

Appendix A: Survey Results Nonprofits and Social Media in 2014

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Appendix A: Survey Results

The following tables are the raw results of the survey. Any identifying comments have been removed.

My organization's social media is mainly maintained by a:

#	Answer	Response	%
1	Full-time employee	35	58%
2	Part-time employee	8	13%
3	Volunteer	8	13%
4	Intern	3	5%
5	Contractor (outside party)	4	7%
6	Other (please specify)	2	3%
	Total	60	100%

How important is social media, generally, to your organization?

#	Answer	Response	%
1	Very important	27	46%
2	Important	23	39%
3	Somewhat important	9	15%
4	Very unimportant	0	0%
	Total	59	100%

My organization's social media is mainly maintained by a:

Other (please specify)
Combination FT/Volunteer Team
has other duties

The percentage of the person's job that is dedicated to the maintenance of your social media is:

#	Answer	Response	%
1	0% - 10%	20	33%
2	11% - 25%	25	42%
3	26% - 50%	10	17%
4	51% - 75%	1	2%
5	76% - 90%	2	3%
6	90% -100%	2	3%
7	Don't know	0	0%
	Total	60	100%

Does your organization have a website?

#	Answer	Response	%
1	Yes	59	100%
2	No	0	0%
	Total	59	100%

When was your website last updated (redesigned)?

#	Answer	Response	%
1	0-6 months ago	19	32%
2	1 year ago	13	22%
3	2 years ago	17	28%
4	more than 3 years ago	11	18%
	Total	60	100%

Is your website mobile (can be easily navigated on mobile devices)?

#	Answer	Response	%
1	Yes	40	68%
2	No	19	32%
	Total	59	100%

Facebook

Does your organization have a Facebook page?

#	Answer	Response	%
1	Yes	59	100%
2	No	0	0%
	Total	59	100%

How important is the Facebook page for your organization?

#	Answer	Response	%
1	Very unimportant	10	17%
2	Somewhat unimportant	6	10%
3	Neither important or unimportant	1	2%
4	Somewhat important	25	42%
5	Very important	18	30%
	Total	60	100%

How long has your organization been actively using Facebook?

#	Answer	Response	%
1	Less than 1 month	0	0%
2	1 - 6 months	0	0%
3	6 months - 1 year	4	7%
4	1 - 2 years	21	35%
5	More than 2 years	35	58%
	Total	60	100%

How many people are actively involved in posting to this account?

#	Answer	Response	%
1	1	17	28%
2	2	27	45%
3	3	7	12%
4	more than 4	9	15%
	Total	60	100%

Which of the following would you attribute to your organization's Facebook page?

#	Answer	Response	%
1	Increase in new volunteers	30	50%
2	Increase in new donors	19	32%
3	Increase in new members	21	35%
4	Increase in new clients	15	25%
5	Increase in new event attendees	46	77%
6	Not measured/ don't know	11	18%
7	Other (please specify):	9	15%

Which of the following would you attribute to your organization's Facebook page?

Other (please specify):
alumnae engagement
Increase in viewers and listeners
increased animal adoptions
Better public awareness
Increase in awareness
increase in donations
increase in participation in online giving program
general news
keeps volunteers and students engaged

What has been the effect on the following benefits for your organization that you would attribute to its use of Facebook?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
1	Increasing traffic to Web site	2%	22%	40%	30%	7%	60
2	Moving people to action	0%	18%	53%	23%	5%	60
3	Increasing the number of people on email list	5%	29%	46%	8%	12%	59
4	Increasing donations	13%	40%	25%	7%	15%	60
5	Providing additional information to constituents	3%	8%	13%	68%	7%	60

What has been the effect on the following benefits for your organization that you would attribute to its use of Facebook?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
6	Spreading information widely	0%	5%	23%	67%	5%	60
7	Enhancing relations with constituents	3%	8%	37%	47%	5%	60
8	Understanding constituent needs better	8%	28%	37%	15%	12%	60
9	Finding new partners	8%	40%	35%	10%	7%	60

What has been the effect on the following benefits for your organization that you would attribute to its use of Facebook?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
10	Fostering discussion	2%	35%	47%	10%	7%	60
11	Building an active online community	3%	14%	43%	36%	3%	58
12	Enhancing our online presence	0%	5%	28%	60%	7%	60
13	Increasing awareness of our organization	0%	5%	25%	63%	7%	60
14	Increasing volunteers	5%	22%	43%	17%	13%	60

Is there a link (or a badge) to your organization's Facebook page on its Web site?

#	Answer	Response	%
1	Yes	58	98%
2	No	1	2%
	Total	59	100%

Is there a link to your organization's Web site on its Facebook page?

#	Answer	Response	%
1	Yes	55	96%
2	No	2	4%
	Total	57	100%

What factors influenced your organization's decision to start using Facebook? (check all that apply)

#	Answer	Response	%
1	Marketing tool	54	92%
2	Feedback	27	46%
3	Increase donations	19	32%
4	Legitimacy	17	29%
5	Transparency/ accountability	12	20%
6	Recruit volunteers	26	44%
7	Raise awareness	57	97%
8	Everyone else was	16	27%
9	Facilitate discussion	23	39%
10	Reach younger audience	39	66%
11	Other (please specify):	5	8%

What factors influenced your organization's decision to start using Facebook? (check all that apply)

Other (please specify):
engage constituents
Young Staff's Insistence
demonstrate our relevance in our field

The use of your Facebook page has been hindered by a lack of: (check all that apply)

#	Answer	Response	%
1	Funding	11	20%
2	Time	31	57%
3	Staff (too few)	27	50%
4	Training/ knowledge	9	17%
5	Board support	4	7%
6	Lack of interest from fans	8	15%
7	Other: (please specify)	8	15%

The use of your Facebook page has been hindered by a lack of: (check all that apply)

Other: (please specify)
Other more impactful priorities
N/A
Facebook's own policy that limits our reach to even our own fans (when they started Promoted Posts)
N/a
none
Not much feedback on posts
no hindrance

Does your organization measure the results achieved through its Facebook page?

#	Answer	Response	%
1	Yes	38	64%
2	No	21	36%
	Total	59	100%

How does your organization measure the results achieved through its Facebook page?

#	Answer	Response	%
1	Facebook insights	33	87%
2	Anecdotal measures	14	37%
3	Number of comments	21	55%
4	Number of "likes"	33	87%
5	Donations	6	16%
6	RSVPs to events	18	47%
7	Other: (please specify)	6	16%

How does your organization measure the results achieved through its Facebook page?

Other: (please specify)
Click-thrus on trackable links embedded into FB posts
New Followers
Program referrals and direct services delivered to constituents
We ask new clients how they heard about us and "facebook" is a choice
Reaches
We ask people direct

Twitter

Does your organization have a Twitter profile?

#	Answer	Response	%
1	Yes	50	85%
2	No	9	15%
	Total	59	100%

How important is Twitter for your organization?

#	Answer	Response	%
1	Very unimportant	5	10%
2	Somewhat unimportant	9	18%
3	Neither important or unimportant	12	24%
4	Somewhat important	17	34%
5	Very important	7	14%
	Total	50	100%

How long has your organization been actively using Twitter?

#	Answer	Response	%
1	Less than 1 month	2	4%
2	1 - 6 months	3	6%
3	6 months - 1 year	6	12%
4	1 - 2 years	21	42%
5	More than 2 years	18	36%
	Total	50	100%

How many people are actively involved in posting to this account?

#	Answer	Response	%
1	1	27	54%
2	2	13	26%
3	3	6	12%
4	more than 4	4	8%
	Total	50	100%

Which of the follow would you attribute to your organization's use of Twitter?

#	Answer	Response	%
1	Increase in new volunteers	10	21%
2	Increase in new donors	9	19%
3	Increase in new members	8	17%
4	Increase in new clients	3	6%
5	Increase in new event attendees	16	33%
6	Not measured/ don't know	24	50%
7	Other (please specify):	10	21%

Which of the follow would you attribute to your organization's use of Twitter?

Other (please specify):
not realized any measurable gain from Twitter
increase in community partnerships, increase in media engagements
More business from existing clients
Increase viewership and listeners
one. We are not very active in Twitter
Increase awareness
increase in donations
generate interest
awareness/ relevancy

What has been the effect on the following benefits for your organization that you would attribute to its use of Twitter?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
1	Increasing traffic to Web site	6%	34%	19%	13%	28%	47
2	Moving people to action	15%	32%	15%	13%	26%	47
3	Increasing the number of people on email list	19%	28%	23%	4%	26%	47
4	Increasing donations	30%	23%	13%	6%	28%	47
5	Providing additional information to constituents	6%	15%	30%	30%	19%	47

What has been the effect on the following benefits for your organization that you would attribute to its use of Twitter?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
6	Spreading information widely	6%	17%	36%	23%	17%	47
7	Enhancing relations with constituents	11%	21%	21%	26%	21%	47
8	Understanding constituent needs better	26%	26%	19%	6%	23%	47
9	Finding new partners	30%	19%	13%	15%	23%	47
10	Fostering discussion	21%	19%	23%	13%	23%	47

What has been the effect on the following benefits for your organization that you would attribute to its use of Twitter?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
11	Building an active online community	6%	34%	21%	17%	21%	47
12	Enhancing our online presence	2%	22%	20%	33%	24%	46
13	Increasing awareness of our organization	2%	23%	26%	30%	19%	47
14	Increasing volunteers	26%	19%	17%	13%	26%	47

Is there a link (or a badge) to your organization's Twitter account on its Web site?

#	Answer	Response	%
1	Yes	45	94%
2	No	3	6%
	Total	48	100%

Is there a link to your organization's Web site on its Twitter profile?

#	Answer	Response	%
1	Yes	41	93%
2	No	3	7%
	Total	44	100%

What factors influenced your organization's decision to start using Twitter?

#	Answer	Response	%
1	Marketing tool	33	72%
2	Feedback	14	30%
3	Increase donations	12	26%
4	Legitimacy	14	30%
5	Transparency/ accountability	12	26%
6	Recruit volunteers	11	24%
7	Raise awareness	36	78%
8	Everyone else was	18	39%
9	Facilitate discussion	18	39%
10	Reach younger audience	26	57%
11	Other (please specify):	4	9%

What factors influenced your organization's decision to start using Twitter?

Other (please specify):
engage community partners and media
Young Staff Insisted
obvious choice

The use of Twitter has been hindered by a lack of:
(check all that apply)

#	Answer	Response	%
1	Funding	5	11%
2	Time	27	61%
3	Staff (too few)	20	45%
4	Training/ knowledge	10	23%
5	Board support	0	0%
6	Lack of interest from followers	11	25%
7	Other: (please specify)	5	11%

The use of Twitter has been hindered by a lack of:
(check all that apply)

Other: (please specify)
I don't like using it
Lack of adoption of the platform by people in the northeast Florida area
More impactful priorities
N/a
none

Does your organization measure the results achieved through Twitter?

#	Answer	Response	%
1	Yes	15	32%
2	No	32	68%
	Total	47	100%

How does your organization measure the results achieved through Twitter? (check all that apply)

#	Answer	Response	%
1	Hoot Suite	6	40%
2	Anecdotal measures	5	33%
3	Number of replies	9	60%
4	Number of re-tweets	13	87%
5	Number of followers	12	80%
6	Other: (please specify)	4	27%

How does your organization measure the results achieved through Twitter? (check all that apply)

Other: (please specify)
eventhash
Click-thrus on trackable links embedded into tweets
Program referrals and direct services offered
amount of \$ saved to organizations

YouTube

Does your organization have a YouTube channel?

#	Answer	Response	%
1	Yes	33	59%
2	No	23	41%
	Total	56	100%

How important is YouTube for your organization?

#	Answer	Response	%
1	Very unimportant	6	18%
2	Somewhat unimportant	6	18%
3	Neither important or unimportant	6	18%
4	Somewhat important	9	27%
5	Very important	6	18%
	Total	33	100%

How long has your organization been actively using YouTube?

#	Answer	Response	%
1	Less than 1 month	1	3%
2	1 - 6 months	1	3%
3	6 months - 1 year	4	13%
4	1 - 2 years	9	28%
5	More than 2 years	17	53%
	Total	32	100%

How many people are actively involved in posting to this account?

#	Answer	Response	%
1	1	21	66%
2	2	7	22%
3	3	1	3%
4	more than 4	3	9%
	Total	32	100%

Which of the follow would you attribute to your organization's YouTube channel?

#	Answer	Response	%
1	Increase in new volunteers	6	20%
2	Increase in new donors	7	23%
3	Increase in new members	7	23%
4	Increase in new clients	4	13%
5	Increase in new event attendees	10	33%
6	Not measured/ don't know	16	53%
7	Other (please specify):	4	13%

Which of the follow would you attribute to your organization's YouTube channel?

Other (please specify):
none
Awareness
relevancy
We rarely post video

What has been the effect on the following benefits for your organization that you would attribute to its use of YouTube?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
1	Increasing traffic to Web site	13%	16%	32%	10%	29%	31
2	Moving people to action	19%	10%	32%	13%	26%	31
3	Increasing the number of people on email list	29%	29%	16%	0%	26%	31
4	Increasing donations	33%	13%	23%	3%	27%	30
5	Providing additional information to constituents	10%	16%	23%	32%	19%	31

What has been the effect on the following benefits for your organization that you would attribute to its use of YouTube?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
6	Spreading information widely	13%	13%	29%	26%	19%	31
7	Enhancing relations with constituents	16%	6%	29%	26%	23%	31
8	Understanding constituent needs better	48%	13%	16%	0%	23%	31
9	Finding new partners	32%	19%	26%	0%	23%	31
10	Fostering discussion	35%	23%	13%	6%	23%	31

What has been the effect on the following benefits for your organization that you would attribute to its use of YouTube?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
9	Finding new partners	10%	35%	19%	13%	23%	31
11	Building an active online community	13%	10%	16%	39%	23%	31
12	Enhancing our online presence	6%	16%	16%	39%	23%	31
13	Increasing awareness of our organization	35%	13%	16%	6%	29%	31
14	Increasing volunteers	10%	35%	19%	13%	23%	31

Is there a link (or a badge) to your organization's YouTube channel on its Web site?

#	Answer	Response	%
1	Yes	22	73%
2	No	8	27%
	Total	30	100%

Is there a link to your organization's Web site on its YouTube channel?

#	Answer	Response	%
1	Yes	24	86%
2	No	4	14%
	Total	28	100%

What factors influenced your organization's decision to start using YouTube?

#	Answer	Response	%
1	Marketing tool	23	74%
2	House video content	21	68%
3	Feedback	6	19%
4	Increase donations	4	13%
5	Legitimacy	10	32%
6	Transparency/ accountability	5	16%
7	Recruit volunteers	6	19%
8	Raise awareness	25	81%
9	Everyone else was	4	13%
10	Facilitate discussion	6	19%
11	Reach younger audience	15	48%
12	Other (please specify):	3	10%

What factors influenced your organization's decision to start using YouTube?

Other (please specify):
Educate and share information
Videos get more Clicks than any other content
we had videos to post

Your organization's use of YouTube has been hindered by a lack of: (check all that apply)

#	Answer	Response	%
1	Funding	9	30%
2	Time	22	73%
3	Staff (too few)	19	63%
4	Training/ knowledge	6	20%
5	Board support	1	3%
6	Lack of interest from subscribers	7	23%
7	Other: (please specify)	3	10%

Your organization's use of YouTube has been hindered by a lack of:

Other: (please specify)
Developing Content is Hard
ability to generate good content for the channel
Events have not been recorded recently to be uploaded to channel

Does your organization measure the results achieved through YouTube?

#	Answer	Response	%
1	Yes	9	29%
2	No	22	71%
	Total	31	100%

How does your organization measure the results achieved through YouTube? (check all that apply)

#	Answer	Response	%
1	YouTube analytics	6	67%
2	Anecdotal measures	4	44%
3	Number of replies	4	44%
4	Number of shares	6	67%
5	Number of followers	6	67%
6	Other: (please specify)	1	11%

How does your organization measure the results achieved through YouTube?

Other: (please specify)
number of views

Blog

Does your organization have a blog?

#	Answer	Response	%
1	Yes	22	41%
2	No	32	59%
	Total	54	100%

How important is the blog for your organization?

#	Answer	Response	%
1	Very unimportant	1	5%
2	Somewhat unimportant	5	23%
3	Neither important or unimportant	5	23%
4	Somewhat important	6	27%
5	Very important	5	23%
	Total	22	100%

How long has your organization been actively using its blog?

#	Answer	Response	%
1	Less than 1 month	0	0%
2	1 - 6 months	2	9%
3	6 months - 1 year	4	18%
4	1 - 2 years	6	27%
5	More than 2 years	10	45%
	Total	22	100%

How many people are actively involved in posting to this account?

#	Answer	Response	%
1	1	12	55%
2	2	6	27%
3	3	1	5%
4	more than 4	3	14%
	Total	22	100%

Which of the follow would you attribute to your organization's blog?

#	Answer	Response	%
1	Increase in new volunteers	7	32%
2	Increase in new donors	6	27%
3	Increase in new members	5	23%
4	Increase in new clients	5	23%
5	Increase in new event attendees	9	41%
6	Not measured/ don't know	11	50%
7	Other (please specify):	2	9%

Which of the follow would you attribute to your organization's blog?

Other (please specify):
Deeper engagement/retention
Awareness of environmental situations

What has been the effect on the following benefits for your organization that you would attribute to its use of its blog?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
1	Increasing traffic to Web site	14%	18%	41%	18%	9%	22
2	Moving people to action	18%	18%	23%	23%	18%	22
3	Increasing the number of people on email list	23%	27%	18%	23%	9%	22
4	Increasing donations	32%	32%	14%	9%	14%	22
5	Providing additional information to constituents	0%	9%	41%	41%	9%	22

What has been the effect on the following benefits for your organization that you would attribute to its use of its blog?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
6	Spreading information widely	0%	18%	36%	41%	5%	22
7	Enhancing relations with constituents	9%	27%	27%	27%	9%	22
8	Understanding constituent needs better	33%	29%	5%	19%	14%	21
9	Finding new partners	55%	14%	14%	9%	9%	22
10	Fostering discussion	18%	41%	9%	27%	5%	22

What has been the effect on the following benefits for your organization that you would attribute to its use of its blog?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
11	Building an active online community	14%	36%	18%	27%	5%	22
12	Enhancing our online presence	0%	32%	41%	23%	5%	22
13	Increasing awareness of our organization	5%	14%	55%	23%	5%	22
14	Increasing volunteers	29%	29%	19%	10%	14%	21

Is there a link (or a badge) to your organization's blog on its Web site?

#	Answer	Response	%
1	Yes	12	92%
2	No	1	8%
	Total	13	100%

Is there a link to your organization's Web site on its blog?

#	Answer	Response	%
1	Yes	11	52%
2	No	1	5%
3	Blog is on in the Web site	9	43%
	Total	21	100%

What factors influenced your organization's decision to start using a blog?

#	Answer	Response	%
1	Marketing tool	15	68%
2	Feedback	7	32%
3	Increase professional contacts	5	23%
4	Legitimacy	9	41%
5	See out employees	0	0%
6	Recruit volunteers	8	36%
7	Raise awareness	15	68%
8	Everyone else was	4	18%
9	Facilitate discussion through groups	2	9%
10	Reach a younger audience	5	23%
11	Other (please specify):	5	23%

What factors influenced your organization's decision to start using a blog?

Other (please specify):
Came with website
share more detailed information than we can through our normal communication vehicles
Provide more content
educate
Academic interests

The use of its blog has been hindered by a lack of:
(check all that apply)

#	Answer	Response	%
1	Funding	1	5%
2	Time	16	76%
3	Staff (too few)	13	62%
4	Training/ knowledge	5	24%
5	Board support	2	10%
6	Lack of interest from followers	9	43%
7	Other: (please specify)	1	5%

The use of its blog has been hindered by a lack of:
(check all that apply)

Other: (please specify)
lack of interest from staff

Does your organization measure the results achieved through its blog?

#	Answer	Response	%
1	Yes	7	32%
2	No	15	68%
	Total	22	100%

How does your organization measure the results achieved through its blog? (check all that apply)

#	Answer	Response	%
1	Blog's analytics	7	100%
2	Anecdotal measures	2	29%
3	Number of subscribers	5	71%
4	Number of comments	3	43%
5	Other: (please specify)	0	0%

Does your organization have a LinkedIn Account?

#	Answer	Response	%
1	Yes	21	39%
2	No	33	61%
	Total	54	100%

How important is LinkedIn for your organization?

#	Answer	Response	%
1	Very unimportant	1	5%
2	Somewhat unimportant	6	29%
3	Neither important or unimportant	5	24%
4	Somewhat important	6	29%
5	Very important	3	14%
	Total	21	100%

How long has your organization been actively using LinkedIn?

#	Answer	Response	%
1	Less than 1 month	0	0%
2	1 - 6 months	4	19%
3	6 months - 1 year	6	29%
4	1 - 2 years	3	14%
5	More than 2 years	8	38%
	Total	21	100%

How many people are actively involved in posting to this account?

#	Answer	Response	%
1	1	16	76%
2	2	4	19%
3	3	1	5%
4	more than 4	0	0%
	Total	21	100%

Which of the follow would you attribute to your organization's LinkedIn profile?

#	Answer	Response	%
1	Increase in new volunteers	3	15%
2	Increase in new donors	4	20%
3	Increase in new members	5	25%
4	Increase in new clients	3	15%
5	Increase in new event attendees	7	35%
6	Not measured/ don't know	7	35%
7	Other (please specify):	4	20%

Which of the follow would you attribute to your organization's LinkedIn profile?

Other (please specify):
More business from existing clients
none
Increase in Event Participant Relationships
Awareness

What has been the effect on the following benefits for your organization that you would attribute to its use of LinkedIn?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
1	Increasing traffic to Web site	19%	29%	19%	10%	24%	21
2	Moving people to action	19%	38%	10%	14%	19%	21
3	Increasing the number of people on email list	29%	24%	14%	10%	24%	21
4	Increasing donations	25%	40%	10%	0%	25%	20
5	Providing additional information to constituents	10%	38%	29%	10%	14%	21

What has been the effect on the following benefits for your organization that you would attribute to its use of LinkedIn?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
6	Spreading information widely	14%	43%	19%	10%	14%	21
7	Enhancing relations with constituents	19%	24%	19%	19%	19%	21
8	Understanding constituent needs better	24%	33%	14%	10%	19%	21
9	Finding new partners	19%	19%	33%	10%	19%	21
10	Fostering discussion	33%	29%	14%	5%	19%	21

What has been the effect on the following benefits for your organization that you would attribute to its use of LinkedIn?

#	Question	No effect	Minimal effect	Some effect	Substantial effect	Don't know	Total Responses
11	Building an active online community	24%	33%	24%	5%	14%	21
12	Enhancing our online presence	5%	29%	38%	14%	14%	21
13	Increasing awareness of our organization	10%	29%	33%	10%	19%	21
14	Increasing volunteers	38%	29%	10%	5%	19%	21

Is there a link (or a badge) to your organization's LinkedIn profile on its Web site?

#	Answer	Response	%
1	Yes	11	52%
2	No	10	48%
	Total	21	100%

Is there a link to your organization's Web site on its LinkedIn profile?

#	Answer	Response	%
1	Yes	18	86%
2	No	3	14%
	Total	21	100%

What factors influenced your organization's decision to start using LinkedIn?

#	Answer	Response	%
1	Marketing tool	16	76%
2	Feedback	5	24%
3	Increase professional contacts	16	76%
4	Legitimacy	15	71%
5	See out employees	4	19%
6	Recruit volunteers	5	24%
7	Raise awareness	16	76%
8	Everyone else was	3	14%
9	Facilitate discussion through groups	2	10%
10	Reach a younger audience	2	10%
11	Other (please specify):	2	10%

What factors influenced your organization's decision to start using LinkedIn?

Other (please specify):
enhance professional relationships
Merely to round out our ports of entry

The use of LinkedIn has been hindered by a lack of: (check all that apply)

#	Answer	Response	%
1	Funding	4	22%
2	Time	11	61%
3	Staff (too few)	8	44%
4	Training/ knowledge	0	0%
5	Board support	1	6%
6	Lack of interest from connections	3	17%
7	Other: (please specify)	1	6%

The use of LinkedIn has been hindered by a lack of: (check all that apply)

Other: (please specify)
Has not been a focus to date but in the queue

Does your organization measure the results achieved through LinkedIn?

#	Answer	Response	%
1	Yes	3	14%
2	No	18	86%
	Total	21	100%

How does your organization measure the results achieved through LinkedIn? (check all that apply)

#	Answer	Response	%
1	LinkedIn analytics	2	67%
2	Anecdotal measures	2	67%
3	Number of connections	3	100%
4	Number of subscribers to your groups	2	67%
5	Other: (please specify)	0	0%