



Methodology

- 1.** Using a variety of personal Facebook and Twitter accounts, we contacted each organization through those two social media channels to ask a question about the organization. We then tracked how quickly the organization answered each response on a particular channel.
 - a.** Responses were graded by time.
 - Immediate - 4 hours A
 - 4-8 Hours B+
 - 8-18 Hours B
 - 18-24 Hours C+
 - 24-48 Hours C
 - 48-72 Hours D+
 - 3-5 Days D
 - +5 days (or no response) F
- 2.** After we received an answer to our initial question, we made an online donation of \$10 to that organization and tracked what happened next.
 - a.** Did the website give us an option to share the fact that we donated to that organization with our social media connections? If so, on what channels?
 - b.** If given the option, we used the links to share about the donation.
 - c.** If no “Share” option was given, we still tweeted and posted to the Facebook page about the donation to our social channels, tagging the organization.
- 3.** Did the organization respond to tweets or posts about donations to thank donors for their support? How long did it take to receive these responses? Responses were graded by time.
 - a.** Time to respond
 - Immediate - 4 hours A
 - 4-8 Hours B+
 - 8-18 Hours B
 - 18-24 Hours C+
 - 24-48 Hours C
 - 48-72 Hours D+
 - 3-5 Days D
 - +5 days (or no response) F
- 4.** Once all of the data was captured, we analyzed the results to find trends in time and response, and inform recommended best practices.