

# Kellen Europe – Social Media

## **METHODOLOGY NOTE**

ComRes interviewed 206 Kellen Europe contacts online between 5<sup>th</sup> and 24<sup>th</sup> February 2014. 115 contacts were from Europe, while 91 were from the US. ComRes is a member of the British Polling Council and abides by its rules.

*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.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

### Social Media 2014

**Location**

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
US	91	91	-	80	11	31	46	4	10	37	16	15	2	1	19	69	19
	44%	100%	-	46%	34%	36%	77%	27%	23%	39%	57%	48%	13%	25%	68%	42%	61%
		B					ACD			D	aD	D			AD		A
Europe	115	-	115	94	21	56	14	11	34	59	12	16	14	3	9	96	12
	56%	-	100%	54%	66%	64%	23%	73%	77%	61%	43%	52%	88%	75%	32%	58%	39%
			A			B		B	B	bF			ABCF		B		

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

### Social Media 2014

**Location**

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
US	91	83	78	80	58	19	17	43	29	61	53	30	29	19	63	4	18
	44%	56%	47%	48%	56%	73%	94%	54%	64%	40%	46%	39%	48%	42%	46%	67%	35%
					aBCg	ABCDeG			B								
Europe	115	66	88	88	46	7	1	37	16	92	61	47	31	26	73	2	33
	56%	44%	53%	52%	44%	27%	6%	46%	36%	60%	54%	61%	52%	58%	54%	33%	65%
		eF	EF	EF	F	f		eF		A							

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

## Social Media 2014

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

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
				a	b												
				A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 90%				a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%				A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	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	174	80	94	174	-	76	50	13	35	84	23	23	15	3	23	146	23
	84%	88%	82%	100%	-	87%	83%	87%	80%	88%	82%	74%	94%	75%	82%	88%	74%
				B						c					B		
Yes - I am aware of my organisation's social media activities, but not in great detail	32	11	21	-	32	11	10	2	9	12	5	8	1	1	5	19	8
	16%	12%	18%	-	100%	13%	17%	13%	20%	13%	18%	26%	6%	25%	18%	12%	26%
				A								a			A		

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

## Social Media 2014

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

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Significance Level: 90%																	
Significance Level: 95%																	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	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	174	127	142	145	93	24	15	66	42	131	103	66	53	36	122	6	38
	84%	85%	86%	86%	89%	92%	83%	83%	93%	86%	90%	86%	88%	80%	90%	100%	75%
															C		
Yes - I am aware of my organisation's social media activities, but not in great detail	32	22	24	23	11	2	3	14	3	22	11	11	7	9	14	-	13
	16%	15%	14%	14%	11%	8%	17%	18%	7%	14%	10%	14%	12%	20%	10%	-	25%
																	A

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

## Social Media 2014

## Which of the following types of organisation, if any, do you work for?

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trade association	87	31	56	76	11	87	-	-	-	47	9	12	7	2	9	77	8
	42%	34%	49%	44%	34%	100%	-	-	-	49%	32%	39%	44%	50%	32%	47%	26%
			A			BCD									B		
Professional society	60	46	14	50	10	-	60	-	-	22	7	13	3	1	13	44	12
	29%	51%	12%	29%	31%	-	100%	-	-	23%	25%	42%	19%	25%	46%	27%	39%
		B					ACD					A			Ad		
Charity	15	4	11	13	2	-	-	15	-	6	4	-	4	-	1	12	3
	7%	4%	10%	7%	6%	-	-	100%	-	6%	14%	-	25%	-	4%	7%	10%
								ABD			C		ACF				
Other	44	10	34	35	9	-	-	-	44	21	8	6	2	1	5	32	8
	21%	11%	30%	20%	28%	-	-	-	100%	22%	29%	19%	13%	25%	18%	19%	26%
			A					ABC									

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

## Social Media 2014

## Which of the following types of organisation, if any, do you work for?

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trade association	87	50	68	73	38	14	10	29	16	70	51	32	18	19	60	-	22
	42%	34%	41%	43%	37%	54%	56%	36%	36%	46%	45%	42%	30%	42%	44%	-	43%
			a		A	a								B		B	
Professional society	60	46	46	50	32	3	2	24	13	42	26	26	22	14	37	5	11
	29%	31%	28%	30%	31%	12%	11%	30%	29%	27%	23%	34%	37%	31%	27%	83%	22%
		Ef	e	ef	ef		e				a				AC		
Charity	15	14	15	10	10	4	3	9	3	12	9	5	7	3	11	-	4
	7%	9%	9%	6%	10%	15%	17%	11%	7%	8%	8%	6%	12%	7%	8%	-	8%
				c		c											
Other	44	39	37	35	24	5	3	18	13	29	28	14	13	9	28	1	14
	21%	26%	22%	21%	23%	19%	17%	23%	29%	19%	25%	18%	22%	20%	21%	17%	27%

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

## Social Media 2014

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

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communication Manager	96	37	59	84	12	47	22	6	21	96	-	-	-	-	-	84	11
	47%	41%	51%	48%	38%	54%	37%	40%	48%	100%	-	-	-	-	-	51%	35%
						B				BCDEF							
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)	31	15	16	23	8	12	13	-	6	-	-	31	-	-	-	27	2
	15%	16%	14%	13%	25%	14%	22%	-	14%	-	-	100%	-	-	-	16%	6%
				a			c					ABDEF					
Dedicated Social Media Manager	28	16	12	23	5	9	7	4	8	-	28	-	-	-	-	12	14
	14%	18%	10%	13%	16%	10%	12%	27%	18%	-	100%	-	-	-	-	7%	45%
							a				ACDEF					A	
Assistant (office manager, intern)	16	2	14	15	1	7	3	4	2	-	-	-	16	-	-	14	2
	8%	2%	12%	9%	3%	8%	5%	27%	5%	-	-	-	100%	-	-	8%	6%
			A				ABD						ABCEF				
External agency / consultant	4	1	3	3	1	2	1	-	1	-	-	-	-	4	-	4	-
	2%	1%	3%	2%	3%	2%	2%	-	2%	-	-	-	-	100%	-	2%	-
														ABCDF			
Other	28	19	9	23	5	9	13	1	5	-	-	-	-	-	28	24	2
	14%	21%	8%	13%	16%	10%	22%	7%	11%	-	-	-	-	-	100%	15%	6%
		B					a							ABCDE			

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



## Social Media 2014

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

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours	
Total	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	3	1	2	3	-	1	1	-	1	-	-	-	-	-	-	-	-
	1%	1%	2%	2%	-	1%	2%	-	2%	-	-	-	-	-	-	-	-

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

## Social Media 2014

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

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communication Manager	96	68	83	83	54	11	8	41	18	77	59	30	33	15	75	2	19
	47%	46%	50%	49%	52%	42%	44%	51%	40%	50%	52%	39%	55%	33%	55%	33%	37%
											b		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)	31	23	24	25	13	2	1	8	6	23	10	17	7	11	14	1	12
	15%	15%	14%	15%	13%	8%	6%	10%	13%	15%	9%	22%	12%	24%	10%	17%	24%
											A		a		A		
Dedicated Social Media Manager	28	26	27	20	20	7	5	15	11	13	23	2	11	4	20	1	6
	14%	17%	16%	12%	19%	27%	28%	19%	24%	8%	20%	3%	18%	9%	15%	17%	12%
				c	C	c		B	B								
Assistant (office manager, intern)	16	7	8	12	3	-	-	3	1	15	6	10	2	6	10	1	4
	8%	5%	5%	7%	3%	-	-	4%	2%	10%	5%	13%	3%	13%	7%	17%	8%
											a		a				
External agency / consultant	4	1	3	2	2	1	1	1	1	3	2	2	-	2	1	-	1
	2%	1%	2%	1%	2%	4%	6%	1%	2%	2%	2%	3%	-	4%	1%	-	2%
							a										
Other	28	23	21	25	12	5	3	12	8	20	14	14	7	7	16	1	8
	14%	15%	13%	15%	12%	19%	17%	15%	18%	13%	12%	18%	12%	16%	12%	17%	16%
Don't know	3	1	-	1	-	-	-	-	-	2	-	2	-	-	-	-	1
	1%	1%	-	1%	-	-	-	-	-	1%	-	3%	-	-	-	-	2%
											a						

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

## Social Media 2014

**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

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	203	90	113	171	32	86	59	15	43	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than one hour per week	29	10	19	26	3	15	11	-	3	11	-	7	4	1	6	29	-
	14%	11%	17%	15%	9%	17%	19%	-	7%	11%	-	23%	25%	25%	21%	18%	-
						c	cd			b		B	B	B	B	B	
1-5 hours per week	88	38	50	74	14	43	22	5	18	41	6	18	7	3	13	88	-
	43%	42%	44%	43%	44%	50%	37%	33%	42%	43%	21%	58%	44%	75%	46%	53%	-
										B		B		B	b	B	
6-10 hours per week	48	21	27	46	2	19	11	7	11	32	6	2	3	-	5	48	-
	24%	23%	24%	27%	6%	22%	19%	47%	26%	33%	21%	6%	19%	-	18%	29%	-
				B				AB		C	c				B	B	
11-20 hours per week	20	12	8	14	6	5	10	2	3	8	7	1	2	-	2	-	20
	10%	13%	7%	8%	19%	6%	17%	13%	7%	8%	25%	3%	13%	-	7%	-	65%
				a			A				ACf					A	
21-40 hours per week	8	5	3	6	2	3	2	1	2	2	5	1	-	-	-	-	8
	4%	6%	3%	4%	6%	3%	3%	7%	5%	2%	18%	3%	-	-	-	-	26%
											Acdf					A	
More than 40 hours per week	3	2	1	3	-	-	-	-	3	1	2	-	-	-	-	-	3
	1%	2%	1%	2%	-	-	-	-	7%	1%	7%	-	-	-	-	-	10%
									AB		a					A	
Don't know	7	2	5	2	5	1	3	-	3	1	2	2	-	-	2	-	-
	3%	2%	4%	1%	16%	1%	5%	-	7%	1%	7%	6%	-	-	7%	-	-
				A					a		a	a			a		

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

## Social Media 2014

**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

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%																	
Significance Level: 95%																	
<b>Total</b>	203	90	113	171	32	86	59	15	43	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Nets</b>																	
10 hours or fewer	165	69	96	146	19	77	44	12	32	84	12	27	14	4	24	165	-
	81%	77%	85%	85%	59%	90%	75%	80%	74%	88%	43%	87%	88%	100%	86%	100%	-
				B		BD				B		B	B	B	B	B	
More than 10 hours	31	19	12	23	8	8	12	3	8	11	14	2	2	-	2	-	31
	15%	21%	11%	13%	25%	9%	20%	20%	19%	11%	50%	6%	13%	-	7%	-	100%
		B		a			a				ACDeF						A

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

### Social Media 2014

**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							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Significance Level: 90%																	
Significance Level: 95%																	
<b>Total</b>	203	148	166	167	104	26	18	80	45	151	114	75	60	45	136	6	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Less than one hour per week</b>	29	9	15	21	6	-	-	2	2	27	10	19	4	12	16	2	6
	14%	6%	9%	13%	6%	-	-	3%	4%	18%	9%	25%	7%	27%	12%	33%	12%
			g	adeG						A		A		A			
<b>1-5 hours per week</b>	88	65	77	75	45	11	6	28	23	64	42	43	19	20	52	3	29
	43%	44%	46%	45%	43%	42%	33%	35%	51%	42%	37%	57%	32%	44%	38%	50%	58%
			g									A				A	
<b>6-10 hours per week</b>	48	38	42	39	29	8	7	29	8	39	35	10	19	8	42	-	6
	24%	26%	25%	23%	28%	31%	39%	36%	18%	26%	31%	13%	32%	18%	31%	-	12%
							abC				B				C		
<b>11-20 hours per week</b>	20	19	18	18	15	4	4	11	4	14	15	1	9	1	17	-	2
	10%	13%	11%	11%	14%	15%	22%	14%	9%	9%	13%	1%	15%	2%	13%	-	4%
											B		B		c		
<b>21-40 hours per week</b>	8	8	8	6	5	3	1	5	4	3	7	-	6	1	7	-	1
	4%	5%	5%	4%	5%	12%	6%	6%	9%	2%	6%	-	10%	2%	5%	-	2%
					c				B		B						
<b>More than 40 hours per week</b>	3	3	2	3	3	-	-	2	2	1	3	-	1	1	1	-	2
	1%	2%	1%	2%	3%	-	-	3%	4%	1%	3%	-	2%	2%	1%	-	4%
									b								
<b>Don't know</b>	7	6	4	5	1	-	-	3	2	3	2	2	2	2	1	1	4
	3%	4%	2%	3%	1%	-	-	4%	4%	2%	2%	3%	3%	4%	1%	17%	8%
															A	A	
<b>Nets</b>																	
<b>10 hours or fewer</b>	165	112	134	135	80	19	13	59	33	130	87	72	42	40	110	5	41
	81%	76%	81%	81%	77%	73%	72%	74%	73%	86%	76%	96%	70%	89%	81%	83%	82%
										A		A		A			

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

### Social Media 2014

**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

Significance Level: 90%

Significance Level: 95%

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	203	148	166	167	104	26	18	80	45	151	114	75	60	45	136	6	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than 10 hours	31	30	28	27	23	7	5	18	10	18	25	1	16	3	25	-	5
	15%	20%	17%	16%	22%	27%	28%	23%	22%	12%	22%	1%	27%	7%	18%	-	10%
									b		B		B				

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

## Social Media 2014

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

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communication and engagement with site users	164	81	83	141	23	66	49	14	35	82	27	22	8	3	22	133	28
	80%	89%	72%	81%	72%	76%	82%	93%	80%	85%	96%	71%	50%	75%	79%	81%	90%
		B								cD	CDF				d		
Information gathering	111	42	69	95	16	49	30	9	23	60	15	13	8	1	13	90	19
	54%	46%	60%	55%	50%	56%	50%	60%	52%	63%	54%	42%	50%	25%	46%	55%	61%
			A							C							
Recruitment of new members for your organisation	93	59	34	83	10	37	36	6	14	42	15	13	3	1	19	75	17
	45%	65%	30%	48%	31%	43%	60%	40%	32%	44%	54%	42%	19%	25%	68%	45%	55%
		B		b			AD			d	D				AcD		
Influencing key opinion formers through their social media accounts	90	34	56	76	14	39	18	8	25	53	15	8	4	3	7	73	17
	44%	37%	49%	44%	44%	45%	30%	53%	57%	55%	54%	26%	25%	75%	25%	44%	55%
						b		b	B	CDF	CdF			cdf			
To take part in the online debate on specific issues	70	20	50	61	9	28	16	7	19	40	12	6	2	2	8	55	14
	34%	22%	43%	35%	28%	32%	27%	47%	43%	42%	43%	19%	13%	50%	29%	33%	45%
			A						b	CD	cD						
Crisis communication	34	18	16	29	5	13	12	2	7	16	9	4	-	2	3	23	11
	17%	20%	14%	17%	16%	15%	20%	13%	16%	17%	32%	13%	-	50%	11%	14%	35%
										d	acDf			acDf		A	
We have no specific objective	15	7	8	11	4	6	7	-	2	3	-	6	3	-	1	9	-
	7%	8%	7%	6%	13%	7%	12%	-	5%	3%	-	19%	19%	-	4%	5%	-
												ABf	ABf				

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

## Social Media 2014

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

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communication and engagement with site users	164	129	143	139	94	23	16	70	38	120	100	53	51	34	116	4	39
	80%	87%	86%	83%	90%	88%	89%	88%	84%	78%	88%	69%	85%	76%	85%	67%	76%
Information gathering	111	79	92	92	58	15	11	44	19	87	67	38	39	18	81	1	25
	54%	53%	55%	55%	56%	58%	61%	55%	42%	57%	59%	49%	65%	40%	60%	17%	49%
Recruitment of new members for your organisation	93	79	79	84	52	12	10	40	24	68	59	28	27	19	71	3	17
	45%	53%	48%	50%	50%	46%	56%	50%	53%	44%	52%	36%	45%	42%	52%	50%	33%
Influencing key opinion formers through their social media accounts	90	68	87	75	55	12	11	45	22	65	58	28	29	20	66	2	20
	44%	46%	52%	45%	53%	46%	61%	56%	49%	42%	51%	36%	48%	44%	49%	33%	39%
To take part in the online debate on specific issues	70	51	63	57	40	8	5	33	17	51	47	19	24	11	50	-	19
	34%	34%	38%	34%	38%	31%	28%	41%	38%	33%	41%	25%	40%	24%	37%	-	37%
Crisis communication	34	29	32	31	24	8	5	18	8	25	27	7	16	6	29	-	5
	17%	19%	19%	18%	23%	31%	28%	23%	18%	16%	24%	9%	27%	13%	21%	-	10%
We have no specific objective	15	8	6	9	3	-	-	4	3	11	2	10	3	5	4	2	5
	7%	5%	4%	5%	3%	-	-	5%	7%	7%	2%	13%	5%	11%	3%	33%	10%

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



## Social Media 2014

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

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LinkedIn	168	80	88	145	23	73	50	10	35	83	20	25	12	2	25	135	27
	82%	88%	77%	83%	72%	84%	83%	67%	80%	86%	71%	81%	75%	50%	89%	82%	87%
		B								bE					be		
Twitter	166	78	88	142	24	68	46	15	37	83	27	24	8	3	21	134	28
	81%	86%	77%	82%	75%	78%	77%	100%	84%	86%	96%	77%	50%	75%	75%	81%	90%
		b						AB		D	CDF	d			d		
Facebook	149	83	66	127	22	50	46	14	39	68	26	23	7	1	23	112	30
	72%	91%	57%	73%	69%	57%	77%	93%	89%	71%	93%	74%	44%	25%	82%	68%	97%
		B					A	A	A	De	AcDE	De			DE		A
YouTube	104	58	46	93	11	38	32	10	24	54	20	13	3	2	12	80	23
	50%	64%	40%	53%	34%	44%	53%	67%	55%	56%	71%	42%	19%	50%	43%	48%	74%
		B		B						D	CDF					A	
Pinterest	26	19	7	24	2	14	3	4	5	11	7	2	-	1	5	19	7
	13%	21%	6%	14%	6%	16%	5%	27%	11%	11%	25%	6%	-	25%	18%	12%	23%
		B		B		B		B			acD			d	d		a
Instagram	18	17	1	15	3	10	2	3	3	8	5	1	-	1	3	13	5
	9%	19%	1%	9%	9%	11%	3%	20%	7%	8%	18%	3%	-	25%	11%	8%	16%
		B				b		B			cd			cd			
None of the above	13	2	11	9	4	7	5	-	1	4	-	2	3	1	1	9	1
	6%	2%	10%	5%	13%	8%	8%	-	2%	4%	-	6%	19%	25%	4%	5%	3%
			A										ABf	aB			

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

## Social Media 2014

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

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
LinkedIn	168	132	143	168	93	21	14	69	38	127	100	58	46	37	120	4	38
	82%	89%	86%	100%	89%	81%	78%	86%	84%	83%	88%	75%	77%	82%	88%	67%	75%
				ABDEFG							B			C			
Twitter	166	135	166	143	99	26	18	75	41	119	103	52	53	30	121	2	37
	81%	91%	100%	85%	95%	100%	100%	94%	91%	78%	90%	68%	88%	67%	89%	33%	73%
			ACDG	C	C	c	c		B		B		B		BC		b
Facebook	149	149	135	132	92	26	18	74	40	104	90	48	46	29	104	4	36
	72%	100%	81%	79%	88%	100%	100%	93%	89%	68%	79%	62%	77%	64%	76%	67%	71%
		BCDG		C	BCd	BC	BC		B		B						
YouTube	104	92	99	93	104	19	15	55	28	74	72	27	38	17	82	2	17
	50%	62%	60%	55%	100%	73%	83%	69%	62%	48%	63%	35%	63%	38%	60%	33%	33%
				ABCEFG	c	abC	C		B		B		B		C		
Pinterest	26	26	26	21	19	26	14	21	14	12	23	3	11	3	18	-	7
	13%	17%	16%	13%	18%	100%	78%	26%	31%	8%	20%	4%	18%	7%	13%	-	14%
				ABCDG	ABCDG	BC			B		B		b				
Instagram	18	18	18	14	15	14	18	13	10	8	15	1	6	3	13	-	3
	9%	12%	11%	8%	14%	54%	100%	16%	22%	5%	13%	1%	10%	7%	10%	-	6%
				ABCDG	ABCDEG	c			B		B						
None of the above	13	-	-	-	-	-	-	-	1	10	2	8	3	4	2	1	5
	6%	-	-	-	-	-	-	-	2%	7%	2%	10%	5%	9%	1%	17%	10%
											A				A		A

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

## Social Media 2014

## Q5 Does your organisation have a blog?

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	80	43	37	66	14	29	24	9	18	41	15	8	3	1	12	59	18
	39%	47%	32%	38%	44%	33%	40%	60%	41%	43%	54%	26%	19%	25%	43%	36%	58%
		B					a			cd	CD						A
No	122	46	76	106	16	58	33	6	25	55	12	21	13	3	16	105	11
	59%	51%	66%	61%	50%	67%	55%	40%	57%	57%	43%	68%	81%	75%	57%	64%	35%
			A			c						b	aB			B	
Don't know	4	2	2	2	2	-	3	-	1	-	1	2	-	-	-	1	2
	2%	2%	2%	1%	6%	-	5%	-	2%	-	4%	6%	-	-	-	1%	6%
				a			A				a	A				A	

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

## Social Media 2014

## Q5 Does your organisation have a blog?

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	80	74	75	69	55	21	13	80	26	51	54	20	36	13	60	1	17
	39%	50%	45%	41%	53%	81%	72%	100%	58%	33%	47%	26%	60%	29%	44%	17%	33%
				c	ABCD	aBC	ABCDEF		B		B		B				
No	122	73	89	97	49	5	5	-	19	101	60	56	23	31	76	5	33
	59%	49%	54%	58%	47%	19%	28%	-	42%	66%	53%	73%	38%	69%	56%	83%	65%
		EfG	EFG	dEFG	EG	G	G		A		A		A				
Don't know	4	2	2	2	-	-	-	-	-	1	-	1	1	1	-	-	1
	2%	1%	1%	1%	-	-	-	-	-	1%	-	1%	2%	2%	-	-	2%

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

## Social Media 2014

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

Base: All respondents

	Total						Nets		Mean score
		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	
		a	b	c	d	e	a	b	a
		A	B	C	D	E	A	B	A
Twitter	166	62	66	28	8	2	128	36	4.07
	100%	37%	40%	17%	5%	1%	77%	22%	
Facebook	149	38	66	36	5	4	104	41	3.87
	100%	26%	44%	24%	3%	3%	70%	28%	
LinkedIn	168	10	65	54	28	11	75	82	3.21
	100%	6%	39%	32%	17%	7%	45%	49%	
Blogs	80	9	32	27	10	2	41	37	3.45
	100%	11%	40%	34%	13%	3%	51%	46%	
YouTube	104	4	9	30	57	4	13	87	2.54
	100%	4%	9%	29%	55%	4%	13%	84%	
Pinterest	26	-	9	8	6	3	9	14	2.88
	100%	-	35%	31%	23%	12%	35%	54%	
Instagram	18	-	5	9	3	1	5	12	3.00
	100%	-	28%	50%	17%	6%	28%	67%	

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Facebook?

Base: All who use Facebook

	Total	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%																	
<b>Total</b>	149	83	66	127	22	50	46	14	39	68	26	23	7	1	23	112	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More frequently than once a day (5.0)	38	26	12	34	4	7	12	5	14	20	13	1	-	-	4	21	17
	26%	31%	18%	27%	18%	14%	26%	36%	36%	29%	50%	4%	-	-	17%	19%	57%
		b					a	A		Cd	aCDF						A
Less frequently than once a day but more frequently than once a week (4.0)	66	32	34	53	13	25	20	7	14	33	8	13	4	1	6	52	11
	44%	39%	52%	42%	59%	50%	43%	50%	36%	49%	31%	57%	57%	100%	26%	46%	37%
										f		bF					
Less frequently than once a week but more frequently than once a month (3.0)	36	18	18	31	5	13	12	2	9	14	3	7	3	-	9	32	1
	24%	22%	27%	24%	23%	26%	26%	14%	23%	21%	12%	30%	43%	-	39%	29%	3%
													b		aB	B	
Less frequently than once a month (2.0)	5	5	-	5	-	2	1	-	2	-	2	1	-	-	2	4	1
	3%	6%	-	4%	-	4%	2%	-	5%	-	8%	4%	-	-	9%	4%	3%
		B					A				A	a		A			
Never (1.0)	4	2	2	4	-	3	1	-	-	1	-	1	-	-	2	3	-
	3%	2%	3%	3%	-	6%	2%	-	-	1%	-	4%	-	-	9%	3%	-
														a			
<b>Nets</b>																	
Frequently	104	58	46	87	17	32	32	12	28	53	21	14	4	1	10	73	28
	70%	70%	70%	69%	77%	64%	70%	86%	72%	78%	81%	61%	57%	100%	43%	65%	93%
										F	F						A

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Facebook?

Base: All who use Facebook

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	149	83	66	127	22	50	46	14	39	68	26	23	7	1	23	112	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Infrequently	41	23	18	36	5	15	13	2	11	14	5	8	3	-	11	36	2
	28%	28%	27%	28%	23%	30%	28%	14%	28%	21%	19%	35%	43%	-	48%	32%	7%
															AB	B	
Mean Score	3.87	3.90	3.82	3.85	3.95	3.62	3.89	4.21	4.03	4.04	4.23	3.52	3.57	4.00	3.35	3.75	4.47
								A	A	CF	CdF						A
Std Deviation	.93	1.00	.84	.97	.65	.99	.90	.70	.90	.80	.95	.85	.53	-	1.15	.90	.73
Std Error	.076	.109	.103	.086	.139	.140	.133	.187	.145	.097	.187	.176	.202	-	.240	.085	.133

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

## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	149 100%	149 100%	135 100%	132 100%	92 100%	26 100%	18 100%	74 100%	40 100%	104 100%	90 100%	48 100%	46 100%	29 100%	104 100%	4 100%	36 100%
More frequently than once a day (5.0)	38 26%	38 26%	37 27%	31 23%	34 37%	13 50%	9 50%	25 34%	17 43%	20 19%	30 33%	5 10%	22 48%	2 7%	33 32%	1 25%	4 11%
				aC	ABC		AbC		B		B		B		C		
Less frequently than once a day but more frequently than once a week (4.0)	66 44%	66 44%	60 44%	60 45%	37 40%	8 31%	7 39%	30 41%	14 35%	49 47%	40 44%	20 42%	13 28%	14 48%	44 42%	1 25%	18 50%
													a				
Less frequently than once a week but more frequently than once a month (3.0)	36 24%	36 24%	31 23%	32 24%	16 17%	4 15%	1 6%	17 23%	6 15%	29 28%	13 14%	21 44%	8 17%	10 34%	22 21%	2 50%	11 31%
			f	f	f			f				A		a			
Less frequently than once a month (2.0)	5 3%	5 3%	4 3%	5 4%	4 4%	- -	- -	- -	1 3%	4 4%	4 4%	1 2%	1 2%	2 7%	2 2%	- -	2 6%
				9	9												
Never (1.0)	4 3%	4 3%	3 2%	4 3%	1 1%	1 4%	1 6%	2 3%	2 5%	2 2%	3 3%	1 2%	2 4%	1 3%	3 3%	- -	1 3%
<b>Nets</b>																	
Frequently	104 70%	104 70%	97 72%	91 69%	71 77%	21 81%	16 89%	55 74%	31 78%	69 66%	70 78%	25 52%	35 76%	16 55%	77 74%	2 50%	22 61%
							ac				B		b				
Infrequently	41 28%	41 28%	35 26%	37 28%	20 22%	4 15%	1 6%	17 23%	7 18%	33 32%	17 19%	22 46%	9 20%	12 41%	24 23%	2 50%	13 36%
		F	f	F			f			a		A		A			
Mean Score	3.87	3.87	3.92	3.83	4.08	4.23	4.28	4.03	4.08	3.78	4.00	3.56	4.13	3.48	3.98	3.75	3.61
				aC	aC		ac		b		B		B		C		
Std Deviation	.93	.93	.91	.94	.90	.99	1.02	.91	1.07	.87	.98	.80	1.07	.87	.93	.96	.87
Std Error	.076	.076	.078	.082	.094	.195	.240	.105	.169	.085	.104	.115	.157	.162	.092	.479	.145

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



## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Twitter?

Base: All who use Twitter

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	166	78	88	142	24	68	46	15	37	83	27	24	8	3	21	134	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More frequently than once a day (5.0)	62	32	30	55	7	22	17	6	17	34	12	4	4	2	6	41	20
	37%	41%	34%	39%	29%	32%	37%	40%	46%	41%	44%	17%	50%	67%	29%	31%	71%
										C	C		c	c			A
Less frequently than once a day but more frequently than once a week (4.0)	66	27	39	57	9	27	20	6	13	34	11	11	2	1	7	60	5
	40%	35%	44%	40%	38%	40%	43%	40%	35%	41%	41%	46%	25%	33%	33%	45%	18%
																B	
Less frequently than once a week but more frequently than once a month (3.0)	28	15	13	23	5	14	6	3	5	13	4	5	2	-	4	24	3
	17%	19%	15%	16%	21%	21%	13%	20%	14%	16%	15%	21%	25%	-	19%	18%	11%
Less frequently than once a month (2.0)	8	3	5	6	2	5	2	-	1	2	-	3	-	-	3	8	-
	5%	4%	6%	4%	8%	7%	4%	-	3%	2%	-	13%	-	-	14%	6%	-
												Ab			AB		
Never (1.0)	2	1	1	1	1	-	1	-	1	-	-	1	-	-	1	1	-
	1%	1%	1%	1%	4%	-	2%	-	3%	-	-	4%	-	-	5%	1%	-
												a			A		
<b>Nets</b>																	
Frequently	128	59	69	112	16	49	37	12	30	68	23	15	6	3	13	101	25
	77%	76%	78%	79%	67%	72%	80%	80%	81%	82%	85%	63%	75%	100%	62%	75%	89%
										Cf	cf						

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Twitter?

Base: All who use Twitter

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%																	
Significance Level: 95%																	
Total	166	78	88	142	24	68	46	15	37	83	27	24	8	3	21	134	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Infrequently	36	18	18	29	7	19	8	3	6	15	4	8	2	-	7	32	3
	22%	23%	20%	20%	29%	28%	17%	20%	16%	18%	15%	33%	25%	-	33%	24%	11%
Mean Score	4.07	4.10	4.05	4.12	3.79	3.97	4.09	4.20	4.19	4.20	4.30	3.58	4.25	4.67	3.67	3.99	4.61
										CF	CF		c				A
Std Deviation	.92	.93	.91	.88	1.10	.91	.94	.77	.97	.79	.72	1.06	.89	.58	1.20	.89	.69
Std Error	.071	.106	.097	.074	.225	.111	.138	.200	.159	.087	.139	.216	.313	.333	.261	.077	.130

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

## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	166 100%	135 100%	166 100%	143 100%	99 100%	26 100%	18 100%	75 100%	41 100%	119 100%	103 100%	52 100%	53 100%	30 100%	121 100%	2 100%	37 100%
More frequently than once a day (5.0)	62 37%	53 39%	62 37%	52 36%	45 45%	15 58%	11 61%	36 48%	19 46%	41 34%	48 47%	11 21%	31 58%	6 20%	48 40%	1 50%	12 32%
Less frequently than once a day but more frequently than once a week (4.0)	66 40%	55 41%	66 40%	57 40%	37 37%	8 31%	7 39%	28 37%	14 34%	49 41%	36 35%	25 48%	12 23%	13 43%	48 40%	- -	15 41%
Less frequently than once a week but more frequently than once a month (3.0)	28 17%	20 15%	28 17%	25 17%	15 15%	3 12%	- -	8 11%	7 17%	20 17%	16 16%	10 19%	7 13%	7 23%	20 17%	1 50%	6 16%
Less frequently than once a month (2.0)	8 5%	5 4%	8 5%	7 5%	1 1%	- -	- -	2 3%	- -	8 7%	2 2%	6 12%	2 4%	4 13%	4 3%	- -	3 8%
Never (1.0)	2 1%	2 1%	2 1%	2 1%	1 1%	- -	- -	1 1%	1 2%	1 1%	1 1%	- -	1 2%	- -	1 1%	- -	1 3%
<b>Nets</b>																	
Frequently	128 77%	108 80%	128 77%	109 76%	82 83%	23 88%	18 100%	64 85%	33 80%	90 76%	84 82%	36 69%	43 81%	19 63%	96 79%	1 50%	27 73%
Infrequently	36 22%	25 19%	36 22%	32 22%	16 16%	3 12%	- -	10 13%	7 17%	28 24%	18 17%	16 31%	9 17%	11 37%	24 20%	1 50%	9 24%
Mean Score	4.07	4.13	4.07	4.05	4.25	4.46	4.61	4.28	4.22	4.02	4.24	3.79	4.32	3.70	4.14	4.00	3.92
Std Deviation	.92	.90	.92	.93	.82	.71	.50	.86	.91	.93	.86	.91	.98	.95	.87	1.41	1.04
Std Error	.071	.078	.071	.078	.083	.138	.118	.100	.142	.085	.084	.127	.134	.174	.079	1.000	.171

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on LinkedIn?

Base: All who use LinkedIn

	Total	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%																	
<b>Total</b>	168 100%	80 100%	88 100%	145 100%	23 100%	73 100%	50 100%	10 100%	35 100%	83 100%	20 100%	25 100%	12 100%	2 100%	25 100%	135 100%	27 100%
More frequently than once a day (5.0)	10 6%	6 8%	4 5%	7 5%	3 13%	4 5%	4 8%	- -	2 6%	7 8%	1 5%	1 4%	- -	- -	1 4%	7 5%	3 11%
Less frequently than once a day but more frequently than once a week (4.0)	65 39%	34 43%	31 35%	59 41%	6 26%	29 40%	22 44%	4 40%	10 29%	34 41%	9 45%	9 36%	4 33%	1 50%	8 32%	51 38%	13 48%
Less frequently than once a week but more frequently than once a month (3.0)	54 32%	24 30%	30 34%	45 31%	9 39%	27 37%	13 26%	4 40%	10 29%	23 28%	5 25%	6 24%	5 42%	1 50%	13 52%	47 35%	6 22%
Less frequently than once a month (2.0)	28 17%	13 16%	15 17%	23 16%	5 22%	10 14%	9 18%	1 10%	8 23%	13 16%	3 15%	7 28%	2 17%	- -	3 12%	23 17%	2 7%
Never (1.0)	11 7%	3 4%	8 9%	11 8%	- -	3 4%	2 4%	1 10%	5 14%	6 7%	2 10%	2 8%	1 8%	- -	- -	7 5%	3 11%
<b>Nets</b>																	
Frequently	75 45%	40 50%	35 40%	66 46%	9 39%	33 45%	26 52%	4 40%	12 34%	41 49%	10 50%	10 40%	4 33%	1 50%	9 36%	58 43%	16 59%
Infrequently	82 49%	37 46%	45 51%	68 47%	14 61%	37 51%	22 44%	5 50%	18 51%	36 43%	8 40%	13 52%	7 58%	1 50%	16 64%	70 52%	8 30%

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on LinkedIn?

Base: All who use LinkedIn

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b		a	b	a	b	c	d	a	b	c	d	e	f	a	b
	A	B		A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	168	80	88	145	23	73	50	10	35	83	20	25	12	2	25	135	27
Significance Level: 90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significance Level: 95%																	
Mean Score	3.21	3.34	3.09	3.19	3.30	3.29	3.34	3.10	2.89	3.28	3.20	3.00	3.00	3.50	3.28	3.21	3.41
Std Deviation	1.01	.97	1.04	1.02	.97	d	d	.99	1.16	1.06	1.11	1.08	.95	.71	.74	.96	1.15
Std Error	.078	.108	.110	.084	.203	.108	.142	.314	.196	.117	.247	.216	.275	.500	.147	.083	.222

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

## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 90%																	
Significance Level: 95%																	
Total	168 100%	132 100%	143 100%	168 100%	93 100%	21 100%	14 100%	69 100%	38 100%	127 100%	100 100%	58 100%	46 100%	37 100%	120 100%	4 100%	38 100%
More frequently than once a day (5.0)	10 6%	8 6%	9 6%	10 6%	7 8%	1 5%	2 14%	7 10%	5 13%	5 4%	6 6%	1 2%	3 7%	2 5%	8 7%	1 25%	1 3%
Less frequently than once a day but more frequently than once a week (4.0)	65 39%	52 39%	60 42%	65 39%	41 44%	10 48%	7 50%	32 46%	20 53%	42 33%	46 46%	14 24%	18 39%	10 27%	46 38%	- -	19 50%
Less frequently than once a week but more frequently than once a month (3.0)	54 32%	39 30%	42 29%	54 32%	26 28%	7 33%	4 29%	18 26%	6 16%	48 38%	30 30%	24 41%	16 35%	10 27%	44 37%	- -	6 16%
Less frequently than once a month (2.0)	28 17%	24 18%	22 15%	28 17%	11 12%	- -	- -	7 10%	3 8%	25 20%	10 10%	16 28%	5 11%	12 32%	13 11%	3 75%	10 26%
Never (1.0)	11 7%	9 7%	10 7%	11 7%	8 9%	3 14%	1 7%	5 7%	4 11%	7 6%	8 8%	3 5%	4 9%	3 8%	9 8%	- -	2 5%
<b>Nets</b>																	
Frequently	75 45%	60 45%	69 48%	75 45%	48 52%	11 52%	9 64%	39 57%	25 66%	47 37%	52 52%	15 26%	21 46%	12 32%	54 45%	1 25%	20 53%
Infrequently	82 49%	63 48%	64 45%	82 49%	37 40%	7 33%	4 29%	25 36%	9 24%	73 57%	40 40%	40 69%	21 46%	22 59%	57 48%	3 75%	16 42%
Mean Score	3.21	3.20	3.25	3.21	3.30	3.29	3.64	3.42	3.50	3.10	3.32	2.90	3.24	2.89	3.26	2.75	3.18
Std Deviation	1.01	1.03	1.02	1.01	1.06	1.10	1.01	1.05	1.16	.95	1.01	.89	1.04	1.07	1.00	1.50	1.04
Std Error	.078	.090	.086	.078	.110	.240	.269	.126	.188	.084	.101	.117	.153	.177	.091	.750	.168

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on YouTube?

Base: All who use YouTube

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	104 100%	58 100%	46 100%	93 100%	11 100%	38 100%	32 100%	10 100%	24 100%	54 100%	20 100%	13 100%	3 100%	2 100%	12 100%	80 100%	23 100%
More frequently than once a day (5.0)	4 4%	1 2%	3 7%	3 3%	1 9%	- -	- -	1 10%	3 13%	4 7%	- -	- -	- -	- -	- -	2 3%	2 9%
Less frequently than once a day but more frequently than once a week (4.0)	9 9%	4 7%	5 11%	5 5%	4 36%	3 8%	1 3%	- -	5 21%	6 11%	2 10%	1 8%	- -	- -	- -	4 5%	5 22%
Less frequently than once a week but more frequently than once a month (3.0)	30 29%	18 31%	12 26%	28 30%	2 18%	12 32%	12 38%	3 30%	3 13%	19 35%	6 30%	2 15%	- -	- -	3 25%	21 26%	9 39%
Less frequently than once a month (2.0)	57 55%	31 53%	26 57%	53 57%	4 36%	21 55%	17 53%	6 60%	13 54%	24 44%	12 60%	8 62%	3 100%	2 100%	8 67%	49 61%	7 30%
Never (1.0)	4 4%	4 7%	- -	4 4%	- -	2 5%	2 6%	- -	- -	1 2%	- -	2 15%	- -	- -	1 8%	4 5%	- -
<b>Nets</b>																	
Frequently	13 13%	5 9%	8 17%	8 9%	5 45%	3 8%	1 3%	1 10%	8 33%	10 19%	2 10%	1 8%	- -	- -	- -	6 8%	7 30%
					A				AB								A

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on YouTube?

Base: All who use YouTube

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	104	58	46	93	11	38	32	10	24	54	20	13	3	2	12	80	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Infrequently	87	49	38	81	6	33	29	9	16	43	18	10	3	2	11	70	16
	84%	84%	83%	87%	55%	87%	91%	90%	67%	80%	90%	77%	100%	100%	92%	88%	70%
				B		d	D								B		
Mean Score	2.54	2.43	2.67	2.46	3.18	2.42	2.38	2.60	2.92	2.78	2.50	2.15	2.00	2.00	2.17	2.39	3.09
					A				AB	CF						A	
Std Deviation	.86	.80	.92	.80	1.08	.72	.66	.97	1.14	.95	.69	.80	-	-	.58	.77	.95
Std Error	.084	.105	.136	.083	.325	.117	.117	.306	.232	.129	.154	.222	-	-	.167	.086	.198

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



## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 90%																	
Significance Level: 95%																	
Total	104	92	99	93	104	19	15	55	28	74	72	27	38	17	82	2	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More frequently than once a day	(5.0)	4	4	4	4	-	-	4	1	3	4	-	1	1	3	-	1
		4%	4%	4%	4%	-	-	7%	4%	4%	6%	-	3%	6%	4%	-	6%
Less frequently than once a day but more frequently than once a week	(4.0)	9	9	8	9	2	3	7	4	4	8	-	5	1	7	-	2
		9%	10%	9%	9%	11%	20%	13%	14%	5%	11%	-	13%	6%	9%	-	12%
											b						
Less frequently than once a week but more frequently than once a month	(3.0)	30	26	28	28	5	5	19	6	24	20	8	17	3	27	1	1
		29%	28%	28%	30%	26%	33%	35%	21%	32%	28%	30%	45%	18%	33%	50%	6%
													b		C	c	
Less frequently than once a month	(2.0)	57	49	55	49	12	7	23	17	39	40	16	14	11	41	1	13
		55%	53%	56%	53%	63%	47%	42%	61%	53%	56%	59%	37%	65%	50%	50%	76%
													a				A
Never	(1.0)	4	4	3	4	-	-	2	-	4	-	3	1	1	4	-	-
		4%	4%	3%	4%	-	-	4%	-	5%	-	11%	3%	6%	5%	-	-
													A				
<b>Nets</b>																	
Frequently	13	13	13	12	13	2	3	11	5	7	12	-	6	2	10	-	3
	13%	14%	13%	13%	13%	11%	20%	20%	18%	9%	17%	-	16%	12%	12%	-	18%
											B						
Infrequently	87	75	83	77	87	17	12	42	23	63	60	24	31	14	68	2	14
	84%	82%	84%	83%	84%	89%	80%	76%	82%	85%	83%	89%	82%	82%	83%	100%	82%
Mean Score	2.54	2.57	2.56	2.56	2.54	2.47	2.73	2.78	2.61	2.50	2.67	2.19	2.76	2.41	2.56	2.50	2.47
											B						
Std Deviation	.86	.89	.86	.88	.86	.70	.80	.98	.88	.85	.89	.62	.82	.94	.86	.71	.94
Std Error	.084	.093	.086	.091	.084	.160	.206	.132	.165	.099	.105	.120	.133	.228	.095	.500	.229

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Pinterest?

Base: All who use Pinterest

	Total	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%																	
Total	26 100%	19 100%	7 100%	24 100%	2 100%	14 100%	3 100%	4 100%	5 100%	11 100%	7 100%	2 100%	-	1 100%	5 100%	19 100%	7 100%
More frequently than once a day (5.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less frequently than once a day but more frequently than once a week (4.0)	9 35%	7 37%	2 29%	7 29%	2 100% a	6 43%	1 33%	1 25%	1 20%	4 36%	4 57%	-	-	-	1 20%	5 26%	4 57%
Less frequently than once a week but more frequently than once a month (3.0)	8 31%	6 32%	2 29%	8 33%	-	2 14%	2 67% a	2 50%	2 40%	3 27%	1 14%	-	-	1 100%	3 60%	7 37%	1 14%
Less frequently than once a month (2.0)	6 23%	5 26%	1 14%	6 25%	-	4 29%	-	1 25%	1 20%	1 9%	2 29%	2 100% A	-	-	1 20%	4 21%	2 29%
Never (1.0)	3 12%	1 5%	2 29%	3 13%	-	2 14%	-	-	1 20%	3 27%	-	-	-	-	-	3 16%	-
<b>Nets</b>																	
Frequently	9 35%	7 37%	2 29%	7 29%	2 100% a	6 43%	1 33%	1 25%	1 20%	4 36%	4 57%	-	-	-	1 20%	5 26%	4 57%
Infrequently	14 54%	11 58%	3 43%	14 58%	-	6 43%	2 67%	3 75%	3 60%	4 36%	3 43%	2 100%	-	1 100%	4 80%	11 58%	3 43%

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Pinterest?

Base: All who use Pinterest

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	26	19	7	24	2	14	3	4	5	11	7	2	-	1	5	19	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Mean Score	2.88	3.00	2.57	2.79	4.00	2.86	3.33	3.00	2.60	2.73	3.29	2.00	-	3.00	3.00	2.74	3.29
Std Deviation	1.03	.94	1.27	1.02	-	1.17	.58	.82	1.14	1.27	.95	-	-	-	.71	1.05	.95
Std Error	.202	.216	.481	.208	-	.312	.333	.408	.510	.384	.360	-	-	-	.316	.240	.360

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

## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 90%																	
Significance Level: 95%																	
Total	26 100%	26 100%	26 100%	21 100%	19 100%	26 100%	14 100%	21 100%	14 100%	12 100%	23 100%	3 100%	11 100%	3 100%	18 100%	- -	7 100%
More frequently than once a day	(5.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less frequently than once a day but more frequently than once a week	(4.0)	9 35%	9 35%	7 33%	7 37%	9 35%	4 29%	7 33%	4 29%	5 42%	8 35%	1 33%	4 36%	-	7 39%	-	1 14%
Less frequently than once a week but more frequently than once a month	(3.0)	8 31%	8 31%	7 33%	7 37%	8 31%	6 43%	8 38%	5 36%	3 25%	7 30%	1 33%	5 45%	-	7 39%	-	1 14%
Less frequently than once a month	(2.0)	6 23%	6 23%	4 19%	5 26%	6 23%	3 21%	3 14%	4 29%	2 17%	5 22%	1 33%	2 18%	2 67%	3 17%	-	3 43%
Never	(1.0)	3 12%	3 12%	3 14%	-	3 12%	1 7%	3 14%	1 7%	2 17%	3 13%	-	-	1 33%	1 6%	-	2 29%
<b>Nets</b>				d				d					a				
Frequently	9 35%	9 35%	9 35%	7 33%	7 37%	9 35%	4 29%	7 33%	4 29%	5 42%	8 35%	1 33%	4 36%	-	7 39%	-	1 14%
Infrequently	14 54%	14 54%	14 54%	11 52%	12 63%	14 54%	9 64%	11 52%	9 64%	5 42%	12 52%	2 67%	7 64%	2 67%	10 56%	-	4 57%
Mean Score	2.88	2.88	2.88	2.86	3.11	2.88	2.93	2.90	2.86	2.92	2.87	3.00	3.18 B	1.67 C	3.11	-	2.14
Std Deviation	1.03	1.03	1.03	1.06	.81	1.03	.92	1.04	.95	1.16	1.06	1.00	.75	.58	.90	-	1.07
Std Error	.202	.202	.202	.232	.186	.202	.245	.228	.254	.336	.221	.577	.226	.333	.212	-	.404

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Instagram?

Base: All who use Instagram

	Total	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%																	
<b>Total</b>	18 100%	17 100%	1 100%	15 100%	3 100%	10 100%	2 100%	3 100%	3 100%	8 100%	5 100%	1 100%	-	1 100%	3 100%	13 100%	5 100%
More frequently than once a day (5.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less frequently than once a day but more frequently than once a week (4.0)	5 28%	5 29%	-	4 27%	1 33%	2 20%	-	1 33%	2 67%	3 38%	1 20%	-	-	-	1 33%	4 31%	1 20%
Less frequently than once a week but more frequently than once a month (3.0)	9 50%	8 47%	1 100%	7 47%	2 67%	5 50%	2 100%	1 33%	1 33%	4 50%	2 40%	1 100%	-	1 100%	1 33%	7 54%	2 40%
Less frequently than once a month (2.0)	3 17%	3 18%	-	3 20%	-	2 20%	-	1 33%	-	-	2 40%	-	-	-	1 33%	1 8%	2 40%
Never (1.0)	1 6%	1 6%	-	1 7%	-	1 10%	-	-	-	1 13%	-	-	-	-	-	1 8%	-
<b>Nets</b>																	
Frequently	5 28%	5 29%	-	4 27%	1 33%	2 20%	-	1 33%	2 67%	3 38%	1 20%	-	-	-	1 33%	4 31%	1 20%
Infrequently	12 67%	11 65%	1 100%	10 67%	2 67%	7 70%	2 100%	2 67%	1 33%	4 50%	4 80%	1 100%	-	1 100%	2 67%	8 62%	4 80%

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Instagram?

Base: All who use Instagram

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b		a	b	a	b	c	d	a	b	c	d	e	f	a	b
	A	B		A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 90%																	
Significance Level: 95%																	
Total	18	17	1	15	3	10	2	3	3	8	5	1	-	1	3	13	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Mean Score	3.00	3.00	3.00	2.93	3.33	2.80	3.00	3.00	3.67	3.13	2.80	3.00	-	3.00	3.00	3.08	2.80
Std Deviation	.84	.87	-	.88	.58	.92	-	1.00	.58	.99	.84	-	-	-	1.00	.86	.84
Std Error	.198	.210	-	.228	.333	.291	-	.577	.333	.350	.374	-	-	-	.577	.239	.374

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on Instagram?

Base: All who use Instagram

	Total	Forms of social media used						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 90%																	
Significance Level: 95%																	
Total	18 100%	18 100%	18 100%	14 100%	15 100%	14 100%	18 100%	13 100%	10 100%	8 100%	15 100%	1 100%	6 100%	3 100%	13 100%	- -	3 100%
More frequently than once a day	(5.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less frequently than once a day but more frequently than once a week	(4.0)	5 28%	5 28%	4 28%	5 33%	4 29%	5 28%	4 31%	2 20%	3 38%	4 27%	- -	3 50%	- -	3 23%	- -	1 33%
Less frequently than once a week but more frequently than once a month	(3.0)	9 50%	9 50%	6 43%	7 47%	7 50%	9 50%	6 46%	7 70%	2 25%	7 47%	1 100%	1 17%	2 67%	7 54%	- -	1 33%
Less frequently than once a month	(2.0)	3 17%	3 17%	3 21%	3 20%	2 14%	3 17%	2 15%	1 10%	2 25%	3 20%	- -	2 33%	- -	3 23%	- -	- -
Never	(1.0)	1 6%	1 6%	1 7%	- -	1 7%	1 6%	1 8%	- -	1 13%	1 7%	- -	- -	1 33%	- -	- -	1 33%
<b>Nets</b>																	
Frequently	5 28%	5 28%	5 28%	4 29%	5 33%	4 29%	5 28%	4 31%	2 20%	3 38%	4 27%	- -	3 50%	- -	3 23%	- -	1 33%
Infrequently	12 67%	12 67%	12 67%	9 64%	10 67%	9 64%	12 67%	8 62%	8 80%	4 50%	10 67%	1 100%	3 50%	2 67%	10 77%	- -	1 33%
Mean Score	3.00	3.00	3.00	2.93	3.13	3.00	3.00	3.00	3.10	2.88	2.93	3.00	3.17	2.33	3.00	-	2.67
Std Deviation	.84	.84	.84	.92	.74	.88	.84	.91	.57	1.13	.88	-	.98	1.15	.71	-	1.53
Std Error	.198	.198	.198	.245	.192	.234	.198	.253	.180	.398	.228	-	.401	.667	.196	-	.882

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

## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on blogs?

Base: All who use blogs

	Total	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 95%																	
<b>Total</b>	80 100%	43 100%	37 100%	66 100%	14 100%	29 100%	24 100%	9 100%	18 100%	41 100%	15 100%	8 100%	3 100%	1 100%	12 100%	59 100%	18 100%
More frequently than once a day (5.0)	9 11%	5 12%	4 11%	6 9%	3 21%	1 3%	3 13%	3 33%	2 11%	6 15%	1 7%	-	-	-	2 17%	6 10%	3 17%
Less frequently than once a day but more frequently than once a week (4.0)	32 40%	20 47%	12 32%	25 38%	7 50%	11 38%	13 54%	1 11%	7 39%	18 44%	8 53%	2 25%	-	-	4 33%	21 36%	8 44%
Less frequently than once a week but more frequently than once a month (3.0)	27 34%	10 23%	17 46%	24 36%	3 21%	12 41%	5 21%	3 33%	7 39%	14 34%	3 20%	4 50%	1 33%	1 100%	4 33%	24 41%	3 17%
Less frequently than once a month (2.0)	10 13%	6 14%	4 11%	9 14%	1 7%	3 10%	3 13%	2 22%	2 11%	2 5%	3 20%	2 25%	2 67%	-	1 8%	6 10%	4 22%
Never (1.0)	2 3%	2 5%	-	2 3%	-	2 7%	-	-	-	1 2%	-	-	-	-	1 8%	2 3%	-
<b>Nets</b>																	
Frequently	41 51%	25 58%	16 43%	31 47%	10 71%	12 41%	16 67%	4 44%	9 50%	24 59%	9 60%	2 25%	-	-	6 50%	27 46%	11 61%
							a			cd	d						

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



## Social Media 2014

## Q6 How often does your organisation post new content or respond to communications on blogs?

Base: All who use blogs

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b		a	b	a	b	c	d	a	b	c	d	e	f	a	b
	A	B		A	B	A	B	C	D	A	B	C	D	E	F	A	B
Significance Level: 90%																	
Significance Level: 95%																	
Total	80	43	37	66	14	29	24	9	18	41	15	8	3	1	12	59	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Infrequently	37	16	21	33	4	15	8	5	9	16	6	6	3	1	5	30	7
	46%	37%	57%	50%	29%	52%	33%	56%	50%	39%	40%	75%	100%	100%	42%	51%	39%
			a									a	Abf				
Mean Score	3.45	3.47	3.43	3.36	3.86	3.21	3.67	3.56	3.50	3.63	3.47	3.00	2.33	3.00	3.42	3.39	3.56
					a		a			cD	d						
Std Deviation	.94	1.03	.83	.94	.86	.94	.87	1.24	.86	.89	.92	.76	.58	-	1.16	.93	1.04
Std Error	.105	.157	.137	.116	.231	.175	.177	.412	.202	.139	.236	.267	.333	-	.336	.121	.246

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

## Social Media 2014

## Q6 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 90%																	
Significance Level: 95%																	
Total	80 100%	74 100%	75 100%	69 100%	55 100%	21 100%	13 100%	80 100%	26 100%	51 100%	54 100%	20 100%	36 100%	13 100%	60 100%	1 100%	17 100%
More frequently than once a day (5.0)	9 11%	9 12%	9 12%	8 12%	7 13%	1 5%	2 15%	9 11%	5 19%	4 8%	6 11%	1 5%	5 14%	1 8%	8 13%	- -	1 6%
Less frequently than once a day but more frequently than once a week (4.0)	32 40%	30 41%	30 40%	25 36%	25 45%	8 38%	6 46%	32 40%	10 38%	19 37%	23 43%	6 30%	14 39%	5 38%	22 37%	1 100%	7 41%
Less frequently than once a week but more frequently than once a month (3.0)	27 34%	23 31%	25 33%	25 36%	15 27%	7 33%	3 23%	27 34%	8 31%	19 37%	19 35%	7 35%	10 28%	4 31%	21 35%	- -	6 35%
Less frequently than once a month (2.0)	10 13%	10 14%	9 12%	9 13%	7 13%	4 19%	1 8%	10 13%	3 12%	7 14%	5 9%	5 25% a	7 19%	2 15%	8 13%	- -	2 12%
Never (1.0)	2 3%	2 3%	2 3%	2 3%	1 2%	1 5%	1 8%	2 3%	- -	2 4%	1 2%	1 5%	- -	1 8% a	1 2%	- -	1 6%
<b>Nets</b>																	
Frequently	41 51%	39 53%	39 52%	33 48%	32 58%	9 43%	8 62%	41 51%	15 58%	23 45%	29 54%	7 35%	19 53%	6 46%	30 50%	1 100%	8 47%
Infrequently	37 46%	33 45%	34 45%	34 49%	22 40%	11 52%	4 31%	37 46%	11 42%	26 51%	24 44%	12 60%	17 47%	6 46%	29 48%	- -	8 47%
Mean Score	3.45	3.46	3.47	3.41	3.55	3.19	3.54	3.45	3.65	3.31	3.52 b	3.05	3.47	3.23	3.47	4.00	3.29
Std Deviation	.94	.97	.95	.96	.94	.98	1.13	.94	.94	.95	.88	1.00	.97	1.09	.95	-	.99
Std Error	.105	.113	.110	.116	.127	.214	.312	.105	.183	.133	.120	.223	.162	.303	.122	-	.239

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

## Social Media 2014

Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest a) negative impact and b) positive impact on your organisation?

## Negative impact

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	56	19	37	45	11	27	11	6	12	24	7	10	6	1	7	50	3
	27%	21%	32%	26%	34%	31%	18%	40%	27%	25%	25%	32%	38%	25%	25%	30%	10%
			a			b		b								B	
Twitter	54	19	35	47	7	25	10	4	15	27	9	6	3	2	6	42	10
	26%	21%	30%	27%	22%	29%	17%	27%	34%	28%	32%	19%	19%	50%	21%	25%	32%
						b			B								
Blogs	28	13	15	22	6	12	10	1	5	13	2	6	3	-	4	21	7
	14%	14%	13%	13%	19%	14%	17%	7%	11%	14%	7%	19%	19%	-	14%	13%	23%
Instagram	22	14	8	21	1	5	11	1	5	8	1	6	1	-	6	17	2
	11%	15%	7%	12%	3%	6%	18%	7%	11%	8%	4%	19%	6%	-	21%	10%	6%
		b					A					ab			aB		
YouTube	17	5	12	13	4	6	4	1	6	8	3	3	1	1	-	11	4
	8%	5%	10%	7%	13%	7%	7%	7%	14%	8%	11%	10%	6%	25%	-	7%	13%
											f	f		F			
Pinterest	15	10	5	14	1	7	7	-	1	8	3	-	1	-	3	13	2
	7%	11%	4%	8%	3%	8%	12%	-	2%	8%	11%	-	6%	-	11%	8%	6%
		b					d			c	c				c		
LinkedIn	14	11	3	12	2	5	7	2	-	8	3	-	1	-	2	11	3
	7%	12%	3%	7%	6%	6%	12%	13%	-	8%	11%	-	6%	-	7%	7%	10%
		B					D	D		c	c						

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

## Social Media 2014

Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest a) negative impact and b) positive impact on your organisation?

## Negative impact

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Significance Level: 95%																	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	56	35	43	45	27	6	6	17	13	41	28	23	16	11	36	1	13
	27%	23%	26%	27%	26%	23%	33%	21%	29%	27%	25%	30%	27%	24%	26%	17%	25%
Twitter	54	38	45	44	32	6	2	27	9	43	30	22	18	10	37	1	12
	26%	26%	27%	26%	31%	23%	11%	34%	20%	28%	26%	29%	30%	22%	27%	17%	24%
Blogs	28	18	20	19	12	5	3	11	8	17	17	9	8	7	15	1	10
	14%	12%	12%	11%	12%	19%	17%	14%	18%	11%	15%	12%	13%	16%	11%	17%	20%
Instagram	22	21	18	21	12	2	-	7	2	20	15	6	9	6	15	1	5
	11%	14%	11%	13%	12%	8%	-	9%	4%	13%	13%	8%	15%	13%	11%	17%	10%
YouTube	17	12	14	14	6	2	2	5	4	12	10	4	5	3	12	-	5
	8%	8%	8%	8%	6%	8%	11%	6%	9%	8%	9%	5%	8%	7%	9%	-	10%
Pinterest	15	12	13	13	6	1	1	4	5	10	9	5	3	3	11	1	3
	7%	8%	8%	8%	6%	4%	6%	5%	11%	7%	8%	6%	5%	7%	8%	17%	6%
LinkedIn	14	13	13	12	9	4	4	9	4	10	5	8	1	5	10	1	3
	7%	9%	8%	7%	9%	15%	22%	11%	9%	7%	4%	10%	2%	11%	7%	17%	6%

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

## Social Media 2014

Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest a) negative impact and b) positive impact on your organisation?

## Positive impact

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities	
	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	206	91 115	174 32		87	60	15	44	96	28	31	16	4	28	165	31
	100%	100% 100%	100% 100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twitter	74	24 50	66 8		36	14	5	19	45	14	6	2	1	5	59	11
	36%	26% 43%	38% 25%		41%	23%	33%	43%	47%	50%	19%	13%	25%	18%	36%	35%
		A	B		B		B		CDF	CDF						
LinkedIn	58	23 35	47 11		28	17	3	10	20	4	13	10	1	9	47	8
	28%	25% 30%	27% 34%		32%	28%	20%	23%	21%	14%	42%	63%	25%	32%	28%	26%
										AB	ABf					
Facebook	37	24 13	31 6		10	15	5	7	14	6	8	3	-	6	30	5
	18%	26% 11%	18% 19%		11%	25%	33%	16%	15%	21%	26%	19%	-	21%	18%	16%
		B				A	A									
Blogs	21	11 10	16 5		7	9	1	4	8	3	3	1	1	5	17	4
	10%	12% 9%	9% 16%		8%	15%	7%	9%	8%	11%	10%	6%	25%	18%	10%	13%
YouTube	14	8 6	12 2		6	4	-	4	9	-	1	-	1	3	12	2
	7%	9% 5%	7% 6%		7%	7%	-	9%	9%	-	3%	-	25%	11%	7%	6%
									b				Bcd	b		
Pinterest	1	- 1	1 -		-	-	1	-	-	1	-	-	-	-	-	1
	*	- 1%	1% -		-	-	7%	-	-	4%	-	-	-	-	-	3%
						ABd				a						A
Instagram	1	1 -	1 -		-	1	-	-	-	-	-	-	-	-	-	-
	*	1% -	1% -		-	2%	-	-	-	-	-	-	-	-	-	-

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

## Social Media 2014

**Q7 Which ONE of the following social media platforms do you think has the potential to have the greatest a) negative impact and b) positive impact on your organisation?**

**Positive impact**

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twitter	74	51	71	60	46	8	5	29	15	56	50	19	25	10	53	-	19
	36%	34%	43%	36%	44%	31%	28%	36%	33%	37%	44%	25%	42%	22%	39%	-	37%
											B		B		b		b
LinkedIn	58	36	37	53	15	5	1	13	10	47	21	33	4	22	32	3	17
	28%	24%	22%	32%	14%	19%	6%	16%	22%	31%	18%	43%	7%	49%	24%	50%	33%
		df	f	bDFG								A		A			
Facebook	37	34	29	29	19	4	5	13	8	27	19	13	13	4	26	2	6
	18%	23%	17%	17%	18%	15%	28%	16%	18%	18%	17%	17%	22%	9%	19%	33%	12%
													b				
Blogs	21	17	19	15	12	6	5	18	8	12	15	6	11	6	14	1	5
	10%	11%	11%	9%	12%	23%	28%	23%	18%	8%	13%	8%	18%	13%	10%	17%	10%
						C	abCd	ABCD									
							b										
YouTube	14	10	9	11	12	2	2	6	3	11	8	6	6	3	11	-	3
	7%	7%	5%	7%	12%	8%	11%	8%	7%	7%	7%	8%	10%	7%	8%	-	6%
					b												
Pinterest	1	1	1	-	-	1	-	1	1	-	1	-	1	-	-	-	1
	*	1%	1%	-	-	4%	-	1%	2%	-	1%	-	2%	-	-	-	2%
						CD			b								
Instagram	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

## Social Media 2014

## Q8 Does your organisation use paid online digital advertising such as Google or Facebook pay-per-click ads or sponsored Twitter posts?

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	45	29	16	42	3	16	13	3	13	18	11	6	1	1	8	33	10
	22%	32%	14%	24%	9%	18%	22%	20%	30%	19%	39%	19%	6%	25%	29%	20%	32%
		B		b							AcD				d		
No	153	61	92	131	22	70	42	12	29	77	13	23	15	3	20	130	18
	74%	67%	80%	75%	69%	80%	70%	80%	66%	80%	46%	74%	94%	75%	71%	79%	58%
		A		d		d				B	B	Bf			b	B	
Don't know	8	1	7	1	7	1	5	-	2	1	4	2	-	-	-	2	3
	4%	1%	6%	1%	22%	1%	8%	-	5%	1%	14%	6%	-	-	-	1%	10%
		a		A			A				AF	a				A	

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

## Social Media 2014

## Q8 Does your organisation use paid online digital advertising such as Google or Facebook pay-per-click ads or sponsored Twitter posts?

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	45	40	41	38	28	14	10	26	45	-	34	8	19	5	31	2	11
	22%	27%	25%	23%	27%	54%	56%	33%	100%	-	30%	10%	32%	11%	23%	33%	22%
					ABCDg	ABCDg	c	B	B	B	B	B	B	B	B	B	B
No	153	104	119	127	74	12	8	51	-	153	77	69	39	38	103	4	37
	74%	70%	72%	76%	71%	46%	44%	64%	-	100%	68%	90%	65%	84%	76%	67%	73%
		EF	EF	EFg	EF			A	A	A	A	A	A	A	A	A	A
Don't know	8	5	6	3	2	-	-	3	-	-	3	-	2	2	2	-	3
	4%	3%	4%	2%	2%	-	-	4%	-	-	3%	-	3%	4%	1%	-	6%
								a									a

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



## Social Media 2014

## Q9 How does your organisation use paid digital advertising such as Google or Facebook pay-per-click ads or sponsored Twitter posts?

Base: All who use paid online digital advertising

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	45	29	16	42	3	16	13	3	13	18	11	6	1	1	8	33	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To attract website visitors	27	16	11	25	2	12	8	1	6	11	6	4	-	1	5	19	7
	60%	55%	69%	60%	67%	75%	62%	33%	46%	61%	55%	67%	-	100%	63%	58%	70%
To attract potential members	23	18	5	21	2	7	11	3	2	6	6	4	-	-	7	16	6
	51%	62%	31%	50%	67%	44%	85%	100%	15%	33%	55%	67%	-	-	88%	48%	60%
		b					AD	aD							A		
To grow its social media following	21	12	9	20	1	7	5	-	9	10	4	1	-	1	5	15	6
	47%	41%	56%	48%	33%	44%	38%	-	69%	56%	36%	17%	-	100%	63%	45%	60%
									C								
To disseminate messaging	20	10	10	18	2	7	4	2	7	9	4	1	-	1	5	13	6
	44%	34%	63%	43%	67%	44%	31%	67%	54%	50%	36%	17%	-	100%	63%	39%	60%
			a														
To promote conferences	16	15	1	15	1	4	11	-	1	4	3	4	1	-	4	13	3
	36%	52%	6%	36%	33%	25%	85%	-	8%	22%	27%	67%	100%	-	50%	39%	30%
		B					ACD					a					
Other	6	6	-	6	-	4	1	-	1	2	1	1	-	-	2	5	1
	13%	21%	-	14%	-	25%	8%	-	8%	11%	9%	17%	-	-	25%	15%	10%
		b															
Don't know	1	-	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-
	2%	-	6%	2%	-	-	-	-	8%	6%	-	-	-	-	-	3%	-

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

## Social Media 2014

## Q9 How does your organisation use paid digital advertising such as Google or Facebook pay-per-click ads or sponsored Twitter posts?

Base: All who use paid online digital advertising

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Significance Level: 90%																	
Significance Level: 95%																	
Total	45	40	41	38	28	14	10	26	45	-	34	8	19	5	31	2	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%
To attract website visitors	27	24	25	24	18	9	6	17	27	-	24	1	11	2	17	1	8
	60%	60%	61%	63%	64%	64%	60%	65%	60%	-	71%	13%	58%	40%	55%	50%	73%
											B						
To attract potential members	23	23	22	20	16	8	5	13	23	-	17	4	10	2	16	1	5
	51%	58%	54%	53%	57%	57%	50%	50%	51%	-	50%	50%	53%	40%	52%	50%	45%
To grow its social media following	21	20	21	19	17	9	7	16	21	-	18	2	10	-	17	-	3
	47%	50%	51%	50%	61%	64%	70%	62%	47%	-	53%	25%	53%	-	55%	-	27%
												B					
To disseminate messaging	20	16	18	16	14	7	5	13	20	-	15	3	10	1	15	1	4
	44%	40%	44%	42%	50%	50%	50%	50%	44%	-	44%	38%	53%	20%	48%	50%	36%
To promote conferences	16	15	16	15	10	3	2	8	16	-	11	4	7	2	11	2	3
	36%	38%	39%	39%	36%	21%	20%	31%	36%	-	32%	50%	37%	40%	35%	100%	27%
															ac		
Other	6	6	6	4	3	3	3	4	6	-	5	1	3	1	3	-	2
	13%	15%	15%	11%	11%	21%	30%	15%	13%	-	15%	13%	16%	20%	10%	-	18%
Don't know	1	1	1	1	1	-	-	1	1	-	1	-	-	-	1	-	-
	2%	3%	2%	3%	4%	-	-	4%	2%	-	3%	-	-	-	3%	-	-

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

## Social Media 2014

## Q10 Does your organisation measure the impact of its social media efforts?

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
				a	b												
Significance Level: 90%																	
Significance Level: 95%																	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	114	53	61	103	11	51	26	9	28	59	23	10	6	2	14	87	25
	55%	58%	53%	59%	34%	59%	43%	60%	64%	61%	82%	32%	38%	50%	50%	53%	81%
				B		b			B	Cd	ACDF						A
No	77	30	47	66	11	32	26	5	14	30	2	17	10	2	14	72	1
	37%	33%	41%	38%	34%	37%	43%	33%	32%	31%	7%	55%	63%	50%	50%	44%	3%
										B		AB	AB	B	aB	B	
Don't know	15	8	7	5	10	4	8	1	2	7	3	4	-	-	-	6	5
	7%	9%	6%	3%	31%	5%	13%	7%	5%	7%	11%	13%	-	-	-	4%	16%
				A			a				f	f				A	

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

## Social Media 2014

## Q10 Does your organisation measure the impact of its social media efforts?

Base: All respondents

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	114	90	103	100	72	23	15	54	34	77	114	-	43	15	90	-	23
	55%	60%	62%	60%	69%	88%	83%	68%	76%	50%	100%	-	72%	33%	66%	-	45%
					ABCdG		abC		B		B		B		BC		B
No	77	48	52	58	27	3	1	20	8	69	-	77	13	28	40	6	22
	37%	32%	31%	35%	26%	12%	6%	25%	18%	45%	-	100%	22%	62%	29%	100%	43%
		EF	EF	EF	f		f		A		A		A		AC		a
Don't know	15	11	11	10	5	-	2	6	3	7	-	-	4	2	6	-	6
	7%	7%	7%	6%	5%	-	11%	8%	7%	5%	-	-	7%	4%	4%	-	12%
							e										a

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

## Social Media 2014

## Q11 How does your organisation measure the impact of its social media efforts?

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

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
Significance Level: 90%		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b
Significance Level: 95%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B
Total	114	53	61	103	11	51	26	9	28	59	23	10	6	2	14	87	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Amount of followers or fans	98	44	54	89	9	44	22	8	24	51	20	8	5	2	12	76	21
	86%	83%	89%	86%	82%	86%	85%	89%	86%	86%	87%	80%	83%	100%	86%	87%	84%
Response from target audience (e.g. to the announcement of specific events or press releases)	73	36	37	66	7	30	18	5	20	39	15	7	2	2	8	52	19
	64%	68%	61%	64%	64%	59%	69%	56%	71%	66%	65%	70%	33%	100%	57%	60%	76%
Analysis of comments made by other social media users	71	27	44	62	9	31	15	6	19	39	16	5	2	2	7	52	18
	62%	51%	72%	60%	82%	61%	58%	67%	68%	66%	70%	50%	33%	100%	50%	60%	72%
Social listening research by an independent company	18	8	10	17	1	6	3	-	9	7	6	-	1	1	3	10	7
	16%	15%	16%	17%	9%	12%	12%	-	32%	12%	26%	-	17%	50%	21%	11%	28%
									Abc		c			C		A	A
Other	21	13	8	20	1	9	6	3	3	6	7	1	1	1	5	15	6
	18%	25%	13%	19%	9%	18%	23%	33%	11%	10%	30%	10%	17%	50%	36%	17%	24%
											A			a	A		

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

## Social Media 2014

## Q11 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							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
Significance Level: 90%		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C
Total	114	90	103	100	72	23	15	54	34	77	114	-	43	15	90	-	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%
Amount of followers or fans	98	79	92	88	63	20	12	47	28	67	98	-	36	12	78	-	19
	86%	88%	89%	88%	88%	87%	80%	87%	82%	87%	86%	-	84%	80%	87%	-	83%
Response from target audience (e.g. to the announcement of specific events or press releases)	73	58	66	66	50	13	8	36	19	52	73	-	35	12	60	-	13
	64%	64%	64%	66%	69%	57%	53%	67%	56%	68%	64%	-	81%	80%	67%	-	57%
Analysis of comments made by other social media users	71	56	67	63	51	14	8	40	18	51	71	-	29	9	58	-	13
	62%	62%	65%	63%	71%	61%	53%	74%	53%	66%	62%	-	67%	60%	64%	-	57%
Social listening research by an independent company	18	16	15	17	12	9	5	12	9	8	18	-	8	3	13	-	5
	16%	18%	15%	17%	17%	39%	33%	22%	26%	10%	16%	-	19%	20%	14%	-	22%
Other	21	15	20	15	17	4	3	10	6	15	21	-	6	2	17	-	4
	18%	17%	19%	15%	24%	17%	20%	19%	18%	19%	18%	-	14%	13%	19%	-	17%

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

## Social Media 2014

**Q12 Thinking about your business objectives in the last 12 months, please indicate to what extent, if at all, you think your organisation's social media efforts have been effective 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	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
		US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours	
		a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
Significance Level: 90%		A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Significance Level: 95%																		
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Not at all effective	(1.0)	12	6	6	11	1	4	6	-	2	2	2	4	2	-	2	10	-
		6%	7%	5%	6%	3%	5%	10%	-	5%	2%	7%	13%	13%	-	7%	6%	-
	(2.0)	33	13	20	25	8	15	8	3	7	13	2	7	4	2	5	30	3
		16%	14%	17%	14%	25%	17%	13%	20%	16%	14%	7%	23%	25%	50%	18%	18%	10%
	(3.0)	82	38	44	72	10	43	19	5	15	40	11	9	6	2	13	69	12
		40%	42%	38%	41%	31%	49%	32%	33%	34%	42%	39%	29%	38%	50%	46%	42%	39%
	(4.0)	50	22	28	43	7	16	16	6	12	28	7	6	2	-	7	36	12
		24%	24%	24%	25%	22%	18%	27%	40%	27%	29%	25%	19%	13%	-	25%	22%	39%
	(5.0)	10	7	3	10	-	2	6	1	1	5	4	1	-	-	-	6	4
Very effective		5%	8%	3%	6%	-	2%	10%	7%	2%	5%	14%	3%	-	-	-	4%	13%
			b		A			A			F						A	A
Don't know		19	5	14	13	6	7	5	-	7	8	2	4	2	-	1	14	-
		9%	5%	12%	7%	19%	8%	8%	-	16%	8%	7%	13%	13%	-	4%	8%	-
					A												b	
<b>Nets</b>																		
Ineffective		45	19	26	36	9	19	14	3	9	15	4	11	6	2	7	40	3
		22%	21%	23%	21%	28%	22%	23%	20%	20%	16%	14%	35%	38%	50%	25%	24%	10%
												Ab	Ab	ab			b	

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

## Social Media 2014

**Q12 Thinking about your business objectives in the last 12 months, please indicate to what extent, if at all, you think your organisation's social media efforts have been effective 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

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Effective	60	29	31	53	7	18	22	7	13	33	11	7	2	-	7	42	16
	29%	32%	27%	30%	22%	21%	37%	47%	30%	34%	39%	23%	13%	-	25%	25%	52%
							A	A		d	d						A
Mean Score	3.07	3.13	3.02	3.10	2.88	2.96	3.15	3.33	3.08	3.24	3.35	2.74	2.57	2.50	2.93	2.99	3.55
										CDe	CD						A
Std Deviation	.96	1.00	.92	.97	.86	.83	1.15	.90	.92	.86	1.09	1.10	.94	.58	.87	.93	.85
Std Error	.070	.108	.091	.076	.169	.093	.154	.232	.152	.091	.214	.211	.251	.289	.168	.076	.153

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



## Social Media 2014

**Q12 Thinking about your business objectives in the last 12 months, please indicate to what extent, if at all, you think your organisation's social media efforts have been effective 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						Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media				
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine	
		a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
Significance Level: 90%		A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Significance Level: 95%																		
Total	206 100%	149 100%	166 100%	168 100%	104 100%	26 100%	18 100%	80 100%	45 100%	153 100%	114 100%	77 100%	60 100%	45 100%	136 100%	6 100%	51 100%	
Not at all effective	(1.0)	12 6%	7 5%	7 4%	10 6%	6 6%	1 4%	- -	3 4%	2 4%	9 6%	2 2%	10 13%	- -	12 27%	3 2%	5 83%	3 6%
	(2.0)	33 16%	22 15%	23 14%	27 16%	11 11%	2 8%	3 17%	10 13%	3 7%	29 19%	13 11%	18 23%	- -	33 73%	13 10%	- -	17 33%
	(3.0)	82 40%	64 43%	69 42%	74 44%	45 43%	12 46%	9 50%	28 35%	21 47%	61 40%	54 47%	23 30%	- -	- -	60 44%	- -	19 37%
	(4.0)	50 24%	38 26%	44 27%	37 22%	31 30%	10 38%	4 22%	29 36%	16 36%	32 21%	36 32%	11 14%	50 83%	- -	42 31%	- -	7 14%
Very effective	(5.0)	10 5%	8 5%	9 5%	9 5%	7 7%	1 4%	2 11%	7 9%	3 7%	7 5%	7 6%	2 3%	10 17%	- -	10 7%	- -	- -
Don't know		19 9%	10 7%	14 8%	11 7%	4 4%	- -	- -	3 4%	- -	15 10%	2 2%	13 17%	- -	- -	8 6%	1 17%	5 10%
<b>Nets</b>																		
Ineffective		45 22%	29 19%	30 18%	37 22%	17 16%	3 12%	3 17%	13 16%	5 11%	38 25%	15 13%	28 36%	- -	45 100%	16 12%	5 83%	20 39%
Effective		60 29%	46 31%	53 32%	46 27%	38 37%	11 42%	6 33%	36 45%	19 42%	39 25%	43 38%	13 17%	60 100%	- -	52 38%	- -	7 14%
								ABC			B	B	B	B	bC			

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

## Social Media 2014

**Q12 Thinking about your business objectives in the last 12 months, please indicate to what extent, if at all, you think your organisation's social media efforts have been effective 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

	Forms of social media used							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean Score	3.07	3.13	3.16	3.05	3.22	3.31	3.28	3.35	3.33	2.99	3.29	2.64	4.17	1.73	3.34	1.00	2.65
Std Deviation	.96	.92	.92	.95	.95	.84	.89	.96	B	.96	B	B	B	.38	.45	.85	-.82
Std Error	.070	.078	.074	.075	.095	.164	.211	.109	.131	.081	.078	.131	.049	.067	.075	-	.121

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

## Social Media 2014

## Q13 Generally speaking, do you think that the amount of resources that your organisation invests in social media is worthwhile?

Base: All respondents

	Location		Awareness of organisation's social media activities		Organisation				Responsibility for social media						Time spent on social media activities		
	Total	US	Europe	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	External agency / consultant	Other	10 hours or fewer	More than 10 hours
	a	b	a	b	a	b	c	d	a	b	c	d	e	f	a	b	
	A	B	A	B	A	B	C	D	A	B	C	D	E	F	A	B	
Total	206	91	115	174	32	87	60	15	44	96	28	31	16	4	28	165	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - it is worthwhile	136	63	73	122	14	60	37	11	28	75	20	14	10	1	16	110	25
	66%	69%	63%	70%	44%	69%	62%	73%	64%	78%	71%	45%	63%	25%	57%	67%	81%
				B						CEF	Ce						
No - it is not worthwhile	6	4	2	6	-	-	5	-	1	2	1	1	1	-	1	5	-
	3%	4%	2%	3%	-	-	8%	-	2%	2%	4%	3%	6%	-	4%	3%	-
							A										
It is too soon to determine	51	18	33	38	13	22	11	4	14	19	6	12	4	1	8	41	5
	25%	20%	29%	22%	41%	25%	18%	27%	32%	20%	21%	39%	25%	25%	29%	25%	16%
				A								A					
Don't know	13	6	7	8	5	5	7	-	1	-	1	4	1	2	3	9	1
	6%	7%	6%	5%	16%	6%	12%	-	2%	-	4%	13%	6%	50%	11%	5%	3%
				A			d			a	A	A	ABcDf	A			

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

## Social Media 2014

## Q13 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							Digital advertising		Measurement of social media		Effectiveness of social media		Worthwhile investment in social media			
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No	Effective	Ineffective	Yes	No	Too soon to determine
	a	b	c	d	e	f	g	a	b	a	b	a	b	a	b	c	
	A	B	C	D	E	F	G	A	B	A	B	A	B	A	B	C	
Total	206	149	166	168	104	26	18	80	45	153	114	77	60	45	136	6	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - it is worthwhile	136	104	121	120	82	18	13	60	31	103	90	40	52	16	136	-	-
	66%	70%	73%	71%	79%	69%	72%	75%	69%	67%	79%	52%	87%	36%	100%	-	-
											B		B		BC		
No - it is not worthwhile	6	4	2	4	2	-	-	1	2	4	-	6	-	5	-	6	-
	3%	3%	1%	2%	2%	-	-	1%	4%	3%	-	8%	-	11%	-	100%	-
												A		A		AC	
It is too soon to determine	51	36	37	38	17	7	3	17	11	37	23	22	7	20	-	-	51
	25%	24%	22%	23%	16%	27%	17%	21%	24%	24%	20%	29%	12%	44%	-	-	100%
													A				AB
Don't know	13	5	6	6	3	1	2	2	1	9	1	9	1	4	-	-	-
	6%	3%	4%	4%	3%	4%	11%	3%	2%	6%	1%	12%	2%	9%	-	-	-
							g					A		a			

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