



**American
Red Cross**

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.



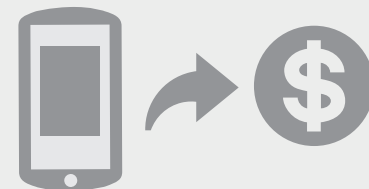
70% would take action after seeing a friend's post about giving.



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.

