

# KELLEN COMPANY SOCIAL MEDIA RESEARCH

## UNITED STATES

### METHODOLOGY NOTE

ComRes interviewed 254 Kellen Company contacts in the US between 12<sup>th</sup> April and 3<sup>rd</sup> May 2016. ComRes is a member of the British Polling Council and abides by its rules.

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Base: All who use mobile technologies

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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	254	212	42	112	111	9	22	139	36	24	7	2	34
	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	212	212	-	98	87	8	19	116	28	21	5	2	28
	83%	100%	-	88%	78%	89%	86%	83%	78%	88%	71%	100%	82%
		B		d									
Yes - I am aware of my organisation's social media activities, but not in great detail	42	-	42	14	24	1	3	23	8	3	2	-	6
	17%	-	100%	13%	22%	11%	14%	17%	22%	13%	29%	-	18%
		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 a A	More than 10 hours b B	Facebook c C	Twitter d D	LinkedIn e E	YouTube f F	Blog g G	Instagram h H	e-newsletter i I	Digital PR j J	Google + k K	Yes l L	No m M	Yes n N	No o O
Significance Level: 90%																
Significance Level: 95%																
Total	254 100%	178 100%	53 100%	239 100%	229 100%	222 100%	175 100%	115 100%	89 100%	206 100%	73 100%	43 100%	105 100%	149 100%	151 100%	87 100%
Yes - I know a good deal about my organisation's social media activities	212 83%	152 85%	43 81%	201 84%	193 84%	185 83%	150 86%	100 87%	74 83%	176 85%	62 85%	37 86%	94 90%	118 79%	134 89%	71 82%
Yes - I am aware of my organisation's social media activities, but not in great detail	42 17%	26 15%	10 19%	38 16%	36 16%	37 17%	25 14%	15 13%	15 17%	30 15%	11 15%	6 14%	11 10%	31 21%	17 11%	16 18%

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
Total	254	107	105	231	74	54	140	228	233	215	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I know a good deal about my organisation's social media activities	212	89	93	196	62	49	119	196	194	180	-
	83%	84%	89%	85%	84%	91%	85%	86%	83%	84%	-
Yes - I am aware of my organisation's social media activities, but not in great detail	42	18	12	35	12	5	21	32	39	35	1
	17%	17%	11%	15%	16%	9%	15%	14%	17%	16%	100%

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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	239	201	38	101	108	9	21	130	34	21	7	2	33
	94%	95%	90%	90%	97%	100%	95%	94%	94%	88%	100%	100%	97%
				C									
Twitter or other microblogs	229	193	36	95	106	9	19	126	34	21	5	1	30
	90%	91%	86%	85%	95%	100%	86%	91%	94%	88%	71%	50%	88%
				C									
LinkedIn	222	185	37	99	99	7	17	122	36	22	5	2	29
	87%	87%	88%	88%	89%	78%	77%	88%	100%	92%	71%	100%	85%
									GL				
E-newsletters	206	176	30	85	94	9	18	114	30	20	3	2	27
	81%	83%	71%	76%	85%	100%	82%	82%	83%	83%	43%	100%	79%
		b											
YouTube	175	150	25	78	76	7	14	100	30	13	3	2	20
	69%	71%	60%	70%	68%	78%	64%	72%	83%	54%	43%	100%	59%
									L				
Blog associated with your organisation's website	115	100	15	50	48	5	12	63	24	5	3	1	17
	45%	47%	36%	45%	43%	56%	55%	45%	67%	21%	43%	50%	50%
									G				
Instagram	89	74	15	32	47	4	6	48	23	5	2	-	9
	35%	35%	36%	29%	42%	44%	27%	35%	64%	21%	29%	-	26%
				C					GL				
Digital public relations (e.g. blogger and / or influencer relationships)	73	62	11	36	25	3	9	37	19	2	3	-	9
	29%	29%	26%	32%	23%	33%	41%	27%	53%	8%	43%	-	26%
									GL				
Paid banner ads	73	65	8	38	29	2	4	43	15	3	2	1	7
	29%	31%	19%	34%	26%	22%	18%	31%	42%	13%	29%	50%	21%
									I				

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%													
<b>Total</b>	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts)	73	65	8	32	30	3	8	40	17	5	1	1	6
	29%	31%	19%	29%	27%	33%	36%	29%	47% GL	21%	14%	50%	18%
Pinterest	43	39	4	22	15	3	3	26	9	1	1	-	3
	17%	18%	10%	20%	14%	33%	14%	19%	25% I	4%	14%	-	9%
Google +	43	37	6	20	16	3	4	19	14	2	1	1	5
	17%	17%	14%	18%	14%	33%	18%	14%	39% GL	8%	14%	50%	15%
Live webcasting apps (e.g. Meerkat, Periscope)	31	30	1	15	12	1	3	18	6	2	1	-	1
	12%	14% B	2%	13%	11%	11%	14%	13% I	17% I	8%	14%	-	3%
Vimeo	28	24	4	11	14	-	3	14	6	1	2	-	3
	11%	11%	10%	10%	13%	-	14%	10%	17%	4%	29%	-	9%
Snapchat	9	8	1	6	1	1	1	6	2	1	-	-	-
	4%	4%	2%	5% d	1%	11%	5%	4%	6%	4%	-	-	-
Tumblr	8	8	-	3	5	-	-	6	2	-	-	-	-
	3%	4%	-	3%	5%	-	-	4%	6%	-	-	-	-
Other	17	15	2	7	8	-	2	11	2	2	1	-	1
	7%	7%	5%	6%	7%	-	9%	8%	6%	8%	14%	-	3%
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
		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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	239	166	52	239	218	208	167	109	86	196	69	41	101	138	146	78
	94%	93%	98%	100%	95%	94%	95%	95%	97%	95%	95%	95%	96%	93%	97%	90%
				DEFGHIJK												
Twitter or other microblogs	229	159	48	218	229	204	161	110	86	190	69	40	98	131	141	74
	90%	89%	91%	91%	100%	92%	92%	96%	97%	92%	95%	93%	93%	88%	93%	85%
				CEFGHIJK												
LinkedIn	222	156	50	208	204	222	164	109	83	185	69	42	97	125	136	72
	87%	88%	94%	87%	89%	100%	94%	95%	93%	90%	95%	98%	92%	84%	90%	83%
				CDFGHIJK												
E-newsletters	206	140	47	196	190	185	150	98	73	206	63	37	98	108	128	67
	81%	79%	89%	82%	83%	83%	86%	85%	82%	100%	86%	86%	93%	72%	85%	77%
				CDEFGHIJK												
YouTube	175	115	49	167	161	164	175	90	71	150	61	38	88	87	120	48
	69%	65%	92%	70%	70%	74%	100%	78%	80%	73%	84%	88%	84%	58%	79%	55%
			A	CDEGHIJK												
Blog associated with your organisation's website	115	70	40	109	110	109	90	115	52	98	54	31	60	55	76	32
	45%	39%	75%	46%	48%	49%	51%	100%	58%	48%	74%	72%	57%	37%	50%	37%
			A	CDEFHIJK												
Instagram	89	54	30	86	86	83	71	52	89	73	38	21	49	40	66	18
	35%	30%	57%	36%	38%	37%	41%	45%	100%	35%	52%	49%	47%	27%	44%	21%
			A	CDEFGHIJK												
Digital public relations (e.g. blogger and / or influencer relationships)	73	39	29	69	69	69	61	54	38	63	73	22	48	25	59	11
	29%	22%	55%	29%	30%	31%	35%	47%	43%	31%	100%	51%	46%	17%	39%	13%
			A	CDEFI												
Paid banner ads	73	40	27	71	68	69	62	49	33	69	36	19	73	-	58	13
	29%	22%	51%	30%	30%	31%	35%	43%	37%	33%	49%	44%	70%	-	38%	15%
			A	CDE												
Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts)	73	39	28	70	68	67	63	40	40	68	35	17	73	-	54	17
	29%	22%	53%	29%	30%	30%	36%	35%	45%	33%	48%	40%	70%	-	36%	20%
			A	CDEI												

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
	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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pinterest	43	20	20	43	41	37	35	27	30	36	24	12	27	16	35	7
	17%	11%	38%	18%	18%	17%	20%	23%	34%	17%	33%	28%	26%	11%	23%	8%
			A					CDEFI		CDEFI	e	M		O		
Google +	43	23	18	41	40	42	38	31	21	37	22	43	23	20	38	5
	17%	13%	34%	17%	17%	19%	22%	27%	24%	18%	30%	100%	22%	13%	25%	6%
			A					CDei			CDEI	CDEFGHIJ	m		O	
Live webcasting apps (e.g. Meerkat, Periscope)	31	15	12	30	30	29	24	21	17	26	17	12	18	13	25	5
	12%	8%	23%	13%	13%	13%	14%	18%	19%	13%	23%	28%	17%	9%	17%	6%
			A								CDEI	CDEFI	M		O	
Vimeo	28	19	6	27	28	26	19	16	17	23	13	6	13	15	21	7
	11%	11%	11%	11%	12%	12%	11%	14%	19%	11%	18%	14%	12%	10%	14%	8%
								cefi								
Snapchat	9	3	6	9	8	9	9	6	9	9	4	4	6	3	7	2
	4%	2%	11%	4%	3%	4%	5%	5%	10%	4%	5%	9%	6%	2%	5%	2%
			A						CDEI			d				
Tumblr	8	4	4	8	8	8	8	6	8	8	6	3	6	2	6	1
	3%	2%	8%	3%	3%	4%	5%	5%	9%	4%	8%	7%	6%	1%	4%	1%
			a						CDei		cd		m			
Other	17	12	3	17	17	13	12	12	6	14	4	3	6	11	7	7
	7%	7%	6%	7%	7%	6%	7%	10%	7%	7%	5%	7%	6%	7%	5%	8%
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	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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Facebook	239 94%	112 96%	100 93%	101 96%	219 95%	71 96%	51 94%	130 93%	214 94%	219 94%	204 95%	1 100%
Twitter or other microblogs	229 90%	105 90%	99 93%	101 96% aghij	212 92%	67 91%	50 93%	126 90%	207 91%	209 90%	194 90%	1 100%
LinkedIn	222 87%	109 93%	99 93%	96 91%	203 88%	67 91%	49 91%	130 93%	202 89%	207 89%	191 89%	1 100%
E-newsletters	206 81%	99 85%	87 81%	83 79%	188 81%	62 84%	44 81%	113 81%	185 81%	189 81%	172 80%	1 100%
YouTube	175 69%	92 79%	86 80% hi	80 76%	168 73%	57 77%	47 87% DGHJ	101 72%	162 71%	164 70%	156 73%	- -
Blog associated with your organisation's website	115 45%	59 50%	62 58% dhij	60 57% dhi	108 47%	41 55%	28 52%	74 53%	108 47%	108 46%	102 47%	1 100%
Instagram	89 35%	46 39%	45 42%	46 44%	86 37%	31 42%	27 50% dhij	57 41%	86 38%	86 37%	78 36%	- -
Digital public relations (e.g. blogger and / or influencer relationships)	73 29%	43 37%	48 45% DeGHIJ	47 45% DeGHIJ	68 29%	24 32%	17 31%	44 31%	69 30%	69 30%	66 31%	- -
Paid banner ads	73 29%	38 32%	35 33%	36 34%	67 29%	23 31%	18 33%	44 31%	70 31%	71 30%	65 30%	- -
Pay Per Click advertising (e.g. Google Search Ads, Facebook adverts, Twitter adverts)	73 29%	42 36%	39 36%	44 42% DHJ	67 29%	26 35%	22 41% d	47 34%	68 30%	71 30%	64 30%	- -

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
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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Pinterest	43 17%	29 25%	24 22%	26 25%	42 18%	14 19%	14 26%	27 19%	42 18%	40 17%	38 18%	- -
Google +	43 17%	31 26%	29 27%	28 27%	40 17%	20 27%	16 30%	25 18%	43 19%	41 18%	41 19%	- -
Live webcasting apps (e.g. Meerkat, Periscope)	31 12%	18 15%	20 19%	17 16%	29 13%	9 12%	14 26%	22 16%	30 13%	31 13%	28 13%	- -
Vimeo	28 11%	14 12%	13 12%	12 11%	26 11%	3 4%	12 22%	18 13%	26 11%	28 12%	28 13%	- -
Snapchat	9 4%	6 5%	4 4%	4 4%	8 3%	5 7%	4 7%	7 5%	9 4%	9 4%	8 4%	- -
Tumblr	8 3%	5 4%	6 6%	5 5%	8 3%	2 3%	4 7%	7 5%	8 4%	8 3%	6 3%	- -
Other	17 7%	9 8%	9 8%	9 9%	17 7%	6 8%	4 7%	11 8%	16 7%	15 6%	14 7%	- -
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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trade association	112	98	14	112	-	-	-	69	11	7	6	1	14
	44%	46%	33%	100%	-	-	-	50%	31%	29%	86%	50%	41%
				D				H					
Professional society	111	87	24	-	111	-	-	55	20	13	1	1	14
	44%	41%	57%	-	100%	-	-	40%	56%	54%	14%	50%	41%
			a		C				g				
Charity	9	8	1	-	-	9	-	6	1	2	-	-	-
	4%	4%	2%	-	-	100%	-	4%	3%	8%	-	-	-
Other	22	19	3	-	-	-	22	9	4	2	-	-	6
	9%	9%	7%	-	-	-	100%	6%	11%	8%	-	-	18%
													G

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trade association	112	86	19	101	95	99	78	50	32	85	36	20	52	60	64	42
	44%	48%	36%	42%	41%	45%	45%	43%	36%	41%	49%	47%	50%	40%	42%	48%
Professional society	111	73	24	108	106	99	76	48	47	94	25	16	41	70	67	35
	44%	41%	45%	45%	46%	45%	43%	42%	53%	46%	34%	37%	39%	47%	44%	40%
Charity	9	5	4	9	9	7	7	5	4	9	3	3	4	5	7	2
	4%	3%	8%	4%	4%	3%	4%	4%	4%	4%	4%	7%	4%	3%	5%	2%
Other	22	14	6	21	19	17	14	12	6	18	9	4	8	14	13	8
	9%	8%	11%	9%	8%	8%	8%	10%	7%	9%	12%	9%	8%	9%	9%	9%

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?											
	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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Trade association	112 44%	47 40%	53 50%	53 50%	99 43%	32 43%	20 37%	56 40%	102 45%	101 43%	94 44%	- -
Professional society	111 44%	51 44%	40 37%	40 38%	102 44%	32 43%	26 48%	69 49% bc	98 43%	103 44%	96 45%	1 100%
Charity	9 4%	5 4%	2 2%	4 4%	9 4%	4 5% f	- -	3 2%	9 4%	9 4%	6 3%	- -
Other	22 9%	14 12%	12 11%	8 8%	21 9%	6 8%	8 15%	12 9%	19 8%	20 9%	19 9%	- -

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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Internal paid staff	242	200	42	108	104	9	21	139	36	24	7	2	34
	95%	94%	100%	96%	94%	100%	95%	100%	100%	100%	100%	100%	100%
Volunteers	56	43	13	14	37	1	4	24	7	10	-	2	8
	22%	20%	31%	13%	33%	11%	18%	17%	19%	42%	-	100%	24%
Communications agency	33	30	3	21	9	1	2	15	7	-	-	1	3
	13%	14%	7%	19%	8%	11%	9%	11%	19%	-	-	50%	9%
Other	4	3	1	1	2	-	1	3	-	-	-	-	1
	2%	1%	2%	1%	2%	-	5%	2%	-	-	-	-	3%
None of these	2	2	-	-	2	-	-	-	-	-	-	-	-
	1%	1%	-	-	2%	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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	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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Internal paid staff	242	178	53	227	217	216	168	113	87	196	70	42	102	140	146	82
	95%	100%	100%	95%	95%	97%	96%	98%	98%	95%	96%	98%	97%	94%	97%	94%
Volunteers	56	40	8	52	51	52	42	21	15	51	11	9	20	36	31	21
	22%	22%	15%	22%	22%	23%	24%	18%	17%	25%	15%	21%	19%	24%	21%	24%
Communications agency	33	15	11	30	31	30	24	18	12	30	20	9	21	12	23	10
	13%	8%	21%	13%	14%	14%	14%	16%	13%	15%	27%	21%	20%	8%	15%	11%
			A								CDEFgHI		M			
Other	4	2	2	3	4	2	3	3	3	4	4	1	3	1	3	1
	2%	1%	4%	1%	2%	1%	2%	3%	3%	2%	5%	2%	3%	1%	2%	1%
											CdE					
None of these	2	-	-	2	2	-	1	-	1	1	-	-	-	2	1	-
	1%	-	-	1%	1%	-	1%	-	1%	*	-	-	-	1%	1%	-
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

### 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?											
	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	
Significance Level: 90%	A	B	C	D	E	F	G	H	I	J	*K	
Significance Level: 95%												
Total	254	117	107	105	231	74	54	140	228	233	215	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Internal paid staff	242	114	101	98	222	73	53	135	217	225	206	1
	95%	97%	94%	93%	96%	99%	98%	96%	95%	97%	96%	100%
Volunteers	56	31	21	22	53	18	15	42	52	55	50	-
	22%	26%	20%	21%	23%	24%	28%	30%	23%	24%	23%	-
Communications agency	33	16	25	24	29	11	3	19	32	28	28	-
	13%	14%	23%	23%	13%	15%	6%	14%	14%	12%	13%	-
		a	DFGHIJ	aDFgHIJ	f	f	f	f	f	f	f	-
Other	4	3	3	3	4	1	1	2	4	4	4	-
	2%	3%	3%	3%	2%	1%	2%	1%	2%	2%	2%	-
None of these	2	-	-	-	1	-	-	-	2	2	2	-
	1%	-	-	-	*	-	-	-	1%	1%	1%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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	33 100%	30 100%	3 100%	21 100%	9 100%	1 100%	2 100%	15 100%	7 100%	- -	- -	1 100%	3 100%
Print/ digital publications (e.g. a membership magazine)	8 24%	8 27%	- -	5 24%	2 22%	1 100%	- -	4 27%	1 14%	- -	- -	1 100%	1 33%
eNewsletters	7 21%	7 23%	- -	4 19%	2 22%	- -	1 50%	2 13%	1 14%	- -	- -	- -	2 67%
Website content creation	15 45%	14 47%	1 33%	8 38%	5 56%	1 100%	1 50%	5 33%	3 43%	- -	- -	- -	3 100%
Social network account management (e.g. Facebook, Twitter and LinkedIn accounts)	15 45%	14 47%	1 33%	9 43%	3 33%	1 100%	2 100%	6 40%	1 14%	- -	- -	- -	2 67%
Blogs	8 24%	8 27%	- -	5 24%	2 22%	- -	1 50%	4 27%	1 14%	- -	- -	- -	1 33%
Reports or research studies	8 24%	7 23%	1 33%	3 14%	4 44%	1 100%	- -	1 7%	3 43%	- -	- -	- -	2 67%
Webinars/ Webcasts	7 21%	6 20%	1 33%	5 24%	1 11%	- -	1 50%	3 20%	2 29%	- -	- -	- -	- -
Videos	10 30%	10 33%	- -	7 33%	2 22%	1 100%	- -	4 27%	4 57%	- -	- -	1 100%	- -
Articles (e.g. in magazines or newspapers)	8 24%	8 27%	- -	4 19%	3 33%	- -	1 50%	4 27%	- -	- -	- -	- -	1 33%
Other	4 12%	3 10%	1 33%	1 5%	3 33%	- -	- -	2 13%	1 14%	- -	- -	- -	- -

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
		*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	33	15	11	30	31	30	24	18	12	30	20	9	21	12	23	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Print/ digital publications (e.g. a membership magazine)	8	3	4	8	7	8	7	4	3	8	6	2	5	3	4	4
	24%	20%	36%	27%	23%	27%	29%	22%	25%	27%	30%	22%	24%	25%	17%	40%
eNewsletters	7	3	2	6	6	7	4	5	1	7	6	3	3	4	4	3
	21%	20%	18%	20%	19%	23%	17%	28%	8%	23%	30%	33%	14%	33%	17%	30%
Website content creation	15	7	4	13	14	13	8	9	4	14	11	5	7	8	12	3
	45%	47%	36%	43%	45%	43%	33%	50%	33%	47%	55%	56%	33%	67%	52%	30%
Social network account management (e.g. Facebook, Twitter and LinkedIn accounts)	15	7	2	14	15	13	11	8	5	13	10	4	8	7	10	5
	45%	47%	18%	47%	48%	43%	46%	44%	42%	43%	50%	44%	38%	58%	43%	50%
Blogs	8	6	-	7	8	8	7	4	3	7	7	2	6	2	5	3
	24%	40%	-	23%	26%	27%	29%	22%	25%	23%	35%	22%	29%	17%	22%	30%
Reports or research studies	8	2	4	7	8	7	5	4	2	7	7	4	3	5	5	3
	24%	13%	36%	23%	26%	23%	21%	22%	17%	23%	35%	44%	14%	42%	22%	30%
Webinars/ Webcasts	7	2	3	7	7	7	6	5	3	7	4	1	4	3	5	2
	21%	13%	27%	23%	23%	23%	25%	28%	25%	23%	20%	11%	19%	25%	22%	20%
Videos	10	4	5	10	9	10	9	5	5	9	7	3	8	2	8	2
	30%	27%	45%	33%	29%	33%	38%	28%	42%	30%	35%	33%	38%	17%	35%	20%
Articles (e.g. in magazines or newspapers)	8	4	1	8	8	6	5	4	2	7	5	1	3	5	5	3
	24%	27%	9%	27%	26%	20%	21%	22%	17%	23%	25%	11%	14%	42%	22%	30%
Other	4	1	2	4	4	4	3	1	1	4	1	1	2	2	4	-
	12%	7%	18%	13%	13%	13%	13%	6%	8%	13%	5%	11%	10%	17%	17%	-

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	33 100%	16 100%	25 100%	24 100%	29 100%	11 100%	3 100%	19 100%	32 100%	28 100%	28 100%	- -
Print/ digital publications (e.g. a membership magazine)	8 24%	4 25%	8 32%	7 29%	8 28%	3 27%	- -	6 32%	8 25%	7 25%	7 25%	- -
eNewsletters	7 21%	2 13%	5 20%	6 25%	6 21%	3 27%	- -	5 26%	6 19%	5 18%	6 21%	- -
Website content creation	15 45%	5 31%	9 36%	10 42%	13 45%	6 55%	- -	8 42%	14 44%	11 39%	11 39%	- -
Social network account management (e.g. Facebook, Twitter and LinkedIn accounts)	15 45%	7 44%	12 48%	11 46%	13 45%	3 27%	1 33%	8 42%	14 44%	11 39%	11 39%	- -
Blogs	8 24%	4 25%	8 32%	8 33%	8 28%	4 36%	1 33%	5 26%	7 22%	5 18%	5 18%	- -
Reports or research studies	8 24%	3 19%	6 24%	6 25%	7 24%	5 45%	1 33%	3 16%	8 25%	6 21%	8 29%	- -
Webinars/ Webcasts	7 21%	2 13%	5 20%	4 17%	6 21%	4 36%	- -	2 11%	6 19%	6 21%	6 21%	- -
Videos	10 30%	5 31%	8 32%	7 29%	10 34%	5 45%	- -	5 26%	10 31%	10 36%	9 32%	- -
Articles (e.g. in magazines or newspapers)	8 24%	3 19%	7 28%	7 29%	7 24%	2 18%	- -	6 32%	7 22%	5 18%	5 18%	- -
Other	4 12%	2 13%	3 12%	4 17%	4 14%	1 9%	- -	3 16%	4 13%	4 14%	4 14%	- -

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%													
<b>Total</b>	242	200	42	108	104	9	21	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communications or Marketing Manager	139	116	23	69	55	6	9	139	-	-	-	-	-
	57%	58%	55%	64%	53%	67%	43%	100%	-	-	-	-	-
								HL					
Dedicated Social Media Manager	36	28	8	11	20	1	4	-	36	-	-	-	-
	15%	14%	19%	10%	19%	11%	19%	-	100%	-	-	-	-
					c				GL				
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)	24	21	3	7	13	2	2	-	-	24	-	-	-
	10%	11%	7%	6%	13%	22%	10%	-	-	100%	-	-	-
Assistant (office manager, intern)	7	5	2	6	1	-	-	-	-	-	7	-	-
	3%	3%	5%	6%	1%	-	-	-	-	-	100%	-	-
				d									
Volunteer(s)	2	2	-	1	1	-	-	-	-	-	-	2	-
	1%	1%	-	1%	1%	-	-	-	-	-	-	100%	-
Other	34	28	6	14	14	-	6	-	-	-	-	-	34
	14%	14%	14%	13%	13%	-	29%	-	-	-	-	-	100%
													GH
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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	242	178	53	227	217	216	168	113	87	196	70	42	102	140	146	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communications or Marketing Manager	139	110	24	130	126	122	100	63	48	114	37	19	61	78	81	49
	57%	62%	45%	57%	58%	56%	60%	56%	55%	58%	53%	45%	60%	56%	55%	60%
		B				k										
Dedicated Social Media Manager	36	7	26	34	34	36	30	24	23	30	19	14	21	15	29	4
	15%	4%	49%	15%	16%	17%	18%	21%	26%	15%	27%	33%	21%	11%	20%	5%
		A							CDeI		CDeI	CDEFI	M		O	
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)	24	23	-	21	21	22	13	5	5	20	2	2	6	18	12	12
	10%	13%	-	9%	10%	10%	8%	4%	6%	10%	3%	5%	6%	13%	8%	15%
		B		j	gj	gj			gi					l		
Assistant (office manager, intern)	7	6	-	7	5	5	3	3	2	3	3	1	2	5	4	2
	3%	3%	-	3%	2%	2%	2%	3%	2%	2%	4%	2%	2%	4%	3%	2%
Volunteer(s)	2	1	1	2	1	2	2	1	-	2	-	1	1	1	1	1
	1%	1%	2%	1%	*	1%	1%	1%	-	1%	-	2%	1%	1%	1%	1%
Other	34	31	2	33	30	29	20	17	9	27	9	5	11	23	19	14
	14%	17%	4%	15%	14%	13%	12%	15%	10%	14%	13%	12%	11%	16%	13%	17%
		B														
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

### 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	242	114	101	98	222	73	53	135	217	225	206	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Communications or Marketing Manager	139	63	58	53	128	37	31	70	129	129	116	-
	57%	55%	57%	54%	58%	51%	58%	52%	59%	57%	56%	-
Dedicated Social Media Manager	36	22	19	21	33	16	12	22	34	34	34	1
	15%	19%	19%	21%	15%	22%	23%	16%	16%	15%	17%	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)	24	11	5	5	20	8	6	14	19	21	16	-
	10%	10%	5%	5%	9%	11%	11%	10%	9%	9%	8%	-
Assistant (office manager, intern)	7	1	5	3	7	3	-	4	6	7	7	-
	3%	1%	5%	3%	3%	4%	-	3%	3%	3%	3%	-
Volunteer(s)	2	2	1	1	2	-	-	2	2	2	2	-
	1%	2%	1%	1%	1%	-	-	1%	1%	1%	1%	-
Other	34	15	13	15	32	9	4	23	27	32	31	-
	14%	13%	13%	15%	14%	12%	8%	17%	12%	14%	15%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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	242	200	42	108	104	9	21	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than one hour per week	21	16	5	7	11	-	3	7	-	5	1	-	8
	9%	8%	12%	6%	11%	-	14%	5%	-	21%	14%	-	24%
													GH
1-5 hours per week	102	88	14	47	44	3	8	67	2	15	4	1	13
	42%	44%	33%	44%	42%	33%	38%	48%	6%	63%	57%	50%	38%
								H					H
6-10 hours per week	55	48	7	32	18	2	3	36	5	3	1	-	10
	23%	24%	17%	30%	17%	22%	14%	26%	14%	13%	14%	-	29%
				D									
11-20 hours per week	24	21	3	9	12	1	2	13	8	-	-	1	2
	10%	11%	7%	8%	12%	11%	10%	9%	22%	-	-	50%	6%
									GI				
21-40 hours per week	23	17	6	7	11	2	3	9	14	-	-	-	-
	10%	9%	14%	6%	11%	22%	14%	6%	39%	-	-	-	-
									GL				
More than 40 hours per week	6	5	1	3	1	1	1	2	4	-	-	-	-
	2%	3%	2%	3%	1%	11%	5%	1%	11%	-	-	-	-
									GL				
Don't know	10	4	6	2	7	-	1	5	3	1	1	-	-
	4%	2%	14%	2%	7%	-	5%	4%	8%	4%	14%	-	-
			A		c				I				
<b>NETS</b>													
Net: 10 hours or fewer	178	152	26	86	73	5	14	110	7	23	6	1	31
	74%	76%	62%	80%	70%	56%	67%	79%	19%	96%	86%	50%	91%
		b						H					H
Net: More than 10 hours	53	43	10	19	24	4	6	24	26	-	-	1	2
	22%	22%	24%	18%	23%	44%	29%	17%	72%	-	-	50%	6%
								I	GL				

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	242	178	53	227	217	216	168	113	87	196	70	42	102	140	146	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than one hour per week	21	21	-	21	18	16	14	8	1	18	3	-	3	18	4	17
	9%	12%	-	9%	8%	7%	8%	7%	1%	9%	4%	-	3%	13%	3%	21%
		B		HK	Hk	Hk	Hk	Hk		HK				L		N
1-5 hours per week	102	102	-	91	90	89	57	39	27	76	14	13	31	71	57	40
	42%	57%	-	40%	41%	41%	34%	35%	31%	39%	20%	31%	30%	51%	39%	49%
		B		J	hJ	J	J	J		J				L		
6-10 hours per week	55	55	-	54	51	51	44	23	26	46	22	10	28	27	40	11
	23%	31%	-	24%	24%	24%	26%	20%	30%	23%	31%	24%	27%	19%	27%	13%
		B									g			O		
11-20 hours per week	24	-	24	23	22	24	22	17	10	23	11	7	18	6	20	4
	10%	-	45%	10%	10%	11%	13%	15%	11%	12%	16%	17%	18%	4%	14%	5%
			A										M		O	
21-40 hours per week	23	-	23	23	20	21	22	18	16	19	14	7	14	9	16	6
	10%	-	43%	10%	9%	10%	13%	16%	18%	10%	20%	17%	14%	6%	11%	7%
			A					de	CDEI		CDEI		m			
More than 40 hours per week	6	-	6	6	6	5	5	5	4	5	4	4	3	3	5	1
	2%	-	11%	3%	3%	2%	3%	4%	5%	3%	6%	10%	3%	2%	3%	1%
			A									CDEfI				
Don't know	10	-	-	8	9	9	3	3	3	9	2	1	4	6	4	2
	4%	-	-	4%	4%	4%	2%	3%	3%	5%	3%	2%	4%	4%	3%	2%
<b>NETS</b>																
Net: 10 hours or fewer	178	178	-	166	159	156	115	70	54	140	39	23	62	116	101	68
	74%	100%	-	73%	73%	72%	68%	62%	62%	71%	56%	55%	61%	83%	69%	83%
		B		GhJK	GhJK	ghJK	jk			gJK				L		N
Net: More than 10 hours	53	-	53	52	48	50	49	40	30	47	29	18	35	18	41	11
	22%	-	100%	23%	22%	23%	29%	35%	34%	24%	41%	43%	34%	13%	28%	13%
			A					CDEI	CDEi		CDEfI	CDEfI	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	242 100%	114 100%	101 100%	98 100%	222 100%	73 100%	53 100%	135 100%	217 100%	225 100%	206 100%	1 100%
Less than one hour per week	21 9%	8 7%	4 4%	2 2%	18 8%	4 5%	4 8%	11 8%	13 6%	16 7%	18 9%	- -
		c			C			C		c	C	
1-5 hours per week	102 42%	42 37%	37 37%	36 37%	94 42%	22 30%	17 32%	55 41%	93 43%	94 42%	82 40%	- -
					e				e	e		
6-10 hours per week	55 23%	26 23%	27 27%	30 31%	51 23%	25 34%	15 28%	31 23%	54 25%	53 24%	48 23%	- -
						adgij						
11-20 hours per week	24 10%	15 13%	11 11%	10 10%	22 10%	10 14%	5 9%	16 12%	22 10%	23 10%	22 11%	- -
21-40 hours per week	23 10%	17 15%	14 14%	14 14%	22 10%	7 10%	8 15%	13 10%	21 10%	22 10%	21 10%	1 100%
More than 40 hours per week	6 2%	4 4%	5 5%	5 5%	6 3%	3 4%	2 4%	2 1%	6 3%	6 3%	5 2%	- -
Don't know	10 4%	2 2%	3 3%	1 1%	8 4%	2 3%	2 4%	6 4%	8 4%	10 4%	9 4%	- -
<b>NETS</b>												
Net: 10 hours or fewer	178 74%	76 67%	68 67%	68 69%	163 73%	51 70%	36 68%	97 72%	160 74%	163 72%	148 72%	- -
Net: More than 10 hours	53 22%	36 32%	30 30%	29 30%	50 23%	20 27%	15 28%	31 23%	49 23%	51 23%	48 23%	1 100%
		dhi										

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	
Significance Level: 90%													
Significance Level: 95%													
Total	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regional or local chapters	100	77	23	32	59	1	8	49	19	8	3	1	14
	39%	36%	55%	29%	53%	11%	36%	35%	53%	33%	43%	50%	41%
		A	C						g				
Special interest groups	98	78	20	36	53	1	8	52	13	13	4	-	12
	39%	37%	48%	32%	48%	11%	36%	37%	36%	54%	57%	-	35%
			C										
None of the above	108	95	13	58	33	8	9	64	14	7	1	1	17
	43%	45%	31%	52%	30%	89%	41%	46%	39%	29%	14%	50%	50%
		b	D										

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regional or local chapters	100	57	29	93	95	92	72	51	43	80	35	18	48	52	61	30
	39%	32%	55%	39%	41%	41%	41%	44%	48%	39%	48%	42%	46%	35%	40%	34%
			A										m			
Special interest groups	98	66	24	91	85	90	75	46	39	83	35	19	37	61	58	34
	39%	37%	45%	38%	37%	41%	43%	40%	44%	40%	48%	44%	35%	41%	38%	39%
None of the above	108	85	17	103	97	89	69	44	32	85	23	17	42	66	64	39
	43%	48%	32%	43%	42%	40%	39%	38%	36%	41%	32%	40%	40%	44%	42%	45%
		B		j												

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	254	117	107	105	231	74	54	140	228	233	215	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Regional or local chapters	100	50	41	41	93	32	22	69	86	94	90	1
	39%	43%	38%	39%	40%	43%	41%	49%	38%	40%	42%	100%
							bdHi					
Special interest groups	98	47	50	36	92	33	21	58	90	93	88	-
	39%	40%	47%	34%	40%	45%	39%	41%	39%	40%	41%	-
			c									
None of the above	108	47	42	51	95	27	22	50	99	96	86	-
	43%	40%	39%	49%	41%	36%	41%	36%	43%	41%	40%	-
				G								

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 organization 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 chapters	100	15	66	18	1	81	
	100%	15%	66%	18%	1%	81%	
Special interest groups	98	8	54	32	4	62	
	100%	8%	55%	33%	4%	63%	



## 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 chapters

Base: All who have regional or local chapters

	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	100	77	23	32	59	1	8	49	19	8	3	1	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, all of them do	15	11	4	6	5	-	4	8	4	1	-	-	2
	15%	14%	17%	19%	8%	-	50%	16%	21%	13%	-	-	14%
Yes, some of them do	66	53	13	19	42	1	4	30	15	5	1	1	9
	66%	69%	57%	59%	71%	100%	50%	61%	79%	63%	33%	100%	64%
No, none of them do	18	13	5	7	11	-	-	10	-	2	2	-	3
	18%	17%	22%	22%	19%	-	-	20%	-	25%	67%	-	21%
Don't know	1	-	1	-	1	-	-	1	-	-	-	-	-
	1%	-	4%	-	2%	-	-	2%	-	-	-	-	-
<b>NETS</b>													
Net: Yes	81	64	17	25	47	1	8	38	19	6	1	1	11
	81%	83%	74%	78%	80%	100%	100%	78%	100%	75%	33%	100%	79%

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 chapters

Base: All who have regional or local chapters

	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	100	57	29	93	95	92	72	51	43	80	35	18	48	52	61	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, all of them do	15	8	7	12	15	14	12	7	6	13	9	4	6	9	11	4
	15%	14%	24%	13%	16%	15%	17%	14%	14%	16%	26%	22%	13%	17%	18%	13%
											c					
Yes, some of them do	66	35	20	62	61	60	46	32	28	52	19	11	33	33	38	20
	66%	61%	69%	67%	64%	65%	64%	63%	65%	65%	54%	61%	69%	63%	62%	67%
No, none of them do	18	14	2	18	18	17	14	11	8	14	7	3	8	10	11	6
	18%	25%	7%	19%	19%	18%	19%	22%	19%	18%	20%	17%	17%	19%	18%	20%
Don't know	1	-	-	1	1	1	-	1	1	1	-	-	1	-	1	-
	1%	-	-	1%	1%	1%	-	2%	2%	1%	-	-	2%	-	2%	-
<b>NETS</b>																
Net: Yes	81	43	27	74	76	74	58	39	34	65	28	15	39	42	49	24
	81%	75%	93%	80%	80%	80%	81%	76%	79%	81%	80%	83%	81%	81%	80%	80%

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 chapters

Base: All who have regional or local chapters

		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	100	50	41	41	93	32	22	69	86	94	90	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, all of them do	15	9	8	6	15	4	4	7	14	15	14	-
	15%	18%	20%	15%	16%	13%	18%	10%	16%	16%	16%	-
Yes, some of them do	66	35	23	29	60	23	14	48	56	61	59	1
	66%	70%	56%	71%	65%	72%	64%	70%	65%	65%	66%	100%
No, none of them do	18	6	9	6	17	5	4	13	16	17	16	-
	18%	12%	22%	15%	18%	16%	18%	19%	19%	18%	18%	-
Don't know	1	-	1	-	1	-	-	1	-	1	1	-
	1%	-	2%	-	1%	-	-	1%	-	1%	1%	-
<b>NETS</b>												
Net: Yes	81	44	31	35	75	27	18	55	70	76	73	1
	81%	88%	76%	85%	81%	84%	82%	80%	81%	81%	81%	100%

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	
Significance Level: 90%													
Significance Level: 95%													
Total	98	78	20	36	53	1	8	52	13	13	4	-	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Yes, all of them do	8	7	1	5	1	-	2	7	1	-	-	-	-
	8%	9%	5%	14%	2%	-	25%	13%	8%	-	-	-	-
			D										
Yes, some of them do	54	42	12	20	30	1	3	28	10	6	2	-	8
	55%	54%	60%	56%	57%	100%	38%	54%	77%	46%	50%	-	67%
No, none of them do	32	26	6	8	21	-	3	15	2	6	2	-	3
	33%	33%	30%	22%	40%	-	38%	29%	15%	46%	50%	-	25%
			c										
Don't know	4	3	1	3	1	-	-	2	-	1	-	-	1
	4%	4%	5%	8%	2%	-	-	4%	-	8%	-	-	8%
<b>NETS</b>													
Net: Yes	62	49	13	25	31	1	5	35	11	6	2	-	8
	63%	63%	65%	69%	58%	100%	63%	67%	85%	46%	50%	-	67%

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	98	66	24	91	85	90	75	46	39	83	35	19	37	61	58	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, all of them do	8	5	3	7	7	8	7	5	3	6	2	3	2	6	6	2
	8%	8%	13%	8%	8%	9%	9%	11%	8%	7%	6%	16%	5%	10%	10%	6%
Yes, some of them do	54	36	16	52	45	48	45	26	24	44	23	12	24	30	33	19
	55%	55%	67%	57%	53%	53%	60%	57%	62%	53%	66%	63%	65%	49%	57%	56%
No, none of them do	32	22	4	31	30	30	21	13	10	29	8	3	10	22	17	11
	33%	33%	17%	34%	35%	33%	28%	28%	26%	35%	23%	16%	27%	36%	29%	32%
Don't know	4	3	1	1	3	4	2	2	2	4	2	1	1	3	2	2
	4%	5%	4%	1%	4%	4%	3%	4%	5%	5%	6%	5%	3%	5%	3%	6%
<b>NETS</b>																
Net: Yes	62	41	19	59	52	56	52	31	27	50	25	15	26	36	39	21
	63%	62%	79%	65%	61%	62%	69%	67%	69%	60%	71%	79%	70%	59%	67%	62%

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	98	47	50	36	92	33	21	58	90	93	88	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Yes, all of them do	8	4	5	3	8	3	2	4	8	7	8	-
	8%	9%	10%	8%	9%	9%	10%	7%	9%	8%	9%	-
Yes, some of them do	54	27	26	20	53	19	13	38	49	52	50	-
	55%	57%	52%	56%	58%	58%	62%	66%	54%	56%	57%	-
No, none of them do	32	13	16	13	27	10	6	13	29	30	28	-
	33%	28%	32%	36%	29%	30%	29%	22%	32%	32%	32%	-
Don't know	4	3	3	-	4	1	-	3	4	4	2	-
	4%	6%	6%	-	4%	3%	-	5%	4%	4%	2%	-
<b>NETS</b>												
Net: Yes	62	31	31	23	61	22	15	42	57	59	58	-
	63%	66%	62%	64%	66%	67%	71%	72%	63%	63%	66%	-

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 chapters 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	81 100%	64 100%	17 100%	25 100%	47 100%	1 100%	8 100%	38 100%	19 100%	6 100%	1 100%	1 100%	11 100%
Your organisation's headquarters	24 30%	17 27%	7 41%	10 40%	8 17%	1 100%	5 63%	10 26%	5 26%	3 50%	1 100%	1 100%	4 36%
Your organisation's local chapters	48 59%	39 61%	9 53%	11 44%	36 77%	- -	1 13%	23 61%	13 68%	3 50%	- -	- -	7 64%
Communications agency	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	4 5%	4 6%	- -	2 8%	1 2%	- -	1 13%	3 8%	1 5%	- -	- -	- -	- -
Don't know	5 6%	4 6%	1 6%	2 8%	2 4%	- -	1 13%	2 5%	- -	- -	- -	- -	- -

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 chapters 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
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	81	43	27	74	76	74	58	39	34	65	28	15	39	42	49	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Your organisation's headquarters	24	11	10	20	21	22	18	12	8	16	9	6	10	14	12	9
	30%	26%	37%	27%	28%	30%	31%	31%	24%	25%	32%	40%	26%	33%	24%	38%
Your organisation's local chapters	48	28	15	45	47	45	33	25	23	42	15	9	27	21	32	12
	59%	65%	56%	61%	62%	61%	57%	64%	68%	65%	54%	60%	69%	50%	65%	50%
Communications agency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	2	2	4	4	4	4	1	2	4	2	-	1	3	3	1
	5%	5%	7%	5%	5%	5%	7%	3%	6%	6%	7%	-	3%	7%	6%	4%
Don't know	5	2	-	5	4	3	3	1	1	3	2	-	1	4	2	2
	6%	5%	-	7%	5%	4%	5%	3%	3%	5%	7%	-	3%	10%	4%	8%

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 chapters with separate media profiles

	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	81	44	31	35	75	27	55	70	76	73	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Your organisation's headquarters	24	14	13	10	23	9	15	18	23	21	-
	30%	32%	42%	29%	31%	33%	27%	26%	30%	29%	-
Your organisation's local chapters	48	25	15	20	43	13	35	44	45	44	1
	59%	57%	48%	57%	57%	48%	64%	63%	59%	60%	100%
Communications agency	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	4	3	1	3	4	3	3	4	4	4	-
	5%	7%	3%	9%	5%	11%	5%	6%	5%	5%	-
Don't know	5	2	2	2	5	2	2	4	4	4	-
	6%	5%	6%	6%	7%	7%	4%	6%	5%	5%	-

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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Event promotion, registration, attendance	233	194	39	101	103	9	20	129	34	21	7	2	32
	92%	92%	93%	90%	93%	100%	91%	93%	94%	88%	100%	100%	94%
Communication and engagement with members and website visitors	231	196	35	99	102	9	21	128	33	20	7	2	32
	91%	92%	83%	88%	92%	100%	95%	92%	92%	83%	100%	100%	94%
		b											
To build your organisation's profile	228	196	32	102	98	9	19	129	34	19	6	2	27
	90%	92%	76%	91%	88%	100%	86%	93%	94%	79%	86%	100%	79%
		B						L	I				
To promote education or other association offerings	215	180	35	94	96	6	19	116	34	16	7	2	31
	85%	85%	83%	84%	86%	67%	86%	83%	94%	67%	100%	100%	91%
								g					
Recruitment of new members for your organisation	140	119	21	56	69	3	12	70	22	14	4	2	23
	55%	56%	50%	50%	62%	33%	55%	50%	61%	58%	57%	100%	68%
					c								g
Information gathering	117	98	19	47	51	5	14	63	22	11	1	2	15
	46%	46%	45%	42%	46%	56%	64%	45%	61%	46%	14%	100%	44%
								g					
Influencing key opinion formers through their social media accounts	107	89	18	53	40	2	12	58	19	5	5	1	13
	42%	42%	43%	47%	36%	22%	55%	42%	53%	21%	71%	50%	38%
				d									
Communication with journalists/media contacts	105	93	12	53	40	4	8	53	21	5	3	1	15
	41%	44%	29%	47%	36%	44%	36%	38%	58%	21%	43%	50%	44%
		b		d				G	G				
To take part in the online debate on specific issues	74	62	12	32	32	4	6	37	16	8	3	-	9
	29%	29%	29%	29%	29%	44%	27%	27%	44%	33%	43%	-	26%
								G	G				

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
Significance Level: 90%													
Significance Level: 95%													
Total	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Crisis communication	54	49	5	20	26	-	8	31	12	6	-	-	4
	21%	23%	12%	18%	23%	-	36%	22%	33%	25%	-	-	12%
									L				
We have no specific objective	1	-	1	-	1	-	-	-	1	-	-	-	-
	*	-	2%	-	1%	-	-	-	3%	-	-	-	-
		A							g				

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%																
<b>Total</b>	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Event promotion, registration, attendance	233	163	51	219	209	207	164	108	86	189	69	41	101	132	143	76
	92%	92%	96%	92%	91%	93%	94%	94%	97%	92%	95%	95%	96%	89%	95%	87%
									d				M		O	
Communication and engagement with members and website visitors	231	163	50	219	212	203	168	108	86	188	68	40	97	134	142	76
	91%	92%	94%	92%	93%	91%	96%	94%	97%	91%	93%	93%	92%	90%	94%	87%
							cei								o	
To build your organisation's profile	228	160	49	214	207	202	162	108	86	185	69	43	98	130	141	74
	90%	90%	92%	90%	90%	91%	93%	94%	97%	90%	95%	100%	93%	87%	93%	85%
								Cdei				CDEfgl			O	
To promote education or other association offerings	215	148	48	204	194	191	156	102	78	172	66	41	91	124	130	74
	85%	83%	91%	85%	85%	86%	89%	89%	88%	83%	90%	95%	87%	83%	86%	85%
												cdel				
Recruitment of new members for your organisation	140	97	31	130	126	130	101	74	57	113	44	25	64	76	88	45
	55%	54%	58%	54%	55%	59%	58%	64%	64%	55%	60%	58%	61%	51%	58%	52%
								cdi								
Information gathering	117	76	36	112	105	109	92	59	46	99	43	31	55	62	77	36
	46%	43%	68%	47%	46%	49%	53%	51%	52%	48%	59%	72%	52%	42%	51%	41%
			A								cd	CDEFGHI	m			
Influencing key opinion formers through their social media accounts	107	68	30	100	99	99	86	62	45	87	48	29	51	56	70	33
	42%	38%	57%	42%	43%	45%	49%	54%	51%	42%	66%	67%	49%	38%	46%	38%
			A					Cdl			CDEFHl	CDEFHl	m			
Communication with journalists/media contacts	105	68	29	101	101	96	80	60	46	83	47	28	55	50	70	30
	41%	38%	55%	42%	44%	43%	46%	52%	52%	40%	64%	65%	52%	34%	46%	34%
			A					cl	i		CDEFI	CDEFI	M		o	
To take part in the online debate on specific issues	74	51	20	71	67	67	57	41	31	62	24	20	35	39	49	22
	29%	29%	38%	30%	29%	30%	33%	36%	35%	30%	33%	47%	33%	26%	32%	25%
												CDEfi				

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

	TIME SPENT ON SOCIAL MEDIA ACTIVITIES		FORMS OF SOCIAL MEDIA USED									DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	10 hours or fewer a A	More than 10 hours b B	Facebook c C	Twitter d D	LinkedIn e E	YouTube f F	Blog g G	Instagram h H	e-newsletter i I	Digital PR j J	Google + k K	Yes l L	No m M	Yes n N	No o O
Significance Level: 90%																
Significance Level: 95%																
Total	254 100%	178 100%	53 100%	239 100%	229 100%	222 100%	175 100%	115 100%	89 100%	206 100%	73 100%	43 100%	105 100%	149 100%	151 100%	87 100%
Crisis communication	54 21%	36 20%	15 28%	51 21%	50 22%	49 22%	47 27%	28 24%	27 30%	44 21%	17 23%	16 37%	27 26%	27 18%	39 26%	13 15%
We have no specific objective	1 *	- -	1 2% a	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

### 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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Event promotion, registration, attendance	233 92%	112 96%	99 93%	97 92%	217 94%	68 92%	52 96%	138 99%	214 94%	233 100%	208 97%	- -
							BCDEH		ABCDEFgHJ		bce	
Communication and engagement with members and website visitors	231 91%	114 97%	100 93%	100 95%	231 100%	71 96%	52 96%	133 95%	210 92%	217 93%	199 93%	- -
		hij		ABCEFGHIJ								
To build your organisation's profile	228 90%	105 90%	101 94%	101 96%	210 91%	68 92%	53 98%	130 93%	228 100%	214 92%	196 91%	- -
			ad				adj		ABCDEFGIJ			
To promote education or other association offerings	215 85%	107 91%	91 85%	90 86%	199 86%	64 86%	50 93%	126 90%	196 86%	208 89%	215 100%	- -
										ABCDEFGHI		
Recruitment of new members for your organisation	140 55%	76 65%	68 64%	64 61%	133 58%	42 57%	42 78%	140 100%	130 57%	138 59%	126 59%	- -
							abCDEHIJ	ABCDEFHIJ				
Information gathering	117 46%	117 100%	61 57%	53 50%	114 49%	39 53%	32 59%	76 54%	105 46%	112 48%	107 50%	- -
		BCDEFGHIJ	h				h					
Influencing key opinion formers through their social media accounts	107 42%	61 52%	107 100%	66 63%	100 43%	48 65%	25 46%	68 49%	101 44%	99 42%	91 42%	- -
		ij	ACDEFGHIJ	DFGHIJ		aDFGHIJ						
Communication with journalists/media contacts	105 41%	53 45%	66 62%	105 100%	100 43%	44 59%	28 52%	64 46%	101 44%	97 42%	90 42%	- -
			ADGHIJ	ABDEFGHIJ		aDgHIJ						

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	254	117	107	105	231	74	54	140	228	233	215	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To take part in the online debate on specific issues	74	39	48	44	71	74	23	42	68	68	64	-
	29%	33%	45%	42%	31%	100%	43%	30%	30%	29%	30%	-
			aDGHJIJ	DgHIJ		ABCDFGHIJ	dghij					
Crisis communication	54	32	25	28	52	23	54	42	53	52	50	-
	21%	27%	23%	27%	23%	31%	100%	30%	23%	22%	23%	-
							ABCDEGHIJ	i				
We have no specific objective	1	-	-	-	-	-	-	-	-	-	-	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						NETS			Mean
		Very ineffective	Fairly ineffective	Fairly effective	Very effective	Don't know	Ineffective	Effective		
Event promotion, registration, attendance	233 100%	6 3%	31 13%	105 45%	82 35%	9 4%	37 16%	187 80%	3.17	
Communication and engagement with members and website visitors	231 100%	7 3%	32 14%	104 45%	81 35%	7 3%	39 17%	185 80%	3.16	
To build your organisation's profile	228 100%	11 5%	28 12%	101 44%	81 36%	7 3%	39 17%	182 80%	3.14	
To promote education or other association offerings	215 100%	4 2%	31 14%	108 50%	64 30%	8 4%	35 16%	172 80%	3.12	
Recruitment of new members for your organisation	140 100%	5 4%	53 38%	53 38%	11 8%	18 13%	58 41%	64 46%	2.57	
Information gathering	117 100%	8 7%	17 15%	62 53%	28 24%	2 2%	25 21%	90 77%	2.96	
Influencing key opinion formers through their social media accounts	107 100%	2 2%	27 25%	54 50%	18 17%	6 6%	29 27%	72 67%	2.87	
Communication with journalists/ media contacts	105 100%	4 4%	25 24%	49 47%	22 21%	5 5%	29 28%	71 68%	2.89	
To take part in the online debate on specific issues	74 100%	4 5%	21 28%	33 45%	15 20%	1 1%	25 34%	48 65%	2.81	
Crisis communication	54 100%	1 2%	6 11%	28 52%	9 17%	10 19%	7 13%	37 69%	3.02	



## 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	117	98	19	47	51	5	14	63	22	11	1	2	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 8	7	1	4	3	-	1	3	2	1	-	-	1
	7%	7%	5%	9%	6%	-	7%	5%	9%	9%	-	-	7%
Fairly ineffective	(2) 17	15	2	3	8	2	4	9	2	4	-	-	2
	15%	15%	11%	6%	16%	40%	29%	14%	9%	36%	-	-	13%
Fairly effective	(3) 62	51	11	30	26	1	5	35	10	5	1	1	9
	53%	52%	58%	64%	51%	20%	36%	56%	45%	45%	100%	50%	60%
Very effective	(4) 28	24	4	10	13	2	3	14	8	1	-	1	3
	24%	24%	21%	21%	25%	40%	21%	22%	36%	9%	-	50%	20%
Don't know	2	1	1	-	1	-	1	2	-	-	-	-	-
	2%	1%	5%	-	2%	-	7%	3%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective	25	22	3	7	11	2	5	12	4	5	-	-	3
	21%	22%	16%	15%	22%	40%	36%	19%	18%	45%	-	-	20%
Net: Effective	90	75	15	40	39	3	8	49	18	6	1	2	12
	77%	77%	79%	85%	76%	60%	57%	78%	82%	55%	100%	100%	80%
Mean score	2.96	2.95	3.00	2.98	2.98	3.00	2.77	2.98	3.09	2.55	3.00	3.50	2.93
Standard deviation	.82	.83	.77	.79	.82	1.00	.93	.76	.92	.82	-	.71	.80
Standard error	.08	.08	.18	.12	.12	.45	.26	.10	.20	.25	-	.50	.21

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	117	76	36	112	105	109	92	59	46	99	43	31	55	62	77	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective (1)	8	6	-	7	7	8	5	6	2	8	3	3	4	4	5	3
	7%	8%	-	6%	7%	7%	5%	10%	4%	8%	7%	10%	7%	6%	6%	8%
		b														
Fairly ineffective (2)	17	13	4	17	14	16	13	7	3	12	2	3	5	12	10	7
	15%	17%	11%	15%	13%	15%	14%	12%	7%	12%	5%	10%	9%	19%	13%	19%
				j		j										
Fairly effective (3)	62	42	19	59	56	56	49	28	27	54	24	15	31	31	37	22
	53%	55%	53%	53%	53%	51%	53%	47%	59%	55%	56%	48%	56%	50%	48%	61%
Very effective (4)	28	14	12	27	26	27	24	17	14	23	13	10	15	13	24	3
	24%	18%	33%	24%	25%	25%	26%	29%	30%	23%	30%	32%	27%	21%	31%	8%
			a												O	
Don't know	2	1	1	2	2	2	1	1	-	2	1	-	-	2	1	1
	2%	1%	3%	2%	2%	2%	1%	2%	-	2%	2%	-	-	3%	1%	3%
<b>NETS</b>																
Net: Ineffective	25	19	4	24	21	24	18	13	5	20	5	6	9	16	15	10
	21%	25%	11%	21%	20%	22%	20%	22%	11%	20%	12%	19%	16%	26%	19%	28%
		b														
Net: Effective	90	56	31	86	82	83	73	45	41	77	37	25	46	44	61	25
	77%	74%	86%	77%	78%	76%	79%	76%	89%	78%	86%	81%	84%	71%	79%	69%
								ceg								
Mean score	2.96	2.85	3.23	2.96	2.98	2.95	3.01	2.97	3.15	2.95	3.12	3.03	3.04	2.88	3.05	2.71
			A												O	
Standard deviation	.82	.82	.65	.81	.82	.84	.80	.92	.73	.83	.80	.91	.82	.83	.85	.75
Standard error	.08	.09	.11	.08	.08	.08	.08	.12	.11	.08	.12	.16	.11	.11	.10	.13

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		117	117	61	53	114	39	32	76	105	112	107	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	8	8	6	5	8	4	3	7	6	7	7	-
		7%	7%	10%	9%	7%	10%	9%	9%	6%	6%	7%	-
Fairly ineffective	(2)	17	17	6	1	17	6	6	12	15	16	15	-
		15%	15%	10%	2%	15%	15%	19%	16%	14%	14%	14%	-
			C	c	C	C	C	C	C	C	C	C	
Fairly effective	(3)	62	62	29	28	59	18	15	34	54	59	57	-
		53%	53%	48%	53%	52%	46%	47%	45%	51%	53%	53%	-
Very effective	(4)	28	28	18	18	28	11	7	22	28	28	26	-
		24%	24%	30%	34%	25%	28%	22%	29%	27%	25%	24%	-
Don't know		2	2	2	1	2	-	1	1	2	2	2	-
		2%	2%	3%	2%	2%	-	3%	1%	2%	2%	2%	-
<b>NETS</b>													
Net: Ineffective		25	25	12	6	25	10	9	19	21	23	22	-
		21%	21%	20%	11%	22%	26%	28%	25%	20%	21%	21%	-
							c	c	c				
Net: Effective		90	90	47	46	87	29	22	56	82	87	83	-
		77%	77%	77%	87%	76%	74%	69%	74%	78%	78%	78%	-
					Fg								
Mean score		2.96	2.96	3.00	3.13	2.96	2.92	2.84	2.95	3.01	2.98	2.97	-
Standard deviation		.82	.82	.91	.86	.83	.93	.90	.91	.81	.81	.81	-
Standard error		.08	.08	.12	.12	.08	.15	.16	.11	.08	.08	.08	-

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	107	89	18	53	40	2	12	58	19	5	5	1	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 2	2	-	1	1	-	-	1	-	-	1	-	-
	2%	2%	-	2%	3%	-	-	2%	-	-	20%	-	-
Fairly ineffective	(2) 27	19	8	13	11	-	3	14	3	3	1	-	3
	25%	21%	44%	25%	28%	-	25%	24%	16%	60%	20%	-	23%
Fairly effective	(3) 54	48	6	29	20	-	5	30	11	2	2	1	6
	50%	54%	33%	55%	50%	-	42%	52%	58%	40%	40%	100%	46%
Very effective	(4) 18	16	2	9	4	2	3	10	3	-	1	-	3
	17%	18%	11%	17%	10%	100%	25%	17%	16%	-	20%	-	23%
Don't know	6	4	2	1	4	-	1	3	2	-	-	-	1
	6%	4%	11%	2%	10%	-	8%	5%	11%	-	-	-	8%
					c								
<b>NETS</b>													
Net: Ineffective	29	21	8	14	12	-	3	15	3	3	2	-	3
	27%	24%	44%	26%	30%	-	25%	26%	16%	60%	40%	-	23%
Net: Effective	72	64	8	38	24	2	8	40	14	2	3	1	9
	67%	72%	44%	72%	60%	100%	67%	69%	74%	40%	60%	100%	69%
Mean score	2.87	2.92	2.63	2.88	2.75	4.00	3.00	2.89	3.00	2.40	2.60	3.00	3.00
Standard deviation	.72	.71	.72	.70	.69	-	.77	.71	.61	.55	1.14	-	.74
Standard error	.07	.08	.18	.10	.12	-	.23	.10	.15	.24	.51	-	.21

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
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	107	68	30	100	99	99	86	62	45	87	48	29	51	56	70	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1)	2	-	2	1	2	2	1	1	2	1	1	1	1	1	1
		2%	-	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	3%
Fairly ineffective	(2)	27	4	24	23	25	21	19	6	24	10	4	11	16	15	10
		25%	13%	24%	23%	25%	24%	31%	13%	28%	21%	14%	22%	29%	21%	30%
Fairly effective	(3)	54	18	52	51	50	45	31	27	43	26	17	28	26	36	17
		50%	60%	52%	52%	51%	52%	50%	60%	49%	54%	59%	55%	46%	51%	52%
Very effective	(4)	18	6	18	18	16	12	10	9	14	10	6	9	9	15	3
		17%	20%	18%	18%	16%	14%	16%	20%	16%	21%	21%	18%	16%	21%	9%
Don't know		6	2	4	6	6	6	1	2	4	1	1	2	4	3	2
		6%	7%	4%	6%	6%	7%	2%	4%	5%	2%	3%	4%	7%	4%	6%
<b>NETS</b>																
Net: Ineffective		29	4	26	24	27	23	20	7	26	11	5	12	17	16	11
		27%	13%	26%	24%	27%	27%	32%	16%	30%	23%	17%	24%	30%	23%	33%
Net: Effective		72	24	70	69	66	57	41	36	57	36	23	37	35	51	20
		67%	80%	70%	70%	67%	66%	66%	80%	66%	75%	79%	73%	63%	73%	61%
Mean score		2.87	3.07	2.90	2.92	2.86	2.84	2.82	3.02	2.83	2.96	3.00	2.92	2.83	2.97	2.71
Standard deviation		.72	.60	.72	.70	.72	.70	.72	.67	.73	.72	.72	.70	.73	.72	.69
Standard error		.07	.11	.07	.07	.07	.08	.09	.10	.08	.11	.14	.10	.10	.09	.12

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		107	107	66	100	48	25	68	101	99	91	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	2	2	1	2	1	1	2	2	2	2	-
		2%	3%	2%	2%	2%	4%	3%	2%	2%	2%	-
Fairly ineffective	(2)	27	15	27	11	25	15	3	19	23	25	-
		25%	25%	25%	17%	25%	31%	12%	28%	23%	25%	-
Fairly effective	(3)	54	33	54	37	49	24	16	31	53	50	-
		50%	54%	50%	56%	49%	50%	64%	46%	52%	51%	-
Very effective	(4)	18	7	18	14	18	6	2	10	18	16	-
		17%	11%	17%	21%	18%	13%	8%	15%	18%	16%	-
Don't know		6	4	6	3	6	2	3	6	5	6	-
		6%	7%	6%	5%	6%	4%	12%	9%	5%	7%	-
<b>NETS</b>												
Net: Ineffective		29	17	29	12	27	16	4	21	25	27	-
		27%	28%	27%	18%	27%	33%	16%	31%	25%	27%	-
Net: Effective		72	40	72	51	67	30	18	41	71	66	-
		67%	66%	67%	77%	67%	63%	72%	60%	70%	67%	-
Mean score		2.87	2.79	2.87	3.02	2.88	2.76	2.86	2.79	2.91	2.86	-
Standard deviation		.72	.70	.72	.68	.73	.71	.64	.75	.71	.72	-
Standard error		.07	.09	.07	.09	.08	.10	.14	.10	.07	.08	-

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	105	93	12	53	40	4	8	53	21	5	3	1	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 4	4	-	3	1	-	-	2	2	-	-	-	-
	4%	4%	-	6%	3%	-	-	4%	10%	-	-	-	-
Fairly ineffective	(2) 25	23	2	10	13	1	1	13	4	1	1	-	4
	24%	25%	17%	19%	33%	25%	13%	25%	19%	20%	33%	-	27%
Fairly effective	(3) 49	42	7	24	17	2	6	20	12	4	1	1	8
	47%	45%	58%	45%	43%	50%	75%	38%	57%	80%	33%	100%	53%
Very effective	(4) 22	19	3	13	7	1	1	13	3	-	1	-	3
	21%	20%	25%	25%	18%	25%	13%	25%	14%	-	33%	-	20%
Don't know	5	5	-	3	2	-	-	5	-	-	-	-	-
	5%	5%	-	6%	5%	-	-	9%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective	29	27	2	13	14	1	1	15	6	1	1	-	4
	28%	29%	17%	25%	35%	25%	13%	28%	29%	20%	33%	-	27%
Net: Effective	71	61	10	37	24	3	7	33	15	4	2	1	11
	68%	66%	83%	70%	60%	75%	88%	62%	71%	80%	67%	100%	73%
Mean score	2.89	2.86	3.08	2.94	2.79	3.00	3.00	2.92	2.76	2.80	3.00	3.00	2.93
Standard deviation	.79	.80	.67	.84	.78	.82	.53	.85	.83	.45	1.00	-	.70
Standard error	.08	.09	.19	.12	.13	.41	.19	.12	.18	.20	.58	-	.18

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	105	68	29	101	101	96	80	60	46	83	47	28	55	50	70	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective (1)	4	3	1	4	3	4	4	3	2	3	2	3	3	1	2	2
	4%	4%	3%	4%	3%	4%	5%	5%	4%	4%	4%	11%	5%	2%	3%	7%
Fairly ineffective (2)	25	18	5	24	25	24	20	16	8	23	9	8	12	13	19	5
	24%	26%	17%	24%	25%	25%	25%	27%	17%	28%	19%	29%	22%	26%	27%	17%
Fairly effective (3)	49	28	17	48	46	43	35	26	20	34	23	12	24	25	33	14
	47%	41%	59%	48%	46%	45%	44%	43%	43%	41%	49%	43%	44%	50%	47%	47%
Very effective (4)	22	14	6	21	22	20	16	14	13	19	12	4	12	10	13	8
	21%	21%	21%	21%	22%	21%	20%	23%	28%	23%	26%	14%	22%	20%	19%	27%
Don't know	5	5	-	4	5	5	5	1	3	4	1	1	4	1	3	1
	5%	7%	-	4%	5%	5%	6%	2%	7%	5%	2%	4%	7%	2%	4%	3%
<b>NETS</b>																
Net: Ineffective	29	21	6	28	28	28	24	19	10	26	11	11	15	14	21	7
	28%	31%	21%	28%	28%	29%	30%	32%	22%	31%	23%	39%	27%	28%	30%	23%
Net: Effective	71	42	23	69	68	63	51	40	33	53	35	16	36	35	46	22
	68%	62%	79%	68%	67%	66%	64%	67%	72%	64%	74%	57%	65%	70%	66%	73%
Mean score	2.89	2.84	2.97	2.89	2.91	2.87	2.84	2.86	3.02	2.87	2.98	2.63	2.88	2.90	2.85	2.97
Standard deviation	.79	.83	.73	.79	.78	.81	.82	.84	.83	.82	.80	.88	.84	.74	.76	.87
Standard error	.08	.10	.14	.08	.08	.08	.09	.11	.13	.09	.12	.17	.12	.11	.09	.16

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		105	53	66	105	100	44	28	64	101	97	90	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	4	2	3	4	4	3	2	2	4	4	4	-
		4%	4%	5%	4%	4%	7%	7%	3%	4%	4%	4%	-
Fairly ineffective	(2)	25	14	16	25	24	12	9	16	23	23	22	-
		24%	26%	24%	24%	24%	27%	32%	25%	23%	24%	24%	-
Fairly effective	(3)	49	22	26	49	45	20	9	27	47	44	40	-
		47%	42%	39%	47%	45%	45%	32%	42%	47%	45%	44%	-
Very effective	(4)	22	12	18	22	22	8	6	16	22	21	20	-
		21%	23%	27%	21%	22%	18%	21%	25%	22%	22%	22%	-
Don't know		5	3	3	5	5	1	2	3	5	5	4	-
		5%	6%	5%	5%	5%	2%	7%	5%	5%	5%	4%	-
<b>NETS</b>													
Net: Ineffective		29	16	19	29	28	15	11	18	27	27	26	-
		28%	30%	29%	28%	28%	34%	39%	28%	27%	28%	29%	-
Net: Effective		71	34	44	71	67	28	15	43	69	65	60	-
		68%	64%	67%	68%	67%	64%	54%	67%	68%	67%	67%	-
Mean score		2.89	2.88	2.94	2.89	2.89	2.77	2.73	2.93	2.91	2.89	2.88	-
Standard deviation		.79	.82	.86	.79	.81	.84	.92	.81	.80	.80	.82	-
Standard error		.08	.12	.11	.08	.08	.13	.18	.10	.08	.08	.09	-

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	Communi- cation Manager	Dedicated Social Media Manager	Staff member with departmental responsi- bility	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	231	196	35	99	102	9	21	128	33	20	7	2	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 7	7	-	5	2	-	-	2	2	-	2	-	-
	3%	4%	-	5%	2%	-	-	2%	6%	-	29%	-	-
Fairly ineffective	(2) 32	23	9	20	9	1	2	23	1	6	-	-	2
	14%	12%	26%	20%	9%	11%	10%	18%	3%	30%	-	-	6%
			A	D				H					
Fairly effective	(3) 104	89	15	33	57	4	10	60	13	10	3	2	12
	45%	45%	43%	33%	56%	44%	48%	47%	39%	50%	43%	100%	38%
					C								
Very effective	(4) 81	73	8	39	30	4	8	40	16	4	2	-	16
	35%	37%	23%	39%	29%	44%	38%	31%	48%	20%	29%	-	50%
									g				G
Don't know	7	4	3	2	4	-	1	3	1	-	-	-	2
	3%	2%	9%	2%	4%	-	5%	2%	3%	-	-	-	6%
			A										
<b>NETS</b>													
Net: Ineffective	39	30	9	25	11	1	2	25	3	6	2	-	2
	17%	15%	26%	25%	11%	11%	10%	20%	9%	30%	29%	-	6%
				D				I					
Net: Effective	185	162	23	72	87	8	18	100	29	14	5	2	28
	80%	83%	66%	73%	85%	89%	86%	78%	88%	70%	71%	100%	88%
		B			C								
Mean score	3.16	3.19	2.97	3.09	3.17	3.33	3.30	3.10	3.34	2.90	2.71	3.00	3.47
													G
Standard deviation	.78	.78	.74	.90	.67	.71	.66	.75	.83	.72	1.25	-	.63
Standard error	.05	.06	.13	.09	.07	.24	.15	.07	.15	.16	.47	-	.11

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	231	163	50	219	212	203	168	108	86	188	68	40	97	134	142	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 7	5	1	7	6	6	7	6	4	7	4	3	4	3	6	1
	3%	3%	2%	3%	3%	3%	4%	6%	5%	4%	6%	8%	4%	2%	4%	1%
Fairly ineffective	(2) 32	27	2	28	25	29	19	12	5	28	7	2	8	24	11	19
	14%	17%	4%	13%	12%	14%	11%	11%	6%	15%	10%	5%	8%	18%	8%	25%
		B		h		H				Hk				L		N
Fairly effective	(3) 104	76	20	100	95	86	78	44	39	86	26	18	49	55	66	34
	45%	47%	40%	46%	45%	42%	46%	41%	45%	46%	38%	45%	51%	41%	46%	45%
Very effective	(4) 81	50	27	79	79	76	60	43	36	63	30	17	35	46	58	19
	35%	31%	54%	36%	37%	37%	36%	40%	42%	34%	44%	43%	36%	34%	41%	25%
		A													O	
Don't know	7	5	-	5	7	6	4	3	2	4	1	-	1	6	1	3
	3%	3%	-	2%	3%	3%	2%	3%	2%	2%	1%	-	1%	4%	1%	4%
																n
<b>NETS</b>																
Net: Ineffective	39	32	3	35	31	35	26	18	9	35	11	5	12	27	17	20
	17%	20%	6%	16%	15%	17%	15%	17%	10%	19%	16%	13%	12%	20%	12%	26%
		B								h					N	
Net: Effective	185	126	47	179	174	162	138	87	75	149	56	35	84	101	124	53
	80%	77%	94%	82%	82%	80%	82%	81%	87%	79%	82%	88%	87%	75%	87%	70%
		A											M		O	
Mean score	3.16	3.08	3.46	3.17	3.20	3.18	3.16	3.18	3.27	3.11	3.22	3.23	3.20	3.13	3.25	2.97
			A												O	
Standard deviation	.78	.78	.68	.78	.77	.79	.79	.85	.78	.80	.87	.86	.76	.79	.78	.76
Standard error	.05	.06	.10	.05	.05	.06	.06	.08	.09	.06	.11	.14	.08	.07	.07	.09

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
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		231	100	100	231	71	52	133	210	217	199	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	7	5	5	4	7	3	5	7	6	6	-
		3%	4%	5%	4%	3%	4%	4%	3%	3%	3%	-
Fairly ineffective	(2)	32	14	10	10	32	11	14	27	30	25	-
		14%	12%	10%	10%	14%	15%	10%	13%	14%	13%	-
Fairly effective	(3)	104	47	38	39	104	33	60	92	97	86	-
		45%	41%	38%	39%	45%	46%	45%	44%	45%	43%	-
Very effective	(4)	81	46	44	44	81	23	51	77	77	75	-
		35%	40%	44%	44%	35%	32%	38%	37%	35%	38%	-
Don't know		7	2	3	3	7	1	3	7	7	7	-
		3%	2%	3%	3%	3%	1%	2%	3%	3%	4%	-
<b>NETS</b>												
Net: Ineffective		39	19	15	14	39	14	7	34	36	31	-
		17%	17%	15%	14%	17%	20%	13%	16%	17%	16%	-
Net: Effective		185	93	82	83	185	56	43	169	174	161	-
		80%	82%	82%	83%	80%	79%	83%	80%	80%	81%	-
Mean score		3.16	3.20	3.25	3.27	3.16	3.09	3.16	3.21	3.18	3.20	-
Standard deviation		.78	.83	.84	.81	.78	.81	.77	.78	.79	.78	-
Standard error		.05	.08	.09	.08	.05	.10	.11	.07	.06	.06	-

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	74	62	12	32	32	4	6	37	16	8	3	-	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Very ineffective	(1) 4	4	-	3	1	-	-	1	1	2	-	-	-
	5%	6%	-	9%	3%	-	-	3%	6%	25%	-	-	-
Fairly ineffective	(2) 21	18	3	9	10	1	1	12	3	1	1	-	3
	28%	29%	25%	28%	31%	25%	17%	32%	19%	13%	33%	-	33%
Fairly effective	(3) 33	27	6	14	14	2	3	16	7	4	1	-	5
	45%	44%	50%	44%	44%	50%	50%	43%	44%	50%	33%	-	56%
Very effective	(4) 15	12	3	6	7	1	1	7	5	1	1	-	1
	20%	19%	25%	19%	22%	25%	17%	19%	31%	13%	33%	-	11%
Don't know	1	1	-	-	-	-	1	1	-	-	-	-	-
	1%	2%	-	-	-	-	17%	3%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective	25	22	3	12	11	1	1	13	4	3	1	-	3
	34%	35%	25%	38%	34%	25%	17%	35%	25%	38%	33%	-	33%
Net: Effective	48	39	9	20	21	3	4	23	12	5	2	-	6
	65%	63%	75%	63%	66%	75%	67%	62%	75%	63%	67%	-	67%
Mean score	2.81	2.77	3.00	2.72	2.84	3.00	3.00	2.81	3.00	2.50	3.00	-	2.78
Standard deviation	.83	.84	.74	.89	.81	.82	.71	.79	.89	1.07	1.00	-	.67
Standard error	.10	.11	.21	.16	.14	.41	.32	.13	.22	.38	.58	-	.22

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

	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	74 100%	51 100%	20 100%	71 100%	67 100%	67 100%	57 100%	41 100%	31 100%	62 100%	24 100%	20 100%	35 100%	39 100%	49 100%	22 100%
Very ineffective (1)	4 5%	4 8%	- -	3 4%	3 4%	4 6%	3 5%	2 5%	2 6%	3 5%	1 4%	2 10%	2 6%	2 5%	2 4%	2 9%
Fairly ineffective (2)	21 28%	16 31%	3 15%	19 27%	19 28%	19 28%	16 28%	14 34%	8 26%	19 31%	6 25%	4 20%	9 26%	12 31%	12 24%	8 36%
Fairly effective (3)	33 45%	23 45%	9 45%	33 46%	29 43%	29 43%	27 47%	17 41%	14 45%	27 44%	14 58%	11 55%	15 43%	18 46%	26 53%	6 27%
Very effective (4)	15 20%	7 14%	8 40%	15 21%	15 22%	15 22%	10 18%	8 20%	7 23%	12 19%	3 13%	3 15%	9 26%	6 15%	9 18%	5 23%
Don't know	1 1%	1 2%	- -	1 1%	1 1%	- -	1 2%	- -	- -	1 2%	- -	- -	- -	1 3%	- -	1 5%
<b>NETS</b>																
Net: Ineffective	25 34%	20 39%	3 15%	22 31%	22 33%	23 34%	19 33%	16 39%	10 32%	22 35%	7 29%	6 30%	11 31%	14 36%	14 29%	10 45%
Net: Effective	48 65%	30 59%	17 85%	48 68%	44 66%	44 66%	37 65%	25 61%	21 68%	39 63%	17 71%	14 70%	24 69%	24 62%	35 71%	11 50%
Mean score	2.81	2.66	3.25	2.86	2.85	2.82	2.79	2.76	2.84	2.79	2.79	2.75	2.89	2.74	2.86	2.67
Standard deviation	.83	.82	.72	.80	.83	.85	.80	.83	.86	.82	.72	.85	.87	.79	.76	.97
Standard error	.10	.12	.16	.10	.10	.10	.11	.13	.15	.10	.15	.19	.15	.13	.11	.21

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		74	39	48	44	71	23	42	68	68	64	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	4	1	2	3	4	3	3	4	4	4	-
		5%	3%	4%	7%	6%	13%	7%	6%	6%	6%	-
Fairly ineffective	(2)	21	8	14	11	19	6	11	18	18	17	-
		28%	21%	29%	25%	27%	26%	26%	26%	26%	27%	-
Fairly effective	(3)	33	22	23	20	32	10	19	32	32	30	-
		45%	56%	48%	45%	45%	43%	45%	47%	47%	47%	-
Very effective	(4)	15	8	9	10	15	4	9	13	14	12	-
		20%	21%	19%	23%	21%	17%	21%	19%	21%	19%	-
Don't know		1	-	-	-	1	-	-	1	-	1	-
		1%	-	-	-	1%	-	-	1%	-	2%	-
<b>NETS</b>												
Net: Ineffective		25	9	16	14	23	9	14	22	22	21	-
		34%	23%	33%	32%	32%	39%	33%	32%	32%	33%	-
Net: Effective		48	30	32	30	47	14	28	45	46	42	-
		65%	77%	67%	68%	66%	61%	67%	66%	68%	66%	-
Mean score		2.81	2.95	2.81	2.84	2.83	2.81	2.81	2.81	2.82	2.79	-
Standard deviation		.83	.72	.79	.86	.83	.83	.86	.82	.83	.83	-
Standard error		.10	.12	.11	.13	.10	.19	.13	.10	.10	.10	-

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	54	49	5	20	26	-	8	31	12	6	-	-	4
	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	-	100%
Very ineffective	(1)	1	-	1	-	-	-	-	1	-	-	-	-
	2%	2%	-	5%	-	-	-	-	8%	-	-	-	-
Fairly ineffective	(2)	6	1	4	2	-	-	5	1	-	-	-	-
	11%	10%	20%	20%	8%	-	-	16%	8%	-	-	-	-
Fairly effective	(3)	28	2	9	17	-	2	16	6	2	-	-	3
	52%	53%	40%	45%	65%	-	25%	52%	50%	33%	-	-	75%
Very effective	(4)	9	1	3	2	-	4	3	2	3	-	-	1
	17%	16%	20%	15%	8%	-	50%	10%	17%	50%	-	-	25%
Don't know		10	1	3	5	-	2	7	2	1	-	-	-
	19%	18%	20%	15%	19%	-	25%	23%	17%	17%	-	-	-
<b>NETS</b>													
Net: Ineffective		7	1	5	2	-	-	5	2	-	-	-	-
	13%	12%	20%	25%	8%	-	-	16%	17%	-	-	-	-
Net: Effective		37	3	12	19	-	6	19	8	5	-	-	4
	69%	69%	60%	60%	73%	-	75%	61%	67%	83%	-	-	100%
Mean score	3.02	3.03	3.00	2.82	3.00	-	3.67	2.92	2.90	3.60	-	-	3.25
Standard deviation	.66	.66	.82	.81	.45	-	.52	.58	.88	.55	-	-	.50
Standard error	.10	.10	.41	.20	.10	-	.21	.12	.28	.24	-	-	.25

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
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	54 100%	36 100%	15 100%	51 100%	50 100%	49 100%	47 100%	28 100%	27 100%	44 100%	17 100%	16 100%	27 100%	27 100%	39 100%	13 100%
Very ineffective (1)	1 2%	1 3%	- -	1 2%	- -	1 2%	1 2%	- -	- -	- -	- -	1 6%	- -	1 4%	- -	1 8%
Fairly ineffective (2)	6 11%	5 14%	1 7%	5 10%	6 12%	5 10%	4 9%	3 11%	3 11%	4 9%	1 6%	1 6%	1 4%	5 19%	2 5%	3 23%
Fairly effective (3)	28 52%	19 53%	7 47%	27 53%	28 56%	27 55%	26 55%	15 54%	11 41%	25 57%	10 59%	10 63%	16 59%	12 44%	24 62%	4 31%
Very effective (4)	9 17%	4 11%	5 33%	9 18%	8 16%	7 14%	8 17%	4 14%	6 22%	9 20%	4 24%	1 6%	5 19%	4 15%	7 18%	2 15%
Don't know	10 19%	7 19%	2 13%	9 18%	8 16%	9 18%	8 17%	6 21%	7 26%	6 14%	2 12%	3 19%	5 19%	5 19%	6 15%	3 23%
<b>NETS</b>																
Net: Ineffective	7 13%	6 17%	1 7%	6 12%	6 12%	6 12%	5 11%	3 11%	3 11%	4 9%	1 6%	2 13%	1 4%	6 22%	2 5%	4 31%
Net: Effective	37 69%	23 64%	12 80%	36 71%	36 72%	34 69%	34 72%	19 68%	17 63%	34 77%	14 82%	11 69%	21 78%	16 59%	31 79%	6 46%
Mean score	3.02	2.90	3.31	3.05	3.05	3.00	3.05	3.05	3.15	3.13	3.20	2.85	3.18	2.86	3.15	2.70
Standard deviation	.66	.67	.63	.66	.58	.64	.65	.58	.67	.58	.56	.69	.50	.77	.51	.95
Standard error	.10	.13	.17	.10	.09	.10	.10	.12	.15	.09	.14	.19	.11	.17	.09	.30

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		54	32	25	28	52	23	54	42	53	52	50	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	1	-	-	1	1	1	1	-	1	1	1	-
		2%	-	-	4%	2%	4%	2%	-	2%	2%	2%	-
Fairly ineffective	(2)	6	2	2	3	5	2	6	5	5	5	4	-
		11%	6%	8%	11%	10%	9%	11%	12%	9%	10%	8%	-
Fairly effective	(3)	28	21	13	13	28	12	28	22	28	27	27	-
		52%	66%	52%	46%	54%	52%	52%	52%	53%	52%	54%	-
Very effective	(4)	9	6	4	5	9	3	9	7	9	9	8	-
		17%	19%	16%	18%	17%	13%	17%	17%	17%	17%	16%	-
Don't know		10	3	6	6	9	5	10	8	10	10	10	-
		19%	9%	24%	21%	17%	22%	19%	19%	19%	19%	20%	-
<b>NETS</b>													
Net: Ineffective		7	2	2	4	6	3	7	5	6	6	5	-
		13%	6%	8%	14%	12%	13%	13%	12%	11%	12%	10%	-
Net: Effective		37	27	17	18	37	15	37	29	37	36	35	-
		69%	84%	68%	64%	71%	65%	69%	69%	70%	69%	70%	-
Mean score		3.02	3.14	3.11	3.00	3.05	2.94	3.02	3.06	3.05	3.05	3.05	-
Standard deviation		.66	.52	.57	.76	.65	.73	.66	.60	.65	.66	.64	-
Standard error		.10	.10	.13	.16	.10	.17	.10	.10	.10	.10	.10	-

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

	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	140	119	21	56	69	3	12	70	22	14	4	2	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 5	4	1	4	-	-	1	2	-	1	1	-	1
	4%	3%	5%	7%	-	-	8%	3%	-	7%	25%	-	4%
				D									
Fairly ineffective	(2) 53	44	9	18	34	-	1	27	6	7	2	-	9
	38%	37%	43%	32%	49%	-	8%	39%	27%	50%	50%	-	39%
				c									
Fairly effective	(3) 53	48	5	26	21	2	4	24	10	4	-	2	10
	38%	40%	24%	46%	30%	67%	33%	34%	45%	29%	-	100%	43%
				d									
Very effective	(4) 11	9	2	6	3	-	2	5	4	-	1	-	1
	8%	8%	10%	11%	4%	-	17%	7%	18%	-	25%	-	4%
Don't know	18	14	4	2	11	1	4	12	2	2	-	-	2
	13%	12%	19%	4%	16%	33%	33%	17%	9%	14%	-	-	9%
				C									
<b>NETS</b>													
Net: Ineffective	58	48	10	22	34	-	2	29	6	8	3	-	10
	41%	40%	48%	39%	49%	-	17%	41%	27%	57%	75%	-	43%
Net: Effective	64	57	7	32	24	2	6	29	14	4	1	2	11
	46%	48%	33%	57%	35%	67%	50%	41%	64%	29%	25%	100%	48%
				D									
Mean score	2.57	2.59	2.47	2.63	2.47	3.00	2.88	2.55	2.90	2.25	2.25	3.00	2.52
Standard deviation	.71	.70	.80	.78	.60	-	.99	.71	.72	.62	1.26	-	.68
Standard error	.06	.07	.19	.11	.08	-	.35	.09	.16	.18	.63	-	.15

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
		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	140	97	31	130	126	130	101	74	57	113	44	25	64	76	88	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 5	5	-	3	2	5	3	3	-	5	-	-	-	5	2	3
	4%	5%	-	2%	2%	4%	3%	4%	-	4%	-	-	-	7%	2%	7%
														L		
Fairly ineffective	(2) 53	39	8	51	48	49	36	24	18	39	13	9	21	32	31	20
	38%	40%	26%	39%	38%	38%	36%	32%	32%	35%	30%	36%	33%	42%	35%	44%
Fairly effective	(3) 53	34	15	49	50	49	42	27	23	47	19	15	30	23	36	14
	38%	35%	48%	38%	40%	38%	42%	36%	40%	42%	43%	60%	47%	30%	41%	31%
													M			
Very effective	(4) 11	5	6	11	10	10	6	9	9	8	6	1	7	4	9	2
	8%	5%	19%	8%	8%	8%	6%	12%	16%	7%	14%	4%	11%	5%	10%	4%
			A						eFi							
Don't know	18	14	2	16	16	17	14	11	7	14	6	-	6	12	10	6
	13%	14%	6%	12%	13%	13%	14%	15%	12%	12%	14%	-	9%	16%	11%	13%
<b>NETS</b>																
Net: Ineffective	58	44	8	54	50	54	39	27	18	44	13	9	21	37	33	23
	41%	45%	26%	42%	40%	42%	39%	36%	32%	39%	30%	36%	33%	49%	38%	51%
		b												I		
Net: Effective	64	39	21	60	60	59	48	36	32	55	25	16	37	27	45	16
	46%	40%	68%	46%	48%	45%	48%	49%	56%	49%	57%	64%	58%	36%	51%	36%
			A										M		o	
Mean score	2.57	2.47	2.93	2.60	2.62	2.57	2.59	2.67	2.82	2.59	2.82	2.68	2.76	2.41	2.67	2.38
									cdEfi		cefi		M		O	
Standard deviation	.71	.70	.70	.70	.68	.72	.67	.78	.72	.71	.69	.56	.66	.73	.71	.71
Standard error	.06	.08	.13	.07	.06	.07	.07	.10	.10	.07	.11	.11	.09	.09	.08	.11

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		140	76	68	64	133	42	42	140	130	138	126	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	5	3	4	-	5	2	-	5	4	5	3	-
		4%	4%	6%	-	4%	5%	-	4%	3%	4%	2%	-
				c		c							
Fairly ineffective	(2)	53	25	23	24	50	15	17	53	48	52	50	-
		38%	33%	34%	38%	38%	36%	40%	38%	37%	38%	40%	-
Fairly effective	(3)	53	34	24	22	50	18	15	53	50	52	45	-
		38%	45%	35%	34%	38%	43%	36%	38%	38%	38%	36%	-
Very effective	(4)	11	6	7	7	11	2	1	11	11	11	10	-
		8%	8%	10%	11%	8%	5%	2%	8%	8%	8%	8%	-
Don't know		18	8	10	11	17	5	9	18	17	18	18	-
		13%	11%	15%	17%	13%	12%	21%	13%	13%	13%	14%	-
<b>NETS</b>													
Net: Ineffective		58	28	27	24	55	17	17	58	52	57	53	-
		41%	37%	40%	38%	41%	40%	40%	41%	40%	41%	42%	-
Net: Effective		64	40	31	29	61	20	16	64	61	63	55	-
		46%	53%	46%	45%	46%	48%	38%	46%	47%	46%	44%	-
Mean score		2.57	2.63	2.59	2.68	2.58	2.54	2.52	2.57	2.60	2.58	2.57	-
Standard deviation		.71	.71	.80	.70	.72	.69	.57	.71	.71	.72	.70	-
Standard error		.06	.09	.10	.10	.07	.11	.10	.06	.07	.07	.07	-

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

	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	228	196	32	102	98	9	19	129	34	19	6	2	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 11	11	-	7	4	-	-	3	3	3	1	-	-
	5%	6%	-	7%	4%	-	-	2%	9%	16%	17%	-	-
Fairly ineffective	(2) 28	20	8	15	11	1	1	18	1	4	2	-	1
	12%	10%	25%	15%	11%	11%	5%	14%	3%	21%	33%	-	4%
Fairly effective	(3) 101	90	11	41	45	5	10	61	13	9	1	1	11
	44%	46%	34%	40%	46%	56%	53%	47%	38%	47%	17%	50%	41%
Very effective	(4) 81	70	11	35	37	2	7	43	16	2	2	1	14
	36%	36%	34%	34%	38%	22%	37%	33%	47%	11%	33%	50%	52%
Don't know	7	5	2	4	1	1	1	4	1	1	-	-	1
	3%	3%	6%	4%	1%	11%	5%	3%	3%	5%	-	-	4%
<b>NETS</b>													
Net: Ineffective	39	31	8	22	15	1	1	21	4	7	3	-	1
	17%	16%	25%	22%	15%	11%	5%	16%	12%	37%	50%	-	4%
Net: Effective	182	160	22	76	82	7	17	104	29	11	3	2	25
	80%	82%	69%	75%	84%	78%	89%	81%	85%	58%	50%	100%	93%
Mean score	3.14	3.15	3.10	3.06	3.19	3.13	3.33	3.15	3.27	2.56	2.67	3.50	3.50
Standard deviation	.82	.83	.80	.89	.79	.64	.59	.75	.91	.92	1.21	.71	.58
Standard error	.06	.06	.15	.09	.08	.23	.14	.07	.16	.22	.49	.50	.11

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	228	160	49	214	207	202	162	108	86	185	69	43	98	130	141	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 11	9	1	8	8	10	7	6	4	10	3	3	4	7	6	5
	5%	6%	2%	4%	4%	5%	4%	6%	5%	5%	4%	7%	4%	5%	4%	7%
Fairly ineffective	(2) 28	22	1	26	23	26	21	8	4	24	6	2	7	21	16	8
	12%	14%	2%	12%	11%	13%	13%	7%	5%	13%	9%	5%	7%	16%	11%	11%
		B		h	h	H	H			H				L		
Fairly effective	(3) 101	77	16	97	92	87	68	45	38	84	25	18	42	59	53	43
	44%	48%	33%	45%	44%	43%	42%	42%	44%	45%	36%	42%	43%	45%	38%	58%
		b													N	
Very effective	(4) 81	46	31	77	78	73	63	46	39	62	34	20	41	40	64	15
	36%	29%	63%	36%	38%	36%	39%	43%	45%	34%	49%	47%	42%	31%	45%	20%
		A							i		cdel		m		O	
Don't know	7	6	-	6	6	6	3	3	1	5	1	-	4	3	2	3
	3%	4%	-	3%	3%	3%	2%	3%	1%	3%	1%	-	4%	2%	1%	4%
<b>NETS</b>																
Net: Ineffective	39	31	2	34	31	36	28	14	8	34	9	5	11	28	22	13
	17%	19%	4%	16%	15%	18%	17%	13%	9%	18%	13%	12%	11%	22%	16%	18%
		B				h	h			h				L		
Net: Effective	182	123	47	174	170	160	131	91	77	146	59	38	83	99	117	58
	80%	77%	96%	81%	82%	79%	81%	84%	90%	79%	86%	88%	85%	76%	83%	78%
		A							cEfl							
Mean score	3.14	3.04	3.57	3.17	3.19	3.14	3.18	3.25	3.32	3.10	3.32	3.28	3.28	3.04	3.26	2.96
			A						el		i		M		O	
Standard deviation	.82	.82	.65	.79	.79	.83	.82	.83	.77	.83	.82	.85	.78	.84	.83	.78
Standard error	.06	.07	.09	.05	.06	.06	.07	.08	.08	.06	.10	.13	.08	.07	.07	.09

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		228	105	101	101	210	68	53	130	228	214	196
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	11	5	6	4	10	5	3	7	11	9	8
		5%	5%	6%	4%	5%	7%	6%	5%	5%	4%	4%
Fairly ineffective	(2)	28	10	9	6	24	6	6	18	28	28	26
		12%	10%	9%	6%	11%	9%	11%	14%	12%	13%	13%
Fairly effective	(3)	101	47	36	39	91	32	22	53	101	93	86
		44%	45%	36%	39%	43%	47%	42%	41%	44%	43%	44%
Very effective	(4)	81	41	48	50	79	24	20	47	81	77	72
		36%	39%	48%	50%	38%	35%	38%	36%	36%	36%	37%
Don't know		7	2	2	2	6	1	2	5	7	7	4
		3%	2%	2%	2%	3%	1%	4%	4%	3%	3%	2%
<b>NETS</b>												
Net: Ineffective		39	15	15	10	34	11	9	25	39	37	34
		17%	14%	15%	10%	16%	16%	17%	19%	17%	17%	17%
Net: Effective		182	88	84	89	170	56	42	100	182	170	158
		80%	84%	83%	88%	81%	82%	79%	77%	80%	79%	81%
Mean score		3.14	3.20	3.27	3.36	3.17	3.12	3.16	3.12	3.14	3.15	3.16
Standard deviation		.82	.81	.87	.78	.82	.86	.86	.86	.82	.81	.81
Standard error		.06	.08	.09	.08	.06	.11	.12	.08	.06	.06	.06

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

	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	233	194	39	101	103	9	20	129	34	21	7	2	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 6	6	-	3	2	-	1	2	-	-	2	-	1
	3%	3%	-	3%	2%	-	5%	2%	-	-	29%	-	3%
Fairly ineffective	(2) 31	21	10	17	11	2	1	17	5	5	1	-	3
	13%	11%	26%	17%	11%	22%	5%	13%	15%	24%	14%	-	9%
			A										
Fairly effective	(3) 105	91	14	33	56	7	9	58	15	11	3	-	15
	45%	47%	36%	33%	54%	78%	45%	45%	44%	52%	43%	-	47%
				C									
Very effective	(4) 82	70	12	45	31	-	6	45	13	5	1	2	12
	35%	36%	31%	45%	30%	-	30%	35%	38%	24%	14%	100%	38%
				D									
Don't know	9	6	3	3	3	-	3	7	1	-	-	-	1
	4%	3%	8%	3%	3%	-	15%	5%	3%	-	-	-	3%
<b>NETS</b>													
Net: Ineffective	37	27	10	20	13	2	2	19	5	5	3	-	4
	16%	14%	26%	20%	13%	22%	10%	15%	15%	24%	43%	-	13%
			a										
Net: Effective	187	161	26	78	87	7	15	103	28	16	4	2	27
	80%	83%	67%	77%	84%	78%	75%	80%	82%	76%	57%	100%	84%
		B											
Mean score	3.17	3.20	3.06	3.22	3.16	2.78	3.18	3.20	3.24	3.00	2.43	4.00	3.23
Standard deviation	.76	.76	.79	.84	.69	.44	.81	.73	.71	.71	1.13	-	.76
Standard error	.05	.06	.13	.09	.07	.15	.20	.07	.12	.15	.43	-	.14

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
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	233	163	51	219	209	207	164	108	86	189	69	41	101	132	143	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 6	5	-	6	4	6	4	4	1	6	1	2	3	3	3	3
	3%	3%	-	3%	2%	3%	2%	4%	1%	3%	1%	5%	3%	2%	2%	4%
Fairly ineffective	(2) 31	22	7	27	26	28	22	15	8	23	7	7	10	21	14	16
	13%	13%	14%	12%	12%	14%	13%	14%	9%	12%	10%	17%	10%	16%	10%	21%
																N
Fairly effective	(3) 105	78	17	99	97	90	65	41	36	87	26	13	44	61	63	35
	45%	48%	33%	45%	46%	43%	40%	38%	42%	46%	38%	32%	44%	46%	44%	46%
		b			k					k						
Very effective	(4) 82	51	26	80	76	75	68	45	40	69	33	19	43	39	62	16
	35%	31%	51%	37%	36%	36%	41%	42%	47%	37%	48%	46%	43%	30%	43%	21%
			A								cde		M		O	
Don't know	9	7	1	7	6	8	5	3	1	4	2	-	1	8	1	6
	4%	4%	2%	3%	3%	4%	3%	3%	1%	2%	3%	-	1%	6%	1%	8%
														L		N
<b>NETS</b>																
Net: Ineffective	37	27	7	33	30	34	26	19	9	29	8	9	13	24	17	19
	16%	17%	14%	15%	14%	16%	16%	18%	10%	15%	12%	22%	13%	18%	12%	25%
												h				N
Net: Effective	187	129	43	179	173	165	133	86	76	156	59	32	87	100	125	51
	80%	79%	84%	82%	83%	80%	81%	80%	88%	83%	86%	78%	86%	76%	87%	67%
								e					M		O	
Mean score	3.17	3.12	3.38	3.19	3.21	3.18	3.24	3.21	3.35	3.18	3.36	3.20	3.27	3.10	3.30	2.91
			A						cei		e		m		O	
Standard deviation	.76	.76	.73	.76	.74	.78	.78	.83	.70	.77	.73	.90	.76	.76	.73	.79
Standard error	.05	.06	.10	.05	.05	.06	.06	.08	.08	.06	.09	.14	.08	.07	.06	.09

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		233	112	99	97	217	68	52	138	214	233	208
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1)	6	4	3	3	6	-	-	4	5	6	6
		3%	4%	3%	3%	3%	-	-	3%	2%	3%	3%
Fairly ineffective	(2)	31	14	16	10	27	16	9	16	30	31	28
		13%	13%	16%	10%	12%	24%	17%	12%	14%	13%	13%
							aCDGhIJ					
Fairly effective	(3)	105	43	34	41	96	30	20	53	91	105	88
		45%	38%	34%	42%	44%	44%	38%	38%	43%	45%	42%
						b				b		
Very effective	(4)	82	49	43	40	80	22	20	59	79	82	77
		35%	44%	43%	41%	37%	32%	38%	43%	37%	35%	37%
Don't know		9	2	3	3	8	-	3	6	9	9	9
		4%	2%	3%	3%	4%	-	6%	4%	4%	4%	4%
								E	e	e	e	e
<b>NETS</b>												
Net: Ineffective		37	18	19	13	33	16	9	20	35	37	34
		16%	16%	19%	13%	15%	24%	17%	14%	16%	16%	16%
						c						
Net: Effective		187	92	77	81	176	52	40	112	170	187	165
		80%	82%	78%	84%	81%	76%	77%	81%	79%	80%	79%
Mean score		3.17	3.25	3.22	3.26	3.20	3.09	3.22	3.27	3.19	3.17	3.19
Standard deviation		.76	.81	.84	.78	.77	.75	.74	.79	.77	.76	.79
Standard error		.05	.08	.09	.08	.05	.09	.11	.07	.05	.06	.06

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	Communi cation Manager	Dedicated Social Media Manager	Staff member with departmental responsi bility	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	215	180	35	94	96	6	19	116	34	16	7	2	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1) 4	4	-	3	1	-	-	2	-	-	1	-	-
	2%	2%	-	3%	1%	-	-	2%	-	-	14%	-	-
Fairly ineffective	(2) 31	23	8	17	12	1	1	18	2	5	1	-	3
	14%	13%	23%	18%	13%	17%	5%	16%	6%	31%	14%	-	10%
Fairly effective	(3) 108	91	17	38	59	3	8	60	17	9	5	-	13
	50%	51%	49%	40%	61%	50%	42%	52%	50%	56%	71%	-	42%
Very effective	(4) 64	56	8	34	21	2	7	31	14	2	-	2	14
	30%	31%	23%	36%	22%	33%	37%	27%	41%	13%	-	100%	45%
Don't know	8	6	2	2	3	-	3	5	1	-	-	-	1
	4%	3%	6%	2%	3%	-	16%	4%	3%	-	-	-	3%
<b>NETS</b>													
Net: Ineffective	35	27	8	20	13	1	1	20	2	5	2	-	3
	16%	15%	23%	21%	14%	17%	5%	17%	6%	31%	29%	-	10%
Net: Effective	172	147	25	72	80	5	15	91	31	11	5	2	27
	80%	82%	71%	77%	83%	83%	79%	78%	91%	69%	71%	100%	87%
Mean score	3.12	3.14	3.00	3.12	3.08	3.17	3.38	3.08	3.36	2.81	2.57	4.00	3.37
Standard deviation	.72	.73	.71	.82	.63	.75	.62	.72	.60	.66	.79	-	.67
Standard error	.05	.06	.12	.09	.07	.31	.15	.07	.10	.16	.30	-	.12

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	215	148	48	204	194	191	156	102	78	172	66	41	91	124	130	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective (1)	4	3	-	4	3	4	2	1	-	4	1	1	1	3	2	2
	2%	2%	-	2%	2%	2%	1%	1%	-	2%	2%	2%	1%	2%	2%	3%
Fairly ineffective (2)	31	23	4	28	25	26	21	16	10	26	6	7	9	22	14	16
	14%	16%	8%	14%	13%	14%	13%	16%	13%	15%	9%	17%	10%	18%	11%	22%
																N
Fairly effective (3)	108	76	21	103	99	96	74	45	37	83	29	16	46	62	68	32
	50%	51%	44%	50%	51%	50%	47%	44%	47%	48%	44%	39%	51%	50%	52%	43%
Very effective (4)	64	41	22	63	62	60	54	38	30	56	29	17	35	29	45	18
	30%	28%	46%	31%	32%	31%	35%	37%	38%	33%	44%	41%	38%	23%	35%	24%
			A								cde		M			
Don't know	8	5	1	6	5	5	5	2	1	3	1	-	-	8	1	6
	4%	3%	2%	3%	3%	3%	3%	2%	1%	2%	2%	-	-	6%	1%	8%
														L		N
<b>NETS</b>																
Net: Ineffective	35	26	4	32	28	30	23	17	10	30	7	8	10	25	16	18
	16%	18%	8%	16%	14%	16%	15%	17%	13%	17%	11%	20%	11%	20%	12%	24%
														I		N
Net: Effective	172	117	43	166	161	156	128	83	67	139	58	33	81	91	113	50
	80%	79%	90%	81%	83%	82%	82%	81%	86%	81%	88%	80%	89%	73%	87%	68%
													M	O		
Mean score	3.12	3.08	3.38	3.14	3.16	3.14	3.19	3.20	3.26	3.13	3.32	3.20	3.26	3.01	3.21	2.97
			A								cei		M	O		
Standard deviation	.72	.73	.64	.72	.71	.73	.72	.74	.68	.75	.71	.81	.68	.74	.69	.79
Standard error	.05	.06	.09	.05	.05	.05	.06	.07	.08	.06	.09	.13	.07	.07	.06	.10

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		215	107	91	90	199	64	50	126	196	208	215
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1)	4	4	3	2	4	-	-	2	3	4	4
		2%	4%	3%	2%	2%	-	-	2%	2%	2%	2%
Fairly ineffective	(2)	31	12	14	10	26	13	6	14	28	29	31
		14%	11%	15%	11%	13%	20%	12%	11%	14%	14%	14%
Fairly effective	(3)	108	46	37	43	98	30	28	60	98	104	108
		50%	43%	41%	48%	49%	47%	56%	48%	50%	50%	50%
Very effective	(4)	64	44	35	33	64	19	13	44	59	64	64
		30%	41%	38%	37%	32%	30%	26%	35%	30%	31%	30%
Don't know		8	1	2	2	7	2	3	6	8	7	8
		4%	1%	2%	2%	4%	3%	6%	5%	4%	3%	4%
								a	a			
<b>NETS</b>												
Net: Ineffective		35	16	17	12	30	13	6	16	31	33	35
		16%	15%	19%	13%	15%	20%	12%	13%	16%	16%	16%
Net: Effective		172	90	72	76	162	49	41	104	157	168	172
		80%	84%	79%	84%	81%	77%	82%	83%	80%	81%	80%
Mean score		3.12	3.23	3.17	3.22	3.16	3.10	3.15	3.22	3.13	3.13	3.12
Standard deviation		.72	.80	.82	.73	.73	.72	.62	.71	.72	.73	.72
Standard error		.05	.08	.09	.08	.05	.09	.09	.07	.05	.05	.05

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	254 100%	212 100%	42 100%	112 100%	111 100%	9 100%	22 100%	139 100%	36 100%	24 100%	7 100%	2 100%	34 100%
Yes	151 59%	134 63%	17 40%	64 57%	67 60%	7 78%	13 59%	81 58%	29 81%	12 50%	4 57%	1 50%	19 56%
No	87 34%	71 33%	16 38%	42 38%	35 32%	2 22%	8 36%	49 35%	4 11%	12 50%	2 29%	1 50%	14 41%
Don't know	16 6%	7 3%	9 21%	6 5%	9 8%	-	1 5%	9 6%	3 8%	-	1 14%	-	1 3%
			A			-		H	GL	-		-	H

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	151	101	41	146	141	136	120	76	66	128	59	38	79	72	151	-
	59%	57%	77%	61%	62%	61%	69%	66%	74%	62%	81%	88%	75%	48%	100%	-
			A					CDEI		CDEfGI	CDEFGH	M		O		
No	87	68	11	78	74	72	48	32	18	67	11	5	23	64	-	87
	34%	38%	21%	33%	32%	32%	27%	28%	20%	33%	15%	12%	22%	43%	-	100%
		B		HJK	HJK	HJK	JK	JK		HJK			L		N	
Don't know	16	9	1	15	14	14	7	7	5	11	3	-	3	13	-	-
	6%	5%	2%	6%	6%	6%	4%	6%	6%	5%	4%	-	3%	9%	-	-
				k	k	k		k					I			

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

		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	254	117	107	105	231	74	54	140	228	233	215	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	151	77	70	70	142	49	39	88	141	143	130	-
	59%	66%	65%	67%	61%	66%	72%	63%	62%	61%	60%	-
No	87	36	33	30	76	22	13	45	74	76	74	-
	34%	31%	31%	29%	33%	30%	24%	32%	32%	33%	34%	-
Don't know	16	4	4	5	13	3	2	7	13	14	11	1
	6%	3%	4%	5%	6%	4%	4%	5%	6%	6%	5%	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	151	134	17	64	67	7	13	81	29	12	4	1	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Amount of followers or fans	133	121	12	54	60	7	12	69	26	12	4	1	16
	88%	90%	71%	84%	90%	100%	92%	85%	90%	100%	100%	100%	84%
Engagement from target audience (e.g. number of shares, reposts, likes, replies)	133	120	13	55	60	6	12	74	28	9	1	1	15
	88%	90%	76%	86%	90%	86%	92%	91%	97%	75%	25%	100%	79%
Event attendance	74	64	10	39	24	5	6	43	12	4	2	1	10
	49%	48%	59%	61%	36%	71%	46%	53%	41%	33%	50%	100%	53%
				D									
Qualitative analysis of comments made by other social media users	59	50	9	23	27	1	8	30	15	3	-	1	7
	39%	37%	53%	36%	40%	14%	62%	37%	52%	25%	-	100%	37%
Membership growth	41	37	4	19	17	2	3	20	8	5	1	1	4
	27%	28%	24%	30%	25%	29%	23%	25%	28%	42%	25%	100%	21%
Fundraising/ revenue generation	19	18	1	9	6	4	-	11	7	-	-	-	-
	13%	13%	6%	14%	9%	57%	-	14%	24%	-	-	-	-
Other	7	7	-	4	3	-	-	3	2	-	1	-	1
	5%	5%	-	6%	4%	-	-	4%	7%	-	25%	-	5%

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
	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	151	101	41	146	141	136	120	76	66	128	59	38	79	72	151	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Amount of followers or fans	133	91	35	129	124	118	107	65	60	113	54	31	70	63	133	-
	88%	90%	85%	88%	88%	87%	89%	86%	91%	88%	92%	82%	89%	88%	88%	-
Engagement from target audience (e.g. number of shares, reposts, likes, replies)	133	85	39	130	126	121	107	70	62	116	54	35	74	59	133	-
	88%	84%	95% a	89%	89%	89%	89%	92%	94%	91%	92%	92%	94%	82%	88%	-
Event attendance	74	46	23	72	70	67	59	40	31	67	36	22	47	27	74	-
	49%	46%	56%	49%	50%	49%	49%	53%	47%	52%	61%	58%	59%	38%	49%	-
Qualitative analysis of comments made by other social media users	59	34	20	56	58	56	54	33	29	52	27	18	34	25	59	-
	39%	34%	49% a	38%	41%	41%	45%	43%	44%	41%	46%	47%	43%	35%	39%	-
Membership growth	41	23	14	38	38	37	32	24	13	34	15	13	25	16	41	-
	27%	23%	34%	26%	27%	27%	27%	32%	20%	27%	25%	34%	32%	22%	27%	-
Fundraising/ revenue generation	19	7	11	19	19	18	18	13	11	17	13	8	15	4	19	-
	13%	7%	27% A	13%	13%	13%	15%	17%	17%	13%	22%	21%	19%	6%	13%	-
Other	7	5	2	7	6	6	7	3	2	6	2	3	3	4	7	-
	5%	5%	5%	5%	4%	4%	6%	4%	3%	5%	3%	8%	4%	6%	5%	-

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	151	77	70	70	142	49	39	88	141	143	130	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Amount of followers or fans	133	65	61	60	125	44	36	77	124	127	119	-
	88%	84%	87%	86%	88%	90%	92%	88%	88%	89%	92%	-
Engagement from target audience (e.g. number of shares, reposts, likes, replies)	133	67	64	67	125	46	38	80	127	126	117	-
	88%	87%	91%	96% adi	88%	94%	97% adi	91%	90%	88%	90%	-
Event attendance	74	43	37	32	72	22	15	44	67	74	66	-
	49%	56%	53%	46%	51%	45%	38%	50%	48%	52%	51%	-
		f										
Qualitative analysis of comments made by other social media users	59	32	34	31	56	20	20	36	56	56	51	-
	39%	42%	49%	44%	39%	41%	51%	41%	40%	39%	39%	-
Membership growth	41	26	21	16	39	13	12	34	36	40	36	-
	27%	34%	30%	23%	27%	27%	31%	39% CdHij	26%	28%	28%	-
Fundraising/ revenue generation	19	12	13	11	19	7	5	11	19	19	17	-
	13%	16%	19%	16%	13%	14%	13%	13%	13%	13%	13%	-
Other	7	3	2	2	7	3	1	3	6	7	7	-
	5%	4%	3%	3%	5%	6%	3%	3%	4%	5%	5%	-

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	105	94	11	52	41	4	8	61	21	6	2	1	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook advertisements	62	56	6	28	27	2	5	36	13	5	1	-	5
	59%	60%	55%	54%	66%	50%	63%	59%	62%	83%	50%	-	45%
Banner advertisements	51	45	6	26	21	1	3	28	12	2	1	1	6
	49%	48%	55%	50%	51%	25%	38%	46%	57%	33%	50%	100%	55%
Google Search Ads	49	45	4	22	19	1	7	25	15	1	1	1	4
	47%	48%	36%	42%	46%	25%	88%	41%	71%	17%	50%	100%	36%
LinkedIn advertisements	34	31	3	12	19	-	3	17	9	3	-	-	4
	32%	33%	27%	23%	46%	-	38%	28%	43%	50%	-	-	36%
Twitter advertisements	18	16	2	11	6	-	1	11	6	-	-	-	1
	17%	17%	18%	21%	15%	-	13%	18%	29%	-	-	-	9%
YouTube advertisements	4	3	1	2	2	-	-	2	2	-	-	-	-
	4%	3%	9%	4%	5%	-	-	3%	10%	-	-	-	-
Other	8	8	-	3	3	-	2	6	1	1	-	-	-
	8%	9%	-	6%	7%	-	25%	10%	5%	17%	-	-	-

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	105	62	35	101	98	97	88	60	49	98	48	23	105	-	79	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Facebook advertisements	62	31	26	62	60	57	53	34	36	59	33	13	62	-	49	12
	59%	50%	74%	61%	61%	59%	60%	57%	73%	60%	69%	57%	59%	-	62%	52%
			A						eg							
Banner advertisements	51	30	18	50	48	47	44	31	19	47	23	12	51	-	40	9
	49%	48%	51%	50%	49%	48%	50%	52%	39%	48%	48%	52%	49%	-	51%	39%
Google Search Ads	49	23	22	48	48	48	45	31	25	45	27	17	49	-	37	11
	47%	37%	63%	48%	49%	49%	51%	52%	51%	46%	56%	74%	47%	-	47%	48%
			A													
LinkedIn advertisements	34	19	13	33	33	34	29	24	14	34	19	12	34	-	27	6
	32%	31%	37%	33%	34%	35%	33%	40%	29%	35%	40%	52%	32%	-	34%	26%
Twitter advertisements	18	7	11	17	17	17	17	13	12	17	14	7	18	-	15	3
	17%	11%	31%	17%	17%	18%	19%	22%	24%	17%	29%	30%	17%	-	19%	13%
			A								c					
YouTube advertisements	4	-	4	4	4	3	4	4	3	4	3	3	4	-	4	-
	4%	-	11%	4%	4%	3%	5%	7%	6%	4%	6%	13%	4%	-	5%	-
			A													
Other	8	5	2	7	6	7	6	5	4	8	3	2	8	-	5	3
	8%	8%	6%	7%	6%	7%	7%	8%	8%	8%	6%	9%	8%	-	6%	13%

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?										
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	105	55	51	55	97	35	27	64	98	101	91	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Facebook advertisements	62	39	33	33	58	24	20	42	58	61	53	-
	59%	71%	65%	60%	60%	69%	74%	66%	59%	60%	58%	-
Banner advertisements	51	27	26	26	49	18	12	32	49	50	47	-
	49%	49%	51%	47%	51%	51%	44%	50%	50%	50%	52%	-
Google Search Ads	49	27	29	31	47	17	14	27	47	48	43	-
	47%	49%	57%	56%	48%	49%	52%	42%	48%	48%	47%	-
LinkedIn advertisements	34	18	17	16	30	10	9	24	33	34	31	-
	32%	33%	33%	29%	31%	29%	33%	38%	34%	34%	34%	-
Twitter advertisements	18	9	11	12	18	7	4	9	16	18	17	-
	17%	16%	22%	22%	19%	20%	15%	14%	16%	18%	19%	-
YouTube advertisements	4	3	4	4	4	2	3	2	4	4	4	-
	4%	5%	8%	7%	4%	6%	11%	3%	4%	4%	4%	-
Other	8	3	4	6	6	2	2	4	8	7	6	-
	8%	5%	8%	11%	6%	6%	7%	6%	8%	7%	7%	-

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	105	94	11	52	41	4	8	61	21	6	2	1	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To promote events	72	64	8	34	32	3	3	42	15	4	-	-	8
	69%	68%	73%	65%	78%	75%	38%	69%	71%	67%	-	-	73%
To promote content	56	51	5	28	22	2	4	34	16	1	-	1	3
	53%	54%	45%	54%	54%	50%	50%	56%	76%	17%	-	100%	27%
To attract website visitors	41	37	4	19	14	2	6	24	7	3	1	1	4
	39%	39%	36%	37%	34%	50%	75%	39%	33%	50%	50%	100%	36%
To recruit members	35	31	4	11	19	2	3	17	11	3	-	-	3
	33%	33%	36%	21%	46%	50%	38%	28%	52%	50%	-	-	27%
				C									
To grow its social media following	32	28	4	18	10	1	3	19	6	1	-	1	4
	30%	30%	36%	35%	24%	25%	38%	31%	29%	17%	-	100%	36%
To address issues	18	16	2	15	1	-	2	10	5	-	1	-	1
	17%	17%	18%	29%	2%	-	25%	16%	24%	-	50%	-	9%
				D									
Other	2	2	-	-	1	-	1	-	1	-	-	-	1
	2%	2%	-	-	2%	-	13%	-	5%	-	-	-	9%
Don't know	5	5	-	3	2	-	-	3	-	1	-	-	1
	5%	5%	-	6%	5%	-	-	5%	-	17%	-	-	9%

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	105	62	35	101	98	97	88	60	49	98	48	23	105	-	79	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
To promote events	72	43	22	69	69	67	64	44	35	66	35	15	72	-	56	14
	69%	69%	63%	68%	70%	69%	73%	73%	71%	67%	73%	65%	69%	-	71%	61%
To promote content	56	29	24	55	54	53	51	33	28	54	33	17	56	-	45	9
	53%	47%	69%	54%	55%	55%	58%	55%	57%	55%	69%	74%	53%	-	57%	39%
			A								c					
To attract website visitors	41	26	13	41	40	36	34	25	20	40	21	12	41	-	33	6
	39%	42%	37%	41%	41%	37%	39%	42%	41%	41%	44%	52%	39%	-	42%	26%
To recruit members	35	19	15	33	34	32	30	22	19	34	19	11	35	-	27	7
	33%	31%	43%	33%	35%	33%	34%	37%	39%	35%	40%	48%	33%	-	34%	30%
To grow its social media following	32	19	12	31	29	30	29	19	17	30	19	10	32	-	26	5
	30%	31%	34%	31%	30%	31%	33%	32%	35%	31%	40%	43%	30%	-	33%	22%
To address issues	18	8	9	18	17	17	17	12	9	15	12	5	18	-	15	2
	17%	13%	26%	18%	17%	18%	19%	20%	18%	15%	25%	22%	17%	-	19%	9%
Other	2	-	2	2	2	2	2	1	1	2	1	1	2	-	2	-
	2%	-	6%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	-	3%	-
			a													
Don't know	5	4	1	4	4	5	4	2	1	5	1	1	5	-	2	3
	5%	6%	3%	4%	4%	5%	5%	3%	2%	5%	2%	4%	5%	-	3%	13%

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
	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	105	55	51	55	97	35	64	98	101	91	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
To promote events	72	37	37	36	67	24	48	66	70	67	-
	69%	67%	73%	65%	69%	69%	75%	67%	69%	74%	-
To promote content	56	38	33	34	55	22	34	54	55	49	-
	53%	69%	65%	62%	57%	63%	53%	55%	54%	54%	-
		ghij									
To attract website visitors	41	23	22	22	39	14	27	39	40	32	-
	39%	42%	43%	40%	40%	40%	42%	40%	40%	35%	-
To recruit members	35	25	18	22	33	14	29	32	33	30	-
	33%	45%	35%	40%	34%	40%	45%	33%	33%	33%	-
To grow its social media following	32	21	21	21	31	13	18	30	31	26	-
	30%	38%	41%	38%	32%	37%	28%	31%	31%	29%	-
To address issues	18	10	15	14	18	10	9	17	17	16	-
	17%	18%	29%	25%	19%	29%	14%	17%	17%	18%	-
			Ghi			g					
Other	2	1	1	1	2	-	1	2	2	2	-
	2%	2%	2%	2%	2%	-	2%	2%	2%	2%	-
Don't know	5	3	1	2	4	-	3	5	4	4	-
	5%	5%	2%	4%	4%	-	5%	5%	4%	4%	-

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 events	72 100%	1 1%	11 15%	35 49%	22 31%	3 4%	12 17%	57 79%	3.13
To promote content	56 100%	2 4%	1 2%	28 50%	23 41%	2 4%	3 5%	51 91%	3.33
To attract website visitors	41 100%	1 2%	7 17%	24 59%	8 20%	1 2%	8 20%	32 78%	2.98
To recruit members	35 100%	- -	9 26%	20 57%	4 11%	2 6%	9 26%	24 69%	2.85
To grow its social media following	32 100%	1 3%	1 3%	11 34%	19 59%	- -	2 6%	30 94%	3.50
To address issues	18 100%	- -	2 11%	9 50%	6 33%	1 6%	2 11%	15 83%	3.24

## 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	56	51	5	28	22	2	4	34	16	1	-	1	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Very ineffective	(1) 2	2	-	2	-	-	-	-	2	-	-	-	-
	4%	4%	-	7%	-	-	-	-	13%	-	-	-	-
Fairly ineffective	(2) 1	1	-	-	1	-	-	1	-	-	-	-	-
	2%	2%	-	-	5%	-	-	3%	-	-	-	-	-
Fairly effective	(3) 28	26	2	17	9	2	-	19	7	-	-	1	1
	50%	51%	40%	61%	41%	100%	-	56%	44%	-	-	100%	33%
Very effective	(4) 23	20	3	9	10	-	4	13	6	1	-	-	2
	41%	39%	60%	32%	45%	-	100%	38%	38%	100%	-	-	67%
Don't know	2	2	-	-	2	-	-	1	1	-	-	-	-
	4%	4%	-	-	9%	-	-	3%	6%	-	-	-	-
<b>NETS</b>													
Net: Ineffective	3	3	-	2	1	-	-	1	2	-	-	-	-
	5%	6%	-	7%	5%	-	-	3%	13%	-	-	-	-
Net: Effective	51	46	5	26	19	2	4	32	13	1	-	1	3
	91%	90%	100%	93%	86%	100%	100%	94%	81%	100%	-	100%	100%
Mean score	3.33	3.31	3.60	3.18	3.45	3.00	4.00	3.36	3.13	4.00	-	3.00	3.67
Standard deviation	.70	.71	.55	.77	.60	-	-	.55	.99	-	-	-	.58
Standard error	.10	.10	.24	.15	.14	-	-	.10	.26	-	-	-	.33

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	56 100%	29 100%	24 100%	55 100%	54 100%	53 100%	51 100%	33 100%	28 100%	54 100%	33 100%	17 100%	56 100%	-	45 100%	9 100%
Very ineffective (1)	2 4%	-	2 8%	2 4%	2 4%	2 4%	2 4%	2 6%	2 7%	2 4%	2 6%	-	2 4%	-	2 4%	-
Fairly ineffective (2)	1 2%	-	1 4%	1 2%	1 2%	1 2%	1 2%	1 3%	-	1 2%	1 3%	1 6%	1 2%	-	1 2%	-
Fairly effective (3)	28 50%	15 52%	11 46%	27 49%	26 48%	26 49%	25 49%	16 48%	11 39%	27 50%	17 52%	8 47%	28 50%	-	21 47%	5 56%
Very effective (4)	23 41%	13 45%	9 38%	23 42%	23 43%	22 42%	22 43%	14 42%	15 54%	22 41%	13 39%	8 47%	23 41%	-	20 44%	3 33%
Don't know	2 4%	1 3%	1 4%	2 4%	2 4%	2 4%	1 2%	-	-	2 4%	-	-	2 4%	-	1 2%	1 11%
<b>NETS</b>																
Net: Ineffective	3 5%	-	3 13%	3 5%	3 6%	3 6%	3 6%	3 9%	2 7%	3 6%	3 9%	1 6%	3 5%	-	3 7%	-
Net: Effective	51 91%	28 97%	20 83%	50 91%	49 91%	48 91%	47 92%	30 91%	26 93%	49 91%	30 91%	16 94%	51 91%	-	41 91%	8 89%
Mean score	3.33	3.46	3.17	3.34	3.35	3.33	3.34	3.27	3.39	3.33	3.24	3.41	3.33	-	3.34	3.38
Standard deviation	.70	.51	.89	.71	.71	.71	.72	.80	.83	.71	.79	.62	.70	-	.75	.52
Standard error	.10	.10	.18	.10	.10	.10	.10	.14	.16	.10	.14	.15	.10	-	.11	.18

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		56	38	33	34	55	22	18	34	54	55	49	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	2	1	1	2	2	1	-	1	1	2	2	-
		4%	3%	3%	6%	4%	5%	-	3%	2%	4%	4%	-
Fairly ineffective	(2)	1	1	1	-	1	1	-	-	1	1	-	-
		2%	3%	3%	-	2%	5%	-	-	2%	2%	-	-
Fairly effective	(3)	28	19	15	16	27	12	8	15	27	27	24	-
		50%	50%	45%	47%	49%	55%	44%	44%	50%	49%	49%	-
Very effective	(4)	23	16	15	16	23	7	10	16	23	23	21	-
		41%	42%	45%	47%	42%	32%	56%	47%	43%	42%	43%	-
Don't know		2	1	1	-	2	1	-	2	2	2	2	-
		4%	3%	3%	-	4%	5%	-	6%	4%	4%	4%	-
<b>NETS</b>													
Net: Ineffective		3	2	2	2	3	2	-	1	2	3	2	-
		5%	5%	6%	6%	5%	9%	-	3%	4%	5%	4%	-
Net: Effective		51	35	30	32	50	19	18	31	50	50	45	-
		91%	92%	91%	94%	91%	86%	100%	91%	93%	91%	92%	-
Mean score		3.33	3.35	3.38	3.35	3.34	3.19	3.56	3.44	3.38	3.34	3.36	-
Standard deviation		.70	.68	.71	.77	.71	.75	.51	.67	.63	.71	.70	-
Standard error		.10	.11	.13	.13	.10	.16	.12	.12	.09	.10	.10	-

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
		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	72	64	8	34	32	3	3	42	15	4	-	-	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%
Very ineffective	(1)	1	-	1	-	-	-	-	1	-	-	-	-
	1%	2%	-	3%	-	-	-	-	7%	-	-	-	-
Fairly ineffective	(2)	11	1	4	6	-	1	4	2	1	-	-	3
	15%	16%	13%	12%	19%	-	33%	10%	13%	25%	-	-	38%
Fairly effective	(3)	35	3	16	16	2	1	25	5	1	-	-	3
	49%	50%	38%	47%	50%	67%	33%	60%	33%	25%	-	-	38%
Very effective	(4)	22	3	13	8	-	1	10	7	2	-	-	2
	31%	30%	38%	38%	25%	-	33%	24%	47%	50%	-	-	25%
Don't know		3	1	-	2	1	-	3	-	-	-	-	-
	4%	3%	13%	-	6%	33%	-	7%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective	12	11	1	5	6	-	1	4	3	1	-	-	3
	17%	17%	13%	15%	19%	-	33%	10%	20%	25%	-	-	38%
Net: Effective	57	51	6	29	24	2	2	35	12	3	-	-	5
	79%	80%	75%	85%	75%	67%	67%	83%	80%	75%	-	-	63%
Mean score	3.13	3.11	3.29	3.21	3.07	3.00	3.00	3.15	3.20	3.25	-	-	2.88
Standard deviation	.73	.73	.76	.77	.69	-	1.00	.59	.94	.96	-	-	.83
Standard error	.09	.09	.29	.13	.13	-	.58	.09	.24	.48	-	-	.30

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	72 100%	43 100%	22 100%	69 100%	69 100%	67 100%	64 100%	44 100%	35 100%	66 100%	35 100%	15 100%	72 100%	-	56 100%	14 100%
Very ineffective (1)	1 1%	-	1 5%	1 1%	1 1%	1 1%	1 2%	1 2%	1 3%	1 2%	1 3%	-	1 1%	-	1 2%	-
Fairly ineffective (2)	11 15%	8 19%	1 5%	10 14%	11 16%	11 16%	11 17%	6 14%	6 17%	10 15%	4 11%	-	11 15%	-	6 11%	5 36%
Fairly effective (3)	35 49%	22 51%	10 45%	33 48%	32 46%	32 48%	29 45%	21 48%	15 43%	33 50%	20 57%	7 47%	35 49%	-	28 50%	5 36%
Very effective (4)	22 31%	11 26%	10 45%	22 32%	22 32%	20 30%	22 34%	14 32%	12 34%	19 29%	10 29%	8 53%	22 31%	-	19 34%	3 21%
Don't know	3 4%	2 5%	-	3 4%	3 4%	3 4%	1 2%	2 5%	1 3%	3 5%	-	-	3 4%	-	2 4%	1 7%
<b>NETS</b>																
Net: Ineffective	12 17%	8 19%	2 9%	11 16%	12 17%	12 18%	12 19%	7 16%	7 20%	11 17%	5 14%	-	12 17%	-	7 13%	5 36%
Net: Effective	57 79%	33 77%	20 91%	55 80%	54 78%	52 78%	51 80%	35 80%	27 77%	52 79%	30 86%	15 100%	57 79%	-	47 84%	8 57%
Mean score	3.13	3.07	3.32	3.15	3.14	3.11	3.14	3.14	3.12	3.11	3.11	3.53	3.13	-	3.20	2.85
Standard deviation	.73	.69	.78	.73	.74	.74	.76	.75	.81	.72	.72	.52	.73	-	.71	.80
Standard error	.09	.11	.17	.09	.09	.09	.10	.12	.14	.09	.12	.13	.09	-	.10	.22

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		72	37	37	36	67	24	21	48	66	70	67	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	1	-	1	1	1	-	-	-	1	1	1	-
		1%	-	3%	3%	1%	4%	-	-	2%	1%	1%	-
Fairly ineffective	(2)	11	6	5	5	10	2	4	9	9	10	10	-
		15%	16%	14%	14%	15%	8%	19%	19%	14%	14%	15%	-
Fairly effective	(3)	35	17	16	13	31	12	10	21	33	34	31	-
		49%	46%	43%	36%	46%	50%	48%	44%	50%	49%	46%	-
Very effective	(4)	22	14	14	16	22	8	7	15	21	22	22	-
		31%	38%	38%	44%	33%	33%	33%	31%	32%	31%	33%	-
Don't know		3	-	1	1	3	1	-	3	2	3	3	-
		4%	-	3%	3%	4%	4%	-	6%	3%	4%	4%	-
<b>NETS</b>													
Net: Ineffective		12	6	6	6	11	3	4	9	10	11	11	-
		17%	16%	16%	17%	16%	13%	19%	19%	15%	16%	16%	-
Net: Effective		57	31	30	29	53	20	17	36	54	56	53	-
		79%	84%	81%	81%	79%	83%	81%	75%	82%	80%	79%	-
Mean score		3.13	3.22	3.19	3.26	3.16	3.17	3.14	3.13	3.16	3.15	3.16	-
Standard deviation		.73	.71	.79	.82	.74	.78	.73	.73	.72	.72	.74	-
Standard error		.09	.12	.13	.14	.09	.16	.16	.11	.09	.09	.09	-

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

	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	41	37	4	19	14	2	6	24	7	3	1	1	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very ineffective	(1)	1	-	1	-	-	-	-	1	-	-	-	-
	2%	3%	-	5%	-	-	-	-	14%	-	-	-	-
Fairly ineffective	(2)	7	1	3	1	1	2	2	1	1	-	-	3
	17%	16%	25%	16%	7%	50%	33%	8%	14%	33%	-	-	75%
Fairly effective	(3)	24	2	10	11	1	2	15	4	1	1	1	1
	59%	59%	50%	53%	79%	50%	33%	63%	57%	33%	100%	100%	25%
Very effective	(4)	8	1	5	2	-	1	6	1	1	-	-	-
	20%	19%	25%	26%	14%	-	17%	25%	14%	33%	-	-	-
Don't know		1	-	-	-	-	1	1	-	-	-	-	-
	2%	3%	-	-	-	-	17%	4%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective		8	1	4	1	1	2	2	2	1	-	-	3
	20%	19%	25%	21%	7%	50%	33%	8%	29%	33%	-	-	75%
Net: Effective		32	3	15	13	1	3	21	5	2	1	1	1
	78%	78%	75%	79%	93%	50%	50%	88%	71%	67%	100%	100%	25%
Mean score	2.98	2.97	3.00	3.00	3.07	2.50	2.80	3.17	2.71	3.00	3.00	3.00	2.25
Standard deviation	.70	.70	.82	.82	.47	.71	.84	.58	.95	1.00	-	-	.50
Standard error	.11	.12	.41	.19	.13	.50	.37	.12	.36	.58	-	-	.25

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
		*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	41	26	13	41	40	36	34	25	20	40	21	12	41	-	33	6
	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	-
	2%	-	8%	2%	3%	3%	3%	4%	5%	3%	5%	-	2%	-	3%	-
Fairly ineffective (2)	7	5	2	7	7	4	4	4	3	6	3	1	7	-	6	1
	17%	19%	15%	17%	18%	11%	12%	16%	15%	15%	14%	8%	17%	-	18%	17%
Fairly effective (3)	24	13	9	24	23	22	21	14	12	24	12	10	24	-	19	3
	59%	50%	69%	59%	58%	61%	62%	56%	60%	60%	57%	83%	59%	-	58%	50%
Very effective (4)	8	7	1	8	8	8	7	5	4	8	4	1	8	-	7	1
	20%	27%	8%	20%	20%	22%	21%	20%	20%	20%	19%	8%	20%	-	21%	17%
Don't know	1	1	-	1	1	1	1	1	-	1	1	-	1	-	-	1
	2%	4%	-	2%	3%	3%	3%	4%	-	3%	5%	-	2%	-	-	17%
<b>NETS</b>																
Net: Ineffective	8	5	3	8	8	5	5	5	4	7	4	1	8	-	7	1
	20%	19%	23%	20%	20%	14%	15%	20%	20%	18%	19%	8%	20%	-	21%	17%
Net: Effective	32	20	10	32	31	30	28	19	16	32	16	11	32	-	26	4
	78%	77%	77%	78%	78%	83%	82%	76%	80%	80%	76%	92%	78%	-	79%	67%
Mean score	2.98	3.08	2.77	2.98	2.97	3.06	3.03	2.96	2.95	3.00	2.95	3.00	2.98	-	2.97	3.00
Standard deviation	.70	.70	.73	.70	.71	.68	.68	.75	.76	.69	.76	.43	.70	-	.73	.71
Standard error	.11	.14	.20	.11	.11	.12	.12	.15	.17	.11	.17	.12	.11	-	.13	.32

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		41	23	22	22	39	14	12	27	39	40	32	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	1	1	-	1	1	-	-	1	-	1	1	-
		2%	4%	-	5%	3%	-	-	4%	-	3%	3%	-
Fairly ineffective	(2)	7	4	3	1	7	3	2	4	7	7	4	-
		17%	17%	14%	5%	18%	21%	17%	15%	18%	18%	13%	-
Fairly effective	(3)	24	15	12	16	22	8	8	16	23	23	20	-
		59%	65%	55%	73%	56%	57%	67%	59%	59%	58%	63%	-
Very effective	(4)	8	3	6	3	8	3	2	5	8	8	6	-
		20%	13%	27%	14%	21%	21%	17%	19%	21%	20%	19%	-
Don't know		1	-	1	1	1	-	-	1	1	1	1	-
		2%	-	5%	5%	3%	-	-	4%	3%	3%	3%	-
<b>NETS</b>													
Net: Ineffective		8	5	3	2	8	3	2	5	7	8	5	-
		20%	22%	14%	9%	21%	21%	17%	19%	18%	20%	16%	-
Net: Effective		32	18	18	19	30	11	10	21	31	31	26	-
		78%	78%	82%	86%	77%	79%	83%	78%	79%	78%	81%	-
Mean score		2.98	2.87	3.14	3.00	2.97	3.00	3.00	2.96	3.03	2.97	3.00	-
Standard deviation		.70	.69	.65	.63	.72	.68	.60	.72	.64	.71	.68	-
Standard error		.11	.14	.14	.14	.12	.18	.17	.14	.10	.11	.12	-

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	32	28	4	18	10	1	3	19	6	1	-	1	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Very ineffective	(1)	1	-	1	-	-	-	-	1	-	-	-	-
	3%	4%	-	6%	-	-	-	-	17%	-	-	-	-
Fairly ineffective	(2)	1	1	1	-	-	-	1	-	-	-	-	-
	3%	-	25%	6%	-	-	-	5%	-	-	-	-	-
Fairly effective	(3)	11	1	6	4	1	-	6	2	-	-	1	2
	34%	36%	25%	33%	40%	100%	-	32%	33%	-	-	100%	50%
Very effective	(4)	19	2	10	6	-	3	12	3	1	-	-	2
	59%	61%	50%	56%	60%	-	100%	63%	50%	100%	-	-	50%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective	2	1	1	2	-	-	-	1	1	-	-	-	-
	6%	4%	25%	11%	-	-	-	5%	17%	-	-	-	-
Net: Effective	30	27	3	16	10	1	3	18	5	1	-	1	4
	94%	96%	75%	89%	100%	100%	100%	95%	83%	100%	-	100%	100%
Mean score	3.50	3.54	3.25	3.39	3.60	3.00	4.00	3.58	3.17	4.00	-	3.00	3.50
Standard deviation	.72	.69	.96	.85	.52	-	-	.61	1.17	-	-	-	.58
Standard error	.13	.13	.48	.20	.16	-	-	.14	.48	-	-	-	.29

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	32	19	12	31	29	30	29	19	17	30	19	10	32	-	26	5	
	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%	8%	3%	3%	3%	3%	5%	6%	3%	5%	-	3%	-	4%	-	
Fairly ineffective	(2)	1	-	1	1	1	1	1	-	1	1	-	1	-	-	-	
		3%	5%	3%	3%	3%	3%	5%	-	3%	5%	-	3%	-	-	-	
Fairly effective	(3)	11	7	4	11	10	11	11	6	5	11	5	3	11	-	9	2
		34%	37%	33%	35%	34%	37%	38%	32%	29%	37%	26%	30%	34%	-	35%	40%
Very effective	(4)	19	11	7	18	17	17	16	11	11	17	12	7	19	-	16	3
		59%	58%	58%	58%	59%	57%	55%	58%	65%	57%	63%	70%	59%	-	62%	60%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>																	
Net: Ineffective		2	1	1	2	2	2	2	1	2	2	-	2	-	1	-	
		6%	5%	8%	6%	7%	7%	11%	6%	7%	11%	-	6%	-	4%	-	
Net: Effective		30	18	11	29	27	28	27	17	16	28	17	10	30	-	25	5
		94%	95%	92%	94%	93%	93%	89%	94%	93%	89%	100%	94%	-	96%	100%	
Mean score		3.50	3.53	3.42	3.48	3.48	3.47	3.45	3.42	3.53	3.47	3.47	3.70	3.50	-	3.54	3.60
Standard deviation		.72	.61	.90	.72	.74	.73	.74	.84	.80	.73	.84	.48	.72	-	.71	.55
Standard error		.13	.14	.26	.13	.14	.13	.14	.19	.19	.13	.19	.15	.13	-	.14	.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		32	21	21	21	31	13	10	18	30	31	26	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	1	1	-	1	1	-	-	1	-	1	1	-
		3%	5%	-	5%	3%	-	-	6%	-	3%	4%	-
Fairly ineffective	(2)	1	-	-	-	1	-	-	-	-	-	-	-
		3%	-	-	-	3%	-	-	-	-	-	-	-
Fairly effective	(3)	11	8	7	8	11	5	4	4	11	11	10	-
		34%	38%	33%	38%	35%	38%	40%	22%	37%	35%	38%	-
Very effective	(4)	19	12	14	12	18	8	6	13	19	19	15	-
		59%	57%	67%	57%	58%	62%	60%	72%	63%	61%	58%	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective		2	1	-	1	2	-	-	1	-	1	1	-
		6%	5%	-	5%	6%	-	-	6%	-	3%	4%	-
Net: Effective		30	20	21	20	29	13	10	17	30	30	25	-
		94%	95%	100%	95%	94%	100%	100%	94%	100%	97%	96%	-
Mean score		3.50	3.48	3.67	3.48	3.48	3.62	3.60	3.61	3.63	3.55	3.50	-
Standard deviation		.72	.75	.48	.75	.72	.51	.52	.78	.49	.68	.71	-
Standard error		.13	.16	.11	.16	.13	.14	.16	.18	.09	.12	.14	-

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	18	16	2	15	1	-	2	10	5	-	1	-	1
	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	-	100%
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	2	1	1	2	-	-	1	1	-	-	-	-
		11%	6%	50%	13%	-	-	10%	20%	-	-	-	-
Fairly effective	(3)	9	8	1	7	1	-	4	2	-	1	-	1
		50%	50%	50%	47%	100%	-	40%	40%	-	100%	-	100%
Very effective	(4)	6	6	-	5	-	-	4	2	-	-	-	-
		33%	38%	-	33%	-	-	40%	40%	-	-	-	-
Don't know		1	1	-	1	-	-	1	-	-	-	-	-
		6%	6%	-	7%	-	-	10%	-	-	-	-	-
<b>NETS</b>													
Net: Ineffective		2	1	1	2	-	-	1	1	-	-	-	-
		11%	6%	50%	13%	-	-	10%	20%	-	-	-	-
Net: Effective		15	14	1	12	1	-	8	4	-	1	-	1
		83%	88%	50%	80%	100%	-	80%	80%	-	100%	-	100%
Mean score	3.24	3.33	2.50	3.21	3.00	-	3.50	3.33	3.20	-	3.00	-	3.00
Standard deviation	.66	.62	.71	.70	-	-	.71	.71	.84	-	-	-	-
Standard error	.16	.16	.50	.19	-	-	.50	.24	.37	-	-	-	-

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

	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	18	8	9	18	17	17	17	12	9	15	12	5	18	-	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	2	1	1	2	2	2	2	1	2	2	-	2	-	1	-
		11%	13%	11%	11%	12%	12%	17%	11%	13%	17%	-	11%	-	7%	-
Fairly effective	(3)	9	5	3	9	8	8	5	1	7	3	3	9	-	8	1
		50%	63%	33%	50%	47%	47%	42%	11%	47%	25%	60%	50%	-	53%	50%
Very effective	(4)	6	1	5	6	6	6	5	6	5	6	2	6	-	5	1
		33%	13%	56%	33%	35%	35%	42%	67%	33%	50%	40%	33%	-	33%	50%
Don't know		1	1	-	1	1	1	-	1	1	1	-	1	-	1	-
		6%	13%	-	6%	6%	6%	-	11%	7%	8%	-	6%	-	7%	-
<b>NETS</b>																
Net: Ineffective		2	1	1	2	2	2	2	1	2	2	-	2	-	1	-
		11%	13%	11%	11%	12%	12%	17%	11%	13%	17%	-	11%	-	7%	-
Net: Effective		15	6	8	15	14	14	10	7	12	9	5	15	-	13	2
		83%	75%	89%	83%	82%	82%	83%	78%	80%	75%	100%	83%	-	87%	100%
Mean score		3.24	3.00	3.44	3.24	3.25	3.25	3.25	3.63	3.21	3.36	3.40	3.24	-	3.29	3.50
Standard deviation		.66	.58	.73	.66	.68	.68	.75	.74	.70	.81	.55	.66	-	.61	.71
Standard error		.16	.22	.24	.16	.17	.17	.22	.26	.19	.24	.24	.16	-	.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\_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		18	15	14	18	10	5	9	17	17	16	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	2	1	1	2	1	-	-	1	1	1	-
		11%	7%	7%	11%	10%	-	-	6%	6%	6%	-
Fairly effective	(3)	9	7	7	9	5	3	5	9	9	9	-
		50%	47%	50%	50%	50%	60%	56%	53%	53%	56%	-
Very effective	(4)	6	6	5	6	4	2	3	6	6	5	-
		33%	40%	36%	33%	40%	40%	33%	35%	35%	31%	-
Don't know		1	1	1	1	-	-	1	1	1	1	-
		6%	7%	7%	6%	-	-	11%	6%	6%	6%	-
<b>NETS</b>												
Net: Ineffective		2	1	1	2	1	-	-	1	1	1	-
		11%	7%	7%	11%	10%	-	-	6%	6%	6%	-
Net: Effective		15	13	12	15	9	5	8	15	15	14	-
		83%	87%	86%	83%	90%	100%	89%	88%	88%	88%	-
Mean score		3.24	3.36	3.31	3.24	3.30	3.40	3.38	3.31	3.31	3.27	-
Standard deviation		.66	.63	.63	.66	.67	.55	.52	.60	.60	.59	-
Standard error		.16	.17	.17	.16	.21	.24	.18	.15	.15	.15	-

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	35	31	4	11	19	2	3	17	11	3	-	-	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	9	7	2	4	3	2	3	4	1	-	-	1
		26%	23%	50%	36%	16%	100%	18%	36%	33%	-	-	33%
Fairly effective	(3)	20	19	1	6	11	-	12	4	1	-	-	2
		57%	61%	25%	55%	58%	-	71%	36%	33%	-	-	67%
Very effective	(4)	4	3	1	1	3	-	2	2	-	-	-	-
		11%	10%	25%	9%	16%	-	12%	18%	-	-	-	-
Don't know		2	2	-	-	2	-	-	1	1	-	-	-
		6%	6%	-	-	11%	-	-	9%	33%	-	-	-
<b>NETS</b>													
Net: Ineffective		9	7	2	4	3	2	3	4	1	-	-	1
		26%	23%	50%	36%	16%	100%	18%	36%	33%	-	-	33%
Net: Effective		24	22	2	7	14	-	14	6	1	-	-	2
		69%	71%	50%	64%	74%	-	82%	55%	33%	-	-	67%
Mean score	2.85	2.86	2.75	2.73	3.00	2.00	3.00	2.94	2.80	2.50	-	-	2.67
Standard deviation	.62	.58	.96	.65	.61	-	-	.56	.79	.71	-	-	.58
Standard error	.11	.11	.48	.19	.15	-	-	.13	.25	.50	-	-	.33

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

	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	35	19	15	33	34	32	30	22	19	34	19	11	35	-	27	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	9	5	4	8	9	8	6	7	9	7	2	9	-	6	2
		26%	26%	27%	24%	26%	25%	27%	37%	26%	37%	18%	26%	-	22%	29%
Fairly effective	(3)	20	11	8	19	19	18	13	9	20	9	8	20	-	16	4
		57%	58%	53%	58%	56%	56%	59%	47%	59%	47%	73%	57%	-	59%	57%
Very effective	(4)	4	2	2	4	4	4	3	2	3	3	1	4	-	3	1
		11%	11%	13%	12%	12%	13%	14%	11%	9%	16%	9%	11%	-	11%	14%
Don't know		2	1	1	2	2	2	-	1	2	-	-	2	-	2	-
		6%	5%	7%	6%	6%	6%	-	5%	6%	-	-	6%	-	7%	-
<b>NETS</b>																
Net: Ineffective		9	5	4	8	9	8	6	7	9	7	2	9	-	6	2
		26%	26%	27%	24%	26%	25%	27%	37%	26%	37%	18%	26%	-	22%	29%
Net: Effective		24	13	10	23	23	22	16	11	23	12	9	24	-	19	5
		69%	68%	67%	70%	68%	69%	73%	58%	68%	63%	82%	69%	-	70%	71%
Mean score		2.85	2.83	2.86	2.87	2.84	2.87	2.86	2.72	2.81	2.79	2.91	2.85	-	2.88	2.86
Standard deviation		.62	.62	.66	.62	.63	.63	.65	.67	.59	.71	.54	.62	-	.60	.69
Standard error		.11	.15	.18	.11	.11	.11	.12	.14	.10	.16	.16	.11	-	.12	.26

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		35	25	18	22	33	14	8	29	32	33	30	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very ineffective	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Fairly ineffective	(2)	9	8	2	6	9	3	4	7	7	8	7	-
		26%	32%	11%	27%	27%	21%	50%	24%	22%	24%	23%	-
Fairly effective	(3)	20	12	11	12	18	8	3	16	19	19	17	-
		57%	48%	61%	55%	55%	57%	38%	55%	59%	58%	57%	-
Very effective	(4)	4	3	3	3	4	1	-	4	4	4	4	-
		11%	12%	17%	14%	12%	7%	-	14%	13%	12%	13%	-
Don't know		2	2	2	1	2	2	1	2	2	2	2	-
		6%	8%	11%	5%	6%	14%	13%	7%	6%	6%	7%	-
<b>NETS</b>													
Net: Ineffective		9	8	2	6	9	3	4	7	7	8	7	-
		26%	32%	11%	27%	27%	21%	50%	24%	22%	24%	23%	-
Net: Effective		24	15	14	15	22	9	3	20	23	23	21	-
		69%	60%	78%	68%	67%	64%	38%	69%	72%	70%	70%	-
Mean score		2.85	2.78	3.06	2.86	2.84	2.83	2.43	2.89	2.90	2.87	2.89	-
Standard deviation		.62	.67	.57	.65	.64	.58	.53	.64	.61	.62	.63	-
Standard error		.11	.14	.14	.14	.11	.17	.20	.12	.11	.11	.12	-

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	105	94	11	52	41	4	8	61	21	6	2	1	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Traditional print or broadcast media advertising	39	33	6	16	18	3	2	23	7	3	1	-	5
	37%	35%	55%	31%	44%	75%	25%	38%	33%	50%	50%	-	45%
Digital or social media advertising	40	36	4	22	13	1	4	25	10	-	1	-	2
	38%	38%	36%	42%	32%	25%	50%	41%	48%	-	50%	-	18%
Our spending on both is about the same	19	18	1	11	8	-	-	10	4	1	-	1	3
	18%	19%	9%	21%	20%	-	-	16%	19%	17%	-	100%	27%
Don't know	7	7	-	3	2	-	2	3	-	2	-	-	1
	7%	7%	-	6%	5%	-	25%	5%	-	33%	-	-	9%

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
		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	105	62	35	101	98	97	88	60	49	98	48	23	105	-	79	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Traditional print or broadcast media advertising	39	27	12	36	36	35	31	22	20	36	17	8	39	-	28	9
	37%	44%	34%	36%	37%	36%	35%	37%	41%	37%	35%	35%	37%	-	35%	39%
Digital or social media advertising	40	22	15	39	38	37	36	24	19	37	21	8	40	-	32	7
	38%	35%	43%	39%	39%	38%	41%	40%	39%	38%	44%	35%	38%	-	41%	30%
Our spending on both is about the same	19	8	7	19	17	18	15	8	9	18	7	3	19	-	14	5
	18%	13%	20%	19%	17%	19%	17%	13%	18%	18%	15%	13%	18%	-	18%	22%
Don't know	7	5	1	7	7	7	6	6	1	7	3	4	7	-	5	2
	7%	8%	3%	7%	7%	7%	7%	10%	2%	7%	6%	17%	7%	-	6%	9%

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	105	55	51	55	97	35	64	98	101	91	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Traditional print or broadcast media advertising	39	20	15	14	35	13	22	37	36	32	-
	37%	36%	29%	25%	36%	37%	34%	38%	36%	35%	-
Digital or social media advertising	40	20	24	28	39	17	25	37	39	35	-
	38%	36%	47%	51%	40%	49%	39%	38%	39%	38%	-
Our spending on both is about the same	19	8	9	9	17	4	14	17	19	18	-
	18%	15%	18%	16%	18%	11%	22%	17%	19%	20%	-
Don't know	7	7	3	4	6	1	3	7	7	6	-
	7%	13%	6%	7%	6%	3%	5%	7%	7%	7%	-

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 organization'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	105	-	3	9	64	27	2	3	91	4.12
	100%	-	3%	9%	61%	26%	2%	3%	87%	
Traditional print or broadcast media advertising	105	17	25	42	13	4	4	42	17	2.62
	100%	16%	24%	40%	12%	4%	4%	40%	16%	

## Kellen Social Media Spring 2016

**Q19\_1. How, if at all, has your organization'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	Communi cation Manager	Dedicated Social Media Manager	Staff member with departmental responsi bility	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	105	94	11	52	41	4	8	61	21	6	2	1	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly decreased	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Slightly decreased	(2)	3	3	-	2	1	-	1	1	-	-	-	1
		3%	3%	-	4%	2%	-	2%	5%	-	-	-	9%
Stayed the same	(3)	9	8	1	7	2	-	4	2	1	1	-	1
		9%	9%	9%	13%	5%	-	7%	10%	17%	50%	-	9%
Slightly increased	(4)	64	57	7	27	30	1	38	13	3	1	1	6
		61%	61%	64%	52%	73%	25%	62%	62%	50%	50%	100%	55%
Greatly increased	(5)	27	25	2	16	7	3	17	5	1	-	-	3
		26%	27%	18%	31%	17%	75%	28%	24%	17%	-	-	27%
Don't know		2	1	1	-	1	-	1	-	1	-	-	-
		2%	1%	9%	-	2%	-	2%	-	17%	-	-	-
<b>NETS</b>													
Net: Decreased		3	3	-	2	1	-	1	1	-	-	-	1
		3%	3%	-	4%	2%	-	2%	5%	-	-	-	9%
Net: Increased		91	82	9	43	37	4	55	18	4	1	1	9
		87%	87%	82%	83%	90%	100%	90%	86%	67%	50%	100%	82%
Mean score		4.12	4.12	4.10	4.10	4.08	4.75	4.18	4.05	4.00	3.50	4.00	4.00
Standard deviation		.68	.69	.57	.77	.57	.50	.62	.74	.71	.71	-	.89
Standard error		.07	.07	.18	.11	.09	.25	.08	.16	.32	.50	-	.27

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 organization'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

	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	105	62	35	101	98	97	88	60	49	98	48	23	105	-	79	23	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Greatly decreased	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Slightly decreased	(2)	3	2	-	3	3	2	2	1	3	2	1	3	-	1	1	
		3%	3%	-	3%	3%	2%	3%	2%	3%	4%	4%	3%	-	1%	4%	
Stayed the same	(3)	9	7	2	8	8	9	8	5	7	9	5	2	9	-	6	3
		9%	11%	6%	8%	8%	9%	9%	8%	14%	9%	10%	9%	9%	-	8%	13%
Slightly increased	(4)	64	38	22	63	59	59	54	32	25	57	24	12	64	-	46	16
		61%	61%	63%	62%	60%	61%	61%	53%	51%	58%	50%	52%	61%	-	58%	70%
Greatly increased	(5)	27	14	11	25	26	24	24	19	15	27	16	7	27	-	24	3
		26%	23%	31%	25%	27%	25%	27%	32%	31%	28%	33%	30%	26%	-	30%	13%
Don't know		2	1	-	2	2	2	-	2	1	2	1	1	2	-	2	-
		2%	2%	-	2%	2%	2%	-	3%	2%	2%	2%	4%	2%	-	3%	-
							f										
<b>NETS</b>																	
Net: Decreased		3	2	-	3	3	3	2	2	1	3	2	1	3	-	1	1
		3%	3%	-	3%	3%	3%	2%	3%	2%	3%	4%	4%	3%	-	1%	4%
Net: Increased		91	52	33	88	85	83	78	51	40	84	40	19	91	-	70	19
		87%	84%	94%	87%	87%	86%	89%	85%	82%	86%	83%	83%	87%	-	89%	83%
Mean score		4.12	4.05	4.26	4.11	4.13	4.09	4.14	4.17	4.13	4.13	4.15	4.14	4.12	-	4.21	3.91
Standard deviation		.68	.69	.56	.67	.68	.69	.66	.73	.73	.70	.78	.77	.68	-	.64	.67
Standard error		.07	.09	.09	.07	.07	.07	.07	.10	.11	.07	.11	.17	.07	-	.07	.14

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 organization'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		105	55	51	55	97	35	27	64	98	101	91	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Greatly decreased	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Slightly decreased	(2)	3	2	1	1	2	-	1	3	3	3	3	-
		3%	4%	2%	2%	2%	-	4%	5%	3%	3%	3%	-
Stayed the same	(3)	9	3	4	5	7	2	1	3	9	8	8	-
		9%	5%	8%	9%	7%	6%	4%	5%	9%	8%	9%	-
Slightly increased	(4)	64	35	30	36	62	22	17	43	60	62	57	-
		61%	64%	59%	65%	64%	63%	63%	67%	61%	61%	63%	-
Greatly increased	(5)	27	14	15	13	25	11	8	14	25	26	22	-
		26%	25%	29%	24%	26%	31%	30%	22%	26%	26%	24%	-
Don't know		2	1	1	-	1	-	-	1	1	2	1	-
		2%	2%	2%	-	1%	-	-	2%	1%	2%	1%	-
<b>NETS</b>													
Net: Decreased		3	2	1	1	2	-	1	3	3	3	3	-
		3%	4%	2%	2%	2%	-	4%	5%	3%	3%	3%	-
Net: Increased		91	49	45	49	87	33	25	57	85	88	79	-
		87%	89%	88%	89%	90%	94%	93%	89%	87%	87%	87%	-
Mean score		4.12	4.13	4.18	4.11	4.15	4.26	4.19	4.08	4.10	4.12	4.09	-
Standard deviation		.68	.67	.66	.63	.63	.56	.68	.68	.68	.67	.68	-
Standard error		.07	.09	.09	.08	.06	.09	.13	.09	.07	.07	.07	-

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 organization'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	105	94	11	52	41	4	8	61	21	6	2	1	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly decreased (1)	17	15	2	9	7	-	1	10	3	-	-	-	2
	16%	16%	18%	17%	17%	-	13%	16%	14%	-	-	-	18%
Slightly decreased (2)	25	22	3	12	11	1	1	14	4	2	1	1	3
	24%	23%	27%	23%	27%	25%	13%	23%	19%	33%	50%	100%	27%
Stayed the same (3)	42	39	3	23	13	2	4	24	10	2	1	-	5
	40%	41%	27%	44%	32%	50%	50%	39%	48%	33%	50%	-	45%
Slightly increased (4)	13	11	2	5	7	-	1	8	4	1	-	-	-
	12%	12%	18%	10%	17%	-	13%	13%	19%	17%	-	-	-
Greatly increased (5)	4	4	-	2	1	1	-	3	-	-	-	-	1
	4%	4%	-	4%	2%	25%	-	5%	-	-	-	-	9%
Don't know	4	3	1	1	2	-	1	2	-	1	-	-	-
	4%	3%	9%	2%	5%	-	13%	3%	-	17%	-	-	-
<b>NETS</b>													
Net: Decreased	42	37	5	21	18	1	2	24	7	2	1	1	5
	40%	39%	45%	40%	44%	25%	25%	39%	33%	33%	50%	100%	45%
Net: Increased	17	15	2	7	8	1	1	11	4	1	-	-	1
	16%	16%	18%	13%	20%	25%	13%	18%	19%	17%	-	-	9%
Mean score	2.62	2.64	2.50	2.59	2.59	3.25	2.71	2.66	2.71	2.80	2.50	2.00	2.55
Standard deviation	1.04	1.04	1.08	1.02	1.07	1.26	.95	1.08	.96	.84	.71	-	1.13
Standard error	.10	.11	.34	.14	.17	.63	.36	.14	.21	.37	.50	-	.34

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 organization'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	105	62	35	101	98	97	88	60	49	98	48	23	105	-	79	23	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Greatly decreased	(1)	17	8	6	17	16	15	13	11	9	16	9	2	17	-	12	4
		16%	13%	17%	17%	16%	15%	15%	18%	18%	16%	19%	9%	16%	-	15%	17%
Slightly decreased	(2)	25	19	6	25	24	23	20	11	9	24	9	4	25	-	19	6
		24%	31%	17%	25%	24%	24%	23%	18%	18%	24%	19%	17%	24%	-	24%	26%
Stayed the same	(3)	42	24	17	40	39	38	38	24	24	37	19	10	42	-	32	9
		40%	39%	49%	40%	40%	39%	43%	40%	49%	38%	40%	43%	40%	-	41%	39%
Slightly increased	(4)	13	7	5	11	11	13	11	9	4	13	8	4	13	-	9	3
		12%	11%	14%	11%	11%	13%	13%	15%	8%	13%	17%	17%	12%	-	11%	13%
Greatly increased	(5)	4	2	1	4	4	4	4	1	2	4	2	1	4	-	3	1
		4%	3%	3%	4%	4%	4%	5%	2%	4%	4%	4%	4%	4%	-	4%	4%
Don't know		4	2	-	4	4	4	2	4	1	4	1	2	4	-	4	-
		4%	3%	-	4%	4%	4%	2%	7%	2%	4%	2%	9%	4%	-	5%	-
<b>NETS</b>																	
Net: Decreased		42	27	12	42	40	38	33	22	18	40	18	6	42	-	31	10
		40%	44%	34%	42%	41%	39%	38%	37%	37%	41%	38%	26%	40%	-	39%	43%
Net: Increased		17	9	6	15	15	17	15	10	6	17	10	5	17	-	12	4
		16%	15%	17%	15%	15%	18%	17%	17%	12%	17%	21%	22%	16%	-	15%	17%
Mean score		2.62	2.60	2.69	2.59	2.61	2.66	2.69	2.61	2.60	2.63	2.68	2.90	2.62	-	2.63	2.61
Standard deviation		1.04	.98	1.02	1.04	1.04	1.05	1.03	1.04	1.03	1.06	1.11	1.00	1.04	-	1.02	1.08
Standard error		.10	.13	.17	.11	.11	.11	.11	.14	.15	.11	.16	.22	.10	-	.12	.22

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 organization'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		105	55	51	55	97	35	27	64	98	101	91	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Greatly decreased	(1)	17	8	10	10	14	7	4	9	17	16	15	-
		16%	15%	20%	18%	14%	20%	15%	14%	17%	16%	16%	-
Slightly decreased	(2)	25	15	12	15	25	6	2	20	24	25	21	-
		24%	27%	24%	27%	26%	17%	7%	31%	24%	25%	23%	-
Stayed the same	(3)	42	18	21	23	40	17	12	24	38	40	37	-
		40%	33%	41%	42%	41%	49%	44%	38%	39%	40%	41%	-
Slightly increased	(4)	13	9	6	6	11	4	7	7	12	12	11	-
		12%	16%	12%	11%	11%	11%	26%	11%	12%	12%	12%	-
Greatly increased	(5)	4	2	-	-	4	1	2	2	4	4	4	-
		4%	4%	-	-	4%	3%	7%	3%	4%	4%	4%	-
Don't know		4	3	2	1	3	-	-	2	3	4	3	-
		4%	5%	4%	2%	3%	-	-	3%	3%	4%	3%	-
<b>NETS</b>													
Net: Decreased		42	23	22	25	39	13	6	29	41	41	36	-
		40%	42%	43%	45%	40%	37%	22%	45%	42%	41%	40%	-
Net: Increased		17	11	6	6	15	5	9	9	16	16	15	-
		16%	20%	12%	11%	15%	14%	33%	14%	16%	16%	16%	-
Mean score		2.62	2.65	2.47	2.46	2.64	2.60	3.04	2.56	2.60	2.62	2.64	-
Standard deviation		1.04	1.06	.96	.93	1.01	1.03	1.13	.99	1.06	1.04	1.05	-
Standard error		.10	.15	.14	.13	.10	.17	.22	.13	.11	.11	.11	-

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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Kickstarter	3	3	-	2	1	-	-	-	1	1	-	-	1
	1%	1%	-	2%	1%	-	-	-	3%	4%	-	-	3%
									g				G
GoFundMe	3	3	-	2	1	-	-	1	1	-	-	-	1
	1%	1%	-	2%	1%	-	-	1%	3%	-	-	-	3%
Indiegogo	2	2	-	-	2	-	-	1	1	-	-	-	-
	1%	1%	-	-	2%	-	-	1%	3%	-	-	-	-
CrowdRise	2	2	-	1	-	1	-	2	-	-	-	-	-
	1%	1%	-	1%	-	11%	-	1%	-	-	-	-	-
YouCaring	1	1	-	-	1	-	-	-	1	-	-	-	-
	*	*	-	-	1%	-	-	-	3%	-	-	-	-
									g				
Razoo	1	1	-	1	-	-	-	-	1	-	-	-	-
	*	*	-	1%	-	-	-	-	3%	-	-	-	-
									g				
CauseVox	1	1	-	-	1	-	-	-	1	-	-	-	-
	*	*	-	-	1%	-	-	-	3%	-	-	-	-
									g				
RocketHub	1	1	-	1	-	-	-	1	-	-	-	-	-
	*	*	-	1%	-	-	-	1%	-	-	-	-	-
Causes	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Buzzbnk	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Start Some good	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Pozible	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	5	1	1	4	1	-	4	-	-	-	-	2
	2%	2%	2%	1%	4%	11%	-	3%	-	-	-	-	6%

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
Significance Level: 90%													
Significance Level: 95%													
<b>Total</b>	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	238	197	41	105	104	7	22	131	33	23	7	2	30
	94%	93%	98%	94%	94%	78%	100%	94%	92%	96%	100%	100%	88%
<b>NETS</b>													
Net: Any Platform	16	15	1	7	7	2	-	8	3	1	-	-	4
	6%	7%	2%	6%	6%	22%	-	6%	8%	4%	-	-	12%

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Kickstarter	3	1	1	3	3	3	3	1	1	2	1	1	2	1	1	2
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%
GoFundMe	3	2	1	3	2	2	3	2	-	3	1	1	2	1	2	1
	1%	1%	2%	1%	1%	1%	2%	2%	-	1%	1%	2%	2%	1%	1%	1%
Indiegogo	2	1	1	2	2	2	2	2	1	2	1	1	2	-	2	-
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	-	1%	-
CrowdRise	2	1	1	1	2	1	2	1	1	1	-	-	-	2	2	-
	1%	1%	2%	*	1%	*	1%	1%	1%	*	-	-	-	1%	1%	-
YouCaring	1	-	1	1	1	1	1	1	-	1	1	1	1	-	1	-
	*	-	2%	*	*	*	1%	1%	-	*	1%	2%	1%	-	1%	-
Razoo	1	1	-	1	1	1	1	1	-	1	-	-	-	1	1	-
	*	1%	-	*	*	*	1%	1%	-	*	-	-	-	1%	1%	-
CauseVox	1	-	1	1	1	1	1	1	-	1	1	1	1	-	1	-
	*	-	2%	*	*	*	1%	1%	-	*	1%	2%	1%	-	1%	-
RocketHub	1	1	-	1	1	1	1	-	1	1	1	-	1	-	1	-
	*	1%	-	*	*	*	1%	-	1%	*	1%	-	1%	-	1%	-
Causes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buzzbnk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Start Some good	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pozible	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	3	3	6	5	6	5	5	2	5	2	1	4	2	3	3
	2%	2%	6%	3%	2%	3%	3%	4%	2%	2%	3%	2%	4%	1%	2%	3%
None of the above	238	169	47	224	215	208	160	105	83	193	68	40	96	142	140	82
	94%	95%	89%	94%	94%	94%	91%	91%	93%	94%	93%	93%	91%	95%	93%	94%

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>																
Net: Any Platform	16	9	6	15	14	14	15	10	6	13	5	3	9	7	11	5
	6%	5%	11%	6%	6%	6%	9%	9%	7%	6%	7%	7%	9%	5%	7%	6%

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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Kickstarter	3 1%	1 1%	1 1%	1 1%	3 1%	2 3%	1 2%	2 1%	2 1%	3 1%	3 1%	- -
GoFundMe	3 1%	2 2%	2 2%	2 2%	3 1%	2 3%	1 2%	1 1%	3 1%	3 1%	3 1%	- -
Indiegogo	2 1%	1 1%	1 1%	1 1%	2 1%	1 1%	- -	1 1%	2 1%	2 1%	2 1%	- -
CrowdRise	2 1%	1 1%	1 1%	- -	2 1%	1 1%	1 2%	1 1%	2 1%	2 1%	1 *	- -
YouCaring	1 *	1 1%	1 1%	- -	1 *	1 1%	- -	1 1%	1 *	1 *	1 *	- -
Razoo	1 *	1 1%	- -	- -	1 *	1 1%	1 2%	1 1%	1 *	- -	- -	- -
						ij	IJ					
CauseVox	1 *	1 1%	1 1%	- -	1 *	1 1%	- -	1 1%	1 *	1 *	1 *	- -
RocketHub	1 *	- -	1 1%	1 1%	1 *	- -	- -	- -	1 *	1 *	- -	- -
Causes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Buzzbnk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Start Some good	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pozible	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	6 2%	4 3%	3 3%	3 3%	6 3%	3 4%	1 2%	4 3%	6 3%	6 3%	6 3%	- -
None of the above	238 94%	108 92%	100 93%	99 94%	215 93%	65 88%	50 93%	131 94%	213 93%	218 94%	202 94%	1 100%

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
Significance Level: 90%											
Significance Level: 95%											
Total	254	117	107	105	231	74	54	140	228	233	215
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>NETS</b>											
Net: Any Platform	16	9	7	6	16	9	4	9	15	15	13
	6%	8%	7%	6%	7%	12%	7%	6%	7%	6%	6%
						j					-

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	16	-	3	7	1	3	2	3	4	3.29
	100%	-	19%	44%	6%	19%	13%	19%	25%	
Outcome	16	-	5	4	3	2	2	5	5	3.14
	100%	-	31%	25%	19%	13%	13%	31%	31%	

## 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	16	15	1	7	7	2	-	8	3	1	-	-	4
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	100%
Very dissatisfied (1)	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied (2)	3	3	-	2	-	1	-	2	1	-	-	-	-
	19%	20%	-	29%	-	50%	-	25%	33%	-	-	-	-
Neither satisfied nor dissatisfied (3)	7	7	-	4	3	-	-	1	2	1	-	-	3
	44%	47%	-	57%	43%	-	-	13%	67%	100%	-	-	75%
Fairly satisfied (4)	1	1	-	-	-	1	-	1	-	-	-	-	-
	6%	7%	-	-	-	50%	-	13%	-	-	-	-	-
Very satisfied (5)	3	3	-	1	2	-	-	3	-	-	-	-	-
	19%	20%	-	14%	29%	-	-	38%	-	-	-	-	-
Don't know	2	1	1	-	2	-	-	1	-	-	-	-	1
	13%	7%	100%	-	29%	-	-	13%	-	-	-	-	25%
<b>NETS</b>													
Net: Dissatisfied	3	3	-	2	-	1	-	2	1	-	-	-	-
	19%	20%	-	29%	-	50%	-	25%	33%	-	-	-	-
Net: Satisfied	4	4	-	1	2	1	-	4	-	-	-	-	-
	25%	27%	-	14%	29%	50%	-	50%	-	-	-	-	-
Mean score	3.29	3.29	-	3.00	3.80	3.00	-	3.71	2.67	3.00	-	-	3.00
Standard deviation	1.07	1.07	-	1.00	1.10	1.41	-	1.38	.58	-	-	-	-
Standard error	.29	.29	-	.38	.49	1.00	-	.52	.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	16 100%	9 100%	6 100%	15 100%	14 100%	14 100%	15 100%	10 100%	6 100%	13 100%	5 100%	3 100%	9 100%	7 100%	11 100%	5 100%
Very dissatisfied (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied (2)	3 19%	1 11%	2 33%	3 20%	3 21%	2 14%	3 20%	1 10%	2 33%	3 23%	2 40%	1 33%	2 22%	1 14%	3 27%	-
Neither satisfied nor dissatisfied (3)	7 44%	4 44%	2 33%	7 47%	6 43%	6 43%	7 47%	4 40%	2 33%	6 46%	2 40%	2 67%	4 44%	3 43%	4 36%	3 60%
Fairly satisfied (4)	1 6%	-	1 17%	1 7%	1 7%	1 7%	1 7%	1 10%	1 17%	1 8%	1 20%	-	1 11%	-	1 9%	-
Very satisfied (5)	3 19%	3 33%	-	2 13%	3 21%	3 21%	3 20%	3 30%	1 17%	2 15%	-	-	2 22%	1 14%	2 18%	1 20%
Don't know	2 13%	1 11%	1 17%	2 13%	1 7%	2 14%	1 7%	1 10%	-	1 8%	-	-	-	2 29%	1 9%	1 20%
<b>NETS</b>																
Net: Dissatisfied	3 19%	1 11%	2 33%	3 20%	3 21%	2 14%	3 20%	1 10%	2 33%	3 23%	2 40%	1 33%	2 22%	1 14%	3 27%	-
Net: Satisfied	4 25%	3 33%	1 17%	3 20%	4 29%	4 29%	4 27%	4 40%	2 33%	3 23%	1 20%	-	3 33%	1 14%	3 27%	1 20%
Mean score	3.29	3.63	2.80	3.15	3.31	3.42	3.29	3.67	3.17	3.17	2.80	2.67	3.33	3.20	3.20	3.50
Standard deviation	1.07	1.19	.84	.99	1.11	1.08	1.07	1.12	1.17	1.03	.84	.58	1.12	1.10	1.14	1.00
Standard error	.29	.42	.37	.27	.31	.31	.29	.37	.48	.30	.37	.33	.37	.49	.36	.50

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		16	9	7	6	16	9	4	9	15	15	13	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very dissatisfied	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied	(2)	3	1	2	2	3	1	1	-	3	3	1	-
		19%	11%	29%	33%	19%	11%	25%	-	20%	20%	8%	-
Neither satisfied nor dissatisfied	(3)	7	5	3	1	7	6	2	6	6	6	6	-
		44%	56%	43%	17%	44%	67%	50%	67%	40%	40%	46%	-
Fairly satisfied	(4)	1	1	-	1	1	1	-	-	1	1	1	-
		6%	11%	-	17%	6%	11%	-	-	7%	7%	8%	-
Very satisfied	(5)	3	1	2	2	3	1	1	2	3	3	3	-
		19%	11%	29%	33%	19%	11%	25%	22%	20%	20%	23%	-
Don't know		2	1	-	-	2	-	-	1	2	2	2	-
		13%	11%	-	-	13%	-	-	11%	13%	13%	15%	-
<b>NETS</b>													
Net: Dissatisfied		3	1	2	2	3	1	1	-	3	3	1	-
		19%	11%	29%	33%	19%	11%	25%	-	20%	20%	8%	-
Net: Satisfied		4	2	2	3	4	2	1	2	4	4	4	-
		25%	22%	29%	50%	25%	22%	25%	22%	27%	27%	31%	-
Mean score		3.29	3.25	3.29	3.50	3.29	3.22	3.25	3.50	3.31	3.31	3.55	-
Standard deviation		1.07	.89	1.25	1.38	1.07	.83	1.26	.93	1.11	1.11	1.04	-
Standard error		.29	.31	.47	.56	.29	.28	.63	.33	.31	.31	.31	-

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

	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	16	15	1	7	7	2	-	8	3	1	-	-	4
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	100%
Very dissatisfied	(1) -	-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied	(2) 5	5	-	4	-	1	-	2	1	-	-	-	2
	31%	33%	-	57%	-	50%	-	25%	33%	-	-	-	50%
Neither satisfied nor dissatisfied	(3) 4	4	-	2	2	-	-	1	2	-	-	-	1
	25%	27%	-	29%	29%	-	-	13%	67%	-	-	-	25%
Fairly satisfied	(4) 3	3	-	-	2	1	-	2	-	1	-	-	-
	19%	20%	-	-	29%	50%	-	25%	-	100%	-	-	-
Very satisfied	(5) 2	2	-	1	1	-	-	2	-	-	-	-	-
	13%	13%	-	14%	14%	-	-	25%	-	-	-	-	-
Don't know	2	1	1	-	2	-	-	1	-	-	-	-	1
	13%	7%	100%	-	29%	-	-	13%	-	-	-	-	25%
<b>NETS</b>													
Net: Dissatisfied	5	5	-	4	-	1	-	2	1	-	-	-	2
	31%	33%	-	57%	-	50%	-	25%	33%	-	-	-	50%
Net: Satisfied	5	5	-	1	3	1	-	4	-	1	-	-	-
	31%	33%	-	14%	43%	50%	-	50%	-	100%	-	-	-
Mean score	3.14	3.14	-	2.71	3.80	3.00	-	3.57	2.67	4.00	-	-	2.33
Standard deviation	1.10	1.10	-	1.11	.84	1.41	-	1.27	.58	-	-	-	.58
Standard error	.29	.29	-	.42	.37	1.00	-	.48	.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
		*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	16 100%	9 100%	6 100%	15 100%	14 100%	14 100%	15 100%	10 100%	6 100%	13 100%	5 100%	3 100%	9 100%	7 100%	11 100%	5 100%
Very dissatisfied (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied (2)	5 31%	2 22%	2 33%	5 33%	4 29%	3 21%	5 33%	1 10%	2 33%	4 31%	2 40%	1 33%	3 33%	2 29%	4 36%	1 20%
Neither satisfied nor dissatisfied (3)	4 25%	2 22%	2 33%	4 27%	4 29%	4 29%	4 27%	4 40%	1 17%	4 31%	2 40%	2 67%	3 33%	1 14%	3 27%	1 20%
Fairly satisfied (4)	3 19%	2 22%	1 17%	3 20%	3 21%	3 21%	3 20%	2 20%	3 50%	3 23%	1 20%	-	2 22%	1 14%	2 18%	1 20%
Very satisfied (5)	2 13%	2 22%	-	1 7%	2 14%	2 14%	2 13%	2 20%	-	1 8%	-	-	1 11%	1 14%	1 9%	1 20%
Don't know	2 13%	1 11%	1 17%	2 13%	1 7%	2 14%	1 7%	1 10%	-	1 8%	-	-	-	2 29%	1 9%	1 20%
<b>NETS</b>																
Net: Dissatisfied	5 31%	2 22%	2 33%	5 33%	4 29%	3 21%	5 33%	1 10%	2 33%	4 31%	2 40%	1 33%	3 33%	2 29%	4 36%	1 20%
Net: Satisfied	5 31%	4 44%	1 17%	4 27%	5 36%	5 36%	5 33%	4 40%	3 50%	4 31%	1 20%	-	3 33%	2 29%	3 27%	2 40%
Mean score	3.14	3.50	2.80	3.00	3.23	3.33	3.14	3.56	3.17	3.08	2.80	2.67	3.11	3.20	3.00	3.50
Standard deviation	1.10	1.20	.84	1.00	1.09	1.07	1.10	1.01	.98	1.00	.84	.58	1.05	1.30	1.05	1.29
Standard error	.29	.42	.37	.28	.30	.31	.29	.34	.40	.29	.37	.33	.35	.58	.33	.65

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		16	9	7	6	16	9	4	9	15	15	13	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very dissatisfied	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Fairly dissatisfied	(2)	5	2	2	2	5	2	1	1	4	5	3	-
		31%	22%	29%	33%	31%	22%	25%	11%	27%	33%	23%	-
Neither satisfied nor dissatisfied	(3)	4	4	3	1	4	4	2	4	4	3	3	-
		25%	44%	43%	17%	25%	44%	50%	44%	27%	20%	23%	-
Fairly satisfied	(4)	3	1	-	2	3	2	-	1	3	3	3	-
		19%	11%	-	33%	19%	22%	-	11%	20%	20%	23%	-
Very satisfied	(5)	2	1	2	1	2	1	1	2	2	2	2	-
		13%	11%	29%	17%	13%	11%	25%	22%	13%	13%	15%	-
Don't know		2	1	-	-	2	-	-	1	2	2	2	-
		13%	11%	-	-	13%	-	-	11%	13%	13%	15%	-
<b>NETS</b>													
Net: Dissatisfied		5	2	2	2	5	2	1	1	4	5	3	-
		31%	22%	29%	33%	31%	22%	25%	11%	27%	33%	23%	-
Net: Satisfied		5	2	2	3	5	3	1	3	5	5	5	-
		31%	22%	29%	50%	31%	33%	25%	33%	33%	33%	38%	-
Mean score		3.14	3.13	3.29	3.33	3.14	3.22	3.25	3.50	3.23	3.15	3.36	-
Standard deviation		1.10	.99	1.25	1.21	1.10	.97	1.26	1.07	1.09	1.14	1.12	-
Standard error		.29	.35	.47	.49	.29	.32	.63	.38	.30	.32	.34	-

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%													
<b>Total</b>	254 100%	212 100%	42 100%	112 100%	111 100%	9 100%	22 100%	139 100%	36 100%	24 100%	7 100%	2 100%	34 100%
Mobile app to access organisation's directory, information or website	49 19%	39 18%	10 24%	19 17%	24 22%	1 11%	5 23%	29 21%	6 17%	3 13%	3 43%	- -	5 15%
Mobile app specifically for conference or tradeshow attendees	153 60%	123 58%	30 71%	65 58%	77 69%	3 33%	8 36%	84 60%	26 72%	14 58%	4 57%	1 50%	19 56%
Mobile app for event registration	48 19%	34 16%	14 33%	20 18%	22 20%	1 11%	5 23%	27 19%	9 25%	4 17%	2 29%	- -	4 12%
Mobile fundraising app, including auction apps	11 4%	10 5%	1 2%	5 4%	5 5%	1 11%	- -	8 6%	3 8%	- -	- -	- -	- -
Other	14 6%	12 6%	2 5%	5 4%	9 8%	- -	- -	4 3%	7 19%	- -	- -	- -	3 9%
None of these	72 28%	66 31%	6 14%	37 33%	21 19%	5 56%	9 41%	39 28%	3 8%	9 38%	2 29%	1 50%	12 35%

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	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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mobile app to access organisation's directory, information or website	49	33	10	46	45	46	39	22	20	44	22	9	26	23	36	10
	19%	19%	19%	19%	20%	21%	22%	19%	22%	21%	30%	21%	25%	15%	24%	11%
											Cdeg		m		O	
Mobile app specifically for conference or tradeshow attendees	153	106	35	141	140	142	111	71	58	126	44	30	68	85	96	49
	60%	60%	66%	59%	61%	64%	63%	62%	65%	61%	60%	70%	65%	57%	64%	56%
Mobile app for event registration	48	29	16	46	42	43	30	27	17	43	15	10	18	30	32	13
	19%	16%	30%	19%	18%	19%	17%	23%	19%	21%	21%	23%	17%	20%	21%	15%
			A													
Mobile fundraising app, including auction apps	11	7	4	11	11	10	9	7	6	10	5	3	6	5	7	3
	4%	4%	8%	5%	5%	5%	5%	6%	7%	5%	7%	7%	6%	3%	5%	3%
Other	14	6	7	14	14	14	12	6	6	12	3	2	7	7	10	3
	6%	3%	13%	6%	6%	6%	7%	5%	7%	6%	4%	5%	7%	5%	7%	3%
			A													
None of these	72	54	10	71	63	56	44	31	20	56	20	9	26	46	37	29
	28%	30%	19%	30%	28%	25%	25%	27%	22%	27%	27%	21%	25%	31%	25%	33%

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	254 100%	117 100%	107 100%	105 100%	231 100%	74 100%	54 100%	140 100%	228 100%	233 100%	215 100%	1 100%
Mobile app to access organisation's directory, information or website	49 19%	20 17%	24 22%	24 23%	48 21%	13 18%	13 24%	26 19%	42 18%	47 20%	43 20%	- -
Mobile app specifically for conference or tradeshow attendees	153 60%	70 60%	62 58%	67 64%	142 61%	51 69%	32 59%	92 66%	141 62%	146 63%	137 64%	1 100%
Mobile app for event registration	48 19%	24 21%	24 22%	21 20%	42 18%	16 22%	13 24%	25 18%	40 18%	47 20%	43 20%	1 100%
Mobile fundraising app, including auction apps	11 4%	6 5%	5 5%	6 6%	11 5%	3 4%	2 4%	5 4%	11 5%	11 5%	10 5%	- -
Other	14 6%	4 3%	4 4%	8 8%	13 6%	6 8%	3 6%	10 7%	12 5%	11 5%	12 6%	1 100%
None of these	72 28%	34 29%	27 25%	25 24%	62 27%	15 20%	15 28%	35 25%	64 28%	61 26%	53 25%	- -

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		182	36	75	90	4	13	100	33	15	5	1	22
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0%	(0)	9	4	2	5	1	1	3	4	1	-	-	1
		5%	3%	3%	6%	25%	8%	3%	12%	7%	-	-	5%
			a						G				
5%	(5)	6	-	-	5	1	-	4	2	-	-	-	-
		3%	-	-	6%	25%	-	4%	6%	-	-	-	-
					C								
10%	(10)	8	2	5	3	-	-	6	1	-	-	-	1
		4%	6%	7%	3%	-	-	6%	3%	-	-	-	5%
15%	(15)	8	3	3	5	-	-	3	3	2	-	-	-
		4%	8%	4%	6%	-	-	3%	9%	13%	-	-	-
20%	(20)	13	1	8	4	1	-	8	3	2	-	-	-
		7%	3%	11%	4%	25%	-	8%	9%	13%	-	-	-
25%	(25)	12	5	6	4	-	2	5	-	1	2	-	3
		7%	14%	8%	4%	-	15%	5%	-	7%	40%	-	14%
			a										
30%	(30)	13	3	5	7	-	1	9	2	1	-	-	-
		7%	8%	7%	8%	-	8%	9%	6%	7%	-	-	-
35%	(35)	6	-	3	3	-	-	5	1	-	-	-	-
		3%	-	4%	3%	-	-	5%	3%	-	-	-	-
40%	(40)	12	1	6	4	-	2	8	2	-	-	-	2
		7%	3%	8%	4%	-	15%	8%	6%	-	-	-	9%
45%	(45)	6	1	2	2	1	1	2	1	1	1	-	-
		3%	3%	3%	2%	25%	8%	2%	3%	7%	20%	-	-
50%	(50)	13	3	6	5	-	2	5	2	1	-	-	3
		7%	8%	8%	6%	-	15%	5%	6%	7%	-	-	14%
55%	(55)	7	2	3	4	-	-	3	1	1	1	-	-
		4%	6%	4%	4%	-	-	3%	3%	7%	20%	-	-
60%	(60)	20	3	7	11	-	2	11	4	1	-	-	4
		11%	8%	9%	12%	-	15%	11%	12%	7%	-	-	18%

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	182	146	36	75	90	4	13	100	33	15	5	1	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
65%	(65)	12	11	6	6	-	-	7	2	-	-	1	2
		7%	8%	8%	7%	-	-	7%	6%	-	-	100%	9%
70%	(70)	7	5	1	6	-	-	5	1	1	-	-	-
		4%	3%	1%	7%	-	-	5%	3%	7%	-	-	-
75%	(75)	10	7	3	2	-	2	6	-	1	-	-	3
		5%	5%	8%	3%	-	15%	6%	-	7%	-	-	14%
80%	(80)	9	8	1	4	-	-	5	1	2	-	-	1
		5%	5%	3%	5%	-	-	5%	3%	13%	-	-	5%
85%	(85)	1	1	-	1	-	-	1	-	-	-	-	-
		1%	1%	-	1%	-	-	1%	-	-	-	-	-
90%	(90)	3	3	-	3	-	-	1	1	-	-	-	1
		2%	2%	-	4%	-	-	1%	3%	-	-	-	5%
95%	(95)	7	6	1	2	-	-	3	2	-	1	-	1
		4%	4%	3%	3%	-	-	3%	6%	-	20%	-	5%
100%	(100)	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		25	19	6	9	12	1	3	6	1	-	-	4
		14%	13%	17%	12%	13%	25%	23%	12%	18%	7%	-	18%
<b>NETS</b>													
Net: 0		9	5	4	2	5	1	1	3	4	1	-	1
		5%	3%	11%	3%	6%	25%	8%	3%	12%	7%	-	5%
Net: 5-25		47	36	11	22	21	2	2	26	9	5	2	4
		26%	25%	31%	29%	23%	50%	15%	26%	27%	33%	40%	18%
Net: 30-50		50	42	8	22	21	1	6	29	8	3	1	5
		27%	29%	22%	29%	23%	25%	46%	29%	24%	20%	20%	23%
Net: 55-75		56	45	11	19	33	-	4	32	8	4	1	9
		31%	31%	31%	25%	37%	-	31%	32%	24%	27%	20%	41%

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
Total	182	146	36	75	90	4	13	100	33	15	5	1	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 80-100	20	18	2	10	10	-	-	10	4	2	1	-	3
	11%	12%	6%	13%	11%	-	-	10%	12%	13%	20%	-	14%
Mean score	44.70	45.92	39.72	44.67	46.00	17.50	44.23	44.55	39.39	42.67	49.00	65.00	53.41
Standard deviation	25.90	25.70	26.51	25.00	27.12	20.21	21.20	25.37	29.26	26.65	28.81	-	25.04
Standard error	1.92	2.13	4.42	2.89	2.86	10.10	5.88	2.54	5.09	6.88	12.88	-	5.34

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	182	124	43	168	166	166	131	84	69	150	53	34	79	103	114	58	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0%	(0)	9	5	3	8	9	9	6	3	3	6	1	1	2	7	3	4
		5%	4%	7%	5%	5%	5%	5%	4%	4%	4%	2%	3%	3%	7%	3%	7%
5%	(5)	6	3	3	6	6	6	5	3	4	6	1	3	4	2	4	2
		3%	2%	7%	4%	4%	4%	4%	4%	6%	4%	2%	9%	5%	2%	4%	3%
10%	(10)	8	8	-	7	6	6	6	2	1	8	1	3	2	6	4	4
		4%	6%	-	4%	4%	4%	5%	2%	1%	5%	2%	9%	3%	6%	4%	7%
			b									h					
15%	(15)	8	5	1	8	7	8	4	3	3	7	2	3	2	6	3	4
		4%	4%	2%	5%	4%	5%	3%	4%	4%	5%	4%	9%	3%	6%	3%	7%
20%	(20)	13	7	6	12	13	12	12	6	7	11	5	2	8	5	8	5
		7%	6%	14%	7%	8%	7%	9%	7%	10%	7%	9%	6%	10%	5%	7%	9%
			a														
25%	(25)	12	10	-	9	10	11	6	5	3	9	4	3	5	7	8	4
		7%	8%	-	5%	6%	7%	5%	6%	4%	6%	8%	9%	6%	7%	7%	7%
			b														
30%	(30)	13	11	-	11	10	11	4	3	5	12	1	1	4	9	3	9
		7%	9%	-	7%	6%	7%	3%	4%	7%	8%	2%	3%	5%	9%	3%	16%
			B								f					N	
35%	(35)	6	4	2	5	6	6	2	3	5	2	2	4	2	5	1	
		3%	3%	5%	3%	4%	4%	5%	2%	4%	3%	4%	6%	5%	2%	4%	2%
40%	(40)	12	8	3	11	11	11	6	4	7	6	1	6	6	7	3	
		7%	6%	7%	7%	7%	8%	7%	6%	5%	11%	3%	8%	6%	6%	5%	
			i														
45%	(45)	6	3	2	6	6	6	4	3	1	4	2	1	4	2	6	-
		3%	2%	5%	4%	4%	4%	3%	4%	1%	3%	4%	3%	5%	2%	5%	-
			o														
50%	(50)	13	9	2	12	11	10	6	7	4	9	2	-	5	8	8	3
		7%	7%	5%	7%	7%	6%	5%	8%	6%	6%	4%	-	6%	8%	7%	5%
			k														
55%	(55)	7	3	3	6	5	7	5	6	1	4	4	4	3	4	6	1
		4%	2%	7%	4%	3%	4%	4%	7%	1%	3%	8%	12%	4%	4%	5%	2%
			h						h			h	CDefHI				
60%	(60)	20	12	8	19	19	19	17	10	8	18	3	3	3	17	15	4
		11%	10%	19%	11%	11%	11%	13%	12%	12%	12%	6%	9%	4%	17%	13%	7%
			L											L			

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	
		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	182	124	43	168	166	166	131	84	69	150	53	34	79	103	114	58	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
65%	(65)	12	10	-	11	11	11	7	7	6	11	4	1	6	6	10	2
		7%	8%	-	7%	7%	7%	5%	8%	9%	7%	8%	3%	8%	6%	9%	3%
			b														
70%	(70)	7	5	2	7	7	7	4	3	6	3	1	4	3	6	1	
		4%	4%	5%	4%	4%	4%	5%	4%	4%	6%	3%	5%	3%	5%	2%	
75%	(75)	10	8	2	10	9	8	9	5	5	9	3	-	6	4	3	7
		5%	6%	5%	6%	5%	5%	7%	6%	7%	6%	-	8%	4%	3%	12%	
															N		
80%	(80)	9	7	2	9	9	8	9	4	3	9	3	1	5	4	7	2
		5%	6%	5%	5%	5%	5%	7%	5%	4%	6%	6%	3%	6%	4%	6%	3%
85%	(85)	1	1	-	1	1	1	-	-	-	1	-	-	1	-	1	-
		1%	1%	-	1%	1%	1%	-	-	-	1%	-	-	1%	-	1%	-
90%	(90)	3	1	2	3	3	3	3	2	2	3	2	3	2	1	3	-
		2%	1%	5%	2%	2%	2%	2%	2%	3%	2%	4%	9%	3%	1%	3%	-
95%	(95)	7	4	2	7	7	6	4	3	3	5	4	1	3	4	4	2
		4%	3%	5%	4%	4%	4%	3%	4%	4%	3%	8%	3%	4%	4%	4%	3%
100%	(100)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		25	17	5	22	24	21	19	9	8	19	3	4	9	16	10	11
		14%	14%	12%	13%	14%	13%	15%	11%	12%	13%	6%	12%	11%	16%	9%	19%
						j		j								n	
<b>NETS</b>																	
Net: 0		9	5	3	8	9	9	6	3	3	6	1	1	2	7	3	4
		5%	4%	7%	5%	5%	5%	5%	4%	4%	4%	2%	3%	3%	7%	3%	7%
Net: 5-25		47	33	10	42	42	43	33	19	18	41	13	14	21	26	27	19
		26%	27%	23%	25%	25%	26%	25%	23%	26%	27%	25%	41%	27%	25%	24%	33%
Net: 30-50		50	35	9	45	44	44	31	21	17	37	13	5	23	27	29	16
		27%	28%	21%	27%	27%	27%	24%	25%	25%	25%	25%	15%	29%	26%	25%	28%
Net: 55-75		56	38	15	53	51	52	45	32	23	48	17	9	22	34	40	15
		31%	31%	35%	32%	31%	31%	34%	38%	33%	32%	32%	26%	28%	33%	35%	26%

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
	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	182	124	43	168	166	166	131	84	69	150	53	34	79	103	114	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 80-100	20	13	6	20	20	18	16	9	8	18	9	5	11	9	15	4
	11%	10%	14%	12%	12%	11%	12%	11%	12%	12%	17%	15%	14%	9%	13%	7%
Mean score	44.70	44.64	46.40	45.63	45.24	44.40	46.34	48.04	45.87	45.10	50.38	40.29	46.84	43.06	48.25	38.88
											k				O	
Standard deviation	25.90	25.57	27.78	26.24	26.38	25.96	26.22	24.86	26.97	26.40	26.11	28.73	26.20	25.68	24.76	26.75
Standard error	1.92	2.30	4.24	2.02	2.05	2.02	2.29	2.71	3.25	2.16	3.59	4.93	2.95	2.53	2.32	3.51

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		182	83	80	80	169	59	39	105	164	172	162	1
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0%	(0)	9	3	4	3	8	2	2	3	9	9	9	-
		5%	4%	5%	4%	5%	3%	5%	3%	5%	5%	6%	-
5%	(5)	6	4	3	3	6	3	2	4	6	6	6	-
		3%	5%	4%	4%	4%	5%	5%	4%	4%	3%	4%	-
10%	(10)	8	3	3	5	6	3	1	1	5	7	8	-
		4%	4%	4%	6%	4%	5%	3%	1%	3%	4%	5%	-
					G						9		
15%	(15)	8	4	1	2	8	4	4	6	7	8	8	-
		4%	5%	1%	3%	5%	7%	10%	6%	4%	5%	5%	-
						b		Bc					
20%	(20)	13	5	7	7	13	4	2	6	13	13	11	-
		7%	6%	9%	9%	8%	7%	5%	6%	8%	8%	7%	-
25%	(25)	12	4	6	4	11	4	1	8	12	10	9	-
		7%	5%	8%	5%	7%	7%	3%	8%	7%	6%	6%	-
30%	(30)	13	6	4	3	11	4	2	6	10	12	10	-
		7%	7%	5%	4%	7%	7%	5%	6%	6%	7%	6%	-
35%	(35)	6	2	3	4	6	2	1	4	6	6	6	-
		3%	2%	4%	5%	4%	3%	3%	4%	4%	3%	4%	-
40%	(40)	12	7	5	7	12	4	2	6	11	11	10	-
		7%	8%	6%	9%	7%	7%	5%	6%	7%	6%	6%	-
45%	(45)	6	2	3	5	6	3	2	4	6	5	5	-
		3%	2%	4%	6%	4%	5%	5%	4%	4%	3%	3%	-
50%	(50)	13	2	2	5	11	3	2	5	9	10	8	1
		7%	2%	3%	6%	7%	5%	5%	5%	5%	6%	5%	100%
55%	(55)	7	4	4	4	6	-	1	5	7	7	7	-
		4%	5%	5%	5%	4%	-	3%	5%	4%	4%	4%	-
			e	e	e			e					
60%	(60)	20	10	10	7	18	10	5	14	20	20	18	-
		11%	12%	13%	9%	11%	17%	13%	13%	12%	12%	11%	-

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		182	83	80	80	169	59	39	105	164	172	162	1
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
65%	(65)	12	6	6	4	12	-	1	10	11	12	11	-
		7%	7%	8%	5%	7%	-	3%	10%	7%	7%	7%	-
			E	E	e	E		E	E	E	E	E	
70%	(70)	7	5	3	4	7	2	3	4	6	7	7	-
		4%	6%	4%	5%	4%	3%	8%	4%	4%	4%	4%	-
75%	(75)	10	7	4	2	8	2	3	8	9	10	10	-
		5%	8%	5%	3%	5%	3%	8%	8%	5%	6%	6%	-
			c										
80%	(80)	9	4	5	5	9	4	2	5	8	9	9	-
		5%	5%	6%	6%	5%	7%	5%	5%	5%	5%	6%	-
85%	(85)	1	1	-	1	1	-	-	1	1	1	1	-
		1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	-
90%	(90)	3	2	3	2	3	2	2	1	3	3	3	-
		2%	2%	4%	3%	2%	3%	5%	1%	2%	2%	2%	-
95%	(95)	7	2	4	3	7	3	1	4	5	6	6	-
		4%	2%	5%	4%	4%	5%	3%	4%	3%	3%	4%	-
100%	(100)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Don't know		25	9	8	13	25	5	4	11	25	23	22	-
		14%	11%	10%	16%	15%	8%	10%	10%	15%	13%	14%	-
<b>NETS</b>													
Net: 0		9	3	4	3	8	2	2	3	9	9	9	-
		5%	4%	5%	4%	5%	3%	5%	3%	5%	5%	6%	-
Net: 5-25		47	20	20	21	44	18	10	25	43	44	42	-
		26%	24%	25%	26%	26%	31%	26%	24%	26%	26%	26%	-
Net: 30-50		50	19	17	24	46	16	9	25	42	44	39	1
		27%	23%	21%	30%	27%	27%	23%	24%	26%	26%	24%	100%
Net: 55-75		56	32	27	21	51	14	13	41	53	56	53	-
		31%	39%	34%	26%	30%	24%	33%	39%	32%	33%	33%	-
			ce						cE				

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	
182	83	80	80	169	59	39	105	164	172	162	1	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
20	9	12	11	20	9	5	11	17	19	19	-	
11%	11%	15%	14%	12%	15%	13%	10%	10%	11%	12%	-	
Mean score	44.70	46.87	47.25	45.00	45.00	43.98	46.15	47.90	44.39	44.85	44.91	50.00
Standard deviation	25.90	26.13	27.08	25.97	26.02	27.29	27.87	24.86	25.73	26.12	26.71	-
Standard error	1.92	2.87	3.03	2.90	2.00	3.55	4.46	2.43	2.01	1.99	2.10	-

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	182 100%	146 100%	36 100%	75 100%	90 100%	4 100%	13 100%	100 100%	33 100%	15 100%	5 100%	1 100%	22 100%
Greatly decreased (1)	2 1%	2 1%	- -	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 5%
Slightly decreased (2)	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 7%	- -	- -	- -
Stayed the same (3)	16 9%	14 10%	2 6%	7 9%	7 8%	1 25%	1 8%	11 11%	1 3%	3 20%	- -	- -	1 5%
Slightly increased (4)	107 59%	87 60%	20 56%	40 53%	58 64%	1 25%	8 62%	53 53%	23 70%	6 40%	4 80%	1 100%	15 68%
Greatly increased (5)	26 14%	23 16%	3 8%	14 19%	10 11%	- -	2 15%	15 15%	4 12%	3 20%	1 20%	- -	2 9%
Don't know	30 16%	19 13%	11 31%	13 17%	13 14%	2 50%	2 15%	20 20%	5 15%	2 13%	- -	- -	3 14%
<b>NETS</b>			A										
Net: Decreased	3 2%	3 2%	- -	1 1%	2 2%	- -	- -	1 1%	- -	1 7%	- -	- -	1 5%
Net: Increased	133 73%	110 75%	23 64%	54 72%	68 76%	1 25%	10 77%	68 68%	27 82%	9 60%	5 100%	1 100%	17 77%
Mean score	4.01	4.01	4.04	4.06	3.97	3.50	4.09	4.01	4.11	3.85	4.20	4.00	3.89
Standard deviation	.65	.68	.45	.70	.63	.71	.54	.67	.42	.90	.45	-	.81
Standard error	.05	.06	.09	.09	.07	.50	.16	.07	.08	.25	.20	-	.19

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

	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	182	124	43	168	166	166	131	84	69	150	53	34	79	103	114	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly decreased	(1) 2	2	-	2	2	2	-	-	-	2	2	-	-	2	1	1
	1%	2%	-	1%	1%	1%	-	-	-	1%	4%	-	-	2%	1%	2%
											Fg					
Slightly decreased	(2) 1	1	-	-	1	1	-	-	-	1	-	-	-	1	-	1
	1%	1%	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	2%
Stayed the same	(3) 16	13	3	12	15	14	14	9	9	15	6	3	6	10	6	10
	9%	10%	7%	7%	9%	8%	11%	11%	13%	10%	11%	9%	8%	10%	5%	17%
																N
Slightly increased	(4) 107	70	28	106	97	96	80	49	38	86	29	19	48	59	77	25
	59%	56%	65%	63%	58%	58%	61%	58%	55%	57%	55%	56%	61%	57%	68%	43%
															O	
Greatly increased	(5) 26	15	8	23	23	25	15	16	14	23	12	8	15	11	18	7
	14%	12%	19%	14%	14%	15%	11%	19%	20%	15%	23%	24%	19%	11%	16%	12%
									f		f	f				
Don't know	30	23	4	25	28	28	22	10	8	23	4	4	10	20	12	14
	16%	19%	9%	15%	17%	17%	17%	12%	12%	15%	8%	12%	13%	19%	11%	24%
					j	j									N	
<b>NETS</b>																
Net: Decreased	3	3	-	2	3	3	-	-	-	3	2	-	-	3	1	2
	2%	2%	-	1%	2%	2%	-	-	-	2%	4%	-	-	3%	1%	3%
											Fg					
Net: Increased	133	85	36	129	120	121	95	65	52	109	41	27	63	70	95	32
	73%	69%	84%	77%	72%	73%	73%	77%	75%	73%	77%	79%	80%	68%	83%	55%
			a										m		O	
Mean score	4.01	3.94	4.13	4.03	4.00	4.02	4.01	4.09	4.08	4.00	4.00	4.17	4.13	3.92	4.09	3.82
													M		O	
Standard deviation	.65	.70	.52	.61	.66	.67	.52	.58	.61	.69	.87	.59	.54	.72	.56	.81
Standard error	.05	.07	.08	.05	.06	.06	.05	.07	.08	.06	.12	.11	.07	.08	.06	.12

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?											
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		182	83	80	80	169	59	39	105	164	172	162	1
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly decreased	(1)	2	1	2	2	2	1	-	1	1	1	2	-
		1%	1%	3%	3%	1%	2%	-	1%	1%	1%	1%	-
Slightly decreased	(2)	1	-	-	-	1	-	-	1	1	1	-	-
		1%	-	-	-	1%	-	-	1%	1%	1%	-	-
Stayed the same	(3)	16	10	6	5	16	8	5	9	15	16	16	-
		9%	12%	8%	6%	9%	14%	13%	9%	9%	9%	10%	-
Slightly increased	(4)	107	51	45	43	101	36	25	65	97	102	96	-
		59%	61%	56%	54%	60%	61%	64%	62%	59%	59%	59%	-
Greatly increased	(5)	26	11	14	16	23	6	5	17	22	25	23	-
		14%	13%	18%	20%	14%	10%	13%	16%	13%	15%	14%	-
Don't know		30	10	13	14	26	8	4	12	28	27	25	1
		16%	12%	16%	18%	15%	14%	10%	11%	17%	16%	15%	100%
<b>NETS</b>													
Net: Decreased		3	1	2	2	3	1	-	2	2	2	2	-
		2%	1%	3%	3%	2%	2%	-	2%	1%	1%	1%	-
Net: Increased		133	62	59	59	124	42	30	82	119	127	119	-
		73%	75%	74%	74%	73%	71%	77%	78%	73%	74%	73%	-
Mean score		4.01	3.97	4.03	4.08	3.99	3.90	4.00	4.03	4.01	4.03	4.01	-
Standard deviation		.65	.64	.76	.77	.66	.67	.54	.65	.61	.61	.65	-
Standard error		.05	.08	.09	.09	.05	.09	.09	.07	.05	.05	.06	-

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	254	212	42	112	111	9	22	139	36	24	7	2	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly reduce	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Slightly reduce	(2)	2	-	1	-	1	-	2	-	-	-	-	-
		1%	-	1%	-	11%	-	1%	-	-	-	-	-
No change	(3)	42	4	23	14	1	4	25	3	5	-	1	6
		17%	18%	21%	13%	11%	18%	18%	8%	21%	-	50%	18%
Slightly expand	(4)	144	24	64	69	5	6	78	20	13	4	1	20
		57%	57%	57%	62%	56%	27%	56%	56%	54%	57%	50%	59%
Greatly expand	(5)	45	8	17	20	1	7	22	10	5	2	-	6
		18%	17%	15%	18%	11%	32%	16%	28%	21%	29%	-	18%
Don't know		21	6	7	8	1	5	12	3	1	1	-	2
		8%	7%	6%	7%	11%	23%	9%	8%	4%	14%	-	6%
<b>NETS</b>													
Net: Reduce		2	-	1	-	1	-	2	-	-	-	-	-
		1%	-	1%	-	11%	-	1%	-	-	-	-	-
Net: Expand		189	32	81	89	6	13	100	30	18	6	1	26
		74%	76%	72%	80%	67%	59%	72%	83%	75%	86%	50%	76%
Mean score		4.00	4.11	3.92	4.06	3.75	4.18	3.94	4.21	4.00	4.33	3.50	4.00
Standard deviation		.64	.57	.65	.57	.89	.81	.66	.60	.67	.52	.71	.62
Standard error		.04	.10	.06	.06	.31	.20	.06	.10	.14	.21	.50	.11

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	254	178	53	239	229	222	175	115	89	206	73	43	105	149	151	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly reduce (1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly reduce (2)	2	2	-	1	2	2	2	2	-	2	-	-	1	1	1	1
	1%	1%	-	*	1%	1%	1%	2%	-	1%	-	-	1%	1%	1%	1%
No change (3)	42	34	6	40	35	34	28	12	13	34	8	4	17	25	23	18
	17%	19%	11%	17%	15%	15%	16%	10%	15%	17%	11%	9%	16%	17%	15%	21%
Slightly expand (4)	144	102	27	139	131	127	101	70	53	115	38	28	57	87	89	46
	57%	57%	51%	58%	57%	57%	58%	61%	60%	56%	52%	65%	54%	58%	59%	53%
Greatly expand (5)	45	27	18	41	42	42	32	23	17	38	20	8	23	22	29	13
	18%	15%	34%	17%	18%	19%	18%	20%	19%	18%	27%	19%	22%	15%	19%	15%
			A								cd					
Don't know	21	13	2	18	19	17	12	8	6	17	7	3	7	14	9	9
	8%	7%	4%	8%	8%	8%	7%	7%	7%	8%	10%	7%	7%	9%	6%	10%
<b>NETS</b>																
Net: Reduce	2	2	-	1	2	2	2	2	-	2	-	-	1	1	1	1
	1%	1%	-	*	1%	1%	1%	2%	-	1%	-	-	1%	1%	1%	1%
Net: Expand	189	129	45	180	173	169	133	93	70	153	58	36	80	109	118	59
	74%	72%	85%	75%	76%	76%	76%	81%	79%	74%	79%	84%	76%	73%	78%	68%
			a												o	
Mean score	4.00	3.93	4.24	4.00	4.01	4.02	4.00	4.07	4.05	4.00	4.18	4.10	4.04	3.96	4.03	3.91
			A								Cdefi					
Standard deviation	.64	.65	.65	.62	.64	.64	.65	.63	.60	.65	.63	.55	.67	.62	.63	.67
Standard error	.04	.05	.09	.04	.04	.04	.05	.06	.07	.05	.08	.09	.07	.05	.05	.08

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?											
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		254	117	107	105	231	74	54	140	228	233	215	1
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly reduce	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Slightly reduce	(2)	2	1	-	2	2	1	-	1	2	2	2	-
		1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	-
No change	(3)	42	13	14	16	36	10	8	24	38	35	32	-
		17%	11%	13%	15%	16%	14%	15%	17%	17%	15%	15%	-
Slightly expand	(4)	144	69	57	55	134	42	32	78	131	133	125	1
		57%	59%	53%	52%	58%	57%	59%	56%	57%	57%	58%	100%
Greatly expand	(5)	45	26	26	22	42	17	8	26	37	43	40	-
		18%	22%	24%	21%	18%	23%	15%	19%	16%	18%	19%	-
Don't know		21	8	10	10	17	4	6	11	20	20	16	-
		8%	7%	9%	10%	7%	5%	11%	8%	9%	9%	7%	-
<b>NETS</b>													
Net: Reduce		2	1	-	2	2	1	-	1	2	2	2	-
		1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	-
Net: Expand		189	95	83	77	176	59	40	104	168	176	165	1
		74%	81%	78%	73%	76%	80%	74%	74%	74%	76%	77%	100%
Mean score		4.00	4.10	4.12	4.02	4.01	4.07	4.00	4.00	3.98	4.02	4.02	4.00
			h	h									
Standard deviation		.64	.62	.63	.70	.64	.67	.58	.65	.63	.64	.64	-
Standard error		.04	.06	.06	.07	.04	.08	.08	.06	.04	.04	.05	-

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