

How Your Friends Influence Your Donations This Holiday Season.

A new American Red Cross poll takes a look at how and why social media users give.

Personal relationships influence giving both offline and online.



70% would take action after seeing a friend's post about giving.



1 in 4 would donate to charity if asked by name on social media.

More than **1/3** would like or favorite a friend's post about donating.



Nearly **1 in 5** would make a donation after seeing a friend's post.

Social users are in it to give (and share), not receive.



4 out of 10 social users

would likely share about their donation on their social networks.



Telephone survey of 1,021 U.S. adults (508 men and 513 women) 18 years and older on October 16-19, 2014 conducted in ORC International's CARAVAN® survey. The online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,000 adults.