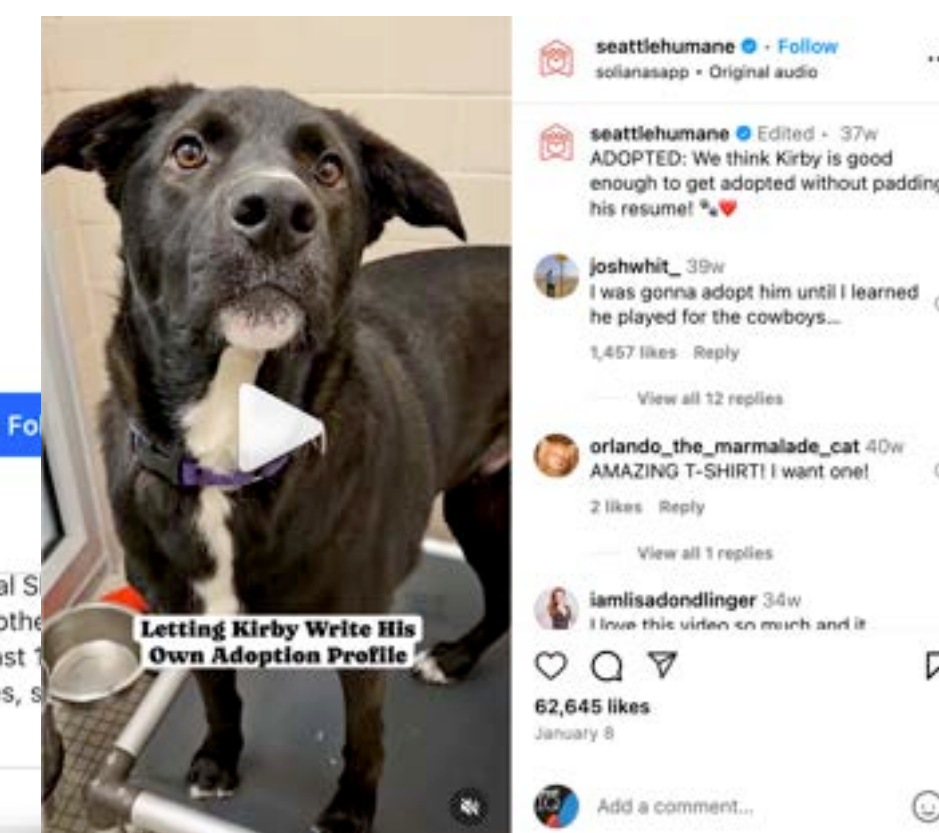
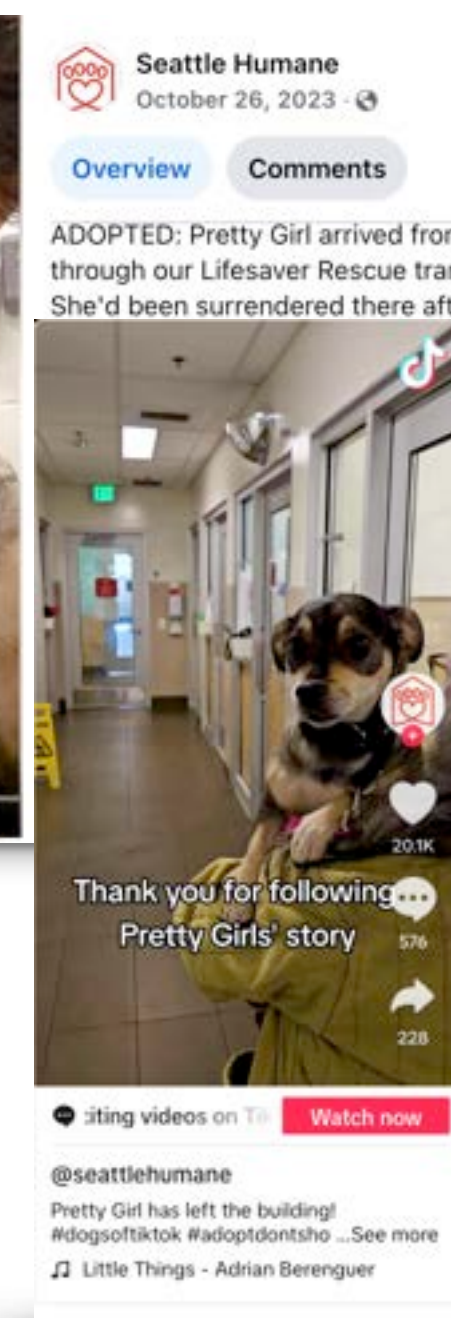
#5

#3

#93

Go on, name cuter content than adoptable dogs and cats: we'll wait. Northwest-based animal rescue shelter Seattle Humane ranked 9th overall thanks to top 10 finishes on Instagram, TikTok, and Facebook and tons of adorable content.

The rescue organization shined on social by telling stories about the pets in its care and working hard to find them the very best homes possible. Video helped followers (and potential adopters) fall in love with dogs and cats in need of rescuing. Seattle Humane was sure to fill followers in about adoption success stories, which kept passionate pet fans coming back to the original posts for updates.



# #10



## HAYTAP

Instagram #8

TikTok #49

Facebook #46

Twitter #3

Turkish animal rights nonprofit HAYTAP has a repeat on its hands, coming in 10th in our nonprofit report for the second year running. HAYTAP excels at putting stories about animal welfare front and center to connect with followers and fight against animal abuse.

Part of the secret to this nonprofit's success? Posting way more frequently than its peers, especially on Instagram, Facebook, and Twitter. Posting so frequently helped HAYTAP take more bites at the engagement total apple, which definitely paid off. Illustrated graphics that can be understood outside of Turkey also helped HAYTAP's messages transcend language barriers.















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# Full Rankings of Top Nonprofits on Social Media






# Full Rankings

					
1	Bat Conservation International	5	6	8	10
2	American Ballet Theatre	2	4	11	39
3	Planned Parenthood	17	2	33	16
4	Innocence Project	9	27	32	1
5	US Campaign for Palestinian Rights	3	10	68	2
6	ACLU	44	12	24	6
7	Amnesty International	13	11	59	5
8	National Trust	46	9	21	21
9	Seattle Humane	4	5	3	93
10	HAYTAP	8	49	46	3

					
11	National Down Syndrome Society	22	1	55	29
12	Best Friends Animal Society	44	7	28	40
13	Anti-Cruelty	16	32	5	68
13	Greenpeace USA	19	29	54	19
15	NCAA	28	21	14	65
16	St. Jude	60	25	27	18
17	Carter Center	15	101	17	7
18	Alzheimer's Association	64	60	1	20
19	Carnegie Hall	35	22	9	83
20	represent.us	18	3	107	24

# Full Rankings

					
21	Oceana Peru	56	61	23	14
22	International Fellowship of Christians and Jews	51	49	35	22
23	Hillel International	10	13	41	95
24	Education Post	1	18	25	117
25	Save the Manatee Club	31	101	22	8
26	American SPCA	66	8	19	71
27	Doctors Without Borders (MSF USA)	6	19	138	9
28	Rotary Foundation of Rotary International	41	101	12	26
29	OI Pejeta Conservancy	29	101	47	11
30	Heartfulness	12	82	92	4

					
31	American Heart Association	39	65	52	35
32	Ambiente Europeo	26	101	14	56
33	Matthew Shepard Foundation	41	101	43	13
34	Greenpeace	63	17	93	27
34	The Humane Society of the United States	88	28	6	78
36	Red Cross	86	34	10	81
37	Fundación Iguales	25	36	139	15
37	Sea Turtle Conservancy	59	31	40	85
39	Women's March	52	35	83	48
40	National Aviary	36	101	38	44

# Full Rankings

🏆		📷	🎵	f	🐦
40	Save the Children	37	15	87	80
42	Muslim Hands	34	30	53	105
43	CoppaFeel	54	73	70	33
44	Compassion International	92	20	48	72
45	Shriners Hospitals for Children	93	59	45	38
46	Food Allergy Research & Education	24	72	56	84
47	Loggerhead Marinelife Center	40	56	18	123
48	Semester at Sea	11	23	62	144
48	The ALS Association	38	46	96	60
50	Breakthrough T1D	30	81	51	79






🏆		📷	🎵	f	🐦
51	Joffrey Ballet	7	14	61	160
52	SSAFA	94	92	26	31
53	The Leadership Conference	27	37	165	17
54	Rocky Mountain Elk Foundation	68	101	66	12
55	Pelastakaa Lapset	61	101	37	50
56	George Bush Presidential Library and Museum	65	101	59	28
57	Aga Khan Development Network	33	101	79	41
58	Allen Institute	89	63	78	25
58	American Cancer Society	69	64	4	118
60	international Rescue Committee	50	16	117	74






# Full Rankings

🏆		📷	🎵	f	🐦
61	Blank Park Zoo	21	101	13	126
61	Oceana US	81	61	87	32
63	Canadian Breast Cancer Foundation	104	71	34	53
63	Teenage Cancer Trust	71	69	49	73
63	Wounded Warrior Project	99	101	7	55
66	Cystic Fibrosis Foundation	57	101	64	45
66	ZSL	78	26	110	53
68	Habitat for Humanity	72	94	42	63
69	PAWS	75	48	58	93
70	Memorial Sloan Kettering Cancer Center	49	101	69	57

🏆		📷	🎵	f	🐦
71	Blurt It Out	20	101	16	142
72	Nature Conservancy Canada	74	74	31	102
73	Mental Health America	32	101	90	59
74	Elton John AIDS Foundation	87	40	120	36
74	Mayo Clinic	91	33	73	86
76	The Radiance Foundation	58	97	36	99
77	Special Olympics	67	101	74	58
78	Stand	43	54	158	46
79	Environmental Defense Fund	118	41	75	70
80	Folds of Honor	97	101	65	43

# Full Rankings

					
81	Cris Cancer	62	101	102	42
82	The Nature Conservancy	89	39	80	101
83	Amnesty International USA	54	101	103	52
84	Aurora Humanitarian Initiative	83	101	98	30
85	Natural Resources Defense Council	84	24	123	92
86	Royal Flying Doctor Service of Australia	70	101	29	125
87	Friends of Animals	129	101	30	66
88	The Cato Institute	105	77	86	62
89	The Arc of the United States	111	101	71	49
90	Young Life	14	101	94	129

					
91	Action For Children	155	101	49	34
92	Arts Centre Melbourne	123	80	20	119
93	Salvation Army	107	101	39	96
94	United Service Organizations	82	101	94	69
95	Manhattan Institute	23	101	177	46
96	World Vision	110	52	72	115
97	PetSmart Charities	148	37	2	172
98	Feeding Tampa Bay	122	101	82	64
99	Marie Keating Foundation	116	101	116	37
100	Goodwill	48	57	131	136

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