

# **The Impact of Marketing through Social Media on the Interaction of Individuals with Nonprofit Brands (Case Study: Charakert Mahak Foundation)**

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**Present research aims to investigate the Effect of marketing through social media on interaction with non-profit brands. This study is descriptive and in terms of aim is functional. Based on data collecting, is survey. Data collecting tool is questionnaire including 20 questionnaires to examine all variables of research. To test variables, the 5-point Likert was used. Validity of questionnaire validated by experts and reliability tested through Alpha Chronbach and confirmed. Population of study was all all of the benefactors that are members of the virtual benchmark of the MAHAK Institute, with a total of 10,395 people. Using Cochran formula, 422 samples was examined. To test hypotheses, Structural Equation Modeling was used. Results indicate Telepresence, social presence and people involvement have significant effect on brand engagement. Also brand engagement has significant effect on word of mouth and willingness to donate.**

**Keywords : Telepresence, social presence, people involvement, brand engagement, word of mouth, willingness to donate**

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