



StanfordSOCIAL  
INNOVATIONReview

# thriving through change

September 13-14, 2023

# When Social Media Changes, Change Your Strategy

September 14, 2023

11:30am – 12:30pm



**Kathleen Murphy Toms**

*Director of Digital  
Communications, GivingTuesday*

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**Marcie Bianco**

*Editor, Stanford Social  
Innovation Review*

[@MarcieBianco](#)



**Kathleen Murphy  
Toms**

*Director of Digital  
Communications,  
GivingTuesday*

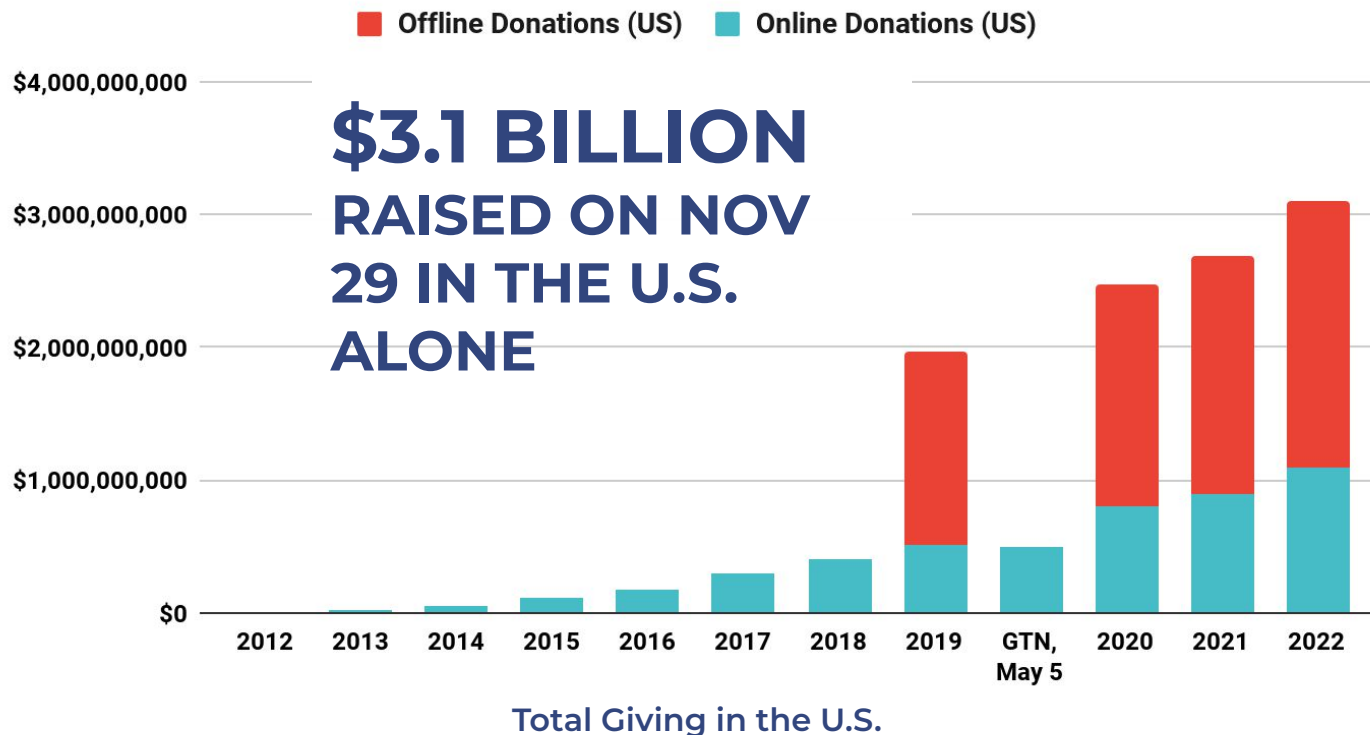
[@Kat\\_MurphyToms](#)

**GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.**

**Over eleven years, this idea has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity.**



Driving  
giving:  
money,  
time,  
goods,  
activism



# GivingTuesday 2022 Results



**37M**

adults in the U.S. participated, a 6% increase from 2021



**20M** donated  
(+12%)



**15M**  
gave voice  
(+11%)



**10M**  
volunteered  
(+3%)



**11M**  
gave goods  
(+8%)

U.S. Participation on November 29, 2022

# How BIG is GivingTuesday?



Plus the ISS: We're intergalactic!



Christina H Koch  
@Astro\_Christina

Grateful to have such an incredible world to give to this [#GivingTuesday](#).



# Who Talks About GivingTuesday?

*The biggest celebrities, influencers, and brands participate in GivingTuesday but it's also accessible to every day people who are interested in building a more generous world. The conversation that happens on GivingTuesday is exclusively organic.*



**Lin-Manuel Miranda** @Lin\_Manuel · Dec 3, 2019  
hellohellohello! The [#GivingTuesday](#) thread is here! No shortage of causes to care about. Pick something that won't leave you alone; then, volunteer, donate \$, and/or advocate to your elected official. Here are some orgs that my family donates to:

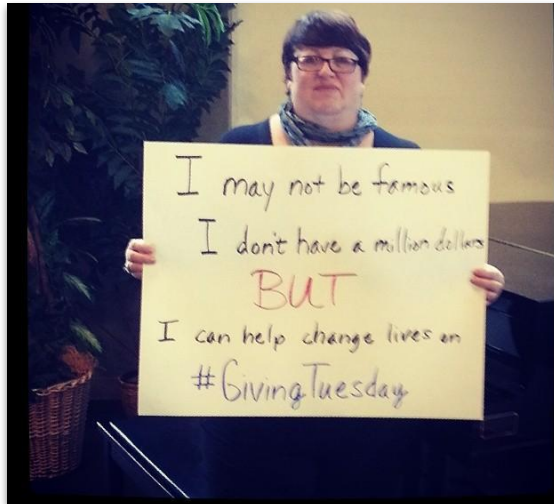
260 2,343 18.6K



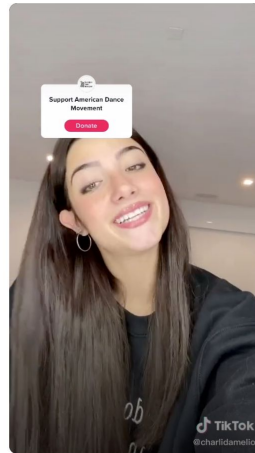
**camila** @Camila\_Cabello · Dec 3, 2019  
It's [#GivingTuesday](#)! I couldn't feel more passionate about [@SavetheChildren](#) & their mission to make sure kids everywhere grow up healthy, educated & safe- kids who are immigrants, refugees or living in challenging conditions in the US & all over the world [bit.ly/2XzWTIK](https://bit.ly/2XzWTIK)



506 2,402 14.4K



**charlidamelio** charli d'amelio · 1h ago  
tune in at 6pm tonight!!!! [#givingszn](#) [#givingtuesday](#)  
original sound - charli d'amelio



691.6K



42.5K



2047

# Radical Generosity

\ 'ra-di-kəl \ \ dʒɛnə'ʤəsəti \  
noun

The concept that the suffering of others should be as intolerable to us as our own suffering.

GIVING  
TUESDAY

**GivingTuesday  
exists to build  
the world we  
all imagine to  
be possible.**

**GivingTuesday is  
injecting more  
generosity into the  
social conversation**



**Fans casually  
enjoying media**

**Their potential  
to harness that  
energy for good**

# Memes



GivingTuesday @GivingTuesday · Nov 28, 2022

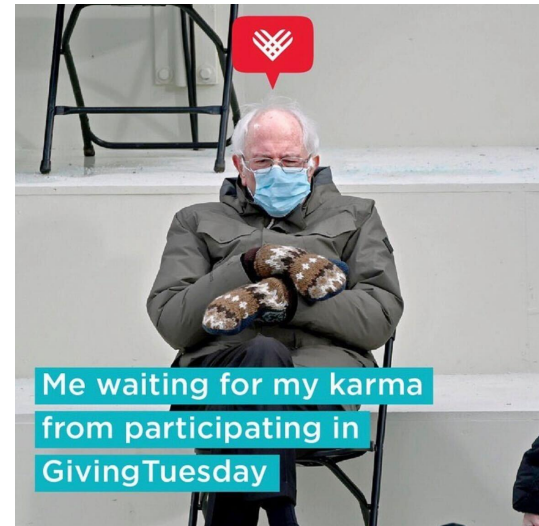
Promote ...

It's quite literally giving Tuesday.

181,211 Retweets 242,043 Likes



565 181K 242K



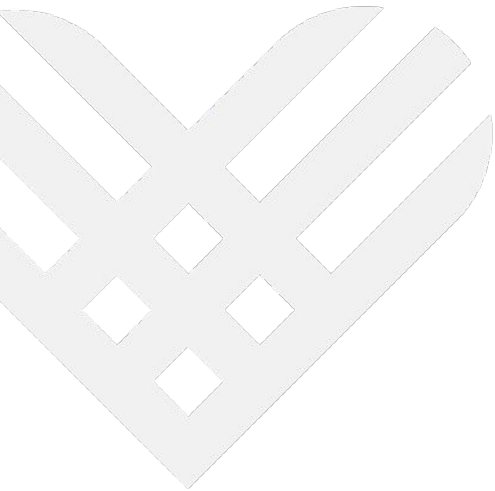
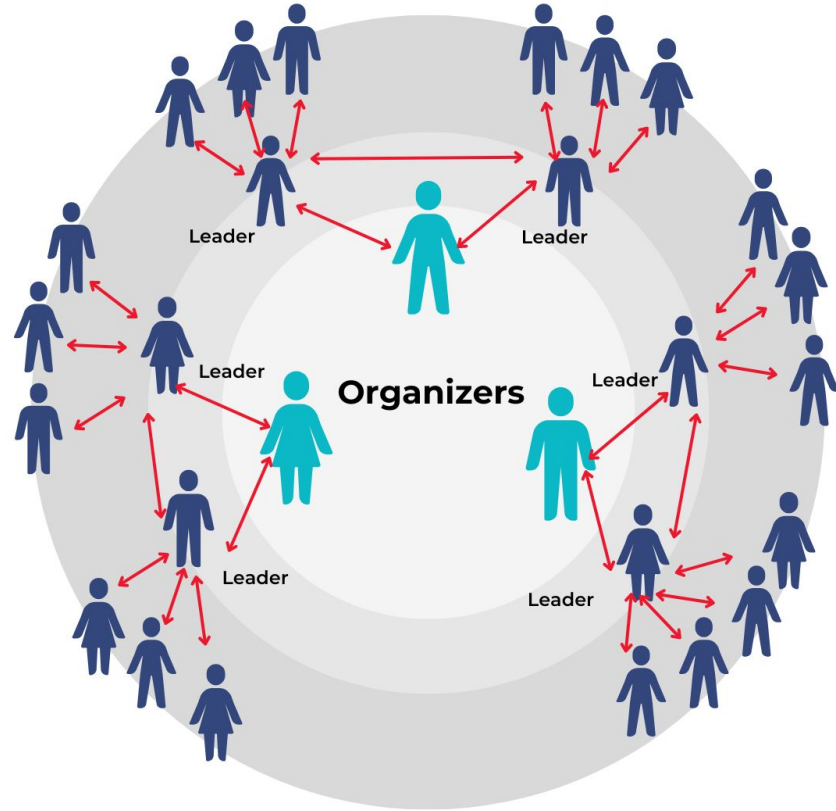


# Social Media Strategy



# Distributed Organizing Strategy

# Mobilizing Your People





# #My Giving Story

GIVING  
TUESDAY

Every act of giving has a story.  
What is yours?

## “I’m giving for...”

Share how and why you’re giving  
and you might appear in the  
GivingTuesday Livestream!



Share your video: [bit.ly/GivingFor](https://bit.ly/GivingFor)



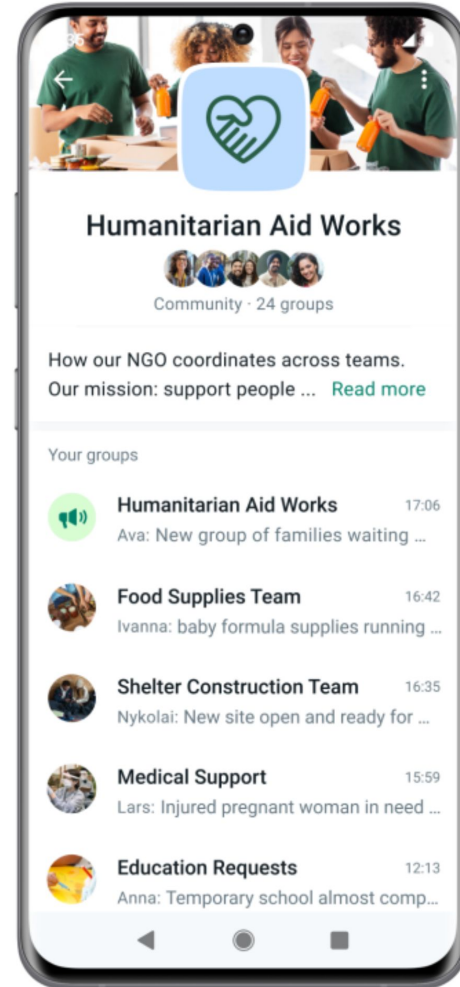
**Communities are  
places of new  
possibility.**

# Digital Mobilization in 2023

Move into community-oriented spaces and build our OWN social networks:

Can do this on:

- Slack
- Facebook or Nextdoor Groups
- Discord
- Whatsapp Communities



# You Don't Own Your Communities!

- Co-leadership and co-ownership is critical.
- Your organization can provide the guidance, the cheerleading, and the hope, but let your community members lead!





Your job as a social changemaker is to rally others and give them the **opportunity** to be a part of **building the world** they want to live in.