













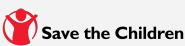


## TOP NONPROFIT BRANDS ON INSTAGRAM – Q2 2016

Based on Total Actions (likes and comments)

Data provided exclusively to PR News by Shareablee.

Source: 
















Rank	Brand		Total Actions	Total Content	Actions per Content	Total Audience
1		PETA	1,252,639	234	5,353	306,558
2		Oceana	1,220,206	323	3,778	195,969
3		Mercy For Animals	876,959	238	3,685	177,868
4		Human Rights Campaign	787,020	257	3,062	227,490
5		North Shore Animal League America	784,163	605	1,296	65,271
6		San Diego Zoo	699,867	67	10,446	386,439
7		WWF	463,520	54	8,584	354,801
8		CMA Country Music Association	439,724	162	2,714	326,630
9		NBA Cares	407,502	189	2,156	466,246
10		peta2.com	370,730	235	1,578	93,869
11		Best Friends Animal Society	349,133	76	4,594	193,146
12		To Write Love On Her Arms.	322,873	110	2,935	124,346
13		charity: water	275,334	103	2,673	301,797
14		Make-A-Wish America	237,386	88	2,698	123,130
15		Save the Children	236,964	76	3,118	257,043

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16	 ASPCA	ASPCA	224,751	62	3,625	163,437
17	 UNICEF	UNICEF	203,933	160	1,275	149,818
18	 Doctors Without Borders/ Médecins Sans Frontières	Doctors Without Borders/ Médecins Sans Frontières	198,118	68	2,914	270,054
19	 Adopt-a-Pet.com	Adopt-a-Pet.com	194,805	90	2,165	429,945
20	 THE HUMANE SOCIETY OF THE UNITED STATES	The Humane Society of the United States	174,608	64	2,728	118,783
21	 The Nature Conservancy	The Nature Conservancy	145,471	70	2,078	168,074
22	 CONSERVATION INTERNATIONAL	Conservation International	139,575	109	1,281	77,801
23	 Planned Parenthood Care. No matter what.	Planned Parenthood	107,292	37	2,900	88,873
24	 THE TREVOR PROJECT saving young lives	The Trevor Project	92,915	152	611	46,712
25	 SIERRA CLUB FOUNDED 1892	Sierra Club	84,548	105	805	53,081
26	 UNHCR The UN Refugee Agency	UNHCR	79,471	44	1,806	115,515
27	 World Vision	World Vision	64,015	91	703	30,843
28	 Compassion International	Compassion International	61,967	35	1,770	60,621
29	 American Cancer Society	American Cancer Society	57,241	75	763	42,219
30	 IJM	International Justice Mission	52,344	60	872	35,717