**Environmental NPOs Social Media Practice**

10/09/2013

**Figure 1. Number of posts of different social media practice types**

**Figure 2. Number of posts of different social media practice categories**

**Figure 3. Facebook metrics of different social media practice types**

* Education, Recognition and thanks, Event, Picture predict higher share rate in Facebook.
* Media, Press, Recognition and thank, Report of event are positively correlated with higher like rate in Facebook.
* Media, Conversation are positively associated with higher comment rate in Facebook

**Figure 4. Twitter metrics of different social media practice types**

* Photo, Education, Press and Event tweets are associated with higher retweet rate in Twitter.
* Promoting other site predicts higher favorite rate in Twitter.