



2023

TOP 100 NONPROFITS

ON SOCIAL MEDIA



Top 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.



What Did We Analyze?

DATA SET INCLUDES

100
HANDLES

IN BETWEEN THE MONTHS OF



COMPRISING

405k
POSTS

114M
ENGAGEMENTS



Top 10 Nonprofits on Social Media in 2023



The Top 10

Announcing the best and the brightest nonprofits on social this year. From tear-jerking tales to photos and videos of activists in action 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 #2

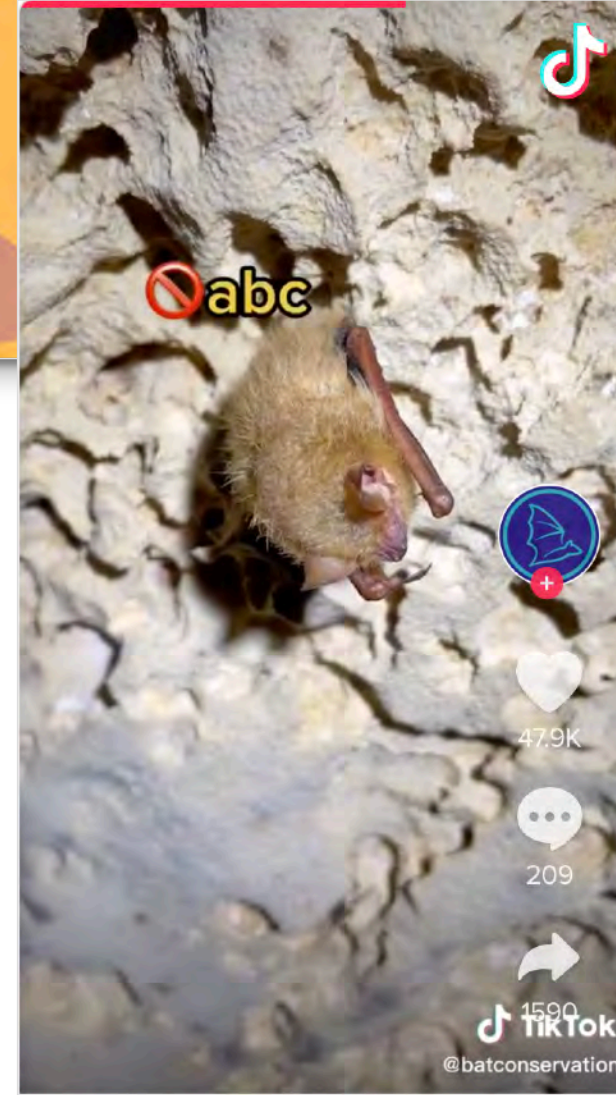
TikTok #6

Facebook #17

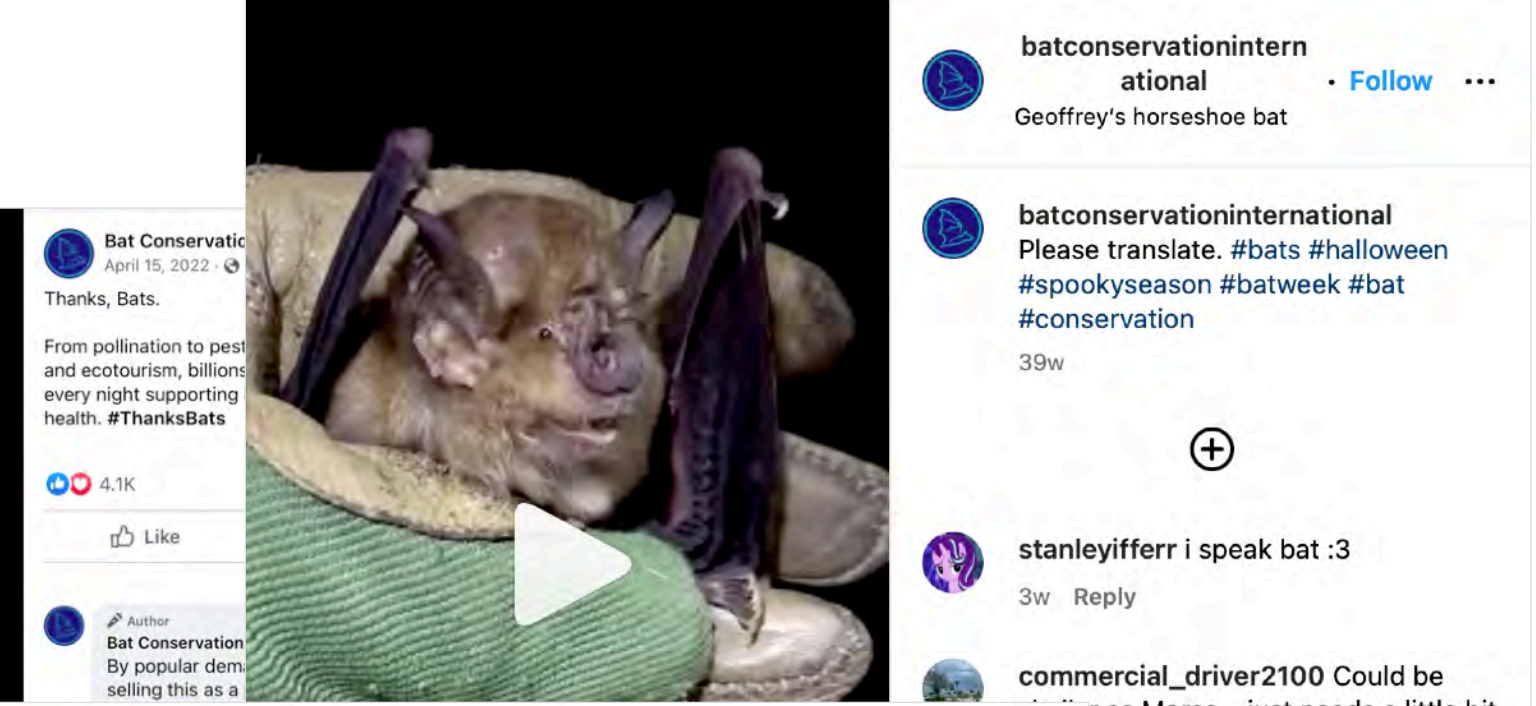
Twitter #11

You might be wondering how such a niche nonprofit made it to the top of the charts, but Bat Conservation International's success on social speaks for itself. BCI managed a perfect mix of playful and informational across all four channels this year, and were especially engaging on Instagram and TikTok.

BCI had a couple of posts go viral on Instagram and TikTok by plugging into trending sounds, or being just plain funny. The nonprofit's success boils down to engaged followers and consistent posting, which always win the day.



@batconservation
smol ✓ tinee ✓ nap ✓ Rachel Harper
#smol #tiny #cute #bats #ba ... See more
🎵 Stop using this to talk about dicks you nightmares - Cecelia



Bat Conservation International @BatConIntl
Can you see the bat sleeping in the snow? ❄️
The Ussuri tube-nosed bat (*Murina ussuriensis*), found in Japan, Siberia, & Korea, is one of only two animals known to hibernate in snow- the other being polar bears.
batcon.org/snuggling-up-f...



9:50 AM · Dec 29, 2022 · 87.9K Views
368 Retweets 40 Quotes 1,754 Likes 46 Bookmarks

#2



Planned Parenthood

Instagram #5

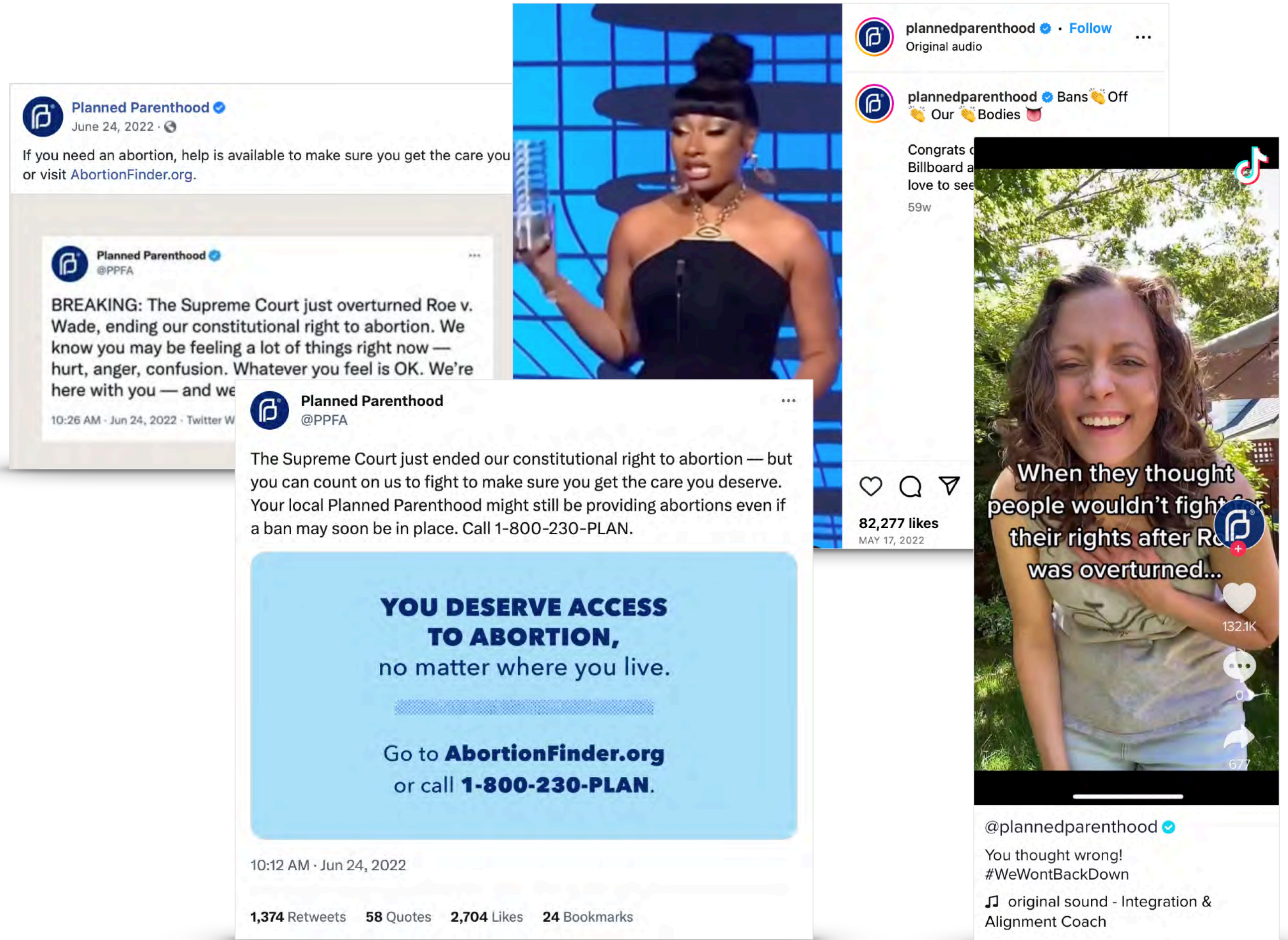
TikTok #12

Facebook #19

Twitter #4

Planned Parenthood posted a mix of uplifting and defiant posts on social this year, which resonated with millions of followers and non-followers alike in one of the most contentious years in history for women's healthcare.

The nonprofit especially stood out on Instagram and Twitter with informational posts responding to the Dobbs decision that came down in 2022 limiting abortion rights across the country. While this news was definitely sobering, Planned Parenthood kept things a little lighter on TikTok to the delight of fans.



#3



Innocence Project

Instagram #12

TikTok #3

Facebook #18

Twitter #15

Criminal justice reform nonprofit Innocence Project created thoughtful, engaging posts on social this year and provoked a lot of strong community conversation in the process. The nonprofit was especially successful with TikTok videos encouraging activism and support for current criminal justice advocacy needs, like saving Melissa Lucio's life in Texas.

Video storytelling stood out for this nonprofit on TikTok and Reels, reminding us that hearing from those in need firsthand is a great way to spread the word. Social helped the Innocence Project raise valuable awareness for criminal justice projects across the country.

Instagram Post: innocenceproject • Follow
BREAKING: The conviction of Adnan Syed, whose case was the focus of podcast "Serial" and an HBO docuseries, was just vacated. Adnan is represented by Erica Suter of @JBaltLaw's Innocence Project Clinic.
Adnan has maintained his innocence for the last 23 years, ever since he was accused of killing his ex-girlfriend at the age of 17.
The court concluded today that Adnan's trial was unfair because the State failed to disclose key evidence. The father of

Facebook Post: Innocence Project • April 25, 2022
BREAKING NEWS: The Texas Court of Criminal Appeals stayed the April 27 execution of Melissa Lucio for a crime that never occurred. She finally has a chance to prove her innocence in court.

TikTok Post 1: @innocence
BREAKING NEWS: Melissa Lucio's lawyers just filed a petition asking @GregAbbott_TX to grant her clemency, before her scheduled execution on April 27, for a crime that never occurred. bit.ly/3Uq7EZ
#SaveMelissaLucio

TikTok Post 2: @innocence
This new gate in #centralpark is an important marker of history ...See more
original sound - Innocence Project

#4



United States Tennis Association

Instagram #8

TikTok #24

Facebook #3

Twitter #31

Tennis players need support too, and the United States Tennis Association was there for racketheads across the country on the courts and on social. USTA was especially effective at engaging tennis players on Facebook and Instagram, with top ten finishes on both channels helping the nonprofit grab fourth place overall.

Photos and videos of famous tennis players topped USTA's engagement charts on Instagram, Facebook, and Twitter, reminding us that nostalgia and celebs are always a good bet. The nonprofit went bold on TikTok with more playful videos to appeal to the next generation of tennis stars.

A collage of social media content. On the left is a graphic for Serena Williams with statistics: 23x Grand Slam Singles Champion, 14x Grand Slam Doubles Champion, 2x Grand Slam Mixed Doubles Champion, and 4x Olympic Gold Medalist. In the center is a TikTok video showing a tennis player on a court with the text 'Double faults 2x a game'. On the right are two tweets: one celebrating Margaret Court's record and another congratulating Coco Gauff.

A tweet from USTA (@usta) dated August 15, 2022, congratulating Coco Gauff for becoming the doubles World No. 1. The tweet includes a photo of Gauff celebrating.

A Facebook post from the United States Tennis Association - USTA (Official) dated August 29, 2022. The post features a photo of tennis players embracing and is captioned 'Queens of the court'. It shows 52K likes, 538 comments, and 741 shares.

#5



Oceana Peru

Instagram #19

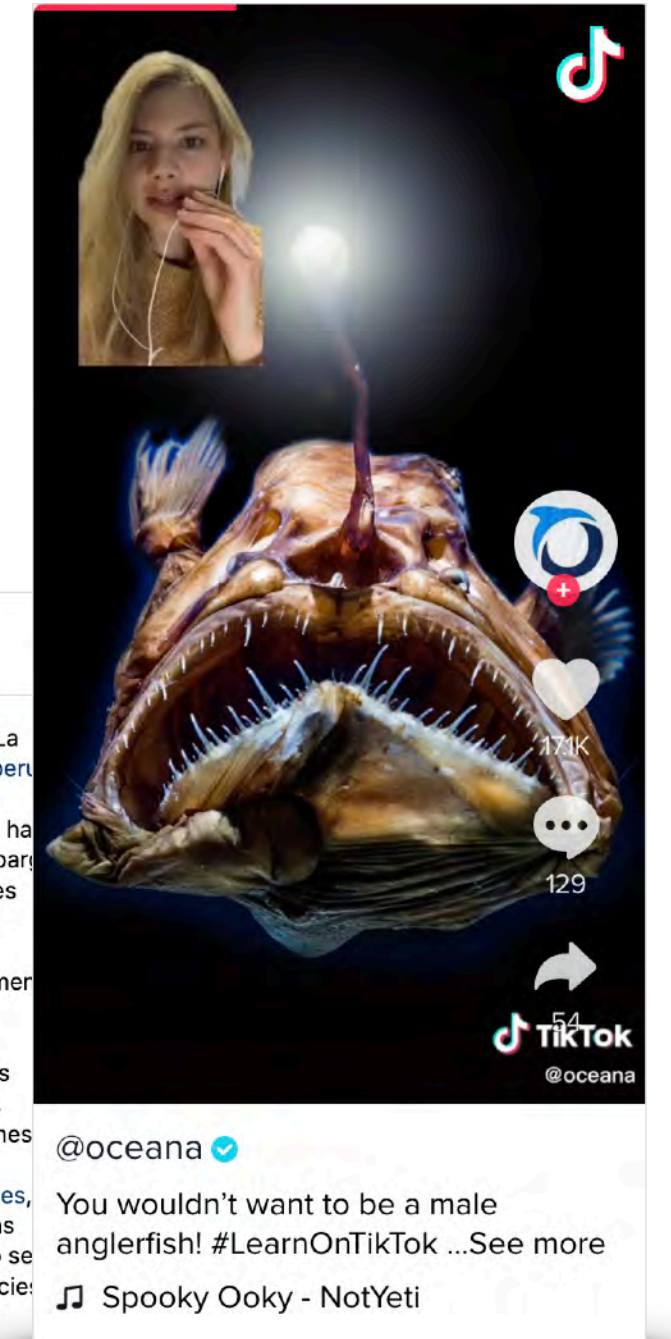
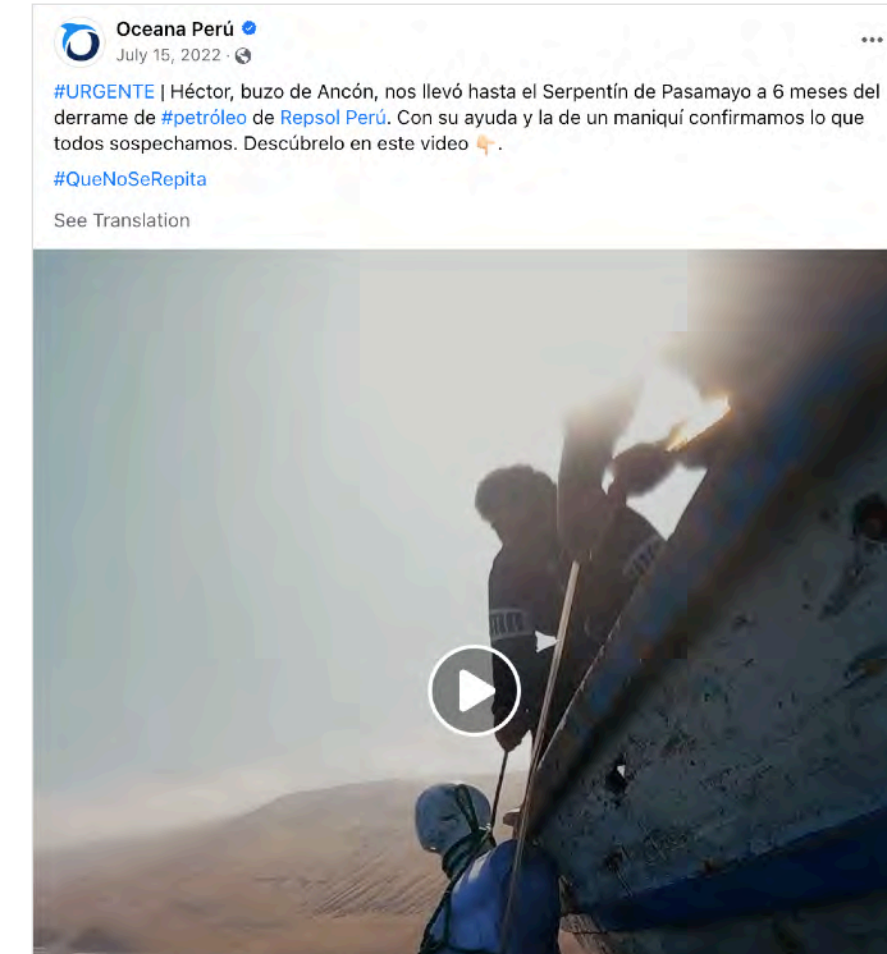
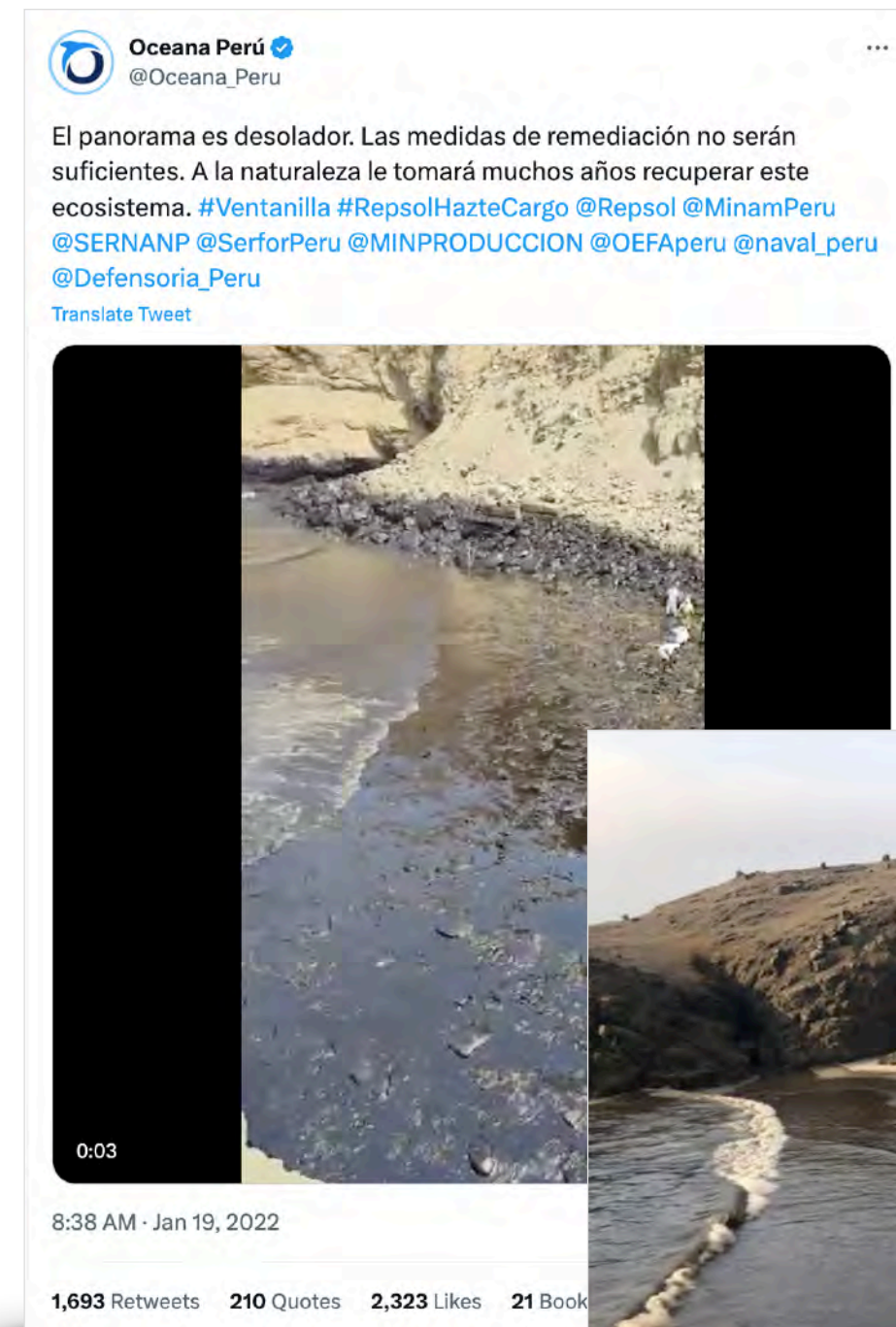
TikTok #51

Facebook #14

Twitter #1

The Peruvian outpost of international nonprofit Oceana racked up the social media engagement this year, finishing first on Twitter and fifth overall. Oceana Peru rocked 2x the Twitter median for nonprofits with thoughtful tweets that used photos and stories to garner curiosity and sympathy about the nonprofit's ocean preservation mission.

The nonprofit also finished in the top 20 on Instagram and Facebook but grabbed lower scores on TikTok, reminding us that you don't have to be good at everything to succeed on social. Calls to action worked especially well on Instagram and Facebook for Oceana Peru by encouraging people to engage offline too.



#6



Amnesty International

Instagram #16

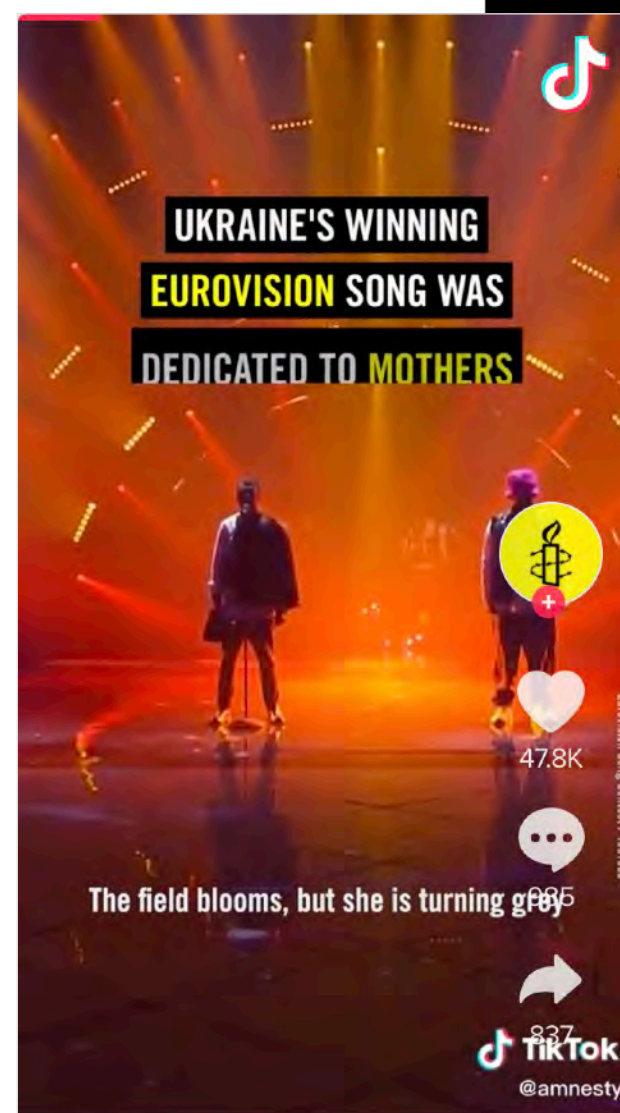
TikTok #1

Facebook #51

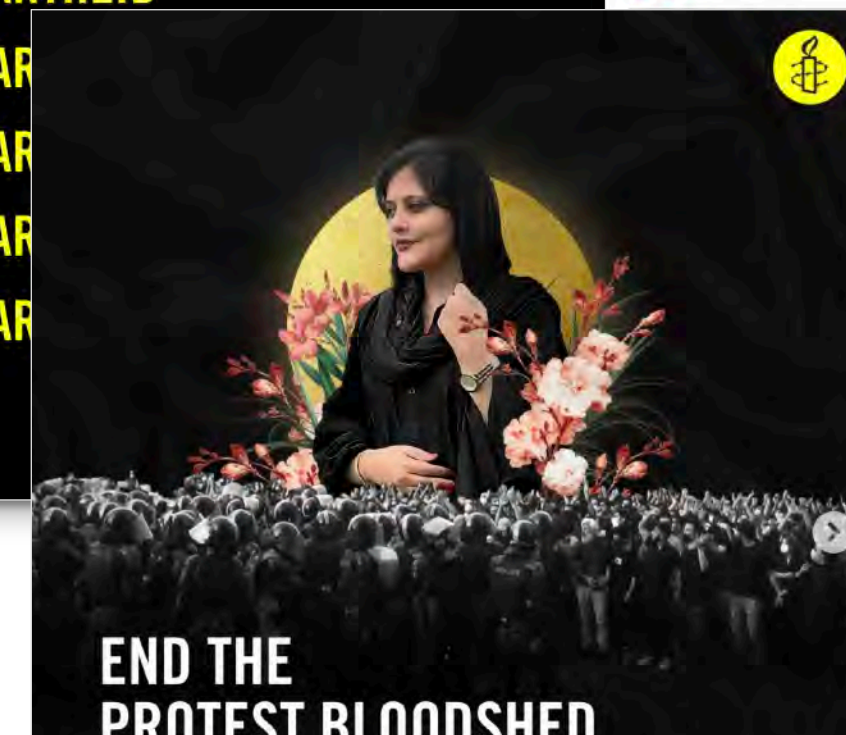
Twitter #8

Amnesty International used social to bring awareness to some of the world's most important issues like the war in Ukraine and abortion access. Tackling such divisive and time-sensitive topics online is a risky move, but Amnesty International successfully engaged followers by provoking conversation. Not every comment was positive, but you can't deny that the nonprofit got people talking.

The nonprofit grabbed the #1 spot on TikTok with a mix of video styles from quippy Gen-Z trends to reposting issue-focused videos created for other channels.



END ISRAEL'S APARTHEID
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amnesty • Follow

amnesty • The anger expressed on the streets after the death of #Mahsa (Zhin) Amini has shown how Iranians feel about the omnipresent so-called 'morality police' and forced veiling laws.

Right now, there is a crisis of impunity in #Iran, and it has emboldened the Iranian authorities to kill hundreds of protesters and torture and ill-treat thousands more in recent years without fear of consequences.

Act now via link in bio and #ProtectTheProtest! #Mahsa_Amini #protests

Edited · 41w

36 likes

NOVEMBER 26, 2022



#7



Fundación Aladina

Instagram #17

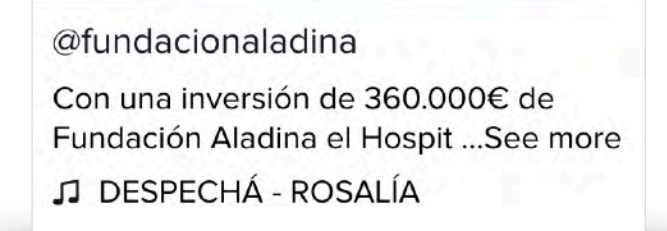
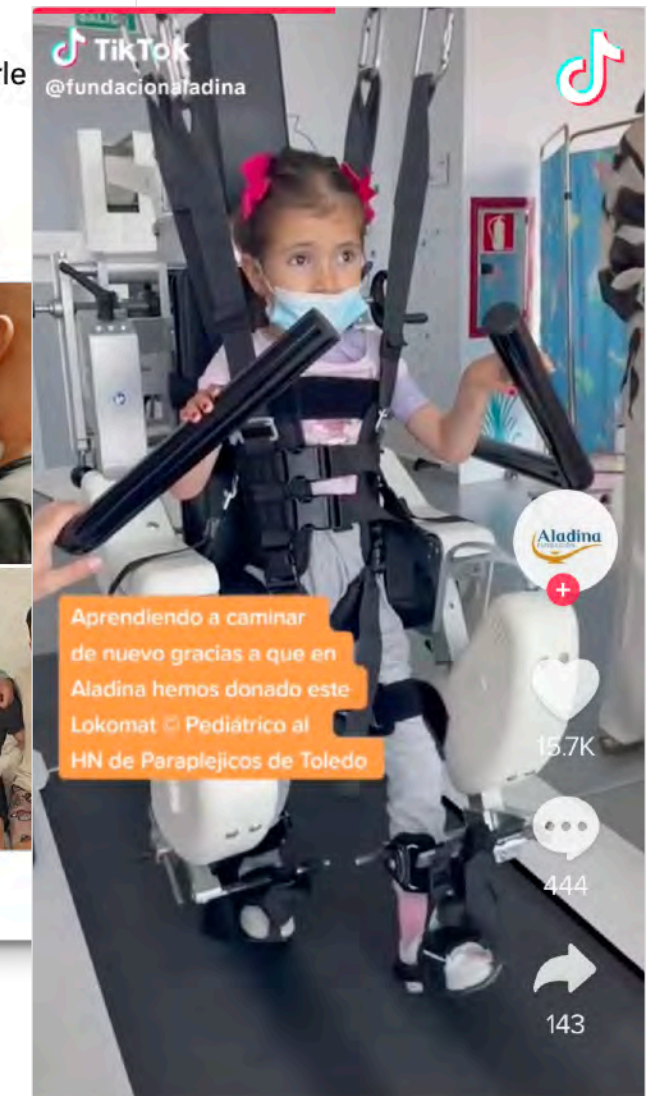
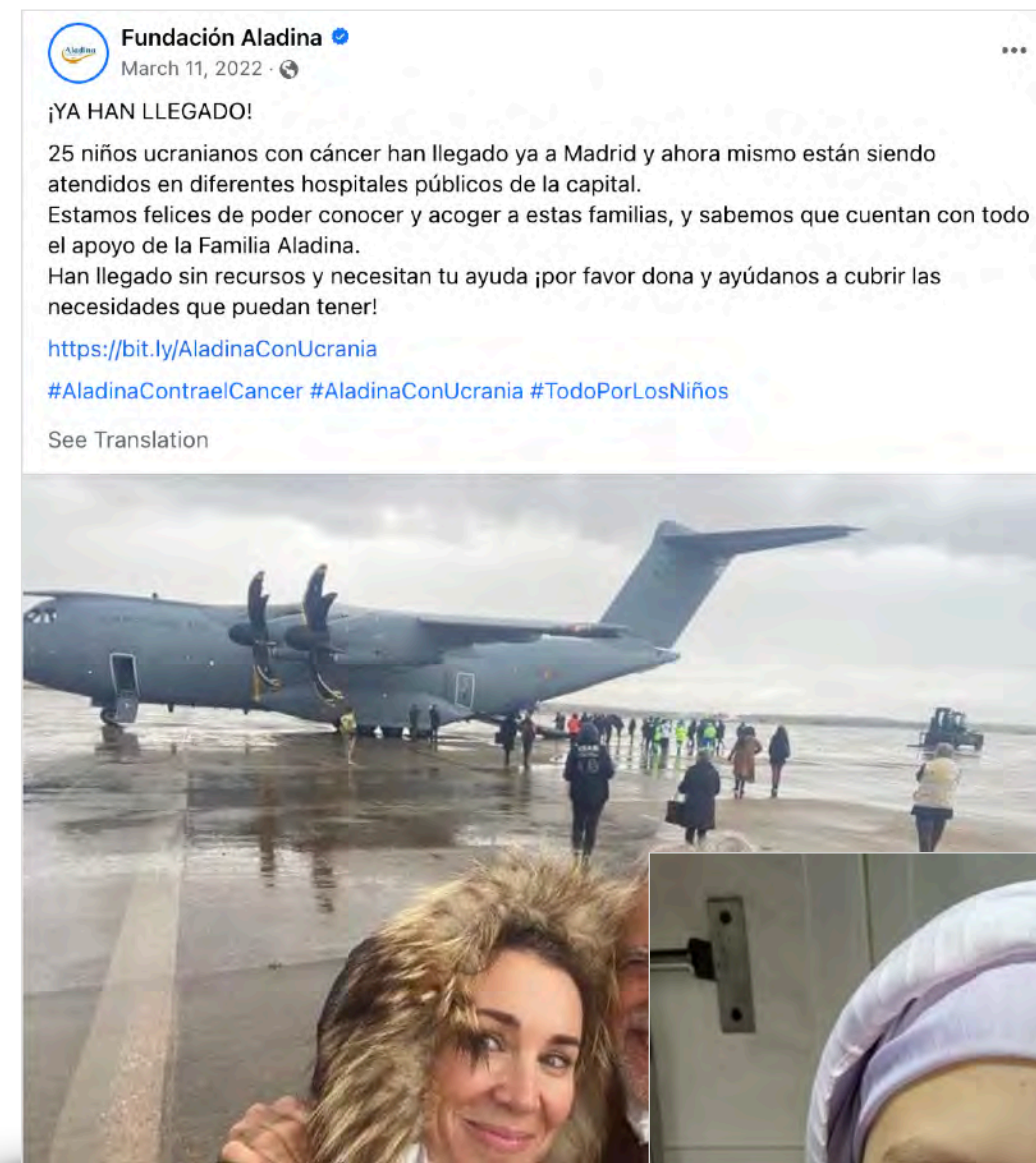
TikTok #28

Facebook #21

Twitter #26

Spanish cancer foundation Fundación Aladina, named after the lamp that granted Aladdin three wishes, used social to show off the impact of their initiatives via uplifting tales from cancer survivors. Fundación Aladina grabbed the #7 spot thanks to especially successfully finishes on Instagram and Facebook.

The foundation paired heartwarming tales with photos that speak for themselves of families beating the cancer odds. Fundación Aladina also used video storytelling on TikTok and Instagram to reach advocates and donors.



#8



National Down Syndrome Society

Instagram #24

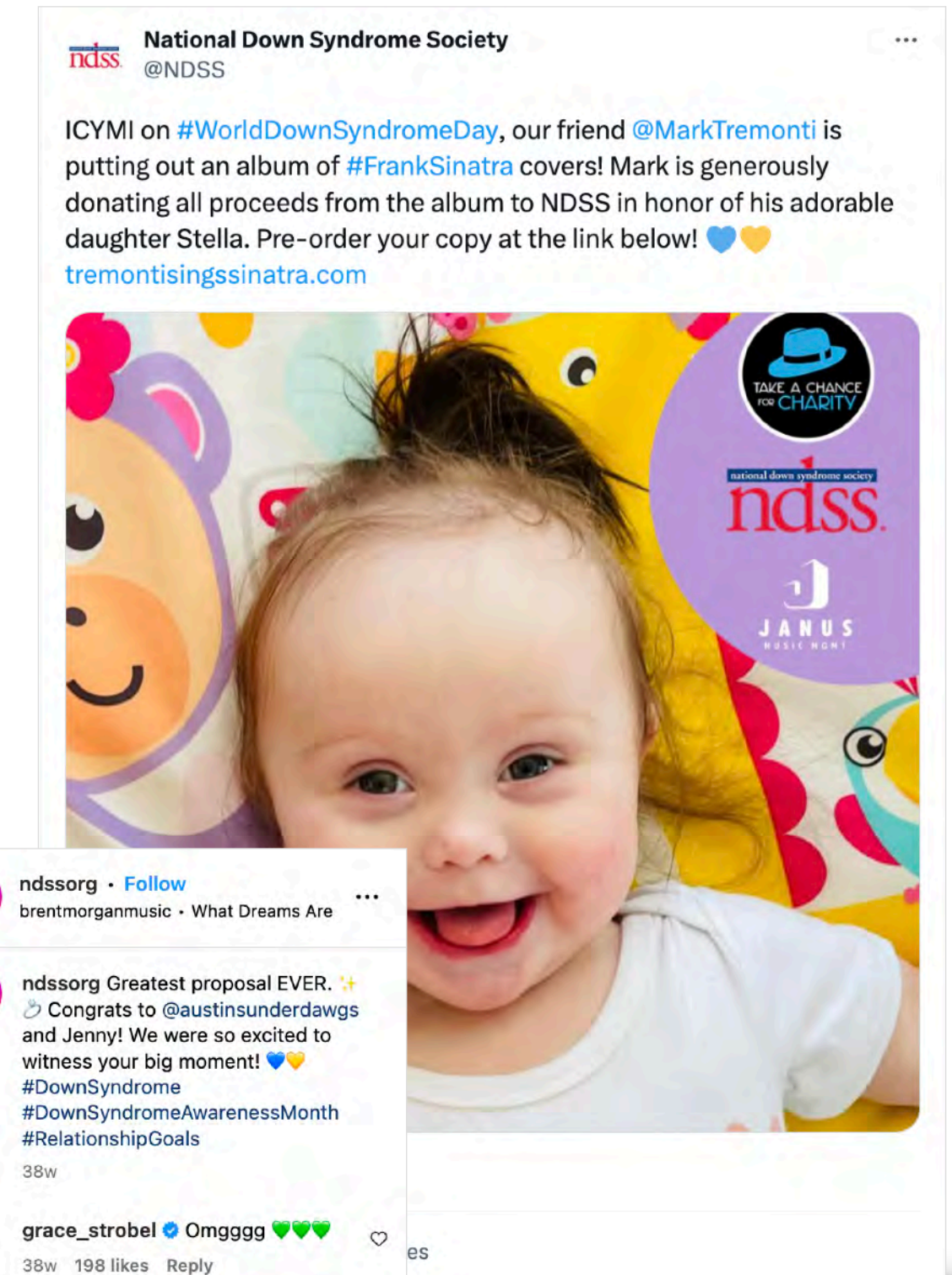
TikTok #8

Facebook #25

Twitter #36

The National Down Syndrome Society had a focused mission on social this year: putting a face to Down syndrome. The nonprofit was especially engaging on TikTok, rocking an eighth-place finish there and overall thanks to upbeat videos showcasing serious joy from the Down syndrome community.

NDSS was all about the individual storytelling this year on channels like Instagram and Facebook, with hashtags like #MyStoryMonday and #WorldDownSyndromeDay helping fans, followers, and donors find engaging and heartfelt posts about community members with Down syndrome.



#8



National Trust

Instagram #36

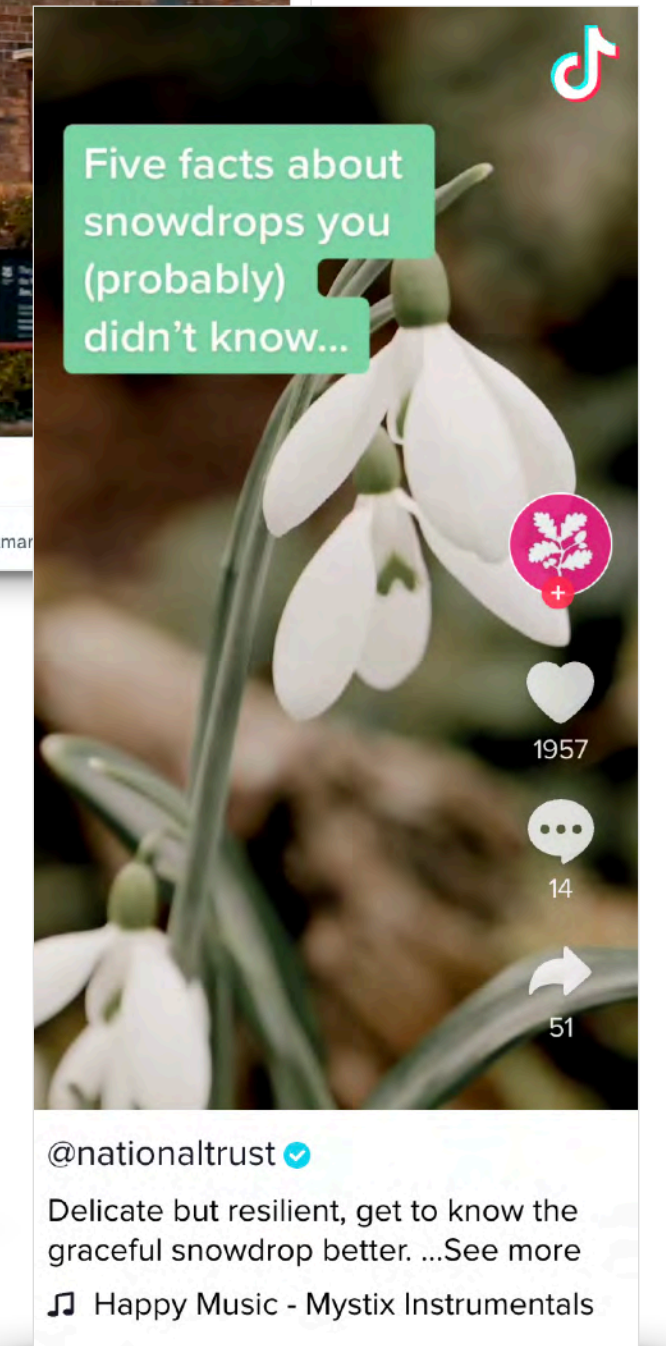
TikTok #30

Facebook #7

Twitter #23

UK-based land and building conservation nonprofit National Trust tied for eighth place overall this year thanks to especially strong engagement rates on Facebook and Twitter, and top quartile finishes on Instagram and TikTok as well. National Trust was especially successful on social with colorful and majestic landscape shots of the UK's stunning countryside.

The nonprofit wasn't afraid to dive into niche content on TikTok, with flower identification and history videos topping their charts this year. National Trust could earn even stronger engagement rates with more of an investment in video content in the year ahead.



#10



HAYTAP

Instagram #4

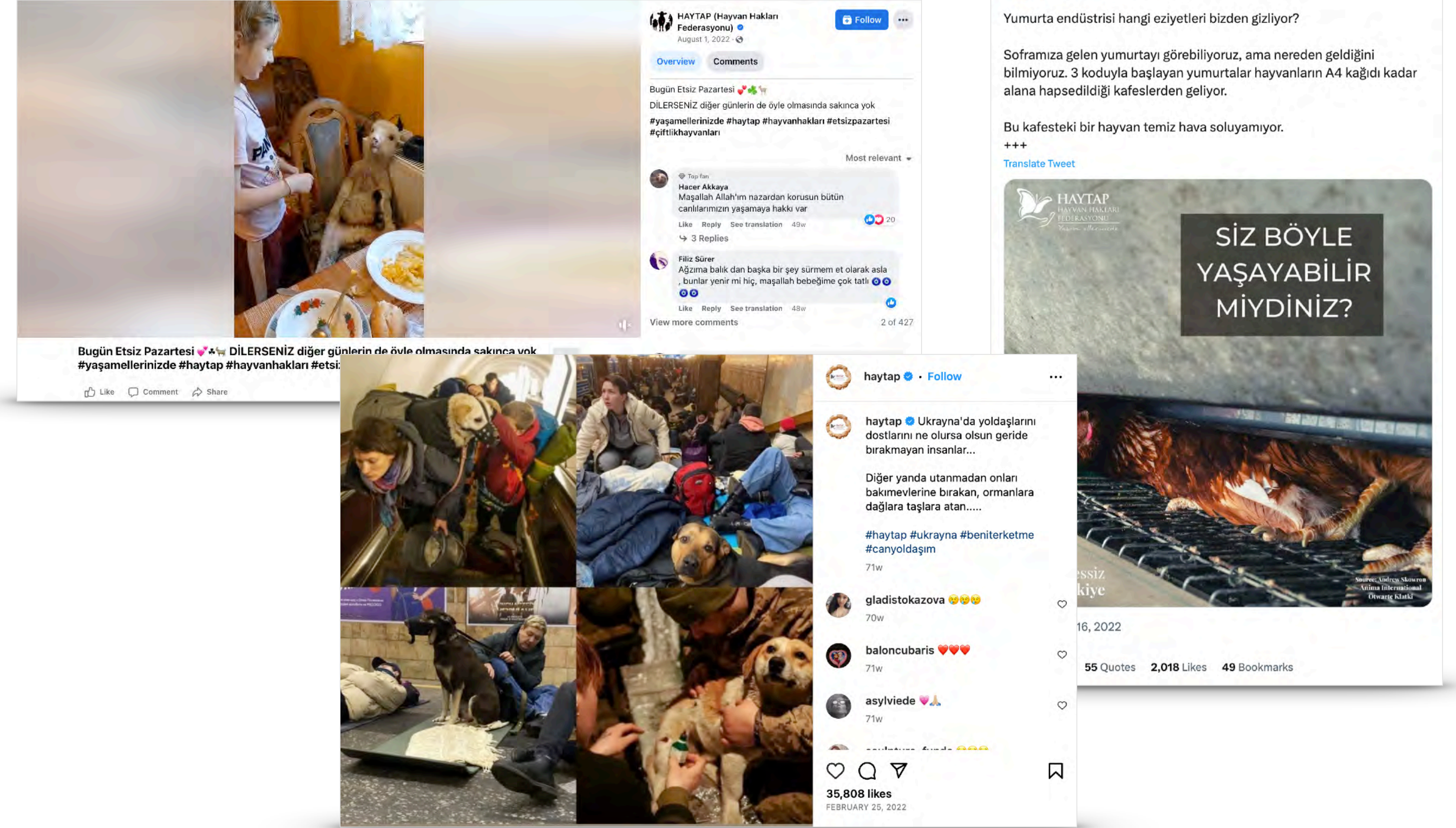
TikTok #96

Facebook #10

Twitter #3

Turkish animal rights nonprofit HAYTAP snuck into the top 10 thanks to super strong finishes on Instagram, Facebook, and rocking the bronze for nonprofits on Twitter. HAYTAP used compelling photos and videos featuring their community to raise awareness and support for their animal rescue mission.

What set this nonprofit apart from others in this study? HAYTAP's facile use of video on all three channels earned top engagement rates across the board, and should set them up well if they ever decide to expand their social media presence to TikTok in the years ahead.















Full Rankings of Top 100 Nonprofits on Social Media













Full Rankings

					
Bat Conservation International	1	2	6	17	11
Planned Parenthood	2	5	12	19	4
Innocence Project	3	12	3	18	15
United States Tennis Association	4	8	24	3	31
Oceana Peru	5	19	51	14	1
Amnesty International	6	16	1	51	8
Fundación Aladina	7	17	28	21	26
National Trust	8	36	30	7	23
National Down Syndrome Society	8	24	8	25	36
HAYTAP	10	4	96	10	3






					
Texas Tribune	11	3	96	8	17
Türk Kızılayı	12	27	29	34	13
ACLU	13	38	5	36	18
Women's March	14	44	14	33	9
Save the Manatee Club	15	15	96	22	6
United States Golf Association	16	40	18	28	39
USA Hockey	17	9	96	16	27
represent.us	18	46	10	50	14
Sea Turtle Conservancy	19	39	15	12	78
The Humane Society of the United States	20	63	18	5	50






Full Rankings

					
Joffrey Ballet	21	1	4	27	126
Carter Center	22	47	96	4	2
Alzheimer's Association	23	56	74	9	19
Elton John AIDS Foundation	24	52	31	45	20
GirlTrek	25	29	44	35	61
Heartfulness	26	6	96	64	5
Ol Pejeta Conservancy	27	51	68	44	7
Muslim Hands	27	18	23	83	43
Ambiente Europeo	29	31	96	37	22
College Board	30	7	10	109	51






					
Memorial Sloan Kettering Cancer Center	31	20	55	59	62
Red Cross	32	92	7	19	65
American SPCA	33	49	20	46	79
SSAFA	34	93	66	6	29
Rocky Mountain Elk Foundation	35	30	96	23	69
international Rescue Committee	36	11	25	94	63
Carnegie Hall	37	75	12	15	101
Rotary Foundation of Rotary International	38	37	96	38	40
Aga Khan Development Network	39	22	96	53	41
Blank Park Zoo	40	42	96	13	74






Full Rankings

					
Public Broadcasting Service	41	64	21	55	55
Cystic Fibrosis Foundation	42	34	96	51	37
The Radiance Foundation	43	28	95	26	86
Natural Resources Defense Council	44	26	2	113	56
Teenage Cancer Trust	45	71	39	11	107
International Fellowship of Christians and Jews	46	70	47	43	60
Periodismo Investigativo	47	53	96	42	45
Institute for Justice	48	69	9	91	38
Break the Silence Against Domestic Violence	49	91	96	2	54
Shriners Hospitals for Children	50	79	73	40	48






					
Nature Conservancy Canada	51	62	46	48	92
Food Allergy Research & Education	52	25	38	39	171
Semester at Sea	53	10	26	67	168
Folds of Honor	54	105	39	41	52
Swiss Olympic Team	55	13	41	49	182
Cris Cancer	56	55	96	79	21
George Bush Presidential Library and Museum	57	59	96	76	24
Education Post	58	101	96	30	35
American Heart Association	59	73	34	88	59
American Cancer Society	60	99	64	1	129




Full Rankings

					
Special Olympics	61	81	42	76	72
Save the Boundary Waters	62	33	96	99	58
The Nature Conservancy	63	60	47	81	95
The Leadership Conference	64	48	96	118	10
Royal Flying Doctor Service of Australia	65	58	67	47	135
Wounded Warrior Project	66	100	96	31	70
Mental Health America	67	21	96	100	88
Action For Children	68	142	54	29	57
ZSL	69	35	96	115	47
AsIAm.ie	70	95	96	69	30

					
Compassion International	71	77	36	90	89
Pelastakaa Lapset	72	112	96	32	68
Environmental Defense Fund	73	104	78	56	67
Children's Hospital of Philadelphia	74	42	96	68	128
Catholic Relief Services	75	85	63	54	119
Council on American-Islamic Relations	76	106	96	75	32
UNICEF USA	77	107	53	73	77
Liberty in North Korea	78	32	17	131	141
US Campaign for Palestinian Rights	79	54	96	135	25
National Aviary	80	50	96	65	138

Full Rankings

					
Loggerhead Marinelife Center	81	45	96	71	148
World Wildlife Fund	82	68	58	102	106
The ALS Association	83	40	87	117	98
NCAA	84	83	45	114	84
Mount Sinai Hospital	85	108	15	93	110
Pathfinder	86	163	60	74	16
Mayo Clinic	87	98	96	80	75
Hillel International	88	23	43	141	159
Mental Health	89	113	96	61	94
United Service Organizations	90	115	96	57	103

					
JDRF	91	147	58	66	81
Eden Reforestation Projects	92	84	96	87	108
ChildFund International	93	164	34	24	146
World Vision	94	120	50	85	105
Habitat for Humanity	95	114	88	63	111
Arts Centre Melbourne	96	129	22	92	112
CoppaFeel	97	78	57	107	136
City of Hope	98	66	96	104	122
APHA	99	67	96	60	193
ForestEthics	100	87	96	163	12

About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—**for you and your competitors.**

Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your social data

Dive deeper into your Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn analytics with automated insights, boosted post detection, hashtag analysis, and so much more.



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