

**The intensity, diversity and effective use of Facebook modes in Israeli's  
nonprofit organizations**  
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**Abstract**

This thesis examines the connection between the use of social networking by nonprofit organizations and their overall performance. Nonprofit organizations use Facebook (FB) extensively, as a social networking site, to connect with their supporters and increase their lobbying activity. Yet, to date there have been no empirical studies examining the use of Facebook by Israeli's nonprofit organizations. My main hypotheses will be (1) There will be a positive relationship between NPO's Economic performance (EP) and Facebook modes; (2) There will be a positive relationship between NPO's Social performance (SP) and Facebook modes; (3) There will be a positive relationship between NPO's Financial turnover (FT) and Facebook modes. A structured questionnaire with 116 items was conducted for 127 non-profit organizations. A descriptive statistics analysis, Pearson correlation and a set of regression analyses were performed all the research variables. The results indicate that only the diversity in the use of Facebook can benefit NPOs financially and socially. Moreover, older NPOs were more likely to have a better FT. It can be argued that the organization context is the most critical variable with respect to the claim that Facebook modes enable a nonprofit organization to be more successful. Also, if a nonprofit organization wants to take advantage of the benefits that Facebook provides, it is recommended that it focus on the diversity of use and not intensity.