

KELLEN COMPANY SOCIAL MEDIA RESEARCH

EUROPE

METHODOLOGY NOTE

ComRes interviewed 167 Kellen Company contacts in Europe between 12th April and 3rd May 2016. ComRes is a member of the British Polling Council and abides by its rules.

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

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

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

Kellen Social Media Spring 2016

| | |
|---|----|
| Q1. Are you aware of any social media activities undertaken by your organisation? | 1 |
| Base: All respondents | |
| Q2. Which of the following social media activities, if any, does your organisation currently make use of? | 4 |
| Base: All respondents | |
| Q3. Which of the following types of organisation, if any, do you work for? | 10 |
| Base: All respondents | |
| Q4. Which of the following groups, if any, does your organisation use to manage its social media operations? | 13 |
| Base: All respondents | |
| Q5. What aspects of your social media and content strategy do you outsource to an agency? | 16 |
| Base: All who outsource to agency | |
| Q6. Which of the following people within your organisation are primarily responsible for managing your organisation's social media activities? | 19 |
| Base: All who use internal staff | |
| 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. | 22 |
| Base: All who know who has responsibility for social media | |
| Q8. Does your organisation have either of the following? | 25 |
| Base: All respondents | |
| Q9_SUM. For each of the following, please indicate whether these groups in your organisation have separate social media profiles. SUMMARY TABLE | 28 |
| Base: All who have branches/ chapters or groups | |
| Q9_1. For each of the following, please indicate whether these groups in your organisation have separate social media profiles. Regional or local branches | 29 |
| Base: All who have regional or local branches | |
| Q9_2. For each of the following, please indicate whether these groups in your organisation have separate social media profiles. Special interest groups | 32 |
| Base: All who have special interest groups | |
| Q10. Which of the following, if any, is responsible for managing your organisation's regional or local social media accounts? | 35 |
| Base: All who have branches with separate media profiles | |
| Q11. For which of the following reasons, if any, does your organisation use social media? | 38 |
| Base: All respondents | |
| Q12_SUM. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? SUMMARY TABLE | 43 |
| Base: All who have specific objective | |
| Q12_1. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Information gathering | 44 |
| Base: All who use social media for information gathering | |
| Q12_2. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Influencing key opinion formers through their social media accounts | 47 |
| Base: All who use social media for influencing key opinion formers through their social media accounts | |
| Q12_3. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Communication with journalists/ media contacts | 50 |
| Base: All who use social media for communication with journalists/media contacts | |
| Q12_4. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Communication and engagement with members and website visitors | 53 |
| Base: All who use social media for communication and engagement with members and website visitors | |
| Q12_5. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? To take part in the online debate on specific issues | 56 |
| Base: All who use social media for to take part in the online debate on specific issues | |
| Q12_6. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Crisis communication | 59 |
| Base: All who use social media for crisis communication | |
| Q12_7. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Recruitment of new members for your organisation | 62 |
| Base: All who use social media for recruitment of new members for your organisation | |
| Q12_8. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? To build your organisation's profile | 65 |
| Base: All who use social media for to build your organisation's profile | |
| Q12_9. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? Event promotion, registration, attendance | 68 |

Kellen Social Media Spring 2016

Base: All who use social media for event promotion, registration, attendance

| | |
|--|-----|
| Q12_10. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals? To promote education or other association offerings | 71 |
| Base: All who use social media for to promote education or other association offerings | |
| Q13. Does your organisation measure the impact of its social media efforts? | 74 |
| Base: All respondents | |
| Q14. How does your organisation measure the impact of its social media efforts? | 77 |
| Base: All who measure the impact of their social media efforts | |
| Q15. 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? | 80 |
| Base: All who use paid digital media | |
| Q16. How does your organisation use paid digital media? | 83 |
| Base: All who use paid digital media | |
| Q17_SUM. How effective or ineffective do you think your association's use of paid digital advertising has been: SUMMARY TABLE | 86 |
| Base: All who use paid digital media with an aim | |
| Q17_1. How effective or ineffective do you think your association's use of paid digital advertising has been: To promote content | 87 |
| Base: All who use paid digital media with an aim to promote content | |
| Q17_2. How effective or ineffective do you think your association's use of paid digital advertising has been: To promote events | 90 |
| Base: All who use paid digital media with an aim to promote events | |
| Q17_3. How effective or ineffective do you think your association's use of paid digital advertising has been: To attract website visitors | 93 |
| Base: All who use paid digital media with an aim to attract website visitors | |
| Q17_4. How effective or ineffective do you think your association's use of paid digital advertising has been: To grow its social media following | 96 |
| Base: All who use paid digital media with an aim to grow its social media following | |
| Q17_5. How effective or ineffective do you think your association's use of paid digital advertising has been: To address issues | 99 |
| Base: All who use paid digital media with an aim to address issues | |
| Q17_6. How effective or ineffective do you think your association's use of paid digital advertising has been: To recruit members | 102 |
| Base: All who use paid digital media with an aim to recruit members | |
| Q18. Which of the following, if any, does your organisation spend more of its marketing and communication budget on? | 105 |
| Base: All who use paid digital media | |
| Q19_SUM. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years? SUMMARY TABLE | 108 |
| Base: All who use paid digital media | |
| Q19_1. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years? Digital or social media advertising | 109 |
| Base: All who use paid digital media | |
| Q19_2. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years? Traditional print or broadcast media advertising | 112 |
| Base: All who use paid digital media | |
| Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months? | 115 |
| Base: All respondents | |
| Q21_SUM. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms? SUMMARY TABLE | 121 |
| Base: All who use a crowdfunding platform | |
| Q21_1. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms? Experience | 122 |
| Base: All who use a crowdfunding platform | |
| Q21_2. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms? Outcome | 125 |
| Base: All who use a crowdfunding platform | |
| Q22. Which, if any, of the following mobile technologies does your organisation use? | 128 |
| Base: All respondents | |
| Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies? | 131 |
| Base: All who use mobile technologies | |
| Q24. How, if at all, has your members' use of these mobile technologies changed over the past 12 months? | 138 |

Kellen Social Media Spring 2016

Base: All who use mobile technologies

Q25. How, if at all, does your organisation plan to change its use of mobile technology in the next 12 months? 141

Base: All respondents

Kellen Social Media Spring 2016

Q1. 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 | | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes - I know a good deal about my organisation's social media activities | 133 | 133 | - | 88 | 18 | 4 | 23 | 74 | 10 | 19 | 9 | - | 7 |
| | 80% | 100% | - | 85% | 69% | 67% | 72% | 80% | 71% | 95% | 75% | - | 88% |
| | | B | | f | | | | | | | | | |
| Yes - I am aware of my organisation's social media activities, but not in great detail | 34 | - | 34 | 15 | 8 | 2 | 9 | 18 | 4 | 1 | 3 | 1 | 1 |
| | 20% | - | 100% | 15% | 31% | 33% | 28% | 20% | 29% | 5% | 25% | 100% | 13% |
| | | A | | | | | c | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q1. Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|--|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes - I know a good deal about my organisation's social media activities | 133 | 103 | 15 | 69 | 116 | 105 | 82 | 35 | 15 | 103 | 20 | 20 | 39 | 94 | 80 | 44 |
| | 80% | 83% | 75% | 74% | 83% | 82% | 85% | 81% | 88% | 81% | 87% | 80% | 87% | 77% | 84% | 80% |
| | | | | | | c | | | | | | | | | | |
| Yes - I am aware of my organisation's social media activities, but not in great detail | 34 | 21 | 5 | 24 | 24 | 23 | 15 | 8 | 2 | 24 | 3 | 5 | 6 | 28 | 15 | 11 |
| | 20% | 17% | 25% | 26% | 17% | 18% | 15% | 19% | 12% | 19% | 13% | 20% | 13% | 23% | 16% | 20% |
| | | | | f | | | | | | | | | | | | |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q1. Are you aware of any social media activities undertaken by your organisation?

Base: All respondents

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|--|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | a | b | c | d | e | *f | g | h | i | j | *k |
| | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | |
| Total | 167 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes - I know a good deal about my organisation's social media activities | 133 | 88 | 93 | 103 | 75 | 21 | 42 | 117 | 111 | 54 | 1 |
| | 80% | 86% | 89% | 82% | 85% | 81% | 82% | 86% | 80% | 83% | 50% |
| | | i | i | | | | | | | | |
| Yes - I am aware of my organisation's social media activities, but not in great detail | 34 | 14 | 11 | 22 | 13 | 5 | 9 | 19 | 27 | 11 | 1 |
| | 20% | 14% | 11% | 18% | 15% | 19% | 18% | 14% | 20% | 17% | 50% |
| | | | | | | | | | ac | | |

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

Kellen Social Media Spring 2016

Q2. 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 | | | | | | |
|---|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Twitter or other microblogs | 140 | 116 | 24 | 92 | 19 | 5 | 24 | 83 | 10 | 18 | 5 | 1 | 7 |
| | 84% | 87% | 71% | 89% | 73% | 83% | 75% | 90% | 71% | 90% | 42% | 100% | 88% |
| | | B | F | | | | | | | | | | |
| LinkedIn | 128 | 105 | 23 | 80 | 19 | 5 | 24 | 75 | 13 | 15 | 6 | 1 | 6 |
| | 77% | 79% | 68% | 78% | 73% | 83% | 75% | 82% | 93% | 75% | 50% | 100% | 75% |
| E-newsletters | 127 | 103 | 24 | 78 | 20 | 5 | 24 | 71 | 10 | 15 | 12 | 1 | 4 |
| | 76% | 77% | 71% | 76% | 77% | 83% | 75% | 77% | 71% | 75% | 100% | 100% | 50% |
| YouTube | 97 | 82 | 15 | 62 | 14 | 3 | 18 | 62 | 11 | 9 | 3 | 1 | 3 |
| | 58% | 62% | 44% | 60% | 54% | 50% | 56% | 67% | 79% | 45% | 25% | 100% | 38% |
| | | b | | | | | | | | | | | |
| Facebook | 93 | 69 | 24 | 44 | 20 | 6 | 23 | 52 | 11 | 9 | 7 | 1 | 4 |
| | 56% | 52% | 71% | 43% | 77% | 100% | 72% | 57% | 79% | 45% | 58% | 100% | 50% |
| | | a | C | | | | | | | | | | |
| Blog associated with your organisation's website | 43 | 35 | 8 | 25 | 7 | 2 | 9 | 31 | 1 | 3 | 4 | - | - |
| | 26% | 26% | 24% | 24% | 27% | 33% | 28% | 34% | 7% | 15% | 33% | - | - |
| Paid banner ads | 36 | 31 | 5 | 25 | 4 | 1 | 6 | 23 | 3 | 4 | 2 | 1 | 2 |
| | 22% | 23% | 15% | 24% | 15% | 17% | 19% | 25% | 21% | 20% | 17% | 100% | 25% |
| Google + | 25 | 20 | 5 | 13 | 4 | 1 | 7 | 15 | 5 | 1 | - | 1 | 1 |
| | 15% | 15% | 15% | 13% | 15% | 17% | 22% | 16% | 36% | 5% | - | 100% | 13% |
| Digital public relations (e.g. blogger and / or influencer relationships) | 23 | 20 | 3 | 14 | 5 | 1 | 3 | 17 | 2 | 1 | 2 | - | 1 |
| | 14% | 15% | 9% | 14% | 19% | 17% | 9% | 18% | 14% | 5% | 17% | - | 13% |
| Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts) | 18 | 17 | 1 | 12 | 3 | - | 3 | 12 | 2 | - | - | - | 1 |
| | 11% | 13% | 3% | 12% | 12% | - | 9% | 13% | 14% | - | - | - | 13% |
| Instagram | 17 | 15 | 2 | 8 | 2 | 2 | 5 | 8 | 2 | 1 | - | - | 1 |
| | 10% | 11% | 6% | 8% | 8% | 33% | 16% | 9% | 14% | 5% | - | - | 13% |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q2. 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 | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | | c | *d | *e | f | g | *h | *i | *j | *k | *l |
| | A | B | | C | *D | *E | F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Pinterest | 12 | 11 | 1 | 7 | 3 | 2 | - | 9 | - | - | - | - | 1 |
| | 7% | 8% | 3% | 7% | 12% | 33% | - | 10% | - | - | - | - | 13% |
| Vimeo | 12 | 10 | 2 | 6 | 3 | - | 3 | 8 | - | 2 | - | - | 1 |
| | 7% | 8% | 6% | 6% | 12% | - | 9% | 9% | - | 10% | - | - | 13% |
| Live webcasting apps (e.g. Meerkat, Periscope) | 11 | 8 | 3 | 6 | 2 | - | 3 | 8 | - | - | - | - | 1 |
| | 7% | 6% | 9% | 6% | 8% | - | 9% | 9% | - | - | - | - | 13% |
| Tumblr | 5 | 5 | - | - | 3 | 1 | 1 | 2 | - | 1 | - | - | 2 |
| | 3% | 4% | - | - | 12% | 17% | 3% | 2% | - | 5% | - | - | 25% |
| | | | | | | | c | | | | | | |
| Snapchat | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 6 | 1 | 5 | 4 | - | - | 2 | 4 | - | - | 1 | - | - |
| | 4% | 1% | 15% | 4% | - | - | 6% | 4% | - | - | 8% | - | - |
| | | | A | | | | | | | | | | |
| None of the above | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| I am not familiar enough with my organisation's social media operations to say | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q2. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|---|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|-------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Twitter or other microblogs | 140 | 105 | 17 | 79 | 140 | 115 | 88 | 37 | 16 | 109 | 18 | 22 | 39 | 101 | 84 | 47 |
| | 84% | 85% | 85% | 85% | 100% | 90% | 91% | 86% | 94% | 86% | 78% | 88% | 87% | 83% | 88% | 85% |
| | | | | | CEFGI | | | | | | | | | | | |
| LinkedIn | 128 | 95 | 19 | 70 | 115 | 128 | 78 | 35 | 14 | 99 | 19 | 23 | 36 | 92 | 75 | 40 |
| | 77% | 77% | 95% | 75% | 82% | 100% | 80% | 81% | 82% | 78% | 83% | 92% | 80% | 75% | 79% | 73% |
| | | | | | CDFGI | | | | | | | | | | | |
| E-newsletters | 127 | 95 | 16 | 76 | 109 | 99 | 83 | 37 | 12 | 127 | 18 | 22 | 35 | 92 | 73 | 45 |
| | 76% | 77% | 80% | 82% | 78% | 77% | 86% | 86% | 71% | 100% | 78% | 88% | 78% | 75% | 77% | 82% |
| | | | | | | | | | | CDEFG | | | | | | |
| YouTube | 97 | 72 | 15 | 65 | 88 | 78 | 97 | 28 | 14 | 83 | 15 | 21 | 36 | 61 | 71 | 20 |
| | 58% | 58% | 75% | 70% | 63% | 61% | 100% | 65% | 82% | 65% | 65% | 84% | 80% | 50% | 75% | 36% |
| | | | | | | | CDEGI | | | | | | M | | O | |
| Facebook | 93 | 67 | 15 | 93 | 79 | 70 | 65 | 28 | 14 | 76 | 16 | 22 | 26 | 67 | 61 | 22 |
| | 56% | 54% | 75% | 100% | 56% | 55% | 67% | 65% | 82% | 60% | 70% | 88% | 58% | 55% | 64% | 40% |
| | | | | DEFGI | | | e | | | | | | | | O | |
| Blog associated with your organisation's website | 43 | 31 | 7 | 28 | 37 | 35 | 28 | 43 | 4 | 37 | 11 | 11 | 9 | 34 | 26 | 10 |
| | 26% | 25% | 35% | 30% | 26% | 27% | 29% | 100% | 24% | 29% | 48% | 44% | 20% | 28% | 27% | 18% |
| | | | | | | | | CDEFI | | | | | | | | |
| Paid banner ads | 36 | 28 | 7 | 21 | 32 | 29 | 28 | 7 | 3 | 27 | 10 | 8 | 36 | - | 30 | 3 |
| | 22% | 23% | 35% | 23% | 23% | 23% | 29% | 16% | 18% | 21% | 43% | 32% | 80% | - | 32% | 5% |
| | | | | | | | | | | | | | M | | O | |
| Google + | 25 | 12 | 11 | 22 | 22 | 23 | 21 | 11 | 6 | 22 | 6 | 25 | 10 | 15 | 18 | 4 |
| | 15% | 10% | 55% | 24% | 16% | 18% | 22% | 26% | 35% | 17% | 26% | 100% | 22% | 12% | 19% | 7% |
| | | | | | | | | | | | | | | | o | |
| Digital public relations (e.g. blogger and / or influencer relationships) | 23 | 16 | 7 | 16 | 18 | 19 | 15 | 11 | 5 | 18 | 23 | 6 | 11 | 12 | 18 | 4 |
| | 14% | 13% | 35% | 17% | 13% | 15% | 15% | 26% | 29% | 14% | 100% | 24% | 24% | 10% | 19% | 7% |
| | | | | | | | | Di | | | | | M | | o | |
| Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts) | 18 | 11 | 4 | 10 | 15 | 15 | 17 | 6 | 1 | 16 | 4 | 4 | 18 | - | 17 | - |
| | 11% | 9% | 20% | 11% | 11% | 12% | 18% | 14% | 6% | 13% | 17% | 16% | 40% | - | 18% | - |
| | | | | | | | | | | | | | M | | O | |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q2. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|--|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Instagram | 17 | 9 | 2 | 14 | 16 | 14 | 14 | 4 | 17 | 12 | 5 | 6 | 3 | 14 | 15 | 2 |
| | 10% | 7% | 10% | 15% | 11% | 11% | 14% | 9% | 100% | 9% | 22% | 24% | 7% | 11% | 16% | 4% |
| | | | | | | | | | | | | | | | O | |
| Pinterest | 12 | 6 | 3 | 10 | 12 | 11 | 12 | 3 | 6 | 11 | 4 | 5 | 7 | 5 | 11 | 1 |
| | 7% | 5% | 15% | 11% | 9% | 9% | 12% | 7% | 35% | 9% | 17% | 20% | 16% | 4% | 12% | 2% |
| | | | | | | | | | | | | | M | | O | |
| Vimeo | 12 | 9 | 2 | 9 | 12 | 10 | 9 | 6 | 2 | 9 | 3 | 4 | 4 | 8 | 8 | 3 |
| | 7% | 7% | 10% | 10% | 9% | 8% | 9% | 14% | 12% | 7% | 13% | 16% | 9% | 7% | 8% | 5% |
| Live webcasting apps (e.g. Meerkat, Periscope) | 11 | 6 | 2 | 8 | 11 | 9 | 9 | 3 | 4 | 10 | 4 | 4 | 2 | 9 | 6 | 4 |
| | 7% | 5% | 10% | 9% | 8% | 7% | 9% | 7% | 24% | 8% | 17% | 16% | 4% | 7% | 6% | 7% |
| Tumblr | 5 | 4 | 1 | 4 | 5 | 4 | 4 | 1 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 2 |
| | 3% | 3% | 5% | 4% | 4% | 3% | 4% | 2% | 12% | 3% | 9% | 8% | 7% | 2% | 3% | 4% |
| | | | | | | | | | | | | | m | | | |
| Snapchat | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 6 | 5 | - | 5 | 5 | 5 | 4 | 3 | 1 | 6 | - | - | - | 6 | 3 | 1 |
| | 4% | 4% | - | 5% | 4% | 4% | 4% | 7% | 6% | 5% | - | - | - | 5% | 3% | 2% |
| None of the above | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| I am not familiar enough with my organisation's social media operations to say | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q2. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a A | b B | c C | d D | e E | *f *F | g G | h H | i I | j J | *k *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 100% | 82 100% | 102 100% | 104 100% | 125 100% | 88 100% | 26 100% | 51 100% | 136 100% | 138 100% | 65 100% | 2 100% |
| Twitter or other microblogs | 140 84% | 72 88% | 95 93% | 96 92% | 110 88% | 81 92% | 23 88% | 44 86% | 120 88% | 118 86% | 55 85% | - - |
| LinkedIn | 128 77% | 67 82% | 84 82% | 80 77% | 102 82% | 73 83% | 21 81% | 46 90% | 108 79% | 105 76% | 50 77% | 1 50% |
| E-newsletters | 127 76% | 67 82% | 83 81% | 83 80% | 100 80% | 73 83% | 22 85% | 43 84% | 108 79% | 108 78% | 52 80% | 1 50% |
| YouTube | 97 58% | 57 70% | 71 70% | 68 65% | 76 61% | 64 73% | 15 58% | 33 65% | 87 64% | 81 59% | 40 62% | 1 50% |
| Facebook | 93 56% | 52 63% | 59 58% | 61 59% | 73 58% | 54 61% | 19 73% | 36 71% | 82 60% | 80 58% | 44 68% | 1 50% |
| Blog associated with your organisation's website | 43 26% | 25 30% | 31 30% | 29 28% | 33 26% | 28 32% | 5 19% | 19 37% | 39 29% | 38 28% | 18 28% | - - |
| Paid banner ads | 36 22% | 19 23% | 28 27% | 24 23% | 32 26% | 21 24% | 4 15% | 8 16% | 28 21% | 30 22% | 17 26% | - - |
| Google + | 25 15% | 16 20% | 17 17% | 14 13% | 21 17% | 16 18% | 5 19% | 17 33% | 21 15% | 22 16% | 9 14% | - - |
| Digital public relations (e.g. blogger and / or influencer relationships) | 23 14% | 16 20% | 18 18% | 21 20% | 20 16% | 18 20% | 4 15% | 8 16% | 18 13% | 21 15% | 12 18% | - - |
| Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts) | 18 11% | 8 10% | 13 13% | 11 11% | 14 11% | 11 13% | 2 8% | 6 12% | 17 13% | 15 11% | 9 14% | - - |
| Instagram | 17 10% | 12 15% | 9 9% | 10 10% | 13 10% | 10 11% | 5 19% | 8 16% | 15 11% | 14 10% | 10 15% | - - |

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

Kellen Social Media Spring 2016

Q2. Which of the following social media activities, if any, does your organisation currently make use of?

Base: All respondents

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 | 82 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Pinterest | 12 | 6 | 9 | 9 | 10 | 8 | - | 3 | 10 | 10 | 4 | - |
| | 7% | 7% | 9% | 9% | 8% | 9% | - | 6% | 7% | 7% | 6% | - |
| Vimeo | 12 | 7 | 7 | 9 | 11 | 7 | 1 | 5 | 9 | 11 | 6 | - |
| | 7% | 9% | 7% | 9% | 9% | 8% | 4% | 10% | 7% | 8% | 9% | - |
| Live webcasting apps (e.g. Meerkat, Periscope) | 11 | 7 | 8 | 9 | 10 | 8 | 3 | 6 | 8 | 9 | 5 | - |
| | 7% | 9% | 8% | 9% | 8% | 9% | 12% | 12% | 6% | 7% | 8% | - |
| Tumblr | 5 | 2 | 4 | 4 | 5 | 2 | - | 1 | 4 | 5 | 2 | - |
| | 3% | 2% | 4% | 4% | 4% | 2% | - | 2% | 3% | 4% | 3% | - |
| Snapchat | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 6 | 2 | 6 | 4 | 5 | 3 | 2 | 1 | 5 | 6 | 3 | - |
| | 4% | 2% | 6% | 4% | 4% | 3% | 8% | 2% | 4% | 4% | 5% | - |
| None of the above | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| I am not familiar enough with my organisation's social media operations to say | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |

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

Kellen Social Media Spring 2016

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 | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | | c | *d | *e | f | g | *h | *i | *j | *k | *l |
| | A | B | | C | *D | *E | F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Trade association | 103 | 88 | 15 | 103 | - | - | - | 63 | 8 | 13 | 7 | - | 4 |
| | 62% | 66% | 44% | 100% | - | - | - | 68% | 57% | 65% | 58% | - | 50% |
| | | B | | F | | | | | | | | | |
| Professional society | 26 | 18 | 8 | - | 26 | - | - | 13 | 2 | 2 | 4 | 1 | 2 |
| | 16% | 14% | 24% | - | 100% | - | - | 14% | 14% | 10% | 33% | 100% | 25% |
| Charity | 6 | 4 | 2 | - | - | 6 | - | 2 | - | - | - | - | - |
| | 4% | 3% | 6% | - | - | 100% | - | 2% | - | - | - | - | - |
| Other | 32 | 23 | 9 | - | - | - | 32 | 14 | 4 | 5 | 1 | - | 2 |
| | 19% | 17% | 26% | - | - | - | 100% | 15% | 29% | 25% | 8% | - | 25% |
| | | | | | | | C | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

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

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Trade association | 103 | 84 | 11 | 44 | 92 | 80 | 62 | 25 | 8 | 78 | 14 | 13 | 30 | 73 | 61 | 35 |
| | 62% | 68% | 55% | 47% | 66% | 63% | 64% | 58% | 47% | 61% | 61% | 52% | 67% | 60% | 64% | 64% |
| | | | | C | C | C | C | C | C | C | C | C | C | C | C | C |
| Professional society | 26 | 18 | 4 | 20 | 19 | 19 | 14 | 7 | 2 | 20 | 5 | 4 | 5 | 21 | 12 | 9 |
| | 16% | 15% | 20% | 22% | 14% | 15% | 14% | 16% | 12% | 16% | 22% | 16% | 11% | 17% | 13% | 16% |
| Charity | 6 | 2 | - | 6 | 5 | 5 | 3 | 2 | 2 | 5 | 1 | 1 | 1 | 5 | 3 | 3 |
| | 4% | 2% | - | 6% | 4% | 4% | 3% | 5% | 12% | 4% | 4% | 4% | 2% | 4% | 3% | 5% |
| Other | 32 | 20 | 5 | 23 | 24 | 24 | 18 | 9 | 5 | 24 | 3 | 7 | 9 | 23 | 19 | 8 |
| | 19% | 16% | 25% | 25% | 17% | 19% | 19% | 21% | 29% | 19% | 13% | 28% | 20% | 19% | 20% | 15% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

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

Base: All respondents

| | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | a | b | c | d | e | *f | g | h | i | j | *k |
| | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | |
| Total | 167 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Trade association | 103 | 73 | 74 | 75 | 60 | 16 | 22 | 85 | 84 | 34 | - |
| | 62% | 72% | 71% | 60% | 68% | 62% | 43% | 63% | 61% | 52% | - |
| | G | dGiJ | dGiJ | G | GJ | | | G | G | | |
| Professional society | 26 | 9 | 11 | 21 | 13 | 4 | 11 | 19 | 22 | 14 | 2 |
| | 16% | 9% | 11% | 17% | 15% | 15% | 22% | 14% | 16% | 22% | 100% |
| | | b | | b | | | Bc | | | Bc | |
| Charity | 6 | 2 | 3 | 6 | 2 | 1 | 3 | 5 | 6 | 4 | - |
| | 4% | 2% | 3% | 5% | 2% | 4% | 6% | 4% | 4% | 6% | - |
| Other | 32 | 18 | 16 | 23 | 13 | 5 | 15 | 27 | 26 | 13 | - |
| | 19% | 18% | 15% | 18% | 15% | 19% | 29% | 20% | 19% | 20% | - |
| | | | | | | | bCE | | | | |

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

Kellen Social Media Spring 2016

Q4. Which of the following groups, if any, does your organisation use to manage its social media operations?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Internal paid staff | 148 | 120 | 28 | 95 | 25 | 2 | 26 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 89% | 90% | 82% | 92% | 96% | 33% | 81% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | f | | | | | | | | | | |
| Volunteers | 17 | 11 | 6 | 5 | 4 | 4 | 4 | 5 | - | 2 | 3 | 1 | - |
| | 10% | 8% | 18% | 5% | 15% | 67% | 13% | 5% | - | 10% | 25% | 100% | - |
| Communications agency | 31 | 23 | 8 | 19 | 7 | - | 5 | 14 | 4 | 3 | 2 | - | 1 |
| | 19% | 17% | 24% | 18% | 27% | - | 16% | 15% | 29% | 15% | 17% | - | 13% |
| Other | 8 | 7 | 1 | 4 | 1 | 1 | 2 | 1 | - | - | - | - | 1 |
| | 5% | 5% | 3% | 4% | 4% | 17% | 6% | 1% | - | - | - | - | 13% |
| None of these | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - |
| | 1% | - | 3% | - | - | - | 3% | - | - | - | - | - | - |
| | | A | | | | c | | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q4. Which of the following groups, if any, does your organisation use to manage its social media operations?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | *b More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Internal paid staff | 148 | 124 | 20 | 84 | 124 | 116 | 90 | 39 | 12 | 114 | 23 | 23 | 42 | 106 | 85 | 48 |
| | 89% | 100% | 100% | 90% | 89% | 91% | 93% | 91% | 71% | 90% | 100% | 92% | 93% | 87% | 89% | 87% |
| Volunteers | 17 | 11 | - | 16 | 12 | 10 | 9 | 6 | 5 | 11 | 3 | 3 | 2 | 15 | 7 | 8 |
| | 10% | 9% | - | 17% | 9% | 8% | 9% | 14% | 29% | 9% | 13% | 12% | 4% | 12% | 7% | 15% |
| | | | | DEi | | | | | | | | | | | | |
| Communications agency | 31 | 16 | 5 | 14 | 23 | 24 | 22 | 8 | 4 | 22 | 5 | 5 | 14 | 17 | 21 | 5 |
| | 19% | 13% | 25% | 15% | 16% | 19% | 23% | 19% | 24% | 17% | 22% | 20% | 31% | 14% | 22% | 9% |
| | | | | | | | | | | | | | M | | O | |
| Other | 8 | 2 | - | 4 | 8 | 6 | 3 | 2 | 2 | 6 | - | 1 | 2 | 6 | 6 | 1 |
| | 5% | 2% | - | 4% | 6% | 5% | 3% | 5% | 12% | 5% | - | 4% | 4% | 5% | 6% | 2% |
| None of these | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 1 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | 1 |
| | 1% | - | - | - | 1% | 1% | - | - | - | - | - | - | - | 1% | - | 2% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q4. Which of the following groups, if any, does your organisation use to manage its social media operations?

Base: All respondents

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 | 82 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Internal paid staff | 148 | 76 | 97 | 96 | 111 | 84 | 23 | 44 | 122 | 123 | 57 | 2 |
| | 89% | 93% | 95% | 92% | 89% | 95% | 88% | 86% | 90% | 89% | 88% | 100% |
| | | | dgij | | | dgij | | | | | | |
| Volunteers | 17 | 9 | 7 | 8 | 10 | 7 | 3 | 8 | 14 | 14 | 10 | - |
| | 10% | 11% | 7% | 8% | 8% | 8% | 12% | 16% | 10% | 10% | 15% | - |
| | | | | | | | | b | | | b | |
| Communications agency | 31 | 9 | 18 | 19 | 21 | 17 | 4 | 7 | 23 | 21 | 10 | 2 |
| | 19% | 11% | 18% | 18% | 17% | 19% | 15% | 14% | 17% | 15% | 15% | 100% |
| Other | 8 | 4 | 4 | 4 | 5 | 3 | 2 | 2 | 8 | 7 | 4 | - |
| | 5% | 5% | 4% | 4% | 4% | 3% | 8% | 4% | 6% | 5% | 6% | - |
| None of these | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 1 | - | - | - | 1 | - | - | - | - | - | - | - |
| | 1% | - | - | - | 1% | - | - | - | - | - | - | - |

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

Kellen Social Media Spring 2016

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

Base: All who outsource to agency

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|---------|-----------|---------------------------------|--------------------------------|---|-----------|--------------|-----------|
| | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 31 100% | 23 100% | 8 100% | 19 100% | 7 100% | - - | 5 100% | 14 100% | 4 100% | 3 100% | 2 100% | - - | 1 100% |
| Print/ digital publications (e.g. a membership magazine) | 12 39% | 9 39% | 3 38% | 8 42% | 2 29% | - - | 2 40% | 9 64% | - - | 1 33% | - - | - - | - - |
| eNewsletters | 5 16% | 5 22% | - - | 4 21% | 1 14% | - - | - - | 1 7% | 1 25% | 1 33% | - - | - - | - - |
| Website content creation | 15 48% | 8 35% | 7 88% | 8 42% | 4 57% | - - | 3 60% | 7 50% | 2 50% | 1 33% | 1 50% | - - | - - |
| Social network account management (e.g. Facebook, Twitter and LinkedIn accounts) | 11 35% | 10 43% | 1 13% | 9 47% | 2 29% | - - | - - | 6 43% | 1 25% | 1 33% | - - | - - | - - |
| Blogs | 7 23% | 6 26% | 1 13% | 6 32% | 1 14% | - - | - - | 4 29% | - - | - - | - - | - - | - - |
| Reports or research studies | 17 55% | 13 57% | 4 50% | 12 63% | 2 29% | - - | 3 60% | 8 57% | 3 75% | 2 67% | - - | - - | 1 100% |
| Webinars/ Webcasts | 5 16% | 4 17% | 1 13% | 2 11% | 2 29% | - - | 1 20% | 3 21% | 1 25% | - - | 1 50% | - - | - - |
| Videos | 18 58% | 15 65% | 3 38% | 13 68% | 3 43% | - - | 2 40% | 9 64% | 2 50% | 1 33% | 1 50% | - - | - - |
| Articles (e.g. in magazines or newspapers) | 12 39% | 8 35% | 4 50% | 8 42% | 3 43% | - - | 1 20% | 7 50% | - - | 2 67% | - - | - - | - - |
| Other | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

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

Base: All who outsource to agency

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|--|---------------------------------------|-------------------|----------------------------|------------|------------|------------|------------|-----------|-----------|--------------|------------|-----------|---------------------|------------|-----------------------------|-----------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 31 100% | 16 100% | 5 100% | 14 100% | 23 100% | 24 100% | 22 100% | 8 100% | 4 100% | 22 100% | 5 100% | 5 100% | 14 100% | 17 100% | 21 100% | 5 100% |
| Print/ digital publications (e.g. a membership magazine) | 12 39% | 7 44% | 2 40% | 5 36% | 11 48% | 10 42% | 9 41% | 4 50% | 2 50% | 7 32% | 3 60% | 3 60% | 6 43% | 6 35% | 10 48% | - - |
| eNewsletters | 5 16% | 3 19% | - - | 3 21% | 5 22% | 4 17% | 4 18% | 3 38% | - - | 4 18% | 1 20% | - - | 2 14% | 3 18% | 4 19% | 1 20% |
| Website content creation | 15 48% | 4 25% | 4 80% | 9 64% | 11 48% | 10 42% | 9 41% | 5 63% | 2 50% | 11 50% | 3 60% | 3 60% | 7 50% | 8 47% | 11 52% | 1 20% |
| Social network account management (e.g. Facebook, Twitter and LinkedIn accounts) | 11 35% | 6 38% | 1 20% | 6 43% | 10 43% | 11 46% | 9 41% | 4 50% | 1 25% | 7 32% | 2 40% | 1 20% | 6 43% | 5 29% | 8 38% | 1 20% |
| Blogs | 7 23% | 3 19% | 1 20% | 2 14% | 7 30% | 6 25% | 6 27% | 5 63% | 1 25% | 4 18% | 2 40% | 1 20% | 4 29% | 3 18% | 7 33% | - - |
| Reports or research studies | 17 55% | 9 56% | 4 80% | 7 50% | 14 61% | 13 54% | 12 55% | 5 63% | 3 75% | 11 50% | 4 80% | 5 100% | 10 71% | 7 41% | 15 71% | 2 40% |
| Webinars/ Webcasts | 5 16% | 4 25% | 1 20% | 4 29% | 4 17% | 4 17% | 4 18% | 1 13% | - - | 4 18% | 2 40% | 1 20% | 1 7% | 4 24% | 3 14% | 2 40% |
| Videos | 18 58% | 8 50% | 4 80% | 9 64% | 16 70% | 14 58% | 15 68% | 5 63% | 2 50% | 14 64% | 3 60% | 4 80% | 9 64% | 9 53% | 15 71% | 2 40% |
| Articles (e.g. in magazines or newspapers) | 12 39% | 6 38% | 1 20% | 5 36% | 9 39% | 9 38% | 6 27% | 4 50% | 1 25% | 9 41% | 3 60% | 1 20% | 4 29% | 8 47% | 8 38% | 2 40% |
| Other | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

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

Base: All who outsource to agency

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K |
| Total | 31 100% | 9 100% | 18 100% | 19 100% | 21 100% | 17 100% | 4 100% | 7 100% | 23 100% | 21 100% | 10 100% | 2 100% |
| Print/ digital publications (e.g. a membership magazine) | 12 39% | 4 44% | 7 39% | 5 26% | 9 43% | 10 59% | 2 50% | 4 57% | 9 39% | 9 43% | 7 70% | - - |
| eNewsletters | 5 16% | 3 33% | 4 22% | 5 26% | 4 19% | 2 12% | 2 50% | 1 14% | 5 22% | 3 14% | 2 20% | - - |
| Website content creation | 15 48% | 5 56% | 9 50% | 10 53% | 11 52% | 8 47% | 3 75% | 3 43% | 10 43% | 9 43% | 5 50% | 1 50% |
| Social network account management (e.g. Facebook, Twitter and LinkedIn accounts) | 11 35% | 2 22% | 7 39% | 8 42% | 8 38% | 6 35% | 1 25% | 2 29% | 9 39% | 6 29% | 4 40% | 1 50% |
| Blogs | 7 23% | 2 22% | 4 22% | 4 21% | 6 29% | 5 29% | 1 25% | 2 29% | 6 26% | 5 24% | 3 30% | - - |
| Reports or research studies | 17 55% | 6 67% | 12 67% | 11 58% | 14 67% | 11 65% | 3 75% | 5 71% | 14 61% | 15 71% | 9 90% | - - |
| Webinars/ Webcasts | 5 16% | 2 22% | 4 22% | 3 16% | 2 10% | 3 18% | 1 25% | 2 29% | 4 17% | 3 14% | 1 10% | - - |
| Videos | 18 58% | 6 67% | 12 67% | 12 63% | 14 67% | 10 59% | 4 100% | 4 57% | 15 65% | 12 57% | 6 60% | 1 50% |
| Articles (e.g. in magazines or newspapers) | 12 39% | 2 22% | 6 33% | 9 47% | 8 38% | 6 35% | 1 25% | 3 43% | 6 26% | 10 48% | 4 40% | 1 50% |
| Other | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

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

Kellen Social Media Spring 2016

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

Base: All who use internal staff

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|---|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 148 | 120 | 28 | 95 | 25 | 2 | 26 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Communications or Marketing Manager | 92 | 74 | 18 | 63 | 13 | 2 | 14 | 92 | - | - | - | - | - |
| | 62% | 62% | 64% | 66% | 52% | 100% | 54% | 100% | - | - | - | - | - |
| Dedicated Social Media Manager | 14 | 10 | 4 | 8 | 2 | - | 4 | - | 14 | - | - | - | - |
| | 9% | 8% | 14% | 8% | 8% | - | 15% | - | 100% | - | - | - | - |
| 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) | 20 | 19 | 1 | 13 | 2 | - | 5 | - | - | 20 | - | - | - |
| | 14% | 16% | 4% | 14% | 8% | - | 19% | - | - | 100% | - | - | - |
| Assistant (office manager, intern) | 12 | 9 | 3 | 7 | 4 | - | 1 | - | - | - | 12 | - | - |
| | 8% | 8% | 11% | 7% | 16% | - | 4% | - | - | - | 100% | - | - |
| Volunteer(s) | 1 | - | 1 | - | 1 | - | - | - | - | - | - | 1 | - |
| | 1% | - | 4% | - | 4% | - | - | - | - | - | - | 100% | - |
| Other | 8 | 7 | 1 | 4 | 2 | - | 2 | - | - | - | - | - | 8 |
| | 5% | 6% | 4% | 4% | 8% | - | 8% | - | - | - | - | - | 100% |
| Don't know | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | 4% | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

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

Base: All who use internal staff

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|---|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Total | 148 | 124 | 20 | 84 | 124 | 116 | 90 | 39 | 12 | 114 | 23 | 23 | 42 | 106 | 85 | 48 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Communications or Marketing Manager | 92 | 79 | 11 | 52 | 83 | 75 | 62 | 31 | 8 | 71 | 17 | 15 | 27 | 65 | 56 | 25 |
| | 62% | 64% | 55% | 62% | 67% | 65% | 69% | 79% | 67% | 62% | 74% | 65% | 64% | 61% | 66% | 52% |
| Dedicated Social Media Manager | 14 | 6 | 8 | 11 | 10 | 13 | 11 | 1 | 2 | 10 | 2 | 5 | 5 | 9 | 9 | 4 |
| | 9% | 5% | 40% | 13% | 8% | 11% | 12% | 3% | 17% | 9% | 9% | 22% | 12% | 8% | 11% | 8% |
| 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) | 20 | 18 | 1 | 9 | 18 | 15 | 9 | 3 | 1 | 15 | 1 | 1 | 4 | 16 | 10 | 10 |
| | 14% | 15% | 5% | 11% | 15% | 13% | 10% | 8% | 8% | 13% | 4% | 4% | 10% | 15% | 12% | 21% |
| Assistant (office manager, intern) | 12 | 12 | - | 7 | 5 | 6 | 3 | 4 | - | 12 | 2 | - | 2 | 10 | 6 | 5 |
| | 8% | 10% | - | 8% | 4% | 5% | 3% | 10% | - | 11% | 9% | - | 5% | 9% | 7% | 10% |
| Volunteer(s) | 1 | 1 | - | 1 | 1 | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | 1 |
| | 1% | 1% | - | 1% | 1% | 1% | 1% | - | - | 1% | - | 4% | 2% | - | - | 2% |
| Other | 8 | 8 | - | 4 | 7 | 6 | 3 | - | 1 | 4 | 1 | 1 | 3 | 5 | 4 | 3 |
| | 5% | 6% | - | 5% | 6% | 5% | 3% | - | 8% | 4% | 4% | 4% | 7% | 5% | 5% | 6% |
| Don't know | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | - |
| | 1% | - | - | - | - | - | 1% | - | - | 1% | - | - | - | 1% | - | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

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

Base: All who use internal staff

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 148 | 76 | 97 | 96 | 111 | 84 | 23 | 44 | 122 | 123 | 57 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Communications or Marketing Manager | 92 | 48 | 65 | 64 | 71 | 54 | 16 | 28 | 74 | 80 | 34 | 1 |
| | 62% | 63% | 67% | 67% | 64% | 64% | 70% | 64% | 61% | 65% | 60% | 50% |
| Dedicated Social Media Manager | 14 | 7 | 10 | 7 | 11 | 10 | 3 | 6 | 14 | 9 | 7 | - |
| | 9% | 9% | 10% | 7% | 10% | 12% | 13% | 14% | 11% | 7% | 12% | - |
| 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) | 20 | 10 | 11 | 14 | 13 | 9 | 2 | 5 | 18 | 15 | 7 | - |
| | 14% | 13% | 11% | 15% | 12% | 11% | 9% | 11% | 15% | 12% | 12% | - |
| Assistant (office manager, intern) | 12 | 4 | 5 | 5 | 7 | 6 | 1 | 2 | 9 | 11 | 5 | - |
| | 8% | 5% | 5% | 5% | 6% | 7% | 4% | 5% | 7% | 9% | 9% | - |
| Volunteer(s) | 1 | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | 1 | - |
| | 1% | 1% | 1% | - | 1% | 1% | - | 2% h | - | 1% | 2% | - |
| Other | 8 | 6 | 5 | 6 | 8 | 4 | 1 | 2 | 7 | 7 | 3 | - |
| | 5% | 8% | 5% | 6% | 7% | 5% | 4% | 5% | 6% | 6% | 5% | - |
| Don't know | 1 | - | - | - | - | - | - | - | - | - | - | 1 |
| | 1% | - | - | - | - | - | - | - | - | - | - | 50% |

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

Kellen Social Media Spring 2016

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: All who know who has responsibility for social media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-----------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 147 | 119 | 28 | 95 | 24 | 2 | 26 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Less than one hour per week | 11 | 7 | 4 | 10 | 1 | - | - | 7 | - | 3 | - | 1 | - |
| | 7% | 6% | 14% | 11% | 4% | - | - | 8% | - | 15% | - | 100% | - |
| 1-5 hours per week | 67 | 58 | 9 | 45 | 13 | - | 9 | 37 | 3 | 12 | 10 | - | 5 |
| | 46% | 49% | 32% | 47% | 54% | - | 35% | 40% | 21% | 60% | 83% | - | 63% |
| 6-10 hours per week | 46 | 38 | 8 | 29 | 4 | 2 | 11 | 35 | 3 | 3 | 2 | - | 3 |
| | 31% | 32% | 29% | 31% | 17% | 100% | 42% | 38% | 21% | 15% | 17% | - | 38% |
| 11-20 hours per week | 14 | 11 | 3 | 8 | 3 | - | 3 | 7 | 6 | 1 | - | - | - |
| | 10% | 9% | 11% | 8% | 13% | - | 12% | 8% | 43% | 5% | - | - | - |
| 21-40 hours per week | 5 | 3 | 2 | 2 | 1 | - | 2 | 3 | 2 | - | - | - | - |
| | 3% | 3% | 7% | 2% | 4% | - | 8% | 3% | 14% | - | - | - | - |
| More than 40 hours per week | 1 | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - |
| | 1% | 1% | - | 1% | - | - | - | 1% | - | - | - | - | - |
| Don't know | 3 | 1 | 2 | - | 2 | - | 1 | 2 | - | 1 | - | - | - |
| | 2% | 1% | 7% | - | 8% | - | 4% | 2% | - | 5% | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: 10 hours or fewer | 124 | 103 | 21 | 84 | 18 | 2 | 20 | 79 | 6 | 18 | 12 | 1 | 8 |
| | 84% | 87% | 75% | 88% | 75% | 100% | 77% | 86% | 43% | 90% | 100% | 100% | 100% |
| Net: More than 10 hours | 20 | 15 | 5 | 11 | 4 | - | 5 | 11 | 8 | 1 | - | - | - |
| | 14% | 13% | 18% | 12% | 17% | - | 19% | 12% | 57% | 5% | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

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: All who know who has responsibility for social media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-----------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Total | 147 | 124 | 20 | 84 | 124 | 116 | 89 | 39 | 12 | 113 | 23 | 23 | 42 | 105 | 85 | 48 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Less than one hour per week | 11 | 11 | - | 2 | 8 | 7 | 4 | - | - | 5 | - | 1 | 4 | 7 | 3 | 7 |
| | 7% | 9% | - | 2% | 6% | 6% | 4% | - | - | 4% | - | 4% | 10% | 7% | 4% | 15% |
| | | | | | | | | | | | | | | | | N |
| 1-5 hours per week | 67 | 67 | - | 32 | 57 | 52 | 36 | 17 | 3 | 53 | 6 | 1 | 15 | 52 | 36 | 24 |
| | 46% | 54% | - | 38% | 46% | 45% | 40% | 44% | 25% | 47% | 26% | 4% | 36% | 50% | 42% | 50% |
| 6-10 hours per week | 46 | 46 | - | 33 | 40 | 36 | 32 | 14 | 6 | 37 | 10 | 10 | 14 | 32 | 27 | 15 |
| | 31% | 37% | - | 39% | 32% | 31% | 36% | 36% | 50% | 33% | 43% | 43% | 33% | 30% | 32% | 31% |
| 11-20 hours per week | 14 | - | 14 | 11 | 13 | 14 | 11 | 6 | 1 | 11 | 4 | 6 | 6 | 8 | 11 | 2 |
| | 10% | - | 70% | 13% | 10% | 12% | 12% | 15% | 8% | 10% | 17% | 26% | 14% | 8% | 13% | 4% |
| 21-40 hours per week | 5 | - | 5 | 3 | 3 | 4 | 3 | 1 | - | 4 | 2 | 4 | 3 | 2 | 5 | - |
| | 3% | - | 25% | 4% | 2% | 3% | 3% | 3% | - | 4% | 9% | 17% | 7% | 2% | 6% | - |
| | | | | | | | | | | | | | | | | o |
| More than 40 hours per week | 1 | - | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 1 | 1 | - |
| | 1% | - | 5% | 1% | 1% | 1% | 1% | - | 8% | 1% | 4% | 4% | - | 1% | 1% | - |
| Don't know | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 1 | 2 | - | - | - | 3 | 2 | - |
| | 2% | - | - | 2% | 2% | 2% | 2% | 3% | 8% | 2% | - | - | - | 3% | 2% | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: 10 hours or fewer | 124 | 124 | - | 67 | 105 | 95 | 72 | 31 | 9 | 95 | 16 | 12 | 33 | 91 | 66 | 46 |
| | 84% | 100% | - | 80% | 85% | 82% | 81% | 79% | 75% | 84% | 70% | 52% | 79% | 87% | 78% | 96% |
| | | | | | | | | | | | | | | | | N |
| Net: More than 10 hours | 20 | - | 20 | 15 | 17 | 19 | 15 | 7 | 2 | 16 | 7 | 11 | 9 | 11 | 17 | 2 |
| | 14% | - | 100% | 18% | 14% | 16% | 17% | 18% | 17% | 14% | 30% | 48% | 21% | 10% | 20% | 4% |
| | | | | | | | | | | | | | m | | O | |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

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: All who know who has responsibility for social media

| | | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 147 100% | 76 100% | 97 100% | 96 100% | 111 100% | 84 100% | 23 100% | 44 100% | 122 100% | 123 100% | 57 100% | 1 100% |
| Less than one hour per week | 11 7% | 6 8% | 3 3% | 3 3% | 7 6% | 3 4% | 1 4% | 3 7% | 5 4% | 10 8% | 2 4% | - - |
| 1-5 hours per week | 67 46% | 33 43% | 41 42% | 45 47% | 51 46% | 34 40% | 8 35% | 17 39% | 58 48% | 57 46% | 26 46% | - - |
| 6-10 hours per week | 46 31% | 25 33% | 35 36% | 34 35% | 34 31% | 30 36% | 11 48% | 15 34% | 42 34% | 38 31% | 23 40% | - - |
| 11-20 hours per week | 14 10% | 8 11% | 12 12% | 9 9% | 12 11% | 13 15% | 2 9% | 6 14% | 11 9% | 10 8% | 4 7% | - - |
| 21-40 hours per week | 5 3% | 2 3% | 4 4% | 2 2% | 4 4% | 2 2% | 1 4% | 2 5% | 4 3% | 5 4% | 1 2% | - - |
| More than 40 hours per week | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | - - | - - |
| Don't know | 3 2% | 1 1% | 1 1% | 2 2% | 2 2% | 1 1% | - - | 1 2% | 1 1% | 2 2% | 1 2% | 1 100% |
| NETS | | | | | | | | | | | | |
| Net: 10 hours or fewer | 124 84% | 64 84% | 79 81% | 82 85% | 92 83% | 67 80% | 20 87% | 35 80% | 105 86% | 105 85% | 51 89% | - - |
| Net: More than 10 hours | 20 14% | 11 14% | 17 18% | 12 13% | 17 15% | 16 19% | 3 13% | 8 18% | 16 13% | 16 13% | 5 9% | - - |

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

Kellen Social Media Spring 2016

Q8. Does your organisation have either of the following?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|----------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Regional or local branches | 52 | 37 | 15 | 32 | 9 | 2 | 9 | 31 | 4 | 3 | 4 | - | 3 |
| | 31% | 28% | 44% | 31% | 35% | 33% | 28% | 34% | 29% | 15% | 33% | - | 38% |
| | | a | | | | | | | | | | | |
| Special interest groups | 63 | 52 | 11 | 38 | 12 | 2 | 11 | 34 | 4 | 7 | 9 | 1 | 2 |
| | 38% | 39% | 32% | 37% | 46% | 33% | 34% | 37% | 29% | 35% | 75% | 100% | 25% |
| None of the above | 74 | 62 | 12 | 49 | 7 | 3 | 15 | 40 | 6 | 12 | 3 | - | 3 |
| | 44% | 47% | 35% | 48% | 27% | 50% | 47% | 43% | 43% | 60% | 25% | - | 38% |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q8. Does your organisation have either of the following?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|----------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Regional or local branches | 52 | 37 | 6 | 33 | 44 | 40 | 33 | 16 | 8 | 42 | 8 | 10 | 11 | 41 | 27 | 19 |
| | 31% | 30% | 30% | 35% | 31% | 31% | 34% | 37% | 47% | 33% | 35% | 40% | 24% | 34% | 28% | 35% |
| Special interest groups | 63 | 49 | 7 | 37 | 54 | 51 | 38 | 21 | 6 | 57 | 14 | 11 | 18 | 45 | 36 | 23 |
| | 38% | 40% | 35% | 40% | 39% | 40% | 39% | 49% | 35% | 45% | 61% | 44% | 40% | 37% | 38% | 42% |
| None of the above | 74 | 56 | 8 | 35 | 61 | 55 | 41 | 15 | 7 | 49 | 6 | 8 | 21 | 53 | 43 | 24 |
| | 44% | 45% | 40% | 38% | 44% | 43% | 42% | 35% | 41% | 39% | 26% | 32% | 47% | 43% | 45% | 44% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q8. Does your organisation have either of the following?

Base: All respondents

| | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|----------------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | a | b | c | d | e | *f | g | h | i | j | *k | |
| | A | B | C | D | E | *F | G | H | I | J | *K | |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 | 82 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Regional or local branches | 52 | 24 | 35 | 31 | 41 | 27 | 7 | 17 | 47 | 47 | 23 | 2 |
| | 31% | 29% | 34% | 30% | 33% | 31% | 27% | 33% | 35% | 34% | 35% | 100% |
| Special interest groups | 63 | 40 | 40 | 45 | 53 | 41 | 13 | 22 | 51 | 51 | 27 | - |
| | 38% | 49% | 39% | 43% | 42% | 47% | 50% | 43% | 38% | 37% | 42% | - |
| None of the above | 74 | 33 | 44 | 45 | 49 | 36 | 10 | 21 | 59 | 60 | 25 | - |
| | 44% | 40% | 43% | 43% | 39% | 41% | 38% | 41% | 43% | 43% | 38% | - |

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

Kellen Social Media Spring 2016

Q9_SUM. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

SUMMARY TABLE

Base: All who have branches/ chapters or groups

| | Total | Yes, all of them do | Yes, some of them do | No, none of them do | Don't know | NETS | |
|----------------------------|------------|---------------------|----------------------|---------------------|------------|-----------|--|
| | | | | | | Yes | |
| Regional or local branches | 52 100% | 15 29% | 27 52% | 7 13% | 3 6% | 42 81% | |
| Special interest groups | 63 100% | 10 16% | 23 37% | 24 38% | 6 10% | 33 52% | |

Kellen Social Media Spring 2016

Q9_1. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Regional or local branches

Base: All who have regional or local branches

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 52 | 37 | 15 | 32 | 9 | 2 | 9 | 31 | 4 | 3 | 4 | - | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Yes, all of them do | 15 | 12 | 3 | 7 | 1 | 1 | 6 | 7 | 2 | 1 | - | - | 2 |
| | 29% | 32% | 20% | 22% | 11% | 50% | 67% | 23% | 50% | 33% | - | - | 67% |
| Yes, some of them do | 27 | 19 | 8 | 16 | 7 | 1 | 3 | 18 | 1 | 1 | 3 | - | 1 |
| | 52% | 51% | 53% | 50% | 78% | 50% | 33% | 58% | 25% | 33% | 75% | - | 33% |
| No, none of them do | 7 | 6 | 1 | 7 | - | - | - | 4 | 1 | 1 | 1 | - | - |
| | 13% | 16% | 7% | 22% | - | - | - | 13% | 25% | 33% | 25% | - | - |
| Don't know | 3 | - | 3 | 2 | 1 | - | - | 2 | - | - | - | - | - |
| | 6% | - | 20% | 6% | 11% | - | - | 6% | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Yes | 42 | 31 | 11 | 23 | 8 | 2 | 9 | 25 | 3 | 2 | 3 | - | 3 |
| | 81% | 84% | 73% | 72% | 89% | 100% | 100% | 81% | 75% | 67% | 75% | - | 100% |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q9_1. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Regional or local branches

Base: All who have regional or local branches

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | *n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | *N | *O |
| Total | 52 | 37 | 6 | 33 | 44 | 40 | 33 | 16 | 8 | 42 | 8 | 10 | 11 | 41 | 27 | 19 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes, all of them do | 15 | 8 | 4 | 10 | 14 | 14 | 10 | 6 | 4 | 11 | - | 6 | 4 | 11 | 10 | 3 |
| | 29% | 22% | 67% | 30% | 32% | 35% | 30% | 38% | 50% | 26% | - | 60% | 36% | 27% | 37% | 16% |
| Yes, some of them do | 27 | 22 | 1 | 19 | 23 | 17 | 19 | 7 | 4 | 23 | 6 | 2 | 6 | 21 | 15 | 9 |
| | 52% | 59% | 17% | 58% | 52% | 43% | 58% | 44% | 50% | 55% | 75% | 20% | 55% | 51% | 56% | 47% |
| No, none of them do | 7 | 6 | 1 | 2 | 6 | 7 | 4 | 3 | - | 7 | 2 | 2 | 1 | 6 | 2 | 5 |
| | 13% | 16% | 17% | 6% | 14% | 18% | 12% | 19% | - | 17% | 25% | 20% | 9% | 15% | 7% | 26% |
| Don't know | 3 | 1 | - | 2 | 1 | 2 | - | - | - | 1 | - | - | - | 3 | - | 2 |
| | 6% | 3% | - | 6% | 2% | 5% | - | - | - | 2% | - | - | - | 7% | - | 11% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Yes | 42 | 30 | 5 | 29 | 37 | 31 | 29 | 13 | 8 | 34 | 6 | 8 | 10 | 32 | 25 | 12 |
| | 81% | 81% | 83% | 88% | 84% | 78% | 88% | 81% | 100% | 81% | 75% | 80% | 91% | 78% | 93% | 63% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q9_1. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Regional or local branches

Base: All who have regional or local branches

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | *a | b | c | d | *e | *f | *g | h | i | *j | *k |
| | | *A | B | C | D | *E | *F | *G | H | I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 52 100% | 24 100% | 35 100% | 31 100% | 41 100% | 27 100% | 7 100% | 17 100% | 47 100% | 47 100% | 23 100% | 2 100% |
| Yes, all of them do | 15 29% | 5 21% | 10 29% | 7 23% | 12 29% | 8 30% | 1 14% | 5 29% | 15 32% | 14 30% | 7 30% | - - |
| Yes, some of them do | 27 52% | 16 67% | 20 57% | 18 58% | 21 51% | 14 52% | 5 71% | 8 47% | 24 51% | 24 51% | 12 52% | 1 50% |
| No, none of them do | 7 13% | 3 13% | 5 14% | 6 19% | 7 17% | 4 15% | - - | 4 24% | 6 13% | 7 15% | 4 17% | - - |
| Don't know | 3 6% | - - | - - | - - | 1 2% | 1 4% | 1 14% | - - | 2 4% | 2 4% | - - | 1 50% |
| NETS | | | | | | | | | | | | |
| Net: Yes | 42 81% | 21 88% | 30 86% | 25 81% | 33 80% | 22 81% | 6 86% | 13 76% | 39 83% | 38 81% | 19 83% | 1 50% |

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

Kellen Social Media Spring 2016

Q9_2. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Special interest groups

Base: All who have special interest groups

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|----------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | | g | *h | *i | *j | *k | *l |
| | A | *B | C | *D | *E | *F | | G | *H | *I | *J | *K | *L |
| Total | 63 | 52 | 11 | 38 | 12 | 2 | 11 | 34 | 4 | 7 | 9 | 1 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes, all of them do | 10 | 9 | 1 | 4 | 3 | - | 3 | 6 | - | 1 | 1 | 1 | - |
| | 16% | 17% | 9% | 11% | 25% | - | 27% | 18% | - | 14% | 11% | 100% | - |
| Yes, some of them do | 23 | 18 | 5 | 12 | 5 | - | 6 | 12 | - | 2 | 6 | - | 1 |
| | 37% | 35% | 45% | 32% | 42% | - | 55% | 35% | - | 29% | 67% | - | 50% |
| No, none of them do | 24 | 21 | 3 | 18 | 4 | 1 | 1 | 13 | 4 | 4 | 2 | - | - |
| | 38% | 40% | 27% | 47% | 33% | 50% | 9% | 38% | 100% | 57% | 22% | - | - |
| Don't know | 6 | 4 | 2 | 4 | - | 1 | 1 | 3 | - | - | - | - | 1 |
| | 10% | 8% | 18% | 11% | - | 50% | 9% | 9% | - | - | - | - | 50% |
| NETS | | | | | | | | | | | | | |
| Net: Yes | 33 | 27 | 6 | 16 | 8 | - | 9 | 18 | - | 3 | 7 | 1 | 1 |
| | 52% | 52% | 55% | 42% | 67% | - | 82% | 53% | - | 43% | 78% | 100% | 50% |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q9_2. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Special interest groups

Base: All who have special interest groups

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 63 | 49 | 7 | 37 | 54 | 51 | 38 | 21 | 6 | 57 | 14 | 11 | 18 | 45 | 36 | 23 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes, all of them do | 10 | 9 | - | 6 | 7 | 8 | 4 | 3 | 1 | 10 | 2 | 3 | 2 | 8 | 4 | 5 |
| | 16% | 18% | - | 16% | 13% | 16% | 11% | 14% | 17% | 18% | 14% | 27% | 11% | 18% | 11% | 22% |
| Yes, some of them do | 23 | 16 | 4 | 15 | 20 | 18 | 16 | 12 | 4 | 22 | 7 | 4 | 8 | 15 | 16 | 7 |
| | 37% | 33% | 57% | 41% | 37% | 35% | 42% | 57% | 67% | 39% | 50% | 36% | 44% | 33% | 44% | 30% |
| No, none of them do | 24 | 20 | 3 | 14 | 22 | 20 | 17 | 5 | 1 | 21 | 4 | 4 | 5 | 19 | 13 | 10 |
| | 38% | 41% | 43% | 38% | 41% | 39% | 45% | 24% | 17% | 37% | 29% | 36% | 28% | 42% | 36% | 43% |
| Don't know | 6 | 4 | - | 2 | 5 | 5 | 1 | 1 | - | 4 | 1 | - | 3 | 3 | 3 | 1 |
| | 10% | 8% | - | 5% | 9% | 10% | 3% | 5% | - | 7% | 7% | - | 17% | 7% | 8% | 4% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Yes | 33 | 25 | 4 | 21 | 27 | 26 | 20 | 15 | 5 | 32 | 9 | 7 | 10 | 23 | 20 | 12 |
| | 52% | 51% | 57% | 57% | 50% | 51% | 53% | 71% | 83% | 56% | 64% | 64% | 56% | 51% | 56% | 52% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q9_2. For each of the following, please indicate whether these groups in your organisation have separate social media profiles.

Special interest groups

Base: All who have special interest groups

| | | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | a | b | c | d | e | *f | *g | h | i | *j | *k | |
| | A | B | C | D | E | *F | *G | H | I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 63 | 40 | 40 | 45 | 53 | 41 | 13 | 22 | 51 | 51 | 27 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Yes, all of them do | 10 | 4 | 3 | 4 | 8 | 6 | 1 | 4 | 7 | 8 | 6 | - |
| | 16% | 10% | 8% | 9% | 15% | 15% | 8% | 18% | 14% | 16% | 22% | - |
| Yes, some of them do | 23 | 18 | 17 | 16 | 18 | 16 | 7 | 7 | 19 | 21 | 9 | - |
| | 37% | 45% | 43% | 36% | 34% | 39% | 54% | 32% | 37% | 41% | 33% | - |
| No, none of them do | 24 | 14 | 17 | 21 | 21 | 18 | 4 | 11 | 22 | 18 | 11 | - |
| | 38% | 35% | 43% | 47% | 40% | 44% | 31% | 50% | 43% | 35% | 41% | - |
| Don't know | 6 | 4 | 3 | 4 | 6 | 1 | 1 | - | 3 | 4 | 1 | - |
| | 10% | 10% | 8% | 9% | 11% | 2% | 8% | - | 6% | 8% | 4% | - |
| NETS | | | | | | | | | | | | |
| Net: Yes | 33 | 22 | 20 | 20 | 26 | 22 | 8 | 11 | 26 | 29 | 15 | - |
| | 52% | 55% | 50% | 44% | 49% | 54% | 62% | 50% | 51% | 57% | 56% | - |

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

Kellen Social Media Spring 2016

Q10. Which of the following, if any, is responsible for managing your organisation's regional or local social media accounts?

Base: All who have branches with separate media profiles

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|------------------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | |
| | A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 42 | 31 | 11 | 23 | 8 | 2 | 9 | 25 | 3 | 2 | 3 | - | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Your organisation's headquarters | 12 | 8 | 4 | 5 | 3 | 1 | 3 | 4 | - | - | 2 | - | 3 |
| | 29% | 26% | 36% | 22% | 38% | 50% | 33% | 16% | - | - | 67% | - | 100% |
| Your organisation's local branches | 25 | 19 | 6 | 14 | 4 | 1 | 6 | 18 | 2 | 2 | 1 | - | - |
| | 60% | 61% | 55% | 61% | 50% | 50% | 67% | 72% | 67% | 100% | 33% | - | - |
| Communications agency | 1 | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - |
| | 2% | 3% | - | 4% | - | - | - | - | 33% | - | - | - | - |
| Other | 2 | 2 | - | 2 | - | - | - | 2 | - | - | - | - | - |
| | 5% | 6% | - | 9% | - | - | - | 8% | - | - | - | - | - |
| Don't know | 2 | 1 | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | 5% | 3% | 9% | 4% | 13% | - | - | 4% | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q10. Which of the following, if any, is responsible for managing your organisation's regional or local social media accounts?

Base: All who have branches with separate media profiles

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|------------------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | *c | d | e | *f | *g | *h | i | *j | *k | *l | m | *n | *o | |
| | A | *B | *C | D | E | *F | *G | *H | I | *J | *K | *L | M | *N | *O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 42 | 30 | 5 | 29 | 37 | 31 | 29 | 13 | 8 | 34 | 6 | 8 | 10 | 32 | 25 | 12 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Your organisation's headquarters | 12 | 9 | - | 8 | 11 | 8 | 7 | 5 | 2 | 11 | 3 | 2 | 3 | 9 | 6 | 5 |
| | 29% | 30% | - | 28% | 30% | 26% | 24% | 38% | 25% | 32% | 50% | 25% | 30% | 28% | 24% | 42% |
| Your organisation's local branches | 25 | 18 | 4 | 20 | 22 | 20 | 19 | 6 | 6 | 21 | 3 | 5 | 6 | 19 | 16 | 6 |
| | 60% | 60% | 80% | 69% | 59% | 65% | 66% | 46% | 75% | 62% | 50% | 63% | 60% | 59% | 64% | 50% |
| Communications agency | 1 | 1 | - | 1 | 1 | 1 | 1 | - | - | - | - | - | 1 | - | 1 | - |
| | 2% | 3% | - | 3% | 3% | 3% | 3% | - | - | - | - | - | 10% | - | 4% | - |
| Other | 2 | 1 | 1 | - | 2 | 1 | - | 2 | - | - | - | 1 | - | 2 | 1 | 1 |
| | 5% | 3% | 20% | - | 5% | 3% | - | 15% | - | - | - | 13% | - | 6% | 4% | 8% |
| Don't know | 2 | 1 | - | - | 1 | 1 | 2 | - | - | 2 | - | - | - | 2 | 1 | - |
| | 5% | 3% | - | - | 3% | 3% | 7% | - | - | 6% | - | - | - | 6% | 4% | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q10. Which of the following, if any, is responsible for managing your organisation's regional or local social media accounts?

Base: All who have branches with separate media profiles

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|------------------------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Significance Level: 90% | *a | b | *c | d | *e | *f | *g | h | i | *j | *k | |
| Significance Level: 95% | *A | B | *C | D | *E | *F | *G | H | I | *J | *K | |
| Total | 42 | 21 | 30 | 25 | 33 | 22 | 6 | 13 | 39 | 38 | 19 | 1 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Your organisation's headquarters | 12 | 9 | 7 | 6 | 9 | 7 | 2 | 6 | 12 | 12 | 6 | - |
| | 29% | 43% | 23% | 24% | 27% | 32% | 33% | 46% | 31% | 32% | 32% | - |
| Your organisation's local branches | 25 | 9 | 19 | 15 | 20 | 15 | 3 | 6 | 24 | 23 | 12 | - |
| | 60% | 43% | 63% | 60% | 61% | 68% | 50% | 46% | 62% | 61% | 63% | - |
| Communications agency | 1 | - | 1 | 1 | 1 | - | - | - | 1 | - | 1 | - |
| | 2% | - | 3% | 4% | 3% | - | - | - | 3% | - | 5% | - |
| Other | 2 | 2 | 2 | 2 | 2 | - | 1 | 1 | 2 | 2 | - | - |
| | 5% | 10% | 7% | 8% | 6% | - | 17% | 8% | 5% | 5% | - | - |
| Don't know | 2 | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | 1 |
| | 5% | 5% | 3% | 4% | 3% | - | - | - | - | 3% | - | 100% |

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

Kellen Social Media Spring 2016

Q11. 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 | | | | | | |
|---|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Event promotion, registration, attendance | 138 | 111 | 27 | 84 | 22 | 6 | 26 | 80 | 9 | 15 | 11 | 1 | 7 |
| | 83% | 83% | 79% | 82% | 85% | 100% | 81% | 87% | 64% | 75% | 92% | 100% | 88% |
| To build your organisation's profile | 136 | 117 | 19 | 85 | 19 | 5 | 27 | 74 | 14 | 18 | 9 | - | 7 |
| | 81% | 88% | 56% | 83% | 73% | 83% | 84% | 80% | 100% | 90% | 75% | - | 88% |
| | | B | | | | | | | | | | | |
| Communication and engagement with members and website visitors | 125 | 103 | 22 | 75 | 21 | 6 | 23 | 71 | 11 | 13 | 7 | 1 | 8 |
| | 75% | 77% | 65% | 73% | 81% | 100% | 72% | 77% | 79% | 65% | 58% | 100% | 100% |
| Communication with journalists/media contacts | 104 | 93 | 11 | 74 | 11 | 3 | 16 | 64 | 7 | 14 | 5 | - | 6 |
| | 62% | 70% | 32% | 72% | 42% | 50% | 50% | 70% | 50% | 70% | 42% | - | 75% |
| | | B | | F | | | | | | | | | |
| Influencing key opinion formers through their social media accounts | 102 | 88 | 14 | 73 | 9 | 2 | 18 | 65 | 10 | 11 | 5 | 1 | 5 |
| | 61% | 66% | 41% | 71% | 35% | 33% | 56% | 71% | 71% | 55% | 42% | 100% | 63% |
| | | B | | | | | | | | | | | |
| To take part in the online debate on specific issues | 88 | 75 | 13 | 60 | 13 | 2 | 13 | 54 | 10 | 9 | 6 | 1 | 4 |
| | 53% | 56% | 38% | 58% | 50% | 33% | 41% | 59% | 71% | 45% | 50% | 100% | 50% |
| | | b | | f | | | | | | | | | |
| Information gathering | 82 | 74 | 8 | 50 | 12 | 4 | 16 | 48 | 7 | 10 | 4 | 1 | 6 |
| | 49% | 56% | 24% | 49% | 46% | 67% | 50% | 52% | 50% | 50% | 33% | 100% | 75% |
| | | B | | | | | | | | | | | |
| To promote education or other association offerings | 65 | 54 | 11 | 34 | 14 | 4 | 13 | 34 | 7 | 7 | 5 | 1 | 3 |
| | 39% | 41% | 32% | 33% | 54% | 67% | 41% | 37% | 50% | 35% | 42% | 100% | 38% |
| Recruitment of new members for your organisation | 51 | 42 | 9 | 22 | 11 | 3 | 15 | 28 | 6 | 5 | 2 | 1 | 2 |
| | 31% | 32% | 26% | 21% | 42% | 50% | 47% | 30% | 43% | 25% | 17% | 100% | 25% |
| | | | | | | | C | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q11. 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 | | | | | | |
|-------------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Crisis communication | 26 | 21 | 5 | 16 | 4 | 1 | 5 | 16 | 3 | 2 | 1 | - | 1 |
| | 16% | 16% | 15% | 16% | 15% | 17% | 16% | 17% | 21% | 10% | 8% | - | 13% |
| We have no specific objective | 2 | 1 | 1 | - | 2 | - | - | 1 | - | - | - | - | - |
| | 1% | 1% | 3% | - | 8% | - | - | 1% | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q11. For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|---|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | A | *B | | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Event promotion, registration, attendance | 138 | 105 | 16 | 80 | 118 | 105 | 81 | 38 | 14 | 108 | 21 | 22 | 37 | 101 | 81 | 47 |
| | 83% | 85% | 80% | 86% | 84% | 82% | 84% | 88% | 82% | 85% | 91% | 88% | 82% | 83% | 85% | 85% |
| To build your organisation's profile | 136 | 105 | 16 | 82 | 120 | 108 | 87 | 39 | 15 | 108 | 18 | 21 | 37 | 99 | 82 | 45 |
| | 81% | 85% | 80% | 88% | 86% | 84% | 90% | 91% | 88% | 85% | 78% | 84% | 82% | 81% | 86% | 82% |
| Communication and engagement with members and website visitors | 125 | 92 | 17 | 73 | 110 | 102 | 76 | 33 | 13 | 100 | 20 | 21 | 38 | 87 | 72 | 42 |
| | 75% | 74% | 85% | 78% | 79% | 80% | 78% | 77% | 76% | 79% | 87% | 84% | 84% | 71% | 76% | 76% |
| Communication with journalists/media contacts | 104 | 82 | 12 | 61 | 96 | 80 | 68 | 29 | 10 | 83 | 21 | 14 | 30 | 74 | 65 | 32 |
| | 62% | 66% | 60% | 66% | 69% | 63% | 70% | 67% | 59% | 65% | 91% | 56% | 67% | 61% | 68% | 58% |
| Influencing key opinion formers through their social media accounts | 102 | 79 | 17 | 59 | 95 | 84 | 71 | 31 | 9 | 83 | 18 | 17 | 34 | 68 | 65 | 30 |
| | 61% | 64% | 85% | 63% | 68% | 66% | 73% | 72% | 53% | 65% | 78% | 68% | 76% | 56% | 68% | 55% |
| To take part in the online debate on specific issues | 88 | 67 | 16 | 54 | 81 | 73 | 64 | 28 | 10 | 73 | 18 | 16 | 26 | 62 | 58 | 24 |
| | 53% | 54% | 80% | 58% | 58% | 57% | 66% | 65% | 59% | 57% | 78% | 64% | 58% | 51% | 61% | 44% |
| Information gathering | 82 | 64 | 11 | 52 | 72 | 67 | 57 | 25 | 12 | 67 | 16 | 16 | 23 | 59 | 50 | 27 |
| | 49% | 52% | 55% | 56% | 51% | 52% | 59% | 58% | 71% | 53% | 70% | 64% | 51% | 48% | 53% | 49% |
| To promote education or other association offerings | 65 | 51 | 5 | 44 | 55 | 50 | 40 | 18 | 10 | 52 | 12 | 9 | 19 | 46 | 42 | 19 |
| | 39% | 41% | 25% | 47% | 39% | 39% | 41% | 42% | 59% | 41% | 52% | 36% | 42% | 38% | 44% | 35% |
| Recruitment of new members for your organisation | 51 | 35 | 8 | 36 | 44 | 46 | 33 | 19 | 8 | 43 | 8 | 17 | 11 | 40 | 31 | 16 |
| | 31% | 28% | 40% | 39% | 31% | 36% | 34% | 44% | 47% | 34% | 35% | 68% | 24% | 33% | 33% | 29% |
| Crisis communication | 26 | 20 | 3 | 19 | 23 | 21 | 15 | 5 | 5 | 22 | 4 | 5 | 5 | 21 | 18 | 7 |
| | 16% | 16% | 15% | 20% | 16% | 16% | 15% | 12% | 29% | 17% | 17% | 20% | 11% | 17% | 19% | 13% |
| We have no specific objective | 2 | - | - | 1 | - | 1 | 1 | - | - | 1 | - | - | - | 2 | - | - |
| | 1% | - | - | 1% | - | 1% | 1% | - | - | 1% | - | - | - | 2% | - | - |

Columns Tested: A, B - C, D, E, F, G, H, I, J, K - L, M - N, O

Kellen Social Media Spring 2016

Q11. For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

| | | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | a | b | c | d | e | *f | g | h | i | j | *k | |
| | A | B | C | D | E | *F | G | H | I | J | *K | |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 100% | 82 100% | 102 100% | 104 100% | 125 100% | 88 100% | 26 100% | 51 100% | 136 100% | 138 100% | 65 100% | 2 100% |
| Event promotion, registration, attendance | 138 83% | 71 87% | 86 84% | 90 87% | 109 87% | 74 84% | 22 85% | 45 88% | 115 85% | 138 100% | 59 91% | - - |
| | | | | | | | | | ABCDEGHJ | | | |
| To build your organisation's profile | 136 81% | 73 89% | 93 91% | 92 88% | 103 82% | 80 91% | 23 88% | 44 86% | 136 100% | 115 83% | 58 89% | - - |
| | | | di | | | d | | | ABCDEGIJ | | | |
| Communication and engagement with members and website visitors | 125 75% | 69 84% | 78 76% | 84 81% | 125 100% | 66 75% | 21 81% | 44 86% | 103 76% | 109 79% | 54 83% | - - |
| | | | | ABCEGHIJ | | | | | | | | |
| Communication with journalists/media contacts | 104 62% | 59 72% | 85 83% | 104 100% | 84 67% | 65 74% | 21 81% | 32 63% | 92 68% | 90 65% | 40 62% | - - |
| | | | aDGHJ | ABDEGHIJ | | | | | | | | |
| Influencing key opinion formers through their social media accounts | 102 61% | 61 74% | 102 100% | 85 82% | 78 62% | 72 82% | 18 69% | 30 59% | 93 68% | 86 62% | 38 58% | - - |
| | | dgiJ | ACDEGHIJ | DGHIJ | | DGHIJ | | | | | | |
| To take part in the online debate on specific issues | 88 53% | 53 65% | 72 71% | 65 63% | 66 53% | 88 100% | 20 77% | 31 61% | 80 59% | 74 54% | 38 58% | - - |
| | | d | Dhi | | | ABCDGHIJ | | | | | | |
| Information gathering | 82 49% | 82 100% | 61 60% | 59 57% | 69 55% | 53 60% | 19 73% | 37 73% | 73 54% | 71 51% | 38 58% | - - |
| | | BCDEGHIJ | | | | | | cDHI | | | | |
| To promote education or other association offerings | 65 39% | 38 46% | 38 37% | 40 38% | 54 43% | 38 43% | 17 65% | 27 53% | 58 43% | 59 43% | 65 100% | - - |
| | | | | | | | | bc | | ABCDEGHI | | |

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

Kellen Social Media Spring 2016

Q11. For which of the following reasons, if any, does your organisation use social media?

Base: All respondents

| | | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | a | b | c | d | e | *f | g | h | i | j | *k |
| | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | |
| Total | 167 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Recruitment of new members for your organisation | 51 | 30 | 32 | 44 | 31 | 14 | 51 | 44 | 45 | 27 | - |
| | 31% | 29% | 31% | 35% | 35% | 54% | 100% | 32% | 33% | 42% | - |
| | | BChi | | | | | ABCDEHIJ | | | | |
| Crisis communication | 26 | 18 | 21 | 21 | 20 | 26 | 14 | 23 | 22 | 17 | - |
| | 16% | 18% | 20% | 17% | 23% | 100% | 27% | 17% | 16% | 26% | - |
| | | | | | | | i | | | i | |
| We have no specific objective | 2 | - | - | - | - | - | - | - | - | - | 2 |
| | 1% | - | - | - | - | - | - | - | - | - | 100% |

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

Kellen Social Media Spring 2016

Q12_SUM. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

SUMMARY TABLE

Base: All who have specific objective

| | Total | Very ineffective | Fairly ineffective | Fairly effective | Very effective | Don't know | NETS | | Mean |
|---|-------------|------------------|--------------------|------------------|----------------|------------|-------------|------------|------|
| | | | | | | | Ineffective | Effective | |
| Event promotion, registration, attendance | 138 100% | 4 3% | 14 10% | 57 41% | 55 40% | 8 6% | 18 13% | 112 81% | 3.25 |
| To build your organisation's profile | 136 100% | 5 4% | 11 8% | 63 46% | 51 38% | 6 4% | 16 12% | 114 84% | 3.23 |
| Communication and engagement with members and website visitors | 125 100% | 2 2% | 19 15% | 63 50% | 34 27% | 7 6% | 21 17% | 97 78% | 3.09 |
| Communication with journalists/ media contacts | 104 100% | 5 5% | 27 26% | 50 48% | 13 13% | 9 9% | 32 31% | 63 61% | 2.75 |
| Influencing key opinion formers through their social media accounts | 102 100% | 1 1% | 28 27% | 46 45% | 15 15% | 12 12% | 29 28% | 61 60% | 2.83 |
| To take part in the online debate on specific issues | 88 100% | 3 3% | 17 19% | 42 48% | 22 25% | 4 5% | 20 23% | 64 73% | 2.99 |
| Information gathering | 82 100% | 3 4% | 5 6% | 47 57% | 24 29% | 3 4% | 8 10% | 71 87% | 3.16 |
| To promote education or other association offerings | 65 100% | 3 5% | 10 15% | 31 48% | 19 29% | 2 3% | 13 20% | 50 77% | 3.05 |
| Recruitment of new members for your organisation | 51 100% | 2 4% | 10 20% | 24 47% | 11 22% | 4 8% | 12 24% | 35 69% | 2.94 |
| Crisis communication | 26 100% | 1 4% | 2 8% | 11 42% | 7 27% | 5 19% | 3 12% | 18 69% | 3.14 |

Kellen Social Media Spring 2016

Q12_1. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Information gathering

Base: All who use social media for information gathering

| | Total | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|--------|---|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 82 | 74 | 8 | 50 | 12 | 4 | 16 | 48 | 7 | 10 | 4 | 1 | 6 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 3 | 3 | - | 3 | - | - | - | 1 | - | 1 | - | - | - |
| | 4% | 4% | - | 6% | - | - | - | 2% | - | 10% | - | - | - |
| Fairly ineffective | (2) 5 | 4 | 1 | 2 | 1 | 1 | 1 | 4 | - | 1 | - | - | - |
| | 6% | 5% | 13% | 4% | 8% | 25% | 6% | 8% | - | 10% | - | - | - |
| Fairly effective | (3) 47 | 43 | 4 | 29 | 7 | 2 | 9 | 27 | 4 | 4 | 3 | 1 | 4 |
| | 57% | 58% | 50% | 58% | 58% | 50% | 56% | 56% | 57% | 40% | 75% | 100% | 67% |
| Very effective | (4) 24 | 22 | 2 | 15 | 4 | 1 | 4 | 15 | 3 | 3 | 1 | - | 1 |
| | 29% | 30% | 25% | 30% | 33% | 25% | 25% | 31% | 43% | 30% | 25% | - | 17% |
| Don't know | 3 | 2 | 1 | 1 | - | - | 2 | 1 | - | 1 | - | - | 1 |
| | 4% | 3% | 13% | 2% | - | - | 13% | 2% | - | 10% | - | - | 17% |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 8 | 7 | 1 | 5 | 1 | 1 | 1 | 5 | - | 2 | - | - | - |
| | 10% | 9% | 13% | 10% | 8% | 25% | 6% | 10% | - | 20% | - | - | - |
| Net: Effective | 71 | 65 | 6 | 44 | 11 | 3 | 13 | 42 | 7 | 7 | 4 | 1 | 5 |
| | 87% | 88% | 75% | 88% | 92% | 75% | 81% | 88% | 100% | 70% | 100% | 100% | 83% |
| Mean score | 3.16 | 3.17 | 3.14 | 3.14 | 3.25 | 3.00 | 3.21 | 3.19 | 3.43 | 3.00 | 3.25 | 3.00 | 3.20 |
| Standard deviation | .71 | .71 | .69 | .76 | .62 | .82 | .58 | .68 | .53 | 1.00 | .50 | - | .45 |
| Standard error | .08 | .08 | .26 | .11 | .18 | .41 | .15 | .10 | .20 | .33 | .25 | - | .20 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_1. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Information gathering

Base: All who use social media for information gathering

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 82 | 64 | 11 | 52 | 72 | 67 | 57 | 25 | 12 | 67 | 16 | 16 | 23 | 59 | 50 | 27 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective (1) | 3 | 2 | - | 2 | 3 | 2 | 2 | - | - | 2 | 1 | 1 | 1 | 2 | 1 | 2 |
| | 4% | 3% | - | 4% | 4% | 3% | 4% | - | - | 3% | 6% | 6% | 4% | 3% | 2% | 7% |
| Fairly ineffective (2) | 5 | 4 | 1 | 4 | 4 | 5 | 3 | 2 | 2 | 4 | 4 | 1 | 3 | 2 | 5 | - |
| | 6% | 6% | 9% | 8% | 6% | 7% | 5% | 8% | 17% | 6% | 25% | 6% | 13% | 3% | 10% | - |
| Fairly effective (3) | 47 | 35 | 7 | 31 | 40 | 38 | 31 | 15 | 4 | 41 | 7 | 10 | 12 | 35 | 26 | 18 |
| | 57% | 55% | 64% | 60% | 56% | 57% | 54% | 60% | 33% | 61% | 44% | 63% | 52% | 59% | 52% | 67% |
| Very effective (4) | 24 | 20 | 3 | 13 | 22 | 20 | 20 | 6 | 5 | 19 | 4 | 4 | 7 | 17 | 17 | 6 |
| | 29% | 31% | 27% | 25% | 31% | 30% | 35% | 24% | 42% | 28% | 25% | 25% | 30% | 29% | 34% | 22% |
| Don't know | 3 | 3 | - | 2 | 3 | 2 | 1 | 2 | 1 | 1 | - | - | - | 3 | 1 | 1 |
| | 4% | 5% | - | 4% | 4% | 3% | 2% | 8% | 8% | 1% | - | - | - | 5% | 2% | 4% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 8 | 6 | 1 | 6 | 7 | 7 | 5 | 2 | 2 | 6 | 5 | 2 | 4 | 4 | 6 | 2 |
| | 10% | 9% | 9% | 12% | 10% | 10% | 9% | 8% | 17% | 9% | 31% | 13% | 17% | 7% | 12% | 7% |
| Net: Effective | 71 | 55 | 10 | 44 | 62 | 58 | 51 | 21 | 9 | 60 | 11 | 14 | 19 | 52 | 43 | 24 |
| | 87% | 86% | 91% | 85% | 86% | 87% | 89% | 84% | 75% | 90% | 69% | 88% | 83% | 88% | 86% | 89% |
| Mean score | 3.16 | 3.20 | 3.18 | 3.10 | 3.17 | 3.17 | 3.23 | 3.17 | 3.27 | 3.17 | 2.88 | 3.06 | 3.09 | 3.20 | 3.20 | 3.08 |
| Standard deviation | .71 | .70 | .60 | .71 | .73 | .70 | .71 | .58 | .79 | .67 | .89 | .77 | .79 | .67 | .71 | .74 |
| Standard error | .08 | .09 | .18 | .10 | .09 | .09 | .10 | .12 | .24 | .08 | .22 | .19 | .17 | .09 | .10 | .15 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_1. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Information gathering

Base: All who use social media for information gathering

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|--------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | | Total | a | b | c | d | e | *f | g | h | i | j | *k |
| | | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 82 100% | 82 100% | 61 100% | 59 100% | 69 100% | 53 100% | 19 100% | 37 100% | 73 100% | 71 100% | 38 100% | - - |
| Very ineffective | (1) | 3 4% | 3 4% | 3 5% | 3 5% | 1 1% | 2 4% | - - | 1 3% | 3 4% | 2 3% | - - | - - |
| Fairly ineffective | (2) | 5 6% | 5 6% | 3 5% | 3 5% | 4 6% | 1 2% | 2 11% | 2 5% | 4 5% | 5 7% | 4 11% | - e |
| Fairly effective | (3) | 47 57% | 47 57% | 34 56% | 34 58% | 43 62% | 32 60% | 9 47% | 21 57% | 42 58% | 41 58% | 23 61% | - - |
| Very effective | (4) | 24 29% | 24 29% | 19 31% | 17 29% | 18 26% | 18 34% | 8 42% | 11 30% | 21 29% | 21 30% | 10 26% | - - |
| Don't know | | 3 4% | 3 4% | 2 3% | 2 3% | 3 4% | - - | - - | 2 5% | 3 4% | 2 3% | 1 3% | - - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 8 10% | 8 10% | 6 10% | 6 10% | 5 7% | 3 6% | 2 11% | 3 8% | 7 10% | 7 10% | 4 11% | - - |
| Net: Effective | | 71 87% | 71 87% | 53 87% | 51 86% | 61 88% | 50 94% | 17 89% | 32 86% | 63 86% | 62 87% | 33 87% | - - |
| Mean score | | 3.16 | 3.16 | 3.17 | 3.14 | 3.18 | 3.25 | 3.32 | 3.20 | 3.16 | 3.17 | 3.16 | - |
| Standard deviation | | .71 | .71 | .75 | .74 | .61 | .68 | .67 | .68 | .71 | .69 | .60 | - |
| Standard error | | .08 | .08 | .10 | .10 | .07 | .09 | .15 | .11 | .09 | .08 | .10 | - |

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

Kellen Social Media Spring 2016

Q12_2. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Influencing key opinion formers through their social media accounts

Base: All 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 | | | | | |
|-------------------------|-------|---|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 102 | 88 | 14 | 73 | 9 | 2 | 18 | 65 | 10 | 11 | 5 | 1 | 5 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - |
| | | 1% | - | 1% | - | - | - | 2% | - | - | - | - | - |
| Fairly ineffective | (2) | 28 | 4 | 19 | 5 | 1 | 3 | 16 | 2 | 2 | 2 | 1 | 3 |
| | | 27% | 29% | 26% | 56% | 50% | 17% | 25% | 20% | 18% | 40% | 100% | 60% |
| Fairly effective | (3) | 46 | 5 | 29 | 4 | 1 | 12 | 27 | 7 | 6 | 2 | - | 2 |
| | | 45% | 36% | 40% | 44% | 50% | 67% | 42% | 70% | 55% | 40% | - | 40% |
| Very effective | (4) | 15 | 2 | 14 | - | - | 1 | 13 | - | 2 | - | - | - |
| | | 15% | 14% | 19% | - | - | 6% | 20% | - | 18% | - | - | - |
| Don't know | | 12 | 3 | 10 | - | - | 2 | 8 | 1 | 1 | 1 | - | - |
| | | 12% | 21% | 14% | - | - | 11% | 12% | 10% | 9% | 20% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 29 | 4 | 20 | 5 | 1 | 3 | 17 | 2 | 2 | 2 | 1 | 3 |
| | | 28% | 29% | 27% | 56% | 50% | 17% | 26% | 20% | 18% | 40% | 100% | 60% |
| Net: Effective | | 61 | 7 | 43 | 4 | 1 | 13 | 40 | 7 | 8 | 2 | - | 2 |
| | | 60% | 50% | 59% | 44% | 50% | 72% | 62% | 70% | 73% | 40% | - | 40% |
| Mean score | | 2.83 | 2.82 | 2.89 | 2.44 | 2.50 | 2.88 | 2.91 | 2.78 | 3.00 | 2.50 | 2.00 | 2.40 |
| Standard deviation | | .71 | .75 | .76 | .53 | .71 | .50 | .76 | .44 | .67 | .58 | - | .55 |
| Standard error | | .07 | .23 | .10 | .18 | .50 | .13 | .10 | .15 | .21 | .29 | - | .24 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_2. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Influencing key opinion formers through their social media accounts

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

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 102 | 79 | 17 | 59 | 95 | 84 | 71 | 31 | 9 | 83 | 18 | 17 | 34 | 68 | 65 | 30 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 1 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | 1 | - | 1 |
| | | 1% | - | 2% | 1% | - | - | - | - | - | 6% | - | - | 1% | - | 3% |
| Fairly ineffective | (2) | 28 | 5 | 15 | 26 | 24 | 18 | 9 | 1 | 24 | 6 | 5 | 11 | 17 | 15 | 13 |
| | | 27% | 29% | 25% | 27% | 29% | 25% | 29% | 11% | 29% | 33% | 29% | 32% | 25% | 23% | 43% |
| | | | | | | | | | | | | | | | N | |
| Fairly effective | (3) | 46 | 8 | 25 | 42 | 38 | 33 | 13 | 3 | 36 | 5 | 5 | 18 | 28 | 32 | 10 |
| | | 45% | 47% | 42% | 44% | 45% | 46% | 42% | 33% | 43% | 28% | 29% | 53% | 41% | 49% | 33% |
| Very effective | (4) | 15 | 4 | 10 | 15 | 13 | 10 | 5 | 3 | 14 | 5 | 5 | 5 | 10 | 12 | 2 |
| | | 15% | 24% | 17% | 16% | 15% | 14% | 16% | 33% | 17% | 28% | 29% | 15% | 15% | 18% | 7% |
| Don't know | | 12 | - | 8 | 11 | 9 | 10 | 4 | 2 | 9 | 1 | 2 | - | 12 | 6 | 4 |
| | | 12% | - | 14% | 12% | 11% | 14% | 13% | 22% | 11% | 6% | 12% | - | 18% | 9% | 13% |
| | | | | | | | | | | | | | | L | | |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | | 29 | 5 | 16 | 27 | 24 | 18 | 9 | 1 | 24 | 7 | 5 | 11 | 18 | 15 | 14 |
| | | 28% | 29% | 27% | 28% | 29% | 25% | 29% | 11% | 29% | 39% | 29% | 32% | 26% | 23% | 47% |
| | | | | | | | | | | | | | | | N | |
| Net: Effective | | 61 | 12 | 35 | 57 | 51 | 43 | 18 | 6 | 50 | 10 | 10 | 23 | 38 | 44 | 12 |
| | | 60% | 71% | 59% | 60% | 61% | 61% | 58% | 67% | 60% | 56% | 59% | 68% | 56% | 68% | 40% |
| | | | | | | | | | | | | | | | O | |
| Mean score | 2.83 | 2.82 | 2.94 | 2.86 | 2.85 | 2.85 | 2.87 | 2.85 | 3.29 | 2.86 | 2.82 | 3.00 | 2.82 | 2.84 | 2.95 | 2.50 |
| Standard deviation | .71 | .71 | .75 | .75 | .72 | .69 | .67 | .72 | .76 | .71 | .95 | .85 | .67 | .73 | .68 | .71 |
| Standard error | .07 | .09 | .18 | .10 | .08 | .08 | .09 | .14 | .29 | .08 | .23 | .22 | .12 | .10 | .09 | .14 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_2. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Influencing key opinion formers through their social media accounts

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

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 102 | 102 | 85 | 78 | 72 | 18 | 30 | 93 | 86 | 38 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 1 | 1 | 1 | - | 1 | - | - | 1 | 1 | - | - |
| | | 1% | 2% | 1% | - | 1% | - | - | 1% | 1% | - | - |
| Fairly ineffective | (2) | 28 | 28 | 21 | 22 | 17 | 2 | 11 | 23 | 22 | 10 | - |
| | | 27% | 28% | 27% | 25% | 28% | 24% | 11% | 37% | 25% | 26% | - |
| Fairly effective | (3) | 46 | 46 | 36 | 34 | 32 | 7 | 11 | 44 | 37 | 17 | - |
| | | 45% | 43% | 45% | 42% | 44% | 39% | 37% | 47% | 43% | 45% | - |
| Very effective | (4) | 15 | 15 | 15 | 12 | 13 | 3 | 4 | 13 | 14 | 4 | - |
| | | 15% | 15% | 18% | 15% | 18% | 17% | 13% | 14% | 16% | 11% | - |
| Don't know | | 12 | 12 | 12 | 10 | 9 | 6 | 4 | 12 | 12 | 7 | - |
| | | 12% | 13% | 14% | 13% | 13% | 33% | 13% | 13% | 14% | 18% | - |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 29 | 29 | 22 | 22 | 18 | 2 | 11 | 24 | 23 | 10 | - |
| | | 28% | 30% | 26% | 28% | 25% | 11% | 37% | 26% | 27% | 26% | - |
| Net: Effective | | 61 | 61 | 51 | 46 | 45 | 10 | 15 | 57 | 51 | 21 | - |
| | | 60% | 57% | 60% | 59% | 63% | 56% | 50% | 61% | 59% | 55% | - |
| Mean score | | 2.83 | 2.83 | 2.89 | 2.85 | 2.90 | 3.08 | 2.73 | 2.85 | 2.86 | 2.81 | - |
| Standard deviation | | .71 | .71 | .74 | .70 | .73 | .67 | .72 | .69 | .73 | .65 | - |
| Standard error | | .07 | .07 | .09 | .08 | .09 | .19 | .14 | .08 | .08 | .12 | - |

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

Kellen Social Media Spring 2016

Q12_3. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication with journalists/ media contacts

Base: All who use social media for communication with journalists/media contacts

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 104 | 93 | 11 | 74 | 11 | 3 | 16 | 64 | 7 | 14 | 5 | - | 6 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Very ineffective | (1) 5 | 5 | - | 2 | 3 | - | - | 3 | 1 | - | 1 | - | - |
| | 5% | 5% | - | 3% | 27% | - | - | 5% | 14% | - | 20% | - | - |
| Fairly ineffective | (2) 27 | 25 | 2 | 17 | 3 | 2 | 5 | 13 | 4 | 2 | 2 | - | 3 |
| | 26% | 27% | 18% | 23% | 27% | 67% | 31% | 20% | 57% | 14% | 40% | - | 50% |
| Fairly effective | (3) 50 | 43 | 7 | 37 | 5 | 1 | 7 | 31 | 2 | 9 | 2 | - | 2 |
| | 48% | 46% | 64% | 50% | 45% | 33% | 44% | 48% | 29% | 64% | 40% | - | 33% |
| Very effective | (4) 13 | 13 | - | 12 | - | - | 1 | 10 | - | 2 | - | - | - |
| | 13% | 14% | - | 16% | - | - | 6% | 16% | - | 14% | - | - | - |
| Don't know | 9 | 7 | 2 | 6 | - | - | 3 | 7 | - | 1 | - | - | 1 |
| | 9% | 8% | 18% | 8% | - | - | 19% | 11% | - | 7% | - | - | 17% |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 32 | 30 | 2 | 19 | 6 | 2 | 5 | 16 | 5 | 2 | 3 | - | 3 |
| | 31% | 32% | 18% | 26% | 55% | 67% | 31% | 25% | 71% | 14% | 60% | - | 50% |
| Net: Effective | 63 | 56 | 7 | 49 | 5 | 1 | 8 | 41 | 2 | 11 | 2 | - | 2 |
| | 61% | 60% | 64% | 66% | 45% | 33% | 50% | 64% | 29% | 79% | 40% | - | 33% |
| Mean score | 2.75 | 2.74 | 2.78 | 2.87 | 2.18 | 2.33 | 2.69 | 2.84 | 2.14 | 3.00 | 2.20 | - | 2.40 |
| Standard deviation | .76 | .78 | .44 | .73 | .87 | .58 | .63 | .77 | .69 | .58 | .84 | - | .55 |
| Standard error | .08 | .08 | .15 | .09 | .26 | .33 | .17 | .10 | .26 | .16 | .37 | - | .24 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_3. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication with journalists/ media contacts

Base: All who use social media for communication with journalists/media contacts

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|--------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | L | M | N | O |
| Total | 104 | 82 | 12 | 61 | 96 | 80 | 68 | 29 | 10 | 83 | 21 | 14 | 30 | 74 | 65 | 32 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 5 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | - | 4 | 2 | 1 | 2 | 3 | 2 | 3 |
| | 5% | 5% | 8% | 7% | 4% | 5% | 6% | 14% | - | 5% | 10% | 7% | 7% | 4% | 3% | 9% |
| Fairly ineffective | (2) 27 | 21 | 3 | 18 | 24 | 22 | 18 | 7 | 4 | 24 | 8 | 4 | 11 | 16 | 15 | 11 |
| | 26% | 26% | 25% | 30% | 25% | 28% | 26% | 24% | 40% | 29% | 38% | 29% | 37% | 22% | 23% | 34% |
| Fairly effective | (3) 50 | 37 | 7 | 28 | 46 | 36 | 30 | 14 | 4 | 40 | 8 | 5 | 8 | 42 | 33 | 14 |
| | 48% | 45% | 58% | 46% | 48% | 45% | 44% | 48% | 40% | 48% | 38% | 36% | 27% | 57% | 51% | 44% |
| Very effective | (4) 13 | 11 | 1 | 5 | 13 | 10 | 11 | 3 | 1 | 10 | 2 | 3 | 7 | 6 | 12 | 1 |
| | 13% | 13% | 8% | 8% | 14% | 13% | 16% | 10% | 10% | 12% | 10% | 21% | 23% | 8% | 18% | 3% |
| Don't know | 9 | 9 | - | 6 | 9 | 8 | 5 | 1 | 1 | 5 | 1 | 1 | 2 | 7 | 3 | 3 |
| | 9% | 11% | - | 10% | 9% | 10% | 7% | 3% | 10% | 6% | 5% | 7% | 7% | 9% | 5% | 9% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 32 | 25 | 4 | 22 | 28 | 26 | 22 | 11 | 4 | 28 | 10 | 5 | 13 | 19 | 17 | 14 |
| | 31% | 30% | 33% | 36% | 29% | 33% | 32% | 38% | 40% | 34% | 48% | 36% | 43% | 26% | 26% | 44% |
| Net: Effective | 63 | 48 | 8 | 33 | 59 | 46 | 41 | 17 | 5 | 50 | 10 | 8 | 15 | 48 | 45 | 15 |
| | 61% | 59% | 67% | 54% | 61% | 58% | 60% | 59% | 50% | 60% | 48% | 57% | 50% | 65% | 69% | 47% |
| Mean score | 2.75 | 2.75 | 2.67 | 2.62 | 2.78 | 2.72 | 2.76 | 2.57 | 2.67 | 2.72 | 2.50 | 2.77 | 2.71 | 2.76 | 2.89 | 2.45 |
| Standard deviation | .76 | .78 | .78 | .76 | .75 | .77 | .82 | .88 | .71 | .75 | .83 | .93 | .94 | .68 | .75 | .74 |
| Standard error | .08 | .09 | .22 | .10 | .08 | .09 | .10 | .17 | .24 | .09 | .18 | .26 | .18 | .08 | .10 | .14 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_3. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication with journalists/ media contacts

Base: All who use social media for communication with journalists/media contacts

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 104 | 85 | 104 | 84 | 65 | 21 | 32 | 92 | 90 | 40 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 5 | 4 | 5 | 5 | 4 | - | 2 | 4 | 4 | 3 | - |
| | | 5% | 5% | 5% | 6% | 6% | - | 6% | 4% | 4% | 8% | - |
| Fairly ineffective | (2) | 27 | 20 | 27 | 24 | 15 | 4 | 11 | 24 | 21 | 15 | - |
| | | 26% | 24% | 26% | 29% | 23% | 19% | 34% | 26% | 23% | 38% | - |
| Fairly effective | (3) | 50 | 41 | 50 | 33 | 33 | 9 | 13 | 44 | 43 | 11 | - |
| | | 48% | 48% | 48% | 39% | 51% | 43% | 41% | 48% | 48% | 28% | - |
| | | | j | J | J | J | | | J | J | | |
| Very effective | (4) | 13 | 12 | 13 | 13 | 8 | 5 | 4 | 12 | 13 | 6 | - |
| | | 13% | 14% | 13% | 15% | 12% | 24% | 13% | 13% | 14% | 15% | - |
| Don't know | | 9 | 8 | 9 | 9 | 5 | 3 | 2 | 8 | 9 | 5 | - |
| | | 9% | 9% | 9% | 11% | 8% | 14% | 6% | 9% | 10% | 13% | - |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 32 | 24 | 32 | 29 | 19 | 4 | 13 | 28 | 25 | 18 | - |
| | | 31% | 28% | 31% | 35% | 29% | 19% | 41% | 30% | 28% | 45% | - |
| | | | | | | | | | | | bi | |
| Net: Effective | | 63 | 53 | 63 | 46 | 41 | 14 | 17 | 56 | 56 | 17 | - |
| | | 61% | 62% | 61% | 55% | 63% | 67% | 53% | 61% | 62% | 43% | - |
| | | | J | j | | J | | | j | J | | |
| Mean score | | 2.75 | 2.79 | 2.75 | 2.72 | 2.75 | 3.06 | 2.63 | 2.76 | 2.80 | 2.57 | - |
| Standard deviation | | .76 | .77 | .76 | .83 | .77 | .73 | .81 | .75 | .77 | .88 | - |
| Standard error | | .08 | .09 | .08 | .10 | .10 | .17 | .15 | .08 | .09 | .15 | - |

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

Kellen Social Media Spring 2016

Q12_4. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication and engagement with members and website visitors

Base: All who use social media for communication and engagement with members and website visitors

| | Total | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|-------|---|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 125 | 103 | 22 | 75 | 21 | 6 | 23 | 71 | 11 | 13 | 7 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 2 | - | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | | 2% | - | 1% | 5% | - | - | 1% | - | - | - | - | - |
| Fairly ineffective | (2) | 19 | 4 | 12 | 5 | - | 2 | 11 | 1 | 3 | 1 | - | 2 |
| | | 15% | 18% | 16% | 24% | - | 9% | 15% | 9% | 23% | 14% | - | 25% |
| Fairly effective | (3) | 63 | 12 | 39 | 8 | 5 | 11 | 35 | 7 | 4 | 3 | 1 | 4 |
| | | 50% | 55% | 52% | 38% | 83% | 48% | 49% | 64% | 31% | 43% | 100% | 50% |
| Very effective | (4) | 34 | 4 | 19 | 7 | 1 | 7 | 21 | 3 | 4 | 2 | - | 2 |
| | | 27% | 18% | 25% | 33% | 17% | 30% | 30% | 27% | 31% | 29% | - | 25% |
| Don't know | | 7 | 2 | 4 | - | - | 3 | 3 | - | 2 | 1 | - | - |
| | | 6% | 9% | 5% | - | - | 13% | 4% | - | 15% | 14% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 21 | 4 | 13 | 6 | - | 2 | 12 | 1 | 3 | 1 | - | 2 |
| | | 17% | 18% | 17% | 29% | - | 9% | 17% | 9% | 23% | 14% | - | 25% |
| Net: Effective | | 97 | 16 | 58 | 15 | 6 | 18 | 56 | 10 | 8 | 5 | 1 | 6 |
| | | 78% | 73% | 77% | 71% | 100% | 78% | 79% | 91% | 62% | 71% | 100% | 75% |
| Mean score | | 3.09 | 3.00 | 3.07 | 3.00 | 3.17 | 3.25 | 3.12 | 3.18 | 3.09 | 3.17 | 3.00 | 3.00 |
| Standard deviation | | .72 | .65 | .70 | .89 | .41 | .64 | .72 | .60 | .83 | .75 | - | .76 |
| Standard error | | .07 | .15 | .08 | .20 | .17 | .14 | .09 | .18 | .25 | .31 | - | .27 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_4. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication and engagement with members and website visitors

Base: All who use social media for communication and engagement with members and website visitors

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------------|---------------------------------------|--------------------|----------------------------|-------------|-------------|------------|------------|------------|--------------|------------|------------|---------------------|------------|-----------------------------|------------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| Significance Level: 95% | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Total | 125 100% | 92 100% | 17 100% | 73 100% | 110 100% | 102 100% | 76 100% | 33 100% | 13 100% | 100 100% | 20 100% | 21 100% | 38 100% | 87 100% | 72 100% | 42 100% |
| Very ineffective (1) | 2 2% | - - | 1 6% | 1 1% | 2 2% | 2 2% | 2 3% | 2 6% | - - | 2 2% | 1 5% | 1 5% | 2 5% | - - | 2 3% | - - |
| Fairly ineffective (2) | 19 15% | 16 17% | 2 12% | 9 12% | 17 15% | 15 15% | 9 12% | 3 9% | - - | 18 18% | 1 5% | 1 5% | 4 11% | 15 17% | 6 8% | 12 29% |
| Fairly effective (3) | 63 50% | 46 50% | 8 47% | 37 51% | 54 49% | 51 50% | 39 51% | 21 64% | 8 62% | 48 48% | 12 60% | 10 48% | 18 47% | 45 52% | 39 54% | 17 40% |
| Very effective (4) | 34 27% | 25 27% | 6 35% | 24 33% | 31 28% | 30 29% | 23 30% | 4 12% | 5 38% | 28 28% | 6 30% | 9 43% | 12 32% | 22 25% | 23 32% | 9 21% |
| Don't know | 7 6% | 5 5% | - - | 2 3% | 6 5% | 4 4% | 3 4% | 3 9% | - - | 4 4% | - - | - - | 2 5% | 5 6% | 2 3% | 4 10% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 21 17% | 16 17% | 3 18% | 10 14% | 19 17% | 17 17% | 11 14% | 5 15% | - - | 20 20% | 2 10% | 2 10% | 6 16% | 15 17% | 8 11% | 12 29% |
| Net: Effective | 97 78% | 71 77% | 14 82% | 61 84% | 85 77% | 81 79% | 62 82% | 25 76% | 13 100% | 76 76% | 18 90% | 19 90% | 30 79% | 67 77% | 62 86% | 26 62% |
| Mean score | 3.09 | 3.10 | 3.12 | 3.18 | 3.10 | 3.11 | 3.14 | 2.90 | 3.38 | 3.06 | 3.15 | 3.29 | 3.11 | 3.09 | 3.19 | 2.92 |
| Standard deviation | .72 | .68 | .86 | .70 | .73 | .73 | .73 | .71 | .51 | .75 | .75 | .78 | .82 | .67 | .71 | .75 |
| Standard error | .07 | .07 | .21 | .08 | .07 | .07 | .09 | .13 | .14 | .08 | .17 | .17 | .14 | .07 | .08 | .12 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_4. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Communication and engagement with members and website visitors

Base: All who use social media for communication and engagement with members and website visitors

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | | a | b | c | d | e | *f | g | h | i | j | *k | |
| | | A | B | C | D | E | *F | G | H | I | J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 125 | 69 | 78 | 84 | 125 | 66 | 21 | 44 | 103 | 109 | 54 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 2 | - | 1 | 2 | 2 | 1 | - | 1 | 1 | 1 | - | - |
| | | 2% | - | 1% | 2% | 2% | 2% | - | 2% | 1% | 1% | - | - |
| Fairly ineffective | (2) | 19 | 9 | 12 | 11 | 19 | 7 | 2 | 3 | 17 | 16 | 9 | - |
| | | 15% | 13% | 15% | 13% | 15% | 11% | 10% | 7% | 17% | 15% | 17% | - |
| Fairly effective | (3) | 63 | 39 | 41 | 44 | 63 | 34 | 9 | 27 | 49 | 55 | 28 | - |
| | | 50% | 57% | 53% | 52% | 50% | 52% | 43% | 61% | 48% | 50% | 52% | - |
| Very effective | (4) | 34 | 18 | 21 | 23 | 34 | 22 | 10 | 11 | 31 | 31 | 15 | - |
| | | 27% | 26% | 27% | 27% | 27% | 33% | 48% | 25% | 30% | 28% | 28% | - |
| Don't know | | 7 | 3 | 3 | 4 | 7 | 2 | - | 2 | 5 | 6 | 2 | - |
| | | 6% | 4% | 4% | 5% | 6% | 3% | - | 5% | 5% | 6% | 4% | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 21 | 9 | 13 | 13 | 21 | 8 | 2 | 4 | 18 | 17 | 9 | - |
| | | 17% | 13% | 17% | 15% | 17% | 12% | 10% | 9% | 17% | 16% | 17% | - |
| Net: Effective | | 97 | 57 | 62 | 67 | 97 | 56 | 19 | 38 | 80 | 86 | 43 | - |
| | | 78% | 83% | 79% | 80% | 78% | 85% | 90% | 86% | 78% | 79% | 80% | - |
| Mean score | | 3.09 | 3.14 | 3.09 | 3.10 | 3.09 | 3.20 | 3.38 | 3.14 | 3.12 | 3.13 | 3.12 | - |
| Standard deviation | | .72 | .63 | .70 | .72 | .72 | .69 | .67 | .65 | .72 | .70 | .68 | - |
| Standard error | | .07 | .08 | .08 | .08 | .07 | .09 | .15 | .10 | .07 | .07 | .09 | - |

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

Kellen Social Media Spring 2016

Q12_5. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To take part in the online debate on specific issues

Base: All 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 | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 88 | 75 | 13 | 60 | 13 | 2 | 13 | 54 | 10 | 9 | 6 | 1 | 4 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 3 | 3 | - | 2 | 1 | - | - | 2 | - | 1 | - | - | - |
| | 3% | 4% | - | 3% | 8% | - | - | 4% | - | 11% | - | - | - |
| Fairly ineffective | (2) 17 | 14 | 3 | 13 | 4 | - | - | 11 | 2 | 1 | 1 | 1 | 1 |
| | 19% | 19% | 23% | 22% | 31% | - | - | 20% | 20% | 11% | 17% | 100% | 25% |
| Fairly effective | (3) 42 | 35 | 7 | 26 | 6 | 1 | 9 | 26 | 3 | 3 | 5 | - | 3 |
| | 48% | 47% | 54% | 43% | 46% | 50% | 69% | 48% | 30% | 33% | 83% | - | 75% |
| Very effective | (4) 22 | 20 | 2 | 17 | 1 | - | 4 | 14 | 5 | 3 | - | - | - |
| | 25% | 27% | 15% | 28% | 8% | - | 31% | 26% | 50% | 33% | - | - | - |
| Don't know | 4 | 3 | 1 | 2 | 1 | 1 | - | 1 | - | 1 | - | - | - |
| | 5% | 4% | 8% | 3% | 8% | 50% | - | 2% | - | 11% | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 20 | 17 | 3 | 15 | 5 | - | - | 13 | 2 | 2 | 1 | 1 | 1 |
| | 23% | 23% | 23% | 25% | 38% | - | - | 24% | 20% | 22% | 17% | 100% | 25% |
| Net: Effective | 64 | 55 | 9 | 43 | 7 | 1 | 13 | 40 | 8 | 6 | 5 | - | 3 |
| | 73% | 73% | 69% | 72% | 54% | 50% | 100% | 74% | 80% | 67% | 83% | - | 75% |
| Mean score | 2.99 | 3.00 | 2.92 | 3.00 | 2.58 | 3.00 | 3.31 | 2.98 | 3.30 | 3.00 | 2.83 | 2.00 | 2.75 |
| Standard deviation | .78 | .80 | .67 | .82 | .79 | - | .48 | .80 | .82 | 1.07 | .41 | - | .50 |
| Standard error | .09 | .09 | .19 | .11 | .23 | - | .13 | .11 | .26 | .38 | .17 | - | .25 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_5. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To take part in the online debate on specific issues

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

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 88 | 67 | 16 | 54 | 81 | 73 | 64 | 28 | 10 | 73 | 18 | 16 | 26 | 62 | 58 | 24 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 3 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | - | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| | 3% | 3% | 6% | 4% | 4% | 3% | 3% | 4% | - | 3% | 11% | 6% | 4% | 3% | 2% | 8% |
| Fairly ineffective | (2) 17 | 14 | 3 | 9 | 16 | 14 | 11 | 4 | 1 | 16 | 2 | 3 | 6 | 11 | 8 | 9 |
| | 19% | 21% | 19% | 17% | 20% | 19% | 17% | 14% | 10% | 22% | 11% | 19% | 23% | 18% | 14% | 38% |
| Fairly effective | (3) 42 | 35 | 4 | 28 | 37 | 32 | 31 | 16 | 5 | 33 | 8 | 5 | 13 | 29 | 31 | 7 |
| | 48% | 52% | 25% | 52% | 46% | 44% | 48% | 57% | 50% | 45% | 44% | 31% | 50% | 47% | 53% | 29% |
| Very effective | (4) 22 | 14 | 8 | 13 | 21 | 22 | 18 | 6 | 3 | 19 | 5 | 7 | 6 | 16 | 15 | 5 |
| | 25% | 21% | 50% | 24% | 26% | 30% | 28% | 21% | 30% | 26% | 28% | 44% | 23% | 26% | 26% | 21% |
| Don't know | 4 | 2 | - | 2 | 4 | 3 | 2 | 1 | 1 | 3 | 1 | - | - | 4 | 3 | 1 |
| | 5% | 3% | - | 4% | 5% | 4% | 3% | 4% | 10% | 4% | 6% | - | - | 6% | 5% | 4% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 20 | 16 | 4 | 11 | 19 | 16 | 13 | 5 | 1 | 18 | 4 | 4 | 7 | 13 | 9 | 11 |
| | 23% | 24% | 25% | 20% | 23% | 22% | 20% | 18% | 10% | 25% | 22% | 25% | 27% | 21% | 16% | 46% |
| Net: Effective | 64 | 49 | 12 | 41 | 58 | 54 | 49 | 22 | 8 | 52 | 13 | 12 | 19 | 45 | 46 | 12 |
| | 73% | 73% | 75% | 76% | 72% | 74% | 77% | 79% | 80% | 71% | 72% | 75% | 73% | 73% | 79% | 50% |
| Mean score | 2.99 | 2.94 | 3.19 | 3.00 | 2.99 | 3.06 | 3.05 | 3.00 | 3.22 | 2.99 | 2.94 | 3.13 | 2.92 | 3.02 | 3.09 | 2.65 |
| Standard deviation | .78 | .75 | .98 | .77 | .80 | .80 | .78 | .73 | .67 | .79 | .97 | .96 | .80 | .78 | .70 | .93 |
| Standard error | .09 | .09 | .25 | .11 | .09 | .10 | .10 | .14 | .22 | .09 | .23 | .24 | .16 | .10 | .09 | .19 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_5. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To take part in the online debate on specific issues

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

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 88 | 53 | 72 | 65 | 66 | 88 | 20 | 31 | 80 | 74 | 38 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 3 | 2 | 3 | 3 | 2 | 3 | - | 1 | 2 | 2 | - |
| | | 3% | 4% | 4% | 5% | 3% | 3% | - | 3% | 3% | 3% | - |
| Fairly ineffective | (2) | 17 | 11 | 13 | 13 | 14 | 17 | 4 | 6 | 14 | 13 | 7 |
| | | 19% | 21% | 18% | 20% | 21% | 19% | 20% | 19% | 18% | 18% | 18% |
| Fairly effective | (3) | 42 | 26 | 34 | 29 | 29 | 42 | 12 | 15 | 40 | 39 | 21 |
| | | 48% | 49% | 47% | 45% | 44% | 48% | 60% | 48% | 50% | 53% | 55% |
| Very effective | (4) | 22 | 13 | 20 | 18 | 18 | 22 | 2 | 8 | 21 | 17 | 7 |
| | | 25% | 25% | 28% | 28% | 27% | 25% | 10% | 26% | 26% | 23% | 18% |
| Don't know | | 4 | 1 | 2 | 2 | 3 | 4 | 2 | 1 | 3 | 3 | 3 |
| | | 5% | 2% | 3% | 3% | 5% | 5% | 10% | 3% | 4% | 4% | 8% |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 20 | 13 | 16 | 16 | 16 | 20 | 4 | 7 | 16 | 15 | 7 |
| | | 23% | 25% | 22% | 25% | 24% | 23% | 20% | 23% | 20% | 20% | 18% |
| Net: Effective | | 64 | 39 | 54 | 47 | 47 | 64 | 14 | 23 | 61 | 56 | 28 |
| | | 73% | 74% | 75% | 72% | 71% | 73% | 70% | 74% | 76% | 76% | 74% |
| Mean score | | 2.99 | 2.96 | 3.01 | 2.98 | 3.00 | 2.99 | 2.89 | 3.00 | 3.04 | 3.00 | 3.00 |
| Standard deviation | | .78 | .79 | .81 | .83 | .80 | .78 | .58 | .79 | .75 | .74 | .64 |
| Standard error | | .09 | .11 | .10 | .10 | .10 | .09 | .14 | .14 | .09 | .09 | .11 |

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

Kellen Social Media Spring 2016

Q12_6. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Crisis communication

Base: All who use social media for crisis communication

| | Total | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|-------|---|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 26 | 21 | 5 | 16 | 4 | 1 | 5 | 16 | 3 | 2 | 1 | - | 1 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Very ineffective | (1) | 1 | 1 | - | 1 | - | - | 1 | - | - | - | - | - |
| | 4% | - | 20% | - | 25% | - | - | 6% | - | - | - | - | - |
| Fairly ineffective | (2) | 2 | 1 | 2 | - | - | - | 2 | - | - | - | - | - |
| | 8% | 5% | 20% | 13% | - | - | - | 13% | - | - | - | - | - |
| Fairly effective | (3) | 11 | 2 | 9 | 1 | - | 1 | 7 | - | 1 | 1 | - | 1 |
| | 42% | 43% | 40% | 56% | 25% | - | 20% | 44% | - | 50% | 100% | - | 100% |
| Very effective | (4) | 7 | 1 | 2 | 1 | - | 4 | 3 | 2 | 1 | - | - | - |
| | 27% | 29% | 20% | 13% | 25% | - | 80% | 19% | 67% | 50% | - | - | - |
| Don't know | | 5 | - | 3 | 1 | 1 | - | 3 | 1 | - | - | - | - |
| | 19% | 24% | - | 19% | 25% | 100% | - | 19% | 33% | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 3 | 2 | 2 | 1 | - | - | 3 | - | - | - | - | - |
| | 12% | 5% | 40% | 13% | 25% | - | - | 19% | - | - | - | - | - |
| Net: Effective | | 18 | 3 | 11 | 2 | - | 5 | 10 | 2 | 2 | 1 | - | 1 |
| | 69% | 71% | 60% | 69% | 50% | - | 100% | 63% | 67% | 100% | 100% | - | 100% |
| Mean score | 3.14 | 3.31 | 2.60 | 3.00 | 2.67 | - | 3.80 | 2.92 | 4.00 | 3.50 | 3.00 | - | 3.00 |
| Standard deviation | .79 | .60 | 1.14 | .58 | 1.53 | - | .45 | .86 | - | .71 | - | - | - |
| Standard error | .17 | .15 | .51 | .16 | .88 | - | .20 | .24 | - | .50 | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_6. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Crisis communication

Base: All who use social media for crisis communication

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|------------|---------------------------------------|--------------------|----------------------------|------------|------------|------------|-----------|-----------|--------------|------------|-----------|---------------------|------------|-----------------------------|-----------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 26 100% | 20 100% | 3 100% | 19 100% | 23 100% | 21 100% | 15 100% | 5 100% | 5 100% | 22 100% | 4 100% | 5 100% | 5 100% | 21 100% | 18 100% | 7 100% |
| Very ineffective (1) | 1 4% | 1 5% | - | 1 5% | - | - | - | 1 20% | - | - | - | - | - | 1 5% | - | - |
| Fairly ineffective (2) | 2 8% | 1 5% | 1 33% | 1 5% | 1 4% | 2 10% | 1 7% | - | - | 1 5% | - | - | - | 2 10% | 1 6% | 1 14% |
| Fairly effective (3) | 11 42% | 10 50% | - | 7 37% | 10 43% | 9 43% | 6 40% | 2 40% | 2 40% | 11 50% | 2 50% | 2 40% | 4 80% | 7 33% | 8 44% | 3 43% |
| Very effective (4) | 7 27% | 5 25% | 1 33% | 6 32% | 7 30% | 5 24% | 4 27% | 1 20% | 1 20% | 5 23% | - | 2 40% | - | 7 33% | 5 28% | 2 29% |
| Don't know | 5 19% | 3 15% | 1 33% | 4 21% | 5 22% | 5 24% | 4 27% | 1 20% | 2 40% | 5 23% | 2 50% | 1 20% | 1 20% | 4 19% | 4 22% | 1 14% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 3 12% | 2 10% | 1 33% | 2 11% | 1 4% | 2 10% | 1 7% | 1 20% | - | 1 5% | - | - | - | 3 14% | 1 6% | 1 14% |
| Net: Effective | 18 69% | 15 75% | 1 33% | 13 68% | 17 74% | 14 67% | 10 67% | 3 60% | 3 60% | 16 73% | 2 50% | 4 80% | 4 80% | 14 67% | 13 72% | 5 71% |
| Mean score | 3.14 | 3.12 | 3.00 | 3.20 | 3.33 | 3.19 | 3.27 | 2.75 | 3.33 | 3.24 | 3.00 | 3.50 | 3.00 | 3.18 | 3.29 | 3.17 |
| Standard deviation | .79 | .78 | 1.41 | .86 | .59 | .66 | .65 | 1.26 | .58 | .56 | - | .58 | - | .88 | .61 | .75 |
| Standard error | .17 | .19 | 1.00 | .22 | .14 | .16 | .19 | .63 | .33 | .14 | - | .29 | - | .21 | .16 | .31 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_6. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Crisis communication

Base: All who use social media for crisis communication

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 26 | 19 | 18 | 21 | 21 | 20 | 26 | 14 | 23 | 22 | 17 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 1 | - | - | - | - | - | 1 | - | - | - | 1 | - |
| | | 4% | - | - | - | - | - | 4% | - | - | - | 6% | - |
| Fairly ineffective | (2) | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | - |
| | | 8% | 5% | 6% | 5% | 5% | 10% | 8% | 7% | 4% | 9% | 6% | - |
| Fairly effective | (3) | 11 | 8 | 8 | 9 | 9 | 8 | 11 | 5 | 10 | 9 | 7 | - |
| | | 42% | 42% | 44% | 43% | 43% | 40% | 42% | 36% | 43% | 41% | 41% | - |
| Very effective | (4) | 7 | 6 | 5 | 7 | 6 | 5 | 7 | 6 | 7 | 7 | 5 | - |
| | | 27% | 32% | 28% | 33% | 29% | 25% | 27% | 43% | 30% | 32% | 29% | - |
| Don't know | | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 5 | 4 | 3 | - |
| | | 19% | 21% | 22% | 19% | 24% | 25% | 19% | 14% | 22% | 18% | 18% | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 3 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | - |
| | | 12% | 5% | 6% | 5% | 5% | 10% | 12% | 7% | 4% | 9% | 12% | - |
| Net: Effective | | 18 | 14 | 13 | 16 | 15 | 13 | 18 | 11 | 17 | 16 | 12 | - |
| | | 69% | 74% | 72% | 76% | 71% | 65% | 69% | 79% | 74% | 73% | 71% | - |
| Mean score | | 3.14 | 3.33 | 3.29 | 3.35 | 3.31 | 3.20 | 3.14 | 3.42 | 3.33 | 3.28 | 3.14 | - |
| Standard deviation | | .79 | .62 | .61 | .61 | .60 | .68 | .79 | .67 | .59 | .67 | .86 | - |
| Standard error | | .17 | .16 | .16 | .15 | .15 | .17 | .17 | .19 | .14 | .16 | .23 | - |

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

Kellen Social Media Spring 2016

Q12_7. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Recruitment of new members for your organisation

Base: All who use social media for recruitment of new members for your organisation

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 51 | 42 | 9 | 22 | 11 | 3 | 15 | 28 | 6 | 5 | 2 | 1 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 2 | 2 | - | - | - | - | 2 | 1 | - | - | - | - | 1 |
| | 4% | 5% | - | - | - | - | 13% | 4% | - | - | - | - | 50% |
| Fairly ineffective | (2) 10 | 8 | 2 | 4 | 3 | 1 | 2 | 8 | - | - | - | 1 | - |
| | 20% | 19% | 22% | 18% | 27% | 33% | 13% | 29% | - | - | - | 100% | - |
| Fairly effective | (3) 24 | 19 | 5 | 13 | 4 | 2 | 5 | 11 | 5 | 1 | 2 | - | 1 |
| | 47% | 45% | 56% | 59% | 36% | 67% | 33% | 39% | 83% | 20% | 100% | - | 50% |
| Very effective | (4) 11 | 10 | 1 | 3 | 4 | - | 4 | 6 | 1 | 2 | - | - | - |
| | 22% | 24% | 11% | 14% | 36% | - | 27% | 21% | 17% | 40% | - | - | - |
| Don't know | 4 | 3 | 1 | 2 | - | - | 2 | 2 | - | 2 | - | - | - |
| | 8% | 7% | 11% | 9% | - | - | 13% | 7% | - | 40% | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 12 | 10 | 2 | 4 | 3 | 1 | 4 | 9 | - | - | - | 1 | 1 |
| | 24% | 24% | 22% | 18% | 27% | 33% | 27% | 32% | - | - | - | 100% | 50% |
| Net: Effective | 35 | 29 | 6 | 16 | 8 | 2 | 9 | 17 | 6 | 3 | 2 | - | 1 |
| | 69% | 69% | 67% | 73% | 73% | 67% | 60% | 61% | 100% | 60% | 100% | - | 50% |
| Mean score | 2.94 | 2.95 | 2.88 | 2.95 | 3.09 | 2.67 | 2.85 | 2.85 | 3.17 | 3.67 | 3.00 | 2.00 | 2.00 |
| Standard deviation | .79 | .83 | .64 | .60 | .83 | .58 | 1.07 | .83 | .41 | .58 | - | - | 1.41 |
| Standard error | .12 | .13 | .23 | .14 | .25 | .33 | .30 | .16 | .17 | .33 | - | - | 1.00 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_7. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Recruitment of new members for your organisation

Base: All who use social media for recruitment of new members for your organisation

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|------------|---------------------------------------|--------------------|----------------------------|------------|------------|------------|------------|-----------|--------------|------------|------------|---------------------|------------|-----------------------------|------------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 51 100% | 35 100% | 8 100% | 36 100% | 44 100% | 46 100% | 33 100% | 19 100% | 8 100% | 43 100% | 8 100% | 17 100% | 11 100% | 40 100% | 31 100% | 16 100% |
| Very ineffective (1) | 2 4% | 2 6% | - - | 2 6% | 2 5% | 2 4% | 1 3% | - - | 1 13% | 1 2% | - - | 1 6% | 1 9% | 1 3% | 2 6% | - - |
| Fairly ineffective (2) | 10 20% | 7 20% | 2 25% | 7 19% | 10 23% | 10 22% | 8 24% | 6 32% | 1 13% | 10 23% | 2 25% | 4 24% | 2 18% | 8 20% | 4 13% | 6 38% |
| Fairly effective (3) | 24 47% | 16 46% | 4 50% | 15 42% | 17 39% | 21 46% | 14 42% | 7 37% | 1 13% | 19 44% | 3 38% | 8 47% | 5 45% | 19 48% | 13 42% | 7 44% |
| Very effective (4) | 11 22% | 7 20% | 2 25% | 9 25% | 11 25% | 10 22% | 6 18% | 4 21% | 4 50% | 9 21% | 3 38% | 4 24% | 1 9% | 10 25% | 8 26% | 3 19% |
| Don't know | 4 8% | 3 9% | - - | 3 8% | 4 9% | 3 7% | 4 12% | 2 11% | 1 13% | 4 9% | - - | - - | 2 18% | 2 5% | 4 13% | - - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 12 24% | 9 26% | 2 25% | 9 25% | 12 27% | 12 26% | 9 27% | 6 32% | 2 25% | 11 26% | 2 25% | 5 29% | 3 27% | 9 23% | 6 19% | 6 38% |
| Net: Effective | 35 69% | 23 66% | 6 75% | 24 67% | 28 64% | 31 67% | 20 61% | 11 58% | 5 63% | 28 65% | 6 75% | 12 71% | 6 55% | 29 73% | 21 68% | 10 63% |
| Mean score | 2.94 | 2.88 | 3.00 | 2.94 | 2.93 | 2.91 | 2.86 | 2.88 | 3.14 | 2.92 | 3.13 | 2.88 | 2.67 | 3.00 | 3.00 | 2.81 |
| Standard deviation | .79 | .83 | .76 | .86 | .86 | .81 | .79 | .78 | 1.21 | .77 | .83 | .86 | .87 | .77 | .88 | .75 |
| Standard error | .12 | .15 | .27 | .15 | .14 | .12 | .15 | .19 | .46 | .12 | .30 | .21 | .29 | .13 | .17 | .19 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_7. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Recruitment of new members for your organisation

Base: All who use social media for recruitment of new members for your organisation

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | *j | *k |
| | | A | B | C | D | E | *F | G | H | I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 51 | 37 | 30 | 32 | 44 | 31 | 14 | 51 | 44 | 45 | 27 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| | | 4% | 5% | 3% | 3% | 2% | 3% | 7% | 4% | 5% | 4% | 7% |
| Fairly ineffective | (2) | 10 | 5 | 7 | 6 | 8 | 6 | 1 | 10 | 7 | 10 | 6 |
| | | 20% | 14% | 23% | 19% | 18% | 19% | 7% | 20% | 16% | 22% | 22% |
| Fairly effective | (3) | 24 | 20 | 14 | 14 | 21 | 13 | 6 | 24 | 21 | 20 | 11 |
| | | 47% | 54% | 47% | 44% | 48% | 42% | 43% | 47% | 48% | 44% | 41% |
| Very effective | (4) | 11 | 7 | 6 | 9 | 10 | 9 | 6 | 11 | 10 | 11 | 7 |
| | | 22% | 19% | 20% | 28% | 23% | 29% | 43% | 22% | 23% | 24% | 26% |
| Don't know | | 4 | 3 | 2 | 2 | 4 | 2 | - | 4 | 4 | 2 | 1 |
| | | 8% | 8% | 7% | 6% | 9% | 6% | - | 8% | 9% | 4% | 4% |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 12 | 7 | 8 | 7 | 9 | 7 | 2 | 12 | 9 | 12 | 8 |
| | | 24% | 19% | 27% | 22% | 20% | 23% | 14% | 24% | 20% | 27% | 30% |
| Net: Effective | | 35 | 27 | 20 | 23 | 31 | 22 | 12 | 35 | 31 | 31 | 18 |
| | | 69% | 73% | 67% | 72% | 70% | 71% | 86% | 69% | 70% | 69% | 67% |
| Mean score | | 2.94 | 2.94 | 2.89 | 3.03 | 3.00 | 3.03 | 3.21 | 2.94 | 2.98 | 2.93 | 2.88 |
| Standard deviation | | .79 | .78 | .79 | .81 | .75 | .82 | .89 | .79 | .80 | .83 | .91 |
| Standard error | | .12 | .13 | .15 | .15 | .12 | .15 | .24 | .12 | .13 | .13 | .18 |

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

Kellen Social Media Spring 2016

Q12_8. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To build your organisation's profile

Base: All who use social media for to build your organisation's profile

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 136 | 117 | 19 | 85 | 19 | 5 | 27 | 74 | 14 | 18 | 9 | - | 7 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Very ineffective | (1) 5 | 5 | - | 5 | - | - | - | 2 | 1 | - | - | - | - |
| | 4% | 4% | - | 6% | - | - | - | 3% | 7% | - | - | - | - |
| Fairly ineffective | (2) 11 | 9 | 2 | 6 | 3 | - | 2 | 4 | 1 | 2 | 2 | - | 1 |
| | 8% | 8% | 11% | 7% | 16% | - | 7% | 5% | 7% | 11% | 22% | - | 14% |
| Fairly effective | (3) 63 | 54 | 9 | 39 | 8 | 4 | 12 | 37 | 6 | 8 | 1 | - | 4 |
| | 46% | 46% | 47% | 46% | 42% | 80% | 44% | 50% | 43% | 44% | 11% | - | 57% |
| Very effective | (4) 51 | 45 | 6 | 30 | 8 | 1 | 12 | 29 | 5 | 7 | 4 | - | 2 |
| | 38% | 38% | 32% | 35% | 42% | 20% | 44% | 39% | 36% | 39% | 44% | - | 29% |
| Don't know | 6 | 4 | 2 | 5 | - | - | 1 | 2 | 1 | 1 | 2 | - | - |
| | 4% | 3% | 11% | 6% | - | - | 4% | 3% | 7% | 6% | 22% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 16 | 14 | 2 | 11 | 3 | - | 2 | 6 | 2 | 2 | 2 | - | 1 |
| | 12% | 12% | 11% | 13% | 16% | - | 7% | 8% | 14% | 11% | 22% | - | 14% |
| Net: Effective | 114 | 99 | 15 | 69 | 16 | 5 | 24 | 66 | 11 | 15 | 5 | - | 6 |
| | 84% | 85% | 79% | 81% | 84% | 100% | 89% | 89% | 79% | 83% | 56% | - | 86% |
| Mean score | 3.23 | 3.23 | 3.24 | 3.18 | 3.26 | 3.20 | 3.38 | 3.29 | 3.15 | 3.29 | 3.29 | - | 3.14 |
| Standard deviation | .76 | .78 | .66 | .82 | .73 | .45 | .64 | .70 | .90 | .69 | .95 | - | .69 |
| Standard error | .07 | .07 | .16 | .09 | .17 | .20 | .12 | .08 | .25 | .17 | .36 | - | .26 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_8. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To build your organisation's profile

Base: All who use social media for to build your organisation's profile

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|--------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 136 | 105 | 16 | 82 | 120 | 108 | 87 | 39 | 15 | 108 | 18 | 21 | 37 | 99 | 82 | 45 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 5 | 3 | - | 3 | 5 | 3 | 4 | 1 | - | 3 | 1 | 1 | 3 | 2 | 3 | 2 |
| | 4% | 3% | - | 4% | 4% | 3% | 5% | 3% | - | 3% | 6% | 5% | 8% | 2% | 4% | 4% |
| Fairly ineffective | (2) 11 | 9 | 1 | 5 | 9 | 8 | 3 | 2 | - | 10 | 2 | 1 | 2 | 9 | 4 | 7 |
| | 8% | 9% | 6% | 6% | 8% | 7% | 3% | 5% | - | 9% | 11% | 5% | 5% | 9% | 5% | 16% |
| Fairly effective | (3) 63 | 47 | 8 | 37 | 56 | 49 | 41 | 16 | 8 | 47 | 7 | 6 | 17 | 46 | 38 | 22 |
| | 46% | 45% | 50% | 45% | 47% | 45% | 47% | 41% | 53% | 44% | 39% | 29% | 46% | 46% | 46% | 49% |
| Very effective | (4) 51 | 41 | 6 | 34 | 46 | 44 | 35 | 17 | 7 | 43 | 8 | 12 | 15 | 36 | 35 | 10 |
| | 38% | 39% | 38% | 41% | 38% | 41% | 40% | 44% | 47% | 40% | 44% | 57% | 41% | 36% | 43% | 22% |
| Don't know | 6 | 5 | 1 | 3 | 4 | 4 | 4 | 3 | - | 5 | - | 1 | - | 6 | 2 | 4 |
| | 4% | 5% | 6% | 4% | 3% | 4% | 5% | 8% | - | 5% | - | 5% | - | 6% | 2% | 9% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 16 | 12 | 1 | 8 | 14 | 11 | 7 | 3 | - | 13 | 3 | 2 | 5 | 11 | 7 | 9 |
| | 12% | 11% | 6% | 10% | 12% | 10% | 8% | 8% | - | 12% | 17% | 10% | 14% | 11% | 9% | 20% |
| Net: Effective | 114 | 88 | 14 | 71 | 102 | 93 | 76 | 33 | 15 | 90 | 15 | 18 | 32 | 82 | 73 | 32 |
| | 84% | 84% | 88% | 87% | 85% | 86% | 87% | 85% | 100% | 83% | 83% | 86% | 86% | 83% | 89% | 71% |
| Mean score | 3.23 | 3.26 | 3.33 | 3.29 | 3.23 | 3.29 | 3.29 | 3.36 | 3.47 | 3.26 | 3.22 | 3.45 | 3.19 | 3.25 | 3.31 | 2.98 |
| Standard deviation | .76 | .75 | .62 | .75 | .77 | .73 | .76 | .72 | .52 | .75 | .88 | .83 | .88 | .72 | .74 | .79 |
| Standard error | .07 | .07 | .16 | .08 | .07 | .07 | .08 | .12 | .13 | .07 | .21 | .18 | .14 | .07 | .08 | .12 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_8. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To build your organisation's profile

Base: All who use social media for to build your organisation's profile

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 136 | 73 | 93 | 92 | 103 | 80 | 23 | 44 | 136 | 115 | 58 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 5 | 2 | 4 | 5 | 3 | 2 | - | 1 | 5 | 2 | 1 |
| | | 4% | 3% | 4% | 5% | 3% | 3% | - | 2% | 4% | 2% | 2% |
| Fairly ineffective | (2) | 11 | 4 | 5 | 6 | 7 | 4 | 3 | 1 | 11 | 8 | 5 |
| | | 8% | 5% | 5% | 7% | 7% | 5% | 13% | 2% | 8% | 7% | 9% |
| Fairly effective | (3) | 63 | 38 | 43 | 41 | 50 | 34 | 9 | 22 | 63 | 55 | 28 |
| | | 46% | 52% | 46% | 45% | 49% | 43% | 39% | 50% | 46% | 48% | 48% |
| Very effective | (4) | 51 | 27 | 37 | 37 | 39 | 38 | 11 | 19 | 51 | 45 | 23 |
| | | 38% | 37% | 40% | 40% | 38% | 48% | 48% | 43% | 38% | 39% | 40% |
| Don't know | | 6 | 2 | 4 | 3 | 4 | 2 | - | 1 | 6 | 5 | 1 |
| | | 4% | 3% | 4% | 3% | 4% | 3% | - | 2% | 4% | 4% | 2% |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 16 | 6 | 9 | 11 | 10 | 6 | 3 | 2 | 16 | 10 | 6 |
| | | 12% | 8% | 10% | 12% | 10% | 8% | 13% | 5% | 12% | 9% | 10% |
| Net: Effective | | 114 | 65 | 80 | 78 | 89 | 72 | 20 | 41 | 114 | 100 | 51 |
| | | 84% | 89% | 86% | 85% | 86% | 90% | 87% | 93% | 84% | 87% | 88% |
| Mean score | | 3.23 | 3.27 | 3.27 | 3.24 | 3.26 | 3.38 | 3.35 | 3.37 | 3.23 | 3.30 | 3.28 |
| Standard deviation | | .76 | .70 | .77 | .81 | .72 | .71 | .71 | .66 | .76 | .68 | .70 |
| Standard error | | .07 | .08 | .08 | .09 | .07 | .08 | .15 | .10 | .07 | .07 | .09 |

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

Kellen Social Media Spring 2016

Q12_9. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Event promotion, registration, attendance

Base: All who use social media for event promotion, registration, attendance

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 138 | 111 | 27 | 84 | 22 | 6 | 26 | 80 | 9 | 15 | 11 | 1 | 7 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 4 | 3 | 1 | 2 | 1 | - | 1 | - | - | - | 1 | - | - |
| | 3% | 3% | 4% | 2% | 5% | - | 4% | - | - | - | 9% | - | - |
| Fairly ineffective | (2) 14 | 12 | 2 | 7 | 4 | - | 3 | 8 | 1 | 1 | - | 1 | 1 |
| | 10% | 11% | 7% | 8% | 18% | - | 12% | 10% | 11% | 7% | - | 100% | 14% |
| Fairly effective | (3) 57 | 48 | 9 | 36 | 9 | 3 | 9 | 32 | 3 | 8 | 6 | - | 4 |
| | 41% | 43% | 33% | 43% | 41% | 50% | 35% | 40% | 33% | 53% | 55% | - | 57% |
| Very effective | (4) 55 | 44 | 11 | 34 | 8 | 3 | 10 | 35 | 4 | 5 | 4 | - | 1 |
| | 40% | 40% | 41% | 40% | 36% | 50% | 38% | 44% | 44% | 33% | 36% | - | 14% |
| Don't know | 8 | 4 | 4 | 5 | - | - | 3 | 5 | 1 | 1 | - | - | 1 |
| | 6% | 4% | 15% | 6% | - | - | 12% | 6% | 11% | 7% | - | - | 14% |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 18 | 15 | 3 | 9 | 5 | - | 4 | 8 | 1 | 1 | 1 | 1 | 1 |
| | 13% | 14% | 11% | 11% | 23% | - | 15% | 10% | 11% | 7% | 9% | 100% | 14% |
| Net: Effective | 112 | 92 | 20 | 70 | 17 | 6 | 19 | 67 | 7 | 13 | 10 | - | 5 |
| | 81% | 83% | 74% | 83% | 77% | 100% | 73% | 84% | 78% | 87% | 91% | - | 71% |
| Mean score | 3.25 | 3.24 | 3.30 | 3.29 | 3.09 | 3.50 | 3.22 | 3.36 | 3.38 | 3.29 | 3.18 | 2.00 | 3.00 |
| Standard deviation | .77 | .76 | .82 | .74 | .87 | .55 | .85 | .67 | .74 | .61 | .87 | - | .63 |
| Standard error | .07 | .07 | .17 | .08 | .19 | .22 | .18 | .08 | .26 | .16 | .26 | - | .26 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_9. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Event promotion, registration, attendance

Base: All who use social media for event promotion, registration, attendance

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 138 | 105 | 16 | 80 | 118 | 105 | 81 | 38 | 14 | 108 | 21 | 22 | 37 | 101 | 81 | 47 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 4 | 1 | 2 | 2 | 2 | 1 | - | - | 3 | - | 1 | 1 | 3 | 2 | 1 |
| | | 3% | 1% | 3% | 2% | 2% | 1% | - | - | 3% | - | 5% | 3% | 3% | 2% | 2% |
| Fairly ineffective | (2) | 14 | 9 | 9 | 11 | 11 | 9 | 4 | 1 | 11 | 4 | 6 | 8 | 6 | 9 | 5 |
| | | 10% | 9% | 11% | 9% | 10% | 11% | 11% | 7% | 10% | 19% | 27% | 22% | 6% | 11% | 11% |
| | | | | | | | | | | | | | M | | | |
| Fairly effective | (3) | 57 | 47 | 29 | 49 | 44 | 36 | 15 | 3 | 47 | 6 | 4 | 10 | 47 | 28 | 26 |
| | | 41% | 45% | 36% | 42% | 42% | 44% | 39% | 21% | 44% | 29% | 18% | 27% | 47% | 35% | 55% |
| | | | | | | | | | | | | | L | | | N |
| Very effective | (4) | 55 | 41 | 37 | 49 | 41 | 31 | 17 | 10 | 43 | 11 | 10 | 16 | 39 | 39 | 12 |
| | | 40% | 39% | 46% | 42% | 39% | 38% | 45% | 71% | 40% | 52% | 45% | 43% | 39% | 48% | 26% |
| | | | | | | | | | | | | | | | O | |
| Don't know | | 8 | 7 | 3 | 7 | 7 | 4 | 2 | - | 4 | - | 1 | 2 | 6 | 3 | 3 |
| | | 6% | 7% | 4% | 6% | 7% | 5% | 5% | - | 4% | - | 5% | 5% | 6% | 4% | 6% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | | 18 | 10 | 11 | 13 | 13 | 10 | 4 | 1 | 14 | 4 | 7 | 9 | 9 | 11 | 6 |
| | | 13% | 10% | 14% | 11% | 12% | 12% | 11% | 7% | 13% | 19% | 32% | 24% | 9% | 14% | 13% |
| | | | | | | | | | | | | | M | | | |
| Net: Effective | | 112 | 88 | 66 | 98 | 85 | 67 | 32 | 13 | 90 | 17 | 14 | 26 | 86 | 67 | 38 |
| | | 81% | 84% | 83% | 83% | 81% | 83% | 84% | 93% | 83% | 81% | 64% | 70% | 85% | 83% | 81% |
| | | | | | | | | | | | | | L | | | |
| Mean score | 3.25 | 3.31 | 3.27 | 3.31 | 3.31 | 3.27 | 3.26 | 3.36 | 3.64 | 3.25 | 3.33 | 3.10 | 3.17 | 3.28 | 3.33 | 3.11 |
| Standard deviation | .77 | .68 | .80 | .78 | .72 | .74 | .71 | .68 | .63 | .76 | .80 | 1.00 | .89 | .72 | .78 | .69 |
| Standard error | .07 | .07 | .21 | .09 | .07 | .07 | .08 | .11 | .17 | .07 | .17 | .22 | .15 | .07 | .09 | .10 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_9. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

Event promotion, registration, attendance

Base: All who use social media for event promotion, registration, attendance

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|--------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | | Total | a | b | c | d | e | *f | g | h | i | j | *k |
| | | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 138 100% | 71 100% | 86 100% | 90 100% | 109 100% | 74 100% | 22 100% | 45 100% | 115 100% | 138 100% | 59 100% | - - |
| Very ineffective | (1) | 4 3% | 1 1% | 1 1% | 1 1% | - - | - - | - - | 1 2% | 2 2% | 4 3% | 1 2% | - - |
| Fairly ineffective | (2) | 14 10% | 5 7% | 9 10% | 5 6% | 12 11% | 7 9% | 1 5% | 4 9% | 12 10% | 14 10% | 8 14% | - - |
| Fairly effective | (3) | 57 41% | 34 48% | 37 43% | 42 47% | 44 40% | 36 49% | 6 27% | 16 36% | 47 41% | 57 41% | 19 32% | - - |
| Very effective | (4) | 55 40% | 29 41% | 34 40% | 37 41% | 47 43% | 28 38% | 15 68% | 22 49% | 48 42% | 55 40% | 29 49% | - - |
| Don't know | | 8 6% | 2 3% | 5 6% | 5 6% | 6 6% | 3 4% | - - | 2 4% | 6 5% | 8 6% | 2 3% | - - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 18 13% | 6 8% | 10 12% | 6 7% | 12 11% | 7 9% | 1 5% | 5 11% | 14 12% | 18 13% | 9 15% | - - |
| Net: Effective | | 112 81% | 63 89% | 71 83% | 79 88% | 91 83% | 64 86% | 21 95% | 38 84% | 95 83% | 112 81% | 48 81% | - - |
| Mean score | | 3.25 | 3.32 | 3.28 | 3.35 | 3.34 | 3.30 | 3.64 | 3.37 | 3.29 | 3.25 | 3.33 | - |
| Standard deviation | | .77 | .68 | .71 | .65 | .68 | .64 | .58 | .76 | .74 | .77 | .79 | - |
| Standard error | | .07 | .08 | .08 | .07 | .07 | .08 | .12 | .12 | .07 | .07 | .10 | - |

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

Kellen Social Media Spring 2016

Q12_10. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To promote education or other association offerings

Base: All who use social media for to promote education or other association offerings

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 65 | 54 | 11 | 34 | 14 | 4 | 13 | 34 | 7 | 7 | 5 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 3 | 3 | - | 1 | 2 | - | - | 1 | 1 | - | - | - | - |
| | 5% | 6% | - | 3% | 14% | - | - | 3% | 14% | - | - | - | - |
| Fairly ineffective | (2) 10 | 8 | 2 | 5 | 3 | - | 2 | 6 | - | 1 | 2 | - | 1 |
| | 15% | 15% | 18% | 15% | 21% | - | 15% | 18% | - | 14% | 40% | - | 33% |
| Fairly effective | (3) 31 | 24 | 7 | 18 | 5 | 1 | 7 | 18 | 3 | 3 | 1 | 1 | 2 |
| | 48% | 44% | 64% | 53% | 36% | 25% | 54% | 53% | 43% | 43% | 20% | 100% | 67% |
| Very effective | (4) 19 | 17 | 2 | 9 | 4 | 3 | 3 | 8 | 3 | 2 | 2 | - | - |
| | 29% | 31% | 18% | 26% | 29% | 75% | 23% | 24% | 43% | 29% | 40% | - | - |
| Don't know | 2 | 2 | - | 1 | - | - | 1 | 1 | - | 1 | - | - | - |
| | 3% | 4% | - | 3% | - | - | 8% | 3% | - | 14% | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 13 | 11 | 2 | 6 | 5 | - | 2 | 7 | 1 | 1 | 2 | - | 1 |
| | 20% | 20% | 18% | 18% | 36% | - | 15% | 21% | 14% | 14% | 40% | - | 33% |
| Net: Effective | 50 | 41 | 9 | 27 | 9 | 4 | 10 | 26 | 6 | 5 | 3 | 1 | 2 |
| | 77% | 76% | 82% | 79% | 64% | 100% | 77% | 76% | 86% | 71% | 60% | 100% | 67% |
| Mean score | 3.05 | 3.06 | 3.00 | 3.06 | 2.79 | 3.75 | 3.08 | 3.00 | 3.14 | 3.17 | 3.00 | 3.00 | 2.67 |
| Standard deviation | .81 | .85 | .63 | .75 | 1.05 | .50 | .67 | .75 | 1.07 | .75 | 1.00 | - | .58 |
| Standard error | .10 | .12 | .19 | .13 | .28 | .25 | .19 | .13 | .40 | .31 | .45 | - | .33 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q12_10. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To promote education or other association offerings

Base: All who use social media for to promote education or other association offerings

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 65 | 51 | 5 | 44 | 55 | 50 | 40 | 18 | 10 | 52 | 12 | 9 | 19 | 46 | 42 | 19 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 3 | 2 | - | 1 | 3 | 3 | 1 | - | - | 2 | - | - | 1 | 2 | 1 | 2 |
| | 5% | 4% | - | 2% | 5% | 6% | 3% | - | - | 4% | - | - | 5% | 4% | 2% | 11% |
| Fairly ineffective | (2) 10 | 9 | 1 | 8 | 7 | 7 | 5 | 5 | - | 9 | 2 | 1 | 3 | 7 | 5 | 4 |
| | 15% | 18% | 20% | 18% | 13% | 14% | 13% | 28% | - | 17% | 17% | 11% | 16% | 15% | 12% | 21% |
| Fairly effective | (3) 31 | 27 | 1 | 19 | 26 | 24 | 21 | 6 | 7 | 24 | 6 | 6 | 10 | 21 | 18 | 11 |
| | 48% | 53% | 20% | 43% | 47% | 48% | 53% | 33% | 70% | 46% | 50% | 67% | 53% | 46% | 43% | 58% |
| Very effective | (4) 19 | 12 | 3 | 16 | 17 | 14 | 11 | 5 | 3 | 15 | 4 | 1 | 5 | 14 | 17 | 2 |
| | 29% | 24% | 60% | 36% | 31% | 28% | 28% | 28% | 30% | 29% | 33% | 11% | 26% | 30% | 40% | 11% |
| Don't know | 2 | 1 | - | - | 2 | 2 | 2 | 2 | - | 2 | - | 1 | - | 2 | 1 | - |
| | 3% | 2% | - | - | 4% | 4% | 5% | 11% | - | 4% | - | 11% | - | 4% | 2% | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 13 | 11 | 1 | 9 | 10 | 10 | 6 | 5 | - | 11 | 2 | 1 | 4 | 9 | 6 | 6 |
| | 20% | 22% | 20% | 20% | 18% | 20% | 15% | 28% | - | 21% | 17% | 11% | 21% | 20% | 14% | 32% |
| Net: Effective | 50 | 39 | 4 | 35 | 43 | 38 | 32 | 11 | 10 | 39 | 10 | 7 | 15 | 35 | 35 | 13 |
| | 77% | 76% | 80% | 80% | 78% | 76% | 80% | 61% | 100% | 75% | 83% | 78% | 79% | 76% | 83% | 68% |
| Mean score | 3.05 | 2.98 | 3.40 | 3.14 | 3.08 | 3.02 | 3.11 | 3.00 | 3.30 | 3.04 | 3.17 | 3.00 | 3.00 | 3.07 | 3.24 | 2.68 |
| Standard deviation | .81 | .77 | .89 | .80 | .83 | .84 | .73 | .82 | .48 | .81 | .72 | .53 | .82 | .82 | .77 | .82 |
| Standard error | .10 | .11 | .40 | .12 | .11 | .12 | .12 | .20 | .15 | .11 | .21 | .19 | .19 | .12 | .12 | .19 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q12_10. How effective or ineffective do you think your association's use of social media has been in helping you to achieve each of these goals?

To promote education or other association offerings

Base: All who use social media for to promote education or other association offerings

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | *g | h | i | j | *k |
| | | A | B | C | D | E | *F | *G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 65 | 38 | 38 | 40 | 54 | 38 | 17 | 27 | 58 | 59 | 65 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) | 3 | - | 1 | 2 | 2 | - | - | 1 | 3 | 2 | 3 |
| | | 5% | - | 3% | 5% | 4% | - | - | 4% | 5% | 3% | 5% |
| Fairly ineffective | (2) | 10 | 5 | 7 | 7 | 8 | 5 | 2 | 2 | 7 | 8 | 10 |
| | | 15% | 13% | 18% | 18% | 15% | 13% | 12% | 7% | 12% | 14% | 15% |
| Fairly effective | (3) | 31 | 21 | 18 | 16 | 25 | 20 | 8 | 15 | 28 | 29 | 31 |
| | | 48% | 55% | 47% | 40% | 46% | 53% | 47% | 56% | 48% | 49% | 48% |
| Very effective | (4) | 19 | 10 | 10 | 13 | 17 | 11 | 7 | 7 | 18 | 18 | 19 |
| | | 29% | 26% | 26% | 33% | 31% | 29% | 41% | 26% | 31% | 31% | 29% |
| Don't know | | 2 | 2 | 2 | 2 | 2 | 2 | - | 2 | 2 | 2 | 2 |
| | | 3% | 5% | 5% | 5% | 4% | 5% | - | 7% | 3% | 3% | 3% |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | 13 | 5 | 8 | 9 | 10 | 5 | 2 | 3 | 10 | 10 | 13 |
| | | 20% | 13% | 21% | 23% | 19% | 13% | 12% | 11% | 17% | 17% | 20% |
| Net: Effective | | 50 | 31 | 28 | 29 | 42 | 31 | 15 | 22 | 46 | 47 | 50 |
| | | 77% | 82% | 74% | 73% | 78% | 82% | 88% | 81% | 79% | 80% | 77% |
| Mean score | | 3.05 | 3.14 | 3.03 | 3.05 | 3.10 | 3.17 | 3.29 | 3.12 | 3.09 | 3.11 | 3.05 |
| Standard deviation | | .81 | .64 | .77 | .87 | .80 | .65 | .69 | .73 | .82 | .77 | .81 |
| Standard error | | .10 | .11 | .13 | .14 | .11 | .11 | .17 | .15 | .11 | .10 | .10 |

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

Kellen Social Media Spring 2016

Q13. 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 | | | | | | |
|------------|---|-------------|---------------------|-------------------|----------------------|-----------|---------------------------------|-----------------------|--------------------------------|---|------------|--------------|-----------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Total | 167 100% | 133 100% | 34 100% | 103 100% | 26 100% | 6 100% | 32 100% | 92 100% | 14 100% | 20 100% | 12 100% | 1 100% | 8 100% |
| Yes | 95 57% | 80 60% | 15 44% | 61 59% | 12 46% | 3 50% | 19 59% | 56 61% | 9 64% | 10 50% | 6 50% | - | 4 50% |
| No | 55 33% | 44 33% | 11 32% | 35 34% | 9 35% | 3 50% | 8 25% | 25 27% | 4 29% | 10 50% | 5 42% | 1 100% | 3 38% |
| Don't know | 17 10% | 9 7% | 8 24% | 7 7% | 5 19% | - | 5 16% | 11 12% | 1 7% | - | 1 8% | - | 1 13% |
| | | | A | | | | | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q13. Does your organisation measure the impact of its social media efforts?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 95 | 66 | 17 | 61 | 84 | 75 | 71 | 26 | 15 | 73 | 18 | 18 | 38 | 57 | 95 | - |
| | 57% | 53% | 85% | 66% | 60% | 59% | 73% | 60% | 88% | 57% | 78% | 72% | 84% | 47% | 100% | - |
| | | | | | | DEI | | | | | | | M | | O | |
| No | 55 | 46 | 2 | 22 | 47 | 40 | 20 | 10 | 2 | 45 | 4 | 4 | 3 | 52 | - | 55 |
| | 33% | 37% | 10% | 24% | 34% | 31% | 21% | 23% | 12% | 35% | 17% | 16% | 7% | 43% | - | 100% |
| | | | | | F | f | | | | cF | | | L | | N | |
| Don't know | 17 | 12 | 1 | 10 | 9 | 13 | 6 | 7 | - | 9 | 1 | 3 | 4 | 13 | - | - |
| | 10% | 10% | 5% | 11% | 6% | 10% | 6% | 16% | - | 7% | 4% | 12% | 9% | 11% | - | - |
| | | | | | | | Dfi | | | | | | | | | |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q13. Does your organisation measure the impact of its social media efforts?

Base: All respondents

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | a | b | c | d | e | *f | g | h | i | j | *k |
| | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | |
| Total | 167 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 95 | 65 | 65 | 72 | 58 | 18 | 31 | 82 | 81 | 42 | - |
| | 57% | 61% | 64% | 63% | 58% | 66% | 61% | 60% | 59% | 65% | - |
| No | 55 | 30 | 32 | 42 | 24 | 7 | 16 | 45 | 47 | 19 | - |
| | 33% | 29% | 31% | 34% | 27% | 27% | 31% | 33% | 34% | 29% | - |
| Don't know | 17 | 7 | 7 | 11 | 6 | 1 | 4 | 9 | 10 | 4 | 2 |
| | 10% | 7% | 7% | 9% | 7% | 4% | 8% | 7% | 7% | 6% | 100% |

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

Kellen Social Media Spring 2016

Q14. How does your organisation measure the impact of its social media efforts?

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

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | A | *B | | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 95 | 80 | 15 | 61 | 12 | 3 | 19 | 56 | 9 | 10 | 6 | - | 4 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Engagement from target audience (e.g. number of shares, reposts, likes, replies) | 81 | 68 | 13 | 54 | 11 | 2 | 14 | 48 | 9 | 8 | 5 | - | 4 |
| | 85% | 85% | 87% | 89% | 92% | 67% | 74% | 86% | 100% | 80% | 83% | - | 100% |
| Amount of followers or fans | 77 | 65 | 12 | 49 | 10 | 1 | 17 | 43 | 8 | 10 | 4 | - | 3 |
| | 81% | 81% | 80% | 80% | 83% | 33% | 89% | 77% | 89% | 100% | 67% | - | 75% |
| Event attendance | 47 | 39 | 8 | 27 | 8 | 2 | 10 | 27 | 2 | 5 | 6 | - | 2 |
| | 49% | 49% | 53% | 44% | 67% | 67% | 53% | 48% | 22% | 50% | 100% | - | 50% |
| Qualitative analysis of comments made by other social media users | 41 | 36 | 5 | 26 | 4 | 2 | 9 | 24 | 5 | 4 | 2 | - | 2 |
| | 43% | 45% | 33% | 43% | 33% | 67% | 47% | 43% | 56% | 40% | 33% | - | 50% |
| Membership growth | 26 | 22 | 4 | 9 | 6 | 1 | 10 | 15 | 2 | 3 | 2 | - | 1 |
| | 27% | 28% | 27% | 15% | 50% | 33% | 53% | 27% | 22% | 30% | 33% | - | 25% |
| Fundraising/ revenue generation | 4 | 3 | 1 | - | 2 | 1 | 1 | 2 | - | 1 | - | - | - |
| | 4% | 4% | 7% | - | 17% | 33% | 5% | 4% | - | 10% | - | - | - |
| Other | 4 | 3 | 1 | 4 | - | - | - | 1 | 1 | 1 | - | - | - |
| | 4% | 4% | 7% | 7% | - | - | - | 2% | 11% | 10% | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q14. How does your organisation measure the impact of its social media efforts?

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

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|--|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|----|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | L | M | N | *O |
| Total | 95 | 66 | 17 | 61 | 84 | 75 | 71 | 26 | 15 | 73 | 18 | 18 | 38 | 57 | 95 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Engagement from target audience (e.g. number of shares, reposts, likes, replies) | 81 | 58 | 15 | 54 | 72 | 65 | 60 | 19 | 11 | 60 | 16 | 15 | 36 | 45 | 81 | - |
| | 85% | 88% | 88% | 89% | 86% | 87% | 85% | 73% | 73% | 82% | 89% | 83% | 95% | 79% | 85% | - |
| | | | | | | | | | | | | | M | | | |
| Amount of followers or fans | 77 | 51 | 15 | 49 | 69 | 63 | 58 | 20 | 13 | 59 | 12 | 16 | 28 | 49 | 77 | - |
| | 81% | 77% | 88% | 80% | 82% | 84% | 82% | 77% | 87% | 81% | 67% | 89% | 74% | 86% | 81% | - |
| Event attendance | 47 | 34 | 7 | 33 | 42 | 35 | 33 | 16 | 9 | 36 | 8 | 12 | 13 | 34 | 47 | - |
| | 49% | 52% | 41% | 54% | 50% | 47% | 46% | 62% | 60% | 49% | 44% | 67% | 34% | 60% | 49% | - |
| | | | | | | | | | | | | | | L | | |
| Qualitative analysis of comments made by other social media users | 41 | 27 | 9 | 29 | 39 | 35 | 30 | 12 | 7 | 33 | 10 | 10 | 17 | 24 | 41 | - |
| | 43% | 41% | 53% | 48% | 46% | 47% | 42% | 46% | 47% | 45% | 56% | 56% | 45% | 42% | 43% | - |
| Membership growth | 26 | 16 | 5 | 21 | 24 | 21 | 20 | 8 | 8 | 18 | 5 | 8 | 8 | 18 | 26 | - |
| | 27% | 24% | 29% | 34% | 29% | 28% | 28% | 31% | 53% | 25% | 28% | 44% | 21% | 32% | 27% | - |
| Fundraising/ revenue generation | 4 | 1 | 2 | 3 | 4 | 4 | 3 | 3 | 1 | 3 | 2 | 2 | - | 4 | 4 | - |
| | 4% | 2% | 12% | 5% | 5% | 5% | 4% | 12% | 7% | 4% | 11% | 11% | - | 7% | 4% | - |
| | | | | | | | | | | | | | | I | | |
| Other | 4 | 3 | - | 4 | 4 | 2 | 4 | 1 | - | 4 | - | 1 | 2 | 2 | 4 | - |
| | 4% | 5% | - | 7% | 5% | 3% | 6% | 4% | - | 5% | - | 6% | 5% | 4% | 4% | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q14. How does your organisation measure the impact of its social media efforts?

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

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 95 100% | 50 100% | 65 100% | 65 100% | 72 100% | 58 100% | 18 100% | 31 100% | 82 100% | 81 100% | 42 100% | - - |
| Engagement from target audience (e.g. number of shares, reposts, likes, replies) | 81 85% | 41 82% | 57 88% | 56 86% | 63 88% | 51 88% | 16 89% | 25 81% | 71 87% | 68 84% | 35 83% | - - |
| Amount of followers or fans | 77 81% | 42 84% | 53 82% | 52 80% | 58 81% | 48 83% | 15 83% | 24 77% | 69 84% | 65 80% | 34 81% | - - |
| Event attendance | 47 49% | 26 52% | 29 45% | 29 45% | 36 50% | 27 47% | 10 56% | 22 71% | 41 50% | 46 57% | 24 57% | - - |
| | | | | | | | | aBCdEH | | | | |
| Qualitative analysis of comments made by other social media users | 41 43% | 25 50% | 32 49% | 33 51% | 35 49% | 31 53% | 12 67% | 17 55% | 37 45% | 38 47% | 25 60% | - - |
| Membership growth | 26 27% | 14 28% | 15 23% | 16 25% | 24 33% | 13 22% | 5 28% | 14 45% | 24 29% | 25 31% | 17 40% | - - |
| | | | | | | | | BCE | | | bce | |
| Fundraising/ revenue generation | 4 4% | 3 6% | 2 3% | 2 3% | 4 6% | 3 5% | 1 6% | 4 13% | 3 4% | 4 5% | 3 7% | - - |
| | | | | | | | | bch | | | | |
| Other | 4 4% | 4 8% | 4 6% | 3 5% | 1 1% | 2 3% | 1 6% | 2 6% | 4 5% | 3 4% | 2 5% | - - |
| | | | d | | | | | | | | | |

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

Kellen Social Media Spring 2016

Q15. 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: All who use paid digital media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | *g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | *G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 45 | 39 | 6 | 30 | 5 | 1 | 9 | 27 | 5 | 4 | 2 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Banner advertisements | 32 | 26 | 6 | 22 | 4 | 1 | 5 | 21 | 4 | 3 | 1 | 1 | 1 |
| | 71% | 67% | 100% | 73% | 80% | 100% | 56% | 78% | 80% | 75% | 50% | 100% | 33% |
| Google Search Ads | 17 | 15 | 2 | 10 | 4 | - | 3 | 11 | 2 | - | - | - | 2 |
| | 38% | 38% | 33% | 33% | 80% | - | 33% | 41% | 40% | - | - | - | 67% |
| Twitter advertisements | 12 | 11 | 1 | 9 | 1 | - | 2 | 8 | 3 | - | - | - | 1 |
| | 27% | 28% | 17% | 30% | 20% | - | 22% | 30% | 60% | - | - | - | 33% |
| YouTube advertisements | 9 | 5 | 4 | 5 | 2 | - | 2 | 6 | 2 | - | - | 1 | - |
| | 20% | 13% | 67% | 17% | 40% | - | 22% | 22% | 40% | - | - | 100% | - |
| Facebook advertisements | 8 | 6 | 2 | 2 | 2 | - | 4 | 1 | 4 | 1 | - | 1 | 1 |
| | 18% | 15% | 33% | 7% | 40% | - | 44% | 4% | 80% | 25% | - | 100% | 33% |
| LinkedIn advertisements | 7 | 5 | 2 | 4 | 2 | - | 1 | 3 | 1 | - | - | 1 | 1 |
| | 16% | 13% | 33% | 13% | 40% | - | 11% | 11% | 20% | - | - | 100% | 33% |
| Other | 1 | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - |
| | 2% | 3% | - | - | - | - | 11% | - | - | - | 50% | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q15. 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: All who use paid digital media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | *c | d | e | f | *g | *h | i | *j | *k | l | *m | n | *o |
| Significance Level: 95% | | A | *B | *C | D | E | F | *G | *H | I | *J | *K | L | *M | N | *O |
| Total | 45 | 33 | 9 | 26 | 39 | 36 | 36 | 9 | 3 | 35 | 11 | 10 | 45 | - | 38 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% |
| Banner advertisements | 32 | 24 | 7 | 19 | 28 | 26 | 26 | 6 | 3 | 24 | 9 | 9 | 32 | - | 26 | 2 |
| | 71% | 73% | 78% | 73% | 72% | 72% | 72% | 67% | 100% | 69% | 82% | 90% | 71% | - | 68% | 67% |
| Google Search Ads | 17 | 10 | 5 | 8 | 13 | 14 | 16 | 5 | 2 | 12 | 6 | 4 | 17 | - | 16 | - |
| | 38% | 30% | 56% | 31% | 33% | 39% | 44% | 56% | 67% | 34% | 55% | 40% | 38% | - | 42% | - |
| Twitter advertisements | 12 | 8 | 4 | 9 | 12 | 10 | 10 | 2 | 1 | 9 | 3 | 4 | 12 | - | 11 | - |
| | 27% | 24% | 44% | 35% | 31% | 28% | 28% | 22% | 33% | 26% | 27% | 40% | 27% | - | 29% | - |
| YouTube advertisements | 9 | 4 | 5 | 8 | 7 | 6 | 8 | 2 | 1 | 8 | 2 | 6 | 9 | - | 8 | 1 |
| | 20% | 12% | 56% | 31% | 18% | 17% | 22% | 22% | 33% | 23% | 18% | 60% | 20% | - | 21% | 33% |
| Facebook advertisements | 8 | 4 | 4 | 8 | 7 | 7 | 7 | 1 | - | 6 | 1 | 4 | 8 | - | 7 | 1 |
| | 18% | 12% | 44% | 31% | 18% | 19% | 19% | 11% | - | 17% | 9% | 40% | 18% | - | 18% | 33% |
| LinkedIn advertisements | 7 | 4 | 2 | 4 | 6 | 7 | 6 | 2 | - | 3 | 2 | 4 | 7 | - | 5 | 1 |
| | 16% | 12% | 22% | 15% | 15% | 19% | 17% | 22% | - | 9% | 18% | 40% | 16% | - | 13% | 33% |
| Other | 1 | 1 | - | - | 1 | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 |
| | 2% | 3% | - | - | 3% | 3% | - | - | - | 3% | - | - | 2% | - | - | 33% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q15. 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: All who use paid digital media

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | *a | b | c | d | *e | *f | *g | h | i | *j | *k |
| | | *A | B | C | D | *E | *F | *G | H | I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 45 100% | 23 100% | 34 100% | 30 100% | 38 100% | 26 100% | 5 100% | 11 100% | 37 100% | 37 100% | 19 100% | - - |
| Banner advertisements | 32 71% | 15 65% | 25 74% | 22 73% | 28 74% | 20 77% | 4 80% | 8 73% | 24 65% | 27 73% | 12 63% | - - |
| Google Search Ads | 17 38% | 6 26% | 11 32% | 9 30% | 14 37% | 9 35% | 1 20% | 4 36% | 16 43% | 12 32% | 6 32% | - - |
| Twitter advertisements | 12 27% | 4 17% | 11 32% | 8 27% | 9 24% | 10 38% | 1 20% | 2 18% | 10 27% | 9 24% | 7 37% | - - |
| YouTube advertisements | 9 20% | 3 13% | 7 21% | 3 10% | 6 16% | 6 23% | - - | 2 18% | 6 16% | 8 22% | 4 21% | - - |
| Facebook advertisements | 8 18% | 2 9% | 8 24% | 5 17% | 8 21% | 5 19% | 1 20% | 3 27% | 6 16% | 7 19% | 5 26% | - - |
| LinkedIn advertisements | 7 16% | 3 13% | 5 15% | 3 10% | 5 13% | 4 15% | - - | 4 36% | 5 14% | 5 14% | 3 16% | - - |
| Other | 1 2% | 1 4% | 1 3% | - - | 1 3% | 1 4% | - - | - - | 1 3% | 1 3% | - - | - - |

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

Kellen Social Media Spring 2016

Q16. How does your organisation use paid digital media?

Base: All who use paid digital media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|------------------------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | *g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | *G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 45 | 39 | 6 | 30 | 5 | 1 | 9 | 27 | 5 | 4 | 2 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| To promote content | 32 | 29 | 3 | 23 | 3 | - | 6 | 19 | 4 | 2 | 1 | 1 | 2 |
| | 71% | 74% | 50% | 77% | 60% | - | 67% | 70% | 80% | 50% | 50% | 100% | 67% |
| To promote events | 26 | 21 | 5 | 15 | 2 | 1 | 8 | 15 | 2 | 4 | 2 | 1 | 2 |
| | 58% | 54% | 83% | 50% | 40% | 100% | 89% | 56% | 40% | 100% | 100% | 100% | 67% |
| To attract website visitors | 21 | 17 | 4 | 14 | 3 | - | 4 | 11 | 3 | 1 | 1 | - | 3 |
| | 47% | 44% | 67% | 47% | 60% | - | 44% | 41% | 60% | 25% | 50% | - | 100% |
| To grow its social media following | 15 | 13 | 2 | 12 | 1 | - | 2 | 10 | 3 | 1 | - | - | - |
| | 33% | 33% | 33% | 40% | 20% | - | 22% | 37% | 60% | 25% | - | - | - |
| To address issues | 8 | 7 | 1 | 7 | - | - | 1 | 6 | 1 | - | - | - | 1 |
| | 18% | 18% | 17% | 23% | - | - | 11% | 22% | 20% | - | - | - | 33% |
| To recruit members | 2 | 2 | - | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | 4% | 5% | - | 3% | 20% | - | - | 4% | - | - | - | - | - |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q16. How does your organisation use paid digital media?

Base: All who use paid digital media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|------------------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|----|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | *c | d | e | f | *g | *h | i | *j | *k | l | *m | n | *o |
| Significance Level: 95% | | A | *B | *C | D | E | F | *G | *H | I | *J | *K | L | *M | N | *O |
| Total | 45 | 33 | 9 | 26 | 39 | 36 | 36 | 9 | 3 | 35 | 11 | 10 | 45 | - | 38 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% |
| To promote content | 32 | 22 | 7 | 19 | 29 | 26 | 28 | 6 | 2 | 24 | 9 | 8 | 32 | - | 28 | 2 |
| | 71% | 67% | 78% | 73% | 74% | 72% | 78% | 67% | 67% | 69% | 82% | 80% | 71% | - | 74% | 67% |
| To promote events | 26 | 22 | 4 | 16 | 22 | 19 | 18 | 5 | 2 | 20 | 7 | 6 | 26 | - | 21 | 3 |
| | 58% | 67% | 44% | 62% | 56% | 53% | 50% | 56% | 67% | 57% | 64% | 60% | 58% | - | 55% | 100% |
| To attract website visitors | 21 | 15 | 4 | 10 | 17 | 16 | 15 | 5 | 2 | 14 | 5 | 5 | 21 | - | 18 | - |
| | 47% | 45% | 44% | 38% | 44% | 44% | 42% | 56% | 67% | 40% | 45% | 50% | 47% | - | 47% | - |
| To grow its social media following | 15 | 8 | 6 | 10 | 14 | 13 | 13 | 4 | 1 | 10 | 6 | 6 | 15 | - | 14 | - |
| | 33% | 24% | 67% | 38% | 36% | 36% | 36% | 44% | 33% | 29% | 55% | 60% | 33% | - | 37% | - |
| To address issues | 8 | 6 | 2 | 7 | 8 | 6 | 7 | - | 1 | 7 | 1 | 1 | 8 | - | 7 | - |
| | 18% | 18% | 22% | 27% | 21% | 17% | 19% | - | 33% | 20% | 9% | 10% | 18% | - | 18% | - |
| To recruit members | 2 | - | 1 | 1 | 1 | 2 | 2 | - | - | 2 | 1 | 1 | 2 | - | 2 | - |
| | 4% | - | 11% | 4% | 3% | 6% | 6% | - | - | 6% | 9% | 10% | 4% | - | 5% | - |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q16. How does your organisation use paid digital media?

Base: All who use paid digital media

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | *a | b | c | d | *e | *f | *g | h | i | *j | *k |
| | | *A | B | C | D | *E | *F | *G | H | I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 45 | 23 | 34 | 30 | 38 | 26 | 5 | 11 | 37 | 37 | 19 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| To promote content | 32 | 14 | 25 | 23 | 27 | 20 | 4 | 8 | 26 | 26 | 13 | - |
| | 71% | 61% | 74% | 77% | 71% | 77% | 80% | 73% | 70% | 70% | 68% | - |
| To promote events | 26 | 15 | 19 | 17 | 23 | 15 | 4 | 7 | 19 | 26 | 12 | - |
| | 58% | 65% | 56% | 57% | 61% | 58% | 80% | 64% | 51% | 70% | 63% | - |
| To attract website visitors | 21 | 9 | 15 | 14 | 17 | 12 | 2 | 6 | 16 | 15 | 7 | - |
| | 47% | 39% | 44% | 47% | 45% | 46% | 40% | 55% | 43% | 41% | 37% | - |
| To grow its social media following | 15 | 4 | 13 | 10 | 11 | 12 | - | 3 | 13 | 12 | 7 | - |
| | 33% | 17% | 38% | 33% | 29% | 46% | - | 27% | 35% | 32% | 37% | - |
| To address issues | 8 | 3 | 7 | 5 | 6 | 6 | 2 | 3 | 8 | 5 | 6 | - |
| | 18% | 13% | 21% | 17% | 16% | 23% | 40% | 27% | 22% | 14% | 32% | - |
| To recruit members | 2 | 2 | 2 | 1 | 1 | - | - | 1 | 2 | 2 | 1 | - |
| | 4% | 9% | 6% | 3% | 3% | - | - | 9% | 5% | 5% | 5% | - |
| Other | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |

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

Kellen Social Media Spring 2016

Q17_SUM. How effective or ineffective do you think your association's use of paid digital advertising has been:

SUMMARY TABLE

Base: All who use paid digital media with an aim

| | Total | Very ineffective | Fairly ineffective | Fairly effective | Very effective | Don't know | NETS | | Mean |
|------------------------------------|------------|------------------|--------------------|------------------|----------------|------------|-------------|-----------|------|
| | | | | | | | Ineffective | Effective | |
| To promote content | 32 100% | 1 3% | 7 22% | 13 41% | 9 28% | 2 6% | 8 25% | 22 69% | 3.00 |
| To promote events | 26 100% | - - | 5 19% | 16 62% | 4 15% | 1 4% | 5 19% | 20 77% | 2.96 |
| To attract website visitors | 21 100% | - - | 4 19% | 11 52% | 5 24% | 1 5% | 4 19% | 16 76% | 3.05 |
| To grow its social media following | 15 100% | 1 7% | - - | 5 33% | 8 53% | 1 7% | 1 7% | 13 87% | 3.43 |
| To address issues | 8 100% | - - | 1 13% | 6 75% | 1 13% | - - | 1 13% | 7 88% | 3.00 |
| To recruit members | 2 100% | - - | - - | 2 100% | - - | - - | - - | 2 100% | 3.00 |

Kellen Social Media Spring 2016

Q17_1. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote content

Base: All who use paid digital media with an aim to promote content

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 32 | 29 | 3 | 23 | 3 | - | 6 | 19 | 4 | 2 | 1 | 1 | 2 |
| | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very ineffective | (1) 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | - | - |
| | 3% | 3% | - | - | 33% | - | - | 5% | - | - | - | - | - |
| Fairly ineffective | (2) 7 | 6 | 1 | 5 | 2 | - | - | 3 | - | 1 | 1 | 1 | 1 |
| | 22% | 21% | 33% | 22% | 67% | - | - | 16% | - | 50% | 100% | 100% | 50% |
| Fairly effective | (3) 13 | 12 | 1 | 10 | - | - | 3 | 10 | 1 | 1 | - | - | 1 |
| | 41% | 41% | 33% | 43% | - | - | 50% | 53% | 25% | 50% | - | - | 50% |
| Very effective | (4) 9 | 8 | 1 | 7 | - | - | 2 | 3 | 3 | - | - | - | - |
| | 28% | 28% | 33% | 30% | - | - | 33% | 16% | 75% | - | - | - | - |
| Don't know | 2 | 2 | - | 1 | - | - | 1 | 2 | - | - | - | - | - |
| | 6% | 7% | - | 4% | - | - | 17% | 11% | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 8 | 7 | 1 | 5 | 3 | - | - | 4 | - | 1 | 1 | 1 | 1 |
| | 25% | 24% | 33% | 22% | 100% | - | - | 21% | - | 50% | 100% | 100% | 50% |
| Net: Effective | 22 | 20 | 2 | 17 | - | - | 5 | 13 | 4 | 1 | - | - | 1 |
| | 69% | 69% | 67% | 74% | - | - | 83% | 68% | 100% | 50% | - | - | 50% |
| Mean score | 3.00 | 3.00 | 3.00 | 3.09 | 1.67 | - | 3.40 | 2.88 | 3.75 | 2.50 | 2.00 | 2.00 | 2.50 |
| Standard deviation | .83 | .83 | 1.00 | .75 | .58 | - | .55 | .78 | .50 | .71 | - | - | .71 |
| Standard error | .15 | .16 | .58 | .16 | .33 | - | .24 | .19 | .25 | .50 | - | - | .50 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_1. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote content

Base: All who use paid digital media with an aim to promote content

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|----|-----------------------------|------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | L | *M | *N | *O |
| Total | 32 | 22 | 7 | 19 | 29 | 26 | 28 | 6 | 2 | 24 | 9 | 8 | 32 | - | 28 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% |
| Very ineffective | (1) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 1 | - |
| | | 3% | 14% | 5% | 3% | 4% | 4% | 17% | - | 4% | 11% | 13% | 3% | - | 4% | - |
| Fairly ineffective | (2) | 7 | 1 | 4 | 6 | 7 | 6 | 1 | 1 | 6 | 3 | 2 | 7 | - | 6 | 1 |
| | | 22% | 14% | 21% | 21% | 27% | 21% | 17% | 50% | 25% | 33% | 25% | 22% | - | 21% | 50% |
| Fairly effective | (3) | 13 | 1 | 7 | 12 | 8 | 11 | 2 | - | 9 | 3 | 1 | 13 | - | 11 | 1 |
| | | 41% | 14% | 37% | 41% | 31% | 39% | 33% | - | 38% | 33% | 13% | 41% | - | 39% | 50% |
| Very effective | (4) | 9 | 4 | 6 | 8 | 8 | 9 | 2 | - | 7 | 2 | 3 | 9 | - | 9 | - |
| | | 28% | 57% | 32% | 28% | 31% | 32% | 33% | - | 29% | 22% | 38% | 28% | - | 32% | - |
| Don't know | | 2 | - | 1 | 2 | 2 | 1 | - | 1 | 1 | - | 1 | 2 | - | 1 | - |
| | | 6% | - | 5% | 7% | 8% | 4% | - | 50% | 4% | - | 13% | 6% | - | 4% | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | | 8 | 2 | 5 | 7 | 8 | 7 | 2 | 1 | 7 | 4 | 3 | 8 | - | 7 | 1 |
| | | 25% | 29% | 26% | 24% | 31% | 25% | 33% | 50% | 29% | 44% | 38% | 25% | - | 25% | 50% |
| Net: Effective | | 22 | 5 | 13 | 20 | 16 | 20 | 4 | - | 16 | 5 | 4 | 22 | - | 20 | 1 |
| | | 69% | 71% | 68% | 69% | 62% | 71% | 67% | - | 67% | 56% | 50% | 69% | - | 71% | 50% |
| Mean score | | 3.00 | 3.14 | 3.00 | 3.00 | 2.96 | 3.04 | 2.83 | 2.00 | 2.96 | 2.67 | 2.86 | 3.00 | - | 3.04 | 2.50 |
| Standard deviation | | .83 | 1.21 | .91 | .83 | .91 | .85 | 1.17 | - | .88 | 1.00 | 1.21 | .83 | - | .85 | .71 |
| Standard error | | .15 | .46 | .21 | .16 | .19 | .16 | .48 | - | .18 | .33 | .46 | .15 | - | .16 | .50 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_1. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote content

Base: All who use paid digital media with an aim to promote content

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 32 | 14 | 25 | 23 | 27 | 20 | 4 | 8 | 26 | 26 | 13 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 1 | - | 1 | 1 | 1 | - | 1 | - | 1 | - | - | - |
| | | 3% | - | 4% | 4% | 4% | - | 13% | - | 4% | - | - | - |
| Fairly ineffective | (2) | 7 | 6 | 6 | 5 | 7 | 5 | 2 | 4 | 5 | 6 | 4 | - |
| | | 22% | 43% | 24% | 22% | 26% | 25% | 50% | 50% | 19% | 23% | 31% | - |
| Fairly effective | (3) | 13 | 6 | 10 | 10 | 10 | 9 | 2 | 2 | 11 | 11 | 6 | - |
| | | 41% | 43% | 40% | 43% | 37% | 45% | 50% | 25% | 42% | 42% | 46% | - |
| Very effective | (4) | 9 | 2 | 8 | 6 | 7 | 4 | - | 1 | 9 | 6 | 2 | - |
| | | 28% | 14% | 32% | 26% | 26% | 20% | - | 13% | 35% | 23% | 15% | - |
| Don't know | | 2 | - | - | 1 | 2 | 1 | - | - | 1 | 2 | 1 | - |
| | | 6% | - | - | 4% | 7% | 5% | - | - | 4% | 8% | 8% | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 8 | 6 | 7 | 6 | 8 | 6 | 2 | 5 | 5 | 7 | 4 | - |
| | | 25% | 43% | 28% | 26% | 30% | 30% | 50% | 63% | 19% | 27% | 31% | - |
| Net: Effective | | 22 | 8 | 18 | 16 | 17 | 13 | 2 | 3 | 20 | 17 | 8 | - |
| | | 69% | 57% | 72% | 70% | 63% | 65% | 50% | 38% | 77% | 65% | 62% | - |
| Mean score | | 3.00 | 2.71 | 3.00 | 2.95 | 2.92 | 2.84 | 2.50 | 2.38 | 3.16 | 2.92 | 2.83 | - |
| Standard deviation | | .83 | .73 | .87 | .84 | .86 | .83 | .58 | .92 | .75 | .83 | .72 | - |
| Standard error | | .15 | .19 | .17 | .18 | .17 | .19 | .29 | .32 | .15 | .17 | .21 | - |

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

Kellen Social Media Spring 2016

Q17_2. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote events

Base: All who use paid digital media with an aim to promote events

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|-----------|-----------|---------------------------------|--------------------------------|---|-----------|--------------|-----------|
| | 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 | Volunteer(s) | Other |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Total | 26 100% | 21 100% | 5 100% | 15 100% | 2 100% | 1 100% | 8 100% | 15 100% | 2 100% | 4 100% | 2 100% | 1 100% | 2 100% |
| Very ineffective (1) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly ineffective (2) | 5 19% | 3 14% | 2 40% | 1 7% | 1 50% | 1 100% | 2 25% | 2 13% | - - | 1 25% | 1 50% | 1 100% | - - |
| Fairly effective (3) | 16 62% | 15 71% | 1 20% | 11 73% | 1 50% | - - | 4 50% | 9 60% | 1 50% | 3 75% | 1 50% | - - | 2 100% |
| Very effective (4) | 4 15% | 2 10% | 2 40% | 3 20% | - - | - - | 1 13% | 3 20% | 1 50% | - - | - - | - - | - - |
| Don't know | 1 4% | 1 5% | - - | - - | - - | - - | 1 13% | 1 7% | - - | - - | - - | - - | - - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 5 19% | 3 14% | 2 40% | 1 7% | 1 50% | 1 100% | 2 25% | 2 13% | - - | 1 25% | 1 50% | 1 100% | - - |
| Net: Effective | 20 77% | 17 81% | 3 60% | 14 93% | 1 50% | - - | 5 63% | 12 80% | 2 100% | 3 75% | 1 50% | - - | 2 100% |
| Mean score | 2.96 | 2.95 | 3.00 | 3.13 | 2.50 | 2.00 | 2.86 | 3.07 | 3.50 | 2.75 | 2.50 | 2.00 | 3.00 |
| Standard deviation | .61 | .51 | 1.00 | .52 | .71 | - | .69 | .62 | .71 | .50 | .71 | - | - |
| Standard error | .12 | .11 | .45 | .13 | .50 | - | .26 | .16 | .50 | .25 | .50 | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_2. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote events

Base: All who use paid digital media with an aim to promote events

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|------------|---------------------------------------|--------------------|----------------------------|------------|------------|------------|-----------|-----------|--------------|------------|-----------|---------------------|----|-----------------------------|-----------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 26 100% | 22 100% | 4 100% | 16 100% | 22 100% | 19 100% | 18 100% | 5 100% | 2 100% | 20 100% | 7 100% | 6 100% | 26 100% | - | 21 100% | 3 100% |
| Very ineffective (1) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective (2) | 5 19% | 5 23% | - | 4 25% | 5 23% | 4 21% | 3 17% | 1 20% | - | 5 25% | 1 14% | 1 17% | 5 19% | - | 3 14% | 2 67% |
| Fairly effective (3) | 16 62% | 14 64% | 2 50% | 9 56% | 13 59% | 11 58% | 12 67% | 4 80% | 1 50% | 12 60% | 5 71% | 2 33% | 16 62% | - | 14 67% | 1 33% |
| Very effective (4) | 4 15% | 2 9% | 2 50% | 3 19% | 3 14% | 3 16% | 3 17% | - | 1 50% | 3 15% | 1 14% | 3 50% | 4 15% | - | 4 19% | - |
| Don't know | 1 4% | 1 5% | - | - | 1 5% | 1 5% | - | - | - | - | - | - | 1 4% | - | - | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 5 19% | 5 23% | - | 4 25% | 5 23% | 4 21% | 3 17% | 1 20% | - | 5 25% | 1 14% | 1 17% | 5 19% | - | 3 14% | 2 67% |
| Net: Effective | 20 77% | 16 73% | 4 100% | 12 75% | 16 73% | 14 74% | 15 83% | 4 80% | 2 100% | 15 75% | 6 86% | 5 83% | 20 77% | - | 18 86% | 1 33% |
| Mean score | 2.96 | 2.86 | 3.50 | 2.94 | 2.90 | 2.94 | 3.00 | 2.80 | 3.50 | 2.90 | 3.00 | 3.33 | 2.96 | - | 3.05 | 2.33 |
| Standard deviation | .61 | .57 | .58 | .68 | .62 | .64 | .59 | .45 | .71 | .64 | .58 | .82 | .61 | - | .59 | .58 |
| Standard error | .12 | .13 | .29 | .17 | .14 | .15 | .14 | .20 | .50 | .14 | .22 | .33 | .12 | - | .13 | .33 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_2. How effective or ineffective do you think your association's use of paid digital advertising has been:

To promote events

Base: All who use paid digital media with an aim to promote events

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 26 | 15 | 19 | 17 | 23 | 15 | 4 | 7 | 19 | 26 | 12 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | 5 | 4 | 5 | 3 | 5 | 3 | - | 1 | 3 | 5 | 3 | - |
| | | 19% | 27% | 26% | 18% | 22% | 20% | - | 14% | 16% | 19% | 25% | - |
| Fairly effective | (3) | 16 | 9 | 10 | 10 | 14 | 9 | 2 | 4 | 13 | 16 | 7 | - |
| | | 62% | 60% | 53% | 59% | 61% | 60% | 50% | 57% | 68% | 62% | 58% | - |
| Very effective | (4) | 4 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | - |
| | | 15% | 13% | 21% | 18% | 13% | 20% | 50% | 29% | 16% | 15% | 17% | - |
| Don't know | | 1 | - | - | 1 | 1 | - | - | - | - | 1 | - | - |
| | | 4% | - | - | 6% | 4% | - | - | - | - | 4% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 5 | 4 | 5 | 3 | 5 | 3 | - | 1 | 3 | 5 | 3 | - |
| | | 19% | 27% | 26% | 18% | 22% | 20% | - | 14% | 16% | 19% | 25% | - |
| Net: Effective | | 20 | 11 | 14 | 13 | 17 | 12 | 4 | 6 | 16 | 20 | 9 | - |
| | | 77% | 73% | 74% | 76% | 74% | 80% | 100% | 86% | 84% | 77% | 75% | - |
| Mean score | | 2.96 | 2.87 | 2.95 | 3.00 | 2.91 | 3.00 | 3.50 | 3.14 | 3.00 | 2.96 | 2.92 | - |
| Standard deviation | | .61 | .64 | .71 | .63 | .61 | .65 | .58 | .69 | .58 | .61 | .67 | - |
| Standard error | | .12 | .17 | .16 | .16 | .13 | .17 | .29 | .26 | .13 | .12 | .19 | - |

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

Kellen Social Media Spring 2016

Q17_3. How effective or ineffective do you think your association's use of paid digital advertising has been:

To attract website visitors

Base: All who use paid digital media with an aim to attract website visitors

| | Total | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|-------|---|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 21 | 17 | 4 | 14 | 3 | - | 4 | 11 | 3 | 1 | 1 | - | 3 |
| | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | 100% | - | 100% |
| Very ineffective (1) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective (2) | 4 | 4 | - | 2 | 2 | - | - | 2 | - | - | 1 | - | 1 |
| | 19% | 24% | - | 14% | 67% | - | - | 18% | - | - | 100% | - | 33% |
| Fairly effective (3) | 11 | 10 | 1 | 7 | 1 | - | 3 | 6 | 2 | 1 | - | - | 2 |
| | 52% | 59% | 25% | 50% | 33% | - | 75% | 55% | 67% | 100% | - | - | 67% |
| Very effective (4) | 5 | 3 | 2 | 4 | - | - | 1 | 2 | 1 | - | - | - | - |
| | 24% | 18% | 50% | 29% | - | - | 25% | 18% | 33% | - | - | - | - |
| Don't know | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - |
| | 5% | - | 25% | 7% | - | - | - | 9% | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 4 | 4 | - | 2 | 2 | - | - | 2 | - | - | 1 | - | 1 |
| | 19% | 24% | - | 14% | 67% | - | - | 18% | - | - | 100% | - | 33% |
| Net: Effective | 16 | 13 | 3 | 11 | 1 | - | 4 | 8 | 3 | 1 | - | - | 2 |
| | 76% | 76% | 75% | 79% | 33% | - | 100% | 73% | 100% | 100% | - | - | 67% |
| Mean score | 3.05 | 2.94 | 3.67 | 3.15 | 2.33 | - | 3.25 | 3.00 | 3.33 | 3.00 | 2.00 | - | 2.67 |
| Standard deviation | .69 | .66 | .58 | .69 | .58 | - | .50 | .67 | .58 | - | - | - | .58 |
| Standard error | .15 | .16 | .33 | .19 | .33 | - | .25 | .21 | .33 | - | - | - | .33 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_3. How effective or ineffective do you think your association's use of paid digital advertising has been:

To attract website visitors

Base: All who use paid digital media with an aim to attract website visitors

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-------|---------------------------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|----|-----------------------------|----|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 21 | 15 | 4 | 10 | 17 | 16 | 15 | 5 | 2 | 14 | 5 | 5 | 21 | - | 18 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | - |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | 4 | 3 | 1 | 2 | 3 | 4 | 3 | 1 | 3 | 3 | 1 | 4 | - | 4 | - |
| | 19% | 20% | 25% | 20% | 18% | 25% | 20% | 20% | 50% | 21% | 60% | 20% | 19% | - | 22% | - |
| Fairly effective | (3) | 11 | 10 | 1 | 5 | 9 | 8 | 7 | 2 | 7 | 1 | 2 | 11 | - | 9 | - |
| | 52% | 67% | 25% | 50% | 53% | 50% | 47% | 40% | 50% | 50% | 20% | 40% | 52% | - | 50% | - |
| Very effective | (4) | 5 | 1 | 2 | 2 | 4 | 4 | 2 | - | 3 | 1 | 2 | 5 | - | 4 | - |
| | 24% | 7% | 50% | 20% | 24% | 25% | 27% | 40% | - | 21% | 20% | 40% | 24% | - | 22% | - |
| Don't know | | 1 | - | 1 | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - |
| | 5% | 7% | - | 10% | 6% | - | 7% | - | - | 7% | - | - | 5% | - | 6% | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 4 | 3 | 1 | 2 | 3 | 4 | 3 | 1 | 1 | 3 | 3 | 1 | 4 | - | 4 | - |
| | 19% | 20% | 25% | 20% | 18% | 25% | 20% | 20% | 50% | 21% | 60% | 20% | 19% | - | 22% | - |
| Net: Effective | 16 | 11 | 3 | 7 | 13 | 12 | 11 | 4 | 1 | 10 | 2 | 4 | 16 | - | 13 | - |
| | 76% | 73% | 75% | 70% | 76% | 75% | 73% | 80% | 50% | 71% | 40% | 80% | 76% | - | 72% | - |
| Mean score | 3.05 | 2.86 | 3.25 | 3.00 | 3.06 | 3.00 | 3.07 | 3.20 | 2.50 | 3.00 | 2.60 | 3.20 | 3.05 | - | 3.00 | - |
| Standard deviation | .69 | .53 | .96 | .71 | .68 | .73 | .73 | .84 | .71 | .71 | .89 | .84 | .69 | - | .71 | - |
| Standard error | .15 | .14 | .48 | .24 | .17 | .18 | .20 | .37 | .50 | .20 | .40 | .37 | .15 | - | .17 | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_3. How effective or ineffective do you think your association's use of paid digital advertising has been:

To attract website visitors

Base: All who use paid digital media with an aim to attract website visitors

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 21 | 9 | 15 | 14 | 17 | 12 | 2 | 6 | 16 | 15 | 7 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | 4 | 2 | 4 | 4 | 4 | 3 | - | 3 | 2 | 3 | 1 | - |
| | | 19% | 22% | 27% | 29% | 24% | 25% | - | 50% | 13% | 20% | 14% | - |
| Fairly effective | (3) | 11 | 7 | 7 | 7 | 9 | 7 | 2 | 2 | 9 | 8 | 5 | - |
| | | 52% | 78% | 47% | 50% | 53% | 58% | 100% | 33% | 56% | 53% | 71% | - |
| Very effective | (4) | 5 | - | 4 | 3 | 3 | 2 | - | - | 4 | 3 | 1 | - |
| | | 24% | - | 27% | 21% | 18% | 17% | - | - | 25% | 20% | 14% | - |
| Don't know | | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | - | - |
| | | 5% | - | - | - | 6% | - | - | 17% | 6% | 7% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 4 | 2 | 4 | 4 | 4 | 3 | - | 3 | 2 | 3 | 1 | - |
| | | 19% | 22% | 27% | 29% | 24% | 25% | - | 50% | 13% | 20% | 14% | - |
| Net: Effective | | 16 | 7 | 11 | 10 | 12 | 9 | 2 | 2 | 13 | 11 | 6 | - |
| | | 76% | 78% | 73% | 71% | 71% | 75% | 100% | 33% | 81% | 73% | 86% | - |
| Mean score | | 3.05 | 2.78 | 3.00 | 2.93 | 2.94 | 2.92 | 3.00 | 2.40 | 3.13 | 3.00 | 3.00 | - |
| Standard deviation | | .69 | .44 | .76 | .73 | .68 | .67 | - | .55 | .64 | .68 | .58 | - |
| Standard error | | .15 | .15 | .20 | .20 | .17 | .19 | - | .24 | .17 | .18 | .22 | - |

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

Kellen Social Media Spring 2016

Q17_4. How effective or ineffective do you think your association's use of paid digital advertising has been:

To grow its social media following

Base: All who use paid digital media with an aim to grow its social media following

| | Total | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|------------|---|---------------------|-------------------|----------------------|---------|-----------|---------------------------------|--------------------------------|---|-----------|--------------|--------|
| | | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 15 100% | 13 100% | 2 100% | 12 100% | 1 100% | - - | 2 100% | 10 100% | 3 100% | 1 100% | - - | - - | - - |
| Very ineffective (1) | 1 7% | 1 8% | - - | - - | 1 100% | - - | - - | 1 10% | - - | - - | - - | - - | - - |
| Fairly ineffective (2) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly effective (3) | 5 33% | 5 38% | - - | 5 42% | - - | - - | - - | 3 30% | 1 33% | - - | - - | - - | - - |
| Very effective (4) | 8 53% | 6 46% | 2 100% | 6 50% | - - | - - | 2 100% | 6 60% | 2 67% | - - | - - | - - | - - |
| Don't know | 1 7% | 1 8% | - - | 1 8% | - - | - - | - - | - - | - - | 1 100% | - - | - - | - - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | 1 7% | 1 8% | - - | - - | 1 100% | - - | - - | 1 10% | - - | - - | - - | - - | - - |
| Net: Effective | 13 87% | 11 85% | 2 100% | 11 92% | - - | - - | 2 100% | 9 90% | 3 100% | - - | - - | - - | - - |
| Mean score | 3.43 | 3.33 | 4.00 | 3.55 | 1.00 | - | 4.00 | 3.40 | 3.67 | - | - | - | - |
| Standard deviation | .85 | .89 | - | .52 | - | - | - | .97 | .58 | - | - | - | - |
| Standard error | .23 | .26 | - | .16 | - | - | - | .31 | .33 | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_4. How effective or ineffective do you think your association's use of paid digital advertising has been:

To grow its social media following

Base: All who use paid digital media with an aim to grow its social media following

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|------------|---------------------------------------|--------------------|----------------------------|------------|------------|------------|-----------|-----------|--------------|------------|-----------|---------------------|--------|-----------------------------|--------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 15 100% | 8 100% | 6 100% | 10 100% | 14 100% | 13 100% | 13 100% | 4 100% | 1 100% | 10 100% | 6 100% | 6 100% | 15 100% | - - | 14 100% | - - |
| Very ineffective (1) | 1 7% | - - | 1 17% | 1 10% | 1 7% | 1 8% | 1 8% | 1 25% | - - | 1 10% | 1 17% | 1 17% | 1 7% | - - | 1 7% | - - |
| Fairly ineffective (2) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly effective (3) | 5 33% | 3 38% | 1 17% | 3 30% | 5 36% | 5 38% | 5 38% | 2 50% | - - | 3 30% | 1 17% | 2 33% | 5 33% | - - | 5 36% | - - |
| Very effective (4) | 8 53% | 4 50% | 4 67% | 6 60% | 7 50% | 6 46% | 7 54% | 1 25% | 1 100% | 5 50% | 4 67% | 3 50% | 8 53% | - - | 7 50% | - - |
| Don't know | 1 7% | 1 13% | - - | - - | 1 7% | 1 8% | - - | - - | - - | 1 10% | - - | - - | 1 7% | - - | 1 7% | - - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 1 7% | - - | 1 17% | 1 10% | 1 7% | 1 8% | 1 8% | 1 25% | - - | 1 10% | 1 17% | 1 17% | 1 7% | - - | 1 7% | - - |
| Net: Effective | 13 87% | 7 88% | 5 83% | 9 90% | 12 86% | 11 85% | 12 92% | 3 75% | 1 100% | 8 80% | 5 83% | 5 83% | 13 87% | - - | 12 86% | - - |
| Mean score | 3.43 | 3.57 | 3.33 | 3.40 | 3.38 | 3.33 | 3.38 | 2.75 | 4.00 | 3.33 | 3.33 | 3.17 | 3.43 | - | 3.38 | - |
| Standard deviation | .85 | .53 | 1.21 | .97 | .87 | .89 | .87 | 1.26 | - | 1.00 | 1.21 | 1.17 | .85 | - | .87 | - |
| Standard error | .23 | .20 | .49 | .31 | .24 | .26 | .24 | .63 | - | .33 | .49 | .48 | .23 | - | .24 | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_4. How effective or ineffective do you think your association's use of paid digital advertising has been:

To grow its social media following

Base: All who use paid digital media with an aim to grow its social media following

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 15 | 4 | 13 | 10 | 11 | 12 | - | 3 | 13 | 12 | 7 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | 1 | - | 1 | 1 | 1 | 1 | - | 1 | - | 1 | - | - |
| | | 7% | - | 8% | 10% | 9% | 8% | - | 33% | - | 8% | - | - |
| Fairly ineffective | (2) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly effective | (3) | 5 | 3 | 4 | 3 | 4 | 3 | - | 2 | 5 | 4 | 2 | - |
| | | 33% | 75% | 31% | 30% | 36% | 25% | - | 67% | 38% | 33% | 29% | - |
| Very effective | (4) | 8 | 1 | 7 | 5 | 6 | 7 | - | - | 7 | 6 | 4 | - |
| | | 53% | 25% | 54% | 50% | 55% | 58% | - | - | 54% | 50% | 57% | - |
| Don't know | | 1 | - | 1 | 1 | - | 1 | - | - | 1 | 1 | 1 | - |
| | | 7% | - | 8% | 10% | - | 8% | - | - | 8% | 8% | 14% | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 1 | - | 1 | 1 | 1 | 1 | - | 1 | - | 1 | - | - |
| | | 7% | - | 8% | 10% | 9% | 8% | - | 33% | - | 8% | - | - |
| Net: Effective | | 13 | 4 | 11 | 8 | 10 | 10 | - | 2 | 12 | 10 | 6 | - |
| | | 87% | 100% | 85% | 80% | 91% | 83% | - | 67% | 92% | 83% | 86% | - |
| Mean score | | 3.43 | 3.25 | 3.42 | 3.33 | 3.36 | 3.45 | - | 2.33 | 3.58 | 3.36 | 3.67 | - |
| Standard deviation | | .85 | .50 | .90 | 1.00 | .92 | .93 | - | 1.15 | .51 | .92 | .52 | - |
| Standard error | | .23 | .25 | .26 | .33 | .28 | .28 | - | .67 | .15 | .28 | .21 | - |

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

Kellen Social Media Spring 2016

Q17_5. How effective or ineffective do you think your association's use of paid digital advertising has been:

To address issues

Base: All who use paid digital media with an aim to address issues

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 8 | 7 | 1 | 7 | - | - | 1 | 6 | 1 | - | - | - | 1 |
| | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | - | - | - | 100% |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 |
| | | 13% | - | - | - | - | 100% | - | - | - | - | - | 100% |
| Fairly effective | (3) | 6 | 1 | 6 | - | - | - | 5 | 1 | - | - | - | - |
| | | 75% | 100% | 86% | - | - | - | 83% | 100% | - | - | - | - |
| Very effective | (4) | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - |
| | | 13% | - | 14% | - | - | - | 17% | - | - | - | - | - |
| Don't know | | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 |
| | | 13% | - | - | - | - | 100% | - | - | - | - | - | 100% |
| Net: Effective | | 7 | 1 | 7 | - | - | - | 6 | 1 | - | - | - | - |
| | | 88% | 100% | 100% | - | - | - | 100% | 100% | - | - | - | - |
| Mean score | | 3.00 | 3.00 | 3.14 | - | - | 2.00 | 3.17 | 3.00 | - | - | - | 2.00 |
| Standard deviation | | .53 | - | .38 | - | - | - | .41 | - | - | - | - | - |
| Standard error | | .19 | - | .14 | - | - | - | .17 | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_5. How effective or ineffective do you think your association's use of paid digital advertising has been:

To address issues

Base: All who use paid digital media with an aim to address issues

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|-----------|---------------------------------------|--------------------|----------------------------|-----------|-----------|-----------|--------|-----------|--------------|------------|-----------|---------------------|--------|-----------------------------|--------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 8 100% | 6 100% | 2 100% | 7 100% | 8 100% | 6 100% | 7 100% | - - | 1 100% | 7 100% | 1 100% | 1 100% | 8 100% | - - | 7 100% | - - |
| Very ineffective (1) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly ineffective (2) | 1 13% | 1 17% | - - | 1 14% | 1 13% | 1 17% | - - | - - | - - | 1 14% | - - | - - | 1 13% | - - | 1 14% | - - |
| Fairly effective (3) | 6 75% | 5 83% | 1 50% | 5 71% | 6 75% | 4 67% | 6 86% | - - | 1 100% | 5 71% | - - | 1 100% | 6 75% | - - | 5 71% | - - |
| Very effective (4) | 1 13% | - - | 1 50% | 1 14% | 1 13% | 1 17% | 1 14% | - - | - - | 1 14% | 1 100% | - - | 1 13% | - - | 1 14% | - - |
| Don't know | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | 1 13% | 1 17% | - - | 1 14% | 1 13% | 1 17% | - - | - - | - - | 1 14% | - - | - - | 1 13% | - - | 1 14% | - - |
| Net: Effective | 7 88% | 5 83% | 2 100% | 6 86% | 7 88% | 5 83% | 7 100% | - - | 1 100% | 6 86% | 1 100% | 1 100% | 7 88% | - - | 6 86% | - - |
| Mean score | 3.00 | 2.83 | 3.50 | 3.00 | 3.00 | 3.00 | 3.14 | - | 3.00 | 3.00 | 4.00 | 3.00 | 3.00 | - | 3.00 | - |
| Standard deviation | .53 | .41 | .71 | .58 | .53 | .63 | .38 | - | - | .58 | - | - | .53 | - | .58 | - |
| Standard error | .19 | .17 | .50 | .22 | .19 | .26 | .14 | - | - | .22 | - | - | .19 | - | .22 | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_5. How effective or ineffective do you think your association's use of paid digital advertising has been:

To address issues

Base: All who use paid digital media with an aim to address issues

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 8 | 3 | 7 | 5 | 6 | 6 | 2 | 3 | 8 | 5 | 6 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - |
| | | 13% | 33% | 14% | 20% | 17% | 17% | 50% | 33% | 13% | 20% | 17% | - |
| Fairly effective | (3) | 6 | 2 | 5 | 3 | 4 | 4 | 1 | 2 | 6 | 4 | 5 | - |
| | | 75% | 67% | 71% | 60% | 67% | 67% | 50% | 67% | 75% | 80% | 83% | - |
| Very effective | (4) | 1 | - | 1 | 1 | 1 | 1 | - | - | 1 | - | - | - |
| | | 13% | - | 14% | 20% | 17% | 17% | - | - | 13% | - | - | - |
| Don't know | | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - |
| | | 13% | 33% | 14% | 20% | 17% | 17% | 50% | 33% | 13% | 20% | 17% | - |
| Net: Effective | | 7 | 2 | 6 | 4 | 5 | 5 | 1 | 2 | 7 | 4 | 5 | - |
| | | 88% | 67% | 86% | 80% | 83% | 83% | 50% | 67% | 88% | 80% | 83% | - |
| Mean score | | 3.00 | 2.67 | 3.00 | 3.00 | 3.00 | 3.00 | 2.50 | 2.67 | 3.00 | 2.80 | 2.83 | - |
| Standard deviation | | .53 | .58 | .58 | .71 | .63 | .63 | .71 | .58 | .53 | .45 | .41 | - |
| Standard error | | .19 | .33 | .22 | .32 | .26 | .26 | .50 | .33 | .19 | .20 | .17 | - |

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

Kellen Social Media Spring 2016

Q17_6. How effective or ineffective do you think your association's use of paid digital advertising has been:

To recruit members

Base: All who use paid digital media with an aim to recruit members

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 2 | 2 | - | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | 100% | 100% | - | 100% | 100% | - | - | 100% | - | - | - | - | - |
| Very ineffective (1) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective (2) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly effective (3) | 2 | 2 | - | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | 100% | 100% | - | 100% | 100% | - | - | 100% | - | - | - | - | - |
| Very effective (4) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Ineffective | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Effective | 2 | 2 | - | 1 | 1 | - | - | 1 | - | - | - | - | - |
| | 100% | 100% | - | 100% | 100% | - | - | 100% | - | - | - | - | - |
| Mean score | 3.00 | 3.00 | - | 3.00 | 3.00 | - | - | 3.00 | - | - | - | - | - |
| Standard deviation | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Standard error | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q17_6. How effective or ineffective do you think your association's use of paid digital advertising has been:

To recruit members

Base: All who use paid digital media with an aim to recruit members

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|----|-----------------------------|----|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 2 | - | 1 | 1 | 1 | 2 | 2 | - | - | 2 | 1 | 1 | 2 | - | 2 | - |
| | 100% | - | 100% | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - | 100% | - |
| Very ineffective (1) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective (2) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly effective (3) | 2 | - | 1 | 1 | 1 | 2 | 2 | - | - | 2 | 1 | 1 | 2 | - | 2 | - |
| | 100% | - | 100% | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - | 100% | - |
| Very effective (4) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Ineffective | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Effective | 2 | - | 1 | 1 | 1 | 2 | 2 | - | - | 2 | 1 | 1 | 2 | - | 2 | - |
| | 100% | - | 100% | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - | 100% | - |
| Mean score | 3.00 | - | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | - | - | 3.00 | 3.00 | 3.00 | 3.00 | - | 3.00 | - |
| Standard deviation | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Standard error | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q17_6. How effective or ineffective do you think your association's use of paid digital advertising has been:

To recruit members

Base: All who use paid digital media with an aim to recruit members

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 2 | 2 | 1 | 1 | - | - | 1 | 2 | 2 | 1 | - |
| | | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - |
| Very ineffective | (1) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Fairly ineffective | (2) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Fairly effective | (3) | 2 | 2 | 1 | 1 | - | - | 1 | 2 | 2 | 1 | - |
| | | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - |
| Very effective | (4) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| NETS | | | | | | | | | | | | |
| Net: Ineffective | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Net: Effective | | 2 | 2 | 1 | 1 | - | - | 1 | 2 | 2 | 1 | - |
| | | 100% | 100% | 100% | 100% | - | - | 100% | 100% | 100% | 100% | - |
| Mean score | | 3.00 | 3.00 | 3.00 | 3.00 | - | - | 3.00 | 3.00 | 3.00 | 3.00 | - |
| Standard deviation | | - | - | - | - | - | - | - | - | - | - | - |
| Standard error | | - | - | - | - | - | - | - | - | - | - | - |

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

Kellen Social Media Spring 2016

Q18. Which of the following, if any, does your organisation spend more of its marketing and communication budget on?

Base: All who use paid digital media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|-----------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-----------|
| | 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 | Volunteer(s) | Other |
| | a | *b | c | *d | *e | *f | *g | *h | *i | *j | *k | *l | |
| | A | *B | C | *D | *E | *F | *G | *H | *I | *J | *K | *L | |
| Total | 45 100% | 39 100% | 6 100% | 30 100% | 5 100% | 1 100% | 9 100% | 27 100% | 5 100% | 4 100% | 2 100% | 1 100% | 3 100% |
| Traditional print or broadcast media advertising | 11 24% | 8 21% | 3 50% | 5 17% | 2 40% | - - | 4 44% | 6 22% | 1 20% | 1 25% | - - | 1 100% | 1 33% |
| Digital or social media advertising | 15 33% | 13 33% | 2 33% | 10 33% | 2 40% | 1 100% | 2 22% | 11 41% | 2 40% | - - | - - | - - | 1 33% |
| Our spending on both is about the same | 11 24% | 10 26% | 1 17% | 8 27% | 1 20% | - - | 2 22% | 4 15% | 1 20% | 3 75% | 2 100% | - - | 1 33% |
| Don't know | 8 18% | 8 21% | - - | 7 23% | - - | - - | 1 11% | 6 22% | 1 20% | - - | - - | - - | - - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q18. Which of the following, if any, does your organisation spend more of its marketing and communication budget on?

Base: All who use paid digital media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|--|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | *c | d | e | f | *g | *h | i | *j | *k | l | *m | n | *o |
| Significance Level: 95% | | A | *B | *C | D | E | F | *G | *H | I | *J | *K | L | *M | N | *O |
| Total | 45 | 33 | 9 | 26 | 39 | 36 | 36 | 9 | 3 | 35 | 11 | 10 | 45 | - | 38 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% |
| Traditional print or broadcast media advertising | 11 | 9 | 1 | 7 | 8 | 7 | 11 | 2 | 1 | 8 | 2 | 3 | 11 | - | 8 | 2 |
| | 24% | 27% | 11% | 27% | 21% | 19% | 31% | 22% | 33% | 23% | 18% | 30% | 24% | - | 21% | 67% |
| Digital or social media advertising | 15 | 9 | 5 | 10 | 14 | 14 | 12 | 4 | 2 | 12 | 7 | 5 | 15 | - | 15 | - |
| | 33% | 27% | 56% | 38% | 36% | 39% | 33% | 44% | 67% | 34% | 64% | 50% | 33% | - | 39% | - |
| Our spending on both is about the same | 11 | 9 | 2 | 5 | 10 | 9 | 7 | 2 | - | 10 | 2 | 2 | 11 | - | 9 | 1 |
| | 24% | 27% | 22% | 19% | 26% | 25% | 19% | 22% | - | 29% | 18% | 20% | 24% | - | 24% | 33% |
| Don't know | 8 | 6 | 1 | 4 | 7 | 6 | 6 | 1 | - | 5 | - | - | 8 | - | 6 | - |
| | 18% | 18% | 11% | 15% | 18% | 17% | 17% | 11% | - | 14% | - | - | 18% | - | 16% | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q18. Which of the following, if any, does your organisation spend more of its marketing and communication budget on?

Base: All who use paid digital media

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|--|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | *a | b | c | d | *e | *f | *g | h | i | *j | *k | |
| | *A | B | C | D | *E | *F | *G | H | I | *J | *K | |
| Total | 45 | 23 | 34 | 30 | 38 | 26 | 5 | 11 | 37 | 37 | 19 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Traditional print or broadcast media advertising | 11 | 7 | 9 | 6 | 7 | 6 | 1 | 3 | 10 | 10 | 5 | - |
| | 24% | 30% | 26% | 20% | 18% | 23% | 20% | 27% | 27% | 27% | 26% | - |
| Digital or social media advertising | 15 | 5 | 13 | 11 | 14 | 11 | 2 | 4 | 12 | 13 | 8 | - |
| | 33% | 22% | 38% | 37% | 37% | 42% | 40% | 36% | 32% | 35% | 42% | - |
| Our spending on both is about the same | 11 | 6 | 7 | 7 | 10 | 5 | 2 | 3 | 10 | 9 | 4 | - |
| | 24% | 26% | 21% | 23% | 26% | 19% | 40% | 27% | 27% | 24% | 21% | - |
| Don't know | 8 | 5 | 5 | 6 | 7 | 4 | - | 1 | 5 | 5 | 2 | - |
| | 18% | 22% | 15% | 20% | 18% | 15% | - | 9% | 14% | 14% | 11% | - |

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

Kellen Social Media Spring 2016

Q19_SUM. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

SUMMARY TABLE

Base: All who use paid digital media

| | Total | Greatly decreased | Slightly decreased | Stayed the same | Slightly increased | Greatly increased | Don't know | NETS | | |
|--|-------|-------------------|--------------------|-----------------|--------------------|-------------------|------------|-----------|-----------|------|
| | | | | | | | | Decreased | Increased | Mean |
| Digital or social media advertising | 45 | - | 3 | 9 | 19 | 10 | 4 | 3 | 29 | 3.88 |
| | 100% | - | 7% | 20% | 42% | 22% | 9% | 7% | 64% | |
| Traditional print or broadcast media advertising | 45 | 7 | 14 | 14 | 4 | 2 | 4 | 21 | 6 | 2.51 |
| | 100% | 16% | 31% | 31% | 9% | 4% | 9% | 47% | 13% | |

Kellen Social Media Spring 2016

Q19_1. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Digital or social media advertising

Base: All who use paid digital media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | *b | | c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | A | *B | | C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 45 | 39 | 6 | 30 | 5 | 1 | 9 | 27 | 5 | 4 | 2 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly decreased | (1) - | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly decreased | (2) 3 | 2 | 1 | 1 | - | - | 2 | 3 | - | - | - | - | - |
| | 7% | 5% | 17% | 3% | - | - | 22% | 11% | - | - | - | - | - |
| Stayed the same | (3) 9 | 6 | 3 | 6 | 1 | 1 | 1 | 5 | 2 | 1 | - | 1 | - |
| | 20% | 15% | 50% | 20% | 20% | 100% | 11% | 19% | 40% | 25% | - | 100% | - |
| Slightly increased | (4) 19 | 18 | 1 | 13 | 3 | - | 3 | 8 | 3 | 3 | 1 | - | 2 |
| | 42% | 46% | 17% | 43% | 60% | - | 33% | 30% | 60% | 75% | 50% | - | 67% |
| Greatly increased | (5) 10 | 9 | 1 | 8 | 1 | - | 1 | 8 | - | - | - | - | 1 |
| | 22% | 23% | 17% | 27% | 20% | - | 11% | 30% | - | - | - | - | 33% |
| Don't know | 4 | 4 | - | 2 | - | - | 2 | 3 | - | - | 1 | - | - |
| | 9% | 10% | - | 7% | - | - | 22% | 11% | - | - | 50% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Decreased | 3 | 2 | 1 | 1 | - | - | 2 | 3 | - | - | - | - | - |
| | 7% | 5% | 17% | 3% | - | - | 22% | 11% | - | - | - | - | - |
| Net: Increased | 29 | 27 | 2 | 21 | 4 | - | 4 | 16 | 3 | 3 | 1 | - | 3 |
| | 64% | 69% | 33% | 70% | 80% | - | 44% | 59% | 60% | 75% | 50% | - | 100% |
| Mean score | 3.88 | 3.97 | 3.33 | 4.00 | 4.00 | 3.00 | 3.43 | 3.88 | 3.60 | 3.75 | 4.00 | 3.00 | 4.33 |
| Standard deviation | .87 | .82 | 1.03 | .82 | .71 | - | 1.13 | 1.03 | .55 | .50 | - | - | .58 |
| Standard error | .14 | .14 | .42 | .15 | .32 | - | .43 | .21 | .24 | .25 | - | - | .33 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q19_1. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Digital or social media advertising

Base: All who use paid digital media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|------------|------------|------------|-----------|-----------|--------------|------------|------------|---------------------|----|-----------------------------|-----------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | *c | d | e | f | *g | *h | i | *j | *k | l | *m | n | *o |
| Significance Level: 95% | | A | *B | *C | D | E | F | *G | *H | I | *J | *K | L | *M | N | *O |
| Total | 45 100% | 33 100% | 9 100% | 26 100% | 39 100% | 36 100% | 36 100% | 9 100% | 3 100% | 35 100% | 11 100% | 10 100% | 45 100% | - | 38 100% | 3 100% |
| Greatly decreased (1) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly decreased (2) | 3 7% | 3 9% | - | 3 12% | 2 5% | - | 3 8% | 1 11% | - | 3 9% | 1 9% | - | 3 7% | - | 3 8% | - |
| Stayed the same (3) | 9 20% | 7 21% | 2 22% | 5 19% | 8 21% | 7 19% | 7 19% | 1 11% | - | 7 20% | 2 18% | 1 10% | 9 20% | - | 8 21% | 1 33% |
| Slightly increased (4) | 19 42% | 13 39% | 4 44% | 11 42% | 16 41% | 16 44% | 17 47% | 3 33% | 1 33% | 15 43% | 4 36% | 4 40% | 19 42% | - | 16 42% | 1 33% |
| Greatly increased (5) | 10 22% | 6 18% | 3 33% | 6 23% | 10 26% | 9 25% | 8 22% | 4 44% | 2 67% | 8 23% | 4 36% | 5 50% | 10 22% | - | 10 26% | - |
| Don't know | 4 9% | 4 12% | - | 1 4% | 3 8% | 4 11% | 1 3% | - | - | 2 6% | - | - | 4 9% | - | 1 3% | 1 33% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Decreased | 3 7% | 3 9% | - | 3 12% | 2 5% | - | 3 8% | 1 11% | - | 3 9% | 1 9% | - | 3 7% | - | 3 8% | - |
| Net: Increased | 29 64% | 19 58% | 7 78% | 17 65% | 26 67% | 25 69% | 25 69% | 7 78% | 3 100% | 23 66% | 8 73% | 9 90% | 29 64% | - | 26 68% | 1 33% |
| Mean score | 3.88 | 3.76 | 4.11 | 3.80 | 3.94 | 4.06 | 3.86 | 4.11 | 4.67 | 3.85 | 4.00 | 4.40 | 3.88 | - | 3.89 | 3.50 |
| Standard deviation | .87 | .91 | .78 | .96 | .86 | .72 | .88 | 1.05 | .58 | .91 | 1.00 | .70 | .87 | - | .91 | .71 |
| Standard error | .14 | .17 | .26 | .19 | .14 | .13 | .15 | .35 | .33 | .16 | .30 | .22 | .14 | - | .15 | .50 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q19_1. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Digital or social media advertising

Base: All who use paid digital media

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | b | c | d | *e | *f | *g | h | i | *j | *k | |
| | | *A | B | C | D | *E | *F | *G | H | I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 45 | 23 | 34 | 30 | 38 | 26 | 5 | 11 | 37 | 37 | 19 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Greatly decreased | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly decreased | (2) | 3 | 1 | 1 | 1 | 2 | 1 | - | 1 | 3 | 3 | 1 | - |
| | | 7% | 4% | 3% | 3% | 5% | 4% | - | 9% | 8% | 8% | 5% | - |
| Stayed the same | (3) | 9 | 4 | 8 | 7 | 7 | 6 | 1 | 1 | 6 | 7 | 5 | - |
| | | 20% | 17% | 24% | 23% | 18% | 23% | 20% | 9% | 16% | 19% | 26% | - |
| Slightly increased | (4) | 19 | 12 | 16 | 13 | 16 | 9 | 2 | 4 | 18 | 14 | 9 | - |
| | | 42% | 52% | 47% | 43% | 42% | 35% | 40% | 36% | 49% | 38% | 47% | - |
| Greatly increased | (5) | 10 | 3 | 7 | 7 | 9 | 8 | 2 | 4 | 8 | 10 | 4 | - |
| | | 22% | 13% | 21% | 23% | 24% | 31% | 40% | 36% | 22% | 27% | 21% | - |
| Don't know | | 4 | 3 | 2 | 2 | 4 | 2 | - | 1 | 2 | 3 | - | - |
| | | 9% | 13% | 6% | 7% | 11% | 8% | - | 9% | 5% | 8% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Decreased | | 3 | 1 | 1 | 1 | 2 | 1 | - | 1 | 3 | 3 | 1 | - |
| | | 7% | 4% | 3% | 3% | 5% | 4% | - | 9% | 8% | 8% | 5% | - |
| Net: Increased | | 29 | 15 | 23 | 20 | 25 | 17 | 4 | 8 | 26 | 24 | 13 | - |
| | | 64% | 65% | 68% | 67% | 66% | 65% | 80% | 73% | 70% | 65% | 68% | - |
| Mean score | | 3.88 | 3.85 | 3.91 | 3.93 | 3.94 | 4.00 | 4.20 | 4.10 | 3.89 | 3.91 | 3.84 | - |
| Standard deviation | | .87 | .75 | .78 | .81 | .85 | .88 | .84 | .99 | .87 | .93 | .83 | - |
| Standard error | | .14 | .17 | .14 | .15 | .15 | .18 | .37 | .31 | .15 | .16 | .19 | - |

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

Kellen Social Media Spring 2016

Q19_2. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Traditional print or broadcast media advertising

Base: All who use paid digital media

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 45 | 39 | 6 | 30 | 5 | 1 | 9 | 27 | 5 | 4 | 2 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly decreased | (1) 7 | 6 | 1 | 6 | - | - | 1 | 5 | - | - | - | - | 1 |
| | 16% | 15% | 17% | 20% | - | - | 11% | 19% | - | - | - | - | 33% |
| Slightly decreased | (2) 14 | 11 | 3 | 8 | 2 | 1 | 3 | 8 | 3 | 2 | 1 | - | - |
| | 31% | 28% | 50% | 27% | 40% | 100% | 33% | 30% | 60% | 50% | 50% | - | - |
| Stayed the same | (3) 14 | 14 | - | 11 | 1 | - | 2 | 7 | 2 | 2 | - | - | 1 |
| | 31% | 36% | - | 37% | 20% | - | 22% | 26% | 40% | 50% | - | - | 33% |
| Slightly increased | (4) 4 | 3 | 1 | 2 | 2 | - | - | 3 | - | - | - | 1 | - |
| | 9% | 8% | 17% | 7% | 40% | - | - | 11% | - | - | - | 100% | - |
| Greatly increased | (5) 2 | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - | - | 1 |
| | 4% | 3% | 17% | 3% | - | - | 11% | 4% | - | - | - | - | 33% |
| Don't know | 4 | 4 | - | 2 | - | - | 2 | 3 | - | - | 1 | - | - |
| | 9% | 10% | - | 7% | - | - | 22% | 11% | - | - | 50% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Decreased | 21 | 17 | 4 | 14 | 2 | 1 | 4 | 13 | 3 | 2 | 1 | - | 1 |
| | 47% | 44% | 67% | 47% | 40% | 100% | 44% | 48% | 60% | 50% | 50% | - | 33% |
| Net: Increased | 6 | 4 | 2 | 3 | 2 | - | 1 | 4 | - | - | - | 1 | 1 |
| | 13% | 10% | 33% | 10% | 40% | - | 11% | 15% | - | - | - | 100% | 33% |
| Mean score | 2.51 | 2.49 | 2.67 | 2.43 | 3.00 | 2.00 | 2.57 | 2.46 | 2.40 | 2.50 | 2.00 | 4.00 | 3.00 |
| Standard deviation | 1.05 | .98 | 1.51 | 1.03 | 1.00 | - | 1.27 | 1.10 | .55 | .58 | - | - | 2.00 |
| Standard error | .16 | .17 | .61 | .20 | .45 | - | .48 | .23 | .24 | .29 | - | - | 1.15 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q19_2. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Traditional print or broadcast media advertising

Base: All who use paid digital media

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|------------|------------|------------|-----------|-----------|--------------|------------|------------|---------------------|----|-----------------------------|-----------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | *c | d | e | f | *g | *h | i | *j | *k | l | *m | n | *o |
| Significance Level: 95% | | A | *B | *C | D | E | F | *G | *H | I | *J | *K | L | *M | N | *O |
| Total | 45 100% | 33 100% | 9 100% | 26 100% | 39 100% | 36 100% | 36 100% | 9 100% | 3 100% | 35 100% | 11 100% | 10 100% | 45 100% | - | 38 100% | 3 100% |
| Greatly decreased (1) | 7 16% | 5 15% | 1 11% | 4 15% | 7 18% | 6 17% | 5 14% | 2 22% | 1 33% | 5 14% | 3 27% | 2 20% | 7 16% | - | 7 18% | - |
| Slightly decreased (2) | 14 31% | 10 30% | 4 44% | 11 42% | 11 28% | 9 25% | 12 33% | 3 33% | 1 33% | 13 37% | 4 36% | 3 30% | 14 31% | - | 12 32% | 1 33% |
| Stayed the same (3) | 14 31% | 10 30% | 2 22% | 7 27% | 13 33% | 12 33% | 13 36% | 2 22% | 1 33% | 10 29% | 3 27% | 2 20% | 14 31% | - | 13 34% | - |
| Slightly increased (4) | 4 9% | 2 6% | 2 22% | 3 12% | 4 10% | 4 11% | 4 11% | 2 22% | - | 4 11% | 1 9% | 3 30% | 4 9% | - | 3 8% | 1 33% |
| Greatly increased (5) | 2 4% | 2 6% | - | - | 1 3% | 1 3% | 1 3% | - | - | 1 3% | - | - | 2 4% | - | 2 5% | - |
| Don't know | 4 9% | 4 12% | - | 1 4% | 3 8% | 4 11% | 1 3% | - | - | 2 6% | - | - | 4 9% | - | 1 3% | 1 33% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Decreased | 21 47% | 15 45% | 5 56% | 15 58% | 18 46% | 15 42% | 17 47% | 5 56% | 2 67% | 18 51% | 7 64% | 5 50% | 21 47% | - | 19 50% | 1 33% |
| Net: Increased | 6 13% | 4 12% | 2 22% | 3 12% | 5 13% | 5 14% | 5 14% | 2 22% | - | 5 14% | 1 9% | 3 30% | 6 13% | - | 5 13% | 1 33% |
| Mean score | 2.51 | 2.52 | 2.56 | 2.36 | 2.47 | 2.53 | 2.54 | 2.44 | 2.00 | 2.48 | 2.18 | 2.60 | 2.51 | - | 2.49 | 3.00 |
| Standard deviation | 1.05 | 1.09 | 1.01 | .91 | 1.03 | 1.05 | .98 | 1.13 | 1.00 | 1.00 | .98 | 1.17 | 1.05 | - | 1.07 | 1.41 |
| Standard error | .16 | .20 | .34 | .18 | .17 | .19 | .17 | .38 | .58 | .17 | .30 | .37 | .16 | - | .18 | 1.00 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q19_2. How, if at all, has your organisation's spending on digital or social media advertising and traditional media advertising changed over the past 2 years?

Traditional print or broadcast media advertising

Base: All who use paid digital media

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| Total | | *a | b | c | d | *e | *f | *g | h | i | *j | *k | |
| | | *A | B | C | D | *E | *F | *G | H | I | *J | *K | |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | | 45 | 23 | 34 | 30 | 38 | 26 | 5 | 11 | 37 | 37 | 19 | - |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Greatly decreased | (1) | 7 | 1 | 4 | 5 | 6 | 6 | 1 | 2 | 6 | 6 | 4 | - |
| | | 16% | 4% | 12% | 17% | 16% | 23% | 20% | 18% | 16% | 16% | 21% | - |
| Slightly decreased | (2) | 14 | 8 | 12 | 9 | 13 | 5 | 1 | 4 | 12 | 12 | 8 | - |
| | | 31% | 35% | 35% | 30% | 34% | 19% | 20% | 36% | 32% | 32% | 42% | - |
| Stayed the same | (3) | 14 | 7 | 12 | 11 | 10 | 9 | 2 | 1 | 13 | 11 | 5 | - |
| | | 31% | 30% | 35% | 37% | 26% | 35% | 40% | 9% | 35% | 30% | 26% | - |
| Slightly increased | (4) | 4 | 3 | 4 | 2 | 4 | 4 | 1 | 3 | 2 | 4 | 2 | - |
| | | 9% | 13% | 12% | 7% | 11% | 15% | 20% | 27% | 5% | 11% | 11% | - |
| Greatly increased | (5) | 2 | 1 | - | 1 | 1 | - | - | - | 2 | 1 | - | - |
| | | 4% | 4% | - | 3% | 3% | - | - | - | 5% | 3% | - | - |
| Don't know | | 4 | 3 | 2 | 2 | 4 | 2 | - | 1 | 2 | 3 | - | - |
| | | 9% | 13% | 6% | 7% | 11% | 8% | - | 9% | 5% | 8% | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Decreased | | 21 | 9 | 16 | 14 | 19 | 11 | 2 | 6 | 18 | 18 | 12 | - |
| | | 47% | 39% | 47% | 47% | 50% | 42% | 40% | 55% | 49% | 49% | 63% | - |
| Net: Increased | | 6 | 4 | 4 | 3 | 5 | 4 | 1 | 3 | 4 | 5 | 2 | - |
| | | 13% | 17% | 12% | 10% | 13% | 15% | 20% | 27% | 11% | 14% | 11% | - |
| Mean score | | 2.51 | 2.75 | 2.50 | 2.46 | 2.44 | 2.46 | 2.60 | 2.50 | 2.49 | 2.47 | 2.26 | - |
| Standard deviation | | 1.05 | .97 | .88 | 1.00 | 1.02 | 1.06 | 1.14 | 1.18 | 1.04 | 1.02 | .93 | - |
| Standard error | | .16 | .22 | .16 | .19 | .18 | .22 | .51 | .37 | .18 | .18 | .21 | - |

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

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | | c | *d | *e | f | g | *h | *i | *j | *k | *l |
| | A | B | | C | *D | *E | F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Indiegogo | 2 | 1 | 1 | 1 | 1 | - | - | 2 | - | - | - | - | - |
| | 1% | 1% | 3% | 1% | 4% | - | - | 2% | - | - | - | - | - |
| Kickstarter | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | - | - |
| | 1% | 1% | - | - | 4% | - | - | 1% | - | - | - | - | - |
| GoFundMe | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | 17% | - | - | - | - | - | - | - |
| CrowdRise | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | - | - |
| | 1% | 1% | - | - | 4% | - | - | 1% | - | - | - | - | - |
| YouCaring | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Razoo | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Causes | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Buzzbnk | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Start Some good | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| CauseVox | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| RocketHub | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Pozible | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 3 | 3 | - | 1 | - | - | 2 | 1 | - | 1 | - | - | - |
| | 2% | 2% | - | 1% | - | - | 6% | 1% | - | 5% | - | - | - |
| | | | | | | | c | | | | | | |
| None of the above | 160 | 127 | 33 | 101 | 24 | 5 | 30 | 88 | 14 | 19 | 12 | 1 | 8 |
| | 96% | 95% | 97% | 98% | 92% | 83% | 94% | 96% | 100% | 95% | 100% | 100% | 100% |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|-------------------|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| NETS | | | | | | | | | | | | | |
| Net: Any Platform | 7 | 6 | 1 | 2 | 2 | 1 | 2 | 4 | - | 1 | - | - | - |
| | 4% | 5% | 3% | 2% | 8% | 17% | 6% | 4% | - | 5% | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Indiegogo | 2 | 2 | - | 2 | 2 | 2 | 1 | 1 | - | 2 | - | - | - | 2 | 1 | - |
| | 1% | 2% | - | 2% | 1% | 2% | 1% | 2% | - | 2% | - | - | - | 2% | 1% | - |
| Kickstarter | 1 | 1 | - | 1 | 1 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - |
| | 1% | 1% | - | 1% | 1% | 1% | 1% | - | - | 1% | - | - | - | 1% | 1% | - |
| GoFundMe | 1 | - | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - |
| | 1% | - | - | 1% | 1% | 1% | 1% | 2% | 6% | 1% | - | 4% | - | 1% | 1% | - |
| CrowdRise | 1 | 1 | - | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | - | 1 | 1 | - |
| | 1% | 1% | - | 1% | 1% | 1% | 1% | 2% | - | 1% | 4% | - | - | 1% | 1% | - |
| YouCaring | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Razoo | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Causes | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Buzzbnk | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Start Some good | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| CauseVox | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| RocketHub | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Pozible | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | 2 | - | 1 | 1 | 2 | 3 | - |
| | 2% | 1% | 5% | 2% | 2% | 2% | 2% | 2% | 6% | 2% | - | 4% | 2% | 2% | 3% | - |
| None of the above | 160 | 120 | 19 | 87 | 133 | 122 | 92 | 39 | 15 | 121 | 22 | 23 | 44 | 116 | 89 | 55 |
| | 96% | 97% | 95% | 94% | 95% | 95% | 95% | 91% | 88% | 95% | 96% | 92% | 98% | 95% | 94% | 100% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|-------------------------|---------------------------------------|-------------------|----------------------------|----------|---------|----------|---------|------|-----------|--------------|------------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o | |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Any Platform | 7 | 4 | 1 | 6 | 7 | 6 | 5 | 4 | 2 | 6 | 1 | 2 | 1 | 6 | 6 | - |
| | 4% | 3% | 5% | 6% | 5% | 5% | 5% | 9% | 12% | 5% | 4% | 8% | 2% | 5% | 6% | - |
| | | | | | | | | | | | | | | | o | |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 | 82 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Indiegogo | 2 | 1 | 2 | 1 | 2 | 2 | - | - | 2 | 2 | - | - |
| | 1% | 1% | 2% | 1% | 2% | 2% | - | - | 1% | 1% | - | - |
| Kickstarter | 1 | 1 | 1 | 1 | 1 | 1 | - | - | 1 | 1 | - | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | - | - |
| GoFundMe | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | 1 | - |
| | 1% | - | - | - | 1% | - | - | 2% | 1% | 1% | 2% | - |
| CrowdRise | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 4% | 2% | 1% | 1% | 2% | - |
| YouCaring | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Razoo | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Causes | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Buzzbnk | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Start Some good | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| CauseVox | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| RocketHub | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Pozible | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | - |
| | 2% | 2% | 3% | 3% | 2% | 1% | 8% | 4% | 2% | 2% | 3% | - |
| None of the above | 160 | 78 | 96 | 99 | 118 | 84 | 23 | 47 | 129 | 131 | 61 | 2 |
| | 96% | 95% | 94% | 95% | 94% | 95% | 88% | 92% | 95% | 95% | 94% | 100% |

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

Kellen Social Media Spring 2016

Q20. Which of the following crowdfunding platforms, if any, has your organisation used in the past 12 months?

Base: All respondents

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | a | b | c | d | e | *f | g | h | i | j | *k |
| | A | B | C | D | E | *F | G | H | I | J | *K |
| 167 | 82 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| NETS | | | | | | | | | | | |
| Net: Any Platform | 7 | 4 | 6 | 5 | 7 | 4 | 3 | 4 | 7 | 7 | 4 |
| | 4% | 5% | 6% | 5% | 6% | 5% | 12% | 8% | 5% | 5% | 6% |

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

Kellen Social Media Spring 2016

Q21_SUM. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

SUMMARY TABLE

Base: All who use a crowdfunding platform

| | Total | Very dissatisfied | Fairly dissatisfied | Neither satisfied nor dissatisfied | Fairly satisfied | Very satisfied | Don't know | NETS | | |
|------------|-------|-------------------|---------------------|------------------------------------|------------------|----------------|------------|--------------|-----------|------|
| | | | | | | | | Dissatisfied | Satisfied | Mean |
| Experience | 7 | - | - | 1 | 2 | - | 4 | - | 2 | 3.67 |
| | 100% | - | - | 14% | 29% | - | 57% | - | 29% | |
| Outcome | 7 | - | - | 2 | 1 | - | 4 | - | 1 | 3.33 |
| | 100% | - | - | 29% | 14% | - | 57% | - | 14% | |

Kellen Social Media Spring 2016

Q21_1. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Experience

Base: All who use a crowdfunding platform

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|-----------|-----------|---------------------------------|--------------------------------|---|-----------|--------------|--------|
| | 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 | Volunteer(s) | Other |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Total | 7 100% | 6 100% | 1 100% | 2 100% | 2 100% | 1 100% | 2 100% | 4 100% | - - | 1 100% | - - | - - | - - |
| Very dissatisfied (1) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly dissatisfied (2) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Neither satisfied nor dissatisfied (3) | 1 14% | 1 17% | - - | - - | - - | - - | 1 50% | - - | - - | - - | - - | - - | - - |
| Fairly satisfied (4) | 2 29% | 2 33% | - - | - - | 1 50% | 1 100% | - - | 1 25% | - - | - - | - - | - - | - - |
| Very satisfied (5) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Don't know | 4 57% | 3 50% | 1 100% | 2 100% | 1 50% | - - | 1 50% | 3 75% | - - | 1 100% | - - | - - | - - |
| NETS | | | | | | | | | | | | | |
| Net: Dissatisfied | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Net: Satisfied | 2 29% | 2 33% | - - | - - | 1 50% | 1 100% | - - | 1 25% | - - | - - | - - | - - | - - |
| Mean score | 3.67 | 3.67 | - | - | 4.00 | 4.00 | 3.00 | 4.00 | - | - | - | - | - |
| Standard deviation | .58 | .58 | - | - | - | - | - | - | - | - | - | - | - |
| Standard error | .33 | .33 | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q21_1. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Experience

Base: All who use a crowdfunding platform

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|--|-----------|---------------------------------------|--------------------|----------------------------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|---------------------|-----------|-----------------------------|--------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 7 100% | 4 100% | 1 100% | 6 100% | 7 100% | 6 100% | 5 100% | 4 100% | 2 100% | 6 100% | 1 100% | 2 100% | 1 100% | 6 100% | 6 100% | - - |
| Very dissatisfied (1) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly dissatisfied (2) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Neither satisfied nor dissatisfied (3) | 1 14% | - - | - - | 1 17% | 1 14% | 1 17% | 1 20% | - - | 1 50% | 1 17% | - - | - - | - - | 1 17% | 1 17% | - - |
| Fairly satisfied (4) | 2 29% | 1 25% | - - | 2 33% | 2 29% | 2 33% | 2 40% | 2 50% | 1 50% | 2 33% | 1 100% | 1 50% | - - | 2 33% | 2 33% | - - |
| Very satisfied (5) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Don't know | 4 57% | 3 75% | 1 100% | 3 50% | 4 57% | 3 50% | 2 40% | 2 50% | - - | 3 50% | - - | 1 50% | 1 100% | 3 50% | 3 50% | - - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Dissatisfied | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Net: Satisfied | 2 29% | 1 25% | - - | 2 33% | 2 29% | 2 33% | 2 40% | 2 50% | 1 50% | 2 33% | 1 100% | 1 50% | - - | 2 33% | 2 33% | - - |
| Mean score | 3.67 | 4.00 | - | 3.67 | 3.67 | 3.67 | 3.67 | 4.00 | 3.50 | 3.67 | 4.00 | 4.00 | - | 3.67 | 3.67 | - |
| Standard deviation | .58 | - | - | .58 | .58 | .58 | .58 | - | .71 | .58 | - | - | - | .58 | .58 | - |
| Standard error | .33 | - | - | .33 | .33 | .33 | .33 | - | .50 | .33 | - | - | - | .33 | .33 | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q21_1. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Experience

Base: All who use a crowdfunding platform

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|------------------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 7 | 4 | 6 | 5 | 7 | 4 | 3 | 4 | 7 | 7 | 4 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very dissatisfied | (1) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Fairly dissatisfied | (2) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Neither satisfied nor dissatisfied | (3) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 14% | 25% | 17% | 20% | 14% | 25% | 33% | 25% | 14% | 14% | 25% |
| Fairly satisfied | (4) | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| | | 29% | 25% | 17% | 20% | 29% | 25% | 33% | 50% | 29% | 29% | 50% |
| Very satisfied | (5) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | | 4 | 2 | 4 | 3 | 4 | 2 | 1 | 1 | 4 | 4 | 1 |
| | | 57% | 50% | 67% | 60% | 57% | 50% | 33% | 25% | 57% | 57% | 25% |
| NETS | | | | | | | | | | | | |
| Net: Dissatisfied | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Net: Satisfied | | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| | | 29% | 25% | 17% | 20% | 29% | 25% | 33% | 50% | 29% | 29% | 50% |
| Mean score | | 3.67 | 3.50 | 3.50 | 3.50 | 3.67 | 3.50 | 3.50 | 3.67 | 3.67 | 3.67 | 3.67 |
| Standard deviation | | .58 | .71 | .71 | .71 | .58 | .71 | .71 | .58 | .58 | .58 | .58 |
| Standard error | | .33 | .50 | .50 | .50 | .33 | .50 | .50 | .33 | .33 | .33 | .33 |

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

Kellen Social Media Spring 2016

Q21_2. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Outcome

Base: All who use a crowdfunding platform

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|--|---|-------------|---------------------|-------------------|----------------------|-----------|-----------|---------------------------------|--------------------------------|---|-----------|--------------|--------|
| | 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 | Volunteer(s) | Other |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L |
| Total | 7 100% | 6 100% | 1 100% | 2 100% | 2 100% | 1 100% | 2 100% | 4 100% | - - | 1 100% | - - | - - | - - |
| Very dissatisfied (1) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Fairly dissatisfied (2) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Neither satisfied nor dissatisfied (3) | 2 29% | 2 33% | - | - | - | 1 100% | 1 50% | - | - | - | - | - | - |
| Fairly satisfied (4) | 1 14% | 1 17% | - | - | 1 50% | - | - | 1 25% | - | - | - | - | - |
| Very satisfied (5) | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 4 57% | 3 50% | 1 100% | 2 100% | 1 50% | - | 1 50% | 3 75% | - | 1 100% | - | - | - |
| NETS | | | | | | | | | | | | | |
| Net: Dissatisfied | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Satisfied | 1 14% | 1 17% | - | - | 1 50% | - | - | 1 25% | - | - | - | - | - |
| Mean score | 3.33 | 3.33 | - | - | 4.00 | 3.00 | 3.00 | 4.00 | - | - | - | - | - |
| Standard deviation | .58 | .58 | - | - | - | - | - | - | - | - | - | - | - |
| Standard error | .33 | .33 | - | - | - | - | - | - | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q21_2. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Outcome

Base: All who use a crowdfunding platform

| | Total | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|--|-----------|---------------------------------------|--------------------|----------------------------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|---------------------|-----------|-----------------------------|--------|
| | | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k | *l | *m | *n | *o |
| Significance Level: 95% | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K | *L | *M | *N | *O |
| Total | 7 100% | 4 100% | 1 100% | 6 100% | 7 100% | 6 100% | 5 100% | 4 100% | 2 100% | 6 100% | 1 100% | 2 100% | 1 100% | 6 100% | 6 100% | - - |
| Very dissatisfied (1) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Fairly dissatisfied (2) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Neither satisfied nor dissatisfied (3) | 2 29% | - - | - - | 2 33% | 2 29% | 2 33% | 2 40% | 1 25% | 2 100% | 2 33% | - - | 1 50% | - - | 2 33% | 2 33% | - - |
| Fairly satisfied (4) | 1 14% | 1 25% | - - | 1 17% | 1 14% | 1 17% | 1 20% | 1 25% | - - | 1 17% | 1 100% | - - | - - | 1 17% | 1 17% | - - |
| Very satisfied (5) | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Don't know | 4 57% | 3 75% | 1 100% | 3 50% | 4 57% | 3 50% | 2 40% | 2 50% | - - | 3 50% | - - | 1 50% | 1 100% | 3 50% | 3 50% | - - |
| NETS | | | | | | | | | | | | | | | | |
| Net: Dissatisfied | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Net: Satisfied | 1 14% | 1 25% | - - | 1 17% | 1 14% | 1 17% | 1 20% | 1 25% | - - | 1 17% | 1 100% | - - | - - | 1 17% | 1 17% | - - |
| Mean score | 3.33 | 4.00 | - | 3.33 | 3.33 | 3.33 | 3.33 | 3.50 | 3.00 | 3.33 | 4.00 | 3.00 | - | 3.33 | 3.33 | - |
| Standard deviation | .58 | - | - | .58 | .58 | .58 | .58 | .71 | - | .58 | - | - | - | .58 | .58 | - |
| Standard error | .33 | - | - | .33 | .33 | .33 | .33 | .50 | - | .33 | - | - | - | .33 | .33 | - |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q21_2. How satisfied or dissatisfied are you with the experience and the outcome of using crowdfunding platforms?

Outcome

Base: All who use a crowdfunding platform

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|------------------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | *a | *b | *c | *d | *e | *f | *g | *h | *i | *j | *k |
| | | *A | *B | *C | *D | *E | *F | *G | *H | *I | *J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 7 | 4 | 6 | 5 | 7 | 4 | 3 | 4 | 7 | 7 | 4 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Very dissatisfied | (1) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Fairly dissatisfied | (2) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Neither satisfied nor dissatisfied | (3) | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| | | 29% | 25% | 17% | 20% | 29% | 25% | 33% | 50% | 29% | 29% | 50% |
| Fairly satisfied | (4) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 14% | 25% | 17% | 20% | 14% | 25% | 33% | 25% | 14% | 14% | 25% |
| Very satisfied | (5) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | | 4 | 2 | 4 | 3 | 4 | 2 | 1 | 1 | 4 | 4 | 1 |
| | | 57% | 50% | 67% | 60% | 57% | 50% | 33% | 25% | 57% | 57% | 25% |
| NETS | | | | | | | | | | | | |
| Net: Dissatisfied | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Net: Satisfied | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 14% | 25% | 17% | 20% | 14% | 25% | 33% | 25% | 14% | 14% | 25% |
| Mean score | | 3.33 | 3.50 | 3.50 | 3.50 | 3.33 | 3.50 | 3.50 | 3.33 | 3.33 | 3.33 | 3.33 |
| Standard deviation | | .58 | .71 | .71 | .71 | .58 | .71 | .71 | .58 | .58 | .58 | .58 |
| Standard error | | .33 | .50 | .50 | .50 | .33 | .50 | .50 | .33 | .33 | .33 | .33 |

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

Kellen Social Media Spring 2016

Q22. Which, if any, of the following mobile technologies does your organisation use?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | | |
|---|---|-------------|---------------------|-------------------|----------------------|---------|---------------------------------|-----------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | a | b | c | *d | *e | f | | g | *h | *i | *j | *k | *l |
| | A | B | C | *D | *E | F | | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Mobile app to access organisation's directory, information or website | 32 | 21 | 11 | 13 | 7 | 1 | 11 | 15 | 4 | 7 | 2 | 1 | 1 |
| | 19% | 16% | 32% | 13% | 27% | 17% | 34% | 16% | 29% | 35% | 17% | 100% | 13% |
| | | | A | | | | C | | | | | | |
| Mobile app specifically for conference or tradeshow attendees | 29 | 20 | 9 | 18 | 6 | 2 | 3 | 21 | 2 | 1 | 3 | - | 1 |
| | 17% | 15% | 26% | 17% | 23% | 33% | 9% | 23% | 14% | 5% | 25% | - | 13% |
| Mobile app for event registration | 31 | 22 | 9 | 18 | 4 | 1 | 8 | 18 | 6 | 5 | 2 | - | - |
| | 19% | 17% | 26% | 17% | 15% | 17% | 25% | 20% | 43% | 25% | 17% | - | - |
| Mobile fundraising app, including auction apps | 2 | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - | - | 1 |
| | 1% | 1% | 3% | 1% | - | - | 3% | 1% | - | - | - | - | 13% |
| Other | 7 | 7 | - | 5 | - | - | 2 | 4 | - | 1 | - | - | 1 |
| | 4% | 5% | - | 5% | - | - | 6% | 4% | - | 5% | - | - | 13% |
| None of these | 101 | 86 | 15 | 65 | 15 | 4 | 17 | 52 | 8 | 11 | 9 | - | 5 |
| | 60% | 65% | 44% | 63% | 58% | 67% | 53% | 57% | 57% | 55% | 75% | - | 63% |
| | | B | | | | | | | | | | | |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q22. Which, if any, of the following mobile technologies does your organisation use?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|---|---------------------------------------|-------------------|----------------------------|---------------|--------------|---------------|--------------|------------|-----------------|-------------------|------------------|---------------------|------------|-----------------------------|------------|------------|
| | Total | 10 hours or fewer | *b More than 10 hours | Facebook c | Twitter d | LinkedIn e | YouTube f | Blog g | Instagram *h | e-newsletter i | Digital PR *j | Google + *k | Yes l | No m | Yes n | No o |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 100% | 124 100% | 20 100% | 93 100% | 140 100% | 128 100% | 97 100% | 43 100% | 17 100% | 127 100% | 23 100% | 25 100% | 45 100% | 122 100% | 95 100% | 55 100% |
| Mobile app to access organisation's directory, information or website | 32 19% | 23 19% | 5 25% | 23 25% | 28 20% | 28 22% | 21 22% | 6 14% | 3 18% | 25 20% | 6 26% | 8 32% | 10 22% | 22 18% | 17 18% | 11 20% |
| Mobile app specifically for conference or tradeshow attendees | 29 17% | 25 20% | 3 15% | 21 23% | 28 20% | 28 22% | 17 18% | 11 26% | 1 6% | 25 20% | 8 35% | 5 20% | 5 11% | 24 20% | 16 17% | 10 18% |
| Mobile app for event registration | 31 19% | 22 18% | 7 35% | 23 25% | 27 19% | 24 19% | 22 23% | 10 23% | 2 12% | 27 21% | 7 30% | 7 28% | 8 18% | 23 19% | 19 20% | 10 18% |
| Mobile fundraising app, including auction apps | 2 1% | 1 1% | 1 5% | 2 2% | 2 1% | 2 2% | 1 1% | 1 2% | - - | 1 1% | - - | 1 4% | 1 2% | 1 1% | 1 1% | - - |
| Other | 7 4% | 3 2% | 3 15% | 4 4% | 7 5% | 6 5% | 5 5% | 2 5% | 1 6% | 4 3% | 1 4% | 3 12% | 1 2% | 6 5% | 4 4% | 2 4% |
| None of these | 101 60% | 75 60% | 9 45% | 47 51% | 80 57% | 69 54% | 56 58% | 22 51% | 13 76% | 75 59% | 10 43% | 10 40% | 30 67% | 71 58% | 57 60% | 35 64% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q22. Which, if any, of the following mobile technologies does your organisation use?

Base: All respondents

| | 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 with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | 167 100% | 82 100% | 102 100% | 104 100% | 125 100% | 88 100% | 26 100% | 51 100% | 136 100% | 138 100% | 65 100% | 2 100% |
| Mobile app to access organisation's directory, information or website | 32 19% | 14 17% | 21 21% | 20 19% | 27 22% | 18 20% | 6 23% | 11 22% | 25 18% | 24 17% | 15 23% | - - |
| Mobile app specifically for conference or tradeshow attendees | 29 17% | 13 16% | 15 15% | 14 13% | 23 18% | 15 17% | 5 19% | 10 20% | 22 16% | 27 20% | 16 25% | - - |
| Mobile app for event registration | 31 19% | 20 24% | 23 23% | 21 20% | 24 19% | 20 23% | 7 27% | 13 25% | 25 18% | 26 19% | 16 25% | - - |
| Mobile fundraising app, including auction apps | 2 1% | 2 2% | 2 2% | 1 1% | 2 2% | 1 1% | - - | 1 2% | 2 1% | 2 1% | 1 2% | - - |
| Other | 7 4% | 4 5% | 5 5% | 6 6% | 4 3% | 5 6% | 2 8% | 3 6% | 6 4% | 6 4% | 1 2% | - - |
| None of these | 101 60% | 49 60% | 62 61% | 66 63% | 72 58% | 50 57% | 15 58% | 26 51% | 84 62% | 83 60% | 35 54% | 2 100% |

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

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|------|---|---------------------|-------------------|----------------------|---------|-------|-----------------------|---------------------------------|---|-----------|--------------|-------|------|
| | | 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 | Volunteer(s) | Other | |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l | |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L | |
| Significance Level: 90% | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | |
| Total | | 66 | 47 | 19 | 38 | 11 | 2 | 15 | 40 | 6 | 9 | 3 | 1 | 3 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 0% | (0) | 4 | 3 | 1 | 2 | 1 | - | 1 | 3 | - | - | 1 | - | - |
| | | 6% | 6% | 5% | 5% | 9% | - | 7% | 8% | - | - | 33% | - | - |
| 5% | (5) | 2 | 2 | - | 2 | - | - | - | 1 | - | - | - | - | 1 |
| | | 3% | 4% | - | 5% | - | - | - | 3% | - | - | - | - | 33% |
| 10% | (10) | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - |
| | | 2% | - | 5% | - | - | - | 7% | - | - | - | - | - | - |
| 15% | (15) | 3 | 2 | 1 | 2 | - | - | 1 | 2 | 1 | - | - | - | - |
| | | 5% | 4% | 5% | 5% | - | - | 7% | 5% | 17% | - | - | - | - |
| 20% | (20) | 8 | 5 | 3 | 2 | 2 | - | 4 | 4 | 1 | 1 | - | 1 | - |
| | | 12% | 11% | 16% | 5% | 18% | - | 27% | 10% | 17% | 11% | - | 100% | - |
| 25% | (25) | 5 | 3 | 2 | 5 | - | - | - | 3 | - | 1 | - | - | - |
| | | 8% | 6% | 11% | 13% | - | - | - | 8% | - | 11% | - | - | - |
| 30% | (30) | 5 | 4 | 1 | 3 | - | - | 2 | 4 | - | 1 | - | - | - |
| | | 8% | 9% | 5% | 8% | - | - | 13% | 10% | - | 11% | - | - | - |
| 35% | (35) | 5 | 4 | 1 | 3 | - | 2 | - | 2 | 2 | - | - | - | - |
| | | 8% | 9% | 5% | 8% | - | 100% | - | 5% | 33% | - | - | - | - |
| 40% | (40) | 7 | 6 | 1 | 4 | 2 | - | 1 | 5 | - | 1 | 1 | - | - |
| | | 11% | 13% | 5% | 11% | 18% | - | 7% | 13% | - | 11% | 33% | - | - |
| 45% | (45) | 2 | - | 2 | 1 | - | - | 1 | 1 | - | - | - | - | 1 |
| | | 3% | - | 11% | 3% | - | - | 7% | 3% | - | - | - | - | 33% |
| 50% | (50) | 4 | 4 | - | 3 | - | - | 1 | 3 | - | 1 | - | - | - |
| | | 6% | 9% | - | 8% | - | - | 7% | 8% | - | 11% | - | - | - |
| 55% | (55) | 1 | - | 1 | - | 1 | - | - | 1 | - | - | - | - | - |
| | | 2% | - | 5% | - | 9% | - | - | 3% | - | - | - | - | - |
| 60% | (60) | 4 | 2 | 2 | 2 | 2 | - | - | 2 | - | 2 | - | - | - |
| | | 6% | 4% | 11% | 5% | 18% | - | - | 5% | - | 22% | - | - | - |
| 65% | (65) | 2 | 2 | - | 1 | 1 | - | - | 2 | - | - | - | - | - |
| | | 3% | 4% | - | 3% | 9% | - | - | 5% | - | - | - | - | - |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|-----------|------------|---------------------------------|--------------------------------|---|-----------|--------------|-----------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 66 100% | 47 100% | 19 100% | 38 100% | 11 100% | 2 100% | 15 100% | 40 100% | 6 100% | 9 100% | 3 100% | 1 100% | 3 100% |
| 70% | (70) 4 6% | 3 6% | 1 5% | 2 5% | 1 9% | - - | 1 7% | 2 5% | 1 17% | - - | - - | - - | 1 33% |
| 75% | (75) 5 8% | 4 9% | 1 5% | 4 11% | 1 9% | - - | - - | 4 10% | - - | - - | 1 33% | - - | - - |
| 80% | (80) - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 85% | (85) 1 2% | - - | 1 5% | 1 3% | - - | - - | - - | - - | 1 17% | - - | - - | - - | - - |
| 90% | (90) 1 2% | 1 2% | - - | - - | - - | - - | 1 7% | - - | - - | 1 11% | - - | - - | - - |
| 95% | (95) - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 100% | (100) 1 2% | 1 2% | - - | - - | - - | - - | 1 7% | - - | - - | 1 11% | - - | - - | - - |
| Don't know | 13 20% | 10 21% | 3 16% | 10 26% | 1 9% | - - | 2 13% | 9 23% | - - | 1 11% | 1 33% | - - | 1 33% |
| NETS | | | | | | | | | | | | | |
| Net: 0 | 4 6% | 3 6% | 1 5% | 2 5% | 1 9% | - - | 1 7% | 3 8% | - - | - - | 1 33% | - - | - - |
| Net: 5-25 | 19 29% | 12 26% | 7 37% | 11 29% | 2 18% | - - | 6 40% | 10 25% | 2 33% | 2 22% | - - | 1 100% | 1 33% |
| Net: 30-50 | 23 35% | 18 38% | 5 26% | 14 37% | 2 18% | 2 100% | 5 33% | 15 38% | 2 33% | 3 33% | 1 33% | - - | 1 33% |
| Net: 55-75 | 16 24% | 11 23% | 5 26% | 9 24% | 6 55% | - - | 1 7% | 11 28% | 1 17% | 2 22% | 1 33% | - - | 1 33% |
| Net: 80-100 | 3 5% | 2 4% | 1 5% | 1 3% | - - | - - | 2 13% | - - | 1 17% | 2 22% | - - | - - | - - |
| Mean score | 40.00 | 40.54 | 38.68 | 39.59 | 45.91 | 35.00 | 37.33 | 38.97 | 43.33 | 52.78 | 38.33 | 20.00 | 40.00 |
| Standard deviation | 24.35 | 24.86 | 23.68 | 23.37 | 24.06 | - | 29.21 | 22.51 | 28.05 | 27.96 | 37.53 | - | 32.79 |
| Standard error | 3.02 | 3.67 | 5.43 | 3.84 | 7.26 | - | 7.54 | 3.60 | 11.45 | 9.32 | 21.67 | - | 18.93 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------|---------------------------------------|-------------------|--------------------|----------------------------|------------|------------|------------|------------|-----------|--------------|------------|------------|---------------------|------------|-----------------------------|------------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O | |
| Total | 66 100% | 49 100% | 11 100% | 46 100% | 60 100% | 59 100% | 41 100% | 21 100% | 4 100% | 52 100% | 13 100% | 15 100% | 15 100% | 51 100% | 38 100% | 20 100% |
| 0% | (0) 4 6% | 4 8% | - - | 3 7% | 4 7% | 3 5% | 2 5% | 1 5% | - - | 3 6% | 1 8% | 1 7% | 1 7% | 3 6% | 3 8% | 1 5% |
| 5% | (5) 2 3% | 2 4% | - - | 2 4% | 2 3% | 2 3% | 2 5% | - - | - - | 1 2% | - - | - - | 1 7% | 1 2% | 2 5% | - - |
| 10% | (10) 1 2% | - - | - - | - - | 1 2% | 1 2% | - - | - - | - - | - - | - - | - - | - - | 1 2% | - - | 1 5% |
| 15% | (15) 3 5% | 2 4% | 1 9% | 3 7% | 3 5% | 3 5% | 2 5% | 1 5% | - - | 3 6% | - - | - - | 1 7% | 2 4% | 2 5% | - - |
| 20% | (20) 8 12% | 6 12% | - - | 4 9% | 6 10% | 8 14% | 7 17% | 4 19% | 1 25% | 8 15% | 1 8% | 2 13% | 2 13% | 6 12% | 5 13% | 2 10% |
| 25% | (25) 5 8% | 4 8% | - - | 3 7% | 5 8% | 4 7% | 4 10% | 1 5% | - - | 4 8% | - - | - - | 2 13% | 3 6% | 2 5% | 2 10% |
| 30% | (30) 5 8% | 3 6% | 2 18% | 4 9% | 4 7% | 5 8% | 3 7% | 3 14% | - - | 5 10% | 3 23% | 3 20% | 2 13% | 3 6% | 3 8% | 1 5% |
| 35% | (35) 5 8% | 2 4% | 2 18% | 3 7% | 5 8% | 5 8% | 1 2% | 2 10% | - - | 4 8% | 2 15% | 1 7% | 1 7% | 4 8% | 4 11% | 1 5% |
| 40% | (40) 7 11% | 6 12% | 1 9% | 5 11% | 7 12% | 7 12% | 5 12% | 3 14% | - - | 4 8% | - - | - - | - - | 7 14% | 4 11% | 2 10% |
| 45% | (45) 2 3% | 1 2% | 1 9% | 2 4% | 2 3% | 1 2% | - - | - - | - - | 1 2% | 1 8% | 1 7% | 1 7% | 1 2% | 1 3% | - - |
| 50% | (50) 4 6% | 3 6% | 1 9% | 2 4% | 4 7% | 4 7% | 2 5% | 1 5% | 1 25% | 4 8% | 1 8% | - - | - - | 4 8% | 1 3% | 3 15% |
| 55% | (55) 1 2% | 1 2% | - - | 1 2% | - - | - - | - - | 1 5% | - - | - - | - - | - - | - - | 1 2% | - - | - - |
| 60% | (60) 4 6% | 3 6% | - - | 3 7% | 4 7% | 3 5% | 3 7% | - - | 1 25% | 4 8% | - - | - - | - - | 4 8% | 2 5% | 2 10% |
| 65% | (65) 2 3% | 2 4% | - - | 2 4% | 2 3% | 2 3% | 2 5% | - - | - - | 2 4% | - - | - - | - - | 2 4% | 1 3% | 1 5% |
| 70% | (70) 4 6% | 3 6% | 1 9% | 3 7% | 3 5% | 4 7% | 2 5% | 1 5% | - - | 2 4% | - - | 3 20% | 1 7% | 3 6% | 2 5% | 1 5% |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|------------|------------|------------|------------|-----------|--------------|------------|------------|---------------------|------------|-----------------------------|------------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O |
| Total | 66 100% | 49 100% | 11 100% | 46 100% | 60 100% | 59 100% | 41 100% | 21 100% | 4 100% | 52 100% | 13 100% | 15 100% | 15 100% | 51 100% | 38 100% | 20 100% |
| 75% | (75) 5 8% | 4 8% | 1 9% | 2 4% | 4 7% | 5 8% | 3 7% | 3 14% | - | 3 6% | 3 23% | 2 13% | 3 20% | 2 4% | 4 11% | 1 5% |
| 80% | (80) - - | - - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 85% | (85) 1 2% | 1 2% | - | 1 2% | 1 2% | - | 1 2% | - | - | 1 2% | - | - | - | 1 2% | 1 3% | - |
| 90% | (90) 1 2% | 1 2% | - | 1 2% | 1 2% | 1 2% | - | - | - | 1 2% | - | - | - | 1 2% | - | 1 5% |
| 95% | (95) - - | - - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 100% | (100) 1 2% | 1 2% | - | 1 2% | 1 2% | - | 1 2% | - | - | 1 2% | - | 1 7% | - | 1 2% | - | 1 5% |
| Don't know | 13 20% | 10 20% | 1 9% | 8 17% | 13 22% | 11 19% | 7 17% | 4 19% | 1 25% | 10 19% | 2 15% | 2 13% | 3 20% | 10 20% | 8 21% | 4 20% |
| NETS | | | | | | | | | | | | | | | | |
| Net: 0 | 4 6% | 4 8% | - | 3 7% | 4 7% | 3 5% | 2 5% | 1 5% | - | 3 6% | 1 8% | 1 7% | 1 7% | 3 6% | 3 8% | 1 5% |
| Net: 5-25 | 19 29% | 14 29% | 1 9% | 12 26% | 17 28% | 18 31% | 15 37% | 6 29% | 1 25% | 16 31% | 1 8% | 2 13% | 6 40% | 13 25% | 11 29% | 5 25% |
| Net: 30-50 | 23 35% | 15 31% | 7 64% | 16 35% | 22 37% | 22 37% | 11 27% | 9 43% | 1 25% | 18 35% | 7 54% | 5 33% | 4 27% | 19 37% | 13 34% | 7 35% |
| Net: 55-75 | 16 24% | 13 27% | 2 18% | 11 24% | 13 22% | 14 24% | 10 24% | 5 24% | 1 25% | 11 21% | 3 23% | 5 33% | 4 27% | 12 24% | 9 24% | 5 25% |
| Net: 80-100 | 3 5% | 3 6% | - | 3 7% | 3 5% | 1 2% | 2 5% | - | - | 3 6% | - | 1 7% | - | 3 6% | 1 3% | 2 10% |
| Mean score | 40.00 | 40.92 | 42.50 | 40.56 | 39.49 | 38.45 | 39.13 | 38.10 | 43.33 | 39.51 | 41.67 | 47.86 | 36.33 | 41.10 | 37.43 | 45.75 |
| Standard deviation | 24.35 | 25.99 | 18.45 | 25.25 | 24.45 | 22.83 | 25.14 | 21.48 | 20.82 | 24.27 | 23.58 | 28.60 | 25.81 | 24.06 | 24.37 | 26.32 |
| Standard error | 3.02 | 3.71 | 5.83 | 3.76 | 3.18 | 3.00 | 3.97 | 4.69 | 12.02 | 3.40 | 6.81 | 7.64 | 6.66 | 3.40 | 4.01 | 5.89 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | *g | h | i | j | *k |
| | | A | B | C | D | E | *F | *G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 66 | 33 | 40 | 38 | 53 | 38 | 11 | 25 | 52 | 55 | 30 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 0% | (0) | 4 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 4 | 3 | 3 |
| | | 6% | 9% | 8% | 5% | 6% | 5% | 9% | 8% | 8% | 5% | 10% |
| 5% | (5) | 2 | 1 | 2 | 2 | 2 | 2 | - | - | 2 | 2 | 1 |
| | | 3% | 3% | 5% | 5% | 4% | 5% | - | - | 4% | 4% | 3% |
| 10% | (10) | 1 | - | - | - | 1 | - | - | - | - | - | - |
| | | 2% | - | - | - | 2% | - | - | - | - | - | - |
| 15% | (15) | 3 | 1 | 3 | 2 | 3 | 2 | 1 | - | 3 | 3 | 2 |
| | | 5% | 3% | 8% | 5% | 6% | 5% | 9% | - | 6% | 5% | 7% |
| 20% | (20) | 8 | 5 | 5 | 2 | 6 | 7 | 1 | 5 | 6 | 6 | 5 |
| | | 12% | 15% | 13% | 5% | 11% | 18% | 9% | 20% | 12% | 11% | 17% |
| | | | | | | c | | | | | | |
| 25% | (25) | 5 | 1 | 2 | 3 | 3 | 2 | - | 3 | 4 | 4 | 2 |
| | | 8% | 3% | 5% | 8% | 6% | 5% | - | 12% | 8% | 7% | 7% |
| 30% | (30) | 5 | 5 | 3 | 4 | 5 | 3 | 1 | 3 | 4 | 4 | 1 |
| | | 8% | 15% | 8% | 11% | 9% | 8% | 9% | 12% | 8% | 7% | 3% |
| 35% | (35) | 5 | 4 | 2 | 3 | 5 | 2 | 2 | 1 | 4 | 5 | 4 |
| | | 8% | 12% | 5% | 8% | 9% | 5% | 18% | 4% | 8% | 9% | 13% |
| 40% | (40) | 7 | 2 | 5 | 4 | 5 | 4 | - | 2 | 7 | 6 | 2 |
| | | 11% | 6% | 13% | 11% | 9% | 11% | - | 8% | 13% | 11% | 7% |
| 45% | (45) | 2 | 1 | 2 | 2 | 1 | 1 | - | 1 | 1 | 2 | 1 |
| | | 3% | 3% | 5% | 5% | 2% | 3% | - | 4% | 2% | 4% | 3% |
| 50% | (50) | 4 | 2 | 3 | 3 | 3 | 2 | 1 | - | 3 | 4 | 1 |
| | | 6% | 6% | 8% | 8% | 6% | 5% | 9% | - | 6% | 7% | 3% |
| 55% | (55) | 1 | - | - | - | - | - | 1 | - | - | - | 1 |
| | | 2% | - | - | - | - | - | 9% | - | - | - | 3% |
| 60% | (60) | 4 | 2 | 2 | 3 | 4 | 2 | - | - | 3 | 3 | 1 |
| | | 6% | 6% | 5% | 8% | 8% | 5% | - | - | 6% | 5% | 3% |
| 65% | (65) | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 |
| | | 3% | 6% | 3% | 3% | 2% | 5% | 9% | 4% | 4% | 2% | 7% |

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

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | *g | h | i | j | *k |
| | | A | B | C | D | E | *F | *G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 66 | 33 | 40 | 38 | 53 | 38 | 11 | 25 | 52 | 55 | 30 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 70% | (70) | 4 | 1 | 1 | - | 4 | - | - | 1 | 3 | 4 | 1 |
| | | 6% | 3% | 3% | - | 8% | - | - | 4% | 6% | 7% | 3% |
| | | | | | | ce | | | | | ce | |
| 75% | (75) | 5 | - | 3 | 3 | 4 | 3 | - | 4 | 2 | 5 | 2 |
| | | 8% | - | 8% | 8% | 8% | 8% | - | 16% | 4% | 9% | 7% |
| | | | | | | | | | | | a | |
| 80% | (80) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| 85% | (85) | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | 2% | 3% | 3% | 3% | 2% | 3% | 9% | 4% | 2% | 2% | 3% |
| 90% | (90) | 1 | - | 1 | 1 | 1 | 1 | - | - | 1 | - | - |
| | | 2% | - | 3% | 3% | 2% | 3% | - | - | 2% | - | - |
| 95% | (95) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| 100% | (100) | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 1 | - |
| | | 2% | 3% | - | 3% | - | 3% | 9% | 4% | 2% | 2% | - |
| Don't know | | 13 | 8 | 10 | 9 | 12 | 8 | 3 | 7 | 12 | 12 | 6 |
| | | 20% | 24% | 25% | 24% | 23% | 21% | 27% | 28% | 23% | 22% | 20% |
| NETS | | | | | | | | | | | | |
| Net: 0 | | 4 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 4 | 3 | 3 |
| | | 6% | 9% | 8% | 5% | 6% | 5% | 9% | 8% | 8% | 5% | 10% |
| Net: 5-25 | | 19 | 8 | 12 | 9 | 15 | 13 | 2 | 8 | 15 | 15 | 10 |
| | | 29% | 24% | 30% | 24% | 28% | 34% | 18% | 32% | 29% | 27% | 33% |
| Net: 30-50 | | 23 | 14 | 15 | 16 | 19 | 12 | 4 | 7 | 19 | 21 | 9 |
| | | 35% | 42% | 38% | 42% | 36% | 32% | 36% | 28% | 37% | 38% | 30% |
| Net: 55-75 | | 16 | 5 | 7 | 7 | 13 | 7 | 2 | 6 | 10 | 13 | 7 |
| | | 24% | 15% | 18% | 18% | 25% | 18% | 18% | 24% | 19% | 24% | 23% |
| Net: 80-100 | | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 |
| | | 5% | 6% | 5% | 8% | 4% | 8% | 18% | 8% | 6% | 4% | 3% |

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

Kellen Social Media Spring 2016

Q23. To the best of your knowledge, what proportion of your members use any of these mobile technologies?

Base: All who use mobile technologies

| Total | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | | |
|--------------------|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|---|
| | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective | |
| | a | b | c | d | e | *f | *g | h | i | j | *k | |
| | A | B | C | D | E | *F | *G | H | I | J | *K | |
| Total | 66 | 33 | 40 | 38 | 53 | 38 | 11 | 25 | 52 | 55 | 30 | - |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - |
| Mean score | 40.00 | 36.41 | 37.44 | 41.22 | 39.23 | 39.05 | 44.55 | 41.80 | 38.33 | 40.46 | 36.00 | - |
| Standard deviation | 24.35 | 24.00 | 24.36 | 25.15 | 23.96 | 26.11 | 30.20 | 27.53 | 24.67 | 24.01 | 24.08 | - |
| Standard error | 3.02 | 4.24 | 3.90 | 4.13 | 3.32 | 4.29 | 9.11 | 5.51 | 3.45 | 3.27 | 4.40 | - |

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

Kellen Social Media Spring 2016

Q24. How, if at all, has your members' use of these mobile technologies changed over the past 12 months?

Base: All who use mobile technologies

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | *b | c | *d | *e | *f | g | *h | *i | *j | *k | *l |
| | | A | *B | C | *D | *E | *F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 66 | 47 | 19 | 38 | 11 | 2 | 15 | 40 | 6 | 9 | 3 | 1 | 3 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly decreased | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly decreased | (2) | - | - | - | - | - | - | - | - | - | - | - | - |
| Stayed the same | (3) | 11 | 7 | 4 | 6 | 1 | 1 | 3 | 3 | 2 | - | 1 | 1 |
| | | 17% | 15% | 21% | 16% | 9% | 50% | 20% | 8% | 50% | 22% | - | 100% |
| Slightly increased | (4) | 30 | 22 | 8 | 18 | 6 | - | 6 | 19 | 3 | 3 | 2 | - |
| | | 45% | 47% | 42% | 47% | 55% | - | 40% | 48% | 50% | 33% | 67% | - |
| Greatly increased | (5) | 9 | 7 | 2 | 4 | 2 | 1 | 2 | 7 | - | 1 | - | - |
| | | 14% | 15% | 11% | 11% | 18% | 50% | 13% | 18% | - | 11% | - | - |
| Don't know | | 15 | 10 | 5 | 9 | 2 | - | 4 | 10 | - | 3 | 1 | - |
| | | 23% | 21% | 26% | 24% | 18% | - | 27% | 25% | - | 33% | 33% | - |
| NETS | | | | | | | | | | | | | |
| Net: Decreased | | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Increased | | 39 | 29 | 10 | 22 | 8 | 1 | 8 | 26 | 3 | 4 | 2 | 2 |
| | | 59% | 62% | 53% | 58% | 73% | 50% | 53% | 65% | 50% | 44% | 67% | 67% |
| Mean score | | 3.96 | 4.00 | 3.86 | 3.93 | 4.11 | 4.00 | 3.91 | 4.14 | 3.50 | 3.83 | 4.00 | 3.00 |
| Standard deviation | | .64 | .63 | .66 | .60 | .60 | 1.41 | .70 | .58 | .55 | .75 | - | .58 |
| Standard error | | .09 | .11 | .18 | .11 | .20 | 1.00 | .21 | .11 | .22 | .31 | - | .33 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q24. How, if at all, has your members' use of these mobile technologies changed over the past 12 months?

Base: All who use mobile technologies

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No | |
| Significance Level: 90% | | a | *b | c | d | e | f | *g | *h | i | *j | *k | *l | m | n | *o | |
| Significance Level: 95% | | A | *B | C | D | E | F | *G | *H | I | *J | *K | *L | M | N | *O | |
| Total | 66 | 49 | 11 | 46 | 60 | 59 | 41 | 21 | 4 | 52 | 13 | 15 | 15 | 51 | 38 | 20 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Greatly decreased | (1) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Slightly decreased | (2) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Stayed the same | (3) | 11 | 8 | 2 | 8 | 10 | 10 | 7 | 2 | - | 9 | 3 | 2 | 4 | 7 | 6 | 3 |
| | | 17% | 16% | 18% | 17% | 17% | 17% | 17% | 10% | - | 17% | 23% | 13% | 27% | 14% | 16% | 15% |
| Slightly increased | (4) | 30 | 22 | 5 | 22 | 25 | 26 | 20 | 10 | 2 | 26 | 6 | 9 | 6 | 24 | 18 | 9 |
| | | 45% | 45% | 45% | 48% | 42% | 44% | 49% | 48% | 50% | 50% | 46% | 60% | 40% | 47% | 47% | 45% |
| Greatly increased | (5) | 9 | 6 | 2 | 6 | 9 | 9 | 5 | 5 | - | 6 | 2 | 1 | 2 | 7 | 5 | 3 |
| | | 14% | 12% | 18% | 13% | 15% | 15% | 12% | 24% | - | 12% | 15% | 7% | 13% | 14% | 13% | 15% |
| Don't know | | 15 | 13 | 1 | 9 | 15 | 13 | 8 | 4 | 1 | 10 | 1 | 2 | 3 | 12 | 8 | 5 |
| | | 23% | 27% | 9% | 20% | 25% | 22% | 20% | 19% | 25% | 19% | 8% | 13% | 20% | 24% | 21% | 25% |
| NETS | | | | | | | | | | | | | | | | | |
| Net: Decreased | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Increased | | 39 | 28 | 7 | 28 | 34 | 35 | 25 | 15 | 2 | 32 | 8 | 10 | 8 | 31 | 23 | 12 |
| | | 59% | 57% | 64% | 61% | 57% | 59% | 61% | 71% | 50% | 62% | 62% | 67% | 53% | 61% | 61% | 60% |
| Mean score | | 3.96 | 3.94 | 4.00 | 3.94 | 3.98 | 3.98 | 3.94 | 4.18 | 4.00 | 3.93 | 3.91 | 3.92 | 3.83 | 4.00 | 3.97 | 4.00 |
| Standard deviation | | .64 | .63 | .71 | .63 | .66 | .66 | .62 | .64 | - | .61 | .70 | .51 | .72 | .62 | .63 | .65 |
| Standard error | | .09 | .10 | .24 | .10 | .10 | .10 | .11 | .15 | - | .09 | .21 | .15 | .21 | .10 | .12 | .17 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q24. How, if at all, has your members' use of these mobile technologies changed over the past 12 months?

Base: All who use mobile technologies

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | *g | h | i | j | *k |
| | | A | B | C | D | E | *F | *G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 66 | 33 | 40 | 38 | 53 | 38 | 11 | 25 | 52 | 55 | 30 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly decreased | (1) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Slightly decreased | (2) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Stayed the same | (3) | 11 | 8 | 6 | 8 | 9 | 6 | 2 | 4 | 8 | 10 | 7 |
| | | 17% | 24% | 15% | 21% | 17% | 16% | 18% | 16% | 15% | 18% | 23% |
| Slightly increased | (4) | 30 | 18 | 19 | 19 | 24 | 18 | 5 | 14 | 23 | 25 | 14 |
| | | 45% | 55% | 48% | 50% | 45% | 47% | 45% | 56% | 44% | 45% | 47% |
| Greatly increased | (5) | 9 | - | 5 | 4 | 7 | 5 | 1 | 2 | 7 | 9 | 3 |
| | | 14% | - | 13% | 11% | 13% | 13% | 9% | 8% | 13% | 16% | 10% |
| | | | | A | a | A | A | | | A | A | a |
| Don't know | | 15 | 6 | 9 | 6 | 12 | 8 | 3 | 5 | 13 | 10 | 6 |
| | | 23% | 18% | 23% | 16% | 23% | 21% | 27% | 20% | 25% | 18% | 20% |
| NETS | | | | | | | | | | | | |
| Net: Decreased | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Net: Increased | | 39 | 18 | 24 | 23 | 31 | 23 | 6 | 16 | 30 | 34 | 17 |
| | | 59% | 55% | 60% | 61% | 58% | 61% | 55% | 64% | 58% | 62% | 57% |
| Mean score | | 3.96 | 3.69 | 3.97 | 3.87 | 3.95 | 3.97 | 3.88 | 3.90 | 3.97 | 3.98 | 3.83 |
| Standard deviation | | .64 | .47 | .61 | .62 | .64 | .63 | .64 | .55 | .64 | .66 | .64 |
| Standard error | | .09 | .09 | .11 | .11 | .10 | .12 | .23 | .12 | .10 | .10 | .13 |

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

Kellen Social Media Spring 2016

Q25. How, if at all, does your organisation plan to change its use of mobile technology in the next 12 months?

Base: All respondents

| | AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES | | | ORGANISATION | | | | RESPONSIBILITY FOR SOCIAL MEDIA | | | | | |
|-------------------------|---|-------------|---------------------|-------------------|----------------------|---------|-------|---------------------------------|--------------------------------|---|-----------|--------------|-------|
| | 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 | Volunteer(s) | Other |
| | | a | b | c | *d | *e | f | g | *h | *i | *j | *k | *l |
| | | A | B | C | *D | *E | F | G | *H | *I | *J | *K | *L |
| Significance Level: 90% | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | |
| Total | 167 | 133 | 34 | 103 | 26 | 6 | 32 | 92 | 14 | 20 | 12 | 1 | 8 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly reduce | (1) | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly reduce | (2) | - | - | - | - | - | - | - | - | - | - | - | - |
| No change | (3) | 50 | 44 | 6 | 33 | 6 | 2 | 9 | 27 | 1 | 8 | 5 | 3 |
| | | 30% | 33% | 18% | 32% | 23% | 33% | 28% | 29% | 7% | 40% | 42% | 38% |
| Slightly expand | (4) | 77 | 60 | 17 | 49 | 8 | 3 | 17 | 46 | 8 | 7 | 3 | 4 |
| | | 46% | 45% | 50% | 48% | 31% | 50% | 53% | 50% | 57% | 35% | 25% | 50% |
| Greatly expand | (5) | 10 | 7 | 3 | 5 | 2 | - | 3 | 5 | 2 | 2 | 1 | - |
| | | 6% | 5% | 9% | 5% | 8% | - | 9% | 5% | 14% | 10% | 8% | - |
| Don't know | | 30 | 22 | 8 | 16 | 10 | 1 | 3 | 14 | 3 | 3 | 3 | 1 |
| | | 18% | 17% | 24% | 16% | 38% | 17% | 9% | 15% | 21% | 15% | 25% | 13% |
| NETS | | | | | | | | | | | | | |
| Net: Reduce | | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Expand | | 87 | 67 | 20 | 54 | 10 | 3 | 20 | 51 | 10 | 9 | 4 | 4 |
| | | 52% | 50% | 59% | 52% | 38% | 50% | 63% | 55% | 71% | 45% | 33% | 50% |
| Mean score | | 3.71 | 3.67 | 3.88 | 3.68 | 3.75 | 3.60 | 3.79 | 3.72 | 4.09 | 3.65 | 3.56 | 4.00 |
| Standard deviation | | .60 | .59 | .59 | .58 | .68 | .55 | .62 | .58 | .54 | .70 | .73 | .53 |
| Standard error | | .05 | .06 | .12 | .06 | .17 | .24 | .12 | .07 | .16 | .17 | .24 | .20 |

Columns Tested: A,B - C,D,E,F - G,H,I,J,K,L

Kellen Social Media Spring 2016

Q25. How, if at all, does your organisation plan to change its use of mobile technology in the next 12 months?

Base: All respondents

| | TIME SPENT ON SOCIAL MEDIA ACTIVITIES | | | FORMS OF SOCIAL MEDIA USED | | | | | | | | | DIGITAL ADVERTISING | | MEASUREMENT OF SOCIAL MEDIA | |
|-------------------------|---------------------------------------|-------------------|--------------------|----------------------------|---------|----------|---------|------|-----------|--------------|------------|----------|---------------------|------|-----------------------------|------|
| | Total | 10 hours or fewer | More than 10 hours | Facebook | Twitter | LinkedIn | YouTube | Blog | Instagram | e-newsletter | Digital PR | Google + | Yes | No | Yes | No |
| | | a | *b | c | d | e | f | g | *h | i | *j | *k | l | m | n | o |
| | A | *B | C | D | E | F | G | *H | I | *J | *K | L | M | N | O | |
| Significance Level: 90% | | | | | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Total | 167 | 124 | 20 | 93 | 140 | 128 | 97 | 43 | 17 | 127 | 23 | 25 | 45 | 122 | 95 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly reduce | (1) - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Slightly reduce | (2) - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| No change | (3) 50 | 40 | 4 | 24 | 42 | 37 | 27 | 15 | 3 | 40 | 9 | 4 | 11 | 39 | 26 | 19 |
| | 30% | 32% | 20% | 26% | 30% | 29% | 28% | 35% | 18% | 31% | 39% | 16% | 24% | 32% | 27% | 35% |
| Slightly expand | (4) 77 | 59 | 10 | 49 | 67 | 64 | 48 | 19 | 8 | 59 | 8 | 17 | 25 | 52 | 47 | 24 |
| | 46% | 48% | 50% | 53% | 48% | 50% | 49% | 44% | 47% | 46% | 35% | 68% | 56% | 43% | 49% | 44% |
| Greatly expand | (5) 10 | 7 | 2 | 6 | 8 | 8 | 7 | 2 | 1 | 9 | 3 | 2 | 3 | 7 | 6 | 4 |
| | 6% | 6% | 10% | 6% | 6% | 6% | 7% | 5% | 6% | 7% | 13% | 8% | 7% | 6% | 6% | 7% |
| Don't know | 30 | 18 | 4 | 14 | 23 | 19 | 15 | 7 | 5 | 19 | 3 | 2 | 6 | 24 | 16 | 8 |
| | 18% | 15% | 20% | 15% | 16% | 15% | 15% | 16% | 29% | 15% | 13% | 8% | 13% | 20% | 17% | 15% |
| NETS | | | | | | | | | | | | | | | | |
| Net: Reduce | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Net: Expand | 87 | 66 | 12 | 55 | 75 | 72 | 55 | 21 | 9 | 68 | 11 | 19 | 28 | 59 | 53 | 28 |
| | 52% | 53% | 60% | 59% | 54% | 56% | 57% | 49% | 53% | 54% | 48% | 76% | 62% | 48% | 56% | 51% |
| Mean score | 3.71 | 3.69 | 3.88 | 3.77 | 3.71 | 3.73 | 3.76 | 3.64 | 3.83 | 3.71 | 3.70 | 3.91 | 3.79 | 3.67 | 3.75 | 3.68 |
| Standard deviation | .60 | .59 | .62 | .58 | .59 | .59 | .60 | .59 | .58 | .61 | .73 | .51 | .57 | .61 | .59 | .63 |
| Standard error | .05 | .06 | .15 | .06 | .05 | .06 | .07 | .10 | .17 | .06 | .16 | .11 | .09 | .06 | .07 | .09 |

Columns Tested: A,B - C,D,E,F,G,H,I,J,K - L,M - N,O

Kellen Social Media Spring 2016

Q25. How, if at all, does your organisation plan to change its use of mobile technology in the next 12 months?

Base: All respondents

| | | FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA? | | | | | | | | | | |
|-------------------------|-----|--|---|--|---|--|----------------------|--|--------------------------------------|---|---|-------------------------------|
| | | Information gathering | Influencing key opinion formers through their social media accounts | Communication with journalists/ media contacts | Communication and engagements with members and website visitors | 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 | Event promotion, registration, attendance | To promote education or other association offerings | We have no specific objective |
| Total | | a | b | c | d | e | *f | g | h | i | j | *k |
| | | A | B | C | D | E | *F | G | H | I | J | *K |
| Significance Level: 90% | | | | | | | | | | | | |
| Significance Level: 95% | | | | | | | | | | | | |
| Total | | 167 | 102 | 104 | 125 | 88 | 26 | 51 | 136 | 138 | 65 | 2 |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Greatly reduce | (1) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Slightly reduce | (2) | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| No change | (3) | 50 | 31 | 36 | 41 | 27 | 7 | 15 | 40 | 42 | 14 | - |
| | | 30% | 33% | 35% | 33% | 31% | 27% | 29% | 29% | 30% | 22% | - |
| | | | | j | | | | | | | | |
| Slightly expand | (4) | 77 | 51 | 50 | 58 | 44 | 13 | 24 | 65 | 64 | 34 | - |
| | | 46% | 50% | 48% | 46% | 50% | 50% | 47% | 48% | 46% | 52% | - |
| Greatly expand | (5) | 10 | 5 | 3 | 6 | 7 | 2 | 5 | 9 | 8 | 6 | - |
| | | 6% | 6% | 3% | 5% | 8% | 8% | 10% | 7% | 6% | 9% | - |
| | | | | c | | | | c | | | c | |
| Don't know | | 30 | 15 | 15 | 20 | 10 | 4 | 7 | 22 | 24 | 11 | 2 |
| | | 18% | 15% | 14% | 16% | 11% | 15% | 14% | 16% | 17% | 17% | 100% |
| NETS | | | | | | | | | | | | |
| Net: Reduce | | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - |
| Net: Expand | | 87 | 56 | 53 | 64 | 51 | 15 | 29 | 74 | 72 | 40 | - |
| | | 52% | 55% | 51% | 51% | 58% | 58% | 57% | 54% | 52% | 62% | - |
| | | | a | | | | | | | | a | |
| Mean score | | 3.71 | 3.70 | 3.63 | 3.67 | 3.74 | 3.77 | 3.77 | 3.73 | 3.70 | 3.85 | - |
| | | | | | | | | | | | aCd | |
| Standard deviation | | .60 | .57 | .55 | .58 | .61 | .61 | .64 | .60 | .59 | .60 | - |
| Standard error | | .05 | .06 | .06 | .06 | .07 | .13 | .10 | .06 | .06 | .08 | - |

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