



Community Matters

Jenny
Aleksandrowicz

jenny.aleksandrowicz@communitymatters.org.uk

New Social Media Platforms





**What New Platforms
do you use?**

**Please type what NEW social
media platforms you use or are
investigating in the chat**

If you don't use any, please type 'none'



The UK was home to 54.8 million social media user identities in January 2025, equating to 79.0 % of the total population.

[Source: Datareportal \(UK Report\)](#)

Today, worldwide users spent an average of 2 hours and 21 minutes per day on social media.

[Source: Datareportal](#)

According to the latest data, the average internet user used 6.8 platforms per month

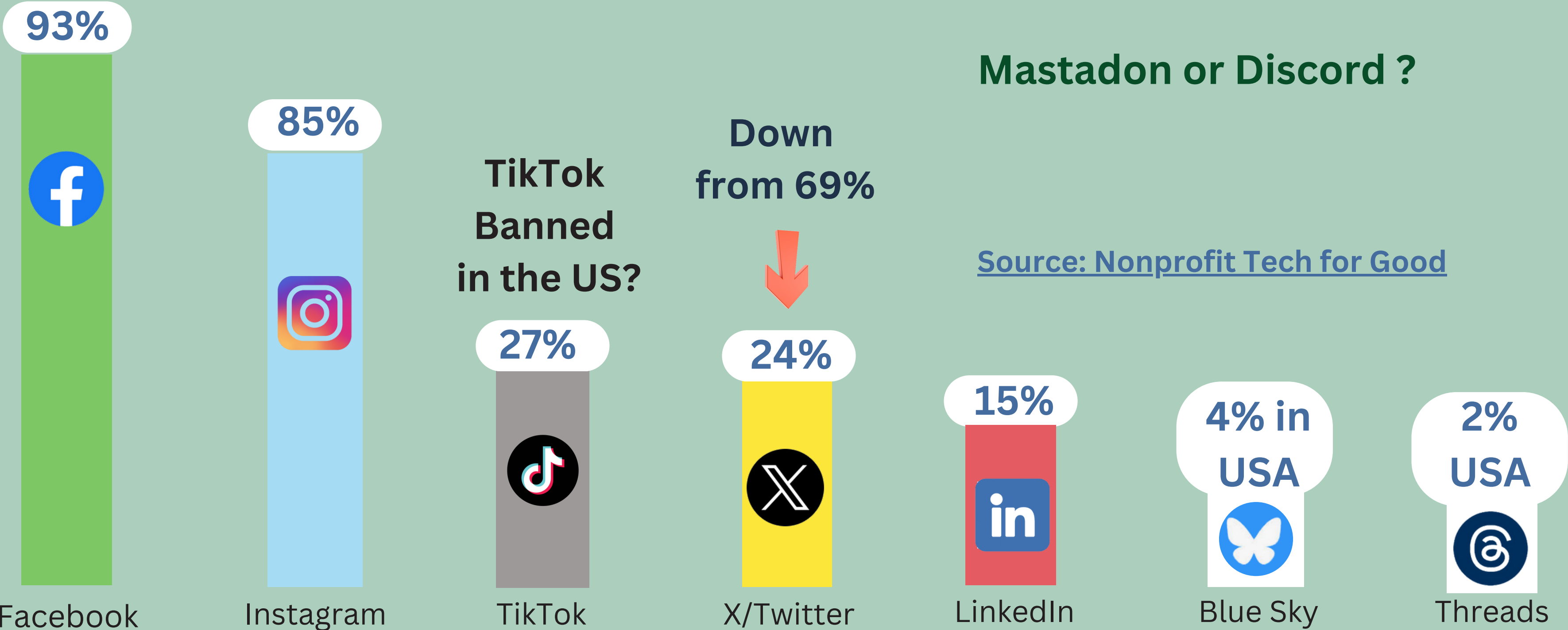
[Source: Datareportal](#)



Platforms used by non profits in 2025



Platforms regularly posted on (worldwide) (at least once a week)



Mastadon or Discord ?

Source: Nonprofit Tech for Good

X-odus

62% of nonprofits active on X have started building a presence on other emerging platforms.

Of those:

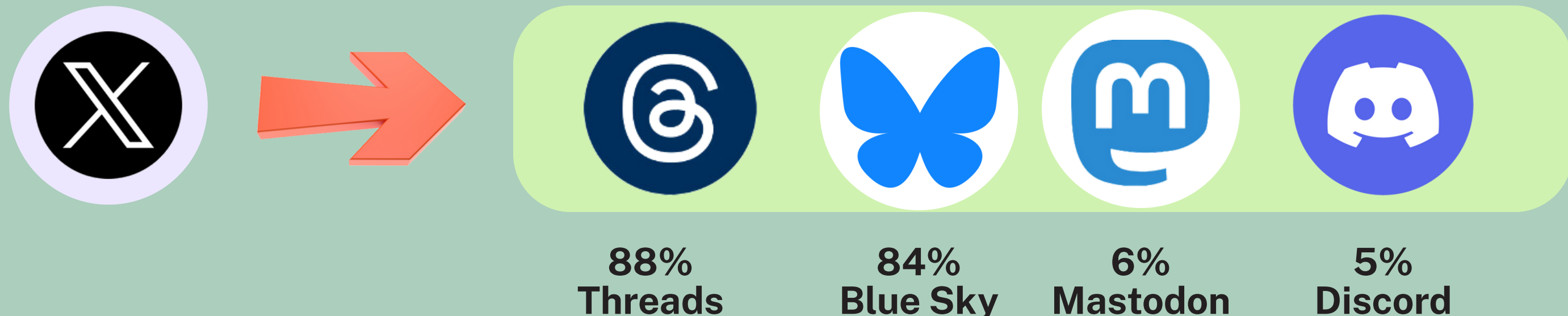
88% are experimenting with Threads

84% with BlueSky

6% with Mastodon

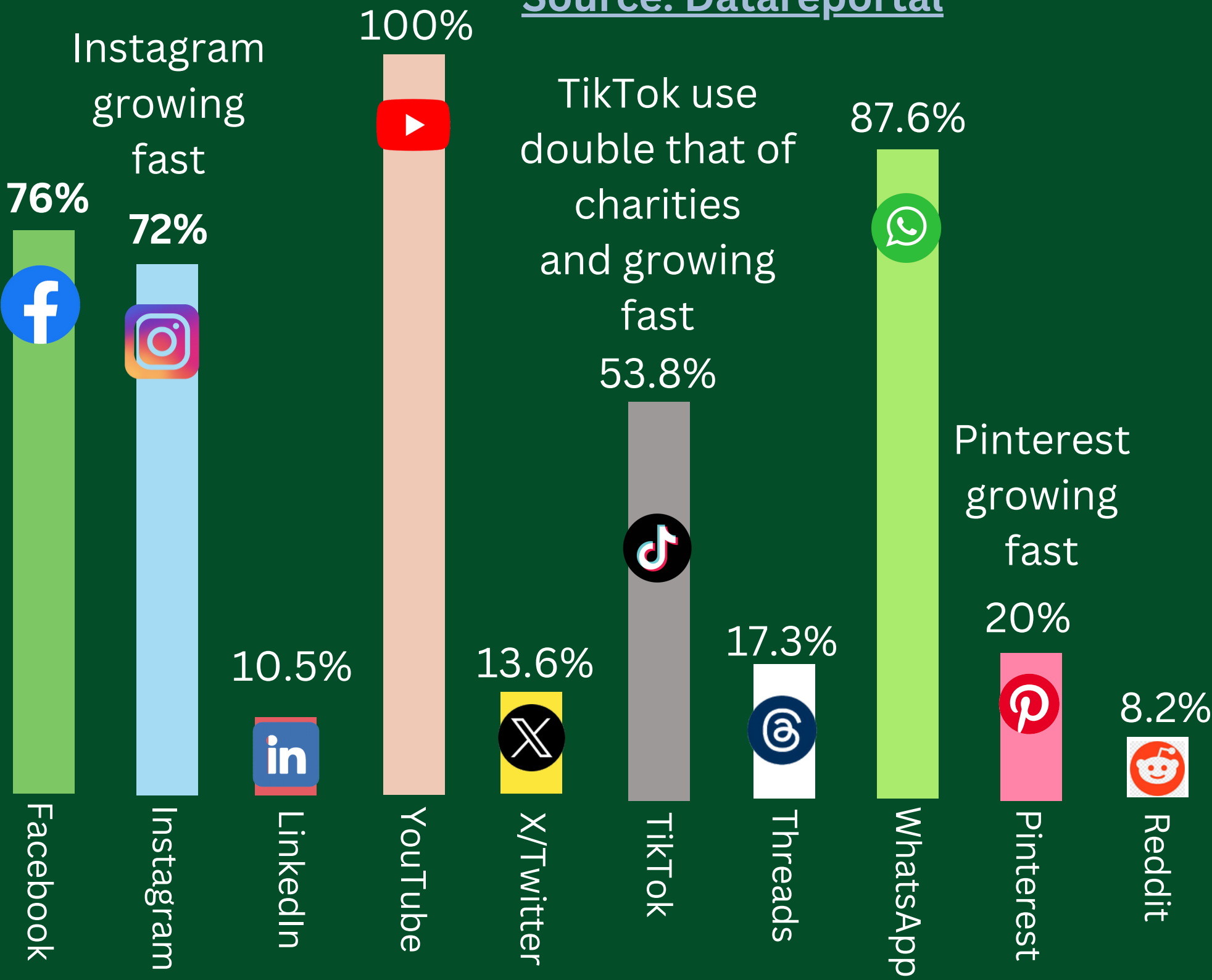
5% with Discord.

[Source: Nonprofit Tech for Good](#)



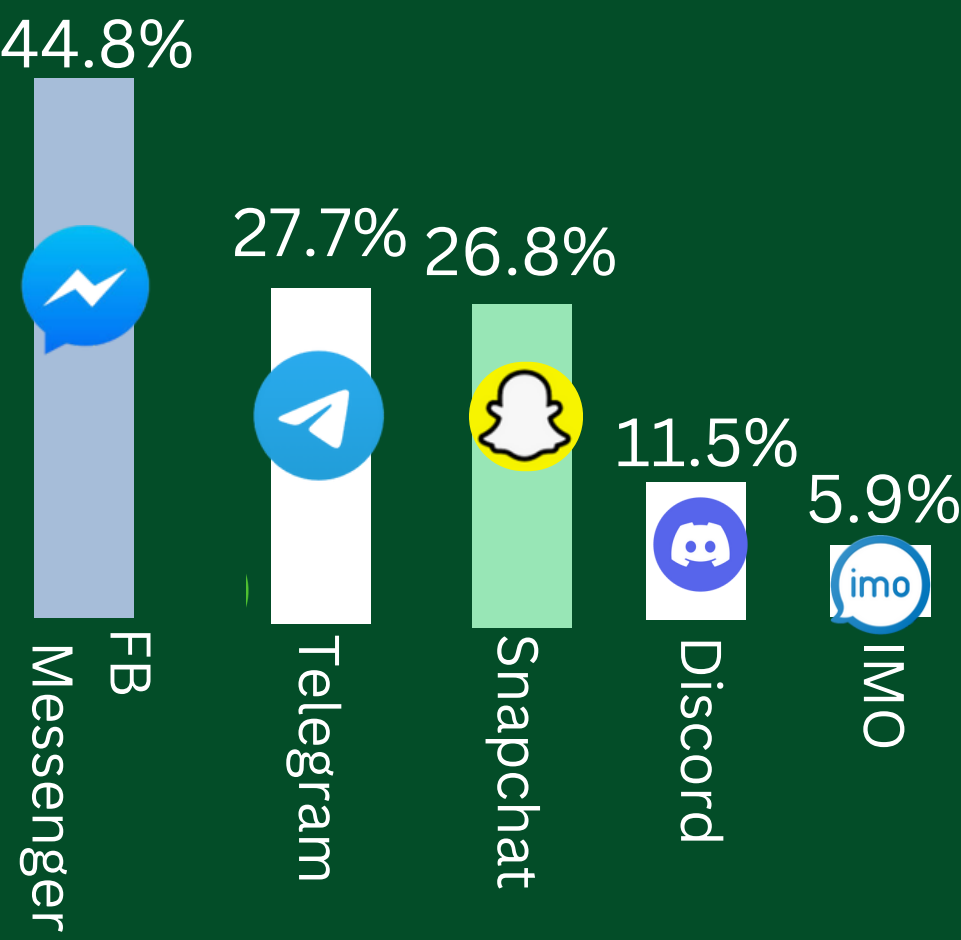
Platforms the public are using globally in 2025

Source: Datareportal



Blue Sky? or Mastodon ?

Source: Datareportal



Blue Sky and Mastadon figures

On 18th Aug 2025 there were 38.26 million users of Blue Sky worldwide, of which nearly 5% were from the uk . That's 1.91 million

[Source: Backlink Aug 2025](#)

Mastodon only recently reached 10 million registered users worldwide.

[Source: Storyful Mar 2025](#)

Trends 2025

 Instagram is the fastest growing platform globally 25.3% growth rate.

[October 1, 2025 Source](#)

 Pinterest follows closely, expanding at a rate of 23.2%

[October 1, 2025 Source](#)

  YouTube remains the most used across all ages, and Facebook has the most users.

[April 2025 Source](#)

 1 in 4 TikTok users are under 25 years old. TikTok has moved level with Instagram for the number of Gen Z users.

[July 2025 Source](#)

Context & Why It Matters

The social media landscape is rapidly shifting: new platforms, new formats (short video, short-lived content, decentralised / privacy-focused).

Non-profits need to keep up to reach donors, mobilise communities, tell stories, build trust. But resources are limited: time, content creation, staff skills, budget.

So choosing the right platforms strategically matters a lot.





**What do you want
to use Social Media
for?**

Please type into the chat:
**What are your main aims when you use
social media.**
What are the 3 main reasons you use it?



Why Emerging Platforms Matter for Non-Profits



Reach new / younger / niche audiences before saturation

More authentic / less polished content welcomed which builds trust

Less competition, more opportunity to stand out

Potential for higher engagement



What platform is best for which use: a summary

Huge reach & visibility (large audience)	Facebook, Instagram, TikTok, X
Strong tools for events and fundraising	Facebook, Instagram, LinkedIn, X
Better engagement, storytelling via visuals & video	TikTok, Instagram, Facebook Stories/Reels, short video formats
Professional / network building, partnerships, credibility	LinkedIn, Facebook
Niche / community / alternative audiences; privacy / decentralisation concerns	Mastodon, Bluesky, Discord,
Flexibility in content types (live video, limited time content, interactive i.e not just passive readers/viewers, 2 way)	Instagram, TikTok, Threads

What platform is best for which use: a summary by Global One

Platform	Best For
Mastodon	Connecting with various communities
Jagat	Expanding your network and building local connections
Lemon8	Effective brand messaging
Substack	Reaching the target demographic with long-form content
BlueSky	Connecting with local and international communities
Discord	Engaging and connecting with communities
Xiaohongshu (RedNote)	Reaching the target demographic with short-form content
Threads	Sharing short-form content and joining real-time conversations

Blue Sky



It was conceptualised by former Twitter CEO, Jack Dorsey
Opened to the public in February 2024



Decentralised social media platform, considered as an alternative to X/Twitter
Decentralisation means there isn't one single company or server that controls everything.
Posts shared on the platform have a limit of 300 characters, pictures and videos up to 5MB

Pros

X/Twitter. - like Interface so easy to use

Starter Packs

Seen as a more community, friendly feel

Can customise their own feed, instead of a given algorithm

X/Twitter has less character allowance (280)

Can have 60 second videos and a maximum of 4 images per post and also links

Can create threads/strings, pin posts and share direct messages

Can import your Twitter contacts into Bluesky using a browser extension like Sky Follower Bridge

Cons

Can't schedule a post

Can't edit a post once posted, have to delete it

Smaller Audience Size than older platforms

Threads



Created by Meta owners of Facebook and Instagram ,similar to X/Twitter
Released: July 2023



Threads has a a character limit of 500 words. Closely linked to Instagram

Pros

One-click setup with your Instagram account

Your followers from Instagram don't appear in threads but you are prompted to automatically follow the accounts you already follow on Instagram

Profiles can be set to public or private

Can share Threads posts to Instagram directly

Supports photos, videos up to five minutes long, and links

Can schedule posts

Has direct messaging

Now has starter packs

Cons

Can't directly transfer X/Twitter followers to Threads

Third Party programs like ThreadLink don't work anymore

Can only edit a post within 15 minutes of publishing

Threads is primarily targeting Meta's user base

Currently unavailable in the European Union

Lack of desktop accessibility, with functionality focused on mobile apps

Concerns about data sharing due to Meta's history with privacy issues

Mastodon



Decentralized social media app

Released: 2016 but has gained renewed attention

Instead of one giant server, Mastodon consists of thousands of smaller communities



Pros

Posts up to 500 characters long

Can post videos up to 99MB and links

Initially personalised algorithm

Will be introducing starter packs

Not owned by a single company

Mastodon has its own official app, but you can use many third-party apps too

Can connect to several servers via federation

No adverts

Community friendly

Highly Customizable

Cons

Design comes with a learning curve

Have to choose an instance (community), each with its own rules

Have to understand federation (separate servers). Fediverse.

You are responsible for all maintenance of the platform and have to run security patches etc yourselves

Since your server may be connected to others any security issues can be caused by 'the weakest link'

You have to rely on a forum community for help and support

Have to constantly post to create a community

Discord



Created by Meta owners of Facebook and Instagram ,similar to X/Twitter

Released: May 2015

Chat and voice app popular among gamers and online business communities. Voice and video calls, group chats, send text and media and the ability to share files.



Pros

Users can share messages, images, links, and other media

Has separate servers: servers are like forums with different live chat sections. These are basically big group chats but with a huge amount of customisation

Some servers are public, while others are private and require an invitation to join.

Also has regular group chats as well for when you just want a few people to talk to and don't wanna set up a server.

Good for event planning and scheduling

Direct conversations, where you can talk and share about everything instantly.

Persistent chat rooms

Cons

Its a little complicated. Discord is a sprawling, layered platform, with lots of options and settings to wade through.

Each server has its own rules

Building and maintaining a community requires consistent moderation and engagement.

Smaller servers can struggle to attract new members without external promotion

You'll still find a lot of communities dedicated to gaming on the platform

Other New Platforms



[Substack Notes](#)



[Twitch](#)



[Minds](#)



[Diaspora](#)



[Vero](#)



[Damus](#)



[Nextdoor](#)
[for events etc](#)



[Rednote](#)



[Kick](#)



[BitChute](#)



[Coverstar](#)



[Lemon8](#)



[Care2](#)



[Reddit](#)



[No Place](#)



[Telegram](#)

Other facts about various platforms



One of the crucial advantages to Pinterest over other social media platforms is that the lifespan of a pin is around three months versus around 24 minutes on X/Twitter.

[Source: Charity Digital](#)



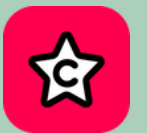
YouTube is the second most popular social media network and the second most popular search engine in the world, particularly among younger audiences.

[Source: Charity Digital](#)



Mastodon explicitly prohibit the scraping of user data for unauthorized purposes, e.g. archival or large language model (LLM) training i. e. training AI [Source: TechCrunch](#)

[How to opt out of AI using your data for training purposes](#) [Source: MDS Tech](#)



Coverstar claims to offer a “safe TikTok alternative”. According to developers, content is consistently monitored and no explicit or dangerous content is allowed.

Furthermore, the social platform doesn't support direct messages for safety reasons.

[Source: Backlink](#)

Other facts about various platforms 2



Lemon8 : China based built by the same people as TikTok [Source](#)



Care 2: is known as the 'do good' social platform and is renowned for campaigning and petitions. Has 53,000 members and 2,750 non-profits onboard.

[Source](#)

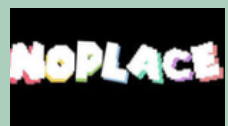
Care 2: has a UK page but not much on it.

[Source](#)



Reddit: is a community made up of communities or 'subreddits'. These communities span from general interest to as niche as you can imagine, with over 36 million registered users.

[Source](#)



noplace: text-based only, no photos or videos. Aimed at Gen Z (people born between 1997 and 2012) although not for 13 year olds and people under 18 need parental permission to use it.

[Source](#)

Telegram



TELEGRAM Controversial : chat apps that allow you to message, voice call, and video call people for free.

There are 5.96 million downloads of Telegram in the UK as of 2025 [Source](#)

[Source](#)

[Source](#)

[Source](#)

Telegram has millions of users all around the globe, the majority are from Asia (38%), followed by Europe (27%), Latin America (21%) - extremely popular in Ukraine, making it the most used messaging and news source for many citizens. It became a vital platform for live updates during the war, government communication, and community fundraising efforts. However, due to national security concerns about potential Russian spying, Ukraine has banned its use on official and military devices, though it remains widely used on personal phones.

[Source](#)

Telegram was banned from 2018 to 2020 in Russia. Iran blocked Telegram in 2018. In Pakistan Telegram was banned in 2018

Encryption not end to end , so not as good as WhatsApp and other platforms. Full end-to-end encryption (E2E) is an opt -in and not standard. Will give info to authorities. You also have to give them your mobile phone number in order to sign up.

Next Steps



Decide what you want to use social media for and identify key themes e.g. encouraging more volunteers, engaging more with older / younger people etc.



Identify your target audience e.g. age, gender, location, aspirations, beliefs, worldview etc.



Identify a possible platform(s)



Look and watch the platform(s), join but don't necessarily engage yet. Check engagements of posts, how often posts appear, how much traction do they get, content of posts (e.g. too political, too niche, videos work best? etc.). Check that the content matches your organisation's goals and ethics.



Check if worth your effort. Would the amount of work be worth it? Would you be able to post consistently and regularly and in the right format in order to get the engagement?



Things to help



Have a social media strategy



These are basically a plan as to how much you will post, when to post, on what platform and what content you need to get/create. How to analyse the results and success of the platform. You need to carve out a dedicated time to work on all this.

[Free social media platform strategy template](#)

[Free Social Media Resources from Hubspot Pg 18](#)



Use a scheduler:

[Meta Business Suite](#): free (see also appendix) can be used for Facebook and Instagram

[Buffer](#): free, simple to use but can only connect to a max of 3 social media channels

[Metricool](#): has a free option can be use for a lot of different platforms

[Hootsuite](#): discount for charities on thier standard plan i.e. cost of £29.04 per person per month

[There are many other schedulers too](#)



Things to help: Analytics



Analytics help you save time and energy

Using analytics can help you save time and energy. They will also give you information about the success of your posting and the suitability of the platform.

Many schedulers also include analytics and metrics.

Studying the analytics helps by letting you know when is the best time to post, how many times and where's best for each post. They help you to streamline your work and avoid wasted effort.

A lots of the schduling software have analytucs and metrics built in.

[Free Analytics Resources from Hubspot on Pg 47](#)

See also the Appendix for analytics on Facebook, Instagram and Bitly links





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Any Questions?



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New Social Media Platforms

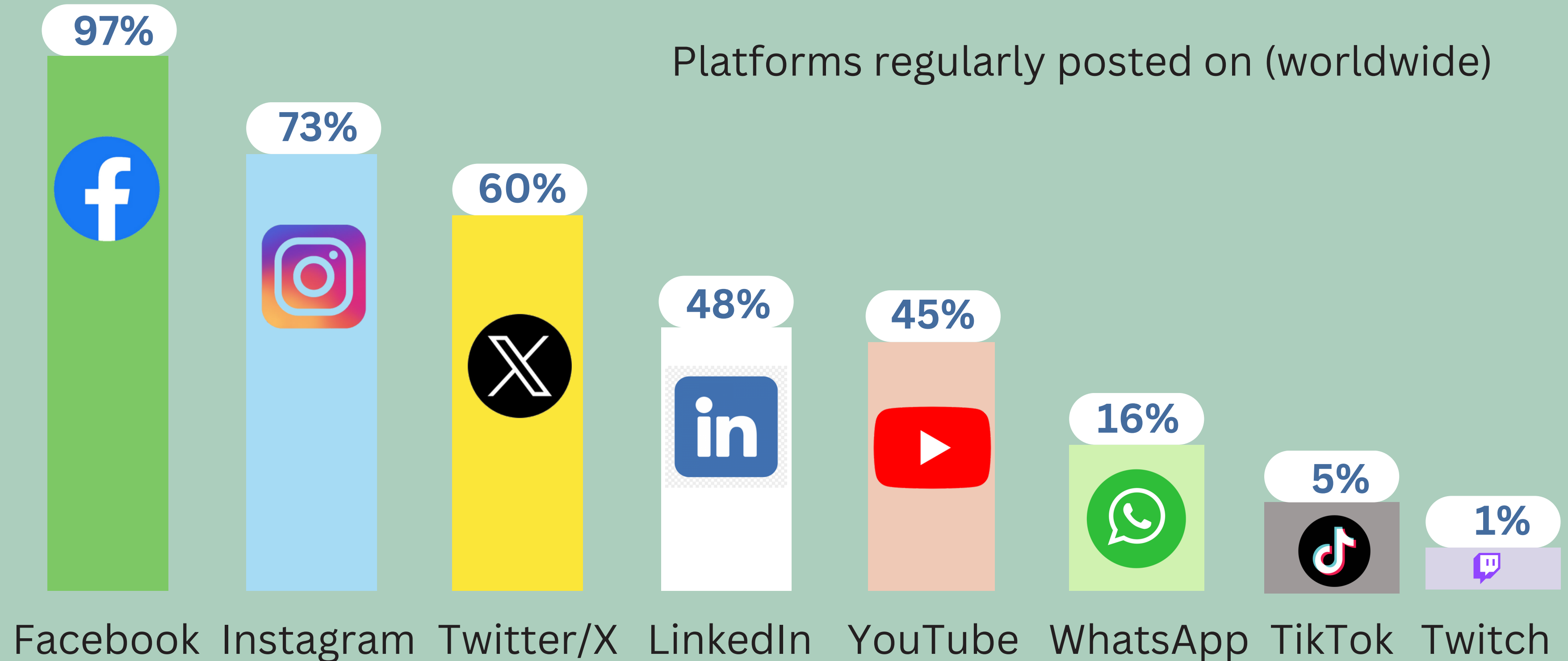
APPENDIX



Platforms used by non profits in 2023

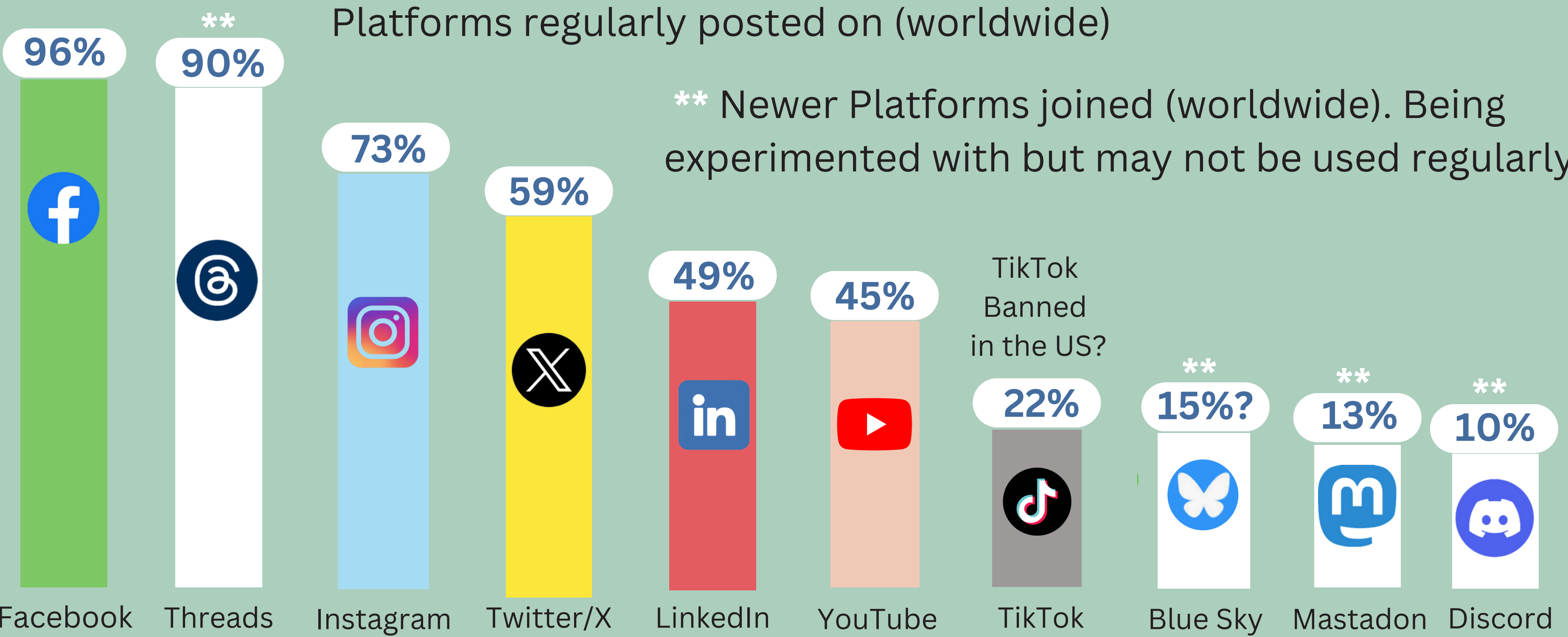


Platforms regularly posted on (worldwide)



[Source of these stats](#)

Platforms used by non profits in 2024



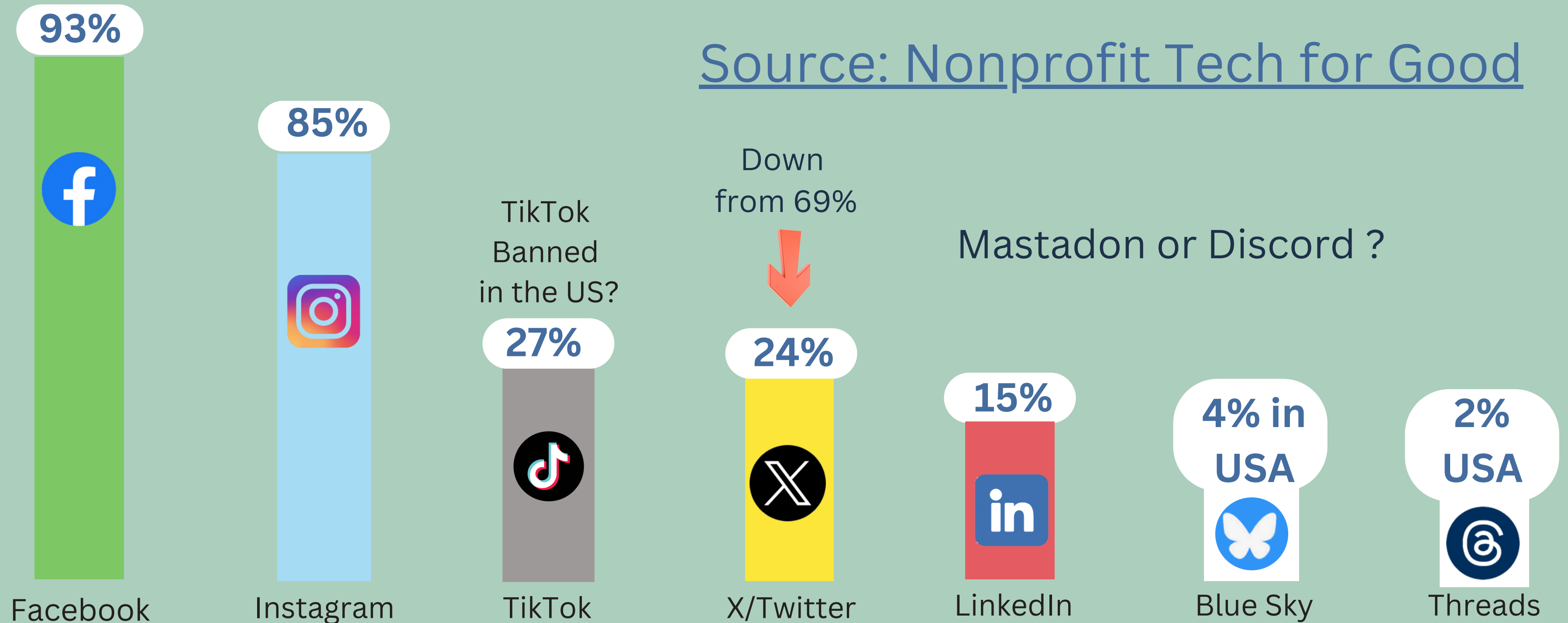
Source: Nonprofit Tech for Good - no longer available

Platforms used by non profits in 2025 (A)



Platforms regularly posted on (worldwide) (at least once a week)

Source: Nonprofit Tech for Good

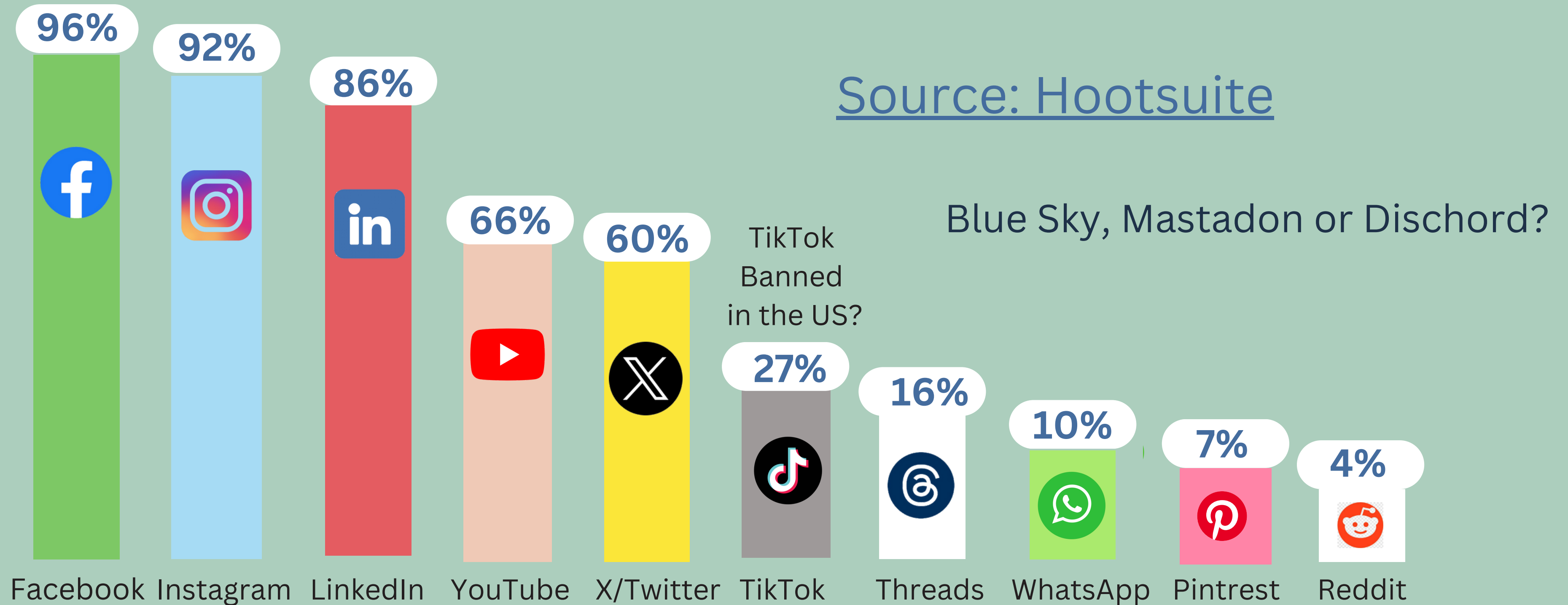


Platforms used by non profits in 2025 (B)



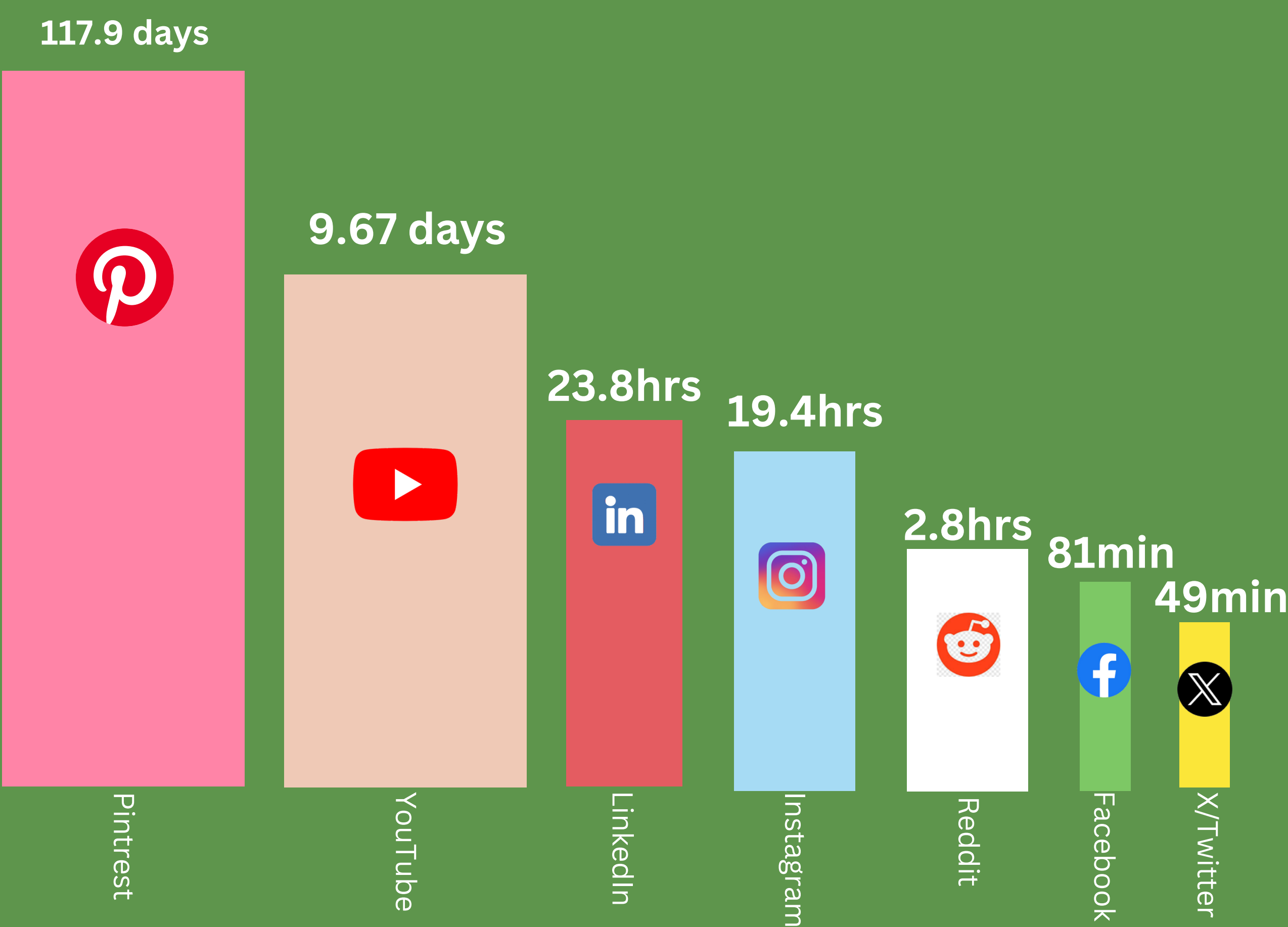
Platforms regularly posted on (worldwide)

Source: Hootsuite



Half life of posts

Half life is the time it takes for a post to receive half of its total engagement (such as likes, shares, and comments).



Source of These Stats

0 minutes
Exceptions
apply

Content may disappear instantly or live up to 24 hours (even longer in certain cases) depending on the message type, user settings, and other details.



TikTok

0 minutes
Exceptions
apply

Snapchat Stories: These can last up to 24 hours before disappearing, although this can be influenced by user settings.



Snapchat

Blue Sky Resources

[What is Bluesky? Everything to know about the X competitor](#)

[Import x/Twitter followers into Blue Sky using Sky Follower Bridge](#)

[Bluesky content guidelines: media sizes, limits & more](#)



Threads Resources

[Instagram Threads: Everything you need to know in 2025](#)

[How to Schedule Threads Posts in 2025 \(Step-by-Step\) video](#)

[Everything You Need to Know About Instagram Threads](#)

[Unveiling the Latest Features on Instagram Threads](#)

[Threads starter packs](#)



Mastodon Resources

[Mastodon in 2025: how do I use it and the apps](#)

[Mastodon is taking cues from Bluesky with plans for its own starter 'Packs'](#)

[The Future Is Federated: My Fediverse Starter Guide](#)

[Creating clickable links in Mastodon](#)

[Mastodon website for info](#)

[Pros and Cons of Open Source Social Networking Platforms](#)



Dicord Resources

[What is Discord](#)

[How to Use Discord: A Beginner's Guide](#)

[What Is Discord and How Do You Use It?](#)

[Dicord website](#)

[The Easiest Way to Upload Short Videos to Discord Without Nitro](#)



Age spread on platforms: largest group by percentage

Facebook: most users are between 25–34 i.e. 24.7% (UK) [Source: Talkwalker by Hootsuite UK](#)

Instagram: most users are between 25–34 years i.e. 29.7% (UK) [Source: Talkwalker by Hootsuite UK](#)

X?/Twitter: most users are between 29 - 44 i.e. 36% (UK) [Source: Talkwalker by Hootsuite UK](#)

YouTube: most users are 25 -34 i.e. 24.7% , 35 -34 year olds is the second largest (UK)

[Source: Talkwalker by Hootsuite UK](#)

LinkedIn: most users are between 25–34 i.e. 45.45% (UK) [Source: Talkwalker by Hootsuite UK](#)

Pinterest: average age of users is between 25 - 34 (Globally) [Source: DataReportal](#)

TikTok: most users average age is between 25 and 34 (Globally) [Source: DataReportal](#)

Blue Sky: most users are between 18 - 24 i.e. 33.2% in the UK [Source: Root Digital](#)

Threads: most users are between 25 - 34 i.e. 29% (Globally) [Source: Talkwalker by Hootsuite](#)

Reddit: the average age of the Reddit user is estimated to be around 23 years old. (Globally) [Source: Resourcera](#)

Age spread on platforms: largest group by percentage

[Source: Charity Digital \(Global\)](#)

Facebook attracts an older user base but the average age of users is between 18–34.

Instagram most used by 18–34-year-olds, with 62% users in that demographic.

X/Twitter commonly used by 18–34-year-olds and used by celebrities and organisations

LinkedIn used most by 29 to 44 year-olds

TikTok used most by younger generations – the most popular demographic are aged 13–24

Threads primarily used by the under 35's, with the most popular age bracket being 18–24

General Resources 1



8 Popular Alternatives to Typical Social Media Platforms: good for pros and cons

13 New Social Media Platforms: Good short overview of each : Backlink

Top five social media apps charities aren't using: Charity Digital

13 of the Hottest Alternative Social Media Platforms

Top 50+ Social Media Websites: All You Need To Know

11 new social media apps in 2025: what marketers need to know: Hootsuite

Social media stats for charities and nonprofits: Empower

Digital 2026: 2 in 3 people on Earth now use social media: Reportal

The Ultimate Guide to Social Media for Charities



General Resources 2



[Social media facts you need to know in 2025: Charity Digital](#)

[Global social media statistics research summary, demographics: Smart Insights](#)

[Social media demographics to inform your 2025 strategy: Sprout Social](#)

[Social Media Statistics 2025: Platforms, Users, and Behaviors : demographics from SQ magazine](#)

[Right message, right platform: Strategic social media content by generation](#)

[How to manage multiple social media accounts easily in 2025: Hootsuite](#)

[How To Choose Social Media Platforms For Your Business](#)

[10 Best Facebook Alternatives in 2025](#)

[Pros and Cons of Social Media Platforms for Your Business](#)



Meta Business Suite



Meta Business Suite

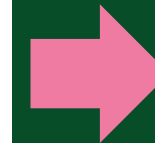
For Facebook and Instagram
Free and allows you to view
your analytics. This also
includes age , gender and
location of your audience

Can also SCHEDULE posts

Only the admin account/person can set this up and you
will need a business Instagram account, which is free

Platform tools

 Meta Business Suite



Home



Notifications



Planner



Content



Insights



Inbox



Monetization



Ads



All tools

Meta Business Suite



To be able to schedule Instagram posts in Meta Business suite, you first have to have a business Instagram account and then link this on your Facebook page

Use the PLANNER to schedule posts

Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > September 2023

Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16
	8:57 AM Community Matters Autumn Online Training Session: 2023 Facebook icon	8:55 AM iQ IMPROVING QUALITY Facebook icon	9:05 AM Community Matters Autumn Online Training Session: 2023 Facebook icon 1	9:10 AM iQ IMPROVING QUALITY Facebook icon	11:53 AM Archived	
	10:00 AM CANVA GET TOGETHERS Facebook icon 1	11:15 AM Quality Improving Quality is the easy to use quality improvement tool written in simple language written by the Sector for the Sector Instagram icon	11:18 AM NEW Difficult Conversations Make Your Social Media More Effective Supporting for Trustees and Community Building GDPR and Data Security Strategic Plans Instagram icon	9:20 AM Quality Improving Quality is the easy to use quality improvement tool written in simple language written by the Sector for the Sector Instagram icon	11:53 AM Archived	
	11:15 AM NEW Difficult Conversations Make Your Social Media More Effective Supporting for Trustees and Community Building GDPR and Data Security Strategic Plans Instagram icon	12:45 PM CANVA GET TOGETHERS Instagram icon	11:55 AM CANVA GET TOGETHERS Facebook icon 1	10:08 AM The Yorkshire Hub Update Newsletter for the Voluntary Sector News Training Job Vacancies Facebook icon	11:53 AM Archived	
				10:14 AM	11:53 AM	



INDIVIDUAL
POSTS:
Under the post

See insights

Boost a post

77

Post Insights

Post Impressions

117

Post reach

117

Engagement

175

Interactions

76

1

0

0

0

0

Reactions

77

Comments

0

Link Clicks

98



Insights: ANALYTICS FOR THE MONTH

Community Matters Yorkshire

 Professional dashboard

 Insights

 Ad Center

 Create ads

 Settings



Page Overview

Followers: 2,768

[Create a post](#) Last 28 days

 Post reach 	8,677
 Post Engagement 	8,314
 New Page likes 	5,314
 New followers 	139

[See Details](#)

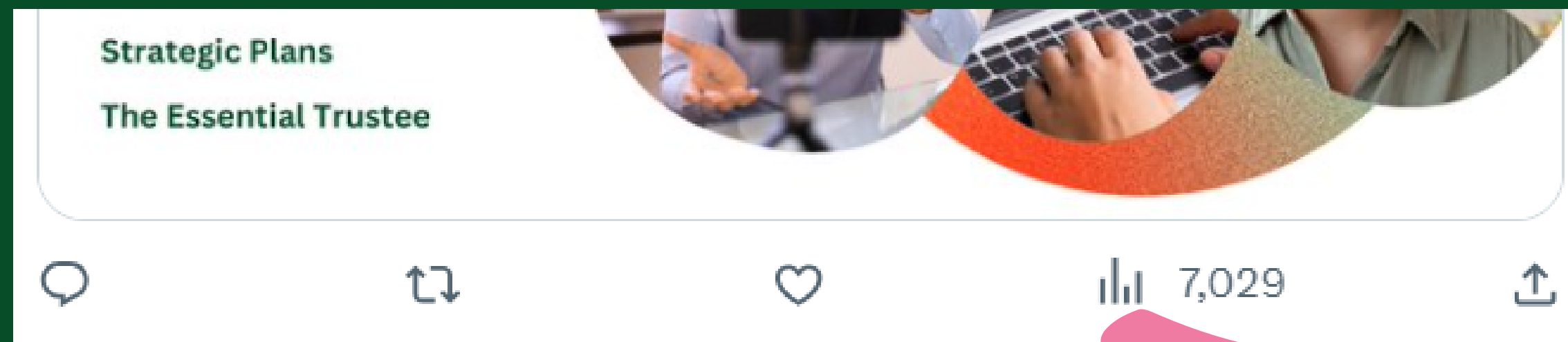
ANALYTICS: X (Twitter)



More detailed analytics (i.e. engagement over the past month) which used to be free on Twitter/X has ended. Now you need to subscribe to X Premium in order to get these.

Approx cost of X Premium is £6.53 per month.

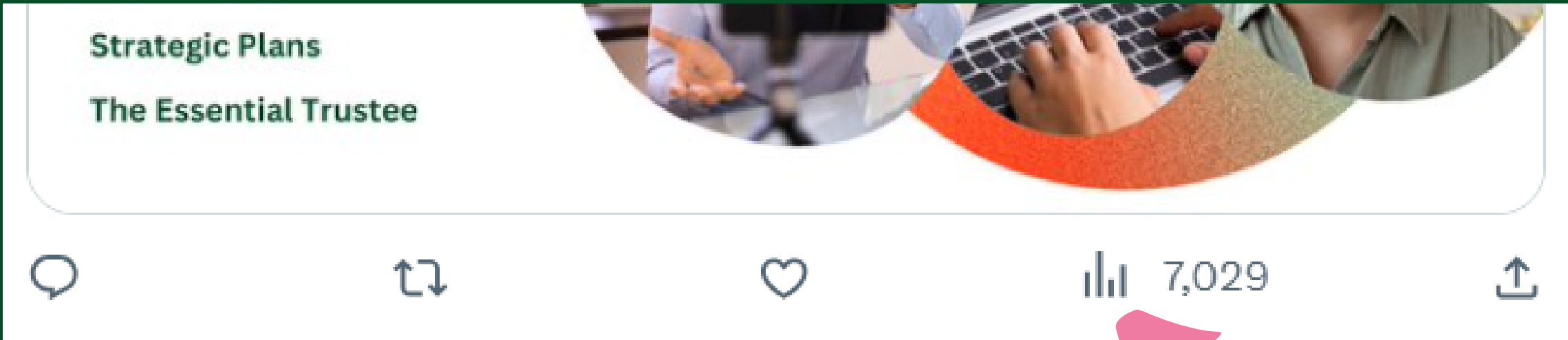
However you can still see how individual posts are doing by clicking on the stats icon below the post.



ANALYTICS: X (Twitter)



**INDIVIDUAL
POSTS:
Under the post**



**Impressions =
number of people
who have viewed
the tweet**

4,521	1,117	39
Impressions ⓘ	Engagements ⓘ	Detail expands ⓘ
7,029	5,677	6,543
	New followers ⓘ	Profile visits ⓘ
	280	368
	Link clicks ⓘ	
	6,809	

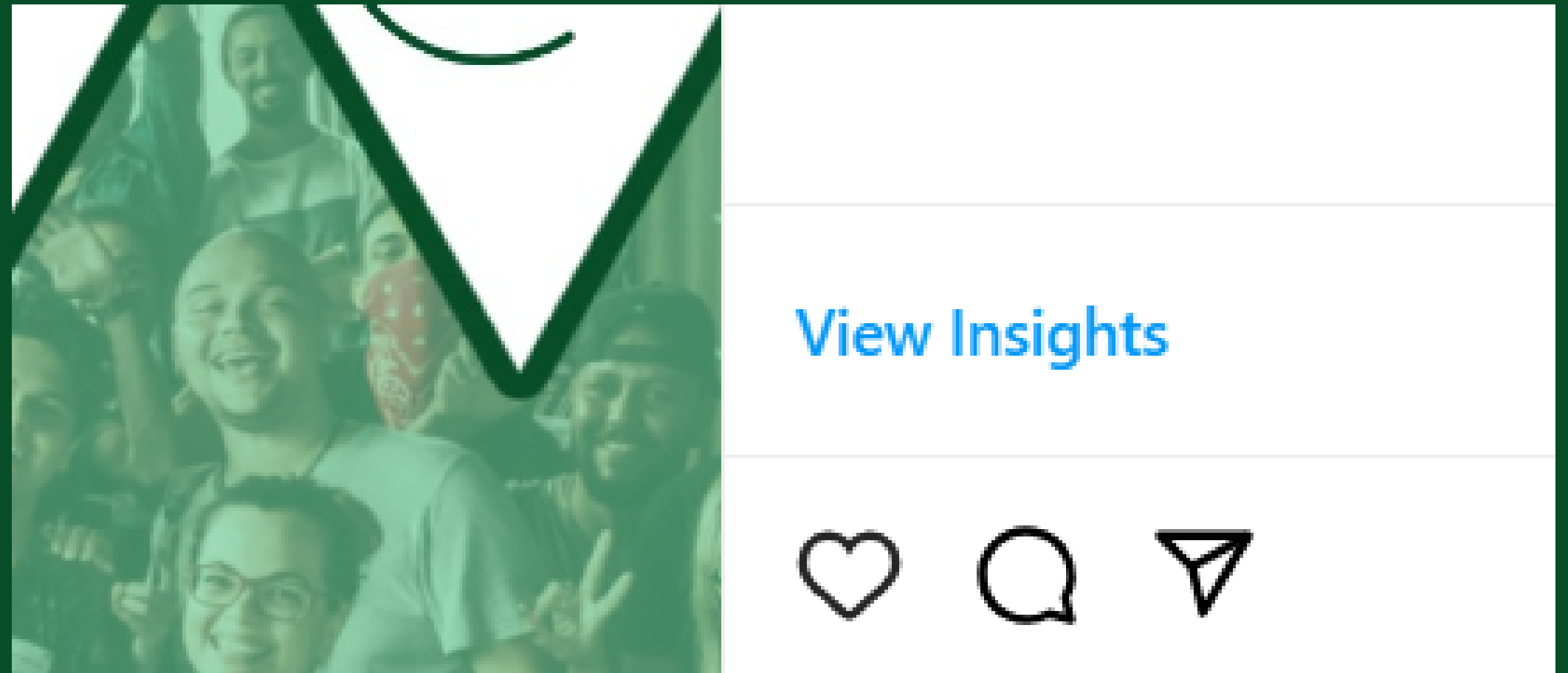


INDIVIDUAL POSTS:

Click on your profile in left menu.

Click on a Post

Click on View Insights





INSTAGRAM INSIGHTS: ANALYTICS FOR THE MONTH

<https://help.instagram.com/1533933820244654>

It's only available to business profiles but it's really easy to create a business profile on Instagram.
and it's free. You need to use the admin account for Instagram.

[Business Account setup](#)

If you set up a business account you can then access the Meta Business Suite .

ANALYTICS: Bitly



<https://app.bitly.com>

Free: 10 links/month and 2 QR Codes/month

Bitly analytics

Can see how your links do over time

Can see where people are clicking on your link (e.g. Twitter, Facebook or Instagram etc.)

