



Sample Survey Cover Email: Staff and Board Social Media Skills and Comfort Levels

Dear Board/Staff Member,

We are developing a formal social media ambassadors plan and want to understand how well you are connected and participate on social media channels. We will be sharing the results at our next board meeting as part of a strategy discussion for our social media ambassadors plan to support our XYZ fundraising campaign.

We will also review and discuss our draft “Social Media Policy: Personal Use Guidelines” for staff and board which are attached.

Sample Survey (modify as needed):

Name:

Email:

1. How comfortable are you using social media for personal use?

Very comfortable

Comfortable

OK

Not comfortable

Very uncomfortable

Analysis: If they answer “not comfortable” or “very uncomfortable,” they will require additional support and training. They would be on your “C” list. If “very comfortable” or “comfortable,” they will be on your “A” list. If just “OK,” they will be on your “B” list.

2. How comfortable would you be with using your personal social media profiles to share information about our organization and fundraising campaigns?

Very comfortable

Comfortable

OK

Not comfortable

Very uncomfortable

Analysis: Any answer here is fine. You can teach people who are on the “uncomfortable” side of the equation as long as they are willing to learn (see question one). It just may take them longer. But you also need to be careful of the “very comfortable” people, because they may already be set in their ways with how they interact on social media.





3. Please share the URLs of your personal accounts for these social networks?

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Tumblr
- Snapchat
- Other...

Analysis: *If they check:*

All 6: Recruit them immediately to help with trainings and encouraging others

4-5: They get social

2-3: Use standard networks

1 or less: They may be uncomfortable about the digital lifestyle

4. If you have a Facebook personal profile, how many friends do you have?

- 100 or less
- 101-200
- 201-400
- 501+

Analysis: *The average person has about 200 or so friends on Facebook. More savvy and connected users have between 500-1,000 friends.*

5. If you have a Facebook personal profile, how often do you visit the site or mobile application?

- Multiple times a day
- Once a day
- A couple of times a week
- Once or twice a month

Analysis: *A couple of times a week or less is the pattern of someone who is not really engaged in social media. They can be trained, but they may not be a heavy user.*





6. If you have a Facebook personal profile, how often do you post, share, comment, or like?

Multiple times a day

Once a day

A couple of times a week

Once or twice a month

Analysis: *Less than once a day shows lack of engagement, and that's fine. More training will help move it along.*

7. If you have a Facebook personal profile, do you use at all to share work related/professional information about your area of expertise?

Never, Facebook is strictly friends and family

Sometimes I share professional information

Regularly share professional information

Analysis: *This indicates whether they consider Facebook a relevant professional channel or just personal.*

8. Do you follow, read, share, or comment on content posted on Facebook Brand Pages for professional or work related organizations? For example, grantee organizations, industry organizations, research organizations and the like?

Never

Sometimes

Regularly

Analysis: *This indicates whether they consider Facebook a relevant professional channel or just personal.*

9. Do you participate in any groups on Facebook that are focused professional or work-related topics?

Never

Sometimes

Regularly

Analysis: *This indicates whether they consider Facebook a relevant professional channel or just personal.*

10. If you have LinkedIn account, how many connections do you have?

100 or less

101-300

301-500

501 +



Analysis: Most professionals still don't understand the strength of a highly networked LinkedIn profile, so less than 300 is not usual. More training about the reasons to use it is needed, but once they get it, they can usually add people quickly.

11. If you have LinkedIn profile, how often do you update your profile/resume?

Once a month

Once in a while

Once a year

I don't remember the last time I visited

Analysis: *Someone who updates their profile once a month really gets the benefits of LinkedIn. Most people are not in this category. The answer "I don't remember the last time I visited" means you are going to have to work harder to convince them of the benefits – and see if it matches to the "uncomfortable" position from the first survey question.*

12. If you have LinkedIn profile, how often do read and share professionally relevant information or news?

Every day

Once a week

Once a month

I don't share or read information or news

Analysis: Someone who shares updates every day or once a week, gets the benefits of LinkedIn. Most people are not in this category. "I don't share or read" means you are going to have to work harder to convince them of the benefits – and see if it matches to the "uncomfortable" position from the first survey question.

13. How often do you turn to LinkedIn to search for connections or contacts when you trying to accomplish a professional goal?

Never

Sometimes

Regularly

Analysis: If they regularly use LinkedIn to search out connections, they are an advanced user.

14. Do you participate in any groups on LinkedIn that are focused professional or work-related topics or the Foundation's Page/Group?

Never

Sometimes

Regularly

Analysis: If they participate regularly or sometimes in LinkedIn groups, they are more willing to be a social media ambassador.





15. If you have a Twitter account, how often do you visit the site or a mobile application?

- Multiple times a day
- Once a day
- A couple of times a week
- Once or twice a month

Analysis: Twitter really requires you to be engaged at a high level to get the most out of it, so anything less than a couple times a week shows that they are beginners. That's okay. You can still train them to use Twitter effectively.

16. If you use Twitter, how often do you tweet?

- Multiple times a day
- Once a day
- A couple of times a week
- Once or twice a month

Analysis: Less than couple of times a week shows lack of engagement, and that's fine. More training will help move it along.

17. Do you Tweet about professional or work related topics?

- Never, Twitter is strictly for fun and personal enjoyment
- Sometimes I share professional information
- Regularly share professional information

Analysis: This indicates whether they consider Twitter a relevant professional channel or just personal.

18. Do you use Twitter to read or obtain professional or work related information?

- Never
- Sometimes
- Regularly

19. As part of finding professional or work related information on Twitter, do you (check all that apply)

- Search on specific hashtags
- Participate in online Twitter chats
- Use Twitter lists to filter the stream
- Use scheduling tools like Buffer or other
- Use monitoring tools like Hootsuite

20. Is there anything else you would like to know about as we begin planning our social media employee ambassadors program ?

