

Social Media Questionnaire

1. Does your organization utilize social media?

Yes No

A. How long have you been using it? _____

B. What have you identified as the organizational purpose for this tool?

C. Has this tool met your organizational goals?

Yes No

D. What audience does this tool allow you to reach?

E. How broadly is this technology being used in your organization?

2. Does your organization use Twitter?

Yes No

Number of followers _____

Number following _____

3. Does your organization use Facebook?

Yes No

Number of Fans ("Likes") _____

Number of Board members/staff with Pages? _____

"Causes" Page? Yes No

Number of Members? _____

4. Does your organization use YouTube?

Yes No

5. Does your organization use Flickr?

Yes No

6. Does your organization use Blogs?

Yes No

7. Does your organization use LinkedIn?

Yes No

8. Does your organization use Wikis?

Yes No

9. Does your organization use some other Web 2.0 or social media tool?

Yes No

10. Is your organization's website "Social-Media-friendly"?

Yes No

11. What resources have you applied to these technologies?

12. Who manages the use of these technologies?

13. Please describe any problems that may have surfaced from the use of these technologies:

14. Do you have any organizational policies regarding social media use?

15. What prevents your organization from using or expanding its use of Web 2.0 or social media technology?

16. Do you think departments have a need for educational resources and opportunities to learn the business benefits of social media communications?
