

# Kellen EuroConference Survey

## **METHODOLOGY NOTE**

ComRes interviewed 123 respondents online between 8<sup>th</sup> and 27<sup>th</sup> February 2013. All respondents were individuals that said that they know a good deal about or they were aware of their organisation's social media activities. The sample for this survey was provided by Kellen Europe.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

## EuroConference Survey 2013

## Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

|  | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|--|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|  | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|  | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|  | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total  | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|  | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Yes - I know a good deal about my organisation's social media activities               | 101   | 101         | -                               | 49                    | 13                             | 16  | 8         | 13                                    | 88                | 9                  |
|  | 82%   | 100%        | -                               | 82%                   | 100%                           | 76%   | 80%       | 76%                                   | 82%               | 82%                |
|  |   | B           |                                 |                       | ace                            |   |           |                                       |                   |                    |
| Yes - I am aware of my organisation's social media activities, but not in great detail | 22  | -           | 22                              | 11                    | -                              | 5   | 2         | 4                                     | 19                | 2                  |
|  | 18%   | -           | 100%                            | 18%                   | -                              | 24%   | 20%       | 24%                                   | 18%               | 18%                |
|  |   |             | A                               | b                     | b                              | b   | b         | b                                     |                   |                    |

Significance Level: 90%

Significance Level: 95%

Total

Yes - I know a good deal about my organisation's social media activities

Yes - I am aware of my organisation's social media activities, but not in great detail

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

|  | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|--|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|  | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
|  | a                          | b        | c       | d        | e       | f         | a                           | b    | a                             | b           | a                                     | b    | c    |                       |
|  | A                          | B        | C       | D        | E       | F         | A                           | B    | A                             | B           | A                                     | B    | C    |                       |
| Total  | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|  | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Yes - I know a good deal about my organisation's social media activities               | 101                        | 57       | 78      | 61       | 39      | 4         | 33                          | 42   | 55                            | 27          | 20                                    | 60   | 3    | 30                    |
|  | 82%                        | 79%      | 83%     | 85%      | 85%     | 100%      | 83%                         | 82%  | 87%                           | 75%         | 91%                                   | 87%  | 60%  | 79%                   |
| Yes - I am aware of my organisation's social media activities, but not in great detail | 22                         | 15       | 16      | 11       | 7       | -         | 7                           | 9    | 8                             | 9           | 2                                     | 9    | 2    | 8                     |
|  | 18%                        | 21%      | 17%     | 15%      | 15%     | -         | 18%                         | 18%  | 13%                           | 25%         | 9%                                    | 13%  | 40%  | 21%                   |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q1 Which of the following people in your organisation are primarily responsible for managing your social media activities?

Base: All respondents

|   | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|---|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|   | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|   | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|   | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total   | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|   | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Communication Manager   | 60  | 49          | 11                              | 60                    | -                              | -   | -         | -                                     | 58                | 1                  |
|   | 49%   | 49%         | 50%                             | 100%                  | -                              | -   | -         | -                                     | 54%               | 9%                 |
|   |   |             |                                 | BCDE                  |                                |   |           |                                       | B                 |                    |
| Staff member with departmental responsibility (e.g. events manager to announce event, policy director on specific policy issues, regulatory affairs manager to update on lobbying activities) | 21  | 16          | 5                               | -                     | -                              | 21  | -         | -                                     | 19                | 2                  |
|   | 17%   | 16%         | 23%                             | -                     | -                              | 100%  | -         | -                                     | 18%               | 18%                |
|   |   |             |                                 |                       |                                | ABDE  |           |                                       |                   |                    |
| Dedicated Social Media Manager  | 13  | 13          | -                               | -                     | 13                             | -   | -         | -                                     | 7                 | 5                  |
|   | 11%   | 13%         | -                               | -                     | 100%                           | -   | -         | -                                     | 7%                | 45%                |
|   |   | b           |                                 |                       | ACDE                           |   |           |                                       | A                 |                    |
| Assistant (office manager, intern)  | 10  | 8           | 2                               | -                     | -                              | -   | 10        | -                                     | 10                | -                  |
|   | 8%  | 8%          | 9%                              | -                     | -                              | -   | 100%      | -                                     | 9%                | -                  |
|   |   |             |                                 |                       |                                |   | ABCE      |                                       |                   |                    |
| Other   | 17  | 13          | 4                               | -                     | -                              | -   | -         | 17                                    | 13                | 3                  |
|   | 14%   | 13%         | 18%                             | -                     | -                              | -   | -         | 100%                                  | 12%               | 27%                |
|   |   |             |                                 |                       |                                |   |           | ABCD                                  |                   |                    |
| Don't know  | 2   | 2           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
|   | 2%  | 2%          | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q1 Which of the following people in your organisation are primarily responsible for managing your social media activities?

Base: All respondents

|   | Forms of social media used |            |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |           |                       |
|---|----------------------------|------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|-----------|-----------------------|
|   | Total                      | Facebook   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No        | Too soon to determine |
| Significance Level: 90%   |                            | a          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b         | c                     |
| Significance Level: 95%   |                            | A          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B         | C                     |
| Total   | 123<br>100%                | 72<br>100% | 94<br>100% | 72<br>100% | 46<br>100% | 4<br>100% | 40<br>100%                  | 51<br>100% | 63<br>100%                    | 36<br>100%  | 22<br>100%                            | 69<br>100% | 5<br>100% | 38<br>100%            |
| Communication Manager   | 60<br>49%                  | 36<br>50%  | 50<br>53%  | 36<br>50%  | 28<br>61%  | 2<br>50%  | 20<br>50%                   | 31<br>61%  | 25<br>40%                     | 18<br>50%   | 9<br>41%                              | 40<br>58%  | 3<br>60%  | 11<br>29%             |
| Staff member with departmental responsibility (e.g. events manager to announce event, policy director on specific policy issues, regulatory affairs manager to update on lobbying activities) | 21<br>17%                  | 16<br>22%  | 17<br>18%  | 11<br>15%  | 7<br>15%   | -<br>-    | 4<br>10%                    | 6<br>12%   | 13<br>21%                     | 3<br>8%     | 5<br>23%                              | 10<br>14%  | -<br>-    | 9<br>24%              |
| Dedicated Social Media Manager  | 13<br>11%                  | 10<br>14%  | 11<br>12%  | 8<br>11%   | 7<br>15%   | 2<br>50%  | 6<br>15%                    | 6<br>12%   | 6<br>10%                      | 3<br>8%     | 4<br>18%                              | 8<br>12%   | -<br>-    | 5<br>13%              |
| Assistant (office manager, intern)  | 10<br>8%                   | 3<br>4%    | 4<br>4%    | 4<br>6%    | -<br>-     | -<br>-    | 5<br>13%                    | 2<br>4%    | 7<br>11%                      | 5<br>14%    | 1<br>5%                               | -<br>-     | -<br>-    | 9<br>24%              |
| Other   | 17<br>14%                  | 6<br>8%    | 11<br>12%  | 12<br>17%  | 4<br>9%    | -<br>-    | 4<br>10%                    | 6<br>12%   | 11<br>17%                     | 6<br>17%    | 3<br>14%                              | 11<br>16%  | 1<br>20%  | 3<br>8%               |
| Don't know  | 2<br>2%                    | 1<br>1%    | 1<br>1%    | 1<br>1%    | -<br>-     | -<br>-    | 1<br>3%                     | -<br>-     | 1<br>2%                       | 1<br>3%     | -<br>-                                | -<br>-     | 1<br>20%  | 1<br>3%               |
|   |                            |            |            |            |            |           |                             |            |                               |             |                                       |            | Ac        |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

**Q2 Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week?  
If you are unsure, then please provide an estimate.**

Base: All who know who has responsibility for social media

|                             | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|-----------------------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|                             | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
| Significance Level: 90%     |   | a           | b                               | a                     | b                              | c   | d         | e                                     | a                 | b                  |
| Significance Level: 95%     |   | A           | B                               | A                     | B                              | C   | D         | E                                     | A                 | B                  |
| Total                       | 121   | 99          | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|                             | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Less than one hour per week | 26  | 21          | 5                               | 13                    | 1                              | 2   | 4         | 6                                     | 26                | -                  |
|                             | 21%   | 21%         | 23%                             | 22%                   | 8%                             | 10%   | 40%       | 35%                                   | 24%               | -                  |
|                             |   |             |                                 |                       |                                |   | bc        | bc                                    | b                 |                    |
| 1-5 hours per week          | 58  | 50          | 8                               | 31                    | 3                              | 14  | 4         | 6                                     | 58                | -                  |
|                             | 48%   | 51%         | 36%                             | 52%                   | 23%                            | 67%   | 40%       | 35%                                   | 54%               | -                  |
|                             |   |             |                                 | b                     |                                | Be  |           |                                       | B                 |                    |
| 6-10 hours per week         | 23  | 17          | 6                               | 14                    | 3                              | 3   | 2         | 1                                     | 23                | -                  |
|                             | 19%   | 17%         | 27%                             | 23%                   | 23%                            | 14%   | 20%       | 6%                                    | 21%               | -                  |
|                             |   |             |                                 |                       |                                |   |           |                                       | b                 |                    |
| 11-20 hours per week        | 8   | 6           | 2                               | 1                     | 3                              | 2   | -         | 2                                     | -                 | 8                  |
|                             | 7%  | 6%          | 9%                              | 2%                    | 23%                            | 10%   | -         | 12%                                   | -                 | 73%                |
|                             |   |             |                                 |                       | A                              |   |           | a                                     |                   | A                  |
| 21-40 hours per week        | 3   | 3           | -                               | -                     | 2                              | -   | -         | 1                                     | -                 | 3                  |
|                             | 2%  | 3%          | -                               | -                     | 15%                            | -   | -         | 6%                                    | -                 | 27%                |
|                             |   |             |                                 |                       | Ac                             |   |           | a                                     |                   | A                  |
| More than 40 hours per week | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
|                             | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
| Don't know                  | 3   | 2           | 1                               | 1                     | 1                              | -   | -         | 1                                     | -                 | -                  |
|                             | 2%  | 2%          | 5%                              | 2%                    | 8%                             | -   | -         | 6%                                    | -                 | -                  |
| 10 HOURS OR FEWER           | 107   | 88          | 19                              | 58                    | 7                              | 19  | 10        | 13                                    | 107               | -                  |
|                             | 88%   | 89%         | 86%                             | 97%                   | 54%                            | 90%   | 100%      | 76%                                   | 100%              | -                  |
|                             |   |             |                                 | BE                    |                                | B   | B         |                                       | B                 |                    |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

**Q2 Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week?  
If you are unsure, then please provide an estimate.**

Base: All who know who has responsibility for social media

|                    | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |      |
|--------------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|------|
|                    | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |      |
| Total              | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |      |
|                    | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |      |
| Total              | 121   | 99                  | 22                              | 60                             | 13  | 21        | 10    | 17                                    | 107                | 11   |
|                    | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               | 100% |
| MORE THAN 10 HOURS | 11  | 9                   | 2                               | 1                              | 5   | 2         | -     | 3                                     | -                  | 11   |
|                    | 9%  | 9%                  | 9%                              | 2%                             | 38%   | 10%       | -     | 18%                                   | -                  | 100% |
|                    |   |                     |                                 |                                | AcD   |           |       | A                                     |                    | A    |

Significance Level: 90%

Significance Level: 95%

Total

MORE THAN 10 HOURS

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

**Q2 Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week?  
If you are unsure, then please provide an estimate.**

Base: All who know who has responsibility for social media

|                             | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-----------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                             | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
|                             |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
|                             |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Significance Level: 90%     |                            |          |         |          |         |           |                             |      |                               |             |                                       |      |      |                       |
| Significance Level: 95%     |                            |          |         |          |         |           |                             |      |                               |             |                                       |      |      |                       |
| Total                       | 121                        | 71       | 93      | 71       | 46      | 4         | 39                          | 51   | 62                            | 35          | 22                                    | 69   | 4    | 37                    |
|                             | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Less than one hour per week | 26                         | 6        | 14      | 15       | 3       | -         | 5                           | 3    | 21                            | 17          | -                                     | 9    | 3    | 10                    |
|                             | 21%                        | 8%       | 15%     | 21%      | 7%      | -         | 13%                         | 6%   | 34%                           | 49%         | -                                     | 13%  | 75%  | 27%                   |
|                             |                            |          |         | AD       |         |           |                             |      | A                             | B           |                                       | Ac   | a    |                       |
| 1-5 hours per week          | 58                         | 38       | 49      | 37       | 25      | 2         | 17                          | 24   | 30                            | 14          | 10                                    | 34   | -    | 18                    |
|                             | 48%                        | 54%      | 53%     | 52%      | 54%     | 50%       | 44%                         | 47%  | 48%                           | 40%         | 45%                                   | 49%  | -    | 49%                   |
|                             |                            |          |         |          |         |           |                             |      |                               |             |                                       | b    |      | b                     |
| 6-10 hours per week         | 23                         | 16       | 19      | 10       | 11      | 1         | 10                          | 17   | 6                             | 2           | 7                                     | 15   | 1    | 7                     |
|                             | 19%                        | 23%      | 20%     | 14%      | 24%     | 25%       | 26%                         | 33%  | 10%                           | 6%          | 32%                                   | 22%  | 25%  | 19%                   |
|                             |                            |          |         |          |         |           |                             | B    |                               | A           |                                       |      |      |                       |
| 11-20 hours per week        | 8                          | 7        | 7       | 7        | 5       | 1         | 6                           | 4    | 3                             | 2           | 3                                     | 7    | -    | 1                     |
|                             | 7%                         | 10%      | 8%      | 10%      | 11%     | 25%       | 15%                         | 8%   | 5%                            | 6%          | 14%                                   | 10%  | -    | 3%                    |
| 21-40 hours per week        | 3                          | 2        | 2       | 2        | 1       | -         | 1                           | 2    | 1                             | -           | 2                                     | 3    | -    | -                     |
|                             | 2%                         | 3%       | 2%      | 3%       | 2%      | -         | 3%                          | 4%   | 2%                            | -           | 9%                                    | 4%   | -    | -                     |
|                             |                            |          |         |          |         |           |                             |      |                               |             | a                                     |      |      |                       |
| More than 40 hours per week | -                          | -        | -       | -        | -       | -         | -                           | -    | -                             | -           | -                                     | -    | -    | -                     |
|                             | -                          | -        | -       | -        | -       | -         | -                           | -    | -                             | -           | -                                     | -    | -    | -                     |
| Don't know                  | 3                          | 2        | 2       | -        | 1       | -         | -                           | 1    | 1                             | -           | -                                     | 1    | -    | 1                     |
|                             | 2%                         | 3%       | 2%      | -        | 2%      | -         | -                           | 2%   | 2%                            | -           | -                                     | 1%   | -    | 3%                    |
| 10 HOURS OR FEWER           | 107                        | 60       | 82      | 62       | 39      | 3         | 32                          | 44   | 57                            | 33          | 17                                    | 58   | 4    | 35                    |
|                             | 88%                        | 85%      | 88%     | 87%      | 85%     | 75%       | 82%                         | 86%  | 92%                           | 94%         | 77%                                   | 84%  | 100% | 95%                   |
|                             |                            |          |         |          |         |           |                             |      |                               | b           |                                       |      |      |                       |
| MORE THAN 10 HOURS          | 11                         | 9        | 9       | 9        | 6       | 1         | 7                           | 6    | 4                             | 2           | 5                                     | 10   | -    | 1                     |
|                             | 9%                         | 13%      | 10%     | 13%      | 13%     | 25%       | 18%                         | 12%  | 6%                            | 6%          | 23%                                   | 14%  | -    | 3%                    |
|                             |                            |          |         |          |         |           |                             |      |                               | a           |                                       | c    |      |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C



## EuroConference Survey 2013

## Q3 For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

|   | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|---|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|   | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|   | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|   | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total   | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|   | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Communication and engagement with site users                        | 83  | 70          | 13                              | 40                    | 8                              | 17  | 7         | 11                                    | 74                | 8                  |
|   | 67%   | 69%         | 59%                             | 67%                   | 62%                            | 81%   | 70%       | 65%                                   | 69%               | 73%                |
| Information gathering   | 74  | 62          | 12                              | 37                    | 11                             | 13  | 4         | 9                                     | 63                | 10                 |
|   | 60%   | 61%         | 55%                             | 62%                   | 85%                            | 62%   | 40%       | 53%                                   | 59%               | 91%                |
|   |   |             |                                 |                       | De                             |   |           |                                       |                   | A                  |
| Influencing key opinion formers through their social media accounts | 56  | 46          | 10                              | 27                    | 8                              | 10  | 3         | 8                                     | 46                | 9                  |
|   | 46%   | 46%         | 45%                             | 45%                   | 62%                            | 48%   | 30%       | 47%                                   | 43%               | 82%                |
|   |   |             |                                 |                       |                                |   |           |                                       |                   | A                  |
| To take part in the online debate on specific issues                | 54  | 45          | 9                               | 28                    | 7                              | 10  | 2         | 7                                     | 45                | 7                  |
|   | 44%   | 45%         | 41%                             | 47%                   | 54%                            | 48%   | 20%       | 41%                                   | 42%               | 64%                |
| Recruitment of new members for your organisation                    | 34  | 27          | 7                               | 14                    | 5                              | 5   | 2         | 8                                     | 27                | 7                  |
|   | 28%   | 27%         | 32%                             | 23%                   | 38%                            | 24%   | 20%       | 47%                                   | 25%               | 64%                |
|   |   |             |                                 |                       |                                |   |           | a                                     |                   | A                  |
| Crisis communication  | 14  | 10          | 4                               | 6                     | 3                              | 3   | 1         | 1                                     | 11                | 3                  |
|   | 11%   | 10%         | 18%                             | 10%                   | 23%                            | 14%   | 10%       | 6%                                    | 10%               | 27%                |
|   |   |             |                                 |                       |                                |   |           |                                       |                   | a                  |
| We have no specific objective                                       | 15  | 11          | 4                               | 8                     | -                              | 1   | 1         | 3                                     | 12                | -                  |
|   | 12%   | 11%         | 18%                             | 13%                   | -                              | 5%  | 10%       | 18%                                   | 11%               | -                  |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q3 For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

|   | Forms of social media used |            |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |           |                       |
|---|----------------------------|------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|-----------|-----------------------|
|   | Total                      | Facebook   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No        | Too soon to determine |
| Significance Level: 90%   |                            | a          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b         | c                     |
| Significance Level: 95%   |                            | A          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B         | C                     |
| Total   | 123<br>100%                | 72<br>100% | 94<br>100% | 72<br>100% | 46<br>100% | 4<br>100% | 40<br>100%                  | 51<br>100% | 63<br>100%                    | 36<br>100%  | 22<br>100%                            | 69<br>100% | 5<br>100% | 38<br>100%            |
| Communication and engagement with site users                        | 83<br>67%                  | 58<br>81%  | 70<br>74%  | 55<br>76%  | 40<br>87%  | 4<br>100% | 31<br>78%                   | 39<br>76%  | 38<br>60%                     | 18<br>50%   | 21<br>95%                             | 56<br>81%  | 1<br>20%  | 23<br>61%             |
| Information gathering   | 74<br>60%                  | 48<br>67%  | 62<br>66%  | 49<br>68%  | 35<br>76%  | 4<br>100% | 25<br>63%                   | 40<br>78%  | 30<br>48%                     | 17<br>47%   | 19<br>86%                             | 53<br>77%  | 1<br>20%  | 17<br>45%             |
| Influencing key opinion formers through their social media accounts | 56<br>46%                  | 38<br>53%  | 50<br>53%  | 33<br>46%  | 28<br>61%  | 2<br>50%  | 21<br>53%                   | 29<br>57%  | 23<br>37%                     | 10<br>28%   | 15<br>68%                             | 40<br>58%  | -<br>-    | 14<br>37%             |
| To take part in the online debate on specific issues                | 54<br>44%                  | 40<br>56%  | 48<br>51%  | 31<br>43%  | 26<br>57%  | 3<br>75%  | 23<br>58%                   | 30<br>59%  | 20<br>32%                     | 9<br>25%    | 13<br>59%                             | 39<br>57%  | 1<br>20%  | 10<br>26%             |
| Recruitment of new members for your organisation                    | 34<br>28%                  | 23<br>32%  | 25<br>27%  | 27<br>38%  | 14<br>30%  | 2<br>50%  | 11<br>28%                   | 16<br>31%  | 17<br>27%                     | 9<br>25%    | 9<br>41%                              | 26<br>38%  | 1<br>20%  | 5<br>13%              |
| Crisis communication  | 14<br>11%                  | 12<br>17%  | 13<br>14%  | 9<br>13%   | 9<br>20%   | 2<br>50%  | 7<br>18%                    | 9<br>18%   | 4<br>6%                       | 3<br>8%     | 6<br>27%                              | 10<br>14%  | -<br>-    | 4<br>11%              |
| We have no specific objective                                       | 15<br>12%                  | 2<br>3%    | 6<br>6%    | 5<br>7%    | 1<br>2%    | -<br>-    | 2<br>5%                     | -<br>-     | 13<br>21%                     | 8<br>22%    | -<br>-                                | 1<br>1%    | 4<br>80%  | 5<br>13%              |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q4 Does your organisation have an account with any of the following social media channels?

Base: All respondents

|                   | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|-------------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|                   | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|                   | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|                   | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total             | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|                   | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Twitter           | 94  | 78          | 16                              | 50                    | 11                             | 17  | 4         | 11                                    | 82                | 9                  |
|                   | 76%   | 77%         | 73%                             | 83%                   | 85%                            | 81%   | 40%       | 65%                                   | 77%               | 82%                |
|                   |   |             |                                 | De                    | D                              | D   |           |                                       |                   |                    |
| Facebook          | 72  | 57          | 15                              | 36                    | 10                             | 16  | 3         | 6                                     | 60                | 9                  |
|                   | 59%   | 56%         | 68%                             | 60%                   | 77%                            | 76%   | 30%       | 35%                                   | 56%               | 82%                |
|                   |   |             |                                 | de                    | DE                             | DE  |           |                                       |                   |                    |
| LinkedIn          | 72  | 61          | 11                              | 36                    | 8                              | 11  | 4         | 12                                    | 62                | 9                  |
|                   | 59%   | 60%         | 50%                             | 60%                   | 62%                            | 52%   | 40%       | 71%                                   | 58%               | 82%                |
| YouTube           | 46  | 39          | 7                               | 28                    | 7                              | 7   | -         | 4                                     | 39                | 6                  |
|                   | 37%   | 39%         | 32%                             | 47%                   | 54%                            | 33%   | -         | 24%                                   | 36%               | 55%                |
|                   |   |             |                                 | De                    | De                             | D   |           |                                       |                   |                    |
| Pinterest         | 4   | 4           | -                               | 2                     | 2                              | -   | -         | -                                     | 3                 | 1                  |
|                   | 3%  | 4%          | -                               | 3%                    | 15%                            | -   | -         | -                                     | 3%                | 9%                 |
|                   |   |             |                                 |                       | ac                             |   |           |                                       |                   |                    |
| None of the above | 10  | 8           | 2                               | 2                     | 1                              | 1   | 2         | 3                                     | 8                 | -                  |
|                   | 8%  | 8%          | 9%                              | 3%                    | 8%                             | 5%  | 20%       | 18%                                   | 7%                | -                  |
|                   |   |             |                                 |                       |                                |   | A         | A                                     |                   |                    |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q4 Does your organisation have an account with any of the following social media channels?

Base: All respondents

|                         | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                         | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
| Significance Level: 90% |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
| Significance Level: 95% |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Total                   | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|                         | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Twitter                 | 94                         | 64       | 94      | 59       | 44      | 4         | 38                          | 47   | 40                            | 23          | 19                                    | 61   | 1    | 25                    |
|                         | 76%                        | 89%      | 100%    | 82%      | 96%     | 100%      | 95%                         | 92%  | 63%                           | 64%         | 86%                                   | 88%  | 20%  | 66%                   |
|                         |                            |          | ACDF    |          | C       |           | c                           | B    |                               |             | a                                     | BC   |      | b                     |
| Facebook                | 72                         | 72       | 64      | 43       | 38      | 3         | 31                          | 37   | 28                            | 17          | 16                                    | 50   | 1    | 17                    |
|                         | 59%                        | 100%     | 68%     | 60%      | 83%     | 75%       | 78%                         | 73%  | 44%                           | 47%         | 73%                                   | 72%  | 20%  | 45%                   |
|                         |                            | BCDEF    |         |          | bC      |           | c                           | B    |                               |             | a                                     | BC   |      |                       |
| LinkedIn                | 72                         | 43       | 59      | 72       | 31      | 4         | 26                          | 33   | 35                            | 23          | 15                                    | 42   | 3    | 21                    |
|                         | 59%                        | 60%      | 63%     | 100%     | 67%     | 100%      | 65%                         | 65%  | 56%                           | 64%         | 68%                                   | 61%  | 60%  | 55%                   |
|                         |                            |          |         | ABDF     |         |           |                             |      |                               |             |                                       |      |      |                       |
| YouTube                 | 46                         | 38       | 44      | 31       | 46      | 4         | 23                          | 27   | 18                            | 8           | 13                                    | 35   | -    | 7                     |
|                         | 37%                        | 53%      | 47%     | 43%      | 100%    | 100%      | 58%                         | 53%  | 29%                           | 22%         | 59%                                   | 51%  | -    | 18%                   |
|                         |                            |          |         |          | ABCF    | aBC       |                             | B    |                               |             | A                                     | BC   |      |                       |
| Pinterest               | 4                          | 3        | 4       | 4        | 4       | 4         | 3                           | 2    | 2                             | 1           | 1                                     | 4    | -    | -                     |
|                         | 3%                         | 4%       | 4%      | 6%       | 9%      | 100%      | 8%                          | 4%   | 3%                            | 3%          | 5%                                    | 6%   | -    | -                     |
|                         |                            |          |         |          | ABCD    |           |                             |      |                               |             |                                       |      |      |                       |
| None of the above       | 10                         | -        | -       | -        | -       | -         | -                           | 2    | 7                             | 3           | 1                                     | 2    | 1    | 5                     |
|                         | 8%                         | -        | -       | -        | -       | -         | -                           | 4%   | 11%                           | 8%          | 5%                                    | 3%   | 20%  | 13%                   |
|                         |                            |          |         |          |         |           |                             |      |                               |             |                                       | a    |      | A                     |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q5 Does your organisation have a blog?

Base: All respondents

|            | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|            | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|            | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|            | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total      | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|            | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Yes        | 40  | 33          | 7                               | 20                    | 6                              | 4   | 5         | 4                                     | 32                | 7                  |
|            | 33%   | 33%         | 32%                             | 33%                   | 46%                            | 19%   | 50%       | 24%                                   | 30%               | 64%                |
|            |   |             |                                 |                       |                                |   | c         |                                       |                   | A                  |
| No         | 82  | 67          | 15                              | 40                    | 7                              | 17  | 5         | 13                                    | 75                | 4                  |
|            | 67%   | 66%         | 68%                             | 67%                   | 54%                            | 81%   | 50%       | 76%                                   | 70%               | 36%                |
|            |   |             |                                 |                       |                                | d   |           |                                       | B                 |                    |
| Don't know | 1   | 1           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
|            | 1%  | 1%          | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |

Significance Level: 90%

Significance Level: 95%

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q5 Does your organisation have a blog?

Base: All respondents

|                         | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                         | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
| Significance Level: 90% |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
| Significance Level: 95% |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Total                   | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|                         | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Yes                     | 40                         | 31       | 38      | 26       | 23      | 3         | 40                          | 20   | 18                            | 10          | 8                                     | 26   | -    | 10                    |
|                         | 33%                        | 43%      | 40%     | 36%      | 50%     | 75%       | 100%                        | 39%  | 29%                           | 28%         | 36%                                   | 38%  | -    | 26%                   |
|                         |                            |          |         |          |         | ABCDE     |                             |      |                               |             |                                       | b    |      |                       |
| No                      | 82                         | 41       | 56      | 46       | 23      | 1         | -                           | 31   | 45                            | 25          | 14                                    | 43   | 4    | 28                    |
|                         | 67%                        | 57%      | 60%     | 64%      | 50%     | 25%       | -                           | 61%  | 71%                           | 69%         | 64%                                   | 62%  | 80%  | 74%                   |
|                         |                            | F        | F       | F        | F       | F         |                             |      |                               |             |                                       |      |      |                       |
| Don't know              | 1                          | -        | -       | -        | -       | -         | -                           | -    | -                             | 1           | -                                     | -    | 1    | -                     |
|                         | 1%                         | -        | -       | -        | -       | -         | -                           | -    | -                             | 3%          | -                                     | -    | 20%  | -                     |
|                         |                            |          |         |          |         |           |                             |      |                               |             |                                       |      | AC   |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6a How often does your organisation post new content or respond to communications on Facebook?

Base: All who use Facebook

|  | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|--|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|  | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|  | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|  | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total  | 72<br>100%  | 57<br>100%  | 15<br>100%                      | 36<br>100%            | 10<br>100%                     | 16<br>100%                                    | 3<br>100% | 6<br>100%                             | 60<br>100%        | 9<br>100%          |
| More frequently than once a day (5.0)  | 15<br>21%   | 11<br>19%   | 4<br>27%                        | 8<br>22%              | -<br>-                         | 4<br>25%                                      | -<br>-    | 3<br>50%                              | 12<br>20%         | 3<br>33%           |
| Less frequently than once a day but more frequently than once a week (4.0)   | 35<br>49%   | 32<br>56%   | 3<br>20%                        | 19<br>53%             | 7<br>70%                       | 7<br>44%                                      | -<br>-    | 2<br>33%                              | 30<br>50%         | 3<br>33%           |
| Less frequently than once a week but more frequently than once a month (3.0) | 14<br>19%   | 9<br>16%    | 5<br>33%                        | 4<br>11%              | 2<br>20%                       | 4<br>25%                                      | 2<br>67%  | 1<br>17%                              | 10<br>17%         | 3<br>33%           |
| Less frequently than once a month (2.0)                                      | 4<br>6%   | 2<br>4%     | 2<br>13%                        | 2<br>6%               | -<br>-                         | 1<br>6%                                       | 1<br>33%  | -<br>-                                | 4<br>7%           | -<br>-             |
| Never (1.0)  | 4<br>6%   | 3<br>5%     | 1<br>7%                         | 3<br>8%               | 1<br>10%                       | -<br>-  | -<br>-    | -<br>-                                | 4<br>7%           | -<br>-             |
| FREQUENTLY   | 50<br>69%   | 43<br>75%   | 7<br>47%                        | 27<br>75%             | 7<br>70%                       | 11<br>69%                                     | -<br>-    | 5<br>83%                              | 42<br>70%         | 6<br>67%           |
| INFREQUENTLY   | 18<br>25%   | 11<br>19%   | 7<br>47%                        | 6<br>17%              | 2<br>20%                       | 5<br>31%                                      | 3<br>100% | 1<br>17%                              | 14<br>23%         | 3<br>33%           |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6a How often does your organisation post new content or respond to communications on Facebook?

Base: All who use Facebook

|               | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |
|---------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|
|               | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |
| Total         | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |
|               | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |
| Total         | 72  | 15                  | 36                              | 10                             | 16  | 3         | 6     | 60                                    | 9                  |
|               | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               |
| Mean Score    | 3.74  | 3.47                | 3.75                            | 3.50                           | 3.88  | 2.67      | 4.33  | 3.70                                  | 4.00               |
|               |   |                     |                                 |                                | D   | D         | D     |                                       |                    |
| Std Deviation | 1.03  | 1.25                | 1.13                            | .97                            | .89   | .58       | .82   | 1.08                                  | .87                |
| Std Error     | .122  | .322                | .188                            | .307                           | .221  | .333      | .333  | .139                                  | .289               |

Significance Level: 90%

Significance Level: 95%

Total

Mean Score

Std Deviation

Std Error

Columns Tested: A,B - A,B,C,D,E - A,B



## EuroConference Survey 2013

## Q6a How often does your organisation post new content or respond to communications on Facebook?

Base: All who use Facebook

|  | Total      | Forms of social media used |            |            |            |           |            | Measurement of social media |            | Effectiveness of social media |            | Worthwhile investment in social media |           |                       |
|--|------------|----------------------------|------------|------------|------------|-----------|------------|-----------------------------|------------|-------------------------------|------------|---------------------------------------|-----------|-----------------------|
|  |            | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog       | Yes                         | No         | Ineffective                   | Effective  | Yes                                   | No        | Too soon to determine |
| Significance Level: 90%  |            | a                          | b          | c          | d          | e         | f          | a                           | b          | a                             | b          | a                                     | b         | c                     |
| Significance Level: 95%  |            | A                          | B          | C          | D          | E         | F          | A                           | B          | A                             | B          | A                                     | B         | C                     |
| Total  | 72<br>100% | 72<br>100%                 | 64<br>100% | 43<br>100% | 38<br>100% | 3<br>100% | 31<br>100% | 37<br>100%                  | 28<br>100% | 17<br>100%                    | 16<br>100% | 50<br>100%                            | 1<br>100% | 17<br>100%            |
| More frequently than once a day (5.0)  | 15<br>21%  | 15<br>21%                  | 15<br>23%  | 13<br>30%  | 11<br>29%  | 1<br>33%  | 8<br>26%   | 13<br>35%                   | 1<br>4%    | 1<br>6%                       | 5<br>31%   | 13<br>26%                             | -         | -                     |
| Less frequently than once a day but more frequently than once a week (4.0)   | 35<br>49%  | 35<br>49%                  | 32<br>50%  | 18<br>42%  | 20<br>53%  | 1<br>33%  | 13<br>42%  | 16<br>43%                   | 16<br>57%  | 6<br>35%                      | 8<br>50%   | 25<br>50%                             | -         | 9<br>53%              |
| Less frequently than once a week but more frequently than once a month (3.0) | 14<br>19%  | 14<br>19%                  | 12<br>19%  | 8<br>19%   | 6<br>16%   | 1<br>33%  | 8<br>26%   | 6<br>16%                    | 7<br>25%   | 5<br>29%                      | 1<br>6%    | 7<br>14%                              | -         | 6<br>35%              |
| Less frequently than once a month (2.0)                                      | 4<br>6%    | 4<br>6%                    | 3<br>5%    | 2<br>5%    | -          | -         | 1<br>3%    | -                           | 2<br>7%    | 2<br>12%                      | 1<br>6%    | 2<br>4%                               | -         | 2<br>12%              |
| Never (1.0)  | 4<br>6%    | 4<br>6%                    | 2<br>3%    | 2<br>5%    | 1<br>3%    | -         | 1<br>3%    | 2<br>5%                     | 2<br>7%    | 3<br>18%                      | 1<br>6%    | 3<br>6%                               | 1<br>100% | -                     |
| FREQUENTLY   | 50<br>69%  | 50<br>69%                  | 47<br>73%  | 31<br>72%  | 31<br>82%  | 2<br>67%  | 21<br>68%  | 29<br>78%                   | 17<br>61%  | 7<br>41%                      | 13<br>81%  | 38<br>76%                             | -         | 9<br>53%              |
| INFREQUENTLY   | 18<br>25%  | 18<br>25%                  | 15<br>23%  | 10<br>23%  | 6<br>16%   | 1<br>33%  | 9<br>29%   | 6<br>16%                    | 9<br>32%   | 7<br>41%                      | 2<br>13%   | 9<br>18%                              | -         | 8<br>47%              |
| Mean Score   | 3.74       | 3.74                       | 3.86       | 3.88       | 4.05       | 4.00      | 3.84       | 4.03                        | 3.43       | 3.00                          | 3.94       | 3.86                                  | 1.00      | 3.41                  |
| Std Deviation  | 1.03       | 1.03                       | .94        | 1.05       | .84        | 1.00      | .97        | 1.01                        | .96        | 1.22                          | 1.12       | 1.05                                  | -         | .71                   |
| Std Error  | .122       | .122                       | .118       | .160       | .136       | .577      | .174       | .167                        | .181       | .297                          | .281       | .148                                  | -         | .173                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6b How often does your organisation post new content or respond to communications on Twitter?

Base: All who use Twitter

|  | Awareness of organisation's social media activities |             |                     | Responsibility for social media |                                |   |           |            | Time spent on social media activities |                    |
|--|---|-------------|---------------------|---------------------------------|--------------------------------|---|-----------|------------|---------------------------------------|--------------------|
|  | Total   | A good deal | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other      | 10 hours or fewer                     | More than 10 hours |
| Significance Level: 90%  |   | a           | b                   | a                               | b                              | c   | d         | e          | a                                     | b                  |
| Significance Level: 95%  |   | A           | B                   | A                               | B                              | C   | D         | E          | A                                     | B                  |
| Total  | 94<br>100%  | 78<br>100%  | 16<br>100%          | 50<br>100%                      | 11<br>100%                     | 17<br>100%                                    | 4<br>100% | 11<br>100% | 82<br>100%                            | 9<br>100%          |
| More frequently than once a day (5.0)  | 23<br>24%   | 18<br>23%   | 5<br>31%            | 14<br>28%                       | 3<br>27%                       | 3<br>18%                                      | -<br>-    | 3<br>27%   | 20<br>24%                             | 3<br>33%           |
| Less frequently than once a day but more frequently than once a week (4.0)   | 39<br>41%   | 34<br>44%   | 5<br>31%            | 24<br>48%                       | 2<br>18%                       | 6<br>35%                                      | 2<br>50%  | 5<br>45%   | 35<br>43%                             | 3<br>33%           |
| Less frequently than once a week but more frequently than once a month (3.0) | 18<br>19%   | 13<br>17%   | 5<br>31%            | 5<br>10%                        | 4<br>36%                       | 5<br>29%                                      | 2<br>50%  | 1<br>9%    | 13<br>16%                             | 3<br>33%           |
| Less frequently than once a month (2.0)                                      | 8<br>9%   | 7<br>9%     | 1<br>6%             | 4<br>8%                         | 1<br>9%                        | 2<br>12%                                      | -<br>-    | 1<br>9%    | 8<br>10%                              | -<br>-             |
| Never (1.0)  | 6<br>6%   | 6<br>8%     | -<br>-              | 3<br>6%                         | 1<br>9%                        | 1<br>6%                                       | -<br>-    | 1<br>9%    | 6<br>7%                               | -<br>-             |
| FREQUENTLY   | 62<br>66%   | 52<br>67%   | 10<br>63%           | 38<br>76%                       | 5<br>45%                       | 9<br>53%                                      | 2<br>50%  | 8<br>73%   | 55<br>67%                             | 6<br>67%           |
| INFREQUENTLY   | 26<br>28%   | 20<br>26%   | 6<br>38%            | 9<br>18%                        | 5<br>45%                       | 7<br>41%                                      | 2<br>50%  | 2<br>18%   | 21<br>26%                             | 3<br>33%           |
| Mean Score   | 3.69  | 3.65        | 3.88                | 3.84                            | 3.45                           | 3.47  | 3.50      | 3.73       | 3.67                                  | 4.00               |
| Std Deviation  | 1.13  | 1.16        | .96                 | 1.11                            | 1.29                           | 1.12  | .58       | 1.27       | 1.17                                  | .87                |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6b How often does your organisation post new content or respond to communications on Twitter?

Base: All who use Twitter

|           | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |
|-----------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|
|           | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |
| Total     | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |
|           | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |
| Total     | 94  | 16                  | 50                              | 11                             | 17  | 4         | 11    | 82                                    | 9                  |
|           | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               |
| Std Error | .116  | .239                | .157                            | .390                           | .273  | .289      | .384  | .129                                  | .289               |

Significance Level: 90%

Significance Level: 95%

Total

Std Error

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6b How often does your organisation post new content or respond to communications on Twitter?

Base: All who use Twitter

|  | Total      | Forms of social media used |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |           |                       |
|--|------------|----------------------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|-----------|-----------------------|
|  |            | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No        | Too soon to determine |
| Significance Level: 90%  |            | a                          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b         | c                     |
| Significance Level: 95%  |            | A                          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B         | C                     |
| Total  | 94<br>100% | 64<br>100%                 | 94<br>100% | 59<br>100% | 44<br>100% | 4<br>100% | 38<br>100%                  | 47<br>100% | 40<br>100%                    | 23<br>100%  | 19<br>100%                            | 61<br>100% | 1<br>100% | 25<br>100%            |
| More frequently than once a day (5.0)  | 23<br>24%  | 17<br>27%                  | 23<br>24%  | 16<br>27%  | 17<br>39%  | 3<br>75%  | 14<br>37%                   | 19<br>40%  | 3<br>8%                       | 2<br>9%     | 9<br>47%                              | 20<br>33%  | -<br>-    | 1<br>4%               |
|  |            |                            |            |            | b          | ABC       | B                           |            |                               | A           | C                                     |            |           |                       |
| Less frequently than once a day but more frequently than once a week (4.0)   | 39<br>41%  | 29<br>45%                  | 39<br>41%  | 24<br>41%  | 20<br>45%  | -<br>-    | 14<br>37%                   | 17<br>36%  | 19<br>48%                     | 8<br>35%    | 6<br>32%                              | 25<br>41%  | -<br>-    | 13<br>52%             |
|  |            |                            |            |            | e          |           |                             |            |                               |             |                                       |            |           |                       |
| Less frequently than once a week but more frequently than once a month (3.0) | 18<br>19%  | 13<br>20%                  | 18<br>19%  | 10<br>17%  | 3<br>7%    | -<br>-    | 6<br>16%                    | 9<br>19%   | 7<br>18%                      | 6<br>26%    | 2<br>11%                              | 10<br>16%  | -<br>-    | 8<br>32%              |
|  |            |                            |            |            | d          |           |                             |            |                               |             |                                       |            |           |                       |
| Less frequently than once a month (2.0)                                      | 8<br>9%    | 3<br>5%                    | 8<br>9%    | 6<br>10%   | 1<br>2%    | 1<br>25%  | 3<br>8%                     | 2<br>4%    | 5<br>13%                      | 3<br>13%    | 1<br>5%                               | 4<br>7%    | -<br>-    | 2<br>8%               |
|  |            |                            |            |            |            | aD        |                             |            |                               |             |                                       |            |           |                       |
| Never (1.0)  | 6<br>6%    | 2<br>3%                    | 6<br>6%    | 3<br>5%    | 3<br>7%    | -<br>-    | 1<br>3%                     | -<br>-     | 6<br>15%                      | 4<br>17%    | 1<br>5%                               | 2<br>3%    | 1<br>100% | 1<br>4%               |
|  |            |                            |            |            |            |           |                             |            | A                             |             |                                       |            |           |                       |
| FREQUENTLY   | 62<br>66%  | 46<br>72%                  | 62<br>66%  | 40<br>68%  | 37<br>84%  | 3<br>75%  | 28<br>74%                   | 36<br>77%  | 22<br>55%                     | 10<br>43%   | 15<br>79%                             | 45<br>74%  | -<br>-    | 14<br>56%             |
|  |            |                            |            |            | Bc         |           |                             | B          |                               | A           |                                       |            |           |                       |
| INFREQUENTLY   | 26<br>28%  | 16<br>25%                  | 26<br>28%  | 16<br>27%  | 4<br>9%    | 1<br>25%  | 9<br>24%                    | 11<br>23%  | 12<br>30%                     | 9<br>39%    | 3<br>16%                              | 14<br>23%  | -<br>-    | 10<br>40%             |
|  |            |                            |            |            | D          |           | D                           |            |                               |             |                                       |            |           |                       |
| Mean Score   | 3.69       | 3.88                       | 3.69       | 3.75       | 4.07       | 4.25      | 3.97                        | 4.13       | 3.20                          | 3.04        | 4.11                                  | 3.93       | 1.00      | 3.44                  |
|  |            |                            |            |            | b          |           |                             | B          |                               |             | A                                     | C          |           |                       |
| Std Deviation  | 1.13       | .97                        | 1.13       | 1.12       | 1.09       | 1.50      | 1.05                        | .88        | 1.22                          | 1.26        | 1.15                                  | 1.03       | -         | .87                   |
| Std Error  | .116       | .121                       | .116       | .146       | .164       | .750      | .171                        | .128       | .193                          | .263        | .264                                  | .132       | -         | .174                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6c How often does your organisation post new content or respond to communications on LinkedIn?

Base: All who use LinkedIn

|  | Awareness of organisation's social media activities |             |                     | Responsibility for social media |                                |   |           |            | Time spent on social media activities |                    |
|--|---|-------------|---------------------|---------------------------------|--------------------------------|---|-----------|------------|---------------------------------------|--------------------|
|  | Total   | A good deal | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other      | 10 hours or fewer                     | More than 10 hours |
|  | a   | b           |                     | a                               | b                              | c   | d         | e          | a                                     | b                  |
|  | A   | B           |                     | A                               | B                              | C   | D         | E          | A                                     | B                  |
| Significance Level: 90%  |   |             |                     |                                 |                                |   |           |            |                                       |                    |
| Significance Level: 95%  |   |             |                     |                                 |                                |   |           |            |                                       |                    |
| Total  | 72<br>100%  | 61<br>100%  | 11<br>100%          | 36<br>100%                      | 8<br>100%                      | 11<br>100%                                    | 4<br>100% | 12<br>100% | 62<br>100%                            | 9<br>100%          |
| More frequently than once a day (5.0)  | 7<br>10%  | 5<br>8%     | 2<br>18%            | 1<br>3%                         | 1<br>13%                       | 2<br>18%                                      | -<br>-    | 3<br>25%   | 4<br>6%                               | 3<br>33%           |
| Less frequently than once a day but more frequently than once a week (4.0)   | 21<br>29%   | 18<br>30%   | 3<br>27%            | 13<br>36%                       | 3<br>38%                       | 4<br>36%                                      | 1<br>25%  | -<br>-     | 20<br>32%                             | 1<br>11%           |
| Less frequently than once a week but more frequently than once a month (3.0) | 20<br>28%   | 17<br>28%   | 3<br>27%            | 10<br>28%                       | 2<br>25%                       | 3<br>27%                                      | 1<br>25%  | 3<br>25%   | 16<br>26%                             | 3<br>33%           |
| Less frequently than once a month (2.0)                                      | 19<br>26%   | 17<br>28%   | 2<br>18%            | 8<br>22%                        | 2<br>25%                       | 2<br>18%                                      | 2<br>50%  | 5<br>42%   | 18<br>29%                             | 1<br>11%           |
| Never (1.0)  | 5<br>7%   | 4<br>7%     | 1<br>9%             | 4<br>11%                        | -<br>-                         | -<br>-  | -<br>-    | 1<br>8%    | 4<br>6%                               | 1<br>11%           |
| FREQUENTLY   | 28<br>39%   | 23<br>38%   | 5<br>45%            | 14<br>39%                       | 4<br>50%                       | 6<br>55%                                      | 1<br>25%  | 3<br>25%   | 24<br>39%                             | 4<br>44%           |
| INFREQUENTLY   | 39<br>54%   | 34<br>56%   | 5<br>45%            | 18<br>50%                       | 4<br>50%                       | 5<br>45%                                      | 3<br>75%  | 8<br>67%   | 34<br>55%                             | 4<br>44%           |
| Mean Score   | 3.08  | 3.05        | 3.27                | 2.97                            | 3.38                           | 3.55  | 2.75      | 2.92       | 3.03                                  | 3.44               |
| Std Deviation  | 1.11  | 1.09        | 1.27                | 1.08                            | 1.06                           | 1.04  | .96       | 1.38       | 1.07                                  | 1.42               |
| Std Error  | .131  | .139        | .384                | .180                            | .375                           | .312  | .479      | .398       | .136                                  | .475               |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6c How often does your organisation post new content or respond to communications on LinkedIn?

Base: All who use LinkedIn

|  | Total      | Forms of social media used |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |           |                       |
|--|------------|----------------------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|-----------|-----------------------|
|  |            | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No        | Too soon to determine |
| Significance Level: 90%  |            | a                          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b         | c                     |
| Significance Level: 95%  |            | A                          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B         | C                     |
| Total  | 72<br>100% | 43<br>100%                 | 59<br>100% | 72<br>100% | 31<br>100% | 4<br>100% | 26<br>100%                  | 33<br>100% | 35<br>100%                    | 23<br>100%  | 15<br>100%                            | 42<br>100% | 3<br>100% | 21<br>100%            |
| More frequently than once a day (5.0)  | 7<br>10%   | 5<br>12%                   | 6<br>10%   | 7<br>10%   | 4<br>13%   | 1<br>25%  | 4<br>15%                    | 4<br>12%   | 2<br>6%                       | 1<br>4%     | 3<br>20%                              | 6<br>14%   | -<br>-    | -<br>-                |
| Less frequently than once a day but more frequently than once a week (4.0)   | 21<br>29%  | 15<br>35%                  | 19<br>32%  | 21<br>29%  | 10<br>32%  | 1<br>25%  | 7<br>27%                    | 12<br>36%  | 8<br>23%                      | 2<br>9%     | 6<br>40%                              | 14<br>33%  | -<br>-    | 6<br>29%              |
| Less frequently than once a week but more frequently than once a month (3.0) | 20<br>28%  | 13<br>30%                  | 17<br>29%  | 20<br>28%  | 6<br>19%   | 1<br>25%  | 7<br>27%                    | 9<br>27%   | 11<br>31%                     | 9<br>39%    | 3<br>20%                              | 10<br>24%  | -<br>-    | 8<br>38%              |
| Less frequently than once a month (2.0)                                      | 19<br>26%  | 8<br>19%                   | 14<br>24%  | 19<br>26%  | 8<br>26%   | 1<br>25%  | 6<br>23%                    | 5<br>15%   | 13<br>37%                     | 9<br>39%    | 1<br>7%                               | 9<br>21%   | 1<br>33%  | 7<br>33%              |
| Never (1.0)  | 5<br>7%    | 2<br>5%                    | 3<br>5%    | 5<br>7%    | 3<br>10%   | -<br>-    | 2<br>8%                     | 3<br>9%    | 1<br>3%                       | 2<br>9%     | 2<br>13%                              | 3<br>7%    | 2<br>67%  | -<br>-                |
| FREQUENTLY   | 28<br>39%  | 20<br>47%                  | 25<br>42%  | 28<br>39%  | 14<br>45%  | 2<br>50%  | 11<br>42%                   | 16<br>48%  | 10<br>29%                     | 3<br>13%    | 9<br>60%                              | 20<br>48%  | -<br>-    | 6<br>29%              |
| INFREQUENTLY   | 39<br>54%  | 21<br>49%                  | 31<br>53%  | 39<br>54%  | 14<br>45%  | 2<br>50%  | 13<br>50%                   | 14<br>42%  | 24<br>69%                     | 18<br>78%   | 4<br>27%                              | 19<br>45%  | 1<br>33%  | 15<br>71%             |
| Mean Score   | 3.08       | 3.30                       | 3.19       | 3.08       | 3.13       | 3.50      | 3.19                        | 3.27       | 2.91                          | 2.61        | 3.47                                  | 3.26       | 1.33      | 2.95                  |
| Std Deviation  | 1.11       | 1.06                       | 1.07       | 1.11       | 1.23       | 1.29      | 1.20                        | 1.15       | .98                           | .94         | 1.30                                  | 1.17       | .58       | .80                   |
| Std Error  | .131       | .161                       | .140       | .131       | .221       | .645      | .235                        | .201       | .166                          | .196        | .336                                  | .181       | .333      | .176                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6d How often does your organisation post new content or respond to communications on YouTube?

Base: All who use YouTube

|  | Awareness of organisation's social media activities |                |                     | Responsibility for social media |                                |   |           |           | Time spent on social media activities |                    |
|--|---|----------------|---------------------|---------------------------------|--------------------------------|---|-----------|-----------|---------------------------------------|--------------------|
|  | Total   | A good deal    | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other     | 10 hours or fewer                     | More than 10 hours |
|  |   |                |                     |                                 |                                |   |           |           |                                       |                    |
| Significance Level: 90%  |   | A              | B                   | A                               | B                              | C   | D         | E         | A                                     | B                  |
| Significance Level: 95%  |   |                |                     |                                 |                                |   |           |           |                                       |                    |
| Total  | 46<br>100%  | 39<br>100%     | 7<br>100%           | 28<br>100%                      | 7<br>100%                      | 7<br>100%                                     | -<br>-    | 4<br>100% | 39<br>100%                            | 6<br>100%          |
| More frequently than once a day (5.0)  | 1<br>2%   | -<br>-         | 1<br>14%<br>A       | 1<br>4%                         | -<br>-                         | -<br>-  | -<br>-    | -<br>-    | 1<br>3%                               | -<br>-             |
| Less frequently than once a day but more frequently than once a week (4.0)   | 5<br>11%  | 4<br>10%       | 1<br>14%            | 3<br>11%                        | -<br>-                         | 2<br>29%                                      | -<br>-    | -<br>-    | 4<br>10%                              | -<br>-             |
| Less frequently than once a week but more frequently than once a month (3.0) | 11<br>24%   | 8<br>21%       | 3<br>43%            | 6<br>21%                        | 1<br>14%                       | 3<br>43%                                      | -<br>-    | 1<br>25%  | 8<br>21%                              | 3<br>50%           |
| Less frequently than once a month (2.0)                                      | 29<br>63%   | 27<br>69%<br>B | 2<br>29%            | 18<br>64%<br>c                  | 6<br>86%<br>c                  | 2<br>29%                                      | -<br>-    | 3<br>75%  | 26<br>67%                             | 3<br>50%           |
| Never (1.0)  | -<br>-  | -<br>-         | -<br>-              | -<br>-                          | -<br>-                         | -<br>-  | -<br>-    | -<br>-    | -<br>-                                | -<br>-             |
| FREQUENTLY   | 6<br>13%  | 4<br>10%       | 2<br>29%            | 4<br>14%                        | -<br>-                         | 2<br>29%                                      | -<br>-    | -<br>-    | 5<br>13%                              | -<br>-             |
| INFREQUENTLY   | 40<br>87%   | 35<br>90%      | 5<br>71%            | 24<br>86%                       | 7<br>100%                      | 5<br>71%                                      | -<br>-    | 4<br>100% | 34<br>87%                             | 6<br>100%          |
| Mean Score   | 2.52  | 2.41           | 3.14<br>A           | 2.54                            | 2.14                           | 3.00<br>B                                     | -         | 2.25      | 2.49                                  | 2.50               |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6d How often does your organisation post new content or respond to communications on YouTube?

Base: All who use YouTube

|               | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |      |
|---------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|------|
|               | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |      |
| Total         | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |      |
|               | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |      |
| Total         | 46  | 39                  | 7                               | 28                             | 7   | 7         | -     | 4                                     | 39                 | 6    |
|               | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | -     | 100%                                  | 100%               | 100% |
| Std Deviation | .78   | .68                 | 1.07                            | .84                            | .38   | .82       | -     | .50                                   | .79                | .55  |
| Std Error     | .115  | .108                | .404                            | .158                           | .143  | .309      | -     | .250                                  | .127               | .224 |

Significance Level: 90%

Significance Level: 95%

Total

Std Deviation

Std Error

Columns Tested: A,B - A,B,C,D,E - A,B



## EuroConference Survey 2013

## Q6d How often does your organisation post new content or respond to communications on YouTube?

Base: All who use YouTube

|  | Total      | Forms of social media used |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |        |                       |
|--|------------|----------------------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|--------|-----------------------|
|  |            | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No     | Too soon to determine |
| Significance Level: 90%  |            | a                          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b      | c                     |
| Significance Level: 95%  |            | A                          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B      | C                     |
| Total  | 46<br>100% | 38<br>100%                 | 44<br>100% | 31<br>100% | 46<br>100% | 4<br>100% | 23<br>100%                  | 27<br>100% | 18<br>100%                    | 8<br>100%   | 13<br>100%                            | 35<br>100% | -<br>- | 7<br>100%             |
| More frequently than once a day (5.0)  | 1<br>2%    | 1<br>3%                    | 1<br>2%    | 1<br>3%    | 1<br>2%    | -<br>-    | 1<br>4%                     | 1<br>4%    | -<br>-                        | -<br>-      | -<br>-                                | -<br>-     | -<br>- | -<br>-                |
| Less frequently than once a day but more frequently than once a week (4.0)   | 5<br>11%   | 5<br>13%                   | 5<br>11%   | 3<br>10%   | 5<br>11%   | -<br>-    | 3<br>13%                    | 4<br>15%   | 1<br>6%                       | -<br>-      | 2<br>15%                              | 4<br>11%   | -<br>- | -<br>-                |
| Less frequently than once a week but more frequently than once a month (3.0) | 11<br>24%  | 10<br>26%                  | 10<br>23%  | 7<br>23%   | 11<br>24%  | -<br>-    | 6<br>26%                    | 8<br>30%   | 2<br>11%                      | 1<br>13%    | 3<br>23%                              | 9<br>26%   | -<br>- | 2<br>29%              |
| Less frequently than once a month (2.0)                                      | 29<br>63%  | 22<br>58%                  | 28<br>64%  | 20<br>65%  | 29<br>63%  | 4<br>100% | 13<br>57%                   | 14<br>52%  | 15<br>83%                     | 7<br>88%    | 8<br>62%                              | 22<br>63%  | -<br>- | 5<br>71%              |
| Never (1.0)  | -<br>-     | -<br>-                     | -<br>-     | -<br>-     | -<br>-     | -<br>-    | -<br>-                      | -<br>-     | -<br>-                        | -<br>-      | -<br>-                                | -<br>-     | -<br>- | -<br>-                |
| FREQUENTLY   | 6<br>13%   | 6<br>16%                   | 6<br>14%   | 4<br>13%   | 6<br>13%   | -<br>-    | 4<br>17%                    | 5<br>19%   | 1<br>6%                       | -<br>-      | 2<br>15%                              | 4<br>11%   | -<br>- | -<br>-                |
| INFREQUENTLY   | 40<br>87%  | 32<br>84%                  | 38<br>86%  | 27<br>87%  | 40<br>87%  | 4<br>100% | 19<br>83%                   | 22<br>81%  | 17<br>94%                     | 8<br>100%   | 11<br>85%                             | 31<br>89%  | -<br>- | 7<br>100%             |
| Mean Score   | 2.52       | 2.61                       | 2.52       | 2.52       | 2.52       | 2.00      | 2.65                        | 2.70<br>B  | 2.22                          | 2.13        | 2.54                                  | 2.49       | -      | 2.29                  |
| Std Deviation  | .78        | .82                        | .79        | .81        | .78        | -         | .88                         | .87        | .55                           | .35         | .78                                   | .70        | -      | .49                   |
| Std Error  | .115       | .134                       | .119       | .146       | .115       | -         | .184                        | .167       | .129                          | .125        | .215                                  | .119       | -      | .184                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6e How often does your organisation post new content or respond to communications on Pinterest?

Base: All who use Pinterest

|  | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|--|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|  | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|  |   |             |                                 |                       |                                |   |           |                                       |                   |                    |
|  | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Significance Level: 90%  |   |             |                                 |                       |                                |   |           |                                       |                   |                    |
| Significance Level: 95%  |   |             |                                 |                       |                                |   |           |                                       |                   |                    |
| Total  | 4   | 4           | -                               | 2                     | 2                              | -   | -         | -                                     | 3                 | 1                  |
|  | 100%  | 100%        | -                               | 100%                  | 100%                           | -   | -         | -                                     | 100%              | 100%               |
| More frequently than once a day (5.0)  | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
| Less frequently than once a day but more frequently than once a week (4.0)   | 1   | 1           | -                               | 1                     | -                              | -   | -         | -                                     | 1                 | -                  |
|  | 25%   | 25%         | -                               | 50%                   | -                              | -   | -         | -                                     | 33%               | -                  |
| Less frequently than once a week but more frequently than once a month (3.0) | 2   | 2           | -                               | -                     | 2                              | -   | -         | -                                     | 1                 | 1                  |
|  | 50%   | 50%         | -                               | -                     | 100%                           | -   | -         | -                                     | 33%               | 100%               |
| Less frequently than once a month (2.0)                                      | 1   | 1           | -                               | 1                     | -                              | -   | -         | -                                     | 1                 | -                  |
|  | 25%   | 25%         | -                               | 50%                   | -                              | -   | -         | -                                     | 33%               | -                  |
| Never (1.0)  | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
| FREQUENTLY   | 1   | 1           | -                               | 1                     | -                              | -   | -         | -                                     | 1                 | -                  |
|  | 25%   | 25%         | -                               | 50%                   | -                              | -   | -         | -                                     | 33%               | -                  |
| INFREQUENTLY   | 3   | 3           | -                               | 1                     | 2                              | -   | -         | -                                     | 2                 | 1                  |
|  | 75%   | 75%         | -                               | 50%                   | 100%                           | -   | -         | -                                     | 67%               | 100%               |
| Mean Score   | 3.00  | 3.00        | -                               | 3.00                  | 3.00                           | -   | -         | -                                     | 3.00              | 3.00               |
| Std Deviation  | .82   | .82         | -                               | 1.41                  | -                              | -   | -         | -                                     | 1.00              | -                  |
| Std Error  | .408  | .408        | -                               | 1.000                 | -                              | -   | -         | -                                     | .577              | -                  |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6e How often does your organisation post new content or respond to communications on Pinterest?

Base: All who use Pinterest

|  | Total     | Forms of social media used |           |           |           |           | Measurement of social media |           | Effectiveness of social media |             | Worthwhile investment in social media |           |    |                       |
|--|-----------|----------------------------|-----------|-----------|-----------|-----------|-----------------------------|-----------|-------------------------------|-------------|---------------------------------------|-----------|----|-----------------------|
|  |           | Facebook                   | Twitter   | LinkedIn  | YouTube   | Pinterest | Blog                        | Yes       | No                            | Ineffective | Effective                             | Yes       | No | Too soon to determine |
| Significance Level: 90%  |           | a                          | b         | c         | d         | e         | f                           | a         | b                             | a           | b                                     | a         | b  | c                     |
| Significance Level: 95%  |           | A                          | B         | C         | D         | E         | F                           | A         | B                             | A           | B                                     | A         | B  | C                     |
| Total  | 4<br>100% | 3<br>100%                  | 4<br>100% | 4<br>100% | 4<br>100% | 4<br>100% | 3<br>100%                   | 2<br>100% | 2<br>100%                     | 1<br>100%   | 1<br>100%                             | 4<br>100% | -  | -                     |
| More frequently than once a day (5.0)  | -         | -                          | -         | -         | -         | -         | -                           | -         | -                             | -           | -                                     | -         | -  | -                     |
| Less frequently than once a day but more frequently than once a week (4.0)   | 1<br>25%  | 1<br>33%                   | 1<br>25%  | 1<br>25%  | 1<br>25%  | 1<br>25%  | -                           | 1<br>50%  | -                             | -           | -                                     | 1<br>25%  | -  | -                     |
| Less frequently than once a week but more frequently than once a month (3.0) | 2<br>50%  | 2<br>67%                   | 2<br>50%  | 2<br>50%  | 2<br>50%  | 2<br>67%  | 2<br>50%                    | 1<br>50%  | 1<br>50%                      | 1<br>100%   | 1<br>100%                             | 2<br>50%  | -  | -                     |
| Less frequently than once a month (2.0)                                      | 1<br>25%  | -                          | 1<br>25%  | 1<br>25%  | 1<br>25%  | 1<br>33%  | 1<br>33%                    | -         | 1<br>50%                      | -           | -                                     | 1<br>25%  | -  | -                     |
| Never (1.0)  | -         | -                          | -         | -         | -         | -         | -                           | -         | -                             | -           | -                                     | -         | -  | -                     |
| FREQUENTLY   | 1<br>25%  | 1<br>33%                   | 1<br>25%  | 1<br>25%  | 1<br>25%  | 1<br>25%  | -                           | 1<br>50%  | -                             | -           | -                                     | 1<br>25%  | -  | -                     |
| INFREQUENTLY   | 3<br>75%  | 2<br>67%                   | 3<br>75%  | 3<br>75%  | 3<br>75%  | 3<br>100% | 3<br>100%                   | 1<br>50%  | 2<br>100%                     | 1<br>100%   | 1<br>100%                             | 3<br>75%  | -  | -                     |
| Mean Score   | 3.00      | 3.33                       | 3.00      | 3.00      | 3.00      | 3.00      | 2.67                        | 3.50      | 2.50                          | 3.00        | 3.00                                  | 3.00      | -  | -                     |
| Std Deviation  | .82       | .58                        | .82       | .82       | .82       | .82       | .58                         | .71       | .71                           | -           | -                                     | .82       | -  | -                     |
| Std Error  | .408      | .333                       | .408      | .408      | .408      | .408      | .333                        | .500      | .500                          | -           | -                                     | .408      | -  | -                     |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6f How often does your organisation post new content or respond to communications on blogs?

Base: All who use blogs

|  | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |                  | Time spent on social media activities |                   |                    |
|--|---|-------------|---------------------------------|-----------------------|--------------------------------|---|------------------|---------------------------------------|-------------------|--------------------|
|  | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant        | Other                                 | 10 hours or fewer | More than 10 hours |
|  | a   | b           | a                               | b                     | c                              | d   | e                | a                                     | b                 |                    |
|  | A   | B           | A                               | B                     | C                              | D   | E                | A                                     | B                 |                    |
| Total  | 40<br>100%  | 33<br>100%  | 7<br>100%                       | 20<br>100%            | 6<br>100%                      | 4<br>100%                                     | 5<br>100%        | 4<br>100%                             | 32<br>100%        | 7<br>100%          |
| More frequently than once a day (5.0)  | 2<br>5%   | -<br>-      | 2<br>29%<br>A                   | 1<br>5%               | -<br>-                         | 1<br>25%                                      | -<br>-           | -<br>-                                | 2<br>6%           | -<br>-             |
| Less frequently than once a day but more frequently than once a week (4.0)   | 14<br>35%   | 12<br>36%   | 2<br>29%                        | 7<br>35%              | 3<br>50%<br>d                  | 2<br>50%                                      | -<br>-           | 2<br>50%                              | 10<br>31%         | 4<br>57%           |
| Less frequently than once a week but more frequently than once a month (3.0) | 17<br>43%   | 14<br>42%   | 3<br>43%                        | 9<br>45%              | 1<br>17%                       | -<br>-  | 4<br>80%<br>bC   | 2<br>50%                              | 14<br>44%         | 2<br>29%           |
| Less frequently than once a month (2.0)                                      | 7<br>18%  | 7<br>21%    | -<br>-                          | 3<br>15%              | 2<br>33%                       | 1<br>25%                                      | 1<br>20%         | -<br>-                                | 6<br>19%          | 1<br>14%           |
| Never (1.0)  | -<br>-  | -<br>-      | -<br>-                          | -<br>-                | -<br>-                         | -<br>-  | -<br>-           | -<br>-                                | -<br>-            | -<br>-             |
| FREQUENTLY   | 16<br>40%   | 12<br>36%   | 4<br>57%                        | 8<br>40%<br>d         | 3<br>50%<br>d                  | 3<br>75%<br>D                                 | -<br>-           | 2<br>50%                              | 12<br>38%         | 4<br>57%           |
| INFREQUENTLY   | 24<br>60%   | 21<br>64%   | 3<br>43%                        | 12<br>60%             | 3<br>50%                       | 1<br>25%                                      | 5<br>100%<br>abC | 2<br>50%                              | 20<br>63%         | 3<br>43%           |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6f How often does your organisation post new content or respond to communications on blogs?

Base: All who use blogs

|               | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |      |
|---------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|------|
|               | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |      |
| Total         | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |      |
|               | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |      |
| Total         | 40  | 33                  | 7                               | 20                             | 6   | 4         | 5     | 4                                     | 32                 | 7    |
|               | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               | 100% |
| Mean Score    | 3.28  | 3.15                | 3.86                            | 3.30                           | 3.17  | 3.75      | 2.80  | 3.50                                  | 3.25               | 3.43 |
|               |   |                     | A                               |                                |   |           | d     |                                       |                    |      |
| Std Deviation | .82   | .76                 | .90                             | .80                            | .98   | 1.26      | .45   | .58                                   | .84                | .79  |
| Std Error     | .129  | .131                | .340                            | .179                           | .401  | .629      | .200  | .289                                  | .149               | .297 |

Significance Level: 90%

Significance Level: 95%

Total

Mean Score

Std Deviation

Std Error

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q6f How often does your organisation post new content or respond to communications on blogs?

Base: All who use blogs

|  | Total      | Forms of social media used |            |            |            |           | Measurement of social media |                | Effectiveness of social media |               | Worthwhile investment in social media |            |        |                       |
|--|------------|----------------------------|------------|------------|------------|-----------|-----------------------------|----------------|-------------------------------|---------------|---------------------------------------|------------|--------|-----------------------|
|  |            | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes            | No                            | Ineffective   | Effective                             | Yes        | No     | Too soon to determine |
| Significance Level: 90%  |            | a                          | b          | c          | d          | e         | f                           | a              | b                             | a             | b                                     | a          | b      | c                     |
| Significance Level: 95%  |            | A                          | B          | C          | D          | E         | F                           | A              | B                             | A             | B                                     | A          | B      | C                     |
| Total  | 40<br>100% | 31<br>100%                 | 38<br>100% | 26<br>100% | 23<br>100% | 3<br>100% | 40<br>100%                  | 20<br>100%     | 18<br>100%                    | 10<br>100%    | 8<br>100%                             | 26<br>100% | -<br>- | 10<br>100%            |
| More frequently than once a day (5.0)  | 2<br>5%    | 2<br>6%                    | 2<br>5%    | 2<br>8%    | 2<br>9%    | -<br>-    | 2<br>5%                     | 2<br>10%       | -<br>-                        | -<br>-        | -<br>-                                | -<br>-     | -<br>- | -<br>-                |
| Less frequently than once a day but more frequently than once a week (4.0)   | 14<br>35%  | 13<br>42%                  | 14<br>37%  | 9<br>35%   | 9<br>39%   | 1<br>33%  | 14<br>35%                   | 9<br>45%       | 4<br>22%                      | 2<br>20%      | 7<br>88%<br>A                         | 12<br>46%  | -<br>- | 2<br>20%              |
| Less frequently than once a week but more frequently than once a month (3.0) | 17<br>43%  | 11<br>35%                  | 16<br>42%  | 11<br>42%  | 8<br>35%   | 1<br>33%  | 17<br>43%                   | 8<br>40%       | 8<br>44%                      | 6<br>60%<br>b | 1<br>13%                              | 10<br>38%  | -<br>- | 6<br>60%              |
| Less frequently than once a month (2.0)                                      | 7<br>18%   | 5<br>16%                   | 6<br>16%   | 4<br>15%   | 4<br>17%   | 1<br>33%  | 7<br>18%                    | 1<br>5%        | 6<br>33%<br>A                 | 2<br>20%      | -<br>-                                | 4<br>15%   | -<br>- | 2<br>20%              |
| Never (1.0)  | -<br>-     | -<br>-                     | -<br>-     | -<br>-     | -<br>-     | -<br>-    | -<br>-                      | -<br>-         | -<br>-                        | -<br>-        | -<br>-                                | -<br>-     | -<br>- | -<br>-                |
| FREQUENTLY   | 16<br>40%  | 15<br>48%                  | 16<br>42%  | 11<br>42%  | 11<br>48%  | 1<br>33%  | 16<br>40%                   | 11<br>55%<br>B | 4<br>22%                      | 2<br>20%      | 7<br>88%<br>A                         | 12<br>46%  | -<br>- | 2<br>20%              |
| INFREQUENTLY   | 24<br>60%  | 16<br>52%                  | 22<br>58%  | 15<br>58%  | 12<br>52%  | 2<br>67%  | 24<br>60%                   | 9<br>45%       | 14<br>78%<br>A                | 8<br>80%<br>B | 1<br>13%                              | 14<br>54%  | -<br>- | 8<br>80%              |
| Mean Score   | 3.28       | 3.39                       | 3.32       | 3.35       | 3.39       | 3.00      | 3.28                        | 3.60<br>B      | 2.89                          | 3.00          | 3.88<br>A                             | 3.31       | -      | 3.00                  |
| Std Deviation  | .82        | .84                        | .81        | .85        | .89        | 1.00      | .82                         | .75            | .76                           | .67           | .35                                   | .74        | -      | .67                   |
| Std Error  | .129       | .152                       | .131       | .166       | .186       | .577      | .129                        | .169           | .179                          | .211          | .125                                  | .144       | -      | .211                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q6 How often does your organisation post new content or respond to communications on each type of social media?

## Summary table

Base: All who use social media

|           |      | More frequently than once a day | Less frequently than once a day but more frequently than once a week | Less frequently than once a week but more frequently than once a month | Less frequently than once a month | Never | FREQUENTLY | INFREQUENTLY | Mean score |
|-----------|------|---------------------------------|--|--|-----------------------------------|-------|------------|--------------|------------|
| Total     | 5    | 4                               | 3  | 2  | 1                                 |       |            |              |            |
|           | a    | b                               | c  | d  | e                                 | f     | g          | h            |            |
|           | A    | B                               | C  | D  | E                                 | F     | G          | H            |            |
| Twitter   | 94   | 23                              | 39   | 18   | 8                                 | 6     | 62         | 26           | 3.69       |
|           | 100% | 24%                             | 41%  | 19%  | 9%                                | 6%    | 66%        | 28%          |            |
| Facebook  | 72   | 15                              | 35   | 14   | 4                                 | 4     | 50         | 18           | 3.74       |
|           | 100% | 21%                             | 49%  | 19%  | 6%                                | 6%    | 69%        | 25%          |            |
| LinkedIn  | 72   | 7                               | 21   | 20   | 19                                | 5     | 28         | 39           | 3.08       |
|           | 100% | 10%                             | 29%  | 28%  | 26%                               | 7%    | 39%        | 54%          |            |
| Blogs     | 40   | 2                               | 14   | 17   | 7                                 | -     | 16         | 24           | 3.28       |
|           | 100% | 5%                              | 35%  | 43%  | 18%                               | -     | 40%        | 60%          |            |
| YouTube   | 46   | 1                               | 5  | 11   | 29                                | -     | 6          | 40           | 2.52       |
|           | 100% | 2%                              | 11%  | 24%  | 63%                               | -     | 13%        | 87%          |            |
| Pinterest | 4    | -                               | 1  | 2  | 1                                 | -     | 1          | 3            | 3.00       |
|           | 100% | -                               | 25%  | 50%  | 25%                               | -     | 25%        | 75%          |            |

Columns Tested: A,B,C,D,E,F,G,H

## EuroConference Survey 2013

## Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest

## a) negative impact on your organisation?

Base: All respondents

|                         | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|-------------------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|                         | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
| Significance Level: 90% |   | a           | b                               | a                     | b                              | c   | d         | e                                     | a                 | b                  |
| Significance Level: 95% |   | A           | B                               | A                     | B                              | C   | D         | E                                     | A                 | B                  |
| Total                   | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|                         | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Facebook                | 32  | 23          | 9                               | 17                    | 4                              | 3   | 3         | 5                                     | 29                | 2                  |
|                         | 26%   | 23%         | 41%                             | 28%                   | 31%                            | 14%   | 30%       | 29%                                   | 27%               | 18%                |
|                         |   |             | a                               |                       |                                |   |           |                                       |                   |                    |
| Blogs                   | 28  | 23          | 5                               | 15                    | 3                              | 7   | 1         | 1                                     | 25                | 1                  |
|                         | 23%   | 23%         | 23%                             | 25%                   | 23%                            | 33%   | 10%       | 6%                                    | 23%               | 9%                 |
|                         |   |             | e                               |                       |                                | E   |           |                                       |                   |                    |
| Twitter                 | 22  | 19          | 3                               | 10                    | 2                              | 2   | 2         | 6                                     | 18                | 3                  |
|                         | 18%   | 19%         | 14%                             | 17%                   | 15%                            | 10%   | 20%       | 35%                                   | 17%               | 27%                |
|                         |   |             |                                 |                       |                                |   |           | ac                                    |                   |                    |
| Pinterest               | 18  | 15          | 3                               | 10                    | -                              | 4   | 1         | 2                                     | 16                | 1                  |
|                         | 15%   | 15%         | 14%                             | 17%                   | -                              | 19%   | 10%       | 12%                                   | 15%               | 9%                 |
| YouTube                 | 15  | 15          | -                               | 5                     | 1                              | 4   | 3         | 2                                     | 13                | 2                  |
|                         | 12%   | 15%         | -                               | 8%                    | 8%                             | 19%   | 30%       | 12%                                   | 12%               | 18%                |
|                         |   | b           |                                 |                       |                                |   | a         |                                       |                   |                    |
| LinkedIn                | 8   | 6           | 2                               | 3                     | 3                              | 1   | -         | 1                                     | 6                 | 2                  |
|                         | 7%  | 6%          | 9%                              | 5%                    | 23%                            | 5%  | -         | 6%                                    | 6%                | 18%                |
|                         |   |             |                                 |                       | A                              |   |           |                                       |                   |                    |

Columns Tested: A,B - A,B,C,D,E - A,B



## EuroConference Survey 2013

## Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest

## a) negative impact on your organisation?

Base: All respondents

|                         | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                         | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
|                         | a                          | b        | c       | d        | e       | f         | a                           | b    | a                             | b           | a                                     | b    | c    |                       |
|                         | A                          | B        | C       | D        | E       | F         | A                           | B    | A                             | B           | A                                     | B    | C    |                       |
| Significance Level: 90% |                            |          |         |          |         |           |                             |      |                               |             |                                       |      |      |                       |
| Significance Level: 95% |                            |          |         |          |         |           |                             |      |                               |             |                                       |      |      |                       |
| Total                   | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|                         | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Facebook                | 32                         | 15       | 23      | 22       | 10      | -         | 7                           | 11   | 20                            | 11          | 5                                     | 15   | 2    | 12                    |
|                         | 26%                        | 21%      | 24%     | 31%      | 22%     | -         | 18%                         | 22%  | 32%                           | 31%         | 23%                                   | 22%  | 40%  | 32%                   |
| Blogs                   | 28                         | 21       | 24      | 16       | 12      | 1         | 9                           | 9    | 15                            | 13          | 3                                     | 14   | 1    | 10                    |
|                         | 23%                        | 29%      | 26%     | 22%      | 26%     | 25%       | 23%                         | 18%  | 24%                           | 36%         | 14%                                   | 20%  | 20%  | 26%                   |
|                         |                            |          |         |          |         |           |                             |      |                               | b           |                                       |      |      |                       |
| Twitter                 | 22                         | 10       | 18      | 14       | 8       | -         | 11                          | 11   | 10                            | 6           | 6                                     | 13   | 1    | 7                     |
|                         | 18%                        | 14%      | 19%     | 19%      | 17%     | -         | 28%                         | 22%  | 16%                           | 17%         | 27%                                   | 19%  | 20%  | 18%                   |
|                         |                            |          |         |          |         |           | a                           |      |                               |             |                                       |      |      |                       |
| Pinterest               | 18                         | 14       | 15      | 9        | 8       | -         | 4                           | 11   | 4                             | 3           | 4                                     | 14   | 1    | 3                     |
|                         | 15%                        | 19%      | 16%     | 13%      | 17%     | -         | 10%                         | 22%  | 6%                            | 8%          | 18%                                   | 20%  | 20%  | 8%                    |
|                         |                            |          |         |          |         |           |                             | B    |                               |             |                                       | c    |      |                       |
| YouTube                 | 15                         | 8        | 8       | 6        | 4       | 1         | 5                           | 4    | 11                            | 2           | 2                                     | 9    | -    | 4                     |
|                         | 12%                        | 11%      | 9%      | 8%       | 9%      | 25%       | 13%                         | 8%   | 17%                           | 6%          | 9%                                    | 13%  | -    | 11%                   |
| LinkedIn                | 8                          | 4        | 6       | 5        | 4       | 2         | 4                           | 5    | 3                             | 1           | 2                                     | 4    | -    | 2                     |
|                         | 7%                         | 6%       | 6%      | 7%       | 9%      | 50%       | 10%                         | 10%  | 5%                            | 3%          | 9%                                    | 6%   | -    | 5%                    |
|                         |                            |          |         |          |         |           |                             |      |                               |             |                                       |      |      |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

**Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest**

**b) positive impact on your organisation?**

Base: All respondents

|           | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|-----------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|           | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|           | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|           | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total     | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|           | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Twitter   | 35  | 28          | 7                               | 23                    | 4                              | 3   | 1         | 4                                     | 33                | 1                  |
|           | 28%   | 28%         | 32%                             | 38%                   | 31%                            | 14%   | 10%       | 24%                                   | 31%               | 9%                 |
|           |   |             |                                 | Cd                    |                                |   |           |                                       |                   |                    |
| LinkedIn  | 30  | 26          | 4                               | 11                    | 3                              | 8   | 3         | 4                                     | 25                | 4                  |
|           | 24%   | 26%         | 18%                             | 18%                   | 23%                            | 38%   | 30%       | 24%                                   | 23%               | 36%                |
|           |   |             |                                 |                       |                                | a   |           |                                       |                   |                    |
| Facebook  | 27  | 21          | 6                               | 12                    | 3                              | 7   | 3         | 2                                     | 23                | 4                  |
|           | 22%   | 21%         | 27%                             | 20%                   | 23%                            | 33%   | 30%       | 12%                                   | 21%               | 36%                |
| Blogs     | 19  | 15          | 4                               | 9                     | 2                              | 3   | 3         | 2                                     | 17                | 1                  |
|           | 15%   | 15%         | 18%                             | 15%                   | 15%                            | 14%   | 30%       | 12%                                   | 16%               | 9%                 |
| YouTube   | 12  | 11          | 1                               | 5                     | 1                              | -   | -         | 5                                     | 9                 | 1                  |
|           | 10%   | 11%         | 5%                              | 8%                    | 8%                             | -   | -         | 29%                                   | 8%                | 9%                 |
|           |   |             |                                 |                       |                                |   |           | ACd                                   |                   |                    |
| Pinterest | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |
|           | -   | -           | -                               | -                     | -                              | -   | -         | -                                     | -                 | -                  |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest

## b) positive impact on your organisation?

Base: All respondents

|                         | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                         | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
| Significance Level: 90% |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
| Significance Level: 95% |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Total                   | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|                         | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Twitter                 | 35                         | 19       | 32      | 20       | 15      | 1         | 12                          | 20   | 13                            | 10          | 7                                     | 20   | 1    | 12                    |
|                         | 28%                        | 26%      | 34%     | 28%      | 33%     | 25%       | 30%                         | 39%  | 21%                           | 28%         | 32%                                   | 29%  | 20%  | 32%                   |
|                         |                            |          |         |          |         |           |                             | B    |                               |             |                                       |      |      |                       |
| LinkedIn                | 30                         | 13       | 18      | 25       | 6       | 2         | 6                           | 7    | 21                            | 9           | 6                                     | 12   | 2    | 13                    |
|                         | 24%                        | 18%      | 19%     | 35%      | 13%     | 50%       | 15%                         | 14%  | 33%                           | 25%         | 27%                                   | 17%  | 40%  | 34%                   |
|                         |                            |          |         | ABDF     |         | df        |                             | A    |                               |             |                                       |      |      | a                     |
| Facebook                | 27                         | 26       | 22      | 11       | 15      | 1         | 11                          | 13   | 12                            | 5           | 3                                     | 18   | 1    | 5                     |
|                         | 22%                        | 36%      | 23%     | 15%      | 33%     | 25%       | 28%                         | 25%  | 19%                           | 14%         | 14%                                   | 26%  | 20%  | 13%                   |
|                         |                            | bC       |         | C        |         |           |                             |      |                               |             |                                       |      |      |                       |
| Blogs                   | 19                         | 9        | 15      | 10       | 6       | -         | 8                           | 8    | 10                            | 6           | 5                                     | 12   | -    | 6                     |
|                         | 15%                        | 13%      | 16%     | 14%      | 13%     | -         | 20%                         | 16%  | 16%                           | 17%         | 23%                                   | 17%  | -    | 16%                   |
| YouTube                 | 12                         | 5        | 7       | 6        | 4       | -         | 3                           | 3    | 7                             | 6           | 1                                     | 7    | 1    | 2                     |
|                         | 10%                        | 7%       | 7%      | 8%       | 9%      | -         | 8%                          | 6%   | 11%                           | 17%         | 5%                                    | 10%  | 20%  | 5%                    |
| Pinterest               | -                          | -        | -       | -        | -       | -         | -                           | -    | -                             | -           | -                                     | -    | -    | -                     |
|                         | -                          | -        | -       | -        | -       | -         | -                           | -    | -                             | -           | -                                     | -    | -    | -                     |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q8 Does your organisation measure the impact of its social media efforts?

Base: All respondents

|            | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|            | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|            | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|            | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total      | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|            | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Yes        | 51  | 42          | 9                               | 31                    | 6                              | 6   | 2         | 6                                     | 44                | 6                  |
|            | 41%   | 42%         | 41%                             | 52%                   | 46%                            | 29%   | 20%       | 35%                                   | 41%               | 55%                |
|            |   |             |                                 | cd                    |                                |   |           |                                       |                   |                    |
| No         | 63  | 55          | 8                               | 25                    | 6                              | 13  | 7         | 11                                    | 57                | 4                  |
|            | 51%   | 54%         | 36%                             | 42%                   | 46%                            | 62%   | 70%       | 65%                                   | 53%               | 36%                |
|            |   |             |                                 |                       |                                |   |           | a                                     |                   |                    |
| Don't know | 9   | 4           | 5                               | 4                     | 1                              | 2   | 1         | -                                     | 6                 | 1                  |
|            | 7%  | 4%          | 23%                             | 7%                    | 8%                             | 10%   | 10%       | -                                     | 6%                | 9%                 |
|            |   |             | A                               |                       |                                |   |           |                                       |                   |                    |

Significance Level: 90%

Significance Level: 95%

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q8 Does your organisation measure the impact of its social media efforts?

Base: All respondents

|            | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|            | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
|            |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
|            |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Total      | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|            | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Yes        | 51                         | 37       | 47      | 33       | 27      | 2         | 20                          | 51   | -                             | 6           | 15                                    | 40   | -    | 9                     |
|            | 41%                        | 51%      | 50%     | 46%      | 59%     | 50%       | 50%                         | 100% | -                             | 17%         | 68%                                   | 58%  | -    | 24%                   |
|            |                            |          |         |          |         |           |                             | B    |                               |             | A                                     | BC   |      |                       |
| No         | 63                         | 28       | 40      | 35       | 18      | 2         | 18                          | -    | 63                            | 25          | 6                                     | 26   | 3    | 25                    |
|            | 51%                        | 39%      | 43%     | 49%      | 39%     | 50%       | 45%                         | -    | 100%                          | 69%         | 27%                                   | 38%  | 60%  | 66%                   |
|            |                            |          |         |          |         |           |                             |      | A                             | B           |                                       |      |      | A                     |
| Don't know | 9                          | 7        | 7       | 4        | 1       | -         | 2                           | -    | -                             | 5           | 1                                     | 3    | 2    | 4                     |
|            | 7%                         | 10%      | 7%      | 6%       | 2%      | -         | 5%                          | -    | -                             | 14%         | 5%                                    | 4%   | 40%  | 11%                   |
|            |                            |          |         |          |         |           |                             |      |                               |             |                                       |      | Ac   |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q9 How does your organisation measure the impact of its social media efforts?

Base: All who measure the impact of their social media efforts

|   | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|---|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|   | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
|   | a   | b           | a                               | b                     | c                              | d   | e         | a                                     | b                 |                    |
|   | A   | B           | A                               | B                     | C                              | D   | E         | A                                     | B                 |                    |
| Total   | 51  | 42          | 9                               | 31                    | 6                              | 6   | 2         | 6                                     | 44                | 6                  |
|   | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Amount of followers or fans   | 37  | 30          | 7                               | 24                    | 3                              | 5   | 2         | 3                                     | 33                | 4                  |
|   | 73%   | 71%         | 78%                             | 77%                   | 50%                            | 83%   | 100%      | 50%                                   | 75%               | 67%                |
| Response from target audience (e.g. to the announcement of specific events or press releases) | 27  | 24          | 3                               | 18                    | 2                              | 5   | 1         | 1                                     | 23                | 3                  |
|   | 53%   | 57%         | 33%                             | 58%                   | 33%                            | 83%   | 50%       | 17%                                   | 52%               | 50%                |
| Analysis of comments made by other social media users   | 24  | 17          | 7                               | 15                    | 3                              | 4   | 1         | 1                                     | 21                | 2                  |
|   | 47%   | 40%         | 78%                             | 48%                   | 50%                            | 67%   | 50%       | 17%                                   | 48%               | 33%                |
| Social listening research by an independent company   | 7   | 7           | -                               | 4                     | 2                              | -   | -         | 1                                     | 4                 | 2                  |
|   | 14%   | 17%         | -                               | 13%                   | 33%                            | -   | -         | 17%                                   | 9%                | 33%                |
| Other   | 5   | 3           | 2                               | 2                     | -                              | -   | -         | 3                                     | 4                 | 1                  |
|   | 10%   | 7%          | 22%                             | 6%                    | -                              | -   | -         | 50%                                   | 9%                | 17%                |
|   |   |             |                                 |                       |                                |   |           | Abc                                   |                   |                    |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q9 How does your organisation measure the impact of its social media efforts?

Base: All who measure the impact of their social media efforts

|   | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |    |                       |
|---|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|----|-----------------------|
|   | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No | Too soon to determine |
| Significance Level: 90%   |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b  | c                     |
| Significance Level: 95%   |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B  | C                     |
| Total   | 51                         | 37       | 47      | 33       | 27      | 2         | 20                          | 51   | -                             | 6           | 15                                    | 40   | -  | 9                     |
|   | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | -                             | 100%        | 100%                                  | 100% | -  | 100%                  |
| Amount of followers or fans   | 37                         | 28       | 36      | 23       | 21      | 2         | 16                          | 37   | -                             | 3           | 13                                    | 29   | -  | 7                     |
|   | 73%                        | 76%      | 77%     | 70%      | 78%     | 100%      | 80%                         | 73%  | -                             | 50%         | 87%                                   | 73%  | -  | 78%                   |
|   |                            |          |         |          |         |           |                             |      |                               | a           |                                       |      |    |                       |
| Response from target audience (e.g. to the announcement of specific events or press releases) | 27                         | 21       | 26      | 17       | 18      | 2         | 9                           | 27   | -                             | 1           | 10                                    | 22   | -  | 5                     |
|   | 53%                        | 57%      | 55%     | 52%      | 67%     | 100%      | 45%                         | 53%  | -                             | 17%         | 67%                                   | 55%  | -  | 56%                   |
|   |                            |          |         |          |         |           |                             |      |                               | a           |                                       |      |    |                       |
| Analysis of comments made by other social media users   | 24                         | 20       | 23      | 14       | 16      | 1         | 9                           | 24   | -                             | 2           | 8                                     | 19   | -  | 4                     |
|   | 47%                        | 54%      | 49%     | 42%      | 59%     | 50%       | 45%                         | 47%  | -                             | 33%         | 53%                                   | 48%  | -  | 44%                   |
| Social listening research by an independent company   | 7                          | 6        | 6       | 5        | 4       | -         | 3                           | 7    | -                             | -           | 1                                     | 6    | -  | 1                     |
|   | 14%                        | 16%      | 13%     | 15%      | 15%     | -         | 15%                         | 14%  | -                             | -           | 7%                                    | 15%  | -  | 11%                   |
| Other   | 5                          | 4        | 5       | 4        | 2       | -         | 2                           | 5    | -                             | 1           | 2                                     | 5    | -  | -                     |
|   | 10%                        | 11%      | 11%     | 12%      | 7%      | -         | 10%                         | 10%  | -                             | 17%         | 13%                                   | 13%  | -  | -                     |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

**Q10 Thinking about your business objectives in the last 12 months, how effective or otherwise do you think your organisation's social media efforts have been in helping you to achieve these goals?**

**Please rate on a scale where 1 = not at all effective and 5 = very effective.**

Base: All respondents

|                         | Awareness of organisation's social media activities |             | Responsibility for social media |                       |                                |   |           | Time spent on social media activities |                   |                    |
|-------------------------|---|-------------|---------------------------------|-----------------------|--------------------------------|---|-----------|---------------------------------------|-------------------|--------------------|
|                         | Total   | A good deal | Not in great detail             | Communication Manager | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other                                 | 10 hours or fewer | More than 10 hours |
| Significance Level: 90% |   | a           | b                               | a                     | b                              | c   | d         | e                                     | a                 | b                  |
| Significance Level: 95% |   | A           | B                               | A                     | B                              | C   | D         | E                                     | A                 | B                  |
| Total                   | 123   | 101         | 22                              | 60                    | 13                             | 21  | 10        | 17                                    | 107               | 11                 |
|                         | 100%  | 100%        | 100%                            | 100%                  | 100%                           | 100%  | 100%      | 100%                                  | 100%              | 100%               |
| Not at all effective    | (1.0)   | 10          | 8                               | 2                     | 5                              | 1   | -         | -                                     | 3                 | 9                  |
|                         |   | 8%          | 8%                              | 9%                    | 8%                             | 8%  | -         | -                                     | 18%               | 8%                 |
|                         |   |             |                                 |                       |                                |   |           | c                                     |                   |                    |
|                         | (2.0)   | 26          | 19                              | 7                     | 13                             | 2   | 3         | 5                                     | 3                 | 24                 |
|                         |   | 21%         | 19%                             | 32%                   | 22%                            | 15%   | 14%       | 50%                                   | 18%               | 22%                |
|                         |   |             |                                 |                       |                                |   | abCe      |                                       |                   |                    |
|                         | (3.0)   | 42          | 35                              | 7                     | 25                             | 3   | 7         | 2                                     | 5                 | 38                 |
|                         |   | 34%         | 35%                             | 32%                   | 42%                            | 23%   | 33%       | 20%                                   | 29%               | 36%                |
|                         | (4.0)   | 17          | 15                              | 2                     | 8                              | 1   | 4         | 1                                     | 3                 | 15                 |
|                         |   | 14%         | 15%                             | 9%                    | 13%                            | 8%  | 19%       | 10%                                   | 18%               | 14%                |
| Very effective          | (5.0)   | 5           | 5                               | -                     | 1                              | 3   | 1         | -                                     | -                 | 2                  |
|                         |   | 4%          | 5%                              | -                     | 2%                             | 23%   | 5%        | -                                     | -                 | 2%                 |
|                         |   |             |                                 |                       |                                | AE  |           |                                       |                   | A                  |
| Don't know              |   | 23          | 19                              | 4                     | 8                              | 3   | 6         | 2                                     | 3                 | 19                 |
|                         |   | 19%         | 19%                             | 18%                   | 13%                            | 23%   | 29%       | 20%                                   | 18%               | 18%                |
| INEFFECTIVE             |   | 36          | 27                              | 9                     | 18                             | 3   | 3         | 5                                     | 6                 | 33                 |
|                         |   | 29%         | 27%                             | 41%                   | 30%                            | 23%   | 14%       | 50%                                   | 35%               | 31%                |
|                         |   |             |                                 |                       |                                |   | C         |                                       |                   |                    |
| EFFECTIVE               |   | 22          | 20                              | 2                     | 9                              | 4   | 5         | 1                                     | 3                 | 17                 |
|                         |   | 18%         | 20%                             | 9%                    | 15%                            | 31%   | 24%       | 10%                                   | 18%               | 16%                |
|                         |   |             |                                 |                       |                                |   |           |                                       |                   | 45%                |
|                         |   |             |                                 |                       |                                |   |           |                                       |                   | A                  |

Columns Tested: A,B - A,B,C,D,E - A,B



## EuroConference Survey 2013

**Q10 Thinking about your business objectives in the last 12 months, how effective or otherwise do you think your organisation's social media efforts have been in helping you to achieve these goals?**

**Please rate on a scale where 1 = not at all effective and 5 = very effective.**

Base: All respondents

|                         | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |
|-------------------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|
|                         | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |
| Total                   | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |
|                         | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |
| Significance Level: 90% |   |                     |                                 |                                |   |           |       |                                       |                    |
| Significance Level: 95% |   |                     |                                 |                                |   |           |       |                                       |                    |
| Total                   | 123   | 101 22              | 60                              | 13                             | 21  | 10        | 17    | 107                                   | 11                 |
|                         | 100%  | 100% 100%           | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               |
| Mean Score              | 2.81  | 2.88 2.50           | 2.75                            | 3.30                           | 3.20  | 2.50      | 2.57  | 2.74                                  | 3.60               |
|                         |   |                     |                                 |                                | ade   |           |       | A                                     |                    |
| Std Deviation           | 1.00  | 1.02 .86            | .90                             | 1.42                           | .86   | .76       | 1.09  | .94                                   | 1.17               |
| Std Error               | .100  | .113 .202           | .125                            | .448                           | .223  | .267      | .291  | .100                                  | .371               |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

**Q10 Thinking about your business objectives in the last 12 months, how effective or otherwise do you think your organisation's social media efforts have been in helping you to achieve these goals?**

**Please rate on a scale where 1 = not at all effective and 5 = very effective.**

Base: All respondents

|                            | Total       | Forms of social media used |            |            |            |           | Measurement of social media |            | Effectiveness of social media |             | Worthwhile investment in social media |            |           |                       |
|----------------------------|-------------|----------------------------|------------|------------|------------|-----------|-----------------------------|------------|-------------------------------|-------------|---------------------------------------|------------|-----------|-----------------------|
|                            |             | Facebook                   | Twitter    | LinkedIn   | YouTube    | Pinterest | Blog                        | Yes        | No                            | Ineffective | Effective                             | Yes        | No        | Too soon to determine |
|                            |             | a                          | b          | c          | d          | e         | f                           | a          | b                             | a           | b                                     | a          | b         | c                     |
|                            |             | A                          | B          | C          | D          | E         | F                           | A          | B                             | A           | B                                     | A          | B         | C                     |
| Significance Level: 90%    |             |                            |            |            |            |           |                             |            |                               |             |                                       |            |           |                       |
| Significance Level: 95%    |             |                            |            |            |            |           |                             |            |                               |             |                                       |            |           |                       |
| Total                      | 123<br>100% | 72<br>100%                 | 94<br>100% | 72<br>100% | 46<br>100% | 4<br>100% | 40<br>100%                  | 51<br>100% | 63<br>100%                    | 36<br>100%  | 22<br>100%                            | 69<br>100% | 5<br>100% | 38<br>100%            |
| Not at all effective (1.0) | 10<br>8%    | 1<br>1%                    | 5<br>5%    | 6<br>8%    | 1<br>2%    | -<br>-    | 2<br>5%                     | -<br>-     | 8<br>13%                      | 10<br>28%   | -<br>-                                | 1<br>1%    | 5<br>100% | 4<br>11%              |
|                            |             |                            |            | a          |            |           |                             |            | A                             | B           |                                       |            | AC        | A                     |
| (2.0)                      | 26<br>21%   | 16<br>22%                  | 18<br>19%  | 17<br>24%  | 7<br>15%   | 1<br>25%  | 8<br>20%                    | 6<br>12%   | 17<br>27%                     | 26<br>72%   | -<br>-                                | 11<br>16%  | -<br>-    | 13<br>34%             |
|                            |             |                            |            |            |            |           |                             |            | A                             | B           |                                       |            |           | A                     |
| (3.0)                      | 42<br>34%   | 29<br>40%                  | 36<br>38%  | 24<br>33%  | 23<br>50%  | 2<br>50%  | 18<br>45%                   | 28<br>55%  | 14<br>22%                     | -<br>-      | -<br>-                                | 32<br>46%  | -<br>-    | 7<br>18%              |
|                            |             |                            |            | c          |            |           |                             |            | B                             |             |                                       | BC         |           |                       |
| (4.0)                      | 17<br>14%   | 12<br>17%                  | 15<br>16%  | 11<br>15%  | 11<br>24%  | -<br>-    | 5<br>13%                    | 11<br>22%  | 5<br>8%                       | -<br>-      | 17<br>77%                             | 14<br>20%  | -<br>-    | 3<br>8%               |
|                            |             |                            |            |            |            |           |                             | B          | A                             |             | A                                     | c          |           |                       |
| Very effective (5.0)       | 5<br>4%     | 4<br>6%                    | 4<br>4%    | 4<br>6%    | 2<br>4%    | 1<br>25%  | 3<br>8%                     | 4<br>8%    | 1<br>2%                       | -<br>-      | 5<br>23%                              | 4<br>6%    | -<br>-    | 1<br>3%               |
|                            |             |                            |            |            |            | b         |                             |            |                               |             | A                                     |            |           |                       |
| Don't know                 | 23<br>19%   | 10<br>14%                  | 16<br>17%  | 10<br>14%  | 2<br>4%    | -<br>-    | 4<br>10%                    | 2<br>4%    | 18<br>29%                     | -<br>-      | -<br>-                                | 7<br>10%   | -<br>-    | 10<br>26%             |
|                            |             |                            |            | d          |            |           |                             |            | A                             |             |                                       |            |           | A                     |
| INEFFECTIVE                | 36<br>29%   | 17<br>24%                  | 23<br>24%  | 23<br>32%  | 8<br>17%   | 1<br>25%  | 10<br>25%                   | 6<br>12%   | 25<br>40%                     | 36<br>100%  | -<br>-                                | 12<br>17%  | 5<br>100% | 17<br>45%             |
|                            |             |                            |            | d          |            |           |                             |            | A                             | B           |                                       |            | AC        | A                     |
| EFFECTIVE                  | 22<br>18%   | 16<br>22%                  | 19<br>20%  | 15<br>21%  | 13<br>28%  | 1<br>25%  | 8<br>20%                    | 15<br>29%  | 6<br>10%                      | -<br>-      | 22<br>100%                            | 18<br>26%  | -<br>-    | 4<br>11%              |
|                            |             |                            |            |            |            |           |                             | B          | A                             |             | A                                     | c          |           |                       |
| Mean Score                 | 2.81        | 3.03                       | 2.94       | 2.84       | 3.14       | 3.25      | 2.97                        | 3.27       | 2.42                          | 1.72        | 4.23                                  | 3.15       | 1.00      | 2.43                  |
|                            |             |                            |            |            |            |           |                             | B          | A                             |             | A                                     | C          |           |                       |
| Std Deviation              | 1.00        | .89                        | .94        | 1.04       | .82        | 1.26      | .97                         | .78        | .99                           | .45         | .43                                   | .85        | -         | 1.00                  |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

**Q10 Thinking about your business objectives in the last 12 months, how effective or otherwise do you think your organisation's social media efforts have been in helping you to achieve these goals?**

**Please rate on a scale where 1 = not at all effective and 5 = very effective.**

Base: All respondents

| Total | Forms of social media used |         |          |         |           |      | Measurement of social media |      | Effectiveness of social media |           | Worthwhile investment in social media |      |                       |
|-------|----------------------------|---------|----------|---------|-----------|------|-----------------------------|------|-------------------------------|-----------|---------------------------------------|------|-----------------------|
|       | Facebook                   | Twitter | LinkedIn | YouTube | Pinterest | Blog | Yes                         | No   | Ineffective                   | Effective | Yes                                   | No   | Too soon to determine |
|       | a                          | b       | c        | d       | e         | f    | a                           | b    | a                             | b         | a                                     | b    | c                     |
|       | A                          | B       | C        | D       | E         | F    | A                           | B    | A                             | B         | A                                     | B    | C                     |
| 123   | 72                         | 94      | 72       | 46      | 4         | 40   | 51                          | 63   | 36                            | 22        | 69                                    | 5    | 38                    |
| 100%  | 100%                       | 100%    | 100%     | 100%    | 100%      | 100% | 100%                        | 100% | 100%                          | 100%      | 100%                                  | 100% | 100%                  |
| .100  | .113                       | .107    | .132     | .124    | .629      | .162 | .112                        | .147 | .076                          | .091      | .107                                  | -    | .188                  |

Significance Level: 90%

Significance Level: 95%

Total

Std Error

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C

## EuroConference Survey 2013

## Q11 Generally speaking, do you think that the amount of resources that your organisation invests in social media is worthwhile?

Base: All respondents

|                             | Awareness of organisation's social media activities |                     | Responsibility for social media |                                |   |           |       | Time spent on social media activities |                    |      |
|-----------------------------|---|---------------------|---------------------------------|--------------------------------|---|-----------|-------|---------------------------------------|--------------------|------|
|                             | A good deal   | Not in great detail | Communication Manager           | Dedicated Social Media Manager | Staff member with departmental responsibility | Assistant | Other | 10 hours or fewer                     | More than 10 hours |      |
| Total                       | a   | b                   | a                               | b                              | c   | d         | e     | a                                     | b                  |      |
|                             | A   | B                   | A                               | B                              | C   | D         | E     | A                                     | B                  |      |
| Total                       | 123   | 101                 | 22                              | 60                             | 13  | 21        | 10    | 17                                    | 107                | 11   |
|                             | 100%  | 100%                | 100%                            | 100%                           | 100%  | 100%      | 100%  | 100%                                  | 100%               | 100% |
| Yes - it is worthwhile      | 69  | 60                  | 9                               | 40                             | 8   | 10        | -     | 11                                    | 58                 | 10   |
|                             | 56%   | 59%                 | 41%                             | 67%                            | 62%   | 48%       | -     | 65%                                   | 54%                | 91%  |
|                             |   |                     |                                 | D                              | D   | D         |       | D                                     |                    | A    |
| No - it is not worthwhile   | 5   | 3                   | 2                               | 3                              | -   | -         | -     | 1                                     | 4                  | -    |
|                             | 4%  | 3%                  | 9%                              | 5%                             | -   | -         | -     | 6%                                    | 4%                 | -    |
| It is too soon to determine | 38  | 30                  | 8                               | 11                             | 5   | 9         | 9     | 3                                     | 35                 | 1    |
|                             | 31%   | 30%                 | 36%                             | 18%                            | 38%   | 43%       | 90%   | 18%                                   | 33%                | 9%   |
|                             |   |                     |                                 |                                |   | A         | ABCE  |                                       |                    |      |
| Don't know                  | 11  | 8                   | 3                               | 6                              | -   | 2         | 1     | 2                                     | 10                 | -    |
|                             | 9%  | 8%                  | 14%                             | 10%                            | -   | 10%       | 10%   | 12%                                   | 9%                 | -    |

Columns Tested: A,B - A,B,C,D,E - A,B

## EuroConference Survey 2013

## Q11 Generally speaking, do you think that the amount of resources that your organisation invests in social media is worthwhile?

Base: All respondents

|                             | Forms of social media used |          |         |          |         |           | Measurement of social media |      | Effectiveness of social media |             | Worthwhile investment in social media |      |      |                       |
|-----------------------------|----------------------------|----------|---------|----------|---------|-----------|-----------------------------|------|-------------------------------|-------------|---------------------------------------|------|------|-----------------------|
|                             | Total                      | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Blog                        | Yes  | No                            | Ineffective | Effective                             | Yes  | No   | Too soon to determine |
| Significance Level: 90%     |                            | a        | b       | c        | d       | e         | f                           | a    | b                             | a           | b                                     | a    | b    | c                     |
| Significance Level: 95%     |                            | A        | B       | C        | D       | E         | F                           | A    | B                             | A           | B                                     | A    | B    | C                     |
| Total                       | 123                        | 72       | 94      | 72       | 46      | 4         | 40                          | 51   | 63                            | 36          | 22                                    | 69   | 5    | 38                    |
|                             | 100%                       | 100%     | 100%    | 100%     | 100%    | 100%      | 100%                        | 100% | 100%                          | 100%        | 100%                                  | 100% | 100% | 100%                  |
| Yes - it is worthwhile      | 69                         | 50       | 61      | 42       | 35      | 4         | 26                          | 40   | 26                            | 12          | 18                                    | 69   | -    | -                     |
|                             | 56%                        | 69%      | 65%     | 58%      | 76%     | 100%      | 65%                         | 78%  | 41%                           | 33%         | 82%                                   | 100% | -    | -                     |
|                             |                            |          |         | c        |         |           |                             | B    |                               |             | A                                     | BC   |      |                       |
| No - it is not worthwhile   | 5                          | 1        | 1       | 3        | -       | -         | -                           | -    | 3                             | 5           | -                                     | -    | 5    | -                     |
|                             | 4%                         | 1%       | 1%      | 4%       | -       | -         | -                           | -    | 5%                            | 14%         | -                                     | -    | 100% | -                     |
|                             |                            |          |         |          |         |           |                             |      |                               | b           |                                       |      | AC   |                       |
| It is too soon to determine | 38                         | 17       | 25      | 21       | 7       | -         | 10                          | 9    | 25                            | 17          | 4                                     | -    | -    | 38                    |
|                             | 31%                        | 24%      | 27%     | 29%      | 15%     | -         | 25%                         | 18%  | 40%                           | 47%         | 18%                                   | -    | -    | 100%                  |
|                             |                            |          |         | d        |         |           |                             |      | A                             | B           |                                       |      |      | AB                    |
| Don't know                  | 11                         | 4        | 7       | 6        | 4       | -         | 4                           | 2    | 9                             | 2           | -                                     | -    | -    | -                     |
|                             | 9%                         | 6%       | 7%      | 8%       | 9%      | -         | 10%                         | 4%   | 14%                           | 6%          | -                                     | -    | -    | -                     |
|                             |                            |          |         |          |         |           |                             | a    |                               |             |                                       |      |      |                       |

Columns Tested: A,B,C,D,E,F - A,B - A,B - A,B,C