



Kellen – Social Media

METHODOLOGY NOTE

ComRes interviewed 165 Kellen Europe contacts online between 11th February and 3rd March 2015. ComRes is a member of the British Polling Council and abides by its rules.

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Q1. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Microblogs (e.g. Twitter)	112 68%	92 68%	20 67%	65 71%	12 57%	7 70%	28 67%	66 72%	9 69%	17 57%	6 55%	14 74%	93 68%	16 73%
Blogs (e.g. a blog connected with your organisation's website)	52 32%	41 30%	11 37%	29 32%	5 24%	2 20%	16 38%	31 34%	6 46%	8 27%	1 9%	6 32%	37 27%	11 50%
Social networks (e.g. Facebook, LinkedIn)	153 93%	127 94%	26 87%	86 93%	18 86%	10 100%	39 93%	88 96%	12 92%	26 87%	11 100%	16 84%	126 92%	21 95%
Digital public relations (e.g. blogger and/ or influencer relationships)	26 16%	20 15%	6 20%	12 13%	1 5%	2 20%	11 26%	17 18%	3 23%	4 13%	- -	2 11%	15 11%	9 41%
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	35 21%	26 19%	9 30%	20 22%	2 10%	- -	13 31%	22 24%	2 15%	4 13%	2 18%	5 26%	28 20%	5 23%
Photo sharing platforms (e.g. Instagram, Pinterest)	31 19%	25 19%	6 20%	16 17%	6 29%	2 20%	7 17%	19 21%	3 23%	4 13%	1 9%	4 21%	26 19%	4 18%
Video sharing platforms (e.g. YouTube)	96 58%	80 59%	16 53%	54 59%	12 57%	6 60%	24 57%	61 66%	10 77%	15 50%	4 36%	6 32%	77 56%	15 68%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q1. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q1. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Microblogs (e.g. Twitter)	112 68%	67 68%	111 81%	88 70%	66 77%	8 80%	7 58%	40 82%	24 69%	88 68%	65 75%	39 61%
Blogs (e.g. a blog connected with your organisation's website)	52 32%	38 38%	47 34%	45 36%	32 37%	4 40%	7 58%	46 94%	13 37%	39 30%	36 41%	12 19%
Social networks (e.g. Facebook, LinkedIn)	153 93%	98 99%	129 94%	123 98%	83 97%	10 100%	11 92%	46 94%	32 91%	121 93%	81 93%	58 91%
Digital public relations (e.g. blogger and/ or influencer relationships)	26 16%	24 24%	25 18%	22 18%	15 17%	3 30%	2 17%	18 37%	8 23%	18 14%	17 20%	6 9%
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	35 21%	20 20%	31 23%	29 23%	25 29%	4 40%	5 42%	13 27%	35 100%	- -	24 28%	6 9%
Photo sharing platforms (e.g. Instagram, Pinterest)	31 19%	23 23%	24 18%	25 20%	24 28%	8 80%	9 75%	14 29%	7 20%	24 18%	18 21%	10 16%
Video sharing platforms (e.g. YouTube)	96 58%	69 70%	84 61%	78 62%	79 92%	8 80%	10 83%	35 71%	23 66%	73 56%	56 64%	31 48%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q1. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?									
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective	
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%	
Microblogs (e.g. Twitter)	112 68%	70 81%	68 76%	89 71%	61 79%	19 100%	35 74%	105 74%	1 50%	
Blogs (e.g. a blog connected with your organisation's website)	52 32%	32 37%	34 38%	38 30%	32 42%	12 63%	16 34%	49 35%	- -	
Social networks (e.g. Facebook, LinkedIn)	153 93%	80 93%	83 93%	119 95%	73 95%	18 95%	47 100%	134 94%	1 50%	
Digital public relations (e.g. blogger and/or influencer relationships)	26 16%	13 15%	16 18%	20 16%	15 19%	6 32%	7 15%	23 16%	- -	
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	35 21%	16 19%	24 27%	24 19%	20 26%	5 26%	9 19%	30 21%	1 50%	
Photo sharing platforms (e.g. Instagram, Pinterest)	31 19%	17 20%	15 17%	25 20%	16 21%	7 37%	13 28%	28 20%	- -	
Video sharing platforms (e.g. YouTube)	96 58%	50 58%	53 60%	74 59%	49 64%	13 68%	30 64%	87 61%	1 50%	
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	

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Q2. Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Yes - I know a good deal about my organisation's social media activities	135 82%	135 100%	- -	76 83%	16 76%	9 90%	34 81%	75 82%	11 85%	21 70%	10 91%	18 95%	120 88%	13 59%
Yes - I am aware of my organisation's social media activities, but not in great detail	30 18%	- -	30 100%	16 17%	5 24%	1 10%	8 19%	17 18%	2 15%	9 30%	1 9%	1 5%	17 12%	9 41%
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q2. 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		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Yes - I know a good deal about my organisation's social media activities	135 82%	82 83%	112 82%	107 86%	73 85%	9 90%	11 92%	40 82%	26 74%	109 84%	77 89%	51 80%
Yes - I am aware of my organisation's social media activities, but not in great detail	30 18%	17 17%	25 18%	18 14%	13 15%	1 10%	1 8%	9 18%	9 26%	21 16%	10 11%	13 20%
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q2. Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Yes - I know a good deal about my organisation's social media activities	135 82%	76 88%	73 82%	103 82%	63 82%	16 84%	39 83%	120 85%	2 100%
Yes - I am aware of my organisation's social media activities, but not in great detail	30 18%	10 12%	16 18%	22 18%	14 18%	3 16%	8 17%	22 15%	- -
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Q3. Which of the following types of organisation, if any, do you work for?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Trade association	92 56%	76 56%	16 53%	92 100%	- -	- -	- -	60 65%	4 31%	14 47%	6 55%	8 42%	79 58%	9 41%
Professional society	21 13%	16 12%	5 17%	- -	21 100%	- -	- -	7 8%	2 15%	7 23%	2 18%	3 16%	19 14%	2 9%
Charity	10 6%	9 7%	1 3%	- -	- -	10 100%	- -	3 3%	1 8%	2 7%	1 9%	3 16%	7 5%	3 14%
Other	42 25%	34 25%	8 27%	- -	- -	- -	42 100%	22 24%	6 46%	7 23%	2 18%	5 26%	32 23%	8 36%

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Q3. 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		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Trade association	92 56%	43 43%	79 58%	73 58%	49 57%	7 70%	6 50%	28 57%	20 57%	72 55%	46 53%	38 59%
Professional society	21 13%	14 14%	14 10%	17 14%	11 13%	- -	2 17%	5 10%	2 6%	19 15%	10 11%	10 16%
Charity	10 6%	8 8%	9 7%	5 4%	4 5%	1 10%	- -	2 4%	- -	10 8%	7 8%	3 5%
Other	42 25%	34 34%	35 26%	30 24%	22 26%	2 20%	4 33%	14 29%	13 37%	29 22%	24 28%	13 20%

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Q3. Which of the following types of organisation, if any, do you work for?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Trade association	92 56%	47 55%	53 60%	62 50%	41 53%	10 53%	14 30%	76 54%	2 100%
Professional society	21 13%	13 15%	8 9%	20 16%	8 10%	2 11%	9 19%	19 13%	- -
Charity	10 6%	6 7%	7 8%	9 7%	6 8%	3 16%	6 13%	10 7%	- -
Other	42 25%	20 23%	21 24%	34 27%	22 29%	4 21%	18 38%	37 26%	- -

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Q4. How would you best describe how your organisation manages its social media operations?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
We manage it all internally	141 85%	116 86%	25 83%	80 87%	17 81%	9 90%	35 83%	80 87%	11 85%	23 77%	9 82%	18 95%	119 87%	18 82%
We outsource it all to an agency	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We split the responsibility between an agency and internal management	24 15%	19 14%	5 17%	12 13%	4 19%	1 10%	7 17%	12 13%	2 15%	7 23%	2 18%	1 5%	18 13%	4 18%

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Q4. How would you best describe how your organisation manages its social media operations?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
We manage it all internally	141 85%	82 83%	118 86%	108 86%	70 81%	9 90%	9 75%	35 71%	24 69%	117 90%	71 82%	59 92%
We outsource it all to an agency	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We split the responsibility between an agency and internal management	24 15%	17 17%	19 14%	17 14%	16 19%	1 10%	3 25%	14 29%	11 31%	13 10%	16 18%	5 8%

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Q4. How would you best describe how your organisation manages its social media operations?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
We manage it all internally	141 85%	77 90%	74 83%	107 86%	68 88%	17 89%	40 85%	122 86%	1 50%
We outsource it all to an agency	- -	- -	- -	- -	- -	- -	- -	- -	- -
We split the responsibility between an agency and internal management	24 15%	9 10%	15 17%	18 14%	9 12%	2 11%	7 15%	20 14%	1 50%

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Q5. What aspects of your social media and content strategy do you outsource to an agency?

Base: Those who don't manage all their social media internally

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	24 100%	19 100%	5 100%	12 100%	4 100%	1 100%	7 100%	12 100%	2 100%	7 100%	2 100%	1 100%	18 100%	4 100%
Print/ digital publications (e.g. a membership magazine)	9 38%	7 37%	2 40%	4 33%	2 50%	1 100%	2 29%	3 25%	- -	3 43%	2 100%	1 100%	8 44%	- -
Membership eNewsletters	4 17%	4 21%	- -	1 8%	1 25%	- -	2 29%	2 17%	- -	2 29%	- -	- -	4 22%	- -
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	6 25%	6 32%	- -	4 33%	2 50%	- -	- -	2 17%	- -	2 29%	1 50%	1 100%	6 33%	- -
Blogs	2 8%	2 11%	- -	1 8%	- -	- -	1 14%	1 8%	- -	1 14%	- -	- -	2 11%	- -
Reports or research studies	6 25%	4 21%	2 40%	5 42%	1 25%	- -	- -	5 42%	- -	1 14%	- -	- -	4 22%	1 25%
Webinars/ Webcasts	7 29%	5 26%	2 40%	3 25%	2 50%	- -	2 29%	7 58%	- -	- -	- -	- -	5 28%	1 25%
Videos	9 38%	7 37%	2 40%	5 42%	2 50%	- -	2 29%	6 50%	1 50%	1 14%	1 50%	- -	6 33%	2 50%
Live events	7 29%	5 26%	2 40%	5 42%	1 25%	- -	1 14%	4 33%	- -	3 43%	- -	- -	5 28%	1 25%
Articles (e.g. in magazines or newspapers)	5 21%	5 26%	- -	3 25%	- -	- -	2 29%	2 17%	1 50%	2 29%	- -	- -	4 22%	- -
Other	2 8%	2 11%	- -	1 8%	- -	- -	1 14%	1 8%	- -	- -	1 50%	- -	2 11%	- -

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Q5. What aspects of your social media and content strategy do you outsource to an agency?

Base: Those who don't manage all their social media internally

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	24 100%	17 100%	19 100%	17 100%	16 100%	1 100%	3 100%	14 100%	11 100%	13 100%	16 100%	5 100%
Print/ digital publications (e.g. a membership magazine)	9 38%	7 41%	5 26%	7 41%	5 31%	- -	1 33%	5 36%	5 45%	4 31%	6 38%	3 60%
Membership eNewsletters	4 17%	4 24%	3 16%	3 18%	2 13%	- -	1 33%	3 21%	3 27%	1 8%	3 19%	1 20%
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	6 25%	5 29%	4 21%	6 35%	3 19%	- -	- -	4 29%	1 9%	5 38%	2 13%	4 80%
Blogs	2 8%	1 6%	2 11%	2 12%	1 6%	- -	1 33%	2 14%	2 18%	- -	2 13%	- -
Reports or research studies	6 25%	2 12%	5 26%	4 24%	5 31%	1 100%	2 67%	4 29%	4 36%	2 15%	6 38%	- -
Webinars/ Webcasts	7 29%	6 35%	5 26%	6 35%	7 44%	- -	- -	5 36%	5 45%	2 15%	5 31%	1 20%
Videos	9 38%	7 41%	8 42%	7 41%	7 44%	1 100%	3 100%	6 43%	6 55%	3 23%	8 50%	1 20%
Live events	7 29%	4 24%	5 26%	4 24%	6 38%	- -	1 33%	4 29%	3 27%	4 31%	5 31%	2 40%
Articles (e.g. in magazines or newspapers)	5 21%	3 18%	4 21%	5 29%	3 19%	- -	1 33%	4 29%	2 18%	3 23%	3 19%	1 20%
Other	2 8%	- -	1 5%	1 6%	- -	- -	- -	- -	1 9%	1 8%	1 6%	- -

Kellen Social Media February 2015

Q5. What aspects of your social media and content strategy do you outsource to an agency?

Base: Those who don't manage all their social media internally

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	24 100%	9 100%	15 100%	18 100%	9 100%	2 100%	7 100%	20 100%	1 100%
Print/ digital publications (e.g. a membership magazine)	9 38%	4 44%	5 33%	7 39%	4 44%	1 50%	4 57%	8 40%	- -
Membership eNewsletters	4 17%	2 22%	2 13%	3 17%	1 11%	1 50%	2 29%	3 15%	- -
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	6 25%	3 33%	4 27%	4 22%	3 33%	- -	2 29%	6 30%	- -
Blogs	2 8%	2 22%	1 7%	1 6%	2 22%	1 50%	1 14%	2 10%	- -
Reports or research studies	6 25%	2 22%	5 33%	3 17%	4 44%	- -	- -	5 25%	1 100%
Webinars/ Webcasts	7 29%	3 33%	6 40%	5 28%	2 22%	- -	3 43%	5 25%	- -
Videos	9 38%	4 44%	6 40%	7 39%	6 67%	2 100%	2 29%	8 40%	- -
Live events	7 29%	2 22%	6 40%	4 22%	4 44%	- -	1 14%	6 30%	1 100%
Articles (e.g. in magazines or newspapers)	5 21%	3 33%	3 20%	3 17%	2 22%	1 50%	2 29%	5 25%	- -
Other	2 8%	1 11%	1 7%	2 11%	- -	- -	- -	1 5%	- -

Kellen Social Media February 2015

Q6. Which of the following people within your organisation are primarily responsible for managing your organisation's social media activities?

Base: Those who manage all or some of their social media internally

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Communications Manager	92 56%	75 56%	17 57%	60 65%	7 33%	3 30%	22 52%	92 100%	-	-	-	-	79 58%	10 45%
Dedicated Social Media Manager	13 8%	11 8%	2 7%	4 4%	2 10%	1 10%	6 14%	-	13 100%	-	-	-	5 4%	6 27%
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)	30 18%	21 16%	9 30%	14 15%	7 33%	2 20%	7 17%	-	-	30 100%	-	-	25 18%	4 18%
Assistant (office manager, intern)	11 7%	10 7%	1 3%	6 7%	2 10%	1 10%	2 5%	-	-	-	11 100%	-	11 8%	-
Other	19 12%	18 13%	1 3%	8 9%	3 14%	3 30%	5 12%	-	-	-	-	19 100%	17 12%	2 9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Kellen Social Media February 2015

Q6. Which of the following people within your organisation are primarily responsible for managing your organisation's social media activities?

Base: Those who manage all or some of their social media internally

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Communications Manager	92 56%	61 62%	79 58%	74 59%	58 67%	7 70%	5 42%	31 63%	22 63%	70 54%	49 56%	31 48%
Dedicated Social Media Manager	13 8%	12 12%	12 9%	8 6%	7 8%	1 10%	3 25%	5 10%	2 6%	11 8%	9 10%	2 3%
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)	30 18%	14 14%	22 16%	18 14%	11 13%	- -	2 17%	8 16%	4 11%	26 20%	12 14%	18 28%
Assistant (office manager, intern)	11 7%	6 6%	9 7%	9 7%	3 3%	- -	1 8%	- -	2 6%	9 7%	5 6%	6 9%
Other	19 12%	6 6%	15 11%	16 13%	7 8%	2 20%	1 8%	5 10%	5 14%	14 11%	12 14%	7 11%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q6. Which of the following people within your organisation are primarily responsible for managing your organisation's social media activities?

Base: Those who manage all or some of their social media internally

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Communications Manager	92 56%	49 57%	56 63%	68 54%	48 62%	10 53%	21 45%	81 57%	- -
Dedicated Social Media Manager	13 8%	4 5%	6 7%	12 10%	5 6%	2 11%	4 9%	10 7%	- -
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)	30 18%	16 19%	13 15%	23 18%	12 16%	4 21%	9 19%	23 16%	1 50%
Assistant (office manager, intern)	11 7%	5 6%	6 7%	8 6%	4 5%	1 5%	3 6%	10 7%	- -
Other	19 12%	12 14%	8 9%	14 11%	8 10%	2 11%	10 21%	18 13%	1 50%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q7. 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: Those aware of who is primarily responsible for managing your organisation's social media activities

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Less than one hour per week	22 13%	18 13%	4 13%	16 17%	3 14%	- -	3 7%	11 12%	1 8%	4 13%	3 27%	3 16%	22 16%	- -
1-5 hours per week	86 52%	75 56%	11 37%	49 53%	12 57%	6 60%	19 45%	48 52%	1 8%	17 57%	8 73%	12 63%	86 63%	- -
6-10 hours per week	29 18%	27 20%	2 7%	14 15%	4 19%	1 10%	10 24%	20 22%	3 23%	4 13%	- -	2 11%	29 21%	- -
11-20 hours per week	14 8%	8 6%	6 20%	9 10%	1 5%	3 30%	1 2%	7 8%	3 23%	3 10%	- -	1 5%	- -	14 64%
21-40 hours per week	6 4%	3 2%	3 10%	- -	1 5%	- -	5 12%	3 3%	1 8%	1 3%	- -	1 5%	- -	6 27%
More than 40 hours per week	2 1%	2 1%	- -	- -	- -	- -	2 5%	- -	2 15%	- -	- -	- -	- -	2 9%
NETS														
Net: 10 hours or fewer	137 83%	120 89%	17 57%	79 86%	19 90%	7 70%	32 76%	79 86%	5 38%	25 83%	11 100%	17 89%	137 100%	- -
Net: More than 10 hours	22 13%	13 10%	9 30%	9 10%	2 10%	3 30%	8 19%	10 11%	6 46%	4 13%	- -	2 11%	- -	22 100%
Don't know	6 4%	2 1%	4 13%	4 4%	- -	- -	2 5%	3 3%	2 15%	1 3%	- -	- -	- -	- -

Kellen Social Media February 2015

Q7. 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: Those aware of who is primarily responsible for managing your organisation's social media activities

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Less than one hour per week	22 13%	5 5%	12 9%	15 12%	6 7%	- -	- -	1 2%	5 14%	17 13%	6 7%	14 22%
1-5 hours per week	86 52%	49 49%	72 53%	68 54%	45 52%	5 50%	5 42%	22 45%	14 40%	72 55%	44 51%	38 59%
6-10 hours per week	29 18%	22 22%	26 19%	23 18%	19 22%	4 40%	4 33%	11 22%	9 26%	20 15%	20 23%	8 13%
11-20 hours per week	14 8%	12 12%	14 10%	10 8%	8 9%	1 10%	2 17%	6 12%	2 6%	12 9%	10 11%	2 3%
21-40 hours per week	6 4%	5 5%	6 4%	5 4%	4 5%	- -	- -	4 8%	3 9%	3 2%	4 5%	1 2%
More than 40 hours per week	2 1%	2 2%	2 1%	1 1%	2 2%	- -	1 8%	2 4%	- -	2 2%	2 2%	- -
NETS												
Net: 10 hours or fewer	137 83%	76 77%	110 80%	106 85%	70 81%	9 90%	9 75%	34 69%	28 80%	109 84%	70 80%	60 94%
Net: More than 10 hours	22 13%	19 19%	22 16%	16 13%	14 16%	1 10%	3 25%	12 24%	5 14%	17 13%	16 18%	3 5%
Don't know	6 4%	4 4%	5 4%	3 2%	2 2%	- -	- -	3 6%	2 6%	4 3%	1 1%	1 2%

Kellen Social Media February 2015

Q7. 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: Those aware of who is primarily responsible for managing your organisation's social media activities

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Less than one hour per week	22 13%	5 6%	8 9%	14 11%	6 8%	- -	3 6%	13 9%	1 50%
1-5 hours per week	86 52%	51 59%	41 46%	69 55%	35 45%	9 47%	27 57%	78 55%	1 50%
6-10 hours per week	29 18%	16 19%	21 24%	20 16%	19 25%	3 16%	10 21%	28 20%	- -
11-20 hours per week	14 8%	10 12%	11 12%	12 10%	9 12%	5 26%	5 11%	11 8%	- -
21-40 hours per week	6 4%	3 3%	3 3%	6 5%	4 5%	1 5%	2 4%	6 4%	- -
More than 40 hours per week	2 1%	- -	1 1%	2 2%	2 3%	1 5%	- -	2 1%	- -
NETS									
Net: 10 hours or fewer	137 83%	72 84%	70 79%	103 82%	60 78%	12 63%	40 85%	119 84%	2 100%
Net: More than 10 hours	22 13%	13 15%	15 17%	20 16%	15 19%	7 37%	7 15%	19 13%	- -
Don't know	6 4%	1 1%	4 4%	2 2%	2 3%	- -	- -	4 3%	- -

Kellen Social Media February 2015

Q8. For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
To build your organisation's profile	142 86%	120 89%	22 73%	76 83%	19 90%	10 100%	37 88%	81 88%	10 77%	23 77%	10 91%	18 95%	119 87%	19 86%
Communication and engagement with members and site users	125 76%	103 76%	22 73%	62 67%	20 95%	9 90%	34 81%	68 74%	12 92%	23 77%	8 73%	14 74%	103 75%	20 91%
Influencing key opinion formers through their social media accounts	89 54%	73 54%	16 53%	53 58%	8 38%	7 70%	21 50%	56 61%	6 46%	13 43%	6 55%	8 42%	70 51%	15 68%
Information gathering	86 52%	76 56%	10 33%	47 51%	13 62%	6 60%	20 48%	49 53%	4 31%	16 53%	5 45%	12 63%	72 53%	13 59%
To take part in the online debate on specific issues	77 47%	63 47%	14 47%	41 45%	8 38%	6 60%	22 52%	48 52%	5 38%	12 40%	4 36%	8 42%	60 44%	15 68%
Recruitment of new members for your organisation	47 28%	39 29%	8 27%	14 15%	9 43%	6 60%	18 43%	21 23%	4 31%	9 30%	3 27%	10 53%	40 29%	7 32%
Crisis communication	19 12%	16 12%	3 10%	10 11%	2 10%	3 30%	4 10%	10 11%	2 15%	4 13%	1 9%	2 11%	12 9%	7 32%
We have no specific objective	2 1%	2 1%	-	2 2%	-	-	-	-	-	1 3%	-	1 5%	2 1%	-

Kellen Social Media February 2015

Q8. 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		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
To build your organisation's profile	142 86%	90 91%	123 90%	114 91%	80 93%	10 100%	12 100%	46 94%	30 86%	112 86%	80 92%	52 81%
Communication and engagement with members and site users	125 76%	82 83%	104 76%	99 79%	68 79%	6 60%	12 100%	36 73%	24 69%	101 78%	70 80%	46 72%
Influencing key opinion formers through their social media accounts	89 54%	57 58%	81 59%	70 56%	52 60%	7 70%	6 50%	32 65%	24 69%	65 50%	54 62%	28 44%
Information gathering	86 52%	46 46%	77 56%	71 57%	44 51%	7 70%	6 50%	30 61%	16 46%	70 54%	53 61%	28 44%
To take part in the online debate on specific issues	77 47%	48 48%	70 51%	61 49%	47 55%	7 70%	9 75%	33 67%	20 57%	57 44%	52 60%	22 34%
Recruitment of new members for your organisation	47 28%	36 36%	39 28%	40 32%	28 33%	4 40%	4 33%	14 29%	9 26%	38 29%	25 29%	19 30%
Crisis communication	19 12%	15 15%	19 14%	15 12%	12 14%	1 10%	4 33%	13 27%	5 14%	14 11%	13 15%	5 8%
We have no specific objective	2 1%	- -	1 1%	- -	- -	- -	- -	- -	1 3%	1 1%	1 1%	1 2%

Kellen Social Media February 2015

Q8. For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
To build your organisation's profile	142 86%	81 94%	82 92%	110 88%	74 96%	18 95%	44 94%	142 100%	- -
Communication and engagement with members and site users	125 76%	65 76%	65 73%	125 100%	59 77%	18 95%	41 87%	110 77%	- -
Influencing key opinion formers through their social media accounts	89 54%	49 57%	89 100%	65 52%	53 69%	11 58%	22 47%	82 58%	- -
Information gathering	86 52%	86 100%	49 55%	65 52%	49 64%	14 74%	30 64%	81 57%	- -
To take part in the online debate on specific issues	77 47%	49 57%	53 60%	59 47%	77 100%	14 74%	21 45%	74 52%	- -
Recruitment of new members for your organisation	47 28%	30 35%	22 25%	41 33%	21 27%	11 58%	47 100%	44 31%	- -
Crisis communication	19 12%	14 16%	11 12%	18 14%	14 18%	19 100%	11 23%	18 13%	- -
We have no specific objective	2 1%	- -	- -	- -	- -	- -	- -	- -	2 100%

Kellen Social Media February 2015

Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

SUMMARY TABLE

Base: Those who use social media for...

	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile
Total	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%
Very ineffective (1)	2 2%	2 2%	1 1%	2 3%	2 11%	4 9%	1 1%
Fairly ineffective (2)	5 6%	21 24%	15 12%	10 13%	- -	10 21%	7 5%
Fairly effective (3)	40 47%	48 54%	72 58%	42 55%	8 42%	19 40%	86 61%
Very effective (4)	36 42%	8 9%	31 25%	20 26%	5 26%	6 13%	43 30%
NETS							
Net: Ineffective	7 8%	23 26%	16 13%	12 16%	2 11%	14 30%	8 6%
Net: Effective	76 88%	56 63%	103 82%	62 81%	13 68%	25 53%	129 91%
Don't know	3 3%	10 11%	6 5%	3 4%	4 21%	8 17%	5 4%
Mean score	3.33	2.78	3.12	3.08	3.07	2.69	3.25
Standard deviation	.70	.65	.64	.72	.96	.86	.58
Standard error	.08	.07	.06	.08	.25	.14	.05

Kellen Social Media February 2015

Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		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	Other	10 hours or fewer	More than 10 hours
Total	585 100%	490 100%	95 100%	303 100%	79 100%	47 100%	156 100%	333 100%	43 100%	100 100%	37 100%	72 100%	476 100%	96 100%
Very ineffective (1)	14 2%	13 3%	1 1%	7 2%	2 3%	2 4%	3 2%	7 2%	- -	5 5%	1 3%	1 1%	13 3%	1 1%
Fairly ineffective (2)	68 12%	59 12%	9 9%	35 12%	9 11%	5 11%	19 12%	40 12%	3 7%	15 15%	2 5%	8 11%	63 13%	4 4%
Fairly effective (3)	315 54%	264 54%	51 54%	172 57%	44 56%	25 53%	74 47%	176 53%	20 47%	56 56%	23 62%	40 56%	275 58%	34 35%
Very effective (4)	149 25%	126 26%	23 24%	70 23%	18 23%	13 28%	48 31%	92 28%	12 28%	18 18%	7 19%	20 28%	104 22%	43 45%
NETS														
Net: Ineffective	82 14%	72 15%	10 11%	42 14%	11 14%	7 15%	22 14%	47 14%	3 7%	20 20%	3 8%	9 13%	76 16%	5 5%
Net: Effective	464 79%	390 80%	74 78%	242 80%	62 78%	38 81%	122 78%	268 80%	32 74%	74 74%	30 81%	60 83%	379 80%	77 80%
Don't know	39 7%	28 6%	11 12%	19 6%	6 8%	2 4%	12 8%	18 5%	8 19%	6 6%	4 11%	3 4%	21 4%	14 15%
Mean score	3.10	3.09	3.14	3.07	3.07	3.09	3.16	3.12	3.26	2.93	3.09	3.14	3.03	3.45
Standard deviation	.70	.71	.64	.68	.69	.76	.73	.70	.61	.75	.63	.67	.69	.65
Standard error	.03	.03	.07	.04	.08	.11	.06	.04	.10	.08	.11	.08	.03	.07

Kellen Social Media February 2015

Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

	Total	FORMS OF SOCIAL MEDIA USED						DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	585 100%	374 100%	513 100%	470 100%	331 100%	42 100%	53 100%	204 100%	128 100%	457 100%	347 100%	200 100%
Very ineffective (1)	14 2%	9 2%	10 2%	8 2%	9 3%	1 2%	- -	8 4%	2 2%	12 3%	7 2%	7 4%
Fairly ineffective (2)	68 12%	45 12%	44 9%	57 12%	36 11%	8 19%	5 9%	18 9%	8 6%	60 13%	33 10%	30 15%
Fairly effective (3)	315 54%	194 52%	283 55%	255 54%	180 54%	20 48%	38 72%	101 50%	73 57%	242 53%	179 52%	111 56%
Very effective (4)	149 25%	99 26%	139 27%	124 26%	85 26%	12 29%	9 17%	57 28%	34 27%	115 25%	102 29%	43 22%
NETS												
Net: Ineffective	82 14%	54 14%	54 11%	65 14%	45 14%	9 21%	5 9%	26 13%	10 8%	72 16%	40 12%	37 19%
Net: Effective	464 79%	293 78%	422 82%	379 81%	265 80%	32 76%	47 89%	158 77%	107 84%	357 78%	281 81%	154 77%
Don't know	39 7%	27 7%	37 7%	26 6%	21 6%	1 2%	1 2%	20 10%	11 9%	28 6%	26 7%	9 5%
Mean score	3.10	3.10	3.16	3.11	3.10	3.05	3.08	3.13	3.19	3.07	3.17	2.99
Standard deviation	.70	.71	.67	.68	.71	.77	.52	.75	.63	.72	.69	.73
Standard error	.03	.04	.03	.03	.04	.12	.07	.06	.06	.03	.04	.05

Kellen Social Media February 2015

Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		585 100%	374 100%	371 100%	483 100%	347 100%	105 100%	216 100%	551 100%	- -
Very ineffective	(1)	14 2%	12 3%	9 2%	6 1%	9 3%	5 5%	9 4%	13 2%	- -
Fairly ineffective	(2)	68 12%	38 10%	39 11%	51 11%	36 10%	4 4%	26 12%	64 12%	- -
Fairly effective	(3)	315 54%	193 52%	199 54%	267 55%	178 51%	55 52%	111 51%	296 54%	- -
Very effective	(4)	149 25%	103 28%	97 26%	127 26%	98 28%	28 27%	50 23%	143 26%	- -
NETS										
Net: Ineffective		82 14%	50 13%	48 13%	57 12%	45 13%	9 9%	35 16%	77 14%	- -
Net: Effective		464 79%	296 79%	296 80%	394 82%	276 80%	83 79%	161 75%	439 80%	- -
Don't know		39 7%	28 7%	27 7%	32 7%	26 7%	13 12%	20 9%	35 6%	- -
Mean score		3.10	3.12	3.12	3.14	3.14	3.15	3.03	3.10	-
Standard deviation		.70	.73	.70	.65	.72	.74	.76	.70	-
Standard error		.03	.04	.04	.03	.04	.08	.05	.03	-

Kellen Social Media February 2015

Q9_1. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Information gathering

Base: Those who use social media for Information gathering

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	86 100%	76 100%	10 100%	47 100%	13 100%	6 100%	20 100%	49 100%	4 100%	16 100%	5 100%	12 100%	72 100%	13 100%
Very ineffective (1)	2 2%	2 3%	- -	1 2%	- -	- -	1 5%	1 2%	- -	1 6%	- -	- -	2 3%	- -
Fairly ineffective (2)	5 6%	4 5%	1 10%	2 4%	2 15%	1 17%	- -	3 6%	- -	2 13%	- -	- -	4 6%	1 8%
Fairly effective (3)	40 47%	35 46%	5 50%	21 45%	5 38%	3 50%	11 55%	21 43%	2 50%	8 50%	1 20%	8 67%	37 51%	3 23%
Very effective (4)	36 42%	32 42%	4 40%	23 49%	5 38%	2 33%	6 30%	23 47%	2 50%	4 25%	3 60%	4 33%	26 36%	9 69%
NETS														
Net: Ineffective	7 8%	6 8%	1 10%	3 6%	2 15%	1 17%	1 5%	4 8%	- -	3 19%	- -	- -	6 8%	1 8%
Net: Effective	76 88%	67 88%	9 90%	44 94%	10 77%	5 83%	17 85%	44 90%	4 100%	12 75%	4 80%	12 100%	63 88%	12 92%
Don't know	3 3%	3 4%	- -	- -	1 8%	- -	2 10%	1 2%	- -	1 6%	1 20%	- -	3 4%	- -
Mean score	3.33	3.33	3.30	3.40	3.25	3.17	3.22	3.38	3.50	3.00	3.75	3.33	3.26	3.62
Standard deviation	.70	.71	.67	.68	.75	.75	.73	.70	.58	.85	.50	.49	.70	.65
Standard error	.08	.08	.21	.10	.22	.31	.17	.10	.29	.22	.25	.14	.08	.18

Kellen Social Media February 2015

Q9_1. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Information gathering

Base: Those who use social media for Information gathering

	Total	FORMS OF SOCIAL MEDIA USED						DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	86 100%	46 100%	77 100%	71 100%	44 100%	7 100%	6 100%	30 100%	16 100%	70 100%	53 100%	28 100%
Very ineffective (1)	2 2%	1 2%	2 3%	1 1%	2 5%	- -	- -	1 3%	- -	2 3%	1 2%	1 4%
Fairly ineffective (2)	5 6%	3 7%	3 4%	4 6%	2 5%	- -	- -	1 3%	- -	5 7%	2 4%	2 7%
Fairly effective (3)	40 47%	18 39%	35 45%	34 48%	21 48%	5 71%	6 100%	13 43%	11 69%	29 41%	24 45%	15 54%
Very effective (4)	36 42%	22 48%	34 44%	31 44%	18 41%	2 29%	- -	15 50%	5 31%	31 44%	24 45%	9 32%
NETS												
Net: Ineffective	7 8%	4 9%	5 6%	5 7%	4 9%	- -	- -	2 7%	- -	7 10%	3 6%	3 11%
Net: Effective	76 88%	40 87%	69 90%	65 92%	39 89%	7 100%	6 100%	28 93%	16 100%	60 86%	48 91%	24 86%
Don't know	3 3%	2 4%	3 4%	1 1%	1 2%	- -	- -	- -	- -	3 4%	2 4%	1 4%
Mean score	3.33	3.39	3.36	3.36	3.28	3.29	3.00	3.40	3.31	3.33	3.39	3.19
Standard deviation	.70	.72	.69	.66	.77	.49	-	.72	.48	.75	.67	.74
Standard error	.08	.11	.08	.08	.12	.18	-	.13	.12	.09	.09	.14

Kellen Social Media February 2015

Q9_1. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Information gathering

Base: Those who use social media for Information gathering

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		86 100%	86 100%	49 100%	65 100%	49 100%	14 100%	30 100%	81 100%	- -
Very ineffective	(1)	2 2%	2 2%	1 2%	- -	2 4%	1 7%	1 3%	2 2%	- -
Fairly ineffective	(2)	5 6%	5 6%	1 2%	5 8%	2 4%	1 7%	2 7%	5 6%	- -
Fairly effective	(3)	40 47%	40 47%	22 45%	31 48%	23 47%	8 57%	16 53%	36 44%	- -
Very effective	(4)	36 42%	36 42%	23 47%	26 40%	20 41%	4 29%	9 30%	35 43%	- -
NETS										
Net: Ineffective		7 8%	7 8%	2 4%	5 8%	4 8%	2 14%	3 10%	7 9%	- -
Net: Effective		76 88%	76 88%	45 92%	57 88%	43 88%	12 86%	25 83%	71 88%	- -
Don't know		3 3%	3 3%	2 4%	3 5%	2 4%	- -	2 7%	3 4%	- -
Mean score		3.33	3.33	3.43	3.34	3.30	3.07	3.18	3.33	-
Standard deviation		.70	.70	.65	.63	.75	.83	.72	.71	-
Standard error		.08	.08	.09	.08	.11	.22	.14	.08	-

Kellen Social Media February 2015

Q9_2. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Influencing key opinion formers through their social media accounts

Base: Those who use social media for Influencing key opinion formers through their social media accounts

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		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	Other	10 hours or fewer	More than 10 hours
Total	89 100%	73 100%	16 100%	53 100%	8 100%	7 100%	21 100%	56 100%	6 100%	13 100%	6 100%	8 100%	70 100%	15 100%
Very ineffective (1)	2 2%	1 1%	1 6%	- -	2 25%	- -	- -	1 2%	- -	1 8%	- -	- -	2 3%	- -
Fairly ineffective (2)	21 24%	17 23%	4 25%	15 28%	- -	- -	6 29%	14 25%	- -	2 15%	1 17%	4 50%	19 27%	1 7%
Fairly effective (3)	48 54%	41 56%	7 44%	28 53%	6 75%	6 86%	8 38%	30 54%	5 83%	7 54%	4 67%	2 25%	39 56%	8 53%
Very effective (4)	8 9%	7 10%	1 6%	4 8%	- -	- -	4 19%	4 7%	- -	2 15%	1 17%	1 13%	5 7%	3 20%
NETS														
Net: Ineffective	23 26%	18 25%	5 31%	15 28%	2 25%	- -	6 29%	15 27%	- -	3 23%	1 17%	4 50%	21 30%	1 7%
Net: Effective	56 63%	48 66%	8 50%	32 60%	6 75%	6 86%	12 57%	34 61%	5 83%	9 69%	5 83%	3 38%	44 63%	11 73%
Don't know	10 11%	7 10%	3 19%	6 11%	- -	1 14%	3 14%	7 13%	1 17%	1 8%	- -	1 13%	5 7%	3 20%
Mean score	2.78	2.82	2.62	2.77	2.50	3.00	2.89	2.76	3.00	2.83	3.00	2.57	2.72	3.17
Standard deviation	.65	.63	.77	.60	.93	-	.76	.63	-	.83	.63	.79	.65	.58
Standard error	.07	.08	.21	.09	.33	-	.18	.09	-	.24	.26	.30	.08	.17

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Q9_2. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Influencing key opinion formers through their social media accounts

Base: Those who use social media for Influencing key opinion formers through their social media accounts

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	89 100%	57 100%	81 100%	70 100%	52 100%	7 100%	6 100%	32 100%	24 100%	65 100%	54 100%	28 100%
Very ineffective (1)	2 2%	-	1 1%	1 1%	1 2%	-	-	2 6%	-	2 3%	1 2%	1 4%
Fairly ineffective (2)	21 24%	12 21%	16 20%	19 27%	12 23%	3 43%	-	8 25%	3 13%	18 28%	13 24%	7 25%
Fairly effective (3)	48 54%	33 58%	46 57%	36 51%	28 54%	3 43%	6 100%	16 50%	14 58%	34 52%	28 52%	16 57%
Very effective (4)	8 9%	5 9%	8 10%	6 9%	5 10%	1 14%	-	2 6%	3 13%	5 8%	7 13%	1 4%
NETS												
Net: Ineffective	23 26%	12 21%	17 21%	20 29%	13 25%	3 43%	-	10 31%	3 13%	20 31%	14 26%	8 29%
Net: Effective	56 63%	38 67%	54 67%	42 60%	33 63%	4 57%	6 100%	18 56%	17 71%	39 60%	35 65%	17 61%
Don't know	10 11%	7 12%	10 12%	8 11%	6 12%	-	-	4 13%	4 17%	6 9%	5 9%	3 11%
Mean score	2.78	2.86	2.86	2.76	2.80	2.71	3.00	2.64	3.00	2.71	2.84	2.68
Standard deviation	.65	.57	.62	.64	.65	.76	-	.73	.56	.67	.69	.63
Standard error	.07	.08	.07	.08	.10	.29	-	.14	.13	.09	.10	.13

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Q9_2. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Influencing key opinion formers through their social media accounts

Base: Those who use social media for influencing key opinion formers through their social media accounts

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		89 100%	49 100%	89 100%	65 100%	53 100%	11 100%	22 100%	82 100%	- -
Very ineffective	(1)	2 2%	2 4%	2 2%	1 2%	2 4%	- -	- -	2 2%	- -
Fairly ineffective	(2)	21 24%	13 27%	21 24%	13 20%	11 21%	- -	6 27%	20 24%	- -
Fairly effective	(3)	48 54%	24 49%	48 54%	36 55%	28 53%	8 73%	11 50%	44 54%	- -
Very effective	(4)	8 9%	3 6%	8 9%	7 11%	5 9%	1 9%	1 5%	7 9%	- -
NETS										
Net: Ineffective		23 26%	15 31%	23 26%	14 22%	13 25%	- -	6 27%	22 27%	- -
Net: Effective		56 63%	27 55%	56 63%	43 66%	33 62%	9 82%	12 55%	51 62%	- -
Don't know		10 11%	7 14%	10 11%	8 12%	7 13%	2 18%	4 18%	9 11%	- -
Mean score		2.78	2.67	2.78	2.86	2.78	3.11	2.72	2.77	-
Standard deviation		.65	.69	.65	.64	.70	.33	.57	.66	-
Standard error		.07	.11	.07	.08	.10	.11	.14	.08	-

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Q9_3. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

Communication and engagement with members and site users

Base: Those who use social media for Communication and engagement with members and site users

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		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	Other	10 hours or fewer	More than 10 hours
Total	125 100%	103 100%	22 100%	62 100%	20 100%	9 100%	34 100%	68 100%	12 100%	23 100%	8 100%	14 100%	103 100%	20 100%
Very ineffective (1)	1 1%	1 1%	- -	- -	- -	1 11%	- -	1 1%	- -	- -	- -	- -	1 1%	- -
Fairly ineffective (2)	15 12%	12 12%	3 14%	8 13%	4 20%	1 11%	2 6%	7 10%	1 8%	5 22%	1 13%	1 7%	14 14%	1 5%
Fairly effective (3)	72 58%	60 58%	12 55%	39 63%	11 55%	4 44%	18 53%	43 63%	4 33%	10 43%	5 63%	10 71%	66 64%	6 30%
Very effective (4)	31 25%	27 26%	4 18%	12 19%	4 20%	3 33%	12 35%	16 24%	4 33%	7 30%	1 13%	3 21%	21 20%	10 50%
NETS														
Net: Ineffective	16 13%	13 13%	3 14%	8 13%	4 20%	2 22%	2 6%	8 12%	1 8%	5 22%	1 13%	1 7%	15 15%	1 5%
Net: Effective	103 82%	87 84%	16 73%	51 82%	15 75%	7 78%	30 88%	59 87%	8 67%	17 74%	6 75%	13 93%	87 84%	16 80%
Don't know	6 5%	3 3%	3 14%	3 5%	1 5%	- -	2 6%	1 1%	3 25%	1 4%	1 13%	- -	1 1%	3 15%
Mean score	3.12	3.13	3.05	3.07	3.00	3.00	3.31	3.10	3.33	3.09	3.00	3.14	3.05	3.53
Standard deviation	.64	.65	.62	.58	.67	1.00	.59	.63	.71	.75	.58	.53	.62	.62
Standard error	.06	.06	.14	.08	.15	.33	.10	.08	.24	.16	.22	.14	.06	.15

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Q9_3. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

Communication and engagement with members and site users

Base: Those who use social media for Communication and engagement with members and site users

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	125 100%	82 100%	104 100%	99 100%	68 100%	6 100%	12 100%	36 100%	24 100%	101 100%	70 100%	46 100%
Very ineffective (1)	1 1%	1 1%	-	1 1%	-	1 17%	-	-	-	1 1%	1 1%	-
Fairly ineffective (2)	15 12%	9 11%	8 8%	14 14%	7 10%	-	1 8%	4 11%	3 13%	12 12%	7 10%	7 15%
Fairly effective (3)	72 58%	47 57%	63 61%	57 58%	44 65%	5 83%	7 58%	19 53%	13 54%	59 58%	38 54%	28 61%
Very effective (4)	31 25%	21 26%	27 26%	24 24%	16 24%	-	4 33%	11 31%	7 29%	24 24%	21 30%	10 22%
NETS												
Net: Ineffective	16 13%	10 12%	8 8%	15 15%	7 10%	1 17%	1 8%	4 11%	3 13%	13 13%	8 11%	7 15%
Net: Effective	103 82%	68 83%	90 87%	81 82%	60 88%	5 83%	11 92%	30 83%	20 83%	83 82%	59 84%	38 83%
Don't know	6 5%	4 5%	6 6%	3 3%	1 1%	-	-	2 6%	1 4%	5 5%	3 4%	1 2%
Mean score	3.12	3.13	3.19	3.08	3.13	2.67	3.25	3.21	3.17	3.10	3.18	3.07
Standard deviation	.64	.65	.57	.66	.57	.82	.62	.64	.65	.64	.67	.62
Standard error	.06	.07	.06	.07	.07	.33	.18	.11	.14	.07	.08	.09

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Q9_3. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? -

Communication and engagement with members and site users

Base: Those who use social media for Communication and engagement with members and site users

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		125 100%	65 100%	65 100%	125 100%	59 100%	18 100%	41 100%	110 100%	- -
Very ineffective	(1)	1 1%	- -	1 2%	1 1%	- -	- -	1 2%	1 1%	- -
Fairly ineffective	(2)	15 12%	6 9%	6 9%	15 12%	6 10%	1 6%	3 7%	13 12%	- -
Fairly effective	(3)	72 58%	39 60%	37 57%	72 58%	34 58%	9 50%	23 56%	63 57%	- -
Very effective	(4)	31 25%	16 25%	18 28%	31 25%	17 29%	7 39%	11 27%	29 26%	- -
NETS										
Net: Ineffective		16 13%	6 9%	7 11%	16 13%	6 10%	1 6%	4 10%	14 13%	- -
Net: Effective		103 82%	55 85%	55 85%	103 82%	51 86%	16 89%	34 83%	92 84%	- -
Don't know		6 5%	4 6%	3 5%	6 5%	2 3%	1 6%	3 7%	4 4%	- -
Mean score		3.12	3.16	3.16	3.12	3.19	3.35	3.16	3.13	-
Standard deviation		.64	.58	.66	.64	.61	.61	.68	.65	-
Standard error		.06	.07	.08	.06	.08	.15	.11	.06	-

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Q9_4. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To take part in the online debate on specific issues

Base: Those who use social media for To take part in the online debate on specific issues

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	77 100%	63 100%	14 100%	41 100%	8 100%	6 100%	22 100%	48 100%	5 100%	12 100%	4 100%	8 100%	60 100%	15 100%
Very ineffective (1)	2 3%	2 3%	- -	2 5%	- -	- -	- -	1 2%	- -	1 8%	- -	- -	2 3%	- -
Fairly ineffective (2)	10 13%	9 14%	1 7%	3 7%	2 25%	- -	5 23%	7 15%	1 20%	2 17%	- -	- -	10 17%	- -
Fairly effective (3)	42 55%	35 56%	7 50%	26 63%	4 50%	4 67%	8 36%	22 46%	2 40%	8 67%	4 100%	6 75%	35 58%	5 33%
Very effective (4)	20 26%	16 25%	4 29%	8 20%	1 13%	2 33%	9 41%	16 33%	2 40%	- -	- -	2 25%	12 20%	8 53%
NETS														
Net: Ineffective	12 16%	11 17%	1 7%	5 12%	2 25%	- -	5 23%	8 17%	1 20%	3 25%	- -	- -	12 20%	- -
Net: Effective	62 81%	51 81%	11 79%	34 83%	5 63%	6 100%	17 77%	38 79%	4 80%	8 67%	4 100%	8 100%	47 78%	13 87%
Don't know	3 4%	1 2%	2 14%	2 5%	1 13%	- -	- -	2 4%	- -	1 8%	- -	- -	1 2%	2 13%
Mean score	3.08	3.05	3.25	3.03	2.86	3.33	3.18	3.15	3.20	2.64	3.00	3.25	2.97	3.62
Standard deviation	.72	.73	.62	.71	.69	.52	.80	.76	.84	.67	-	.46	.72	.51
Standard error	.08	.09	.18	.11	.26	.21	.17	.11	.37	.20	-	.16	.09	.14

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Q9_4. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To take part in the online debate on specific issues

Base: Those who use social media for To take part in the online debate on specific issues

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	77 100%	48 100%	70 100%	61 100%	47 100%	7 100%	9 100%	33 100%	20 100%	57 100%	52 100%	22 100%
Very ineffective (1)	2 3%	1 2%	2 3%	2 3%	2 4%	- -	- -	1 3%	1 5%	1 2%	2 4%	- -
Fairly ineffective (2)	10 13%	8 17%	7 10%	6 10%	5 11%	1 14%	2 22%	3 9%	1 5%	9 16%	3 6%	6 27%
Fairly effective (3)	42 55%	24 50%	39 56%	34 56%	26 55%	4 57%	6 67%	17 52%	12 60%	30 53%	30 58%	10 45%
Very effective (4)	20 26%	13 27%	19 27%	17 28%	12 26%	2 29%	1 11%	10 30%	5 25%	15 26%	14 27%	6 27%
NETS												
Net: Ineffective	12 16%	9 19%	9 13%	8 13%	7 15%	1 14%	2 22%	4 12%	2 10%	10 18%	5 10%	6 27%
Net: Effective	62 81%	37 77%	58 83%	51 84%	38 81%	6 86%	7 78%	27 82%	17 85%	45 79%	44 85%	16 73%
Don't know	3 4%	2 4%	3 4%	2 3%	2 4%	- -	- -	2 6%	1 5%	2 4%	3 6%	- -
Mean score	3.08	3.07	3.12	3.12	3.07	3.14	2.89	3.16	3.11	3.07	3.14	3.00
Standard deviation	.72	.74	.71	.72	.75	.69	.60	.73	.74	.72	.71	.76
Standard error	.08	.11	.09	.09	.11	.26	.20	.13	.17	.10	.10	.16

Kellen Social Media February 2015

Q9_4. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To take part in the online debate on specific issues

Base: Those who use social media for To take part in the online debate on specific issues

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		77 100%	49 100%	53 100%	59 100%	77 100%	14 100%	21 100%	74 100%	- -
Very ineffective	(1)	2 3%	2 4%	2 4%	1 2%	2 3%	1 7%	- -	2 3%	- -
Fairly ineffective	(2)	10 13%	6 12%	2 4%	6 10%	10 13%	1 7%	3 14%	10 14%	- -
Fairly effective	(3)	42 55%	27 55%	30 57%	35 59%	42 55%	9 64%	12 57%	40 54%	- -
Very effective	(4)	20 26%	13 27%	16 30%	16 27%	20 26%	2 14%	5 24%	19 26%	- -
NETS										
Net: Ineffective		12 16%	8 16%	4 8%	7 12%	12 16%	2 14%	3 14%	12 16%	- -
Net: Effective		62 81%	40 82%	46 87%	51 86%	62 81%	11 79%	17 81%	59 80%	- -
Don't know		3 4%	1 2%	3 6%	1 2%	3 4%	1 7%	1 5%	3 4%	- -
Mean score		3.08	3.06	3.20	3.14	3.08	2.92	3.10	3.07	-
Standard deviation		.72	.76	.70	.66	.72	.76	.64	.72	-
Standard error		.08	.11	.10	.09	.08	.21	.14	.09	-

Kellen Social Media February 2015

Q9_5. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Crisis communication

Base: Those who use social media for Crisis communication

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	19 100%	16 100%	3 100%	10 100%	2 100%	3 100%	4 100%	10 100%	2 100%	4 100%	1 100%	2 100%	12 100%	7 100%
Very ineffective (1)	2 11%	2 13%	-	-	-	1 33%	1 25%	1 10%	-	1 25%	-	-	1 8%	1 14%
Fairly ineffective (2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly effective (3)	8 42%	5 31%	3 100%	5 50%	2 100%	-	1 25%	4 40%	-	3 75%	1 100%	-	6 50%	2 29%
Very effective (4)	5 26%	5 31%	-	2 20%	-	2 67%	1 25%	3 30%	1 50%	-	-	1 50%	2 17%	3 43%
NETS														
Net: Ineffective	2 11%	2 13%	-	-	-	1 33%	1 25%	1 10%	-	1 25%	-	-	1 8%	1 14%
Net: Effective	13 68%	10 63%	3 100%	7 70%	2 100%	2 67%	2 50%	7 70%	1 50%	3 75%	1 100%	1 50%	8 67%	5 71%
Don't know	4 21%	4 25%	-	3 30%	-	-	1 25%	2 20%	1 50%	-	-	1 50%	3 25%	1 14%
Mean score	3.07	3.08	3.00	3.29	3.00	3.00	2.67	3.13	4.00	2.50	3.00	4.00	3.00	3.17
Standard deviation	.96	1.08	-	.49	-	1.73	1.53	.99	-	1.00	-	-	.87	1.17
Standard error	.25	.31	-	.18	-	1.00	.88	.35	-	.50	-	-	.29	.48

Kellen Social Media February 2015

Q9_5. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Crisis communication

Base: Those who use social media for Crisis communication

	Total	FORMS OF SOCIAL MEDIA USED						DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	19 100%	15 100%	19 100%	15 100%	12 100%	1 100%	4 100%	13 100%	5 100%	14 100%	13 100%	5 100%
Very ineffective (1)	2 11%	2 13%	2 11%	- -	1 8%	- -	- -	1 8%	- -	2 14%	- -	2 40%
Fairly ineffective (2)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fairly effective (3)	8 42%	6 40%	8 42%	7 47%	5 42%	- -	3 75%	4 31%	2 40%	6 43%	5 38%	2 40%
Very effective (4)	5 26%	4 27%	5 26%	5 33%	3 25%	- -	- -	4 31%	- -	5 36%	4 31%	1 20%
NETS												
Net: Ineffective	2 11%	2 13%	2 11%	- -	1 8%	- -	- -	1 8%	- -	2 14%	- -	2 40%
Net: Effective	13 68%	10 67%	13 68%	12 80%	8 67%	- -	3 75%	8 62%	2 40%	11 79%	9 69%	3 60%
Don't know	4 21%	3 20%	4 21%	3 20%	3 25%	1 100%	1 25%	4 31%	3 60%	1 7%	4 31%	- -
Mean score	3.07	3.00	3.07	3.42	3.11	-	3.00	3.22	3.00	3.08	3.44	2.40
Standard deviation	.96	1.04	.96	.51	.93	-	-	.97	-	1.04	.53	1.34
Standard error	.25	.30	.25	.15	.31	-	-	.32	-	.29	.18	.60

Kellen Social Media February 2015

Q9_5. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Crisis communication

Base: Those who use social media for Crisis communication

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		19 100%	14 100%	11 100%	18 100%	14 100%	19 100%	11 100%	18 100%	- -
Very ineffective	(1)	2 11%	2 14%	1 9%	1 6%	2 14%	2 11%	2 18%	2 11%	- -
Fairly ineffective	(2)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fairly effective	(3)	8 42%	5 36%	5 45%	8 44%	4 29%	8 42%	4 36%	8 44%	- -
Very effective	(4)	5 26%	4 29%	4 36%	5 28%	4 29%	5 26%	4 36%	4 22%	- -
NETS										
Net: Ineffective		2 11%	2 14%	1 9%	1 6%	2 14%	2 11%	2 18%	2 11%	- -
Net: Effective		13 68%	9 64%	9 82%	13 72%	8 57%	13 68%	8 73%	12 67%	- -
Don't know		4 21%	3 21%	1 9%	4 22%	4 29%	4 21%	1 9%	4 22%	- -
Mean score		3.07	3.00	3.20	3.21	3.00	3.07	3.00	3.00	-
Standard deviation		.96	1.10	.92	.80	1.15	.96	1.15	.96	-
Standard error		.25	.33	.29	.21	.37	.25	.37	.26	-

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Q9_6. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Recruitment of new members for your organisation

Base: Those who use social media for Recruitment of new members for your organisation

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	47 100%	39 100%	8 100%	14 100%	9 100%	6 100%	18 100%	21 100%	4 100%	9 100%	3 100%	10 100%	40 100%	7 100%
Very ineffective (1)	4 9%	4 10%	- -	4 29%	- -	- -	- -	1 5%	- -	1 11%	1 33%	1 10%	4 10%	- -
Fairly ineffective (2)	10 21%	10 26%	- -	2 14%	1 11%	2 33%	5 28%	5 24%	- -	2 22%	- -	3 30%	10 25%	- -
Fairly effective (3)	19 40%	15 38%	4 50%	4 29%	4 44%	3 50%	8 44%	11 52%	1 25%	4 44%	1 33%	2 20%	16 40%	3 43%
Very effective (4)	6 13%	3 8%	3 38%	2 14%	2 22%	- -	2 11%	2 10%	- -	1 11%	- -	3 30%	6 15%	- -
NETS														
Net: Ineffective	14 30%	14 36%	- -	6 43%	1 11%	2 33%	5 28%	6 29%	- -	3 33%	1 33%	4 40%	14 35%	- -
Net: Effective	25 53%	18 46%	7 88%	6 43%	6 67%	3 50%	10 56%	13 62%	1 25%	5 56%	1 33%	5 50%	22 55%	3 43%
Don't know	8 17%	7 18%	1 13%	2 14%	2 22%	1 17%	3 17%	2 10%	3 75%	1 11%	1 33%	1 10%	4 10%	4 57%
Mean score	2.69	2.53	3.43	2.33	3.14	2.60	2.80	2.74	3.00	2.63	2.00	2.78	2.67	3.00
Standard deviation	.86	.84	.53	1.15	.69	.55	.68	.73	-	.92	1.41	1.09	.89	-
Standard error	.14	.15	.20	.33	.26	.24	.17	.17	-	.32	1.00	.36	.15	-

Kellen Social Media February 2015

Q9_6. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Recruitment of new members for your organisation

Base: Those who use social media for Recruitment of new members for your organisation

	Total	FORMS OF SOCIAL MEDIA USED						DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	47 100%	36 100%	39 100%	40 100%	28 100%	4 100%	4 100%	14 100%	9 100%	38 100%	25 100%	19 100%
Very ineffective (1)	4 9%	3 8%	2 5%	3 8%	2 7%	- -	- -	2 14%	1 11%	3 8%	2 8%	2 11%
Fairly ineffective (2)	10 21%	8 22%	6 15%	8 20%	5 18%	2 50%	- -	1 7%	1 11%	9 24%	4 16%	6 32%
Fairly effective (3)	19 40%	17 47%	18 46%	17 43%	13 46%	1 25%	3 75%	5 36%	5 56%	14 37%	11 44%	5 26%
Very effective (4)	6 13%	2 6%	6 15%	6 15%	3 11%	1 25%	1 25%	2 14%	2 22%	4 11%	2 8%	4 21%
NETS												
Net: Ineffective	14 30%	11 31%	8 21%	11 28%	7 25%	2 50%	- -	3 21%	2 22%	12 32%	6 24%	8 42%
Net: Effective	25 53%	19 53%	24 62%	23 58%	16 57%	2 50%	4 100%	7 50%	7 78%	18 47%	13 52%	9 47%
Don't know	8 17%	6 17%	7 18%	6 15%	5 18%	- -	- -	4 29%	- -	8 21%	6 24%	2 11%
Mean score	2.69	2.60	2.88	2.76	2.74	2.75	3.25	2.70	2.89	2.63	2.68	2.65
Standard deviation	.86	.77	.79	.85	.81	.96	.50	1.06	.93	.85	.82	1.00
Standard error	.14	.14	.14	.15	.17	.48	.25	.33	.31	.16	.19	.24

Kellen Social Media February 2015

Q9_6. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Recruitment of new members for your organisation

Base: Those who use social media for Recruitment of new members for your organisation

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		47 100%	30 100%	22 100%	41 100%	21 100%	11 100%	47 100%	44 100%	- -
Very ineffective	(1)	4 9%	3 10%	2 9%	2 5%	- -	- -	4 9%	3 7%	- -
Fairly ineffective	(2)	10 21%	5 17%	4 18%	8 20%	4 19%	1 9%	10 21%	9 20%	- -
Fairly effective	(3)	19 40%	11 37%	9 41%	18 44%	9 43%	5 45%	19 40%	19 43%	- -
Very effective	(4)	6 13%	5 17%	3 14%	5 12%	4 19%	1 9%	6 13%	6 14%	- -
NETS										
Net: Ineffective		14 30%	8 27%	6 27%	10 24%	4 19%	1 9%	14 30%	12 27%	- -
Net: Effective		25 53%	16 53%	12 55%	23 56%	13 62%	6 55%	25 53%	25 57%	- -
Don't know		8 17%	6 20%	4 18%	8 20%	4 19%	4 36%	8 17%	7 16%	- -
Mean score		2.69	2.75	2.72	2.79	3.00	3.00	2.69	2.76	-
Standard deviation		.86	.94	.89	.78	.71	.58	.86	.83	-
Standard error		.14	.19	.21	.14	.17	.22	.14	.14	-

Kellen Social Media February 2015

Q9_7. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To build your organisation's profile

Base: Those who use social media for To build your organisation's profile

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		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	Other	10 hours or fewer	More than 10 hours
Total	142 100%	120 100%	22 100%	76 100%	19 100%	10 100%	37 100%	81 100%	10 100%	23 100%	10 100%	18 100%	119 100%	19 100%
Very ineffective (1)	1 1%	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 1%	- -
Fairly ineffective (2)	7 5%	7 6%	- -	5 7%	- -	1 10%	1 3%	4 5%	1 10%	2 9%	- -	- -	6 5%	1 5%
Fairly effective (3)	86 61%	73 61%	13 59%	49 64%	12 63%	5 50%	20 54%	45 56%	6 60%	16 70%	7 70%	12 67%	76 64%	7 37%
Very effective (4)	43 30%	36 30%	7 32%	19 25%	6 32%	4 40%	14 38%	28 35%	3 30%	4 17%	2 20%	6 33%	32 27%	10 53%
NETS														
Net: Ineffective	8 6%	8 7%	- -	5 7%	- -	1 10%	2 5%	5 6%	1 10%	2 9%	- -	- -	7 6%	1 5%
Net: Effective	129 91%	109 91%	20 91%	68 89%	18 95%	9 90%	34 92%	73 90%	9 90%	20 87%	9 90%	18 100%	108 91%	17 89%
Don't know	5 4%	3 3%	2 9%	3 4%	1 5%	- -	1 3%	3 4%	- -	1 4%	1 10%	- -	4 3%	1 5%
Mean score	3.25	3.23	3.35	3.19	3.33	3.30	3.31	3.28	3.20	3.09	3.22	3.33	3.21	3.50
Standard deviation	.58	.59	.49	.54	.49	.67	.67	.62	.63	.53	.44	.49	.57	.62
Standard error	.05	.05	.11	.06	.11	.21	.11	.07	.20	.11	.15	.11	.05	.15

Kellen Social Media February 2015

Q9_7. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To build your organisation's profile

Base: Those who use social media for To build your organisation's profile

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	142 100%	90 100%	123 100%	114 100%	80 100%	10 100%	12 100%	46 100%	30 100%	112 100%	80 100%	52 100%
Very ineffective (1)	1 1%	1 1%	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 1%	- -	1 2%
Fairly ineffective (2)	7 5%	5 6%	4 3%	6 5%	5 6%	2 20%	2 17%	1 2%	- -	7 6%	4 5%	2 4%
Fairly effective (3)	86 61%	49 54%	74 60%	70 61%	43 54%	2 20%	7 58%	27 59%	16 53%	70 63%	43 54%	35 67%
Very effective (4)	43 30%	32 36%	40 33%	35 31%	28 35%	6 60%	3 25%	13 28%	12 40%	31 28%	30 38%	12 23%
NETS												
Net: Ineffective	8 6%	6 7%	5 4%	6 5%	6 8%	2 20%	2 17%	2 4%	- -	8 7%	4 5%	3 6%
Net: Effective	129 91%	81 90%	114 93%	105 92%	71 89%	8 80%	10 83%	40 87%	28 93%	101 90%	73 91%	47 90%
Don't know	5 4%	3 3%	4 3%	3 3%	3 4%	- -	- -	4 9%	2 7%	3 3%	3 4%	2 4%
Mean score	3.25	3.29	3.29	3.26	3.27	3.40	3.08	3.24	3.43	3.20	3.34	3.16
Standard deviation	.58	.63	.57	.55	.64	.84	.67	.62	.50	.59	.58	.58
Standard error	.05	.07	.05	.05	.07	.27	.19	.10	.10	.06	.07	.08

Kellen Social Media February 2015

Q9_7. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To build your organisation's profile

Base: Those who use social media for To build your organisation's profile

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		142 100%	81 100%	82 100%	110 100%	74 100%	18 100%	44 100%	142 100%	- -
Very ineffective	(1)	1 1%	1 1%	- -	- -	1 1%	1 6%	1 2%	1 1%	- -
Fairly ineffective	(2)	7 5%	3 4%	5 6%	4 4%	3 4%	- -	2 5%	7 5%	- -
Fairly effective	(3)	86 61%	47 58%	48 59%	67 61%	38 51%	8 44%	26 59%	86 61%	- -
Very effective	(4)	43 30%	26 32%	25 30%	37 34%	28 38%	8 44%	14 32%	43 30%	- -
NETS										
Net: Ineffective		8 6%	4 5%	5 6%	4 4%	4 5%	1 6%	3 7%	8 6%	- -
Net: Effective		129 91%	73 90%	73 89%	104 95%	66 89%	16 89%	40 91%	129 91%	- -
Don't know		5 4%	4 5%	4 5%	2 2%	4 5%	1 6%	1 2%	5 4%	- -
Mean score		3.25	3.27	3.26	3.31	3.33	3.35	3.23	3.25	-
Standard deviation		.58	.60	.57	.54	.63	.79	.65	.58	-
Standard error		.05	.07	.06	.05	.08	.19	.10	.05	-

Kellen Social Media February 2015

Q10. Does your organisation have an account with any of the following social media channels?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Twitter	137 83%	112 83%	25 83%	79 86%	14 67%	9 90%	35 83%	79 86%	12 92%	22 73%	9 82%	15 79%	110 80%	22 100%
LinkedIn	125 76%	107 79%	18 60%	73 79%	17 81%	5 50%	30 71%	74 80%	8 62%	18 60%	9 82%	16 84%	106 77%	16 73%
Facebook	99 60%	82 61%	17 57%	43 47%	14 67%	8 80%	34 81%	61 66%	12 92%	14 47%	6 55%	6 32%	76 55%	19 86%
YouTube	86 52%	73 54%	13 43%	49 53%	11 52%	4 40%	22 52%	58 63%	7 54%	11 37%	3 27%	7 37%	70 51%	14 64%
Instagram	12 7%	11 8%	1 3%	6 7%	2 10%	- -	4 10%	5 5%	3 23%	2 7%	1 9%	1 5%	9 7%	3 14%
Pinterest	10 6%	9 7%	1 3%	7 8%	- -	1 10%	2 5%	7 8%	1 8%	- -	- -	2 11%	9 7%	1 5%
None of the above	3 2%	2 1%	1 3%	2 2%	1 5%	- -	- -	- -	- -	2 7%	- -	1 5%	3 2%	- -

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Q10. 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		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Twitter	137 83%	85 86%	137 100%	102 82%	77 90%	9 90%	10 83%	44 90%	31 89%	106 82%	76 87%	48 75%
LinkedIn	125 76%	76 77%	102 74%	125 100%	71 83%	9 90%	10 83%	41 84%	29 83%	96 74%	71 82%	46 72%
Facebook	99 60%	99 100%	85 62%	76 61%	64 74%	8 80%	11 92%	38 78%	20 57%	79 61%	54 62%	34 53%
YouTube	86 52%	64 65%	77 56%	71 57%	86 100%	8 80%	11 92%	35 71%	25 71%	61 47%	55 63%	24 38%
Instagram	12 7%	11 11%	10 7%	10 8%	11 13%	3 30%	12 100%	8 16%	5 14%	7 5%	11 13%	1 2%
Pinterest	10 6%	8 8%	9 7%	9 7%	8 9%	10 100%	3 25%	4 8%	4 11%	6 5%	8 9%	1 2%
None of the above	3 2%	- -	- -	- -	- -	- -	- -	1 2%	1 3%	2 2%	- -	3 5%

Kellen Social Media February 2015

Q10. Does your organisation have an account with any of the following social media channels?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Twitter	137 83%	77 90%	81 91%	104 83%	70 91%	19 100%	39 83%	123 87%	1 50%
LinkedIn	125 76%	71 83%	70 79%	99 79%	61 79%	15 79%	40 85%	114 80%	- -
Facebook	99 60%	46 53%	57 64%	82 66%	48 62%	15 79%	36 77%	90 63%	- -
YouTube	86 52%	44 51%	52 58%	68 54%	47 61%	12 63%	28 60%	80 56%	- -
Instagram	12 7%	6 7%	6 7%	12 10%	9 12%	4 21%	4 9%	12 8%	- -
Pinterest	10 6%	7 8%	7 8%	6 5%	7 9%	1 5%	4 9%	10 7%	- -
None of the above	3 2%	2 2%	1 1%	- -	1 1%	- -	1 2%	1 1%	1 50%

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Yes	49 30%	40 30%	9 30%	28 30%	5 24%	2 20%	14 33%	31 34%	5 38%	8 27%	- -	5 26%	34 25%	12 55%
No	114 69%	95 70%	19 63%	64 70%	15 71%	8 80%	27 64%	60 65%	7 54%	22 73%	11 100%	14 74%	102 74%	10 45%
Don't know	2 1%	- -	2 7%	- -	1 5%	- -	1 2%	1 1%	1 8%	- -	- -	- -	1 1%	- -

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Yes	49 30%	38 38%	44 32%	41 33%	35 41%	4 40%	8 67%	49 100%	13 37%	36 28%	37 43%	9 14%
No	114 69%	59 60%	92 67%	83 66%	51 59%	6 60%	4 33%	-	22 63%	92 71%	50 57%	55 86%
Don't know	2 1%	2 2%	1 1%	1 1%	-	-	-	-	-	2 2%	-	-

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Yes	49 30%	30 35%	32 36%	36 29%	33 43%	13 68%	14 30%	46 32%	- -
No	114 69%	55 64%	57 64%	87 70%	44 57%	6 32%	32 68%	95 67%	2 100%
Don't know	2 1%	1 1%	- -	2 2%	- -	- -	1 2%	1 1%	- -

Kellen Social Media February 2015

Q12_SUM. Which ONE of the following social media platforms do you think has the potential to have the greatest ... on your organisation? - SUMMARY TABLE

Base: All respondents

	negative impact	positive impact
Total	165 100%	165 100%
Facebook	41 25%	27 16%
Twitter	52 32%	71 43%
LinkedIn	5 3%	38 23%
YouTube	10 6%	12 7%
Pinterest	19 12%	- -
Instagram	13 8%	- -
Blogs	25 15%	17 10%

Kellen Social Media February 2015

Q12_1. Which ONE of the following social media platforms do you think has the potential to have the greatest negative impact on your organisation?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Twitter	52 32%	44 33%	8 27%	33 36%	6 29%	4 40%	9 21%	29 32%	5 38%	11 37%	3 27%	4 21%	42 31%	6 27%
Facebook	41 25%	31 23%	10 33%	24 26%	9 43%	1 10%	7 17%	24 26%	- -	7 23%	2 18%	8 42%	35 26%	5 23%
Blogs	25 15%	20 15%	5 17%	17 18%	1 5%	- -	7 17%	17 18%	2 15%	5 17%	1 9%	- -	23 17%	2 9%
Pinterest	19 12%	16 12%	3 10%	4 4%	3 14%	2 20%	10 24%	8 9%	3 23%	3 10%	2 18%	3 16%	16 12%	3 14%
Instagram	13 8%	10 7%	3 10%	7 8%	1 5%	2 20%	3 7%	9 10%	- -	2 7%	1 9%	1 5%	10 7%	3 14%
YouTube	10 6%	9 7%	1 3%	4 4%	1 5%	1 10%	4 10%	3 3%	2 15%	1 3%	2 18%	2 11%	8 6%	1 5%
LinkedIn	5 3%	5 4%	- -	3 3%	- -	- -	2 5%	2 2%	1 8%	1 3%	- -	1 5%	3 2%	2 9%

Kellen Social Media February 2015

Q12_1. Which ONE of the following social media platforms do you think has the potential to have the greatest negative impact on your organisation?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Twitter	52 32%	34 34%	48 35%	39 31%	35 41%	5 50%	7 58%	17 35%	10 29%	42 32%	29 33%	19 30%
Facebook	41 25%	18 18%	28 20%	38 30%	22 26%	2 20%	2 17%	15 31%	12 34%	29 22%	24 28%	14 22%
Blogs	25 15%	16 16%	20 15%	19 15%	9 10%	2 20%	1 8%	4 8%	6 17%	19 15%	10 11%	13 20%
Pinterest	19 12%	11 11%	17 12%	12 10%	11 13%	- -	2 17%	4 8%	3 9%	16 12%	12 14%	7 11%
Instagram	13 8%	10 10%	11 8%	8 6%	6 7%	1 10%	- -	3 6%	3 9%	10 8%	7 8%	3 5%
YouTube	10 6%	6 6%	9 7%	4 3%	1 1%	- -	- -	2 4%	1 3%	9 7%	1 1%	7 11%
LinkedIn	5 3%	4 4%	4 3%	5 4%	2 2%	- -	- -	4 8%	- -	5 4%	4 5%	1 2%

Kellen Social Media February 2015

Q12_1. Which ONE of the following social media platforms do you think has the potential to have the greatest negative impact on your organisation?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Twitter	52 32%	26 30%	31 35%	40 32%	26 34%	8 42%	14 30%	44 31%	- -
Facebook	41 25%	23 27%	21 24%	32 26%	20 26%	6 32%	14 30%	40 28%	- -
Blogs	25 15%	7 8%	15 17%	18 14%	9 12%	- -	4 9%	19 13%	- -
Pinterest	19 12%	13 15%	9 10%	16 13%	13 17%	1 5%	6 13%	16 11%	- -
Instagram	13 8%	8 9%	7 8%	8 6%	3 4%	1 5%	5 11%	9 6%	2 100%
YouTube	10 6%	5 6%	3 3%	7 6%	4 5%	2 11%	3 6%	9 6%	- -
LinkedIn	5 3%	4 5%	3 3%	4 3%	2 3%	1 5%	1 2%	5 4%	- -

Kellen Social Media February 2015

Q12_2. Which ONE of the following social media platforms do you think has the potential to have the greatest positive impact on your organisation?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Twitter	71 43%	58 43%	13 43%	48 52%	5 24%	3 30%	15 36%	43 47%	7 54%	12 40%	3 27%	6 32%	57 42%	10 45%
LinkedIn	38 23%	34 25%	4 13%	21 23%	7 33%	1 10%	9 21%	19 21%	2 15%	7 23%	4 36%	6 32%	35 26%	3 14%
Facebook	27 16%	23 17%	4 13%	9 10%	4 19%	6 60%	8 19%	15 16%	3 23%	3 10%	4 36%	2 11%	24 18%	3 14%
Blogs	17 10%	14 10%	3 10%	7 8%	5 24%	- -	5 12%	7 8%	- -	8 27%	- -	2 11%	15 11%	2 9%
YouTube	12 7%	6 4%	6 20%	7 8%	- -	- -	5 12%	8 9%	1 8%	- -	- -	3 16%	6 4%	4 18%
Pinterest	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Instagram	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q12_2. Which ONE of the following social media platforms do you think has the potential to have the greatest positive impact on your organisation?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Twitter	71 43%	33 33%	69 50%	49 39%	38 44%	5 50%	3 25%	17 35%	16 46%	55 42%	42 48%	22 34%
LinkedIn	38 23%	19 19%	25 18%	35 28%	15 17%	- -	3 25%	8 16%	6 17%	32 25%	21 24%	14 22%
Facebook	27 16%	24 24%	21 15%	17 14%	15 17%	3 30%	3 25%	9 18%	3 9%	24 18%	12 14%	15 23%
Blogs	17 10%	15 15%	12 9%	14 11%	9 10%	1 10%	1 8%	10 20%	3 9%	14 11%	7 8%	9 14%
YouTube	12 7%	8 8%	10 7%	10 8%	9 10%	1 10%	2 17%	5 10%	7 20%	5 4%	5 6%	4 6%
Pinterest	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Instagram	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q12_2. Which ONE of the following social media platforms do you think has the potential to have the greatest positive impact on your organisation?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Twitter	71 43%	43 50%	45 51%	49 39%	35 45%	7 37%	16 34%	61 43%	1 50%
LinkedIn	38 23%	24 28%	18 20%	33 26%	14 18%	5 26%	9 19%	30 21%	- -
Facebook	27 16%	13 15%	8 9%	22 18%	13 17%	5 26%	16 34%	23 16%	1 50%
Blogs	17 10%	5 6%	12 13%	13 10%	9 12%	1 5%	4 9%	16 11%	- -
YouTube	12 7%	1 1%	6 7%	8 6%	6 8%	1 5%	2 4%	12 8%	- -
Pinterest	- -	- -	- -	- -	- -	- -	- -	- -	- -
Instagram	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q13. You mentioned earlier that your organisation uses paid digital media (e.g. Banner Ads, Google Search Ads, Facebook Ads, Twitter Ads). Which of the following types of paid digital media do you use?

Base: Those who use paid digital media

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	35 100%	26 100%	9 100%	20 100%	2 100%	- -	13 100%	22 100%	2 100%	4 100%	2 100%	5 100%	28 100%	5 100%
Banner adverts	19 54%	12 46%	7 78%	14 70%	1 50%	- -	4 31%	13 59%	- -	3 75%	2 100%	1 20%	15 54%	3 60%
Google Search Ads	8 23%	4 15%	4 44%	3 15%	1 50%	- -	4 31%	6 27%	- -	1 25%	- -	1 20%	6 21%	1 20%
Facebook adverts	7 20%	7 27%	- -	2 10%	- -	- -	5 38%	4 18%	1 50%	- -	- -	2 40%	7 25%	- -
Twitter adverts	5 14%	5 19%	- -	3 15%	1 50%	- -	1 8%	3 14%	1 50%	- -	- -	1 20%	5 18%	- -
LinkedIn adverts	6 17%	5 19%	1 11%	2 10%	- -	- -	4 31%	3 14%	- -	1 25%	- -	2 40%	4 14%	2 40%
YouTube adverts	1 3%	1 4%	- -	- -	- -	- -	1 8%	- -	- -	- -	- -	1 20%	1 4%	- -
Other	2 6%	1 4%	1 11%	2 10%	- -	- -	- -	2 9%	- -	- -	- -	- -	1 4%	1 20%

Kellen Social Media February 2015

Q13. You mentioned earlier that your organisation uses paid digital media (e.g. Banner Ads, Google Search Ads, Facebook Ads, Twitter Ads). Which of the following types of paid digital media do you use?

Base: Those who use paid digital media

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	35 100%	20 100%	31 100%	29 100%	25 100%	4 100%	5 100%	13 100%	35 100%	-	24 100%	6 100%
Banner adverts	19 54%	8 40%	17 55%	15 52%	14 56%	1 25%	2 40%	5 38%	19 54%	-	11 46%	4 67%
Google Search Ads	8 23%	6 30%	6 19%	7 24%	7 28%	-	-	4 31%	8 23%	-	5 21%	1 17%
Facebook adverts	7 20%	7 35%	7 23%	7 24%	7 28%	3 75%	2 40%	4 31%	7 20%	-	5 21%	2 33%
Twitter adverts	5 14%	4 20%	5 16%	4 14%	4 16%	1 25%	1 20%	3 23%	5 14%	-	4 17%	1 17%
LinkedIn adverts	6 17%	5 25%	6 19%	6 21%	4 16%	2 50%	2 40%	5 38%	6 17%	-	5 21%	-
YouTube adverts	1 3%	-	-	1 3%	-	-	-	-	1 3%	-	1 4%	-
Other	2 6%	1 5%	2 6%	1 3%	1 4%	-	-	-	2 6%	-	1 4%	-

Kellen Social Media February 2015

Q13. You mentioned earlier that your organisation uses paid digital media (e.g. Banner Ads, Google Search Ads, Facebook Ads, Twitter Ads). Which of the following types of paid digital media do you use?

Base: Those who use paid digital media

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	35 100%	16 100%	24 100%	24 100%	20 100%	5 100%	9 100%	30 100%	1 100%
Banner adverts	19 54%	9 56%	15 63%	13 54%	9 45%	3 60%	2 22%	15 50%	1 100%
Google Search Ads	8 23%	2 13%	4 17%	5 21%	1 5%	- -	3 33%	6 20%	- -
Facebook adverts	7 20%	5 31%	4 17%	5 21%	6 30%	1 20%	5 56%	7 23%	- -
Twitter adverts	5 14%	2 13%	3 13%	5 21%	3 15%	1 20%	2 22%	4 13%	- -
LinkedIn adverts	6 17%	4 25%	3 13%	4 17%	4 20%	2 40%	4 44%	6 20%	- -
YouTube adverts	1 3%	- -	- -	- -	- -	- -	- -	1 3%	- -
Other	2 6%	1 6%	2 8%	1 4%	2 10%	1 20%	- -	2 7%	- -

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	35 100%	26 100%	9 100%	20 100%	2 100%	- -	13 100%	22 100%	2 100%	4 100%	2 100%	5 100%	28 100%	5 100%
To promote events	23 66%	17 65%	6 67%	14 70%	2 100%	- -	7 54%	15 68%	2 100%	2 50%	2 100%	2 40%	19 68%	4 80%
To promote content	21 60%	17 65%	4 44%	11 55%	2 100%	- -	8 62%	14 64%	1 50%	1 25%	1 50%	4 80%	17 61%	4 80%
To promote issues	11 31%	8 31%	3 33%	5 25%	1 50%	- -	5 38%	6 27%	1 50%	2 50%	1 50%	1 20%	8 29%	3 60%
To attract website visitors	10 29%	10 38%	- -	6 30%	2 100%	- -	2 15%	7 32%	1 50%	- -	- -	2 40%	10 36%	- -
To grow its social media following	5 14%	4 15%	1 11%	3 15%	- -	- -	2 15%	3 14%	- -	- -	- -	2 40%	4 14%	1 20%
Other	3 9%	2 8%	1 11%	2 10%	- -	- -	1 8%	2 9%	- -	1 25%	- -	- -	2 7%	- -
Don't know	1 3%	- -	1 11%	1 5%	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	35 100%	20 100%	31 100%	29 100%	25 100%	4 100%	5 100%	13 100%	35 100%	- -	24 100%	6 100%
To promote events	23 66%	12 60%	22 71%	19 66%	18 72%	3 75%	3 60%	7 54%	23 66%	- -	16 67%	3 50%
To promote content	21 60%	12 60%	19 61%	16 55%	14 56%	2 50%	4 80%	9 69%	21 60%	- -	15 63%	4 67%
To promote issues	11 31%	5 25%	10 32%	8 28%	6 24%	- -	1 20%	5 38%	11 31%	- -	9 38%	1 17%
To attract website visitors	10 29%	5 25%	8 26%	6 21%	6 24%	- -	1 20%	4 31%	10 29%	- -	8 33%	2 33%
To grow its social media following	5 14%	3 15%	5 16%	4 14%	5 20%	1 25%	2 40%	3 23%	5 14%	- -	3 13%	1 17%
Other	3 9%	2 10%	3 10%	3 10%	1 4%	1 25%	- -	2 15%	3 9%	- -	2 8%	- -
Don't know	1 3%	1 5%	- -	1 3%	1 4%	- -	- -	1 8%	1 3%	- -	1 4%	- -

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?									
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective	
Total	35 100%	16 100%	24 100%	24 100%	20 100%	5 100%	9 100%	30 100%	1 100%	
To promote events	23 66%	11 69%	15 63%	17 71%	14 70%	4 80%	5 56%	21 70%	- -	
To promote content	21 60%	11 69%	14 58%	17 71%	13 65%	4 80%	6 67%	18 60%	1 100%	
To promote issues	11 31%	3 19%	8 33%	10 42%	5 25%	1 20%	1 11%	9 30%	- -	
To attract website visitors	10 29%	3 19%	7 29%	7 29%	5 25%	1 20%	1 11%	7 23%	1 100%	
To grow its social media following	5 14%	2 13%	3 13%	4 17%	3 15%	1 20%	3 33%	4 13%	- -	
Other	3 9%	1 6%	3 13%	2 8%	3 15%	- -	- -	3 10%	- -	
Don't know	1 3%	- -	1 4%	- -	1 5%	- -	- -	1 3%	- -	

Kellen Social Media February 2015

Q15. Does your organisation measure the impact of its social media efforts?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Yes	87 53%	77 57%	10 33%	46 50%	10 48%	7 70%	24 57%	49 53%	9 69%	12 40%	5 45%	12 63%	70 51%	16 73%
No	64 39%	51 38%	13 43%	38 41%	10 48%	3 30%	13 31%	31 34%	2 15%	18 60%	6 55%	7 37%	60 44%	3 14%
Don't know	14 8%	7 5%	7 23%	8 9%	1 5%	- -	5 12%	12 13%	2 15%	- -	- -	- -	7 5%	3 14%

Kellen Social Media February 2015

Q15. 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		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Yes	87 53%	54 55%	76 55%	71 57%	55 64%	8 80%	11 92%	37 76%	24 69%	63 48%	87 100%	- -
No	64 39%	34 34%	48 35%	46 37%	24 28%	1 10%	1 8%	9 18%	6 17%	58 45%	- -	64 100%
Don't know	14 8%	11 11%	13 9%	8 6%	7 8%	1 10%	- -	3 6%	5 14%	9 7%	- -	- -

Kellen Social Media February 2015

Q15. Does your organisation measure the impact of its social media efforts?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?									
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective	
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%	
Yes	87 53%	53 62%	54 61%	70 56%	52 68%	13 68%	25 53%	80 56%	1 50%	
No	64 39%	28 33%	28 31%	46 37%	22 29%	5 26%	19 40%	52 37%	1 50%	
Don't know	14 8%	5 6%	7 8%	9 7%	3 4%	1 5%	3 6%	10 7%	- -	

Kellen Social Media February 2015

Q16. How does your organisation measure the impact of its social media efforts?

Base: Those who measure social media impact

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	87 100%	77 100%	10 100%	46 100%	10 100%	7 100%	24 100%	49 100%	9 100%	12 100%	5 100%	12 100%	70 100%	16 100%
Amount of followers or fans	77 89%	70 91%	7 70%	42 91%	7 70%	6 86%	22 92%	45 92%	9 100%	8 67%	5 100%	10 83%	61 87%	16 100%
Analysis of comments made by other social media users	37 43%	34 44%	3 30%	20 43%	4 40%	2 29%	11 46%	22 45%	4 44%	6 50%	1 20%	4 33%	30 43%	7 44%
Response from target audience (e.g. to the announcement of specific events or press releases)	54 62%	47 61%	7 70%	29 63%	3 30%	6 86%	16 67%	29 59%	7 78%	8 67%	3 60%	7 58%	39 56%	14 88%
Social listening research by an independent company	9 10%	8 10%	1 10%	3 7%	2 20%	- -	4 17%	5 10%	1 11%	3 25%	- -	- -	8 11%	1 6%
Other	12 14%	12 16%	- -	5 11%	3 30%	1 14%	3 13%	4 8%	1 11%	1 8%	- -	6 50%	10 14%	2 13%

Kellen Social Media February 2015

Q16. How does your organisation measure the impact of its social media efforts?

Base: Those who measure social media impact

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	87 100%	54 100%	76 100%	71 100%	55 100%	8 100%	11 100%	37 100%	24 100%	63 100%	87 100%	- -
Amount of followers or fans	77 89%	50 93%	70 92%	62 87%	52 95%	7 88%	11 100%	34 92%	20 83%	57 90%	77 89%	- -
Analysis of comments made by other social media users	37 43%	25 46%	34 45%	31 44%	25 45%	2 25%	6 55%	20 54%	10 42%	27 43%	37 43%	- -
Response from target audience (e.g. to the announcement of specific events or press releases)	54 62%	37 69%	48 63%	46 65%	36 65%	7 88%	7 64%	24 65%	17 71%	37 59%	54 62%	- -
Social listening research by an independent company	9 10%	5 9%	8 11%	7 10%	6 11%	- -	1 9%	7 19%	6 25%	3 5%	9 10%	- -
Other	12 14%	8 15%	11 14%	11 15%	9 16%	1 13%	1 9%	4 11%	5 21%	7 11%	12 14%	- -

Kellen Social Media February 2015

Q16. How does your organisation measure the impact of its social media efforts?

Base: Those who measure social media impact

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	87 100%	53 100%	54 100%	70 100%	52 100%	13 100%	25 100%	80 100%	1 100%
Amount of followers or fans	77 89%	48 91%	49 91%	64 91%	47 90%	13 100%	23 92%	73 91%	- -
Analysis of comments made by other social media users	37 43%	25 47%	27 50%	32 46%	28 54%	9 69%	9 36%	35 44%	- -
Response from target audience (e.g. to the announcement of specific events or press releases)	54 62%	31 58%	39 72%	46 66%	36 69%	11 85%	18 72%	50 63%	1 100%
Social listening research by an independent company	9 10%	5 9%	6 11%	7 10%	6 12%	2 15%	2 8%	8 10%	- -
Other	12 14%	8 15%	6 11%	10 14%	7 13%	2 15%	7 28%	11 14%	- -

Kellen Social Media February 2015

Q17. In the coming year, do you believe that your organisation's use of social media will increase, stay the same or decrease?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	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	Other	10 hours or fewer	More than 10 hours
Total	165 100%	135 100%	30 100%	92 100%	21 100%	10 100%	42 100%	92 100%	13 100%	30 100%	11 100%	19 100%	137 100%	22 100%
Increase	137 83%	112 83%	25 83%	77 84%	17 81%	10 100%	33 79%	76 83%	11 85%	25 83%	10 91%	15 79%	112 82%	20 91%
Stay the same	28 17%	23 17%	5 17%	15 16%	4 19%	- -	9 21%	16 17%	2 15%	5 17%	1 9%	4 21%	25 18%	2 9%
Decrease	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q17. In the coming year, do you believe that your organisation's use of social media will increase, stay the same or decrease?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	165 100%	99 100%	137 100%	125 100%	86 100%	10 100%	12 100%	49 100%	35 100%	130 100%	87 100%	64 100%
Increase	137 83%	80 81%	113 82%	102 82%	70 81%	7 70%	11 92%	42 86%	29 83%	108 83%	75 86%	51 80%
Stay the same	28 17%	19 19%	24 18%	23 18%	16 19%	3 30%	1 8%	7 14%	6 17%	22 17%	12 14%	13 20%
Decrease	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q17. In the coming year, do you believe that your organisation's use of social media will increase, stay the same or decrease?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	165 100%	86 100%	89 100%	125 100%	77 100%	19 100%	47 100%	142 100%	2 100%
Increase	137 83%	71 83%	79 89%	103 82%	66 86%	16 84%	37 79%	120 85%	2 100%
Stay the same	28 17%	15 17%	10 11%	22 18%	11 14%	3 16%	10 21%	22 15%	- -
Decrease	- -	- -	- -	- -	- -	- -	- -	- -	- -