Dynamics of Cause Engagement

#ogilvyWSM
#wsmc
About the Study

Objective
Showcase trends in cause involvement and evaluate the role of online and offline activities to foster engagement.

Methodology
Online survey conducted among a national sample of 2,000 American adults, ages 18+

We began this study with the belief that the digital revolution had deeply changed the way people get involved with causes...
Change is **still in process**, and the **impact** of the digital revolution on **cause engagement** is yet to reach its **full potential**

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**Study Findings**

Promotional **social media** activities are **not** the **first line of engagement** with causes and social issues.

**Fewer than 1 in 5** Americans first become involved with a cause through promotional **social media** activities.
Study Findings

Donating

Signing Petition

Volunteering

First involved &
Most often involved

Talking

Learning

Volunteering time

Donating Money

Signing a petition

Learning more about the issue and its impact

Talking to others

Cause Champions

Donating personal items

Taking part in an event/walk
Study Findings

“Television & print media, personal relationships, and websites are still important conduits for learning about causes.”

Social media has tremendous potential to broaden engagement.
1 in 4 turn to social media to learn and talk about causes.

More than half of Americans feel that social networking sites allow people to support causes more easily.

40% believe they can get the word out about a social issue through social networking sites.

Study Findings

These numbers are stronger among:

- Women
- Younger generations (Gen X & Y)
- African Americans
- Hispanics
Study Findings

Q: Does involvement with causes through promotional social media activities limit other means of cause engagement?

A: NO!

This group:

- Is as likely to donate money
- Is twice as likely to volunteer and to take part in events and walks
- Participates in a significantly higher number of different activities

...than Americans who are not involved with causes through promotional social media activities.
Study Findings

“Personal relevance drives engagement and social media can provide new and different venues for peer-to-peer communication and connection.”

Implications

Social media has been proven to have tremendous potential to broaden engagement with causes, especially among women, African Americans, Hispanics, and younger generations.
Opportunity for organizations and practitioners to deepen the connection between a cause and its supporters through the strategic use of social media.

Implications

**Extend Reach**
Well-integrated social media outreach can amplify other activities and extend the overall reach.

**Foster Engagement**
Social media platforms provide new ways to engage consumers and can be tailored to be relevant to various segments.

**Multiply Influence**
When targeted and tailored, social media can provide an effective means of turning cause supporters into cause influencers.
Implications

"Social media needs to be used strategically so as not to become a driver of cause fatigue."

Almost half of Americans believe:
- Everybody "likes" causes on Facebook, and it doesn't really mean anything
- They get too many emails and messages about causes now

Imperatives for successful cause engagement

1. Integrate multiple strategies
2. Use audience-based, tailored approaches
3. Reinforce a sense of community
4. Empower supporters
5. Foster an emotional connection
Implications

1. Integrate multiple strategies

- Change the “online versus offline” mindset
- Give people a **wide variety of opportunities** to become engaged in your cause

2. Use audience-based, tailored approaches

There is **no “one size fits all”** formula for cause **engagement**.
Implications

3 Reinforce a sense of community

Almost two thirds of Americans believe supporting causes makes them feel like they are part of a community.

Implications

4 Empower supporters

Invite and empower cause supporters to be agents of change and co-creators. Collaboration is everything.
Implications

5. Foster an emotional connection

Branding strategies can cultivate an emotional connection

Supporting a cause = self-identity + self-expression

Looking Forward

COMING SOON

✓ Publications
✓ Other Conferences
✓ Events
Thank you!

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