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.**

- **72%** said charity's trending status made no difference in decision to donate.
- **4 out of 10** social users would likely share about their donation on their social networks.