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Title

Examining the effectiveness of social media usage among nonprofit organizations: Impacts on networking and information-sharing

Abstract

In recent years, the use of social media has attracted significant attention in the nonprofit sector. Social media have played a vital role in the daily work of nonprofit organizations, such as providing information or direct services, communication, and various collaborative activities. The leaders and managers of nonprofit organizations have also planned numerous methods to evaluate the output, productivity, and outcomes of social media. Yet, less is known about the effectiveness of social media usage and the impacts of such tools on the practices of nonprofit organizations. Despite Practitioners and scholars call about the importance of social media in recent decades, to the best of our understanding, very few empirical studies discussed the evaluation of social media use among nonprofit organizations.

In addition, many of the managerially oriented performance of using social media do not devote enough attention to the outcomes of social media use and its impact on organizational information and data management capacity, which are the primary concerns of managers and leaders. Many nonprofit managers and leaders already feel that they do not have much influence on choice of using social media and distrust the ability of social media to give them a full picture of information and data management problems.

If social media fails to provide nonprofit organizations with reliable and valid information about their concerns and to improve their organization capacity, their stakeholders and clients may pay little attention to it, and, as a result, the leaders and managers of nonprofit organizations may also lose interest in using it. When this happens, administrators may have even less incentive to use the social media, making social media a mundane information exercise with little relevance to the events and activities of nonprofit organizations.
In response to these concerns, this study points out the research question: what are the impacts of social media usage among nonprofit organizations on networking and information-sharing? Regression analysis were conducted with survey data collected by the Bridgespan Group, a famous 501(c)(3) organization in the United States. The main finding of the research is that frequent usage of social media and the function of communication in social media are found to affect effectiveness of social media usage. Importantly, social media is increasingly being used to expand the information available to understand beneficiaries, but information sharing does not have statistical significant influence on effectiveness of social media usage.

**Keyword**