

Influencer Marketing for Social Good

The Impact of Charities
Collaborating with
Influencers



HypeAuditor

**bc
ma**
branded content
marketing association



Foreword

INFLUENCER MARKETING FOR SOCIAL GOOD

At a time when charitable giving is under pressure, charities can benefit hugely by working with influencers. The research proves there is considerable interest with over 62% expressing a desire to be ambassadors.

Often influencers will want to work with charities that align with their own interests and concerns. We can see how important mental health awareness has been over the last few years.



One of the most fascinating points identified is how charitable campaigns can improve social engagement for both parties which has played out as one of the significant trends in social media about purpose driven content.

With almost 45% of influencers happy to work with charities unpaid, this is a strong signal of why it's important for the influencer too.

Education remains key as to why influencer marketing can be a highly effective media for Charities.

The Branded Content Marketing Association celebrating 20 years, has recently launched a set of influencer best practice guidelines and a new influencer marketing course, www.thebcma.info

Gordon Glenister,

Author, Podcaster and Global Head of Influencer Marketing at [the Branded Content Marketing Association](http://www.thebcma.info)



Key Findings

33.5% of creators have partnered with charitable organizations

63% of influencers express willingness to support charities

Mental Health, Environmental Sustainability, and Health and Wellness dominate influencers' concern

74% of influencers believe cause-related content resonates with audiences

45% of influencers open to unpaid collaborations, 18% prefer financial compensation

American heart association, American Cancer society, and American red cross are the most mentioned by influencers charities globally

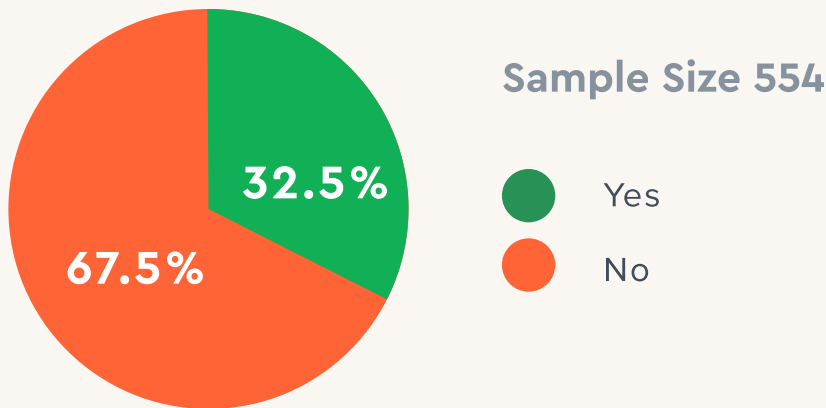
Authentic Support: Less Than 1% of Influencer Posts Have Sponsored Hashtags

We analyzed 10 Charities those have the most number of mentions by Instagram influencers

- How the largest charities work with Instagram influencers?
- What influencer marketing strategies do Charities use?
- How influencers feel about collaborating with charity



Have you ever collaborated with a charity as an Influencer?



32.5% of Instagram Influencers have worked with charities

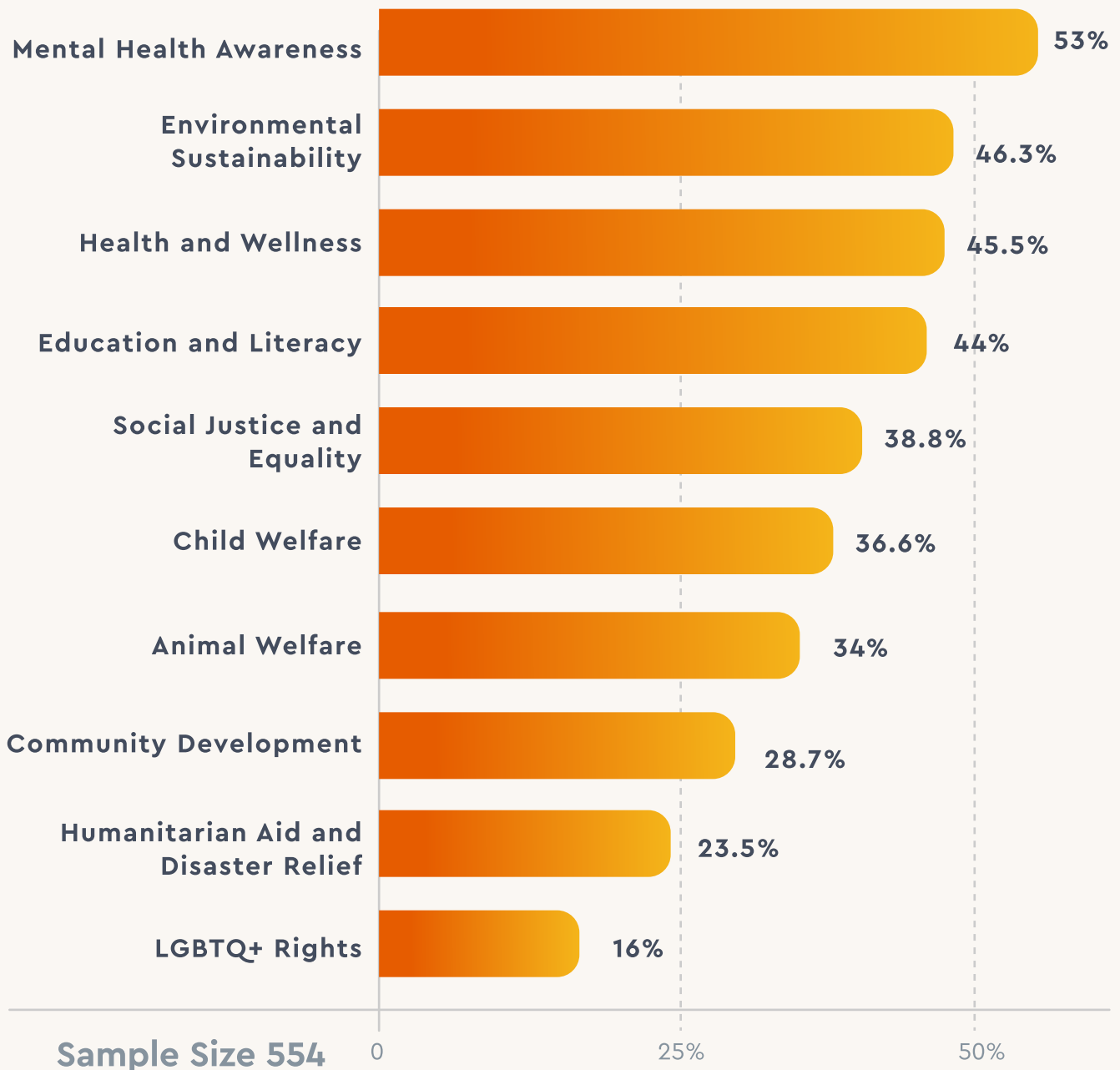
Would you be interested if approached by a charity to be an ambassador?



62% of influencers responded positively when asked if they would be interested in becoming a charity ambassador. Many expressed their passion for making a positive impact and showed eagerness to support charitable causes as ambassadors.



What types of causes are you concerned about?



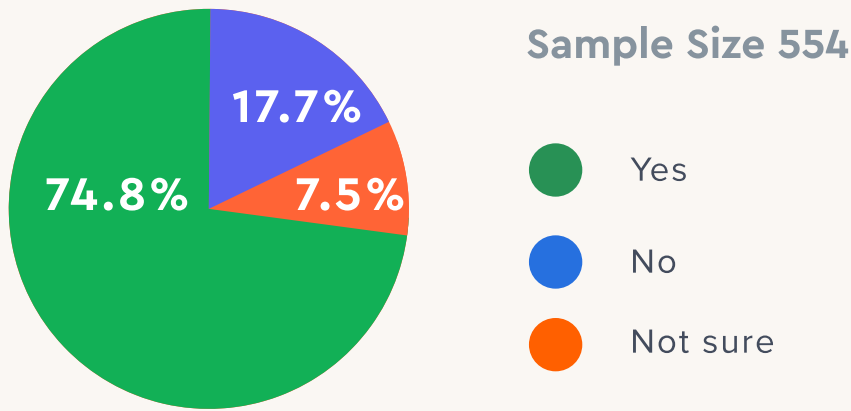
Mental Health Awareness (53%): It's encouraging to see that mental health awareness is a top concern among influencers. This indicates a growing awareness of mental health issues and the need to reduce stigma and provide support.

Environmental Sustainability (46.3%): The fact that environmental sustainability is a major concern among influencers reflects the increasing awareness of climate change and the importance of preserving our planet for future generations.

Health and Wellness (122): This category's high ranking signifies that influencers are concerned about promoting overall well-being and healthy lifestyles, which can have a positive impact on their followers' lives.



Do you think cause-related content generates greater engagement with your audience?



The response from influencers indicates a strong belief that cause-related content generates greater engagement with their audience. This finding aligns with the growing trend of social media users seeking more meaningful and purpose-driven content.

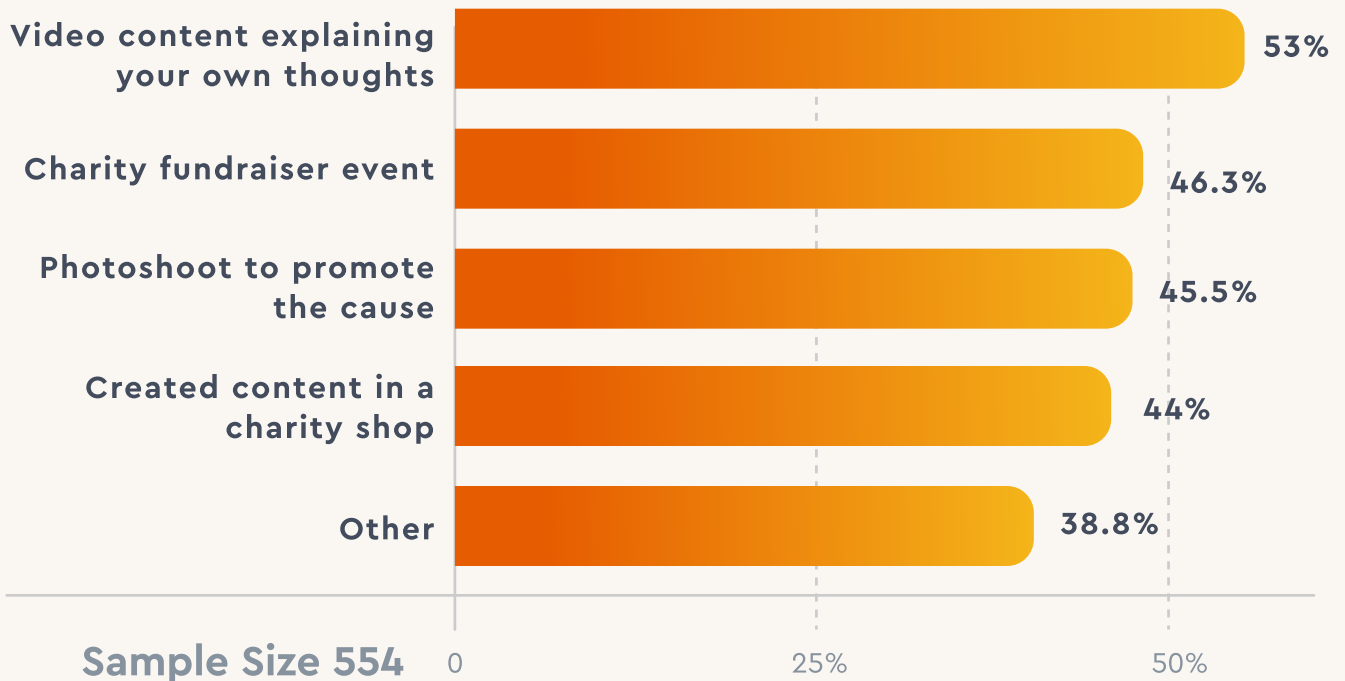
Lots of charities don't pay influencers for their collaborations, how do you feel about this?



While some influencers may prioritize the altruistic aspect of supporting charities and focus on the positive impact they can create, others may approach collaborations more from a business perspective, considering their time, effort, and influence as valuable assets that deserve compensation.



If you have worked for a charity, what type of content have you created



Video content explaining their own thoughts appears to be the most favored method, with a significant **53%** of influencers opting for this approach. The popularity of this format might be due to its ability to convey personal emotions and connections to the cause effectively.

It's also intriguing to note that **charity fundraiser events (46.3%)** and photoshoots to promote the cause (**45.5%**) are among the top answers. This suggests that influencers are actively involved in organizing events and utilizing visual media to raise awareness and support for charitable initiatives.

Overall, the responses indicate a diverse and creative approach taken by Instagram influencers when collaborating with charities, reflecting their dedication to making a positive impact on the causes they care about.



Top 10 most mentioned Charities

Brand	Mentions	Unique Users	Reach
American Heart Association	2 426	1 756	9.2M
American Cancer Society	1 054	708	2.2M
American Red Cross	796	673	5M
Goodwill Industries Intl.	891	613	4.9M
The Nature Conservancy	1 403	608	4.5M
Planned Parenthood Federation	789	542	13M
World Wildlife Fund	1 397	456	2.3M
Habitat for Humanity	527	438	0.7M
Leukemia and Lymphoma Society	741	421	1M
Save the Children Federation	497	345	10.2M
Overall	10 521	6 560	53M

Charities' Instagram accounts sorted by Unique Influencers gained in the first half of 2023

American Heart Association is the leader in terms of Mentions, Unique Influencers, and Reach across all Charities

American Cancer Society is on the second place with 1054 mentions made by 798 Instagram influencers.

In 2022 **American Heart Association** was mentioned 2 426 times by 1 756 influencers with estimated Reach of 9.2M

American Red Cross is on the third place with 5 Millions in Reach from 796 mentions.



American Heart Association



The American Heart Association (AHA) is a nonprofit organization in the United States that is dedicated to fighting heart disease and stroke. It is one of the most prominent and influential organizations in the field of cardiovascular health.

The mission of **the American Heart Association** is to build healthier lives, free of cardiovascular diseases and stroke.

Followers

372K

ER

0.1%

Yearly Growth

69.7K

Unique influencers

1 756

Mentions

2 426

EST Reach

9.2M

USA	1 143
BRAZIL	44
NIGERIA	22
INDIA	16
GERMANY	12

Distribution of posts by countries

1k-10k	1,843
10k - 50k	363
50k → 500k	165
500k → 1M	12
Over 1M	13

Distribution of posts by influencer tier

#Americanheartassociation	363
#Hearthealth	352
#Heartmonth	291
#Goredforwomen	256
#Wearredday	239
#Orangetheory	133
#Aha	100
#Cpr	87
#Heart	87
#Americanheartmonth	86

Top 10 most popular hashtags

Image	41.5%
Carousel	30.5%
Reels	28%

Distribution of posts by post type



American Heart Association mentions with #ad examples



happybelliesbyjenny • Follow
Paid partnership with mazolabrand
Original audio

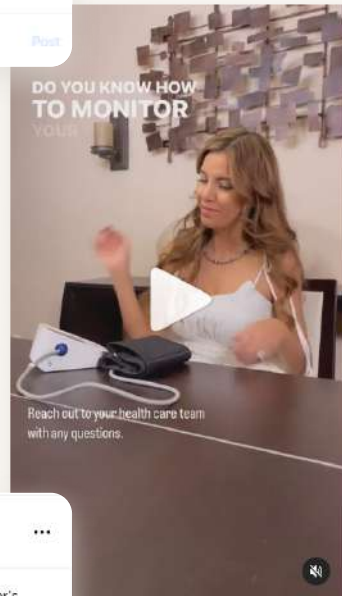
happybelliesbyjenny #AD You can never go wrong with freshly homemade Tortillas de Harina for Mother's Day, made with love and heart-healthy* @mazolabrand!

Did you know Mazola® Corn Oil is also officially Heart-Check certified by the American Heart Association (@american_heart)?! The Heart-Check is designed to help consumers make informed choices about the foods they purchase, and by having an all-purpose cholesterol-free** cooking oil on hand like Mazola Corn Oil you're always certain to prepare easy and delicious meals for you and the whole family!

46,622 likes
MAY 1

Add a comment... Post

Happybelliesbyjenny



polymathmom • Follow
Paid partnership with adcouncil
Original audio

polymathmom Did you miss my video chatting about high blood pressure? Do you know how to monitor your blood pressure? Just follow these easy steps.


GET IT – grab your self-monitoring blood pressure device
SLIP IT – slide the cuff up your arm
CUFF IT – wrap the cuff snugly, but not too tight
CHECK IT – check your blood pressure on the monitoring machine

Take the first step. Visit ManageYourBP.org or BajaTuPresion.org today for tools to learn how to self-monitor your blood pressure and for an interactive guide

34,302 likes
FEBRUARY 3

Add a comment... Post

Polymathmom



chefkeysh • Follow
Original audio

chefkeysh #AD Hi y'all! Mother's Day is around the corner, so be Mom's hero and prepare her my delicious Seared Strip Steaks with Homemade Chimichurri, made with heart-healthy* Mazola® Corn Oil.

Did you know Mazola® Corn Oil is also officially Heart-Check certified by the American Heart Association (@american_heart)?! The Heart-Check is designed to help consumers make informed choices about the foods they purchase, and by having an all-purpose cholesterol-free** cooking oil on hand like @mazolabrand you're always certain to prepare easy and delicious meals for you and the whole family!

Try it out, tag @mazolabrand, and let

7,062 likes
MAY 4

Add a comment... Post

Chefkeysh



American Heart Association Top Most Liked Posts



d.ham3 • Follow
Original audio

d.ham3 Excited to be teaming up with @american_heart in a BIG way!

The Damar Hamlin 3 for Heart challenge is live! 3 easy steps to save a life. 💎

Starting with the 🐾's!

@tombrady, @michelleobama, and @kingjames you have all been challenged! 💎

Throw them 📺's up! 💎

#3forHeart #loveforDamar #HeartMonth #CPRwithHeart
Edited · 24w

311,946 likes
FEBRUARY 1

Add a comment...

D.ham3



melissafumero • Follow
Original audio

melissafumero February is #HeartMonth and I'm proud to accept @d.ham3's #3forHeart challenge! It's 3 simple steps:

- 1 - Go to heart.org/3 (link in my bio) to watch a short video to learn Hands-Only CPR.
- 2 - Donate to the @american_heart to fund CPR education and lifesaving work
- 3 - Challenge 3 friends to do the same with #3forHeart. @terrycrews @tyleralvarez @williamhmac , you have all been challenged! Launch your own challenge by going to heart.org/3

#CPRwithHeart #GoRedForWomen #RedDressCollection #loveforDamar
23w

206,735 likes
FEBRUARY 4

Add a comment...

Melissafumero



agoldennamedkevin • Follow
Paid partnership with **american_heart**
Original audio

agoldennamedkevin According to @american_heart, studies show owning and walking a dog increases social interaction. Kevin has truly helped ease me out of my shyness! How has your well-being changed, mentally and physically, since owning a dog? #AHAAmbassador #BestFriendFridays #goldenretriever
5w

atticus_eowyn I've learned that dogs have a mental healing power about them. I am going to school to be a therapist and plan to use dogs in my practice.
5w 110 likes Reply

92,848 likes
JUNE 9

Add a comment...

Agoldennamedkevin



American Cancer Society

The American Cancer Society (ACS) is a nationwide voluntary health organization in the United States that is dedicated to eliminating cancer as a major health problem. It is one of the largest and most well-known cancer organizations in the country.

The mission of **the American Cancer Society** is to save lives, celebrate lives, and lead the fight for a world without cancer.

Followers

183K

ER

0.29%

Yearly Growth

14.5K

Unique influencers

708

Mentions

1 054

EST Reach

2.2M

USA	578
BELGIUM	5
TURKEY	5
ARGENTINA	3
BANGLADESH	3

Distribution of posts by countries

1k-10k	845
10k - 50k	153
50k → 500k	41
500k → 1M	4
Over 1M	4

Distribution of posts by influencer tier

#Americancancersociety	167
#Cancer	80
#Cancersucks	59
#Relayforlife	37
#Breastcancer	35
#Cancerawareness	29
#Cancersurvivor	26
#Breastcancerawareness	24
#Discoveryshop	22
#Thriftng	20

Top 10 most popular hashtags

Image	41.5%
Carousel	29.9%
Reels	28.6%

Distribution of posts by post type



American Cancer Society mentions with #ad examples



latishatankard • Follow
Paid partnership with [americancancersociety](#)
Houston, Texas

latishatankard #ad Six months cancer free!!!! If you have been following our family for any length of time, you know that back in September of 2021 Marcus was diagnosed with stage 4 colon cancer.

We were devastated and it felt like our world was falling apart. But after a very long and hard year, we received the most amazing news, that he was CANCER FREE!!!!

I have always had a soft spot in my heart for anyone who was facing cancer. But let me tell you when it hits your house and you're staring it in the face everyday, it gives you an even

7,313 likes
MAY 8

Add a comment...

Latishatankard



doctortim.md • Follow
Paid partnership
Original audio

doctortim.md Tips to lower cancer risk! In the spirit of International Men's Health Week (June 12 - 18, 2023) please like this post so that more people can benefit from it too!

The @americancancersociety #sponsored this collaboration so that we could highlight the importance of sun protection, limiting alcohol intake, exercising, and eating plant foods (fruits, vegetables, and nuts), all of which decrease the risk of various cancers, along with other medical conditions. Multiple research studies have supported these associations. There's no sure way to prevent cancer, but you can help reduce your risk by making healthy choices! Visit

3,541 likes
JUNE 13

Add a comment...

Doctortim.md



noah_erb • Follow
Original audio

noah_erb Get Screened [@americancancersociety](#)

[cancer.org/getscreened](#)

#ad
17w

vicwales1 2013 colonoscopy, discovered colon cancer. I am thankful it was found early and removed. I go in a couple months for my 10 year check. 🙏 I encourage everyone to be screened when it is your time to do so!
17w 4 likes Reply

drobot Hello . My girlfriend and I are looking for a sponsor to come

3,011 likes
MARCH 17

Add a comment...

Noah_erb



American Red Cross



The American Red Cross is a humanitarian organization in the United States that provides emergency assistance, disaster relief, and health and safety training. It is part of the larger International.

Red Cross and **Red Crescent Movement**, which is a global network of organizations dedicated to alleviating human suffering.

Followers

280K

ER

0.06%

Yearly Growth

20K

Unique influencers

673

Mentions

796

EST Reach

5M

USA	466
INDIA	6
COLOMBIA	4
GREAT BRITAIN	4
ARGENTINA	3

Distribution of posts by countries

1k-10k	564
10k - 50k	139
50k → 500k	70
500k → 1M	3
Over 1M	9

Distribution of posts by influencer tier

#Redcross	92
#Americanredcross	91
#Blooddrive	63
#Donateblood	44
#Giveblood	43
#Blooddonation	27
#Cpr	21
#Blood	19
#Community	18
#Blooddonor	16

Top 10 most popular hashtags

Image	42.2%
Carousel	38.6%
Reels	19.3%

Distribution of posts by post type



American Red Cross mentions with #ad examples



tasiasword • Follow
Original audio

tasiasword • Ya' girl went to donate blood with @americanredcross. I'm afraid of needles, but I went through with it. Check out some behind-the-scenes footage from my experience. It wasn't scary at all. In fact, it was humbling to know our blood can help save lives.

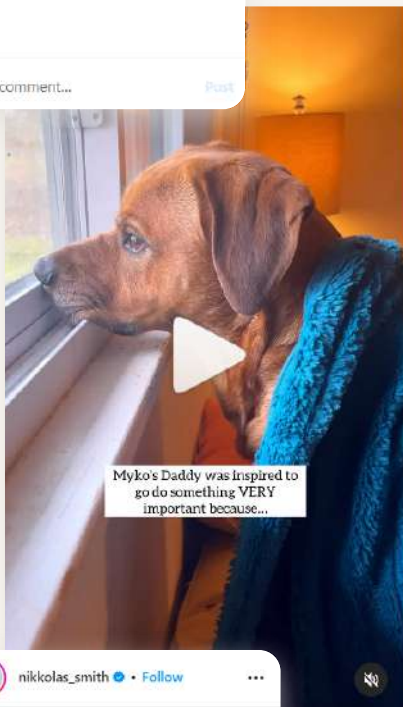
Every 2 seconds someone in the U.S. needs blood. So, I encourage my family, friends, fellow D9 members and @sgrhouupdates sisters to roll up a sleeve to donate lifesaving blood.

Visit RedCrossBlood.org/OurBlood to schedule an appointment today or to learn more about how your sorority or fraternity chapter can host a virtual blood drive. #TeamUp4SickleCell #ad

17,658 likes
FEBRUARY 17

Add a comment... Post

Tasiasword



mykomushroom • Follow
Original audio

mykomushroom Did you see him move the pan into position!? #ad The American Red Cross and PEANUTS® are joining forces to remind our friends (like you!) that it's cool to be kind and help save lives. Let's take a page from the comic strips that have charmed us for generations and take care of one another. Join us: Schedule an appointment to give blood today. When you give by April 1- 23 you'll get an exclusive Red Cross and PEANUTS T-shirt featuring Snoopy as the coolest beagle in town, Joe Cool!^

Be Cool. Give Blood. Visit link in bio to donate now! (^and for the terms and conditions) #americanredcrosspartner @americanredcross @snoopygrams

3,874 likes
APRIL 4

Add a comment... Post

Mykomushroom



nikkolas_smith • Follow

nikkolas_smith • I was inspired to create this piece called Transfusion for Sickle Cell Awareness Day after speaking with a few incredibly brave Sickle Cell Warriors who shared with me how challenging and difficult it is to live with this invisible but very invasive disease. Thanks to @AmericanRedCross we can all play an important part to learn about this disease and above all help in donating blood to make sure that these warriors can all get the transfusions they need to keep going. Take FIVE seconds and do this simple hand sign to learn about Sickle Cell: Make a C with your left hand Make an O with your right hand Cross your arms This symbolizes a sickle cell, a healthy cell, and the process of a blood

3,549 likes
JUNE 19

Add a comment... Post

Nikkolas_smith



American Red Cross Top Most Liked Posts



chayanne • Follow

De qué manera puedes ayudar a @americanredcross Giving Day? De una manera sencilla: haz una generosa donación para ayudar a que muchas familias se recuperen luego de un desastre natural como un incendio forestal o un tornado. #HelpCantWait.

Por favor dona hoy mismo. Ve al link de mis stories para más información

17w

vanes_gon 17w 1 like Reply

valerx_b.o Papá? 7w 1 like Reply See translation

80,188 likes MARCH 22

Add a comment...

Chayanne



thechristishow • Follow

Paid partnership with americanredcross

Original audio

thechristishow 22w

Hey ya!! It's #BlackHistoryMonth and Black excellence is in OUR blood! It's estimated that over 100,000 people in the U.S. have sickle cell disease. The majority are of African descent and may require regular blood transfusions. Did you know 1 in 3 blood donors in the Black community are a match for these patients? That's right! Your blood can help ease the pain of sickle cell warriors! That's why I'm partnering with @americanredcross and urging communities to donate blood! Join us as we #TeamUp4SickleCell and schedule your appt today! <https://rcblood.org/3RJVJJO>

davenooglesby 4w

27,888 likes FEBRUARY 15

Thechristishow



k.schaal • Follow

k.schaal 6w

I gave birth to a blood baby @americanredcross today. If you can donate please do, I feel like a hero and I just laid there. Where's my O Negatives at??? Please donate especially for ME! Also this post is making me think the Guide would love to volunteer at a blood drive! (Shadows 7/13) Pic by fellow donor @meganshuham. Xoxo

tompapa 6w

Congratulations 2 likes Reply

amberrosetamblyn 5w

I'm O negative! I will do this!

20,097 likes JUNE 9

Add a comment...

K.schaal



ABOUT THE BCMA

The Branded Content Marketing Association (BCMA) has been at the forefront of this continually evolving sector of marketing communications for the past twenty years.

Established in Soho, London in 2003, it was the forum for brands to meet producers. Thanks to its passionate and diverse membership base, it has grown to become the leading global member association promoting the value of branded content and influencer marketing. **BCMA** continues to lead the debate on what makes great branded content and influencer marketing, how brands, producers, agencies, platforms, media owners, publishers and content creators can engage audiences for maximum benefit and payback.

More recently the **BCMA** has focused on the extraordinary growth of Influencer Marketing that is now reaching critical mass, and continues to prove the effectiveness and promote the value of branded content and influencer marketing, through best practice and shared learning.

For more information please visit www.thebcma.info



ABOUT HYPEAUDITOR

HypeAuditor is a SaaS solution that manages influencer identification, campaigns and reporting for the influencer marketing programs of consumer brands and agencies.

HypeAuditor sets the standard in account analytics to make influencer marketing transparent, fair, and effective.

For more information please visit HypeAuditor.com



METHODOLOGY



Our study involved interviewing 554 English-speaking Instagram influencers selected from **HypeAuditor** internal database, primarily based in the US and UK.

The top 5 categories in which these influencers create content are Lifestyle, Beauty, Travel, Sport, and Gaming. Regarding their follower count, 49% have between 1k to 10k followers, 29% have between 10k to 50k followers, 16% have between 50k to 500k followers, and 6% have over 500k followers.

The survey was carried out in July 2023.

To identify the most mentioned charities, we examined Instagram accounts from the list of Forbes' top 100 charities. From this analysis, we discovered the 10 charities that received the highest number of mentions by Instagram influencers in the first half of 2023.