

Understanding the Relationship Between Nonprofits and Social Media in Duval County, FL

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I would like to thank all of the nonprofits who took the time to complete this survey and agreed to be part of this study. Your participation is greatly appreciated because without your involvement, there would be no groundwork to work from to better understand how nonprofits organizations can maximize social media's potential. It is hoped that this report will start a conversation among nonprofits, both those who are using social media and those that have yet to leap into the social media world. Topics could include how best to use these tools, measure their return on investment, and how the use of social media can help individual nonprofits achieve their goals. Together, the sector can utilize these tools to help create a strong, vibrant off-line community where people will want to live and work.

Table of Contents

| | |
|---|--------------------|
| Introduction | 2 |
| Executive Summary | 3 |
| Methodology | 5 |
| Narrative of Findings | 6 |
| Adoption | 6 |
| Impact | 6 |
| Web site | 8 |
| Measurement | 8 |
| Survey Results | 10 |
| Respondents | 10 |
| Facebook | 12 |
| Twitter | 19 |
| Blog | 26 |
| YouTube | 33 |
| LinkedIn | 39 |
| Conclusion | 46 |
| Final Comments | 47 |

Introduction

Much is written about why nonprofits should use social media and how they should use it, but much of this is prescriptive, with little empirical evidence supporting these assertions. What is even less understood is how nonprofits are using it (beyond the number of organizations who have social media accounts) and even less known are the benefits gained from their use. In order to better understand how nonprofits are using social media, their benefits, and the roadblocks inhibiting their use along the way, an e-survey was sent to nonprofits in Duval County, FL, who were identified as having either a Facebook Page or a Twitter profile. What follows is a summary of the findings and the methodology used to select the nonprofits. A discussion of the findings is framed by the key concepts underlying the survey and then the results of the survey are grouped by social media platform. The report concludes with a review of the key findings, possible implications, and potential for future research.

Executive Summary

This survey delved into how nonprofit leaders in Duval County perceive social media, from why they were first adopted through the benefits gained from each. The social media inquired about were Facebook, Twitter, blogs, YouTube, and LinkedIn. Google+, a new medium which has experienced a surge of users in its initial month, was not included for two reasons. First, it was not available to the public when this survey was being developed and released, and second, it will not be available for businesses and organizations until mid to late fall 2011. Future studies will most likely include Google+, especially if its adoption rate among nonprofits reflects those of individuals. That said, the survey has brought to light why social media are being used today by Duval County's nonprofit sector and how these tools are benefiting local nonprofits.

Facebook was the most widely adopted social medium among respondents who completed the survey, with Twitter coming in second followed by YouTube, blogs, and LinkedIn. The two main influences behind the initial adoption of the platforms was to market the organization and raise awareness, both of which align more with providing information versus creating a conversation.

If the reason to adopt these technologies was to push out information to constituents, then the use of the platforms has been effective. Nonprofits' use of social media was found to be more of an information tool, informing followers and friends about events, rather than as a relationship-building tool. Indeed, spreading information broadly to new constituents was the most identified benefit of using social media. Two social media platforms – Facebook and blogs – were identified as being effective in building relationships with constituents. However, relationships rely on the give-and-take of information – a bi-directional flow of information – so that each party involved not only provides information about him or herself, but also takes in information from the other so that both can grow. The findings suggest that social media are being used to provide information, but are not effective as vehicles to listen to constituents. The effect of social media tools on the ability for nonprofits to learn more about their constituents through social media tools was noted as low across all platforms.

Nonprofits' most useful online tool for providing information about the organization to constituents is their Web site. There, a wealth of information – from the nonprofit's mission and governance to its programs and their outcomes – can be made available for visitors to the site. With the exception of LinkedIn, respondents noted that there was a link from the social medium platforms to the Web site and vice versa. Interestingly, with the exception of blogs, the effect of social media driving traffic to the Web site was not found to be substantial.

Finally, how nonprofit measure the effectiveness of social media is important with today's scarce availability of resource. Interestingly, less than half of the respondents measure their use of the different platforms. Of those that do measure its use, most use the number of likes or comments. Less than half use an analytics tool.¹

Overall, the findings show that while nonprofits in Duval County have ventured into the social media world, these tools are still being used as tools to push information to constituents far more than as tools to better understand them. The first iteration of the Internet – Web 1.0 – was compiled of Web sites that provided visitors with information, with no way to interact with the organization, save an email address. Web 2.0 tools have broadened the possibilities available to organizations that are online. They can now use the social media platforms to engage and interact with constituents in ways not possible before, and time and place are no longer barriers. However, the utilization of social media tools by nonprofits in Duval County reflect that of nonprofits nationally, in that while online tools are used as vehicles to push out information, organizations are still in the process of figuring out how to fully utilize these tools to benefit the organization in new ways.

The next section describes the methodology used to collect the data, then the findings of the survey are discussed, and then the raw data are presented. The report concludes with a review of the results and the questions derived from them. While this report is not prescriptive, it does inform the reader about how other nonprofits in Duval County are engaging social media and the benefits they are received from their use.

¹ Analytics provides statistics to the “owner” of the site on data such as the number of visitors, likes, comments, etc. Depending on the design, analytics can also break down the demographical make-up of those who visit the site, and how they were able to find it. For example, analytics will disclose if a visitor arrived at a link from a social media tool an organization uses, a search engine, or from another Web site.

Methodology

This survey was distributed to nonprofits in Duval County, FL.² Snowball sampling method was used to identify which nonprofits were using social media. First, the Facebook pages and Twitter accounts for the United Way of Northeast Florida and the Nonprofit Center were identified. Then the nonprofits in Duval County that “follow” the United Way of Northeast Florida and the Nonprofit Center and the nonprofits in Duval County who they “Like” on Facebook were identified. The same was done for all the identified organizations, noting who the nonprofits “Like” on Facebook and which organizations are “following” them on Twitter between June and July 2011. This was repeated until the identification of any new nonprofits was exhausted. This resulted in the identification of 464 social media accounts, 129 accounts on Twitter and 335 Facebook pages. There were 349 unique organizations, of which 78 were identified as using both mediums.

Once all the organizations were identified, the contact information, as identified on their social media account, or Web site if no contact information was noted on their Facebook page or Twitter account, was noted. An email inviting the executive director of these organizations to participate in the survey was sent to the identified email address in August 2011 using Vovici software. Reminders were sent to those who had not responded, and the survey was open from the end of August 2011 through the end of September 2011. The executive director was asked to complete the survey, since many of the questions go beyond the mechanics of using the sites, and seek to understand what the nonprofit, as a whole, gains through the use of these tools. Of the identified 349 organizations, 71 did not provide contact information. While some of these organizations are what is termed “informal” organizations,³ many are traditional nonprofits, with physical locations, but did not provide contact information for those who seek them out online. The remaining 278 organizations were emailed the survey. Of these, 20 emails bounced back, indicating that the email address provided was no longer working. Of the remaining 258 organizations, 111 (43%) began the survey and 102 (40%) completed it. The survey went beyond asking about Facebook and Twitter, and included Blogs, YouTube and LinkedIn, in that order, to ensure that those who did not complete it would have still had the opportunity to answer questions about Facebook and Twitter, the two most used social media tools today.⁴

² All nonprofits, not just 501(c)(3) public charities were included. For instance, Chambers of Commerce were included, even though they are 501(c)(6) nonprofits.

³ Informal (grass roots) nonprofits are organizations, a group of like-minded people, or even an individual who engage the public in order to produce a common or public good, but have not, or are in the process of, obtaining nonprofit status. That said, it should be noted that not all informal organizations strive to become formal nonprofits.

⁴ [3rd Annual Nonprofit Social Network Benchmark Report, 2011](#)

Narrative of Findings

This section looks a bit deeper into the findings by reviewing the results from each set of questions on the survey. Moreover, this section differs from the next, which presents the raw data from each question by type of social media used, in that the results are grouped by concepts instead of platform. The concepts discussed next are social media's adoption, impact, connect to the organization's Web site, and measurement.

Adoption

Not surprisingly, Facebook was the most widely adopted social media platform by nonprofits who responded to the survey, with all noting they have a Facebook Page, followed by Twitter with 78% of respondents having a profile. Coming in a distant third is YouTube with 39%, blogs with 35%, and lastly LinkedIn, with 27% of nonprofits noting they use this medium. These results align with national statistics, where roughly 89% of nonprofits use Facebook, 57% use Twitter, and 30% use LinkedIn.⁵

What is interesting is that while Twitter is the second most adopted social medium, its importance is ranked fourth, with only 35% of respondents indicating that it was either somewhat or very important to the organization as a whole. By comparison, a nonprofit's blog was deemed to be somewhat or very important to the organization by 76% of respondents, ahead of both Facebook and YouTube, which were identified by 73% and 59% respectively, by respondents as being either somewhat or very important for their organizations. All platforms were identified as being used for either a year or longer by the majority of respondents.

When asked what hindered the organization's adoption of the different tools, time was identified as an obstacle by the majority of respondents for each type of social media by over 75% of respondents in each group.

Impact

Social media are tools designed to enhance engagement. For nonprofits, these tools provide an opportunity to engage with their constituents – donors, members, clients, supporters, etc. – and to attract new constituents to the organization. The most often identified way that social media has effected constituents was that it drew them to attend events hosted by the organization. Facebook was identified by 67% of respondents as drawing new constituents to events, with Twitter and blogs coming in second and third with 57% and 50%, respectively. LinkedIn, while not noted by most respondents who use the medium as having a large effect on

⁵ [3rd Annual Nonprofit Social Network Benchmark Report, 2011](#)

drawing people to events, was deemed to have an effect on constituents in connecting, or “linking,” to the organization.

When asked about the effect of social media on the organization, in terms of donations and spreading information to name a few of the options (see [Survey Results](#) for complete list), respondents had a choice of whether the specified medium had no effect to a substantial effect on the different options presented. While the majority of respondents who use that medium did not identify LinkedIn as having an impact on the options presents, a common theme did arise between the other media. The option selected by the majority of respondents⁶ who use each medium was its ability to spread information broadly to constituents, with 86% of Facebook users, 73% of blog users, 53% of YouTube users, and 51% of Twitter users identifying these mediums as having some or a substantial effect. Another closely related option reflects the ability of the medium to provide information to constituents, not its breath of reach. Interestingly, while Twitter was identified as having some or a substantial effect on the spread of information by a majority of respondents who use it, only half noted it as having some or a substantial effect on providing information. The social media that were identified by a majority of respondents who use them as having either some or a substantial effect on the provision of information were 85% of Facebook users, 67% of blog users, and 51% respondents who use YouTube.

One interesting finding is that while social media are tools that allow for relationship building, not many mediums were identified as having some or a substantial effect on enhancing the organization’s relationships. Two platforms, Facebook and blogs, were identified by a majority of respondents who used them, 82% and 66% respectively, as having either some or a substantial effect on enhancing relationships. While this is noteworthy in itself, what is more surprising is that social media platforms included in the survey were noted as having none to a minimal effect on the organization’s ability to better understand their constituents. Again, two-way communication, where there is information flowing from the organization to constituents *and* from constituents to the organization, is a key part of relationships. However, 59% of Twitter users, 63% of blog users, 73% of YouTube users, and 64% of LinkedIn users who were respondents noted these mediums had no to little effect on the organization’s ability to understand constituents.

In addition to how important building relationships is for nonprofits, so too is their ability to find partners, especially in light of today’s political and economic forces. Indeed, many institutional funding sources prefer to see organizations working together to help attack problems

⁶ Respondents could choose more than one option and were not asked to rank order them by their impact. Instead, they were asked to note the effect of each choice on the organization as a whole. Therefore, the percentages can total more than 100%.

from multiple sides. However, the results suggest that social media are not playing an important role in helping nonprofits to find new partners. More than half of all respondents noted that the social media platform they use has no to a minimal impact on finding new partners. The only other factor that was identified as not being effected or having a minimal effect, by the use of any of the social media platforms was donations. Blogs were noted as having none to a minimal effect on increasing donations by 53% of respondents who utilize them, followed by Twitter (62%), Facebook (74%), LinkedIn (79%) and YouTube (83%). In other words, according to these findings, if a nonprofit was hoping to increase donations via an online social media tool, a blog would be a better choice than Facebook, Twitter, LinkedIn, or YouTube.

Web site

While social media tools are designed for engagement and interaction, it is the organization's Web site that provides a host of information, documentation, and acts as the virtual home base for the organization online. When asked whether there was a link on their organization's Web site to the different social media platforms the organization uses, the majority of respondents that use Facebook, Twitter, blogs, and YouTube noted that there was a link available to direct visitors of the Web site to the corresponding social medium. Only 29% of LinkedIn users reported a link on the organization's Web site to its LinkedIn account, but 71% did have a link to their Web site on their LinkedIn account. More than two-thirds of respondents noted that there was a link on their respective different social media accounts to the organization's Web site, with 67% of respondents who use YouTube noting there was a link from that account to the Web site being the lowest number. This indicates that nonprofits are trying to draw people to their Web sites from their social media profiles to learn more about the organization.

Measurement

Finally, the survey asked about 1) whether the organization measured the results obtained through the use of the different social media platforms, and if so, 2) to identify the measurement tool. Less than half of the respondents who use each of the social media platforms included in this survey measured whether the organization was benefiting from their use. None of the respondents who used YouTube measured its impact. Likewise, only 4% (1 respondent) who used LinkedIn measured its results. Of the remaining social media platforms, 48% of respondents who used Facebook, 26% of blog users, and 20% of Twitter users measured results obtained through their use. Of those that did, most used the number of "Likes" (Facebook) or

“followers” (Twitter), 80% and 84% respectively, to measure its impact. Blog users measured results based on the number comments and the analytics of the site hosting the blog⁷ (both 48%).

This discussion of the findings were grouped by the concepts the survey sought to measure. The next section contains the raw data of each question, as is grouped by social media platform.

⁷ There are numerous sites that host blogs, such as Blogger and WordPress, to name but a few. The host provides the user with (virtual) space, templates, a set amount of storage and some analytical tools, although they vary by hosting platform. Blog can also be integrated into an organization’s Web site, depending on the platform used to create it.

Survey Results

Below are the results for each question asked on the survey. It opens with basic data noting the description of nonprofits that completed the survey. Then the results are grouped by social media tool included in the survey: Facebook, Twitter, blogs, YouTube, and LinkedIn. A brief descriptive narrative follows each chart.

The Respondents

1. What is the approximate annual budget of your organization?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------------------------|-------|------------------------|------------|
| None - all volunteer | | 10% | 11 |
| Below \$100,000 | | 24% | 26 |
| \$100,001 - \$250,000 | | 9% | 10 |
| \$250,001 - \$500,000 | | 9% | 10 |
| \$500,001 - \$1 million | | 9% | 10 |
| \$1 million - \$2 million | | 8% | 9 |
| \$2 million - \$5 million | | 20% | 22 |
| \$5 million - \$10 million | | 5% | 6 |
| \$10 million to \$20 million | | 2% | 2 |
| More than \$20 million | | 4% | 4 |
| | | Total Responses | 110 |

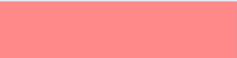
The size of the nonprofits – defined by their total budgets – who replied to the survey, for the most part, is reflective of the nonprofit sector as a whole in the First Coast.⁸ The groupings of respondents that diverge from the overall sector are those nonprofits with budgets of less than \$250,000 and those with budgets between \$1 million to \$10 million. The former group is underrepresented (58% in the sector and 43% in survey responses) and the latter over represented (16% in the sector and 33% in the survey respondents). All other groupings are represented

⁸ The Jessie Ball DuPont Fund has been tracking the nonprofit sector on the First Coast since 2005. Their last report, [The State of the Sector, Summer 2010](#), notes the distribution of nonprofits by their budgets, and excluded hospitals, universities, charitable trusts, private foundations and full-service nursing homes and their supporting organizations, which were included in this survey if identified in the sampling method.

equally. Still, the majority of respondents did note that their budgets were less than \$250,000, reflecting the majority of nonprofits in the First Coast.

2. My organization's social media is maintained by a:

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------------------------|---|------------------------|------------|
| Full-time employee |  | 56% | 62 |
| Part-time employee |  | 7% | 8 |
| Volunteer |  | 29% | 32 |
| Intern | | 0% | 0 |
| Contractor (outside party) |  | 1% | 1 |
| Other: (please specify) |  | 7% | 8 |
| | | Total Responses | 111 |

3. The percentage of the person's job that is dedicated to maintenance of our social media is: (a guess is fine)

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|--------------|---|------------------------|------------|
| 0-10% |  | 46% | 51 |
| 11% - 25% |  | 29% | 32 |
| 26% - 50% |  | 15% | 17 |
| 51% - 75% |  | 3% | 3 |
| 76% - 90% |  | 1% | 1 |
| 91% - 100% |  | 2% | 2 |
| Don't know |  | 4% | 5 |
| | | Total Responses | 111 |

When asked about how their social media is maintained, the majority of respondents note that the responsibility for social media is at the most, 10% of the duties of a full-time employee. This indicates that while many nonprofits are using social media, these tools remain secondary to other modes of interacting with stakeholders.

Facebook

4. Does your organization have a Facebook page?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------|-------|------------------------|------------|
| Yes | | 100% | 111 |
| No | | 0% | 0 |
| | | Total Responses | 111 |

4a. How important is the Facebook page for your organization? (please slide the level to the appropriate position)

| | | Very unimportant | Somewhat unimportant | Neither important or unimportant | Somewhat important | Very important | Total |
|--------------|----------|------------------|----------------------|----------------------------------|--------------------|----------------|-------|
| Total | Count | 6 | 6 | 4 | 28 | 15 | 59 |
| | % by Row | 10% | 10% | 7% | 48% | 25% | 100% |

All respondents noted they had a Facebook account,⁹ with a strong majority considering it to be somewhat or very important. It should be noted that only 59 of the 111 respondents (53%) completed this question. Its placement in the survey was at the top of the page, and since it was a slide (the respondent had to slide a bar to the level of importance of Facebook for the organization), it may have been overlooked by many respondents.

⁹ It should be noted that while all respondents noted that they had a Facebook page, not all these pages may have been identified. To reiterate, only those Facebook pages that were networked with other nonprofits were identified in the sampling process. If an organization has a Facebook page, but it is not “liked” by another nonprofit in Duval County, the organization was not included in the sample.

4b. How long has your organization been actively using Facebook?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|------------|
| Less than 1 month | | 0% | 0 |
| 1 to 2 months | | 1% | 1 |
| Between 2 and 6 months | | 6% | 7 |
| Between 6 months and 1 year | | 19% | 21 |
| 1 to 2 years | | 36% | 39 |
| More than 2 years | | 38% | 41 |
| | | Total Responses | 109 |

4c. What effects has your organization seen on its constituent base that you would attribute to its Facebook page? (a guess is fine. Please check all that apply.)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|--|-------|------------------------|------------|
| Increase in new volunteers | | 41% | 42 |
| Increase in new donors | | 23% | 23 |
| Increase in new members | | 39% | 40 |
| Increase in new clients | | 16% | 16 |
| Increase in new event attendees | | 67% | 68 |
| Other: (please specify) | | 25% | 25 |
| | | Total Responses | 102 |

Over 70% of respondents noted that they have had a Facebook page for a year or longer and that their Facebook page has had a positive effect on the number of people who attend events. Slightly more than 41% of respondents identified that their number of new volunteers has increased because of their Facebook page and almost 40% of respondents noted that their Facebook page has also brought new members to the organization. Seven respondents were not sure of the effect their Facebook page had on their constituents, and eight respondents noted that their constituents' awareness of the organization was increased. Overall, respondents felt that having a Facebook page has had a positive effect on their constituents.

4d. What has been the effect on the following that you would attribute to your organization's Facebook page? (a guess is fine)

| | | No effect | Minimal effect | Some effect | Substantial effect | Don't know | Total |
|--|----------|-----------|----------------|-------------|--------------------|------------|-------------|
| Increased traffic to our Web site | Count | 4 | 22 | 56 | 14 | 8 | 104 |
| | % by Row | 4% | 21% | 54% | 14% | 8% | 100% |
| Moved people to action | Count | 8 | 25 | 46 | 20 | 6 | 105 |
| | % by Row | 8% | 24% | 44% | 19% | 6% | 100% |
| Increased the number of people on our email list | Count | 17 | 24 | 42 | 14 | 8 | 105 |
| | % by Row | 16% | 23% | 40% | 13% | 8% | 100% |
| Increased donations | Count | 35 | 39 | 23 | 2 | 6 | 105 |
| | % by Row | 33% | 37% | 22% | 2% | 6% | 100% |
| We provided additional information to constituents | Count | 5 | 6 | 36 | 53 | 5 | 105 |
| | % by Row | 5% | 6% | 34% | 51% | 5% | 100% |
| Spread information more widely | Count | 3 | 8 | 25 | 65 | 4 | 105 |
| | % by Row | 3% | 8% | 24% | 62% | 4% | 100% |
| Enhanced relations with our constituents | Count | 3 | 15 | 35 | 47 | 5 | 105 |
| | % by Row | 3% | 14% | 33% | 45% | 5% | 100% |
| Understood our constituents better | Count | 15 | 30 | 32 | 21 | 7 | 105 |
| | % by Row | 14% | 29% | 31% | 20% | 7% | 100% |
| Found new partners | Count | 20 | 39 | 33 | 10 | 3 | 105 |
| | % by Row | 19% | 37% | 31% | 10% | 3% | 100% |
| Fostered discussion | Count | 13 | 34 | 31 | 25 | 2 | 105 |
| | % by Row | 12% | 32% | 30% | 24% | 2% | 100% |
| Built an active online community | Count | 7 | 30 | 35 | 30 | 3 | 105 |
| | % by Row | 7% | 29% | 33% | 29% | 3% | 100% |
| Enhanced our online presence | Count | 2 | 12 | 36 | 51 | 3 | 104 |
| | % by Row | 2% | 12% | 35% | 49% | 3% | 100% |
| Increased awareness of our organization | Count | 1 | 11 | 45 | 46 | 2 | 105 |
| | % by Row | 1% | 11% | 43% | 44% | 2% | 100% |

When looking at the effects of the organization's Facebook page for the organization, many were identified. The most substantial benefits of having a Facebook page noted by over 50% of respondents were that their organizations were able to provide more information to constituents, spread information to a wider audience, and enhance their online presence. Also having a Facebook page was identified as having a substantial effect on increasing the public's awareness of the organization (44%) and enhancing relations with constituents (45%).

While the majority of respondents did not indicate that Facebook had no effect on any of the different options, having a Facebook page was deemed to have a minimal effect on finding new partners, fostering discussion, and increasing donations. Of these, the effect on increasing donations was noted as none to minimal by 70% of respondents.

4e. Is there a link (or a badge) to your organization's Facebook page on its Web site?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|------------|
| Yes |  | 89% | 93 |
| No |  | 8% | 8 |
| Don't know |  | 3% | 3 |
| | | Total Responses | 104 |

4f. Is there a link to your organization's Web site on its Facebook page?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|------------|
| Yes |  | 90% | 94 |
| No |  | 3% | 3 |
| Don't know |  | 7% | 7 |
| | | Total Responses | 104 |

Most respondents link their Facebook page with their Web site, with slightly more respondents linking people back to their Web site from their Facebook page than those linking people to their Facebook page from their Web site.

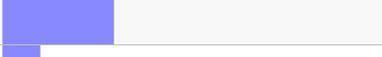
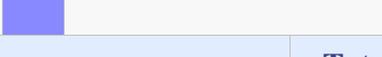
4g. What factors influenced your organization's decision to start using Facebook? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|---|------------------------|------------|
| Marketing tool |  | 91% | 95 |
| Feedback |  | 46% | 48 |
| Increase donations |  | 29% | 30 |
| Legitimacy |  | 27% | 28 |
| Transparency/ accountability |  | 30% | 31 |
| Recruit volunteers |  | 37% | 38 |
| Raise awareness |  | 91% | 95 |
| Other: (please specify) |  | 9% | 9 |
| | | Total Responses | 105 |

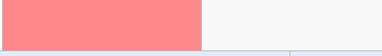
Marketing and raising awareness were overwhelmingly identified as the most important reasons to start using Facebook. In addition, almost 50% noted that their organization started using Facebook to receive feedback. Some of the other responses were to reach a younger audience (three respondents), facilitate discussion and build relationships (four respondents), provide information (one respondent) and one noted because “everyone else is.”

4h. Use of our Facebook page has been hindered by a lack of: (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-------------------------|--|------------------------|------------|
| Funding |  | 16% | 15 |
| Time |  | 78% | 72 |
| Staff |  | 41% | 38 |
| Training/ knowledge |  | 29% | 27 |
| Board support |  | 10% | 9 |
| Other: (please specify) |  | 16% | 15 |
| | | Total Responses | 105 |

Lack of time was identified as the dominant roadblock to using Facebook by 78% of respondents, followed by lack of staff (41%) and training or knowledge on how to use Facebook (29%). Other identified hindrances were that their constituents' demographics were not familiar with Facebook (three respondents) and lack of feedback and comments from those who like the organization on the Facebook platform. Six respondents noted that they did not face any hindrances.

4i. Does your organization measure the results achieved through its Facebook page?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------|--|------------------------|------------|
| Yes |  | 48% | 49 |
| No |  | 52% | 54 |
| | | Total Responses | 103 |

4j. How does your organization measure the results achieved through its Facebook page? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-----------------------------|---|------------------------|-----------|
| Google alerts |  | 46% | 23 |
| Hosting (Facebook) software |  | 42% | 21 |
| Anecdotal measures |  | 30% | 15 |
| Number of comments |  | 70% | 35 |
| Number of "likes" |  | 80% | 40 |
| Other: (please specify) |  | 18% | 9 |
| | | Total Responses | 50 |

Of those who responded, 49% noted that their nonprofit measured results achieved through Facebook. The main measurement was the number of “likes”¹⁰ received, identified by 80% of respondents. Other ways that were identified as being used to measure the results achieved through Facebook were donations, RSVPs to events, and Web site analytics noting the number of people going to the Web site from Facebook (1 respondent each).

¹⁰ When an individual “likes” an organization, the organization’s posts are fed into the individual’s news feed, updating the individual as to what the organization is posting.

TWITTER

5. Does your organization have a Twitter profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------|---|------------------------|------------|
| Yes |  | 78% | 81 |
| No |  | 22% | 23 |
| | | Total Responses | 104 |

5a. How important is the Twitter account for your organization? (please slide the level to the appropriate position)

| | | Very unimportant | Somewhat unimportant | Neither important or unimportant | Somewhat important | Very important | Total |
|--------------|----------|------------------|----------------------|----------------------------------|--------------------|----------------|-------|
| Total | Count | 5 | 14 | 9 | 12 | 3 | 43 |
| | % by Row | 12% | 33% | 21% | 28% | 7% | 100% |

While all respondents had a Facebook page, only 78% of respondents use Twitter. Moreover, its importance to the organization is not as high as the importance of Facebook. Again, only 43 of the 81 respondents who noted their nonprofit had a Twitter account, or 53%, completed this question.

5b. How long has your organization been actively using Twitter?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|-----------|
| Less than 1 month | | 6% | 5 |
| 1 to 2 months | | 1% | 1 |
| Between 2 and 6 months | | 12% | 10 |
| Between 6 months and 1 year | | 24% | 20 |
| 1 to 2 years | | 35% | 29 |
| More than 2 years | | 24% | 17 |
| | | Total Responses | 82 |

5c. What effects has your organization seen on its constituent base that you would attribute to its Twitter account? (a guess is fine. Please check all that apply.)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|--|-------|------------------------|-----------|
| Increase in new volunteers | | 16% | 10 |
| Increase in new donors | | 11% | 7 |
| Increase in new members | | 21% | 13 |
| Increase in new clients | | 11% | 7 |
| Increase in new event attendees | | 57% | 36 |
| Other (please specify) | | 40% | 25 |
| | | Total Responses | 63 |

Of the respondents who noted their nonprofit uses Twitter, over 50% have been using it for one or more years. The effect of Twitter on nonprofit constituents is that it gets more of them to attend nonprofit events. Some other identified effects Twitter has had on constituents are increased networking/relationships (three respondents) and increased awareness (two respondents). Eight respondents noted it had no effect and seven respondents do not know how Twitter impacts constituents.

5d. What has been the effect on the following that you would attribute to your organization's Twitter use? (a guess is fine)

| | | No effect | Minimal effect | Some effect | Substantial effect | Don't know | Total |
|--|----------|------------|----------------|-------------|--------------------|------------|-------------|
| Increased traffic to our Web site | Count | 11 | 27 | 21 | 1 | 20 | 80 |
| | % by Row | 14% | 34% | 26% | 1% | 25% | 100% |
| Moved people to action | Count | 15 | 24 | 17 | 6 | 18 | 80 |
| | % by Row | 19% | 30% | 21% | 8% | 23% | 100% |
| Increased the number of people on our email list | Count | 22 | 26 | 13 | 0 | 19 | 80 |
| | % by Row | 28% | 33% | 16% | 0% | 24% | 100% |
| Increased donations | Count | 35 | 14 | 8 | 1 | 22 | 80 |
| | % by Row | 44% | 18% | 10% | 1% | 28% | 100% |
| We provided information to constituents | Count | 5 | 20 | 24 | 16 | 15 | 80 |
| | % by Row | 6% | 25% | 30% | 20% | 19% | 100% |
| Spread information more widely | Count | 6 | 18 | 21 | 20 | 15 | 80 |
| | % by Row | 8% | 23% | 26% | 25% | 19% | 100% |
| Enhanced relations with our constituents | Count | 10 | 22 | 21 | 11 | 16 | 80 |
| | % by Row | 13% | 28% | 26% | 14% | 20% | 100% |
| Understood our constituents better | Count | 20 | 27 | 13 | 4 | 16 | 80 |
| | % by Row | 25% | 34% | 16% | 5% | 20% | 100% |
| Found new partners | Count | 16 | 26 | 19 | 3 | 16 | 80 |
| | % by Row | 20% | 33% | 24% | 4% | 20% | 100% |
| Fostered discussion | Count | 16 | 27 | 16 | 5 | 16 | 80 |
| | % by Row | 20% | 34% | 20.0% | 6% | 20% | 100% |
| Built an active online community | Count | 8 | 24 | 18 | 10 | 18 | 78 |
| | % by Row | 10% | 31% | 23% | 13% | 23% | 100% |
| Enhanced our online presence | Count | 5 | 18 | 26 | 15 | 15 | 79 |
| | % by Row | 6% | 23% | 33% | 19% | 19% | 100% |
| Increased awareness of our organization | Count | 5 | 17 | 23 | 18 | 15 | 78 |
| | % by Row | 6% | 22% | 30% | 23% | 19% | 100% |

Respondents not knowing the effect of Twitter also extended to its effect on the organization, as noted by the high number of respondents who selected “don’t know” in response to the different items. Of those who did know, overall Twitter is identified as having predominately a minimal effect for the organization.

Twitter’s greatest effect has been on the ability for nonprofits to spread information broadly, with 51% of respondents noting it has some or a substantial effect, and increasing the public’s awareness of the organization (53%). Like Facebook, the area where Twitter was noted as having none or a minimal impact was in increasing donations (62%). Likewise, 61% of respondents noted that Twitter had no effect or a minimal effect of the nonprofit’s ability to increase its email list.

The use of Twitter as a communication tool for relationship building is also lacking. Twitter’s effect on a nonprofit’s ability to enhance relationships with constituents was identified as minimal to some by 54% of respondents. Similarly, 59% of respondents noted that Twitter had no effect to a minimal effect on the nonprofit’s ability to learn more about its constituents.

5e. Is there a link to your organization's Twitter feed on its Web site?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 75% | 60 |
| No |  | 15% | 12 |
| Don't know |  | 10% | 8 |
| | | Total Responses | 80 |

5f. Is there a link to your organization's Web site on its Twitter profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 84% | 66 |
| No |  | 2% | 2 |
| Don't know |  | 14% | 11 |
| | | Total Responses | 79 |

As they noted for Facebook, most respondents (75%) have a link to their nonprofit's Twitter feed on the nonprofit's Web site. While most respondents link people to their Twitter feeds from their Web site, even more (84%) link people from their Twitter feed to the organization's Web site.

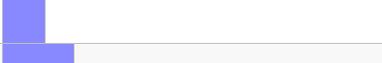
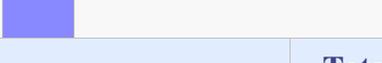
5g. What factors influenced your organization's decision to start using Twitter? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|---|------------------------|-----------|
| Marketing tool |  | 86% | 70 |
| Feedback |  | 32% | 26 |
| Increase donations |  | 19% | 15 |
| Legitimacy |  | 28% | 23 |
| Transparency/ accountability |  | 25% | 20 |
| Recruit volunteers |  | 24% | 19 |
| Raise awareness |  | 88% | 71 |
| Other: (please specify) |  | 10% | 8 |
| | | Total Responses | 81 |

The dominant factors behind the nonprofits' decision to start using Twitter were as a marketing tool (86%) and to raise awareness (88%). Some of the other reasons identified by the respondents were to advertise events and their newsletter, to continue to use new technologies, increase involvement of younger members, and that there were social media followers on the board (one respondent each). Another respondent noted that his or her nonprofit's Facebook posts are linked to the Twitter feed and another noted that his or her nonprofit started using Twitter because everyone else was.

5h. Our use of Twitter has been hindered by a lack of: (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

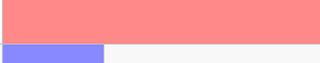
| Response | Chart | Frequency | Count |
|-------------------------|--|------------------------|-----------|
| Funding |  | 10% | 7 |
| Time |  | 76% | 53 |
| Staff |  | 41% | 29 |
| Training/ knowledge |  | 40% | 28 |
| Board support |  | 11% | 8 |
| Other: (please specify) |  | 19% | 13 |
| | | Total Responses | 70 |

Like Facebook, the largest hindrance to Twitter’s utilization identified by respondents has been time (76%), followed by lack of staff (41%), and training and knowledge of how to utilize Twitter (40%). Other responses included that it was found their organization’s constituents did not use Twitter (two respondents), there was a lack of interest, and the reaction of staff to using Twitter (one respondent), and that many followers were “probably not paying attention to the posts, only posting themselves” (one respondent). Four respondents noted that there was either nothing in the way of utilizing Twitter (two respondents) or that they were not aware of anything impeding Twitter’s utilization (two respondents).

5i. Does your organization measure the results achieved through its use of Twitter?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------|---|------------------------|-----------|
| Yes |  | 20% | 16 |
| No |  | 80% | 62 |
| | | Total Responses | 78 |

5j. How does your organization measure the results achieved though Twitter? (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|----------------------------|---|------------------------|-----------|
| Google alerts |  | 42% | 8 |
| Hosting (Twitter) software |  | 26% | 5 |
| Anecdotal measures |  | 16% | 3 |
| Number of comments |  | 37% | 7 |
| Number of followers |  | 84% | 16 |
| Other: (please specify) |  | 26% | 5 |
| | | Total Responses | 19 |

Unlike Facebook, most respondents (80%) noted that their nonprofits did not measure results achieved through their use of Twitter. Of the 20% that do measure Twitter results, most use the number of followers they have as an indicator of how successful using Twitter is for the organization. This is followed by using Google Alerts (42%) and the number of comments/retweets (26%). Other ways respondents noted their nonprofits track their Twitter accounts are Sprout media, HootSuite Analytics, and retweets and mentions (one respondent each).

BLOG

6. Does your organization have a Blog?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------|---|------------------------|------------|
| Yes |  | 35% | 36 |
| No |  | 65% | 68 |
| | | Total Responses | 104 |

6a. How important is the blog for your organization? (please slide the level to the appropriate position)

| | | Very unimportant | Somewhat unimportant | Neither important or unimportant | Somewhat important | Very important | Total |
|--------------|----------|------------------|----------------------|----------------------------------|--------------------|----------------|-------|
| Total | Count | 2 | 0 | 3 | 9 | 7 | 21 |
| | % by Row | 10% | 0% | 14% | 43% | 33% | 100% |

Most respondents (65%) noted their nonprofit does not have a blog. For those that do, 76% of respondents noted the blog was either somewhat or very important for the organization.

6b. How long has your organization been actively using its blog?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|-----------|
| Less than 1 month | | 0% | 0 |
| 1 to 2 months | | 6% | 2 |
| Between 2 and 6 months | | 3% | 1 |
| Between 6 months and 1 year | | 19% | 7 |
| 1 to 2 years | | 31% | 11 |
| More than 2 years | | 42% | 15 |
| | | Total Responses | 36 |

6c. What effects has your organization seen on its constituent base that you would attribute to its blog? (a guess is fine. Please check all that apply.)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|--|-------|------------------------|-----------|
| Increase in new volunteers | | 32% | 9 |
| Increase in new donors | | 36% | 10 |
| Increase in new members | | 43% | 12 |
| Increase in new clients | | 25% | 7 |
| Increase in new event attendees | | 50% | 14 |
| Other: (please specify) | | 39% | 11 |
| | | Total Responses | 28 |

Of the nonprofits that have a blog, 73% have been using it for a year or longer, and the effect of the blog on their constituents was that it brought more constituents to organizational events (50%) and increased new members (43%). Some other ways the blog impacts constituents are that the blog increases awareness (two respondents), directs people to their Web site, and increases SEO¹¹ (one respondent each).

¹¹ SEO is Search Engine Optimization. If a Web site's SEO is high, the site will show up closer to the top of the list when a person searches for it. For example, the American Red Cross has a very high SEO and is listed first when a person Googles "American Red Cross."

6d. What has been the effect on the following that you would attribute to your organization's blog? (a guess is fine)

| | | No effect | Minimal effect | Some effect | Substantial effect | Don't know | Total |
|---|----------|------------|----------------|-------------|--------------------|------------|-------------|
| Increased traffic to our Web site | Count | 8 | 6 | 10 | 9 | 3 | 36 |
| | % by Row | 22% | 17% | 28% | 25% | 8% | 100% |
| Moved people to action | Count | 7 | 8 | 12 | 7 | 2 | 36 |
| | % by Row | 19% | 22% | 33% | 19% | 6% | 100% |
| Increased the number of people on our email list | Count | 10 | 5 | 12 | 5 | 4 | 36 |
| | % by Row | 28% | 14% | 33% | 14% | 11% | 100% |
| Increased donations | Count | 13 | 6 | 8 | 5 | 4 | 36 |
| | % by Row | 36% | 17% | 22% | 14% | 11% | 100% |
| We provided information to constituents | Count | 5 | 4 | 9 | 15 | 3 | 36 |
| | % by Row | 14% | 11% | 25% | 42% | 8% | 100% |
| Spread information more widely | Count | 4 | 3 | 11 | 15 | 3 | 36 |
| | % by Row | 11% | 8% | 31% | 42% | 8% | 100% |
| Enhanced relations with our existing constituents | Count | 6 | 4 | 16 | 8 | 2 | 36 |
| | % by Row | 17% | 11% | 44% | 22% | 6% | 100% |
| Understood our constituents better | Count | 7 | 15 | 9 | 2 | 2 | 35 |
| | % by Row | 20% | 43% | 26% | 6% | 6% | 100% |
| Found new partners | Count | 8 | 11 | 9 | 4 | 4 | 36 |
| | % by Row | 22% | 31% | 25% | 11% | 11% | 100% |
| Fostered discussion | Count | 8 | 4 | 15 | 5 | 4 | 36 |
| | % by Row | 22% | 11% | 42% | 14% | 11% | 100% |
| Built an active online community | Count | 7 | 4 | 16 | 6 | 3 | 36 |
| | % by Row | 19% | 11% | 44% | 17% | 8% | 100% |
| Enhanced our online presence | Count | 4 | 7 | 9 | 13 | 3 | 36 |
| | % by Row | 11% | 19% | 25% | 36% | 8% | 100% |
| Increased awareness of our organization | Count | 4 | 6 | 11 | 12 | 3 | 36 |
| | % by Row | 11% | 17% | 31% | 33% | 8% | 100% |

Those nonprofits that have a blog have noted that it impacts their organizations differently. For example, in regards to increasing a nonprofit's email list, the effect of the blog varies, with 33% noting it has some effect and 28% noting it has no effect. Unlike the responses for Facebook and Twitter, where the highest response and the next highest response were always side by side (either none to minimal, minimal to some, or some to substantial), the replies for the effect of a nonprofit's blog are more divergent, with some nonprofits noting the blog has no effect (like 13% of respondents in regard to increased donations), while others respond that it has some effect (22% of respondents for increased donations). This indicates that, at least for blogs among the respondents of the survey, nonprofits are obtaining very different results.

That said there are areas where there is consistency on the effect of blogs. For instance 53% noted that it has some or a substantial effect of increasing the traffic to the organization's Web site. Similarly, 64% of respondents noted their blog has either had some or a substantial effect on increasing the awareness of the organization and 73% of respondents noted their blog has had either some or a substantial effect on spreading information broadly.

6e. Is there a link to your organization's blog on its Web site?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------------------|---|-----------|-----------|
| Yes |  | 89% | 32 |
| No |  | 6% | 2 |
| Don't know |  | 6% | 2 |
| Total Responses | | | 36 |

6f. Is there a link to your organization's Web site on its blog?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------------------|---|-----------|-----------|
| Yes |  | 94% | 33 |
| No |  | 3% | 1 |
| Don't know |  | 3% | 1 |
| Total Responses | | | 35 |

The vast majority of respondents (94%) have a link to their Web site on their blog, and 89% of respondents have a link from their Web site to their blog.

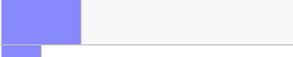
6g. What factors influenced your organization's decision to start using a blog? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|---|------------------------|-----------|
| Marketing tool |  | 66% | 23 |
| Feedback |  | 51% | 18 |
| Increase donations |  | 20% | 7 |
| Legitimacy |  | 40% | 14 |
| Transparency/ accountability |  | 23% | 8 |
| Recruit volunteers |  | 26% | 9 |
| Raise awareness |  | 89% | 31 |
| Other: (please specify) |  | 9% | 3 |
| | | Total Responses | 35 |

When originally making the decision to start a blog, raising awareness was noted as the most common influence (89% of respondents) in the decision-making process. This is followed by the use of a blog as a marketing tool by 66% of respondents.

6h. Use of our blog has been hindered by a lack of: (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-------------------------|---|------------------------|-----------|
| Funding |  | 7% | 2 |
| Time |  | 80% | 24 |
| Staff |  | 30% | 9 |
| Training/ knowledge |  | 20% | 6 |
| Board support |  | 10% | 3 |
| Other: (please specify) |  | 13% | 4 |
| | | Total Responses | 30 |

Like Facebook and Twitter, the lack of time was identified by 80% of respondents as a hindrance to the utilization of the blog, far more than staff, training, board support, and funding. One factor hindering utilization of the blog noted by one respondent was the lack of discussion and comments on the blog. In other words, it felt as though they were blogging to no one. Three of the respondents did not experience any factors hindering their nonprofit's usage of their blog.

6i. Does your organization measure the results achieved by its blog?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------|---|------------------------|-----------|
| Yes |  | 36% | 13 |
| No |  | 64% | 23 |
| | | Total Responses | 36 |

6j. How does your organization measure the results achieved through its blog? (check all that apply)

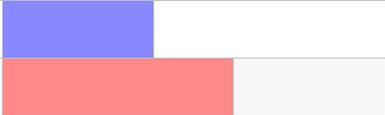
(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------|---|------------------------|-----------|
| Google alerts |  | 31% | 4 |
| Hosting software |  | 46% | 6 |
| Anecdotal measures |  | 8% | 1 |
| Number of comments |  | 46% | 6 |
| Number of followers |  | 39% | 5 |
| Other: (please specify) |  | 31% | 4 |
| | | Total Responses | 13 |

While 64% of respondents noted that their nonprofit does not measure the results achieved via its blog, of those that do, the tools most often used are the hosting platform's analytics software, and the number of comments posted to the blog by followers. The "other" comments were a combination of Google analytics (2 respondents), "all the above" (1 respondent), and a combination of Google Analytics and the hosting platform's software.

YOUTUBE

7. Does your organization have a YouTube profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------------------|--|------------|------------|
| Yes |  | 39% | 41 |
| No | | 61% | 63 |
| Total Responses | | | 104 |

7a. How important is the YouTube account for your organization? (please slide the level to the appropriate position)

| | | Very unimportant | Somewhat unimportant | Neither important or unimportant | Somewhat important | Very important | Total |
|--------------|----------|------------------|----------------------|----------------------------------|--------------------|----------------|-------------|
| Total | Count | 2 | 3 | 2 | 10 | 0 | 17 |
| | % by Row | 12% | 18% | 12% | 59% | 0% | 100% |

YouTube is used by 61% of the nonprofits who responded and 71% of those that use YouTube identify that it is either somewhat or very important to their organization.

7b. How long has your organization been actively using YouTube?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|-----------|
| Less than 1 month | | 5% | 2 |
| 1 to 2 months | | 2% | 1 |
| Between 2 and 6 months | | 17% | 7 |
| Between 6 months and 1 year | | 19% | 8 |
| 1 to 2 years | | 40% | 17 |
| More than 2 years | | 17% | 7 |
| | | Total Responses | 42 |

7c. What effects has your organization seen on its constituent base that you would attribute to your use of YouTube? (a guess is fine) check all that apply
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|-------|------------------------|-----------|
| Increase in new volunteers | | 16% | 4 |
| Increase in new donors | | 4 % | 1 |
| Increase in new members | | 8% | 2 |
| Increase in new clients | | 8% | 2 |
| New contacts | | 28% | 7 |
| Increase in new event attendees | | 28% | 7 |
| Other: | | 60% | 15 |
| | | Total Responses | 25 |

While YouTube has been open to the public longer than Facebook or Twitter, its adoption has not been as long by nonprofits who responded, as indicated by the 59% of respondents who note that their nonprofit has used it for the last 6 months to 2 years. The most often cited impact of blogs on constituents was that it made them more aware of the organization and its services (6 respondents).

7d. What has been the effect on the following that you would attribute to your organization's use of YouTube? (a guess is fine)

| | | No effect | Minimal effect | Some effect | Substantial effect | Don't know | Total |
|--|----------|------------|----------------|-------------|--------------------|------------|-------------|
| Increased traffic to our Web site | Count | 10 | 14 | 10 | 1 | 5 | 40 |
| | % by Row | 25% | 35% | 25% | 3% | 13% | 100% |
| Moved people to action | Count | 14 | 10 | 8 | 2 | 6 | 40 |
| | % by Row | 35% | 25% | 20% | 5% | 15% | 100% |
| Increased the number of people on our email list | Count | 20 | 9 | 3 | 2 | 6 | 40 |
| | % by Row | 50% | 23% | 6% | 5% | 15% | 100% |
| Increased donations | Count | 18 | 11 | 4 | 1 | 6 | 40 |
| | % by Row | 45% | 28% | 10% | 3% | 15% | 100% |
| We provided information to constituents | Count | 5 | 11 | 11 | 9 | 4 | 40 |
| | % by Row | 13% | 28% | 28% | 23% | 10% | 100% |
| Spread information more widely | Count | 4 | 11 | 13 | 8 | 4 | 40 |
| | % by Row | 10% | 28% | 33% | 20% | 10% | 100% |
| Enhanced relations with our constituents | Count | 6 | 13 | 11 | 6 | 4 | 40 |
| | % by Row | 1% | 33% | 28% | 15% | 10% | 100% |
| Understood our constituents better | Count | 19 | 10 | 7 | 1 | 3 | 40 |
| | % by Row | 48% | 25% | 18% | 3% | 8% | 100% |
| Found new partners | Count | 18 | 12 | 4 | 2 | 4 | 40 |
| | % by Row | 45% | 30% | 10% | 5% | 10% | 100% |
| Fostered discussion | Count | 14 | 12 | 6 | 4 | 4 | 40 |
| | % by Row | 35% | 30% | 15% | 10% | 10% | 100% |
| Built an active online community | Count | 6 | 15 | 8 | 6 | 5 | 40 |
| | % by Row | 15% | 38% | 20% | 15% | 12% | 100% |
| Enhance our online presence | Count | 3 | 15 | 10 | 8 | 4 | 40 |
| | % by Row | 8% | 35% | 25% | 20% | 10% | 100% |
| Increased awareness of our organization | Count | 3 | 17 | 8 | 8 | 4 | 40 |
| | % by Row | 8% | 43% | 20% | 20% | 10% | 100% |

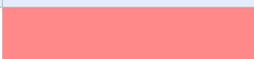
The most selected effect that YouTube has on nonprofits is the increased awareness of the organization, with 43% noting it has a minimal effect, but an additional 40% of respondents noted it has either some or a substantial effect. Other than that, YouTube was identified as having a minimal to some effect on providing information to constituents (56%), with an additional 23% noting that this effect was substantial.

Overall, many respondents noted that YouTube had either none or a minimal effect on moving people to action (60%), increasing a nonprofit's email list (73%), increasing donations (73%), helping to understand constituents better (73%), finding new partners (75%), or fostering a discussion (65%). Like the response to YouTube's effect on increasing the public's awareness of the organization, responses were mixed on whether YouTube drives traffic to the organization's Web site.

7e. Is there a link to your organization's YouTube profile on its Web site?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 55% | 23 |
| No |  | 33% | 14 |
| Don't know |  | 12% | 5 |
| | | Total Responses | 42 |

7f. Is there a link to your organization's Web site on its YouTube profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 67% | 28 |
| No |  | 17% | 7 |
| Don't know |  | 17% | 7 |
| | | Total Responses | 42 |

Slightly more than half of respondents said there is a link to their YouTube account from their Web site, and 67% noted there is a link from their YouTube account to their Web site.

7g. What factors influenced your decision to start using YouTube? (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|---|------------------------|-----------|
| Marketing tool |  | 88% | 35 |
| Feedback |  | 18% | 7 |
| Increase donations |  | 18% | 7 |
| Legitimacy |  | 35% | 14 |
| Transparency/ accountability |  | 20% | 8 |
| Recruit volunteers |  | 18% | 7 |
| Raise awareness |  | 88% | 35 |
| Other: (please specify) |  | 3% | 1 |
| | | Total Responses | 40 |

The majority of respondents note that the decision to start using YouTube was for either marketing (88%) or to raise awareness (88%). One respondent also noted the original decision was influenced by the organization's desire to put video of their performance online.

7h. Our use of YouTube has been hindered by a lack of: (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-------------------------|---|------------------------|-----------|
| Funding |  | 24% | 9 |
| Time |  | 90% | 34 |
| Staff |  | 47% | 18 |
| Training/ knowledge |  | 55% | 21 |
| Board support |  | 5% | 2 |
| Other: (please specify) |  | 13% | 5 |
| | | Total Responses | 38 |

Again, time is the most often cited hindrance to utilization, identified by 90% of respondents. Some other factors included not enough exciting videos, noted by one respondent, and another noted too much focus at the moment on Facebook.

7i. Does your organization measure the results achieved through its use of YouTube?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------------------|-------|-----------|-----------|
| Yes | | 0% | 0 |
| No | | 100% | 41 |
| Total Responses | | | 41 |

Of the respondents who noted their nonprofit used Facebook, none measure its effectiveness.

LINKEDIN

8. Does your organization have a LinkedIn profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|----------|---|------------------------|------------|
| Yes |  | 27% | 28 |
| No |  | 73% | 76 |
| | | Total Responses | 104 |

8a. How important is the LinkedIn account for your organization? (please slide the level to the appropriate position)

| | | Very unimportant | Somewhat unimportant | Neither important or unimportant | Somewhat important | Very important | Total |
|--------------|----------|------------------|----------------------|----------------------------------|--------------------|----------------|-------|
| Total | Count | 4 | 3 | 4 | 3 | 1 | 15 |
| | % by Row | 27% | 20% | 27% | 20% | 6% | 100% |

Slightly more than a quarter of respondents (27%) noted their organization used LinkedIn, and there is little agreement on its importance for the organization. Like YouTube, which has been in use since 2005 – longer than Twitter (2006) or Facebook (opened to the general public in 2006), LinkedIn has been in use since 2003, but is the least adopted social medium among respondents.

8b. How long has your organization been actively using LinkedIn?

(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|-----------|
| Less than 1 month | | 4% | 1 |
| 1 to 2 months | | 4% | 1 |
| Between 2 and 6 months | | 4% | 1 |
| Between 6 months and 1 year | | 26% | 7 |
| 1 to 2 years | | 51% | 14 |
| More than 2 years | | 11% | 3 |
| | | Total Responses | 27 |

8c. What effects has your organization seen on its constituent base that you would attribute to your LinkedIn account? (a guess is fine. Please check all that apply.)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|-------|------------------------|-----------|
| Increase in new volunteers | | 15% | 3 |
| Increase in new donors | | 10% | 2 |
| Increase in new members | | 20% | 4 |
| Increase in new clients | | 10% | 2 |
| New contacts | | 75% | 15 |
| Increase in new event attendees | | 35% | 7 |
| Other: | | 25% | 5 |
| | | Total Responses | 20 |

Of those respondents whose nonprofits do use LinkedIn, 77% have been using it for between 6 months and 2 years. The most often identified effect that LinkedIn has had on constituents is the increase in contacts (75%). Some other effects identified are recruiting new employees and connecting young professionals, noted by one respondent each.

8d. What has been the effect on the following that you would attribute to your organization's use of LinkedIn? (a guess is fine)

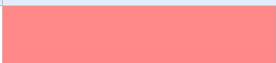
| | | No effect | Minimal effect | Some effect | Substantial effect | Don't know | Total |
|--|----------|------------|----------------|-------------|--------------------|------------|-------------|
| Increased traffic to our Web site | Count | 9 | 9 | 5 | 0 | 5 | 28 |
| | % by Row | 32% | 32% | 18% | 0% | 18% | 100% |
| Moved people to action | Count | 8 | 9 | 3 | 3 | 5 | 28 |
| | % by Row | 29% | 32% | 11% | 11% | 18% | 100% |
| Increased the number of people on our email list | Count | 11 | 8 | 2 | 3 | 4 | 28 |
| | % by Row | 39% | 29% | 7% | 11% | 14% | 100% |
| Increased donations | Count | 19 | 3 | 1 | 0 | 5 | 28 |
| | % by Row | 68% | 11% | 4% | 0% | 18% | 100% |
| We provided information to constituents | Count | 8 | 8 | 4 | 4 | 4 | 28 |
| | % by Row | 29% | 29% | 14% | 14% | 14% | 100% |
| Spread information more widely | Count | 6 | 8 | 5 | 5 | 4 | 28 |
| | % by Row | 21% | 29% | 18% | 18% | 14% | 100% |
| Enhanced relations with our constituents | Count | 10 | 5 | 5 | 4 | 3 | 27 |
| | % by Row | 37% | 19% | 19% | 15% | 11% | 100% |
| Understood our constituents better | Count | 11 | 7 | 4 | 3 | 3 | 28 |
| | % by Row | 39% | 25% | 14% | 11% | 11% | 100% |
| Found new partners | Count | 11 | 8 | 4 | 1 | 4 | 28 |
| | % by Row | 39% | 29% | 14% | 4% | 14% | 100% |
| Fostered discussion | Count | 11 | 6 | 4 | 3 | 4 | 28 |
| | % by Row | 39% | 21% | 14% | 11% | 14% | 100% |
| Built an active online community | Count | 6 | 12 | 2 | 4 | 4 | 28 |
| | % by Row | 21% | 43% | 7% | 14% | 14% | 100% |
| Enhanced our online presence | Count | 6 | 9 | 5 | 4 | 3 | 27 |
| | % by Row | 22% | 33% | 19% | 15% | 11% | 100% |
| Increased awareness of our organization | Count | 5 | 8 | 7 | 3 | 3 | 26 |
| | % by Row | 19% | 31% | 27% | 12% | 12% | 100% |

Like Twitter, many respondents did not know the effect of LinkedIn on the organization. Still, those that did noted it had none to a minimal effect on all identified factors, with the exception of increasing awareness of the organization, which was identified by 57% of respondents as having either minimal to some effect.

8e. Is there a link to your organization's LinkedIn profile on its Web site?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 29% | 8 |
| No |  | 57% | 16 |
| Don't know |  | 14% | 4 |
| | | Total Responses | 28 |

8f. Is there a link to your organization's Web site on its LinkedIn profile?
(Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|------------|---|------------------------|-----------|
| Yes |  | 71% | 20 |
| No |  | 14% | 4 |
| Don't know |  | 14% | 4 |
| | | Total Responses | 28 |

Only 29% of respondents noted that a LinkedIn link was on the organization's Web site, but 71% of respondents noted there was a link to their organization's Web site on their LinkedIn profile.

8g. What factors influenced your organization's decision to start using LinkedIn? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|---------------------------------|---|------------------------|-----------|
| Marketing tool |  | 67% | 18 |
| Feedback |  | 22% | 6 |
| Increase donations |  | 30% | 8 |
| Legitimacy |  | 33% | 9 |
| Transparency/ accountability |  | 22% | 6 |
| Recruit volunteers |  | 22% | 6 |
| Raise awareness |  | 70% | 19 |
| Other: (please specify) |  | 11% | 3 |
| | | Total Responses | 27 |

The most identified influences for first starting a LinkedIn account was to raise awareness of the organization, noted by 70% of respondents. Its potential use as a marketing tool was identified by 67% of respondents. Another influence that was identified by respondents was to allow young professionals to connect with each other. Another respondent noted that a social media consultant told them to use LinkedIn, but nobody in the office could figure it out.

8h. Our use of LinkedIn has been hindered by a lack of: (check all that apply)
 (Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-------------------------|-------|------------------------|-----------|
| Funding | | 8% | 2 |
| Time | | 85% | 22 |
| Staff | | 39% | 10 |
| Training/ knowledge | | 23% | 6 |
| Board support | | 12% | 3 |
| Other: (please specify) | | 19% | 5 |
| | | Total Responses | 26 |

Link all the social media tools asked about in this survey, LinkedIn's use has also been hindered by lack of time, as identified by 85% of respondents.

8i. Does your organization measure the results achieved through its use of LinkedIn?
 (Respondents could only choose a **single** response)

| Response | Chart | Frequency | Count |
|-----------|-------|------------------------|-----------|
| Yes | | 4% | 1 |
| No | | 96% | 27 |
| | | Total Responses | 28 |

8j. How does your organization measure the results achieved through its use of LinkedIn? (check all that apply)

(Respondents were allowed to choose **multiple** responses)

| Response | Chart | Frequency | Count |
|-----------------------------|-------|------------------------|----------|
| Google analytics | | 100% | 1 |
| Hosting (LinkedIn) software | | 0% | 0 |
| Anecdotal measures | | 0% | 0 |
| Number of comments | | 100% | 1 |
| Number of contacts | | 100% | 1 |
| Other: (please specify) | | 0% | 0 |
| | | Total Responses | 1 |

While 96% of the respondents who noted their nonprofit uses LinkedIn but do not measure the results achieved through its use, the one respondent whose organization does identified three ways it measures results: Google analytics, number of comments, and number of contacts.

Conclusion

As can be seen, Facebook is the most widely adopted and utilized social medium by nonprofits in Duval County, which aligns with the national trend. This adoption rate was followed by Twitter, YouTube, blogs, and LinkedIn. In general, respondents used these tools as a way to disclose and disseminate information to constituents, not as a way to engage those constituents. Not surprisingly, all social media platforms included in the study were noted as having no effect to a minimal effect on increasing donations, which also follows the national findings.

Of note was respondents' lack of identifying the use of social media as a way to 1) form stronger relationships with constituents and 2) find partners. Today's forces – both economic and political – stress the importance of nonprofits partnering with other nonprofits to help alleviate some of society's multi-dimensional and multifaceted problems. However, social media may not be the best tools to accomplish this, especially in a community such as Duval County where nonprofits are already interconnected through larger nonprofits, such as the United Way and the Nonprofit Center.

The former point – the use of social media to enhance relationships – is more of a surprise. These tools are designed for engagement, the very basis of relationship formulation. While the greatest identified obstacle for the utilization of all social media was the lack of time, more must be done to understand how to maximize the efficiency and effective of these different tools so that nonprofits do not expend more resources – time and staffing included – than needed to maximize the outcomes from these mediums.

While these results are telling, they raise more questions than they answer. For instance, while social media platforms are designed for engagement, the respondents noted that there was no to minimal effect on the use of social media and engaging constituents. More research has to be done to better understand this gap. For instance, is it how the organizations are using the media, their level of engagement, or the types of posts and tweets that impact this finding? Also while specific social media platforms were identified as having either some or a substantial effect on unique factors impacting the organization, is it the tool, or how it is being used that is creating this effect? In other words, are the types of posts, tweets, video, or information being transmitted affecting the type of benefit gained from its use? These and many more questions still need to be answered. In the meantime, the results of this survey lay the groundwork from which future research can be done.

Final Comments

This survey lays the foundation for future empirical research. This forthcoming body of work will seek to understand how to optimize different mediums for specific publics, how best to utilize each medium, and the role of strategically aligning each tool with a nonprofit's goals and mission. Over the next two years, I hope to answer these questions, with the continuing support of the nonprofits in Duval County. These papers will be made available at www.getteinjax.com/jax-nonprofits, along with a copy of this report. I hope you have found this report regarding social media useful and will check back to read any new reports and papers that are completed.

Thank you for all your help thus far, and I look forward to working with you in the coming years.

Warmest regards,

A handwritten signature in black ink that reads "Gette". The script is cursive and fluid, with the letters connected. The "G" is large and loops around the "e".

