



Kellen – Social Media

METHODOLOGY NOTE

ComRes interviewed 274 Kellen US contacts online between 11th February and 3rd March 2015. ComRes is a member of the British Polling Council and abides by its rules.

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

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

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

Kellen Social Media February 2015

Q1. Which of the following social media activities, if any, does your organisation currently make use of?	1
Base: All respondents	
Q2. Are you aware of any social media activities undertaken by your organisation?	5
Base: All respondents	
Q3. Which of the following types of organisation, if any, do you work for?	8
Base: All respondents	
Q4. How would you best describe how your organisation manages its social media operations?	11
Base: All respondents	
Q5. What aspects of your social media and content strategy do you outsource to an agency?	14
Base: Those who don't manage all their social media internally	
Q6. Which of the following people within your organisation are primarily responsible for managing your organisation's social media activities?	17
Base: Those who manage all or some of their social media internally	
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.	20
Base: Those aware of who is primarily responsible for managing your organisation's social media activities	
Q8. For which of the following reasons, if any, does your organisation use social media?	23
Base: All respondents	
Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - SUMMARY TABLE	26
Base: Those who use social media for...	
Q9_SUM. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - RESPONSE LEVEL SUMMARY TABLE	27
Base: Those who use social media for ...	
Q9_1. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Information gathering	30
Base: Those who use social media for Information gathering	
Q9_2. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Influencing key opinion formers through their social media accounts	33
Base: Those who use social media for Influencing key opinion formers through their social media accounts	
Q9_3. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Communication and engagement with members and site users	36
Base: Those who use social media for Communication and engagement with members and site users	
Q9_4. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To take part in the online debate on specific issues	39
Base: Those who use social media for To take part in the online debate on specific issues	
Q9_5. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Crisis communication	42
Base: Those who use social media for Crisis communication	
Q9_6. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - Recruitment of new members for your organisation	45
Base: Those who use social media for Recruitment of new members for your organisation	
Q9_7. How effective or ineffective do you think your organisation's social media efforts have been in helping you to achieve each of these goals? - To build your organisation's profile	48
Base: Those who use social media for To build your organisation's profile	
Q10. Does your organisation have an account with any of the following social media channels?	51
Base: All respondents	
Q11. Does your organisation have a blog?	54
Base: All respondents	
Q12_SUM. Which ONE of the following social media platforms do you think has the potential to have the greatest ... on your organisation? - SUMMARY TABLE	57
Base: All respondents	

Kellen Social Media February 2015

Q12_1. Which ONE of the following social media platforms do you think has the potential to have the greatest negative impact on your organisation?	58
Base: All respondents	
Q12_2. Which ONE of the following social media platforms do you think has the potential to have the greatest positive impact on your organisation?	61
Base: All respondents	
Q13. You mentioned earlier that your organisation uses paid digital media (e.g. Banner Ads, Google Search Ads, Facebook Ads, Twitter Ads). Which of the following types of paid digital media do you use?	64
Base: Those who use paid digital media	
Q14. How does your organisation use paid digital media?	67
Base: Those who use paid digital media	
Q15. Does your organisation measure the impact of its social media efforts?	70
Base: All respondents	
Q16. How does your organisation measure the impact of its social media efforts?	73
Base: Those who measure social media impact	
Q17. In the coming year, do you believe that your organisation's use of social media will increase, stay the same or decrease?	76
Base: All respondents	

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Microblogs (e.g. Twitter)	189 69%	157 69%	32 70%	66 62%	92 75%	13 87%	18 60%	98 76%	33 70%	22 55%	6 60%	28 65%	136 67%	49 80%
Blogs (e.g. a blog connected with your organisation's website)	131 48%	102 45%	29 63%	49 46%	55 45%	10 67%	17 57%	64 50%	25 53%	16 40%	4 40%	20 47%	91 45%	36 59%
Social networks (e.g. Facebook, LinkedIn)	265 97%	224 98%	41 89%	100 93%	121 99%	15 100%	29 97%	125 97%	46 98%	38 95%	10 100%	42 98%	197 97%	60 98%
Digital public relations (e.g. blogger and/ or influencer relationships)	86 31%	70 31%	16 35%	34 32%	35 29%	7 47%	10 33%	47 36%	20 43%	5 13%	2 20%	9 21%	51 25%	32 52%
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	99 36%	78 34%	21 46%	40 37%	39 32%	7 47%	13 43%	45 35%	26 55%	12 30%	3 30%	12 28%	61 30%	35 57%
Photo sharing platforms (e.g. Instagram, Pinterest)	107 39%	87 38%	20 43%	35 33%	49 40%	8 53%	15 50%	57 44%	23 49%	5 13%	5 50%	16 37%	71 35%	35 57%
Video sharing platforms (e.g. YouTube)	192 70%	163 71%	29 63%	66 62%	90 74%	13 87%	23 77%	101 78%	37 79%	20 50%	6 60%	24 56%	133 65%	55 90%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Microblogs (e.g. Twitter)	189 69%	179 70%	189 76%	172 72%	152 76%	54 82%	64 80%	102 78%	77 78%	112 64%	128 76%	54 60%
Blogs (e.g. a blog connected with your organisation's website)	131 48%	125 49%	123 50%	118 49%	107 54%	44 67%	50 63%	118 91%	63 64%	68 39%	87 51%	34 38%
Social networks (e.g. Facebook, LinkedIn)	265 97%	251 99%	241 97%	235 98%	193 97%	66 100%	79 99%	128 98%	96 97%	169 97%	166 98%	85 94%
Digital public relations (e.g. blogger and/ or influencer relationships)	86 31%	80 31%	83 33%	77 32%	74 37%	35 53%	38 48%	62 48%	52 53%	34 19%	65 38%	16 18%
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	99 36%	95 37%	97 39%	90 38%	82 41%	38 58%	38 48%	63 48%	99 100%	- -	81 48%	13 14%
Photo sharing platforms (e.g. Instagram, Pinterest)	107 39%	105 41%	104 42%	97 40%	96 48%	54 82%	70 88%	73 56%	53 54%	54 31%	75 44%	28 31%
Video sharing platforms (e.g. YouTube)	192 70%	184 72%	185 75%	175 73%	181 91%	56 85%	70 88%	104 80%	81 82%	111 63%	123 73%	59 66%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Microblogs (e.g. Twitter)	189 69%	91 68%	95 80%	183 71%	58 73%	35 69%	111 69%	173 71%	1 50%
Blogs (e.g. a blog connected with your organisation's website)	131 48%	66 50%	72 61%	124 48%	43 54%	25 49%	81 50%	120 49%	- -
Social networks (e.g. Facebook, LinkedIn)	265 97%	129 97%	116 97%	250 97%	79 100%	51 100%	156 97%	239 98%	2 100%
Digital public relations (e.g. blogger and/ or influencer relationships)	86 31%	49 37%	66 55%	79 31%	36 46%	23 45%	50 31%	81 33%	- -
Paid digital media (e.g. Banner adverts, Google Search Ads, Facebook adverts, Twitter adverts)	99 36%	56 42%	55 46%	91 35%	37 47%	22 43%	59 37%	89 36%	2 100%
Photo sharing platforms (e.g. Instagram, Pinterest)	107 39%	63 47%	66 55%	102 40%	34 43%	29 57%	69 43%	101 41%	1 50%
Video sharing platforms (e.g. YouTube)	192 70%	101 76%	95 80%	182 71%	61 77%	37 73%	114 71%	176 72%	1 50%
None of the above	- -	- -	- -	- -	- -	- -	- -	- -	- -
I am not familiar enough with my organisation's social media operations to say	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Yes - I know a good deal about my organisation's social media activities	228 83%	228 100%	- -	86 80%	103 84%	15 100%	24 80%	112 87%	35 74%	29 73%	9 90%	40 93%	178 87%	45 74%
Yes - I am aware of my organisation's social media activities, but not in great detail	46 17%	- -	46 100%	21 20%	19 16%	- -	6 20%	17 13%	12 26%	11 28%	1 10%	3 7%	26 13%	16 26%
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Yes - I know a good deal about my organisation's social media activities	228 83%	213 84%	209 84%	203 85%	171 86%	52 79%	67 84%	107 82%	78 79%	150 86%	145 86%	77 86%
Yes - I am aware of my organisation's social media activities, but not in great detail	46 17%	41 16%	39 16%	37 15%	29 15%	14 21%	13 16%	23 18%	21 21%	25 14%	24 14%	13 14%
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Yes - I know a good deal about my organisation's social media activities	228 83%	118 89%	99 83%	215 83%	69 87%	40 78%	136 84%	210 86%	1 50%
Yes - I am aware of my organisation's social media activities, but not in great detail	46 17%	15 11%	20 17%	43 17%	10 13%	11 22%	25 16%	34 14%	1 50%
No - I am not aware of any social media activities undertaken by my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Trade association	107 39%	86 38%	21 46%	107 100%	- -	- -	- -	58 45%	12 26%	15 38%	4 40%	15 35%	85 42%	16 26%
Professional society	122 45%	103 45%	19 41%	- -	122 100%	- -	- -	52 40%	22 47%	19 48%	5 50%	22 51%	91 45%	29 48%
Charity	15 5%	15 7%	- -	- -	- -	15 100%	- -	10 8%	3 6%	- -	- -	2 5%	10 5%	5 8%
Other	30 11%	24 11%	6 13%	- -	- -	- -	30 100%	9 7%	10 21%	6 15%	1 10%	4 9%	18 9%	11 18%

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Trade association	107 39%	89 35%	92 37%	93 39%	72 36%	25 38%	26 33%	48 37%	40 40%	67 38%	71 42%	30 33%
Professional society	122 45%	120 47%	113 46%	108 45%	92 46%	25 38%	40 50%	54 42%	39 39%	83 47%	67 40%	47 52%
Charity	15 5%	15 6%	14 6%	13 5%	12 6%	4 6%	5 6%	11 8%	7 7%	8 5%	13 8%	2 2%
Other	30 11%	30 12%	29 12%	26 11%	24 12%	12 18%	9 11%	17 13%	13 13%	17 10%	18 11%	11 12%

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Trade association	107 39%	50 38%	49 41%	100 39%	28 35%	19 37%	51 32%	90 37%	1 50%
Professional society	122 45%	60 45%	47 39%	117 45%	35 44%	20 39%	84 52%	110 45%	1 50%
Charity	15 5%	6 5%	6 5%	13 5%	5 6%	1 2%	4 2%	15 6%	- -
Other	30 11%	17 13%	17 14%	28 11%	11 14%	11 22%	22 14%	29 12%	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
We manage it all internally	235 86%	198 87%	37 80%	87 81%	111 91%	15 100%	22 73%	110 85%	41 87%	35 88%	9 90%	40 93%	181 89%	50 82%
We outsource it all to an agency	5 2%	3 1%	2 4%	3 3%	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
We split the responsibility between an agency and internal management	34 12%	27 12%	7 15%	17 16%	9 7%	- -	8 27%	19 15%	6 13%	5 13%	1 10%	3 7%	23 11%	11 18%

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
We manage it all internally	235 86%	222 87%	214 86%	206 86%	173 87%	52 79%	68 85%	109 84%	79 80%	156 89%	140 83%	81 90%
We outsource it all to an agency	5 2%	2 1%	3 1%	3 1%	3 2%	1 2%	1 1%	- -	1 1%	4 2%	3 2%	2 2%
We split the responsibility between an agency and internal management	34 12%	30 12%	31 13%	31 13%	24 12%	13 20%	11 14%	21 16%	19 19%	15 9%	26 15%	7 8%

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
We manage it all internally	235 86%	118 89%	100 84%	225 87%	67 85%	43 84%	146 91%	211 86%	2 100%
We outsource it all to an agency	5 2%	1 1%	3 3%	3 1%	2 3%	2 4%	1 1%	4 2%	- -
We split the responsibility between an agency and internal management	34 12%	14 11%	16 13%	30 12%	10 13%	6 12%	14 9%	29 12%	- -

Kellen Social Media February 2015

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

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	39 100%	30 100%	9 100%	20 100%	11 100%	- -	8 100%	19 100%	6 100%	5 100%	1 100%	3 100%	23 100%	11 100%
Print/ digital publications (e.g. a membership magazine)	14 36%	9 30%	5 56%	9 45%	3 27%	- -	2 25%	6 32%	1 17%	4 80%	- -	1 33%	8 35%	4 36%
Membership eNewsletters	7 18%	5 17%	2 22%	6 30%	- -	- -	1 13%	5 26%	1 17%	1 20%	- -	- -	4 17%	3 27%
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	14 36%	12 40%	2 22%	7 35%	5 45%	- -	2 25%	6 32%	1 17%	3 60%	- -	- -	8 35%	2 18%
Blogs	10 26%	6 20%	4 44%	8 40%	1 9%	- -	1 13%	4 21%	1 17%	1 20%	1 100%	- -	5 22%	2 18%
Reports or research studies	11 28%	7 23%	4 44%	6 30%	3 27%	- -	2 25%	4 21%	1 17%	1 20%	- -	- -	3 13%	3 27%
Webinars/ Webcasts	11 28%	8 27%	3 33%	7 35%	2 18%	- -	2 25%	5 26%	1 17%	3 60%	1 100%	- -	7 30%	3 27%
Videos	14 36%	10 33%	4 44%	8 40%	4 36%	- -	2 25%	7 37%	1 17%	3 60%	- -	- -	8 35%	3 27%
Live events	2 5%	2 7%	- -	- -	2 18%	- -	- -	1 5%	- -	1 20%	- -	- -	2 9%	- -
Articles (e.g. in magazines or newspapers)	11 28%	10 33%	1 11%	8 40%	2 18%	- -	1 13%	6 32%	- -	1 20%	- -	1 33%	6 26%	2 18%
Other	13 33%	10 33%	3 33%	5 25%	5 45%	- -	3 38%	5 26%	4 67%	1 20%	- -	3 100%	7 30%	6 55%

Kellen Social Media February 2015

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

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

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	39 100%	32 100%	34 100%	34 100%	27 100%	14 100%	12 100%	21 100%	20 100%	19 100%	29 100%	9 100%
Print/ digital publications (e.g. a membership magazine)	14 36%	12 38%	11 32%	13 38%	11 41%	6 43%	5 42%	8 38%	6 30%	8 42%	11 38%	3 33%
Membership eNewsletters	7 18%	6 19%	5 15%	7 21%	5 19%	3 21%	3 25%	5 24%	5 25%	2 11%	5 17%	2 22%
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	14 36%	11 34%	12 35%	13 38%	11 41%	5 36%	5 42%	8 38%	8 40%	6 32%	10 34%	3 33%
Blogs	10 26%	7 22%	8 24%	8 24%	6 22%	4 29%	5 42%	6 29%	6 30%	4 21%	7 24%	2 22%
Reports or research studies	11 28%	8 25%	9 26%	9 26%	8 30%	5 36%	3 25%	5 24%	6 30%	5 26%	8 28%	3 33%
Webinars/ Webcasts	11 28%	7 22%	8 24%	9 26%	5 19%	4 29%	4 33%	6 29%	6 30%	5 26%	9 31%	2 22%
Videos	14 36%	12 38%	11 32%	12 35%	10 37%	5 36%	6 50%	8 38%	9 45%	5 26%	13 45%	1 11%
Live events	2 5%	2 6%	2 6%	2 6%	1 4%	- -	- -	2 10%	- -	2 11%	2 7%	- -
Articles (e.g. in magazines or newspapers)	11 28%	9 28%	9 26%	9 26%	9 33%	3 21%	3 25%	4 19%	5 25%	6 32%	9 31%	2 22%
Other	13 33%	12 38%	12 35%	12 35%	9 33%	4 29%	4 33%	5 24%	6 30%	7 37%	9 31%	4 44%

Kellen Social Media February 2015

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

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

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	39 100%	15 100%	19 100%	33 100%	12 100%	8 100%	15 100%	33 100%	- -
Print/ digital publications (e.g. a membership magazine)	14 36%	8 53%	6 32%	13 39%	6 50%	1 13%	5 33%	12 36%	- -
Membership eNewsletters	7 18%	3 20%	3 16%	5 15%	3 25%	- -	2 13%	5 15%	- -
Social network accounts (e.g. Facebook, Twitter and LinkedIn accounts)	14 36%	3 20%	5 26%	12 36%	6 50%	3 38%	4 27%	11 33%	- -
Blogs	10 26%	2 13%	6 32%	9 27%	4 33%	2 25%	2 13%	7 21%	- -
Reports or research studies	11 28%	2 13%	6 32%	9 27%	5 42%	3 38%	3 20%	9 27%	- -
Webinars/ Webcasts	11 28%	4 27%	6 32%	9 27%	3 25%	2 25%	3 20%	9 27%	- -
Videos	14 36%	6 40%	9 47%	12 36%	5 42%	4 50%	4 27%	11 33%	- -
Live events	2 5%	2 13%	1 5%	2 6%	- -	- -	- -	2 6%	- -
Articles (e.g. in magazines or newspapers)	11 28%	6 40%	6 32%	10 30%	5 42%	2 25%	4 27%	10 30%	- -
Other	13 33%	6 40%	4 21%	11 33%	1 8%	2 25%	8 53%	12 36%	- -

Kellen Social Media February 2015

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

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	269 100%	225 100%	44 100%	104 100%	120 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Communications Manager	129 48%	112 50%	17 39%	58 56%	52 43%	10 67%	9 30%	129 100%	-	-	-	-	104 51%	23 38%
Dedicated Social Media Manager	47 17%	35 16%	12 27%	12 12%	22 18%	3 20%	10 33%	-	47 100%	-	-	-	12 6%	34 56%
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)	40 15%	29 13%	11 25%	15 14%	19 16%	-	6 20%	-	-	40 100%	-	-	39 19%	1 2%
Assistant (office manager, intern)	10 4%	9 4%	1 2%	4 4%	5 4%	-	1 3%	-	-	-	10 100%	-	10 5%	-
Other	43 16%	40 18%	3 7%	15 14%	22 18%	2 13%	4 13%	-	-	-	-	43 100%	39 19%	3 5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Kellen Social Media February 2015

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

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

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	269 100%	252 100%	245 100%	237 100%	197 100%	65 100%	79 100%	130 100%	98 100%	171 100%	166 100%	88 100%
Communications Manager	129 48%	121 48%	121 49%	113 48%	105 53%	35 54%	43 54%	68 52%	45 46%	84 49%	88 53%	35 40%
Dedicated Social Media Manager	47 17%	47 19%	46 19%	45 19%	36 18%	16 25%	19 24%	26 20%	26 27%	21 12%	37 22%	7 8%
Staff member with departmental responsibility (e.g. events manager to announce event, policy director on specific policy issues, regulatory affairs manager to update on lobbying activities)	40 15%	38 15%	31 13%	36 15%	24 12%	3 5%	4 5%	13 10%	12 12%	28 16%	17 10%	19 22%
Assistant (office manager, intern)	10 4%	9 4%	8 3%	7 3%	6 3%	2 3%	2 3%	4 3%	3 3%	7 4%	4 2%	5 6%
Other	43 16%	37 15%	39 16%	36 15%	26 13%	9 14%	11 14%	19 15%	12 12%	31 18%	20 12%	22 25%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

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

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

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	269 100%	132 100%	116 100%	255 100%	77 100%	49 100%	160 100%	240 100%	2 100%
Communications Manager	129 48%	60 45%	59 51%	125 49%	37 48%	25 51%	67 42%	117 49%	1 50%
Dedicated Social Media Manager	47 17%	27 20%	31 27%	43 17%	17 22%	14 29%	29 18%	43 18%	- -
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)	40 15%	20 15%	10 9%	36 14%	10 13%	8 16%	29 18%	33 14%	1 50%
Assistant (office manager, intern)	10 4%	3 2%	2 2%	10 4%	2 3%	1 2%	4 3%	9 4%	- -
Other	43 16%	22 17%	14 12%	41 16%	11 14%	1 2%	31 19%	38 16%	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q7. Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week? If you are unsure, then please provide an estimate.

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	269 100%	225 100%	44 100%	104 100%	120 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Less than one hour per week	20 7%	19 8%	1 2%	9 9%	10 8%	- -	1 3%	8 6%	- -	8 20%	1 10%	3 7%	20 10%	- -
1-5 hours per week	120 45%	103 46%	17 39%	54 52%	51 43%	6 40%	9 30%	56 43%	6 13%	21 53%	8 80%	29 67%	120 59%	- -
6-10 hours per week	64 24%	56 25%	8 18%	22 21%	30 25%	4 27%	8 27%	40 31%	6 13%	10 25%	1 10%	7 16%	64 31%	- -
11-20 hours per week	29 11%	22 10%	7 16%	9 9%	13 11%	4 27%	3 10%	18 14%	8 17%	1 3%	- -	2 5%	- -	29 48%
21-40 hours per week	27 10%	19 8%	8 18%	6 6%	16 13%	1 7%	4 13%	5 4%	21 45%	- -	- -	1 2%	- -	27 44%
More than 40 hours per week	5 2%	4 2%	1 2%	1 1%	- -	- -	4 13%	- -	5 11%	- -	- -	- -	- -	5 8%
NETS														
Net: 10 hours or fewer	204 76%	178 79%	26 59%	85 82%	91 76%	10 67%	18 60%	104 81%	12 26%	39 98%	10 100%	39 91%	204 100%	- -
Net: More than 10 hours	61 23%	45 20%	16 36%	16 15%	29 24%	5 33%	11 37%	23 18%	34 72%	1 3%	- -	3 7%	- -	61 100%
Don't know	4 1%	2 1%	2 5%	3 3%	- -	- -	1 3%	2 2%	1 2%	- -	- -	1 2%	- -	- -

Kellen Social Media February 2015

Q7. Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week? If you are unsure, then please provide an estimate.

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

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	269 100%	252 100%	245 100%	237 100%	197 100%	65 100%	79 100%	130 100%	98 100%	171 100%	166 100%	88 100%
Less than one hour per week	20 7%	17 7%	14 6%	16 7%	12 6%	- -	- -	4 3%	4 4%	16 9%	8 5%	10 11%
1-5 hours per week	120 45%	112 44%	106 43%	104 44%	81 41%	21 32%	27 34%	50 38%	29 30%	91 53%	59 36%	53 60%
6-10 hours per week	64 24%	60 24%	61 25%	58 24%	50 25%	21 32%	19 24%	37 28%	28 29%	36 21%	48 29%	15 17%
11-20 hours per week	29 11%	27 11%	29 12%	26 11%	25 13%	7 11%	17 22%	19 15%	13 13%	16 9%	22 13%	4 5%
21-40 hours per week	27 10%	27 11%	27 11%	25 11%	25 13%	12 18%	13 16%	15 12%	18 18%	9 5%	21 13%	5 6%
More than 40 hours per week	5 2%	5 2%	5 2%	5 2%	3 2%	3 5%	3 4%	3 2%	4 4%	1 1%	5 3%	- -
NETS												
Net: 10 hours or fewer	204 76%	189 75%	181 74%	178 75%	143 73%	42 65%	46 58%	91 70%	61 62%	143 84%	115 69%	78 89%
Net: More than 10 hours	61 23%	59 23%	61 25%	56 24%	53 27%	22 34%	33 42%	37 28%	35 36%	26 15%	48 29%	9 10%
Don't know	4 1%	4 2%	3 1%	3 1%	1 1%	1 2%	- -	2 2%	2 2%	2 1%	3 2%	1 1%

Kellen Social Media February 2015

Q7. Thinking about your answer to the previous question, to the best of your knowledge, how many hours does the dedicated person spend on social media activity each week? If you are unsure, then please provide an estimate.

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

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	269 100%	132 100%	116 100%	255 100%	77 100%	49 100%	160 100%	240 100%	2 100%
Less than one hour per week	20 7%	5 4%	1 1%	17 7%	- -	- -	11 7%	16 7%	1 50%
1-5 hours per week	120 45%	52 39%	42 36%	116 45%	30 39%	14 29%	73 46%	105 44%	- -
6-10 hours per week	64 24%	39 30%	30 26%	63 25%	19 25%	18 37%	43 27%	60 25%	1 50%
11-20 hours per week	29 11%	14 11%	18 16%	26 10%	13 17%	5 10%	14 9%	25 10%	- -
21-40 hours per week	27 10%	17 13%	21 18%	24 9%	12 16%	7 14%	15 9%	26 11%	- -
More than 40 hours per week	5 2%	4 3%	4 3%	5 2%	2 3%	5 10%	3 2%	5 2%	- -
NETS									
Net: 10 hours or fewer	204 76%	96 73%	73 63%	196 77%	49 64%	32 65%	127 79%	181 75%	2 100%
Net: More than 10 hours	61 23%	35 27%	43 37%	55 22%	27 35%	17 35%	32 20%	56 23%	- -
Don't know	4 1%	1 1%	- -	4 2%	1 1%	- -	1 1%	3 1%	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Communication and engagement with members and site users	258 94%	215 94%	43 93%	100 93%	117 96%	13 87%	28 93%	125 97%	43 91%	36 90%	10 100%	41 95%	196 96%	55 90%
To build your organisation's profile	244 89%	210 92%	34 74%	90 84%	110 90%	15 100%	29 97%	117 91%	43 91%	33 83%	9 90%	38 88%	181 89%	56 92%
Recruitment of new members for your organisation	161 59%	136 60%	25 54%	51 48%	84 69%	4 27%	22 73%	67 52%	29 62%	29 73%	4 40%	31 72%	127 62%	32 52%
Information gathering	133 49%	118 52%	15 33%	50 47%	60 49%	6 40%	17 57%	60 47%	27 57%	20 50%	3 30%	22 51%	96 47%	35 57%
Influencing key opinion formers through their social media accounts	119 43%	99 43%	20 43%	49 46%	47 39%	6 40%	17 57%	59 46%	31 66%	10 25%	2 20%	14 33%	73 36%	43 70%
To take part in the online debate on specific issues	79 29%	69 30%	10 22%	28 26%	35 29%	5 33%	11 37%	37 29%	17 36%	10 25%	2 20%	11 26%	49 24%	27 44%
Crisis communication	51 19%	40 18%	11 24%	19 18%	20 16%	1 7%	11 37%	25 19%	14 30%	8 20%	1 10%	1 2%	32 16%	17 28%
We have no specific objective	2 1%	1 *	1 2%	1 1%	1 1%	- -	- -	1 1%	- -	1 3%	- -	- -	2 1%	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Communication and engagement with members and site users	258 94%	241 95%	236 95%	227 95%	190 95%	61 92%	77 96%	124 95%	91 92%	167 95%	161 95%	83 92%
To build your organisation's profile	244 89%	230 91%	226 91%	218 91%	182 91%	61 92%	76 95%	120 92%	89 90%	155 89%	155 92%	76 84%
Recruitment of new members for your organisation	161 59%	155 61%	148 60%	148 62%	122 61%	41 62%	51 64%	80 62%	59 60%	102 58%	96 57%	56 62%
Information gathering	133 49%	125 49%	121 49%	121 50%	102 51%	36 55%	46 58%	68 52%	56 57%	77 44%	92 54%	36 40%
Influencing key opinion formers through their social media accounts	119 43%	113 44%	115 46%	109 45%	98 49%	41 62%	49 61%	76 58%	55 56%	64 37%	92 54%	21 23%
To take part in the online debate on specific issues	79 29%	74 29%	75 30%	76 32%	62 31%	20 30%	25 31%	44 34%	37 37%	42 24%	55 33%	22 24%
Crisis communication	51 19%	49 19%	50 20%	44 18%	40 20%	19 29%	20 25%	29 22%	22 22%	29 17%	39 23%	10 11%
We have no specific objective	2 1%	2 1%	1 *	2 1%	2 1%	- -	- -	- -	2 2%	- -	1 1%	1 1%

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Communication and engagement with members and site users	258 94%	128 96%	113 95%	258 100%	73 92%	48 94%	155 96%	232 95%	- -
To build your organisation's profile	244 89%	125 94%	113 95%	232 90%	75 95%	47 92%	155 96%	244 100%	- -
Recruitment of new members for your organisation	161 59%	93 70%	72 61%	155 60%	49 62%	35 69%	161 100%	155 64%	- -
Information gathering	133 49%	133 100%	74 62%	128 50%	46 58%	33 65%	93 58%	125 51%	- -
Influencing key opinion formers through their social media accounts	119 43%	74 56%	119 100%	113 44%	56 71%	37 73%	72 45%	113 46%	- -
To take part in the online debate on specific issues	79 29%	46 35%	56 47%	73 28%	79 100%	26 51%	49 30%	75 31%	- -
Crisis communication	51 19%	33 25%	37 31%	48 19%	26 33%	51 100%	35 22%	47 19%	- -
We have no specific objective	2 1%	- -	- -	- -	- -	- -	- -	- -	2 100%

Kellen Social Media February 2015

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

SUMMARY TABLE

Base: Those who use social media for...

	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile
Total	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%
Very ineffective (1)	4 3%	5 4%	9 3%	3 4%	4 8%	4 2%	9 4%
Fairly ineffective (2)	20 15%	25 21%	29 11%	12 15%	4 8%	57 35%	20 8%
Fairly effective (3)	54 41%	64 54%	123 48%	39 49%	24 47%	65 40%	118 48%
Very effective (4)	54 41%	13 11%	87 34%	23 29%	11 22%	8 5%	85 35%
NETS							
Net: Ineffective	24 18%	30 25%	38 15%	15 19%	8 16%	61 38%	29 12%
Net: Effective	108 81%	77 65%	210 81%	62 78%	35 69%	73 45%	203 83%
Don't know	1 1%	12 10%	10 4%	2 3%	8 16%	27 17%	12 5%
Mean score	3.20	2.79	3.16	3.06	2.98	2.57	3.20
Standard deviation	.80	.71	.77	.78	.86	.65	.75
Standard error	.07	.07	.05	.09	.13	.06	.05

Kellen Social Media February 2015

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

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

		AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
		Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total		1045 100%	887 100%	158 100%	387 100%	473 100%	50 100%	135 100%	490 100%	204 100%	146 100%	31 100%	158 100%	754 100%	265 100%
Very ineffective	(1)	38 4%	33 4%	5 3%	16 4%	3 1%	9 18%	10 7%	18 4%	18 9%	2 1%	- -	- -	20 3%	18 7%
Fairly ineffective	(2)	167 16%	141 16%	26 16%	70 18%	71 15%	10 20%	16 12%	73 15%	32 16%	31 21%	6 19%	25 16%	129 17%	36 14%
Fairly effective	(3)	487 47%	406 46%	81 51%	196 51%	213 45%	18 36%	60 44%	224 46%	90 44%	62 42%	18 58%	87 55%	356 47%	121 46%
Very effective	(4)	281 27%	252 28%	29 18%	83 21%	148 31%	12 24%	38 28%	138 28%	54 26%	33 23%	6 19%	41 26%	189 25%	83 31%
NETS															
Net: Ineffective		205 20%	174 20%	31 20%	86 22%	74 16%	19 38%	26 19%	91 19%	50 25%	33 23%	6 19%	25 16%	149 20%	54 20%
Net: Effective		768 73%	658 74%	110 70%	279 72%	361 76%	30 60%	98 73%	362 74%	144 71%	95 65%	24 77%	128 81%	545 72%	204 77%
Don't know		72 7%	55 6%	17 11%	22 6%	38 8%	1 2%	11 8%	37 8%	10 5%	18 12%	1 3%	5 3%	60 8%	7 3%
Mean score		3.04	3.05	2.95	2.95	3.16	2.67	3.02	3.06	2.93	2.98	3.00	3.10	3.03	3.04
Standard deviation		.78	.79	.73	.77	.71	1.05	.87	.79	.90	.75	.64	.65	.76	.86
Standard error		.03	.03	.06	.04	.03	.15	.08	.04	.06	.07	.12	.05	.03	.05

Kellen Social Media February 2015

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

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

	Total	FORMS OF SOCIAL MEDIA USED						DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	1045 100%	987 100%	971 100%	943 100%	796 100%	279 100%	344 100%	541 100%	409 100%	636 100%	690 100%	304 100%
Very ineffective (1)	38 4%	38 4%	37 4%	32 3%	29 4%	20 7%	16 5%	26 5%	15 4%	23 4%	28 4%	5 2%
Fairly ineffective (2)	167 16%	155 16%	144 15%	152 16%	119 15%	34 12%	56 16%	90 17%	70 17%	97 15%	98 14%	56 18%
Fairly effective (3)	487 47%	459 47%	455 47%	440 47%	361 45%	114 41%	140 41%	237 44%	189 46%	298 47%	319 46%	145 48%
Very effective (4)	281 27%	265 27%	270 28%	255 27%	238 30%	91 33%	114 33%	150 28%	110 27%	171 27%	214 31%	64 21%
NETS												
Net: Ineffective	205 20%	193 20%	181 19%	184 20%	148 19%	54 19%	72 21%	116 21%	85 21%	120 19%	126 18%	61 20%
Net: Effective	768 73%	724 73%	725 75%	695 74%	599 75%	205 73%	254 74%	387 72%	299 73%	469 74%	533 77%	209 69%
Don't know	72 7%	70 7%	65 7%	64 7%	49 6%	20 7%	18 5%	38 7%	25 6%	47 7%	31 4%	34 11%
Mean score	3.04	3.04	3.06	3.04	3.08	3.07	3.08	3.02	3.03	3.05	3.09	2.99
Standard deviation	.78	.79	.79	.78	.79	.89	.84	.83	.79	.78	.80	.72
Standard error	.03	.03	.03	.03	.03	.06	.05	.04	.04	.03	.03	.04

Kellen Social Media February 2015

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

RESPONSE LEVEL SUMMARY TABLE

Base: Those who use social media for ...

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		1045 100%	632 100%	584 100%	1007 100%	404 100%	277 100%	720 100%	991 100%	- -
Very ineffective	(1)	38 4%	21 3%	28 5%	32 3%	10 2%	20 7%	23 3%	36 4%	- -
Fairly ineffective	(2)	167 16%	100 16%	79 14%	160 16%	55 14%	34 12%	119 17%	150 15%	- -
Fairly effective	(3)	487 47%	283 45%	272 47%	470 47%	204 50%	119 43%	335 47%	472 48%	- -
Very effective	(4)	281 27%	200 32%	169 29%	273 27%	118 29%	78 28%	181 25%	269 27%	- -
NETS										
Net: Ineffective		205 20%	121 19%	107 18%	192 19%	65 16%	54 19%	142 20%	186 19%	- -
Net: Effective		768 73%	483 76%	441 76%	743 74%	322 80%	197 71%	516 72%	741 75%	- -
Don't know		72 7%	28 4%	36 6%	72 7%	17 4%	26 9%	62 9%	64 6%	- -
Mean score		3.04	3.10	3.06	3.05	3.11	3.02	3.02	3.05	-
Standard deviation		.78	.79	.81	.77	.73	.88	.77	.78	-
Standard error		.03	.03	.03	.03	.04	.06	.03	.03	-

Kellen Social Media February 2015

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

Base: Those who use social media for Information gathering

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	133 100%	118 100%	15 100%	50 100%	60 100%	6 100%	17 100%	60 100%	27 100%	20 100%	3 100%	22 100%	96 100%	35 100%
Very ineffective (1)	4 3%	3 3%	1 7%	2 4%	- -	1 17%	1 6%	1 2%	3 11%	- -	- -	- -	2 2%	2 6%
Fairly ineffective (2)	20 15%	17 14%	3 20%	7 14%	9 15%	1 17%	3 18%	9 15%	5 19%	4 20%	- -	2 9%	16 17%	4 11%
Fairly effective (3)	54 41%	47 40%	7 47%	22 44%	24 40%	3 50%	5 29%	30 50%	10 37%	5 25%	2 67%	6 27%	39 41%	13 37%
Very effective (4)	54 41%	51 43%	3 20%	18 36%	27 45%	1 17%	8 47%	20 33%	9 33%	10 50%	1 33%	14 64%	38 40%	16 46%
NETS														
Net: Ineffective	24 18%	20 17%	4 27%	9 18%	9 15%	2 33%	4 24%	10 17%	8 30%	4 20%	- -	2 9%	18 19%	6 17%
Net: Effective	108 81%	98 83%	10 67%	40 80%	51 85%	4 67%	13 76%	50 83%	19 70%	15 75%	3 100%	20 91%	77 80%	29 83%
Don't know	1 1%	- -	1 7%	1 2%	- -	- -	- -	- -	- -	1 5%	- -	- -	1 1%	- -
Mean score	3.20	3.24	2.86	3.14	3.30	2.67	3.18	3.15	2.93	3.32	3.33	3.55	3.19	3.23
Standard deviation	.80	.79	.86	.82	.72	1.03	.95	.73	1.00	.82	.58	.67	.79	.88
Standard error	.07	.07	.23	.12	.09	.42	.23	.09	.19	.19	.33	.14	.08	.15

Kellen Social Media February 2015

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

Base: Those who use social media for Information gathering

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	133 100%	125 100%	121 100%	121 100%	102 100%	36 100%	46 100%	68 100%	56 100%	77 100%	92 100%	36 100%
Very ineffective (1)	4 3%	4 3%	4 3%	3 2%	3 3%	1 3%	1 2%	2 3%	2 4%	2 3%	2 2%	1 3%
Fairly ineffective (2)	20 15%	19 15%	15 12%	19 16%	13 13%	5 14%	7 15%	10 15%	11 20%	9 12%	13 14%	6 17%
Fairly effective (3)	54 41%	50 40%	50 41%	49 40%	40 39%	13 36%	14 30%	26 38%	18 32%	36 47%	39 42%	13 36%
Very effective (4)	54 41%	51 41%	52 43%	49 40%	46 45%	17 47%	24 52%	30 44%	25 45%	29 38%	38 41%	16 44%
NETS												
Net: Ineffective	24 18%	23 18%	19 16%	22 18%	16 16%	6 17%	8 17%	12 18%	13 23%	11 14%	15 16%	7 19%
Net: Effective	108 81%	101 81%	102 84%	98 81%	86 84%	30 83%	38 83%	56 82%	43 77%	65 84%	77 84%	29 81%
Don't know	1 1%	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -
Mean score	3.20	3.19	3.24	3.20	3.26	3.28	3.33	3.24	3.18	3.21	3.23	3.22
Standard deviation	.80	.81	.80	.79	.80	.81	.82	.81	.88	.75	.77	.83
Standard error	.07	.07	.07	.07	.08	.14	.12	.10	.12	.09	.08	.14

Kellen Social Media February 2015

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

Base: Those who use social media for Information gathering

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		133 100%	133 100%	74 100%	128 100%	46 100%	33 100%	93 100%	125 100%	- -
Very ineffective	(1)	4 3%	4 3%	3 4%	2 2%	1 2%	2 6%	2 2%	3 2%	- -
Fairly ineffective	(2)	20 15%	20 15%	10 14%	19 15%	6 13%	4 12%	14 15%	19 15%	- -
Fairly effective	(3)	54 41%	54 41%	28 38%	53 41%	17 37%	13 39%	38 41%	53 42%	- -
Very effective	(4)	54 41%	54 41%	32 43%	53 41%	22 48%	13 39%	38 41%	50 40%	- -
NETS										
Net: Ineffective		24 18%	24 18%	13 18%	21 16%	7 15%	6 18%	16 17%	22 18%	- -
Net: Effective		108 81%	108 81%	60 81%	106 83%	39 85%	26 79%	76 82%	103 82%	- -
Don't know		1 1%	1 1%	1 1%	1 1%	- -	1 3%	1 1%	- -	- -
Mean score		3.20	3.20	3.22	3.24	3.30	3.16	3.22	3.20	-
Standard deviation		.80	.80	.84	.76	.79	.88	.78	.78	-
Standard error		.07	.07	.10	.07	.12	.16	.08	.07	-

Kellen Social Media February 2015

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

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

	Total	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
		A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	119 100%	99 100%	20 100%	49 100%	47 100%	6 100%	17 100%	59 100%	31 100%	10 100%	2 100%	14 100%	73 100%	43 100%
Very ineffective (1)	5 4%	4 4%	1 5%	2 4%	- -	2 33%	1 6%	3 5%	2 6%	- -	- -	- -	2 3%	3 7%
Fairly ineffective (2)	25 21%	22 22%	3 15%	13 27%	8 17%	1 17%	3 18%	9 15%	6 19%	4 40%	2 100%	4 29%	15 21%	10 23%
Fairly effective (3)	64 54%	51 52%	13 65%	25 51%	26 55%	2 33%	11 65%	33 56%	18 58%	2 20%	- -	8 57%	38 52%	23 53%
Very effective (4)	13 11%	13 13%	- -	5 10%	6 13%	1 17%	1 6%	8 14%	3 10%	- -	- -	2 14%	8 11%	5 12%
NETS														
Net: Ineffective	30 25%	26 26%	4 20%	15 31%	8 17%	3 50%	4 24%	12 20%	8 26%	4 40%	2 100%	4 29%	17 23%	13 30%
Net: Effective	77 65%	64 65%	13 65%	30 61%	32 68%	3 50%	12 71%	41 69%	21 68%	2 20%	- -	10 71%	46 63%	28 65%
Don't know	12 10%	9 9%	3 15%	4 8%	7 15%	- -	1 6%	6 10%	2 6%	4 40%	- -	- -	10 14%	2 5%
Mean score	2.79	2.81	2.71	2.73	2.95	2.33	2.75	2.87	2.76	2.33	2.00	2.86	2.83	2.73
Standard deviation	.71	.73	.59	.72	.60	1.21	.68	.73	.74	.52	-	.66	.68	.78
Standard error	.07	.08	.14	.11	.09	.49	.17	.10	.14	.21	-	.18	.09	.12

Kellen Social Media February 2015

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

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

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	119 100%	113 100%	115 100%	109 100%	98 100%	41 100%	49 100%	76 100%	55 100%	64 100%	92 100%	21 100%
Very ineffective (1)	5 4%	5 4%	5 4%	3 3%	4 4%	3 7%	2 4%	4 5%	2 4%	3 5%	4 4%	- -
Fairly ineffective (2)	25 21%	23 20%	24 21%	22 20%	17 17%	4 10%	11 22%	15 20%	10 18%	15 23%	20 22%	4 19%
Fairly effective (3)	64 54%	60 53%	62 54%	59 54%	55 56%	21 51%	25 51%	41 54%	31 56%	33 52%	50 54%	12 57%
Very effective (4)	13 11%	13 12%	13 11%	13 12%	12 12%	7 17%	5 10%	8 11%	8 15%	5 8%	13 14%	- -
NETS												
Net: Ineffective	30 25%	28 25%	29 25%	25 23%	21 21%	7 17%	13 27%	19 25%	12 22%	18 28%	24 26%	4 19%
Net: Effective	77 65%	73 65%	75 65%	72 66%	67 68%	28 68%	30 61%	49 64%	39 71%	38 59%	63 68%	12 57%
Don't know	12 10%	12 11%	11 10%	12 11%	10 10%	6 15%	6 12%	8 11%	4 7%	8 13%	5 5%	5 24%
Mean score	2.79	2.80	2.80	2.85	2.85	2.91	2.77	2.78	2.88	2.71	2.83	2.75
Standard deviation	.71	.72	.72	.68	.70	.82	.72	.73	.71	.71	.73	.45
Standard error	.07	.07	.07	.07	.08	.14	.11	.09	.10	.09	.08	.11

Kellen Social Media February 2015

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

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

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		119 100%	74 100%	119 100%	113 100%	56 100%	37 100%	72 100%	113 100%	- -
Very ineffective	(1)	5 4%	3 4%	5 4%	4 4%	1 2%	3 8%	2 3%	5 4%	- -
Fairly ineffective	(2)	25 21%	18 24%	25 21%	24 21%	12 21%	3 8%	13 18%	23 20%	- -
Fairly effective	(3)	64 54%	38 51%	64 54%	61 54%	37 66%	23 62%	42 58%	62 55%	- -
Very effective	(4)	13 11%	9 12%	13 11%	12 11%	5 9%	2 5%	5 7%	13 12%	- -
NETS										
Net: Ineffective		30 25%	21 28%	30 25%	28 25%	13 23%	6 16%	15 21%	28 25%	- -
Net: Effective		77 65%	47 64%	77 65%	73 65%	42 75%	25 68%	47 65%	75 66%	- -
Don't know		12 10%	6 8%	12 10%	12 11%	1 2%	6 16%	10 14%	10 9%	- -
Mean score		2.79	2.78	2.79	2.80	2.84	2.77	2.81	2.81	-
Standard deviation		.71	.73	.71	.69	.60	.72	.62	.71	-
Standard error		.07	.09	.07	.07	.08	.13	.08	.07	-

Kellen Social Media February 2015

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

Communication and engagement with members and site users

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

		AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
		Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total		258 100%	215 100%	43 100%	100 100%	117 100%	13 100%	28 100%	125 100%	43 100%	36 100%	10 100%	41 100%	196 100%	55 100%
Very ineffective	(1)	9 3%	8 4%	1 2%	3 3%	1 1%	3 23%	2 7%	6 5%	3 7%	- -	- -	- -	5 3%	4 7%
Fairly ineffective	(2)	29 11%	21 10%	8 19%	15 15%	11 9%	2 15%	1 4%	14 11%	3 7%	7 19%	- -	5 12%	25 13%	3 5%
Fairly effective	(3)	123 48%	99 46%	24 56%	52 52%	57 49%	3 23%	11 39%	59 47%	19 44%	13 36%	6 60%	26 63%	95 48%	26 47%
Very effective	(4)	87 34%	79 37%	8 19%	26 26%	44 38%	5 38%	12 43%	41 33%	17 40%	14 39%	3 30%	9 22%	62 32%	22 40%
NETS															
Net: Ineffective		38 15%	29 13%	9 21%	18 18%	12 10%	5 38%	3 11%	20 16%	6 14%	7 19%	- -	5 12%	30 15%	7 13%
Net: Effective		210 81%	178 83%	32 74%	78 78%	101 86%	8 62%	23 82%	100 80%	36 84%	27 75%	9 90%	35 85%	157 80%	48 87%
Don't know		10 4%	8 4%	2 5%	4 4%	4 3%	- -	2 7%	5 4%	1 2%	2 6%	1 10%	1 2%	9 5%	- -
Mean score		3.16	3.20	2.95	3.05	3.27	2.77	3.27	3.13	3.19	3.21	3.33	3.10	3.14	3.20
Standard deviation		.77	.77	.71	.75	.67	1.24	.87	.81	.86	.77	.50	.59	.74	.85
Standard error		.05	.05	.11	.08	.06	.34	.17	.07	.13	.13	.17	.09	.05	.11

Kellen Social Media February 2015

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

Communication and engagement with members and site users

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

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	258 100%	241 100%	236 100%	227 100%	190 100%	61 100%	77 100%	124 100%	91 100%	167 100%	161 100%	83 100%
Very ineffective (1)	9 3%	9 4%	9 4%	8 4%	8 4%	5 8%	5 6%	7 6%	3 3%	6 4%	7 4%	1 1%
Fairly ineffective (2)	29 11%	25 10%	23 10%	26 11%	18 9%	5 8%	6 8%	13 10%	12 13%	17 10%	12 7%	14 17%
Fairly effective (3)	123 48%	115 48%	113 48%	107 47%	88 46%	23 38%	35 45%	58 47%	47 52%	76 46%	74 46%	41 49%
Very effective (4)	87 34%	82 34%	83 35%	78 34%	72 38%	27 44%	31 40%	42 34%	27 30%	60 36%	65 40%	21 25%
NETS												
Net: Ineffective	38 15%	34 14%	32 14%	34 15%	26 14%	10 16%	11 14%	20 16%	15 16%	23 14%	19 12%	15 18%
Net: Effective	210 81%	197 82%	196 83%	185 81%	160 84%	50 82%	66 86%	100 81%	74 81%	136 81%	139 86%	62 75%
Don't know	10 4%	10 4%	8 3%	8 4%	4 2%	1 2%	- -	4 3%	2 2%	8 5%	3 2%	6 7%
Mean score	3.16	3.17	3.18	3.16	3.20	3.20	3.19	3.13	3.10	3.19	3.25	3.06
Standard deviation	.77	.77	.77	.77	.79	.92	.84	.83	.75	.78	.78	.71
Standard error	.05	.05	.05	.05	.06	.12	.10	.08	.08	.06	.06	.08

Kellen Social Media February 2015

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

Communication and engagement with members and site users

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

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		258 100%	128 100%	113 100%	258 100%	73 100%	48 100%	155 100%	232 100%	- -
Very ineffective	(1)	9 3%	5 4%	5 4%	9 3%	1 1%	4 8%	4 3%	9 4%	- -
Fairly ineffective	(2)	29 11%	11 9%	8 7%	29 11%	6 8%	2 4%	17 11%	20 9%	- -
Fairly effective	(3)	123 48%	57 45%	56 50%	123 48%	37 51%	19 40%	75 48%	114 49%	- -
Very effective	(4)	87 34%	54 42%	41 36%	87 34%	27 37%	20 42%	53 34%	81 35%	- -
NETS										
Net: Ineffective		38 15%	16 13%	13 12%	38 15%	7 10%	6 13%	21 14%	29 13%	- -
Net: Effective		210 81%	111 87%	97 86%	210 81%	64 88%	39 81%	128 83%	195 84%	- -
Don't know		10 4%	1 1%	3 3%	10 4%	2 3%	3 6%	6 4%	8 3%	- -
Mean score		3.16	3.26	3.21	3.16	3.27	3.22	3.19	3.19	-
Standard deviation		.77	.78	.77	.77	.68	.90	.74	.76	-
Standard error		.05	.07	.07	.05	.08	.13	.06	.05	-

Kellen Social Media February 2015

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

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	79 100%	69 100%	10 100%	28 100%	35 100%	5 100%	11 100%	37 100%	17 100%	10 100%	2 100%	11 100%	49 100%	27 100%
Very ineffective (1)	3 4%	3 4%	- -	- -	2 6%	- -	1 9%	2 5%	- -	1 10%	- -	- -	2 4%	1 4%
Fairly ineffective (2)	12 15%	12 17%	- -	3 11%	5 14%	2 40%	2 18%	5 14%	6 35%	- -	1 50%	- -	6 12%	6 22%
Fairly effective (3)	39 49%	33 48%	6 60%	19 68%	13 37%	2 40%	5 45%	17 46%	6 35%	8 80%	1 50%	7 64%	28 57%	11 41%
Very effective (4)	23 29%	19 28%	4 40%	6 21%	15 43%	- -	2 18%	12 32%	4 24%	1 10%	- -	4 36%	12 24%	9 33%
NETS														
Net: Ineffective	15 19%	15 22%	- -	3 11%	7 20%	2 40%	3 27%	7 19%	6 35%	1 10%	1 50%	- -	8 16%	7 26%
Net: Effective	62 78%	52 75%	10 100%	25 89%	28 80%	2 40%	7 64%	29 78%	10 59%	9 90%	1 50%	11 100%	40 82%	20 74%
Don't know	2 3%	2 3%	- -	- -	- -	1 20%	1 9%	1 3%	1 6%	- -	- -	- -	1 2%	- -
Mean score	3.06	3.01	3.40	3.11	3.17	2.50	2.80	3.08	2.88	2.90	2.50	3.36	3.04	3.04
Standard deviation	.78	.81	.52	.57	.89	.58	.92	.84	.81	.74	.71	.50	.74	.85
Standard error	.09	.10	.16	.11	.15	.29	.29	.14	.20	.23	.50	.15	.11	.16

Kellen Social Media February 2015

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

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

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	79 100%	74 100%	75 100%	76 100%	62 100%	20 100%	25 100%	44 100%	37 100%	42 100%	55 100%	22 100%
Very ineffective (1)	3 4%	3 4%	3 4%	3 4%	3 5%	2 10%	2 8%	1 2%	1 3%	2 5%	1 2%	1 5%
Fairly ineffective (2)	12 15%	11 15%	12 16%	10 13%	10 16%	3 15%	4 16%	10 23%	8 22%	4 10%	10 18%	2 9%
Fairly effective (3)	39 49%	37 50%	35 47%	39 51%	28 45%	11 55%	13 52%	22 50%	20 54%	19 45%	31 56%	8 36%
Very effective (4)	23 29%	21 28%	23 31%	22 29%	20 32%	4 20%	6 24%	9 20%	7 19%	16 38%	12 22%	10 45%
NETS												
Net: Ineffective	15 19%	14 19%	15 20%	13 17%	13 21%	5 25%	6 24%	11 25%	9 24%	6 14%	11 20%	3 14%
Net: Effective	62 78%	58 78%	58 77%	61 80%	48 77%	15 75%	19 76%	31 70%	27 73%	35 83%	43 78%	18 82%
Don't know	2 3%	2 3%	2 3%	2 3%	1 2%	- -	- -	2 5%	1 3%	1 2%	1 2%	1 5%
Mean score	3.06	3.06	3.07	3.08	3.07	2.85	2.92	2.93	2.92	3.20	3.00	3.29
Standard deviation	.78	.79	.80	.77	.83	.88	.86	.75	.73	.81	.70	.85
Standard error	.09	.09	.09	.09	.11	.20	.17	.12	.12	.13	.10	.18

Kellen Social Media February 2015

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

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

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		79 100%	46 100%	56 100%	73 100%	79 100%	26 100%	49 100%	75 100%	- -
Very ineffective	(1)	3 4%	- -	1 2%	2 3%	3 4%	- -	2 4%	2 3%	- -
Fairly ineffective	(2)	12 15%	9 20%	10 18%	9 12%	12 15%	6 23%	8 16%	11 15%	- -
Fairly effective	(3)	39 49%	20 43%	29 52%	38 52%	39 49%	13 50%	20 41%	39 52%	- -
Very effective	(4)	23 29%	17 37%	16 29%	22 30%	23 29%	7 27%	17 35%	21 28%	- -
NETS										
Net: Ineffective		15 19%	9 20%	11 20%	11 15%	15 19%	6 23%	10 20%	13 17%	- -
Net: Effective		62 78%	37 80%	45 80%	60 82%	62 78%	20 77%	37 76%	60 80%	- -
Don't know		2 3%	- -	- -	2 3%	2 3%	- -	2 4%	2 3%	- -
Mean score		3.06	3.17	3.07	3.13	3.06	3.04	3.11	3.08	-
Standard deviation		.78	.74	.74	.74	.78	.72	.84	.74	-
Standard error		.09	.11	.10	.09	.09	.14	.12	.09	-

Kellen Social Media February 2015

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

Base: Those who use social media for Crisis communication

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	51 100%	40 100%	11 100%	19 100%	20 100%	1 100%	11 100%	25 100%	14 100%	8 100%	1 100%	1 100%	32 100%	17 100%
Very ineffective (1)	4 8%	3 8%	1 9%	2 11%	- -	- -	2 18%	1 4%	3 21%	- -	- -	- -	2 6%	2 12%
Fairly ineffective (2)	4 8%	2 5%	2 18%	2 11%	1 5%	- -	1 9%	2 8%	2 14%	- -	- -	- -	2 6%	2 12%
Fairly effective (3)	24 47%	21 53%	3 27%	11 58%	7 35%	1 100%	5 45%	11 44%	7 50%	4 50%	1 100%	1 100%	15 47%	9 53%
Very effective (4)	11 22%	9 23%	2 18%	1 5%	8 40%	- -	2 18%	7 28%	1 7%	2 25%	- -	- -	7 22%	3 18%
NETS														
Net: Ineffective	8 16%	5 13%	3 27%	4 21%	1 5%	- -	3 27%	3 12%	5 36%	- -	- -	- -	4 13%	4 24%
Net: Effective	35 69%	30 75%	5 45%	12 63%	15 75%	1 100%	7 64%	18 72%	8 57%	6 75%	1 100%	1 100%	22 69%	12 71%
Don't know	8 16%	5 13%	3 27%	3 16%	4 20%	- -	1 9%	4 16%	1 7%	2 25%	- -	- -	6 19%	1 6%
Mean score	2.98	3.03	2.75	2.69	3.44	3.00	2.70	3.14	2.46	3.33	3.00	3.00	3.04	2.81
Standard deviation	.86	.82	1.04	.79	.63	-	1.06	.79	.97	.52	-	-	.82	.91
Standard error	.13	.14	.37	.20	.16	-	.33	.17	.27	.21	-	-	.16	.23

Kellen Social Media February 2015

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

Base: Those who use social media for Crisis communication

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	51 100%	49 100%	50 100%	44 100%	40 100%	19 100%	20 100%	29 100%	22 100%	29 100%	39 100%	10 100%
Very ineffective (1)	4 8%	4 8%	4 8%	4 9%	2 5%	3 16%	2 10%	3 10%	2 9%	2 7%	4 10%	- -
Fairly ineffective (2)	4 8%	4 8%	4 8%	2 5%	3 8%	2 11%	3 15%	1 3%	2 9%	2 7%	2 5%	1 10%
Fairly effective (3)	24 47%	24 49%	24 48%	22 50%	20 50%	8 42%	9 45%	15 52%	12 55%	12 41%	20 51%	4 40%
Very effective (4)	11 22%	10 20%	11 22%	9 20%	9 23%	3 16%	4 20%	6 21%	2 9%	9 31%	6 15%	5 50%
NETS												
Net: Ineffective	8 16%	8 16%	8 16%	6 14%	5 13%	5 26%	5 25%	4 14%	4 18%	4 14%	6 15%	1 10%
Net: Effective	35 69%	34 69%	35 70%	31 70%	29 73%	11 58%	13 65%	21 72%	14 64%	21 72%	26 67%	9 90%
Don't know	8 16%	7 14%	7 14%	7 16%	6 15%	3 16%	2 10%	4 14%	4 18%	4 14%	7 18%	- -
Mean score	2.98	2.95	2.98	2.97	3.06	2.69	2.83	2.96	2.78	3.12	2.88	3.40
Standard deviation	.86	.85	.86	.87	.78	1.01	.92	.89	.81	.88	.87	.70
Standard error	.13	.13	.13	.14	.13	.25	.22	.18	.19	.18	.15	.22

Kellen Social Media February 2015

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

Base: Those who use social media for Crisis communication

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		51 100%	33 100%	37 100%	48 100%	26 100%	51 100%	35 100%	47 100%	- -
Very ineffective	(1)	4 8%	2 6%	3 8%	4 8%	1 4%	4 8%	4 11%	4 9%	- -
Fairly ineffective	(2)	4 8%	3 9%	2 5%	4 8%	1 4%	4 8%	1 3%	3 6%	- -
Fairly effective	(3)	24 47%	17 52%	19 51%	22 46%	15 58%	24 47%	17 49%	23 49%	- -
Very effective	(4)	11 22%	6 18%	7 19%	10 21%	4 15%	11 22%	7 20%	11 23%	- -
NETS										
Net: Ineffective		8 16%	5 15%	5 14%	8 17%	2 8%	8 16%	5 14%	7 15%	- -
Net: Effective		35 69%	23 70%	26 70%	32 67%	19 73%	35 69%	24 69%	34 72%	- -
Don't know		8 16%	5 15%	6 16%	8 17%	5 19%	8 16%	6 17%	6 13%	- -
Mean score		2.98	2.96	2.97	2.95	3.05	2.98	2.93	3.00	-
Standard deviation		.86	.79	.84	.88	.67	.86	.92	.87	-
Standard error		.13	.15	.15	.14	.15	.13	.17	.14	-

Kellen Social Media February 2015

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

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	161 100%	136 100%	25 100%	51 100%	84 100%	4 100%	22 100%	67 100%	29 100%	29 100%	4 100%	31 100%	127 100%	32 100%
Very ineffective (1)	4 2%	4 3%	- -	3 6%	- -	- -	1 5%	2 3%	2 7%	- -	- -	- -	3 2%	1 3%
Fairly ineffective (2)	57 35%	50 37%	7 28%	23 45%	27 32%	2 50%	5 23%	23 34%	8 28%	12 41%	3 75%	11 35%	48 38%	9 28%
Fairly effective (3)	65 40%	54 40%	11 44%	18 35%	35 42%	2 50%	10 45%	23 34%	13 45%	10 34%	1 25%	17 55%	47 37%	17 53%
Very effective (4)	8 5%	7 5%	1 4%	- -	6 7%	- -	2 9%	5 7%	2 7%	1 3%	- -	- -	6 5%	2 6%
NETS														
Net: Ineffective	61 38%	54 40%	7 28%	26 51%	27 32%	2 50%	6 27%	25 37%	10 34%	12 41%	3 75%	11 35%	51 40%	10 31%
Net: Effective	73 45%	61 45%	12 48%	18 35%	41 49%	2 50%	12 55%	28 42%	15 52%	11 38%	1 25%	17 55%	53 42%	19 59%
Don't know	27 17%	21 15%	6 24%	7 14%	16 19%	- -	4 18%	14 21%	4 14%	6 21%	- -	3 10%	23 18%	3 9%
Mean score	2.57	2.56	2.68	2.34	2.69	2.50	2.72	2.58	2.60	2.52	2.25	2.61	2.54	2.69
Standard deviation	.65	.66	.58	.61	.63	.58	.75	.72	.76	.59	.50	.50	.65	.66
Standard error	.06	.06	.13	.09	.08	.29	.18	.10	.15	.12	.25	.09	.06	.12

Kellen Social Media February 2015

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

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

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	161 100%	155 100%	148 100%	148 100%	122 100%	41 100%	51 100%	80 100%	59 100%	102 100%	96 100%	56 100%
Very ineffective (1)	4 2%	4 3%	4 3%	4 3%	3 2%	2 5%	1 2%	4 5%	1 2%	3 3%	3 3%	1 2%
Fairly ineffective (2)	57 35%	54 35%	51 34%	53 36%	44 36%	11 27%	18 35%	32 40%	21 36%	36 35%	33 34%	20 36%
Fairly effective (3)	65 40%	63 41%	60 41%	60 41%	47 39%	17 41%	19 37%	27 34%	22 37%	43 42%	41 43%	20 36%
Very effective (4)	8 5%	8 5%	8 5%	8 5%	8 7%	4 10%	5 10%	4 5%	4 7%	4 4%	7 7%	1 2%
NETS												
Net: Ineffective	61 38%	58 37%	55 37%	57 39%	47 39%	13 32%	19 37%	36 45%	22 37%	39 38%	36 38%	21 38%
Net: Effective	73 45%	71 46%	68 46%	68 46%	55 45%	21 51%	24 47%	31 39%	26 44%	47 46%	48 50%	21 38%
Don't know	27 17%	26 17%	25 17%	23 16%	20 16%	7 17%	8 16%	13 16%	11 19%	16 16%	12 13%	14 25%
Mean score	2.57	2.58	2.59	2.58	2.59	2.68	2.65	2.46	2.60	2.56	2.62	2.50
Standard deviation	.65	.66	.66	.66	.68	.77	.72	.70	.68	.64	.69	.59
Standard error	.06	.06	.06	.06	.07	.13	.11	.09	.10	.07	.08	.09

Kellen Social Media February 2015

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

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

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		161 100%	93 100%	72 100%	155 100%	49 100%	35 100%	161 100%	155 100%	- -
Very ineffective	(1)	4 2%	2 2%	4 6%	4 3%	1 2%	3 9%	4 2%	4 3%	- -
Fairly ineffective	(2)	57 35%	30 32%	23 32%	56 36%	16 33%	13 37%	57 35%	54 35%	- -
Fairly effective	(3)	65 40%	43 46%	31 43%	61 39%	25 51%	9 26%	65 40%	63 41%	- -
Very effective	(4)	8 5%	6 6%	5 7%	7 5%	2 4%	5 14%	8 5%	8 5%	- -
NETS										
Net: Ineffective		61 38%	32 34%	27 38%	60 39%	17 35%	16 46%	61 38%	58 37%	- -
Net: Effective		73 45%	49 53%	36 50%	68 44%	27 55%	14 40%	73 45%	71 46%	- -
Don't know		27 17%	12 13%	9 13%	27 17%	5 10%	5 14%	27 17%	26 17%	- -
Mean score		2.57	2.65	2.59	2.55	2.64	2.53	2.57	2.58	-
Standard deviation		.65	.65	.73	.65	.61	.90	.65	.66	-
Standard error		.06	.07	.09	.06	.09	.16	.06	.06	-

Kellen Social Media February 2015

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

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

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	244 100%	210 100%	34 100%	90 100%	110 100%	15 100%	29 100%	117 100%	43 100%	33 100%	9 100%	38 100%	181 100%	56 100%
Very ineffective (1)	9 4%	8 4%	1 3%	4 4%	- -	3 20%	2 7%	3 3%	5 12%	1 3%	- -	- -	4 2%	5 9%
Fairly ineffective (2)	20 8%	17 8%	3 9%	7 8%	10 9%	2 13%	1 3%	11 9%	2 5%	4 12%	- -	3 8%	17 9%	2 4%
Fairly effective (3)	118 48%	101 48%	17 50%	49 54%	51 46%	5 33%	13 45%	51 44%	17 40%	20 61%	7 78%	22 58%	94 52%	22 39%
Very effective (4)	85 35%	74 35%	11 32%	27 30%	42 38%	5 33%	11 38%	45 38%	18 42%	5 15%	2 22%	12 32%	56 31%	26 46%
NETS														
Net: Ineffective	29 12%	25 12%	4 12%	11 12%	10 9%	5 33%	3 10%	14 12%	7 16%	5 15%	- -	3 8%	21 12%	7 13%
Net: Effective	203 83%	175 83%	28 82%	76 84%	93 85%	10 67%	24 83%	96 82%	35 81%	25 76%	9 100%	34 89%	150 83%	48 86%
Don't know	12 5%	10 5%	2 6%	3 3%	7 6%	- -	2 7%	7 6%	1 2%	3 9%	- -	1 3%	10 6%	1 2%
Mean score	3.20	3.21	3.19	3.14	3.31	2.80	3.22	3.25	3.14	2.97	3.22	3.24	3.18	3.25
Standard deviation	.75	.76	.74	.75	.64	1.15	.85	.75	.98	.67	.44	.60	.70	.91
Standard error	.05	.05	.13	.08	.06	.30	.16	.07	.15	.12	.15	.10	.05	.12

Kellen Social Media February 2015

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

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

	Total	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
		Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	244 100%	230 100%	226 100%	218 100%	182 100%	61 100%	76 100%	120 100%	89 100%	155 100%	155 100%	76 100%
Very ineffective (1)	9 4%	9 4%	8 4%	7 3%	6 3%	4 7%	3 4%	5 4%	4 4%	5 3%	7 5%	1 1%
Fairly ineffective (2)	20 8%	19 8%	15 7%	20 9%	14 8%	4 7%	7 9%	9 8%	6 7%	14 9%	8 5%	9 12%
Fairly effective (3)	118 48%	110 48%	111 49%	104 48%	83 46%	21 34%	25 33%	48 40%	39 44%	79 51%	64 41%	47 62%
Very effective (4)	85 35%	80 35%	80 35%	76 35%	71 39%	29 48%	39 51%	51 43%	37 42%	48 31%	73 47%	11 14%
NETS												
Net: Ineffective	29 12%	28 12%	23 10%	27 12%	20 11%	8 13%	10 13%	14 12%	10 11%	19 12%	15 10%	10 13%
Net: Effective	203 83%	190 83%	191 85%	180 83%	154 85%	50 82%	64 84%	99 83%	76 85%	127 82%	137 88%	58 76%
Don't know	12 5%	12 5%	12 5%	11 5%	8 4%	3 5%	2 3%	7 6%	3 3%	9 6%	3 2%	8 11%
Mean score	3.20	3.20	3.23	3.20	3.26	3.29	3.35	3.28	3.27	3.16	3.34	3.00
Standard deviation	.75	.76	.74	.75	.75	.88	.82	.80	.79	.73	.78	.60
Standard error	.05	.05	.05	.05	.06	.12	.10	.07	.09	.06	.06	.07

Kellen Social Media February 2015

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

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

		Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
		Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total		244 100%	125 100%	113 100%	232 100%	75 100%	47 100%	155 100%	244 100%	- -
Very ineffective	(1)	9 4%	5 4%	7 6%	7 3%	2 3%	4 9%	5 3%	9 4%	- -
Fairly ineffective	(2)	20 8%	9 7%	1 1%	19 8%	2 3%	2 4%	9 6%	20 8%	- -
Fairly effective	(3)	118 48%	54 43%	45 40%	112 48%	34 45%	18 38%	78 50%	118 48%	- -
Very effective	(4)	85 35%	54 43%	55 49%	82 35%	35 47%	20 43%	53 34%	85 35%	- -
NETS										
Net: Ineffective		29 12%	14 11%	8 7%	26 11%	4 5%	6 13%	14 9%	29 12%	- -
Net: Effective		203 83%	108 86%	100 88%	194 84%	69 92%	38 81%	131 85%	203 83%	- -
Don't know		12 5%	3 2%	5 4%	12 5%	2 3%	3 6%	10 6%	12 5%	- -
Mean score		3.20	3.29	3.37	3.22	3.40	3.23	3.23	3.20	-
Standard deviation		.75	.78	.80	.73	.68	.91	.72	.75	-
Standard error		.05	.07	.08	.05	.08	.14	.06	.05	-

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Facebook	254 93%	213 93%	41 89%	89 83%	120 98%	15 100%	30 100%	121 94%	47 100%	38 95%	9 90%	37 86%	189 93%	59 97%
Twitter	248 91%	209 92%	39 85%	92 86%	113 93%	14 93%	29 97%	121 94%	46 98%	31 78%	8 80%	39 91%	181 89%	61 100%
LinkedIn	240 88%	203 89%	37 80%	93 87%	108 89%	13 87%	26 87%	113 88%	45 96%	36 90%	7 70%	36 84%	178 87%	56 92%
YouTube	200 73%	171 75%	29 63%	72 67%	92 75%	12 80%	24 80%	105 81%	36 77%	24 60%	6 60%	26 60%	143 70%	53 87%
Instagram	80 29%	67 29%	13 28%	26 24%	40 33%	5 33%	9 30%	43 33%	19 40%	4 10%	2 20%	11 26%	46 23%	33 54%
Pinterest	66 24%	52 23%	14 30%	25 23%	25 20%	4 27%	12 40%	35 27%	16 34%	3 8%	2 20%	9 21%	42 21%	22 36%
None of the above	2 1%	1 *	1 2%	2 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Facebook	254 93%	254 100%	234 94%	226 94%	192 96%	66 100%	79 99%	126 97%	95 96%	159 91%	158 93%	83 92%
Twitter	248 91%	234 92%	248 100%	220 92%	193 97%	66 100%	79 99%	125 96%	97 98%	151 86%	161 95%	73 81%
LinkedIn	240 88%	226 89%	220 89%	240 100%	181 91%	57 86%	75 94%	120 92%	90 91%	150 86%	154 91%	74 82%
YouTube	200 73%	192 76%	193 78%	181 75%	200 100%	62 94%	72 90%	105 81%	82 83%	118 67%	129 76%	60 67%
Instagram	80 29%	79 31%	79 32%	75 31%	72 36%	40 61%	80 100%	52 40%	38 38%	42 24%	56 33%	18 20%
Pinterest	66 24%	66 26%	66 27%	57 24%	62 31%	66 100%	40 50%	45 35%	38 38%	28 16%	51 30%	13 14%
None of the above	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%	1 1%

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Facebook	254 93%	125 94%	113 95%	241 93%	74 94%	49 96%	155 96%	230 94%	2 100%
Twitter	248 91%	121 91%	115 97%	236 91%	75 95%	50 98%	148 92%	226 93%	1 50%
LinkedIn	240 88%	121 91%	109 92%	227 88%	76 96%	44 86%	148 92%	218 89%	2 100%
YouTube	200 73%	102 77%	98 82%	190 74%	62 78%	40 78%	122 76%	182 75%	2 100%
Instagram	80 29%	46 35%	49 41%	77 30%	25 32%	20 39%	51 32%	76 31%	- -
Pinterest	66 24%	36 27%	41 34%	61 24%	20 25%	19 37%	41 25%	61 25%	- -
None of the above	2 1%	- -	1 1%	1 *	- -	- -	- -	- -	- -

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Yes	130 47%	107 47%	23 50%	48 45%	54 44%	11 73%	17 57%	68 53%	26 55%	13 33%	4 40%	19 44%	91 45%	37 61%
No	140 51%	119 52%	21 46%	58 54%	65 53%	4 27%	13 43%	60 47%	20 43%	25 63%	6 60%	24 56%	111 54%	22 36%
Don't know	4 1%	2 1%	2 4%	1 1%	3 2%	- -	- -	1 1%	1 2%	2 5%	- -	- -	2 1%	2 3%

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Yes	130 47%	126 50%	125 50%	120 50%	105 53%	45 68%	52 65%	130 100%	63 64%	67 38%	89 53%	32 36%
No	140 51%	124 49%	120 48%	116 48%	94 47%	21 32%	28 35%	- -	34 34%	106 61%	77 46%	58 64%
Don't know	4 1%	4 2%	3 1%	4 2%	1 1%	- -	- -	- -	2 2%	2 1%	3 2%	- -

Kellen Social Media February 2015

Q11. Does your organisation have a blog?

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Yes	130 47%	68 51%	76 64%	124 48%	44 56%	29 57%	80 50%	120 49%	- -
No	140 51%	62 47%	41 34%	130 50%	33 42%	20 39%	79 49%	121 50%	2 100%
Don't know	4 1%	3 2%	2 2%	4 2%	2 3%	2 4%	2 1%	3 1%	- -

Kellen Social Media February 2015

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

Base: All respondents

	negative impact	positive impact
Total	274 100%	274 100%
Facebook	52 19%	61 22%
Twitter	59 22%	71 26%
LinkedIn	21 8%	83 30%
YouTube	19 7%	30 11%
Pinterest	43 16%	1 *
Instagram	26 9%	3 1%
Blogs	54 20%	25 9%

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Twitter	59 22%	50 22%	9 20%	20 19%	23 19%	4 27%	12 40%	25 19%	13 28%	9 23%	3 30%	7 16%	42 21%	15 25%
Blogs	54 20%	42 18%	12 26%	24 22%	20 16%	2 13%	8 27%	26 20%	10 21%	7 18%	- -	10 23%	39 19%	13 21%
Facebook	52 19%	42 18%	10 22%	21 20%	25 20%	3 20%	3 10%	21 16%	10 21%	10 25%	2 20%	8 19%	36 18%	14 23%
Pinterest	43 16%	40 18%	3 7%	18 17%	19 16%	3 20%	3 10%	25 19%	3 6%	7 18%	- -	7 16%	33 16%	9 15%
Instagram	26 9%	23 10%	3 7%	11 10%	11 9%	1 7%	3 10%	14 11%	3 6%	3 8%	1 10%	5 12%	21 10%	3 5%
LinkedIn	21 8%	16 7%	5 11%	6 6%	13 11%	1 7%	1 3%	8 6%	5 11%	4 10%	1 10%	3 7%	15 7%	6 10%
YouTube	19 7%	15 7%	4 9%	7 7%	11 9%	1 7%	- -	10 8%	3 6%	- -	3 30%	3 7%	18 9%	1 2%

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Twitter	59 22%	54 21%	55 22%	54 23%	47 24%	13 20%	19 24%	35 27%	27 27%	32 18%	38 22%	20 22%
Blogs	54 20%	50 20%	51 21%	47 20%	37 19%	14 21%	13 16%	17 13%	17 17%	37 21%	29 17%	20 22%
Facebook	52 19%	49 19%	47 19%	45 19%	40 20%	13 20%	16 20%	24 18%	15 15%	37 21%	33 20%	15 17%
Pinterest	43 16%	39 15%	37 15%	39 16%	29 15%	6 9%	14 18%	15 12%	12 12%	31 18%	26 15%	17 19%
Instagram	26 9%	23 9%	23 9%	21 9%	18 9%	11 17%	7 9%	16 12%	11 11%	15 9%	17 10%	8 9%
LinkedIn	21 8%	20 8%	18 7%	18 8%	16 8%	5 8%	5 6%	9 7%	9 9%	12 7%	16 9%	3 3%
YouTube	19 7%	19 7%	17 7%	16 7%	13 7%	4 6%	6 8%	14 11%	8 8%	11 6%	10 6%	7 8%

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Twitter	59 22%	36 27%	37 31%	52 20%	22 28%	14 27%	31 19%	53 22%	- -
Blogs	54 20%	25 19%	19 16%	50 19%	13 16%	11 22%	35 22%	49 20%	- -
Facebook	52 19%	21 16%	21 18%	51 20%	15 19%	7 14%	32 20%	49 20%	- -
Pinterest	43 16%	25 19%	13 11%	41 16%	9 11%	8 16%	23 14%	38 16%	1 50%
Instagram	26 9%	8 6%	12 10%	25 10%	10 13%	5 10%	14 9%	20 8%	- -
LinkedIn	21 8%	10 8%	10 8%	20 8%	6 8%	1 2%	14 9%	18 7%	1 50%
YouTube	19 7%	8 6%	7 6%	19 7%	4 5%	5 10%	12 7%	17 7%	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
LinkedIn	83 30%	68 30%	15 33%	37 35%	38 31%	1 7%	7 23%	38 29%	10 21%	19 48%	4 40%	11 26%	66 32%	14 23%
Twitter	71 26%	59 26%	12 26%	27 25%	32 26%	6 40%	6 20%	36 28%	13 28%	8 20%	- -	13 30%	51 25%	18 30%
Facebook	61 22%	51 22%	10 22%	23 21%	24 20%	5 33%	9 30%	32 25%	10 21%	5 13%	2 20%	11 26%	47 23%	13 21%
YouTube	30 11%	25 11%	5 11%	10 9%	13 11%	1 7%	6 20%	10 8%	9 19%	4 10%	2 20%	4 9%	18 9%	10 16%
Blogs	25 9%	22 10%	3 7%	9 8%	14 11%	2 13%	- -	12 9%	3 6%	4 10%	2 20%	3 7%	20 10%	4 7%
Instagram	3 1%	2 1%	1 2%	- -	1 1%	- -	2 7%	- -	2 4%	- -	- -	1 2%	1 *	2 3%
Pinterest	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
LinkedIn	83 30%	78 31%	67 27%	81 34%	54 27%	14 21%	27 34%	36 28%	30 30%	53 30%	46 27%	33 37%
Twitter	71 26%	63 25%	69 28%	61 25%	53 27%	14 21%	20 25%	32 25%	23 23%	48 27%	45 27%	22 24%
Facebook	61 22%	60 24%	57 23%	46 19%	46 23%	21 32%	20 25%	26 20%	22 22%	39 22%	40 24%	17 19%
YouTube	30 11%	27 11%	28 11%	26 11%	25 13%	9 14%	6 8%	14 11%	13 13%	17 10%	21 12%	8 9%
Blogs	25 9%	22 9%	23 9%	22 9%	20 10%	7 11%	5 6%	20 15%	9 9%	16 9%	14 8%	9 10%
Instagram	3 1%	3 1%	3 1%	3 1%	1 1%	1 2%	2 3%	2 2%	2 2%	1 1%	2 1%	1 1%
Pinterest	1 *	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
LinkedIn	83 30%	42 32%	29 24%	78 30%	19 24%	13 25%	60 37%	74 30%	2 100%
Twitter	71 26%	30 23%	36 30%	66 26%	29 37%	14 27%	36 22%	64 26%	- -
Facebook	61 22%	32 24%	25 21%	60 23%	14 18%	13 25%	31 19%	56 23%	- -
YouTube	30 11%	12 9%	14 12%	28 11%	11 14%	7 14%	17 11%	25 10%	- -
Blogs	25 9%	14 11%	13 11%	22 9%	6 8%	2 4%	14 9%	21 9%	- -
Instagram	3 1%	2 2%	1 1%	3 1%	- -	2 4%	2 1%	3 1%	- -
Pinterest	1 *	1 1%	1 1%	1 *	- -	- -	1 1%	1 *	- -

Kellen Social Media February 2015

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

Base: Those who use paid digital media

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	99 100%	78 100%	21 100%	40 100%	39 100%	7 100%	13 100%	45 100%	26 100%	12 100%	3 100%	12 100%	61 100%	35 100%
Banner adverts	47 47%	33 42%	14 67%	18 45%	18 46%	2 29%	9 69%	20 44%	15 58%	6 50%	1 33%	5 42%	26 43%	21 60%
Google Search Ads	51 52%	40 51%	11 52%	16 40%	22 56%	2 29%	11 85%	23 51%	16 62%	5 42%	1 33%	6 50%	29 48%	21 60%
Facebook adverts	46 46%	39 50%	7 33%	18 45%	14 36%	6 86%	8 62%	21 47%	15 58%	2 17%	1 33%	6 50%	24 39%	20 57%
Twitter adverts	17 17%	16 21%	1 5%	8 20%	4 10%	3 43%	2 15%	7 16%	6 23%	1 8%	- -	2 17%	7 11%	9 26%
LinkedIn adverts	18 18%	18 23%	- -	8 20%	9 23%	1 14%	- -	8 18%	3 12%	3 25%	1 33%	2 17%	13 21%	4 11%
YouTube adverts	6 6%	4 5%	2 10%	1 3%	2 5%	- -	3 23%	2 4%	4 15%	- -	- -	- -	1 2%	5 14%
Other	5 5%	4 5%	1 5%	2 5%	1 3%	2 29%	- -	3 7%	- -	2 17%	- -	- -	4 7%	1 3%

Kellen Social Media February 2015

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

Base: Those who use paid digital media

	FORMS OF SOCIAL MEDIA USED								DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA	
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	99 100%	95 100%	97 100%	90 100%	82 100%	38 100%	38 100%	63 100%	99 100%	-	81 100%	13 100%
Banner adverts	47 47%	43 45%	47 48%	41 46%	39 48%	19 50%	17 45%	23 37%	47 47%	-	36 44%	8 62%
Google Search Ads	51 52%	49 52%	51 53%	47 52%	45 55%	26 68%	21 55%	37 59%	51 52%	-	44 54%	6 46%
Facebook adverts	46 46%	46 48%	45 46%	42 47%	40 49%	21 55%	20 53%	36 57%	46 46%	-	40 49%	4 31%
Twitter adverts	17 17%	17 18%	17 18%	17 19%	17 21%	10 26%	6 16%	14 22%	17 17%	-	17 21%	-
LinkedIn adverts	18 18%	18 19%	17 18%	18 20%	16 20%	3 8%	7 18%	15 24%	18 18%	-	15 19%	2 15%
YouTube adverts	6 6%	6 6%	6 6%	6 7%	6 7%	5 13%	3 8%	5 8%	6 6%	-	6 7%	-
Other	5 5%	5 5%	5 5%	4 4%	3 4%	1 3%	2 5%	1 2%	5 5%	-	5 6%	-

Kellen Social Media February 2015

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

Base: Those who use paid digital media

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	99 100%	56 100%	55 100%	91 100%	37 100%	22 100%	59 100%	89 100%	2 100%
Banner adverts	47 47%	28 50%	26 47%	43 47%	19 51%	12 55%	29 49%	42 47%	- -
Google Search Ads	51 52%	32 57%	30 55%	47 52%	22 59%	14 64%	33 56%	47 53%	1 50%
Facebook adverts	46 46%	30 54%	31 56%	42 46%	20 54%	15 68%	26 44%	42 47%	- -
Twitter adverts	17 17%	11 20%	14 25%	14 15%	8 22%	6 27%	7 12%	16 18%	- -
LinkedIn adverts	18 18%	13 23%	9 16%	17 19%	5 14%	2 9%	13 22%	17 19%	1 50%
YouTube adverts	6 6%	2 4%	6 11%	5 5%	5 14%	3 14%	3 5%	6 7%	- -
Other	5 5%	4 7%	3 5%	5 5%	3 8%	- -	2 3%	5 6%	- -

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES		ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES		
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	99 100%	78 100%	21 100%	40 100%	39 100%	7 100%	13 100%	45 100%	26 100%	12 100%	3 100%	12 100%	61 100%	35 100%
To promote events	66 67%	50 64%	16 76%	23 58%	31 79%	4 57%	8 62%	30 67%	16 62%	8 67%	1 33%	10 83%	41 67%	23 66%
To promote content	57 58%	44 56%	13 62%	23 58%	22 56%	4 57%	8 62%	25 56%	19 73%	8 67%	- -	4 33%	30 49%	26 74%
To attract website visitors	52 53%	38 49%	14 67%	24 60%	18 46%	2 29%	8 62%	22 49%	16 62%	8 67%	2 67%	4 33%	29 48%	21 60%
To grow its social media following	38 38%	29 37%	9 43%	19 48%	11 28%	4 57%	4 31%	15 33%	14 54%	5 42%	- -	4 33%	20 33%	18 51%
To promote issues	25 25%	21 27%	4 19%	11 28%	6 15%	3 43%	5 38%	13 29%	7 27%	2 17%	- -	3 25%	13 21%	12 34%
Other	5 5%	4 5%	1 5%	1 3%	4 10%	- -	- -	2 4%	- -	1 8%	1 33%	1 8%	5 8%	- -
Don't know	2 2%	2 3%	- -	1 3%	- -	- -	1 8%	1 2%	1 4%	- -	- -	- -	2 3%	- -

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	99 100%	95 100%	97 100%	90 100%	82 100%	38 100%	38 100%	63 100%	99 100%	-	81 100%	13 100%
To promote events	66 67%	63 66%	65 67%	62 69%	56 68%	26 68%	27 71%	38 60%	66 67%	-	51 63%	11 85%
To promote content	57 58%	55 58%	56 58%	55 61%	47 57%	22 58%	21 55%	38 60%	57 58%	-	50 62%	6 46%
To attract website visitors	52 53%	51 54%	51 53%	50 56%	41 50%	22 58%	21 55%	33 52%	52 53%	-	45 56%	7 54%
To grow its social media following	38 38%	38 40%	37 38%	36 40%	31 38%	16 42%	16 42%	28 44%	38 38%	-	37 46%	1 8%
To promote issues	25 25%	25 26%	25 26%	23 26%	22 27%	13 34%	10 26%	18 29%	25 25%	-	24 30%	1 8%
Other	5 5%	5 5%	5 5%	5 6%	4 5%	-	1 3%	4 6%	5 5%	-	1 1%	2 15%
Don't know	2 2%	1 1%	2 2%	1 1%	2 2%	1 3%	1 3%	1 2%	2 2%	-	2 2%	-

Kellen Social Media February 2015

Q14. How does your organisation use paid digital media?

Base: Those who use paid digital media

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	99 100%	56 100%	55 100%	91 100%	37 100%	22 100%	59 100%	89 100%	2 100%
To promote events	66 67%	38 68%	34 62%	61 67%	21 57%	14 64%	45 76%	60 67%	1 50%
To promote content	57 58%	32 57%	37 67%	53 58%	27 73%	16 73%	35 59%	52 58%	- -
To attract website visitors	52 53%	29 52%	31 56%	48 53%	24 65%	13 59%	33 56%	45 51%	1 50%
To grow its social media following	38 38%	22 39%	30 55%	35 38%	19 51%	11 50%	21 36%	36 40%	- -
To promote issues	25 25%	19 34%	22 40%	24 26%	15 41%	9 41%	12 20%	23 26%	- -
Other	5 5%	2 4%	- -	5 5%	- -	1 5%	3 5%	5 6%	- -
Don't know	2 2%	2 4%	1 2%	2 2%	- -	- -	2 3%	2 2%	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Yes	169 62%	145 64%	24 52%	71 66%	67 55%	13 87%	18 60%	88 68%	37 79%	17 43%	4 40%	20 47%	115 56%	48 79%
No	90 33%	77 34%	13 28%	30 28%	47 39%	2 13%	11 37%	35 27%	7 15%	19 48%	5 50%	22 51%	78 38%	9 15%
Don't know	15 5%	6 3%	9 20%	6 6%	8 7%	- -	1 3%	6 5%	3 6%	4 10%	1 10%	1 2%	11 5%	4 7%

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Yes	169 62%	158 62%	161 65%	154 64%	129 65%	51 77%	56 70%	89 68%	81 82%	88 50%	169 100%	- -
No	90 33%	83 33%	73 29%	74 31%	60 30%	13 20%	18 23%	32 25%	13 13%	77 44%	- -	90 100%
Don't know	15 5%	13 5%	14 6%	12 5%	11 6%	2 3%	6 8%	9 7%	5 5%	10 6%	- -	- -

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Yes	169 62%	92 69%	92 77%	161 62%	55 70%	39 76%	96 60%	155 64%	1 50%
No	90 33%	36 27%	21 18%	83 32%	22 28%	10 20%	56 35%	76 31%	1 50%
Don't know	15 5%	5 4%	6 5%	14 5%	2 3%	2 4%	9 6%	13 5%	- -

Kellen Social Media February 2015

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

Base: Those who measure social media impact

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	169 100%	145 100%	24 100%	71 100%	67 100%	13 100%	18 100%	88 100%	37 100%	17 100%	4 100%	20 100%	115 100%	48 100%
Amount of followers or fans	157 93%	133 92%	24 100%	64 90%	63 94%	13 100%	17 94%	81 92%	34 92%	15 88%	4 100%	20 100%	105 91%	46 96%
Analysis of comments made by other social media users	87 51%	81 56%	6 25%	28 39%	40 60%	7 54%	12 67%	47 53%	18 49%	10 59%	3 75%	8 40%	61 53%	25 52%
Response from target audience (e.g. to the announcement of specific events or press releases)	119 70%	102 70%	17 71%	50 70%	47 70%	9 69%	13 72%	60 68%	24 65%	13 76%	2 50%	18 90%	84 73%	31 65%
Social listening research by an independent company	23 14%	18 12%	5 21%	10 14%	10 15%	- -	3 17%	9 10%	9 24%	2 12%	- -	2 10%	9 8%	13 27%
Other	17 10%	17 12%	- -	9 13%	5 7%	1 8%	2 11%	6 7%	7 19%	1 6%	1 25%	2 10%	10 9%	7 15%

Kellen Social Media February 2015

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

Base: Those who measure social media impact

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	169	158	161	154	129	51	56	89	81	88	169	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Amount of followers or fans	157	148	151	144	121	49	51	85	77	80	157	-
	93%	94%	94%	94%	94%	96%	91%	96%	95%	91%	93%	-
Analysis of comments made by other social media users	87	85	86	80	69	30	34	47	41	46	87	-
	51%	54%	53%	52%	53%	59%	61%	53%	51%	52%	51%	-
Response from target audience (e.g. to the announcement of specific events or press releases)	119	111	113	109	90	36	37	65	58	61	119	-
	70%	70%	70%	71%	70%	71%	66%	73%	72%	69%	70%	-
Social listening research by an independent company	23	23	23	23	20	9	12	15	11	12	23	-
	14%	15%	14%	15%	16%	18%	21%	17%	14%	14%	14%	-
Other	17	16	17	16	13	4	8	10	5	12	17	-
	10%	10%	11%	10%	10%	8%	14%	11%	6%	14%	10%	-

Kellen Social Media February 2015

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

Base: Those who measure social media impact

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	169 100%	92 100%	92 100%	161 100%	55 100%	39 100%	96 100%	155 100%	1 100%
Amount of followers or fans	157 93%	85 92%	85 92%	149 93%	51 93%	38 97%	92 96%	145 94%	1 100%
Analysis of comments made by other social media users	87 51%	58 63%	56 61%	84 52%	35 64%	24 62%	55 57%	84 54%	- -
Response from target audience (e.g. to the announcement of specific events or press releases)	119 70%	70 76%	65 71%	113 70%	42 76%	29 74%	72 75%	110 71%	1 100%
Social listening research by an independent company	23 14%	14 15%	15 16%	22 14%	5 9%	6 15%	14 15%	22 14%	- -
Other	17 10%	9 10%	10 11%	17 11%	6 11%	5 13%	9 9%	17 11%	- -

Kellen Social Media February 2015

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

Base: All respondents

	AWARENESS OF ORGANISATION'S SOCIAL MEDIA ACTIVITIES			ORGANISATION				RESPONSIBILITY FOR SOCIAL MEDIA					TIME SPENT ON SOCIAL MEDIA ACTIVITIES	
	Total	A good deal	Not in great detail	Trade association	Professional society	Charity	Other	Communication Manager	Dedicated Social Media Manager	Staff member with departmental responsibility	Assistant	Other	10 hours or fewer	More than 10 hours
Total	274 100%	228 100%	46 100%	107 100%	122 100%	15 100%	30 100%	129 100%	47 100%	40 100%	10 100%	43 100%	204 100%	61 100%
Increase	218 80%	181 79%	37 80%	83 78%	100 82%	10 67%	25 83%	104 81%	41 87%	32 80%	6 60%	34 79%	161 79%	52 85%
Stay the same	55 20%	46 20%	9 20%	23 21%	22 18%	5 33%	5 17%	24 19%	6 13%	8 20%	4 40%	9 21%	42 21%	9 15%
Decrease	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -

Kellen Social Media February 2015

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

Base: All respondents

	FORMS OF SOCIAL MEDIA USED							DIGITAL ADVERTISING		MEASUREMENT OF SOCIAL MEDIA		
	Total	Facebook	Twitter	LinkedIn	YouTube	Pinterest	Instagram	Blog	Yes	No	Yes	No
Total	274 100%	254 100%	248 100%	240 100%	200 100%	66 100%	80 100%	130 100%	99 100%	175 100%	169 100%	90 100%
Increase	218 80%	203 80%	201 81%	193 80%	163 82%	55 83%	68 85%	110 85%	79 80%	139 79%	138 82%	71 79%
Stay the same	55 20%	50 20%	46 19%	46 19%	36 18%	11 17%	12 15%	20 15%	20 20%	35 20%	30 18%	19 21%
Decrease	1 *	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -

Kellen Social Media February 2015

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

Base: All respondents

	Q8. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, DOES YOUR ORGANISATION USE SOCIAL MEDIA?								
	Total	Information gathering	Influencing key opinion formers through their social media accounts	Communication and engagement with members and site users	To take part in the online debate on specific issues	Crisis communication	Recruitment of new members for your organisation	To build your organisation's profile	We have no specific objective
Total	274 100%	133 100%	119 100%	258 100%	79 100%	51 100%	161 100%	244 100%	2 100%
Increase	218 80%	109 82%	98 82%	209 81%	66 84%	44 86%	134 83%	196 80%	- -
Stay the same	55 20%	24 18%	21 18%	48 19%	13 16%	7 14%	27 17%	47 19%	2 100%
Decrease	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -