

JustGiving®

Thumb-Stopping Content: How to Hack the Algorithm, Not Flop on TikTok and Win at Social

Thursday 26 February 2026



MEET YOUR SPEAKERS



Becky Firth

Community Manager

5 years of experience creating content that connects communities with causes and drives meaningful engagement.



Sarah Farago

Senior Charity Partnerships Manager

7+ years of experience driving innovation and impact across the charity sector.

Agenda

1. The Attention Economy

- What is the attention economy
- Platform usage and behaviour trends
- Why social media matters

2. What Makes Content Thumb-Stopping?

- 8 social media hacks to stop scrolls

3. JustGiving's Social Media Strategy

- Our approach to social media
- Our results
- Turning a “flop” into a success

4. Key Takeaways

5. Q&A

Trigger warning

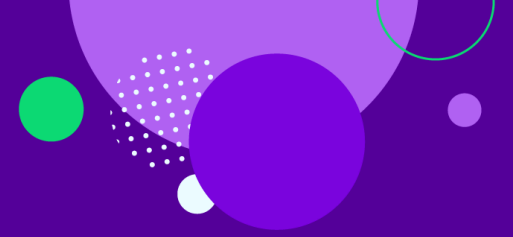
Case study story mentions baby loss



SESSION OBJECTIVE

**You'll come away with
actionable tactics to make
your social content impossible
to scroll past.**

THE ATTENTION ECONOMY.





Attention is the currency of the internet – and this is how crowded the market is.

THE ATTENTION ECONOMY



5.7B

social media users globally

7.2

platforms each month

98%

of social media time is spent
on mobile

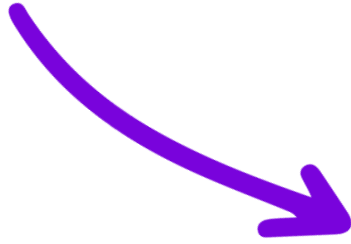
8

seconds average attention
span for Gen Z

Source: <https://prioridata.com/data/social-media-usage/>
Source: <https://sherpapg.com/wp-content/uploads/2017/12/MAS.pdf?ref=podcastle.ai>



**FASTEST
GROWING!**



Facebook	3B users, Strong in 30-49 age group	Stories, groups, events, live, video	Community-focused
Instagram	2B users Strong in 18-34 age group	Reels, stories, visual posts	High visual engagement
TikTok	1.5B users dominate in 16-24 yr old age group	Short form-video, trends	Viral, authentic, fast-paced
LinkedIn	1B users Professionals aged 30+	Articles, thought-leadership	Professional, trust-building
X (Twitter)	Shrinking user base	Text	Fast-paced news driven
YouTube	2.5B users Broad age range	Long form and Shorts video	Educational, storytelling

Source: <https://prioridata.com/data/social-media-usage/>

PLATFORM USAGE

USER BEHAVIOUR TRENDS



82%

of people on social media
use it to watch videos

76%

of people on social media
use it to read news

72%

of people on social media
use it to interact with friends
& family



Silent viewers and DM-based
interactions are rising

Source: <https://prioridata.com/data/social-media-usage/>

WHY THIS MATTERS

**Reach &
Awareness**



**Storytelling
Power**

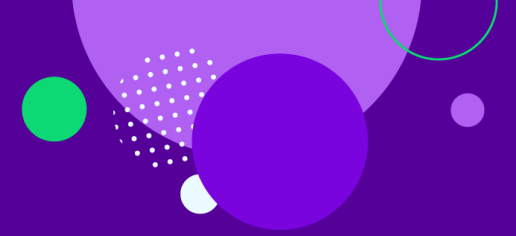


**Community
Building**



**Data-Driven
Insights**



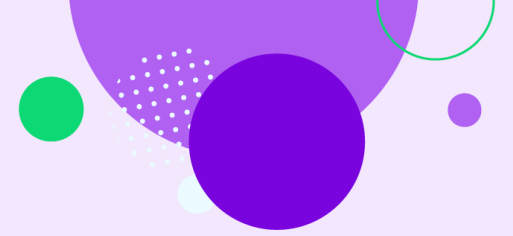


8

**THUMB-
STOPPING
SOCIAL MEDIA
HACKS.**



**TRUE OR
FALSE?**





TRUE OR FALSE?

***“Gen Z don’t care
about charities.”***

FALSE!

84%

of Gen Z-ers say they support charities or causes in some way.

Social media is now a **key discovery channel** for causes and campaigns

42%

of Gen Z-ers tend to engage spontaneously with causes



FALSE!



@friendsoftheelmtree

63.2k
TikTok
followers

2.4M
views

 **melaniebartongaussauthor**
You guys are adorable! May I move there? This American wants to escape to the UK! Will work at that pub for you. I can sing too!
4-2 Reply 



FALSE!



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You guys are adorable! May I move there? This American wants to escape to the UK! Will work at that pub for you. I can sing too!
4-2 Reply 

1.

Gen Z do care about causes – but only if you meet them where they are.

- Prioritise **TikTok, Instagram and YouTube Shorts** with authentic, story-led content.



TRUE OR FALSE?

“Jumping on trends is not for serious organisations.”

FALSE!

61%

of TikTok users say
they feel closer to
brands that participate
in trends

Trend based content
drives

3x

higher engagement

78%

of Gen Z say they
want brands to show
personality &
reliability

FALSE!



5.6k
views

@makeawishnewyork

402
TikTok
followers

FALSE!



5.6k
views

@makeawishnewyork

402
TikTok
followers

2.

Joining the right trends shows personality and builds trust.

- Use tools like TikTok Creative Center to identify trends. Don't chase every one, just the ones that fit your mission.



TRUE OR FALSE?

“You don’t need celebrities and influencers for content to have huge reach.”

TRUE!

EGC

Employee-Generated
Content shows brand
authenticity and
builds trust

86%

of consumers believe
authenticity is needed
to support a brand

TRUE!



Thrifting-bird

Librarian: please keep it down.

Lil Jon: YEAHHHHH 📖🔥

7-21 Reply 🗨️



Wilmington Memorial Library · Creator

Rip your notifications bestie!!!!

7-23 Reply



1.3M
views

@wilmlibrary

7.8k
TikTok
followers



William Etundi Jr.

YEAAAAAAAAAAAAHHHHHHHHHHH!!!!!!!!!!!!!! (also everyone please read books and support your local library)

7-21 Reply 🗨️

TRUE!



Thrifting-bird

Librarian: please keep it down.

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William Etundi Jr.

YEAAAAAAAAAAAAHHHHHHHHHHH!!!!!!!!!!!!!! (also everyone please read books and support your local library)

7-21 Reply

3

Authentic voices travel further than star power.

- Don't wait for celebrities – empower your staff, volunteers and community to be the storytellers.



TRUE OR FALSE?

"Social media drives donations not just likes."

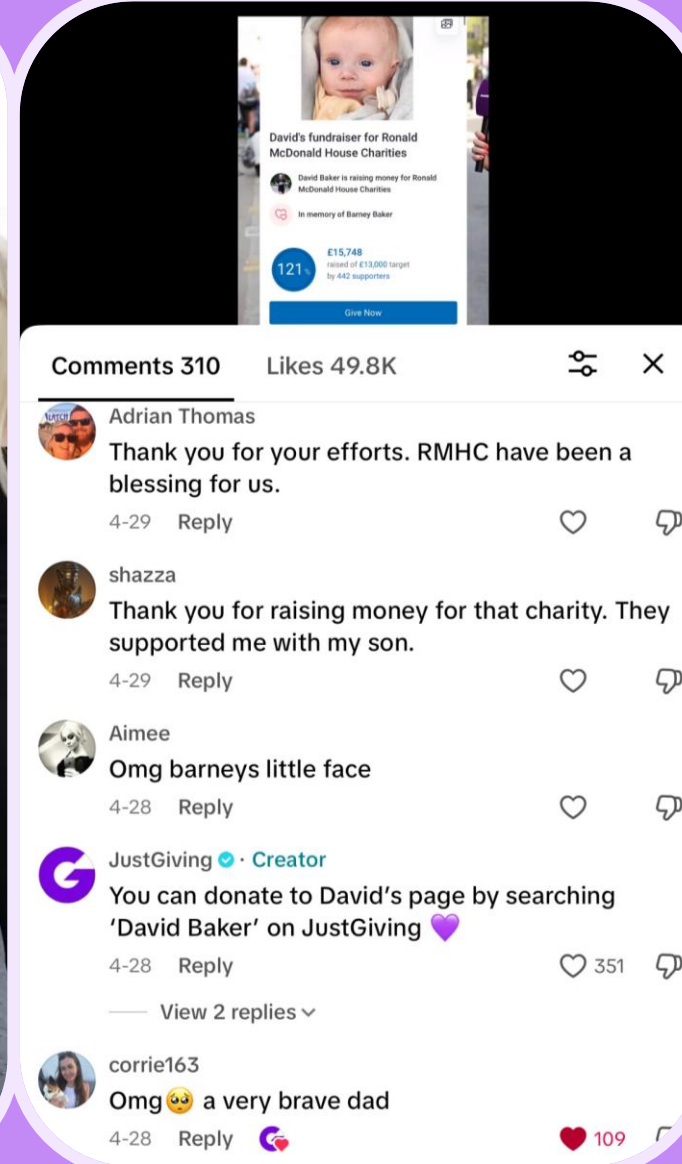
**Trigger
warning**

Example
mentions baby
loss

TRUE!

@JustGiving

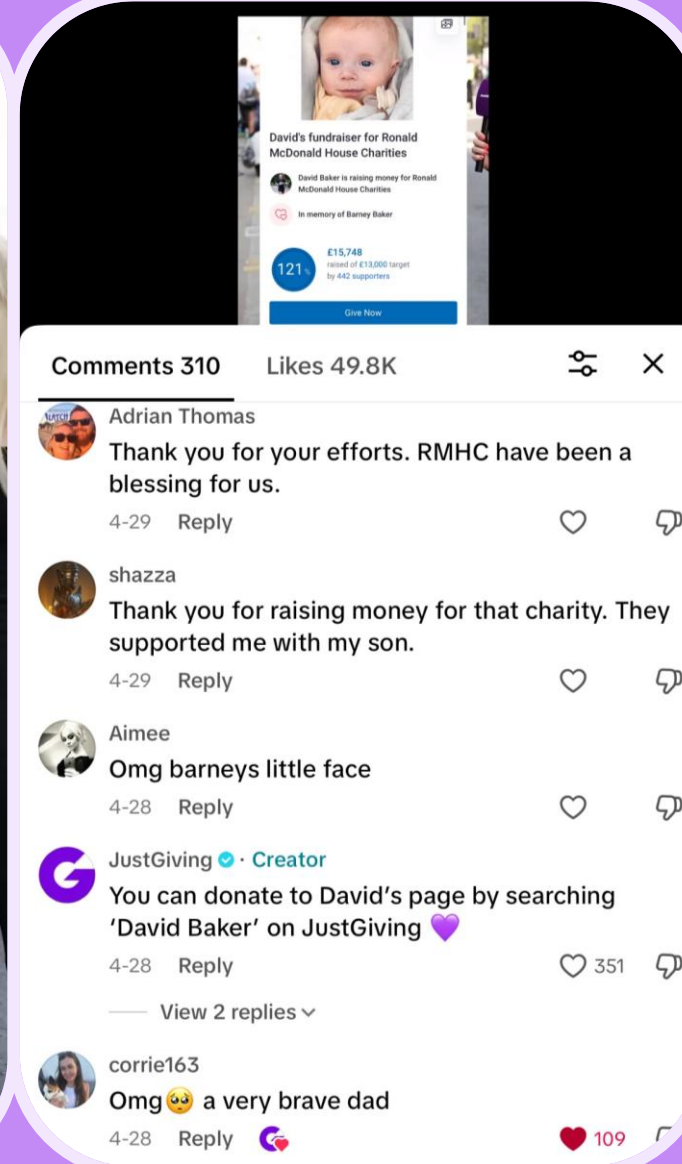
550k
views



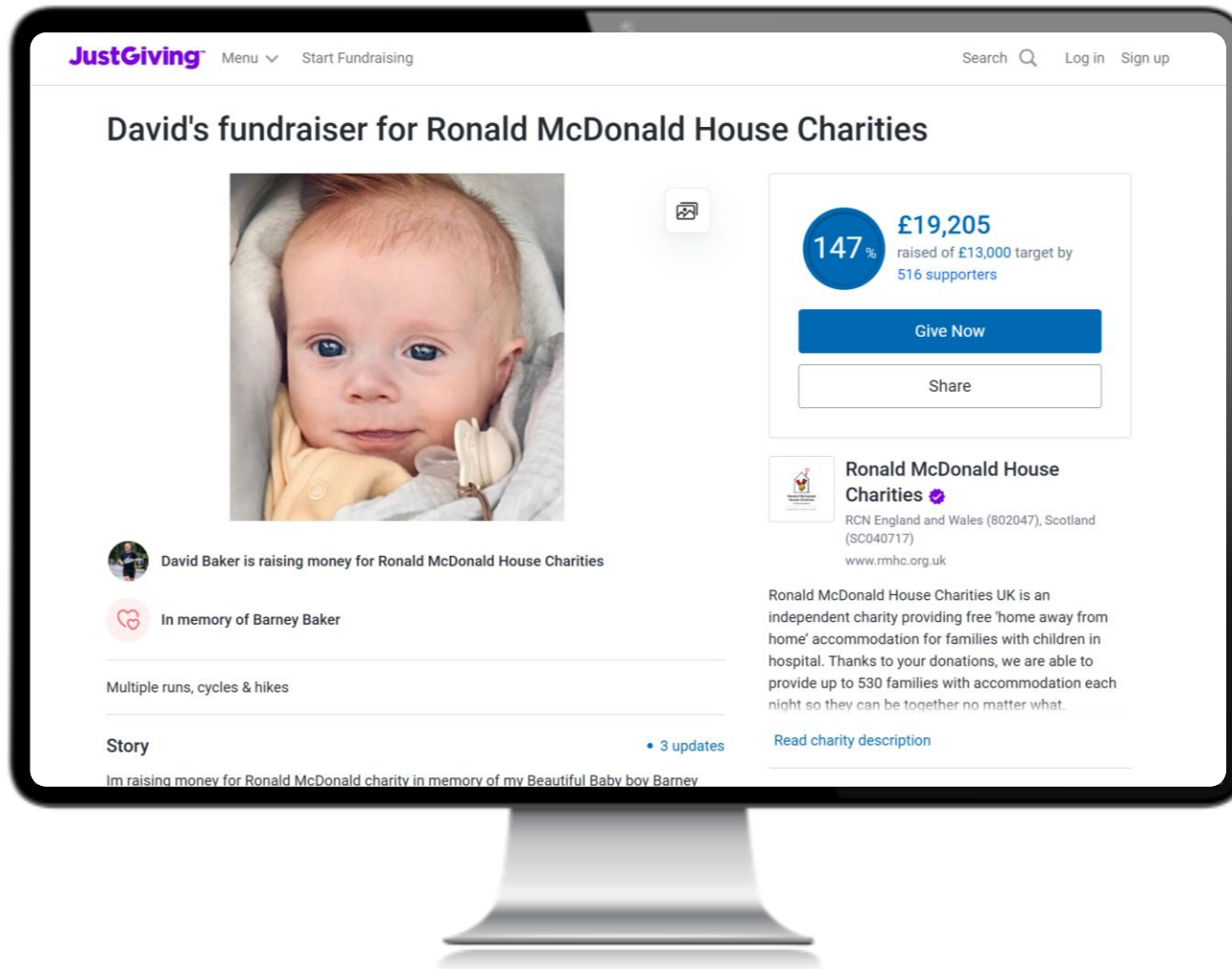
TRUE!

@JustGiving

550k
views



TRUE!



Saw your important message on socials, came here immediately to give to a fantastic cause in memory of a gorgeous little boy. Truly touched by your story.

£10.00 + £2.50 Gift Aid

Saw you on socials after London Marathon and your story totally compelled me. I am so sorry for your loss


£10.00 + £2.50 Gift Aid

Just seen you on my social feed, fair play & god bless you.. well done on the marathon David.

£50.00 + £12.50 Gift Aid

TRUE!

Securing the Future of Zoe's Place in Liverpool



102% £6,573,154 raised of £6,400,000 target by 60068 supporters

Give Now

Share

Be a fundraiser
The campaign has now expired but it's not too late to support this charity.

Visit the charity's profile

Zoe's Place Organised by Zoe's Place Baby Hospice - Liverpool

Welcome to the Zoe's Place Baby Hospice Just Giving page.

Closed 12/12/2024

Story

Zoe's Place Zoe's Place Baby Hospice - Liverpool
RCN 1092545
www.zoes-place.org.uk/liverpool



A

Anonymous

Saw the campaign on TikTok, knew I had to do my bit. I hope we can save you guys!

£5

B

Beverley

Sorry its not more but will share. Hope you manage to get the funds. The government need to step in. Donated following Ian Stirling's & Paul Smiths Instagram posts.

£10

TRUE!

£6.5M

raised via on
JustGiving

60K

donations

535

fundraisers and teams

4.

Social media isn't just a shop window; it's a trigger for action.



Pair emotion with easy next steps (links, donation pages) to **turn views into giving.**



TRUE OR FALSE?

“Viral videos are a lucky moment of internet fame.”

FALSE!

Visual variety
is essential for
maintaining
algorithmic interest

2min

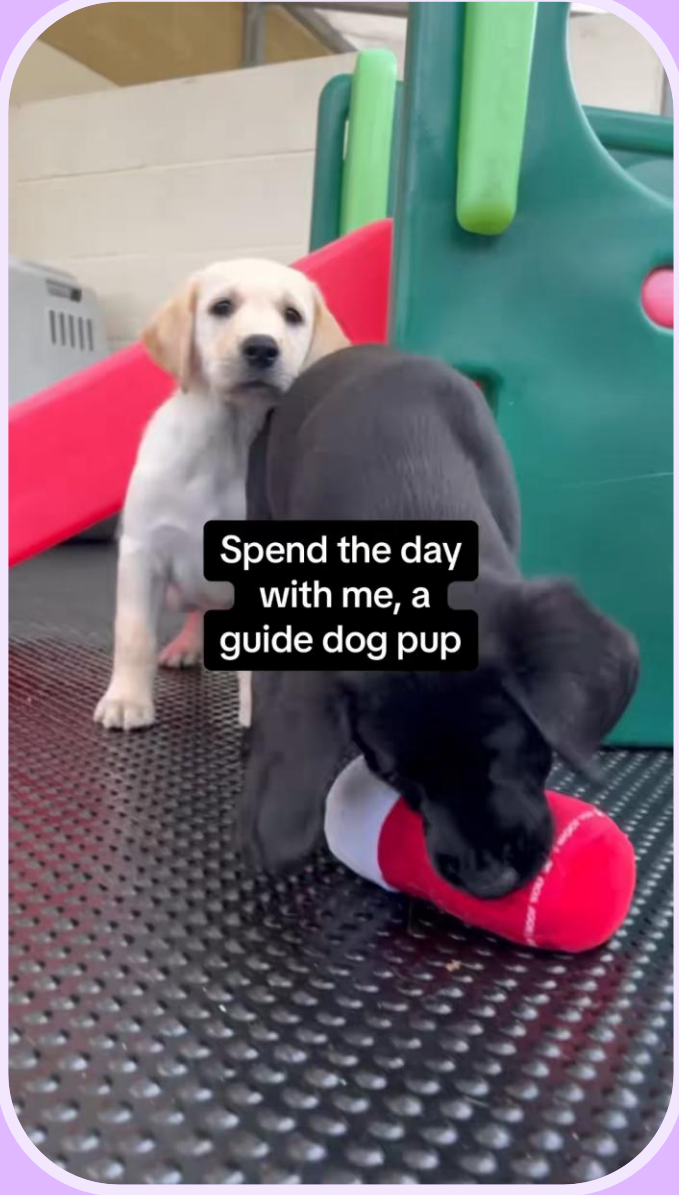
TikTok videos have
the best engagement

Videos evoking
warmth, love or
inspiration have a

2.2x
higher share rate

3 secs
to hook 'em

FALSE!

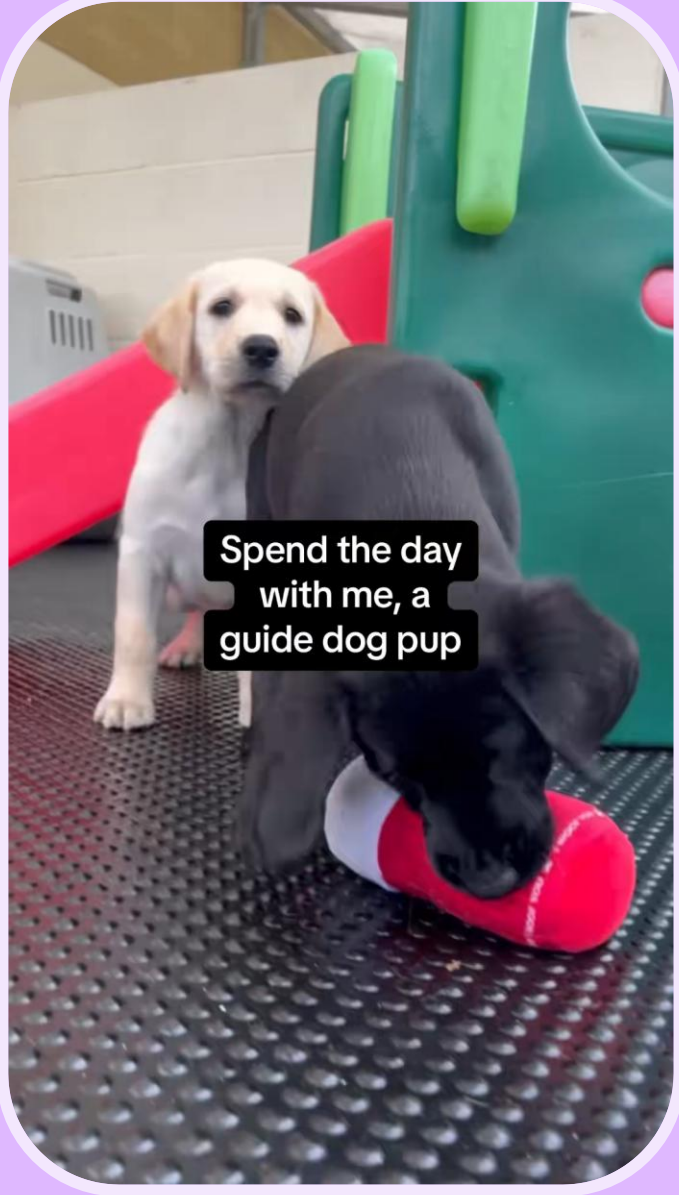


22.6M
views

@GuideDogsUK

66k
TikTok
followers

FALSE!



22.6M
views

@GuideDogsUK

66k
TikTok
followers

5.

*Virality isn't luck...
it's strategy.*



Use retention analytics to reverse-engineer content success. If you're consistently seeing drop-off around the 3-5 second mark, your intros are the problem.



TRUE OR FALSE?

“High-quality, high-budget content always performs best.”

FALSE!



63%

prefer relatable and authentic videos over polished ones

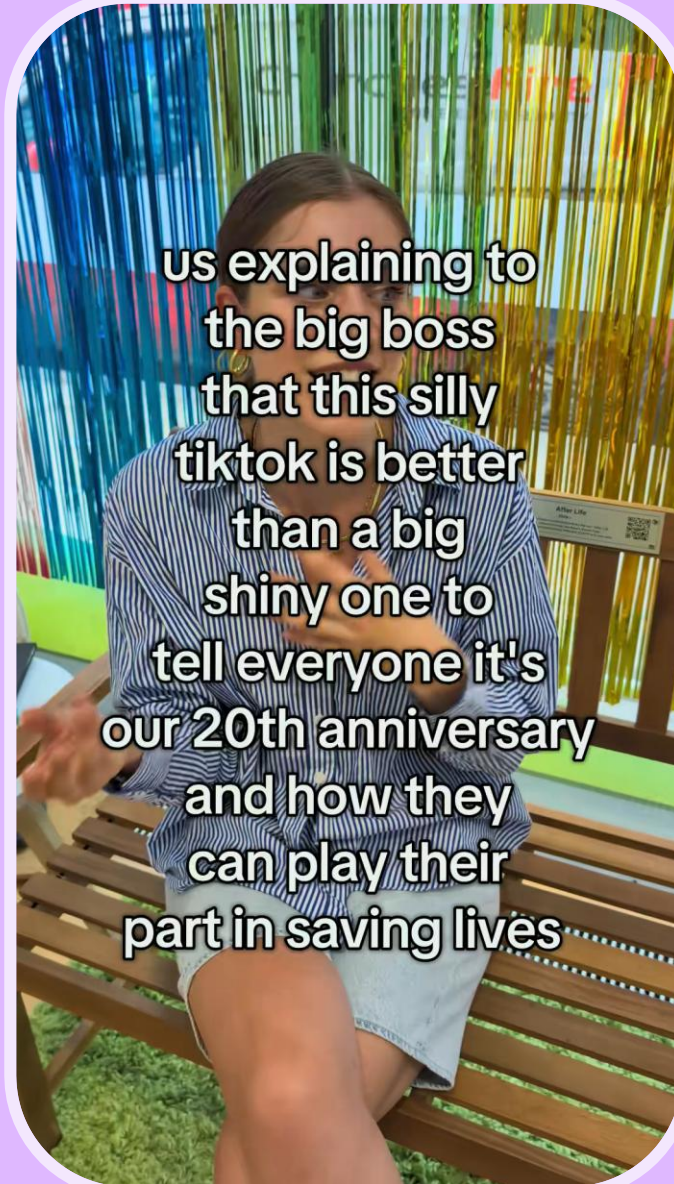
88%

of TikTok users said sound is essential to the TikTok experience

TikTok encourages **Lo-Fi** production

TikTok's algorithm **rewards** videos that use trending audio

FALSE!

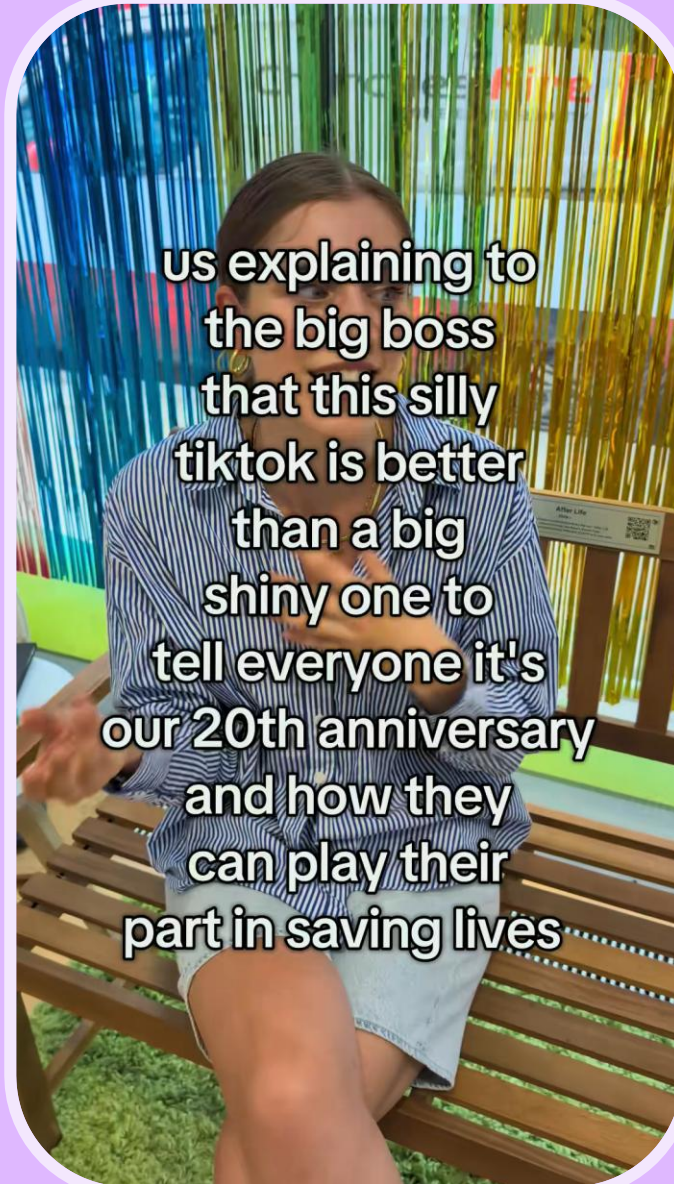


1.1M
views

@calmzone

66.8k
TikTok
followers

FALSE!



us explaining to
the big boss
that this silly
tiktok is better
than a big
shiny one to
tell everyone it's
our 20th anniversary
and how they
can play their
part in saving lives

1.1M
views

@calmzone

66.8k
TikTok
followers

6

Unpolished, authentic videos build trust and grow engagement



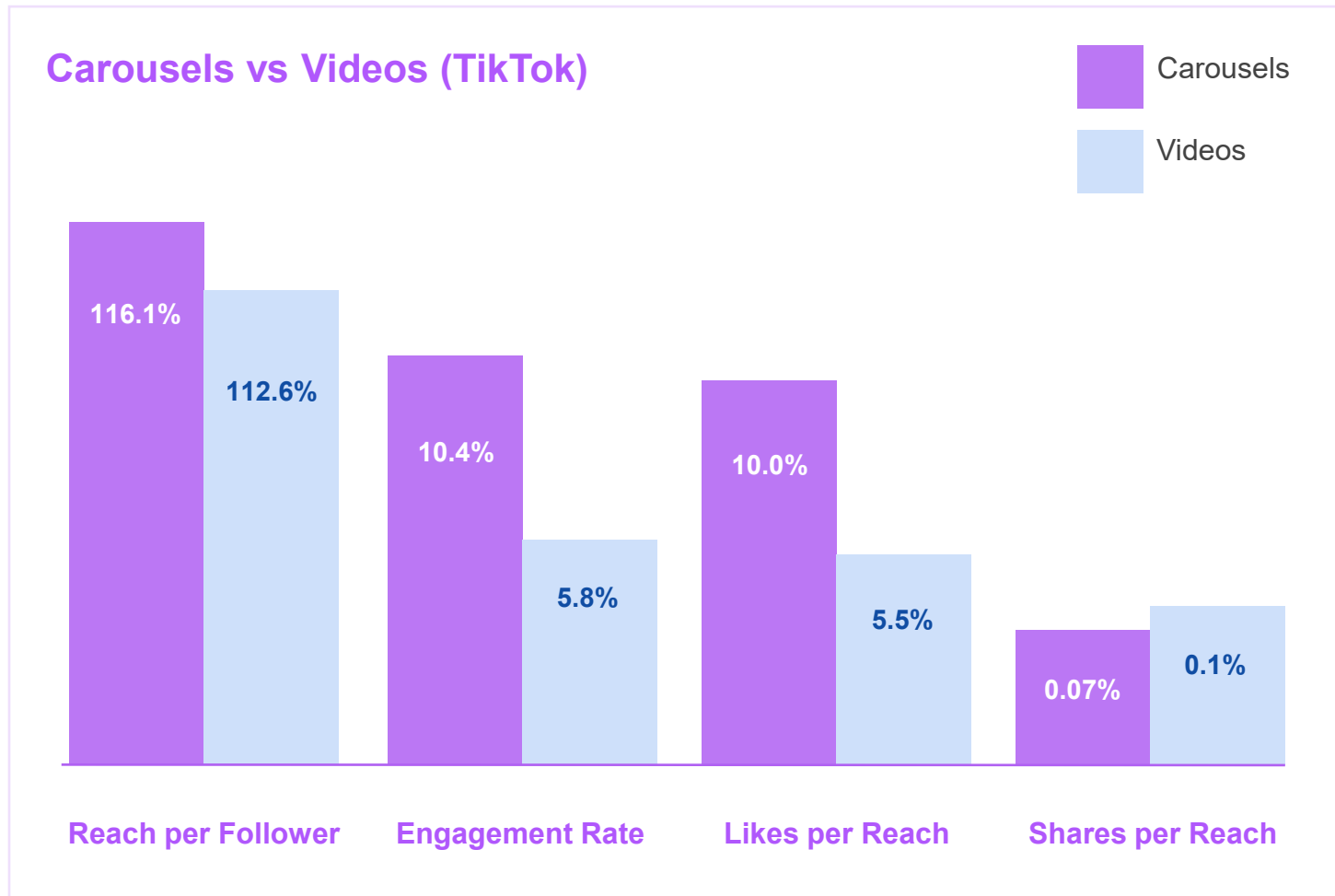
Use smartphones, trending audio, and in-app editing tools.



TRUE OR FALSE?

***“TikTok is just for videos,
not pictures.”***

FALSE!



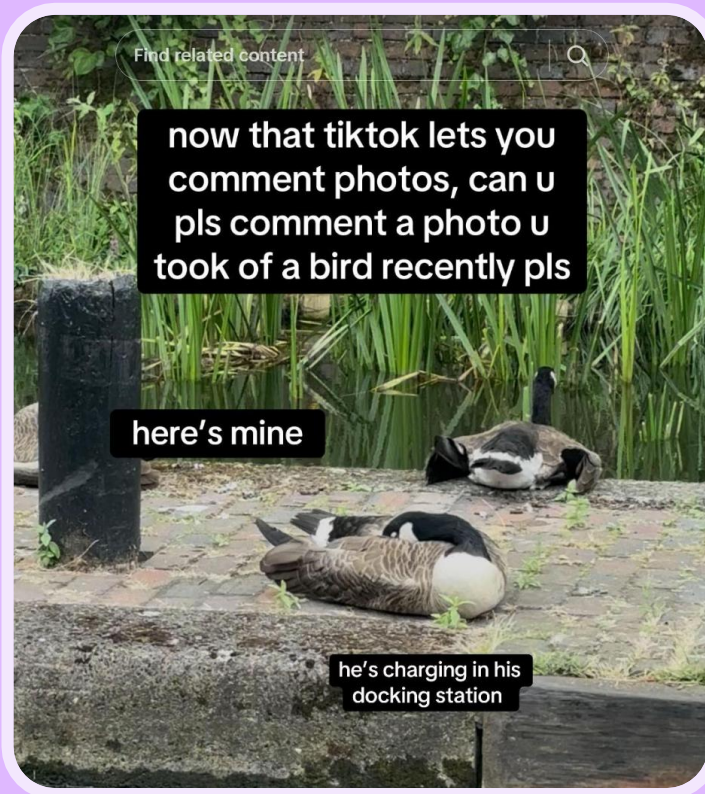
Carousels
(i.e., collection of
pictures) are at
least ***equally***
effective as video
on Instagram and
TikTok!

FALSE!

 **rspb** ✓
RSPB · 8-5 Follow

he's on 20% let him recharge 🍷 but now pls drop ur photos so I can get through the week #birds #birdsoftiktok... more




🎵 suono originale - New60s70srevenge



9.6k
views

@rspb

234.9k
TikTok
followers

 556  214  18

7

Don't just think video.

- Experiment with **photos and carousels**. Use mixed formats to lower barriers and boost engagement.



TRUE OR FALSE?

“You can use other people’s content.”

TRUE!

UGC

User-Generated Content shows brand authenticity and builds trust

UGC on TikTok is

22%

more effective than brand-created videos

82%

of customers trust brands more when they include UGC-content on their channels

TRUE!



34k
views

@AlzheimersResearchUK

5.1k
TikTok
followers

TRUE!



34k
views

@AlzheimersResearchUK

5.1k
TikTok
followers

TRUE!



34k
views

@AlzheimersResearchUK

5.1k
TikTok
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8

UGC is simple but highly effective.

- Monitor your mentions and hashtags and repurpose smartly.



**HOW HAS
JUST GIVING
IMPLEMENTED
THESE STRATEGIES?**

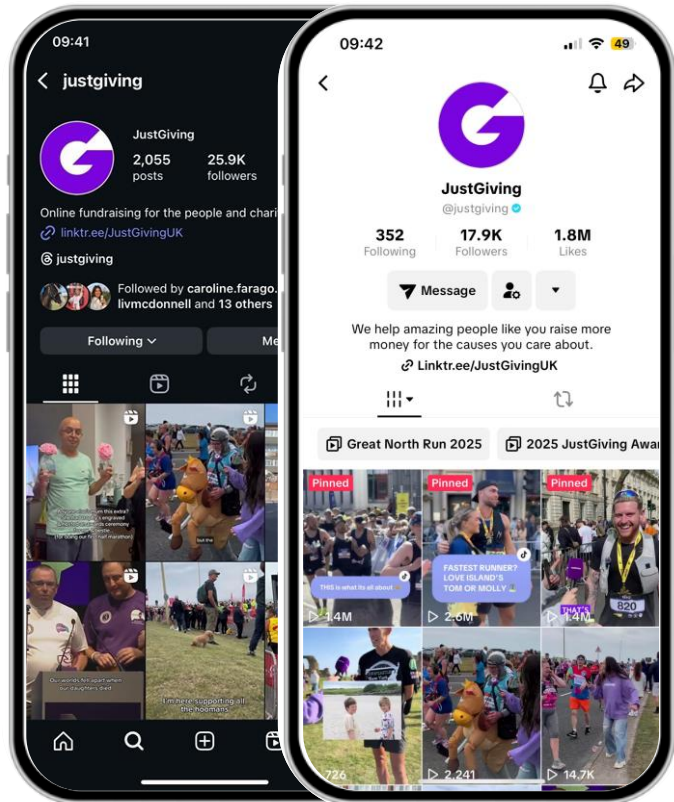
OUR SOCIAL MEDIA VISION:

**To create hope in a
world that doesn't
always feel hopeful.**

JUSTGIVING SOCIAL STRATEGY



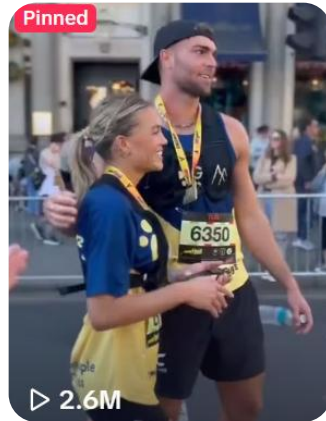
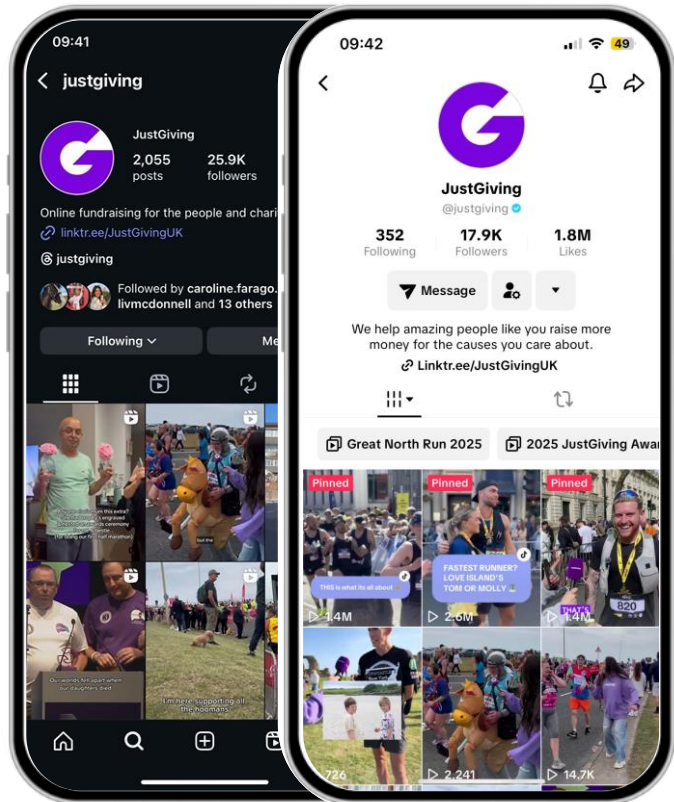
‘Hope’ as a creative ‘North Star’



JUSTGIVING SOCIAL STRATEGY



Lean, impactful production

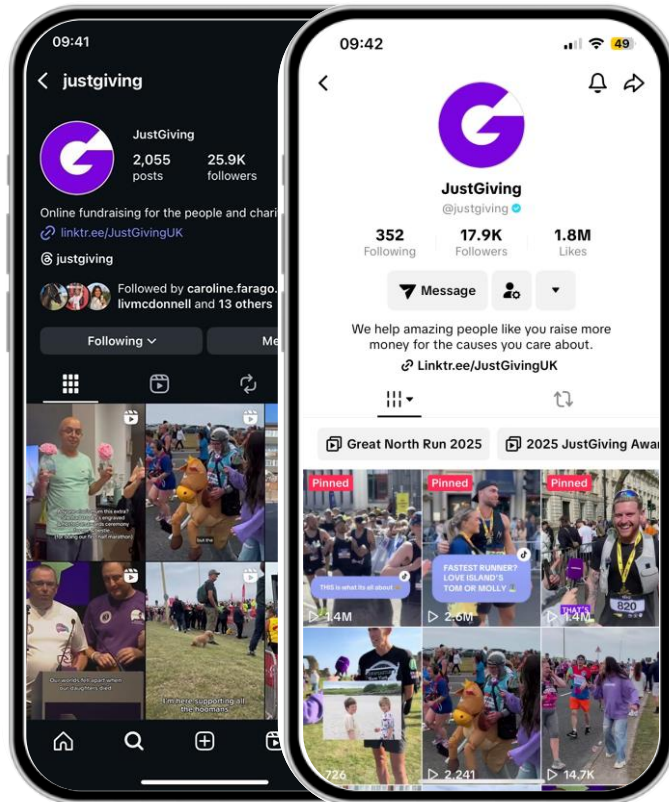


Sensitivity: Public

JUSTGIVING SOCIAL STRATEGY



Tone that connects



Kayla Thubron

The Simpsons were a family haha

9-8 Reply

JustGiving **Creator**
Iconic behaviour



Abbie Blacklock

And I can't run up the stairs, fair play

4-6 Reply

JustGiving **Creator**
Girl, same
4-7 Reply



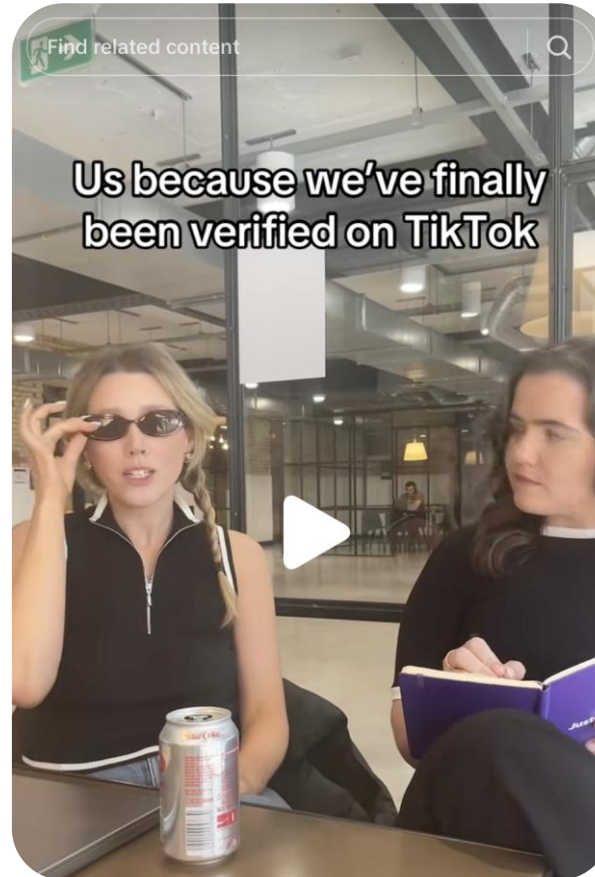
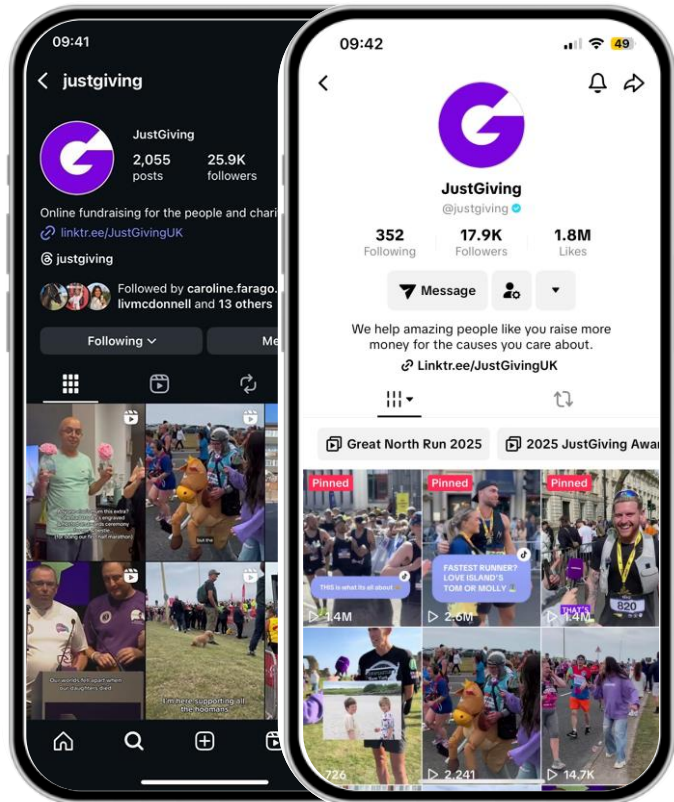
justgiving We're behind you every step of the way

2 w Reply

JUSTGIVING SOCIAL STRATEGY

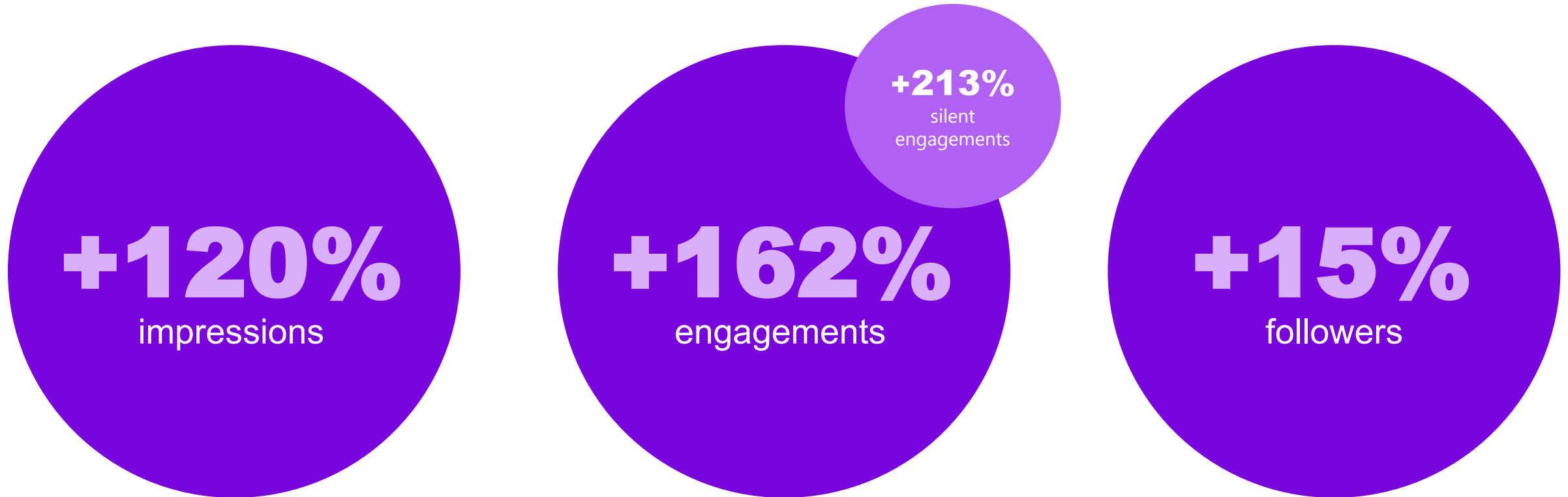


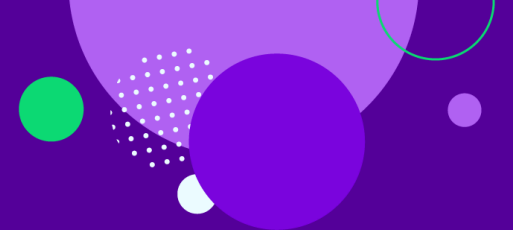
Platform-native thinking



Sensitivity: Public

THE RESULTS:





KEY TAKEAWAYS.

10 KEY TAKEAWAYS

VIDEO FIRST

Lead with TikTok, Instagram and YouTube Shorts

EGC

Let your people tell the story – staff, volunteers, community

HOOK

Engage quickly, change visuals often and evoke emotion

CAROUSELS

TikTok is not just for videos, carousels convert too!

NORTH STAR

Have a clear vision for your social media

TRENDS

Ride trends to show personality and earn trust

NEXT STEPS

Make onward actions crystal clear and super easy

LO-FI WINS

Ditch overly polished videos, and go back to the basics

UGC

Re-use content that already exists in the world (with permission)

GROWTH

There's no such things as failure, only learnings.

Fundraising Fast Track

4 VIDEOS

45 MIN TOTAL

Free access to the full series, presented by the experts at JustGiving:

- Creating a marketing plan for your campaign
- Building the perfect fundraiser email
- Growing your charity's cause on social media
- Learning from your fundraising data and reports

CREATING A
MARKETING
PLAN FOR YOUR
CAMPAIGN



lackbaud



SCAN
ME

JustGiving[®] from Blackbaud

Thank you

