

Small Act helps ONE build an active social media community

smallact
Make a big impact in social media.

Case study



“Thrive got us key insights and details. We could finally make social media work for us.”

- Malaka Gharib,
New Media Coordinator, ONE

A grassroots advocacy and campaigning organization that fights extreme poverty and preventable disease, ONE doesn't ask for your money. They ask for your voice. That's why ONE must effectively harness their many supporters on the social web to advance their mission.

The problem: Doing effective analysis

Many of ONE's 2 million members follow the organization on Facebook and Twitter. But it wasn't entirely clear what messages were most resonating with their community.

The solution: Thrive's in-depth reporting

ONE got the data they needed from Thrive. Thrive's powerful Reports function allowed ONE's new media team to move past cumbersome spreadsheet calculations and dive right into analysis.

“In social media, you have to be able to visualize growth and analyze where the spikes are and how you can keep things moving onward and upward,” said Malaka Gharib, ONE's New Media Coordinator. “If you don't have a way to see that, it will be very difficult for you to do any analysis.”

Gharib said Thrive made it easy for her team to “find the best practices,” see what messages

best motivate ONE's members and “track how much influence” the organization wields online.

The result: Improved engagement

Thrive's exhaustive tracking of Twitter, Facebook and bit.ly numbers allowed ONE to discover what messages were most popular among their supporters — and effective in spurring them to take action.

“The quality of the reports in Thrive are just much more helpful than those found in other tools when it comes to making analyses,” Gharib said.

Through their use of Thrive, ONE has better harnessed their steadily growing legions of supporters. The crowd of 462,000 Twitter followers and 153,000 Facebook fans is now signing petitions and increasing awareness.

“Thrive got us more detail,” Gharib said. “We could make social media work for us.”

About Small Act

Small Act empowers you to take social media to the next level, enhancing your fundraising, major gift-prospecting, event-planning and advocacy efforts. With their SocialData, Key Donor Intelligence, and SocialCRM solutions, Small Act proudly serves hundreds of clients.

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sales@smallact.com | www.smallact.com
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