

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	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%
Communication Manager	60	36	50	36	28	2	20	31	25	18	9	40	3	11
	49%	50%	53%	50%	61%	50%	50%	61%	40%	50%	41%	58%	60%	29%
								B				C		
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	17	11	7	-	4	6	13	3	5	10	-	9
	17%	22%	18%	15%	15%	-	10%	12%	21%	8%	23%	14%	-	24%
Dedicated Social Media Manager	13	10	11	8	7	2	6	6	6	3	4	8	-	5
	11%	14%	12%	11%	15%	50%	15%	12%	10%	8%	18%	12%	-	13%
						aBCdf								
Assistant (office manager, intern)	10	3	4	4	-	-	5	2	7	5	1	-	-	9
	8%	4%	4%	6%	-	-	13%	4%	11%	14%	5%	-	-	24%
							bD							A
Other	17	6	11	12	4	-	4	6	11	6	3	11	1	3
	14%	8%	12%	17%	9%	-	10%	12%	17%	17%	14%	16%	20%	8%
Don't know	2	1	1	1	-	-	1	-	1	1	-	-	1	1
	2%	1%	1%	1%	-	-	3%	-	2%	3%	-	-	20%	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	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%
Communication and engagement with site users	83	58	70	55	40	4	31	39	38	18	21	56	1	23
	67%	81%	74%	76%	87%	100%	78%	76%	60%	50%	95%	81%	20%	61%
				b				b			A	BC		b
Information gathering	74	48	62	49	35	4	25	40	30	17	19	53	1	17
	60%	67%	66%	68%	76%	100%	63%	78%	48%	47%	86%	77%	20%	45%
								B			A	BC		
Influencing key opinion formers through their social media accounts	56	38	50	33	28	2	21	29	23	10	15	40	-	14
	46%	53%	53%	46%	61%	50%	53%	57%	37%	28%	68%	58%	-	37%
								B			A	BC		
To take part in the online debate on specific issues	54	40	48	31	26	3	23	30	20	9	13	39	1	10
	44%	56%	51%	43%	57%	75%	58%	59%	32%	25%	59%	57%	20%	26%
								B			A	C		
Recruitment of new members for your organisation	34	23	25	27	14	2	11	16	17	9	9	26	1	5
	28%	32%	27%	38%	30%	50%	28%	31%	27%	25%	41%	38%	20%	13%
												C		
Crisis communication	14	12	13	9	9	2	7	9	4	3	6	10	-	4
	11%	17%	14%	13%	20%	50%	18%	18%	6%	8%	27%	14%	-	11%
						abC		b			a			
We have no specific objective	15	2	6	5	1	-	2	-	13	8	-	1	4	5
	12%	3%	6%	7%	2%	-	5%	-	21%	22%	-	1%	80%	13%
								A		B		AC		A

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%	-	-
						ABCDF								
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	72 100%	57 100%	15 100%	36 100%	10 100%	16 100%	3 100%	6 100%	60 100%	9 100%
More frequently than once a day (5.0)	15 21%	11 19%	4 27%	8 22%	- -	4 25%	- -	3 50%	12 20%	3 33%
Less frequently than once a day but more frequently than once a week (4.0)	35 49%	32 56%	3 20%	19 53%	7 70%	7 44%	- -	2 33%	30 50%	3 33%
Less frequently than once a week but more frequently than once a month (3.0)	14 19%	9 16%	5 33%	4 11%	2 20%	4 25%	2 67%	1 17%	10 17%	3 33%
Less frequently than once a month (2.0)	4 6%	2 4%	2 13%	2 6%	- -	1 6%	1 33%	- -	4 7%	- -
Never (1.0)	4 6%	3 5%	1 7%	3 8%	1 10%	- -	- -	- -	4 7%	- -
FREQUENTLY	50 69%	43 75%	7 47%	27 75%	7 70%	11 69%	- -	5 83%	42 70%	6 67%
INFREQUENTLY	18 25%	11 19%	7 47%	6 17%	2 20%	5 31%	3 100%	1 17%	14 23%	3 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
		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	72 100%	72 100%	64 100%	43 100%	38 100%	3 100%	31 100%	37 100%	28 100%	17 100%	16 100%	50 100%	1 100%	17 100%
More frequently than once a day (5.0)	15 21%	15 21%	15 23%	13 30%	11 29%	1 33%	8 26%	13 35%	1 4%	1 6%	5 31%	13 26%	- -	- -
Less frequently than once a day but more frequently than once a week (4.0)	35 49%	35 49%	32 50%	18 42%	20 53%	1 33%	13 42%	16 43%	16 57%	6 35%	8 50%	25 50%	- -	9 53%
Less frequently than once a week but more frequently than once a month (3.0)	14 19%	14 19%	12 19%	8 19%	6 16%	1 33%	8 26%	6 16%	7 25%	5 29%	1 6%	7 14%	- -	6 35%
Less frequently than once a month (2.0)	4 6%	4 6%	3 5%	2 5%	- -	- -	1 3%	- -	2 7%	2 12%	1 6%	2 4%	- -	2 12%
Never (1.0)	4 6%	4 6%	2 3%	2 5%	1 3%	- -	1 3%	2 5%	2 7%	3 18%	1 6%	3 6%	1 100%	- -
FREQUENTLY	50 69%	50 69%	47 73%	31 72%	31 82%	2 67%	21 68%	29 78%	17 61%	7 41%	13 81%	38 76%	- -	9 53%
INFREQUENTLY	18 25%	18 25%	15 23%	10 23%	6 16%	1 33%	9 29%	6 16%	9 32%	7 41%	2 13%	9 18%	- -	8 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	94 100%	78 100%	16 100%	50 100%	11 100%	17 100%	4 100%	11 100%	82 100%	9 100%
More frequently than once a day (5.0)	23 24%	18 23%	5 31%	14 28%	3 27%	3 18%	- -	3 27%	20 24%	3 33%
Less frequently than once a day but more frequently than once a week (4.0)	39 41%	34 44%	5 31%	24 48%	2 18%	6 35%	2 50%	5 45%	35 43%	3 33%
Less frequently than once a week but more frequently than once a month (3.0)	18 19%	13 17%	5 31%	5 10%	4 36%	5 29%	2 50%	1 9%	13 16%	3 33%
Less frequently than once a month (2.0)	8 9%	7 9%	1 6%	4 8%	1 9%	2 12%	- -	1 9%	8 10%	- -
Never (1.0)	6 6%	6 8%	- -	3 6%	1 9%	1 6%	- -	1 9%	6 7%	- -
FREQUENTLY	62 66%	52 67%	10 63%	38 76%	5 45%	9 53%	2 50%	8 73%	55 67%	6 67%
INFREQUENTLY	26 28%	20 26%	6 38%	9 18%	5 45%	7 41%	2 50%	2 18%	21 26%	3 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	94 100%	64 100%	94 100%	59 100%	44 100%	4 100%	38 100%	47 100%	40 100%	23 100%	19 100%	61 100%	1 100%	25 100%
More frequently than once a day (5.0)	23 24%	17 27%	23 24%	16 27%	17 39%	3 75%	14 37%	19 40%	3 8%	2 9%	9 47%	20 33%	- -	1 4%
					b	ABC	B			A	C			
Less frequently than once a day but more frequently than once a week (4.0)	39 41%	29 45%	39 41%	24 41%	20 45%	- -	14 37%	17 36%	19 48%	8 35%	6 32%	25 41%	- -	13 52%
					e									
Less frequently than once a week but more frequently than once a month (3.0)	18 19%	13 20%	18 19%	10 17%	3 7%	- -	6 16%	9 19%	7 18%	6 26%	2 11%	10 16%	- -	8 32%
					d									
Less frequently than once a month (2.0)	8 9%	3 5%	8 9%	6 10%	1 2%	1 25%	3 8%	2 4%	5 13%	3 13%	1 5%	4 7%	- -	2 8%
						aD								
Never (1.0)	6 6%	2 3%	6 6%	3 5%	3 7%	- -	1 3%	- -	6 15%	4 17%	1 5%	2 3%	1 100%	1 4%
									A					
FREQUENTLY	62 66%	46 72%	62 66%	40 68%	37 84%	3 75%	28 74%	36 77%	22 55%	10 43%	15 79%	45 74%	- -	14 56%
					Bc			B		A				
INFREQUENTLY	26 28%	16 25%	26 28%	16 27%	4 9%	1 25%	9 24%	11 23%	12 30%	9 39%	3 16%	14 23%	- -	10 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
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	72 100%	61 100%	11 100%	36 100%	8 100%	11 100%	4 100%	12 100%	62 100%	9 100%
More frequently than once a day (5.0)	7 10%	5 8%	2 18%	1 3%	1 13%	2 18%	- -	3 25%	4 6%	3 33%
Less frequently than once a day but more frequently than once a week (4.0)	21 29%	18 30%	3 27%	13 36%	3 38%	4 36%	1 25%	- -	20 32%	1 11%
Less frequently than once a week but more frequently than once a month (3.0)	20 28%	17 28%	3 27%	10 28%	2 25%	3 27%	1 25%	3 25%	16 26%	3 33%
Less frequently than once a month (2.0)	19 26%	17 28%	2 18%	8 22%	2 25%	2 18%	2 50%	5 42%	18 29%	1 11%
Never (1.0)	5 7%	4 7%	1 9%	4 11%	- -	- -	- -	1 8%	4 6%	1 11%
FREQUENTLY	28 39%	23 38%	5 45%	14 39%	4 50%	6 55%	1 25%	3 25%	24 39%	4 44%
INFREQUENTLY	39 54%	34 56%	5 45%	18 50%	4 50%	5 45%	3 75%	8 67%	34 55%	4 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	72 100%	43 100%	59 100%	72 100%	31 100%	4 100%	26 100%	33 100%	35 100%	23 100%	15 100%	42 100%	3 100%	21 100%
More frequently than once a day (5.0)	7 10%	5 12%	6 10%	7 10%	4 13%	1 25%	4 15%	4 12%	2 6%	1 4%	3 20%	6 14%	- -	- -
Less frequently than once a day but more frequently than once a week (4.0)	21 29%	15 35%	19 32%	21 29%	10 32%	1 25%	7 27%	12 36%	8 23%	2 9%	6 40%	14 33%	- -	6 29%
Less frequently than once a week but more frequently than once a month (3.0)	20 28%	13 30%	17 29%	20 28%	6 19%	1 25%	7 27%	9 27%	11 31%	9 39%	3 20%	10 24%	- -	8 38%
Less frequently than once a month (2.0)	19 26%	8 19%	14 24%	19 26%	8 26%	1 25%	6 23%	5 15%	13 37%	9 39%	1 7%	9 21%	1 33%	7 33%
Never (1.0)	5 7%	2 5%	3 5%	5 7%	3 10%	- -	2 8%	3 9%	1 3%	2 9%	2 13%	3 7%	2 67%	- -
FREQUENTLY	28 39%	20 47%	25 42%	28 39%	14 45%	2 50%	11 42%	16 48%	10 29%	3 13%	9 60%	20 48%	- -	6 29%
INFREQUENTLY	39 54%	21 49%	31 53%	39 54%	14 45%	2 50%	13 50%	14 42%	24 69%	18 78%	4 27%	19 45%	1 33%	15 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	46 100%	39 100%	7 100%	28 100%	7 100%	7 100%	- -	4 100%	39 100%	6 100%
More frequently than once a day (5.0)	1 2%	- -	1 14% A	1 4%	- -	- -	- -	- -	1 3%	- -
Less frequently than once a day but more frequently than once a week (4.0)	5 11%	4 10%	1 14%	3 11%	- -	2 29%	- -	- -	4 10%	- -
Less frequently than once a week but more frequently than once a month (3.0)	11 24%	8 21%	3 43%	6 21%	1 14%	3 43%	- -	1 25%	8 21%	3 50%
Less frequently than once a month (2.0)	29 63%	27 69% B	2 29%	18 64% c	6 86% c	2 29%	- -	3 75%	26 67%	3 50%
Never (1.0)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FREQUENTLY	6 13%	4 10%	2 29%	4 14%	- -	2 29%	- -	- -	5 13%	- -
INFREQUENTLY	40 87%	35 90%	5 71%	24 86%	7 100%	5 71%	- -	4 100%	34 87%	6 100%
Mean Score	2.52	2.41	3.14 A	2.54	2.14	3.00 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	46 100%	38 100%	44 100%	31 100%	46 100%	4 100%	23 100%	27 100%	18 100%	8 100%	13 100%	35 100%	- -	7 100%
More frequently than once a day (5.0)	1 2%	1 3%	1 2%	1 3%	1 2%	- -	1 4%	1 4%	- -	- -	- -	- -	- -	- -
Less frequently than once a day but more frequently than once a week (4.0)	5 11%	5 13%	5 11%	3 10%	5 11%	- -	3 13%	4 15%	1 6%	- -	2 15%	4 11%	- -	- -
Less frequently than once a week but more frequently than once a month (3.0)	11 24%	10 26%	10 23%	7 23%	11 24%	- -	6 26%	8 30%	2 11%	1 13%	3 23%	9 26%	- -	2 29%
Less frequently than once a month (2.0)	29 63%	22 58%	28 64%	20 65%	29 63%	4 100%	13 57%	14 52%	15 83%	7 88%	8 62%	22 63%	- -	5 71%
Never (1.0)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FREQUENTLY	6 13%	6 16%	6 14%	4 13%	6 13%	- -	4 17%	5 19%	1 6%	- -	2 15%	4 11%	- -	- -
INFREQUENTLY	40 87%	32 84%	38 86%	27 87%	40 87%	4 100%	19 83%	22 81%	17 94%	8 100%	11 85%	31 89%	- -	7 100%
Mean Score	2.52	2.61	2.52	2.52	2.52	2.00	2.65	2.70 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	
	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	4 100%	3 100%	4 100%	4 100%	4 100%	4 100%	3 100%	2 100%	2 100%	1 100%	1 100%	4 100%	-	-
More frequently than once a day (5.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less frequently than once a day but more frequently than once a week (4.0)	1 25%	1 33%	1 25%	1 25%	1 25%	1 25%	-	1 50%	-	-	-	1 25%	-	-
Less frequently than once a week but more frequently than once a month (3.0)	2 50%	2 67%	2 50%	2 50%	2 50%	2 67%	2 50%	1 50%	1 50%	1 100%	1 100%	2 50%	-	-
Less frequently than once a month (2.0)	1 25%	-	1 25%	1 25%	1 25%	1 33%	1 33%	-	1 50%	-	-	1 25%	-	-
Never (1.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FREQUENTLY	1 25%	1 33%	1 25%	1 25%	1 25%	1 25%	-	1 50%	-	-	-	1 25%	-	-
INFREQUENTLY	3 75%	2 67%	3 75%	3 75%	3 75%	3 100%	3 100%	1 50%	2 100%	1 100%	1 100%	3 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	40 100%	33 100%	7 100%	20 100%	6 100%	4 100%	5 100%	4 100%	32 100%	7 100%
More frequently than once a day (5.0)	2 5%	- -	2 29% A	1 5%	- -	1 25%	- -	- -	2 6%	- -
Less frequently than once a day but more frequently than once a week (4.0)	14 35%	12 36%	2 29%	7 35%	3 50% d	2 50%	- -	2 50%	10 31%	4 57%
Less frequently than once a week but more frequently than once a month (3.0)	17 43%	14 42%	3 43%	9 45%	1 17%	- -	4 80% bC	2 50%	14 44%	2 29%
Less frequently than once a month (2.0)	7 18%	7 21%	- -	3 15%	2 33%	1 25%	1 20%	- -	6 19%	1 14%
Never (1.0)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FREQUENTLY	16 40%	12 36%	4 57%	8 40% d	3 50% d	3 75% D	- -	2 50%	12 38%	4 57%
INFREQUENTLY	24 60%	21 64%	3 43%	12 60%	3 50%	1 25%	5 100% abC	2 50%	20 63%	3 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
		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	40 100%	31 100%	38 100%	26 100%	23 100%	3 100%	40 100%	20 100%	18 100%	10 100%	8 100%	26 100%	- -	10 100%
More frequently than once a day (5.0)	2 5%	2 6%	2 5%	2 8%	2 9%	- -	2 5%	2 10%	- -	- -	- -	- -	- -	- -
Less frequently than once a day but more frequently than once a week (4.0)	14 35%	13 42%	14 37%	9 35%	9 39%	1 33%	14 35%	9 45%	4 22%	2 20%	7 88% A	12 46%	- -	2 20%
Less frequently than once a week but more frequently than once a month (3.0)	17 43%	11 35%	16 42%	11 42%	8 35%	1 33%	17 43%	8 40%	8 44%	6 60%	1 13% b	10 38%	- -	6 60%
Less frequently than once a month (2.0)	7 18%	5 16%	6 16%	4 15%	4 17%	1 33%	7 18%	1 5%	6 33% A	2 20%	- -	4 15%	- -	2 20%
Never (1.0)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FREQUENTLY	16 40%	15 48%	16 42%	11 42%	11 48%	1 33%	16 40%	11 55% B	4 22%	2 20%	7 88% A	12 46%	- -	2 20%
INFREQUENTLY	24 60%	16 52%	22 58%	15 58%	12 52%	2 67%	24 60%	9 45%	14 78% A	8 80%	1 13% B	14 54%	- -	8 80%
Mean Score	3.28	3.39	3.32	3.35	3.39	3.00	3.28	3.60 B	2.89	3.00	3.88 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

	Total	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
		a	b	c	d	e	f	g	h
		A	B	C	D	E	F	G	H
Twitter	94 100%	23 24%	39 41%	18 19%	8 9%	6 6%	62 66%	26 28%	3.69
Facebook	72 100%	15 21%	35 49%	14 19%	4 6%	4 6%	50 69%	18 25%	3.74
LinkedIn	72 100%	7 10%	21 29%	20 28%	19 26%	5 7%	28 39%	39 54%	3.08
Blogs	40 100%	2 5%	14 35%	17 43%	7 18%	-	16 40%	24 60%	3.28
YouTube	46 100%	1 2%	5 11%	11 24%	29 63%	-	6 13%	40 87%	2.52
Pinterest	4 100%	-	1 25%	2 50%	1 25%	-	1 25%	3 75%	3.00

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
	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%
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%
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							

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	51 100%	42 100%	9 100%	31 100%	6 100%	6 100%	2 100%	6 100%	44 100%	6 100%
Amount of followers or fans	37 73%	30 71%	7 78%	24 77%	3 50%	5 83%	2 100%	3 50%	33 75%	4 67%
Response from target audience (e.g. to the announcement of specific events or press releases)	27 53%	24 57%	3 33%	18 58%	2 33%	5 83%	1 50%	1 17%	23 52%	3 50%
Analysis of comments made by other social media users	24 47%	17 40%	7 78%	15 48%	3 50%	4 67%	1 50%	1 17%	21 48%	2 33%
Social listening research by an independent company	7 14%	7 17%	-	4 13%	2 33%	-	-	1 17%	4 9%	2 33%
Other	5 10%	3 7%	2 22%	2 6%	-	-	-	3 50%	4 9%	1 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
Total	123 100%	72 100%	94 100%	72 100%	46 100%	4 100%	40 100%	51 100%	63 100%	36 100%	22 100%	69 100%	5 100%	38 100%
Not at all effective	(1.0)	10 8%	5 5%	6 8%	1 2%	-	2 5%	-	8 13%	10 28%	-	1 1%	5 100%	4 11%
				a					A	B			AC	A
	(2.0)	26 21%	18 19%	17 24%	7 15%	1 25%	8 20%	6 12%	17 27%	26 72%	-	11 16%	-	13 34%
									A	B				A
	(3.0)	42 34%	36 38%	24 33%	23 50%	2 50%	18 45%	28 55%	14 22%	-	-	32 46%	-	7 18%
					c				B			BC		
	(4.0)	17 14%	15 16%	11 15%	11 24%	-	5 13%	11 22%	5 8%	-	17 77%	14 20%	-	3 8%
								B	A		A	c		
Very effective	(5.0)	5 4%	4 4%	4 6%	2 4%	1 25%	3 8%	4 8%	1 2%	-	5 23%	4 6%	-	1 3%
						b					A			
Don't know	23 19%	10 14%	16 17%	10 14%	2 4%	-	4 10%	2 4%	18 29%	-	-	7 10%	-	10 26%
				d					A					A
INEFFECTIVE	36 29%	17 24%	23 24%	23 32%	8 17%	1 25%	10 25%	6 12%	25 40%	36 100%	-	12 17%	5 100%	17 45%
				d					A	B			AC	A
EFFECTIVE	22 18%	16 22%	19 20%	15 21%	13 28%	1 25%	8 20%	15 29%	6 10%	-	22 100%	18 26%	-	4 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