Use and Effectiveness of Social Media among Nonprofit Organizations

1. Introduction

Many nonprofit organizations are considering whether and how investment in social media could enhance their effectiveness. There appears, however, to be more questions than answers about what nonprofits should do with these tools. This 10-minute survey seeks to understand how nonprofit organizations are using and benefiting from social media tools.

Survey results will be shared freely through a report and a discussion space on the Web aiming to help nonprofits make good decisions about investing in social media. Individual responses will be kept private, and no identifying information will be included in the published results.

Thank you for your help,

The Bridgespan Group

* 1. Do you currently work for a 501(c)3 not-for-profit organization?

   j n Yes

   j n No

* 2. How would you describe your organization's current usage of the following social media tools?

	Don't currently use in our work	Use a little bit in our work	Use consistently in our work	Fully integrated into our work
Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)	jn	jn	jn	jn
Social and professional networks (e.g., Facebook, LinkedIn, MySpace)	jn	jn	jn	jn
Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)	jn	jn	jn	jn
Virtual interaction platforms (e.g., interactive online games, Second Life)	jn	jn	jn	jn
Information management tools (e.g., Delicious, news feeds)	jn	jn	jn	jn
Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)	jn	jn	jn	jn

Other (please specify tool and amount of usage)

[   ]

3. Please check the box below if your organization does NOT use any of the above social media tools.

jn My organization does NOT use any of the above social media tools

2. Use of social media

1. What are your organization's main objective(s) for using social media? (check up to 3 that apply)

- To build awareness of our organization or mission
- To deliver programs or services to our beneficiaries
- To fundraise
- To better collaborate with supporters, influencers, volunteers, peer organizations, etc.
- To enhance communications or relationships with our beneficiaries/audience
- To make our internal work processes and operations more effective

Other (please specify)

[   ]

2. How effective have each of the following social media tools been in achieving your main objectives indicated above? (1 = not at all effective; 5 = extremely effective)

	1 (Not at all effective)	2	3	4	5 (Extremely effective)	Don't use this tool
Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)	○	○	○	○	○	○
Social and professional networks (e.g., Facebook, LinkedIn, MySpace)	○	○	○	○	○	○
Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)	○	○	○	○	○	○
Virtual interaction platforms (e.g., interactive online games, Second Life)	○	○	○	○	○	○
Information management tools (e.g., Delicious, news feeds)	○	○	○	○	○	○
Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)	○	○	○	○	○	○

Other (please specify tool and effectiveness)

[   ]

3. Is your organization planning to make a greater investment (of money, staff time, or other resources) in using any of the following types of social media? (check all that apply)

- Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)

- Social and professional networks (e.g., Facebook, LinkedIn, MySpace)

- Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)

- Virtual interaction platforms (e.g., interactive online games, Second Life)

- Information management tools (e.g., Delicious, news feeds)

- Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)

Other (please specify)

[   ]

4. How likely are you to recommend each of these social media tools to a colleague in the nonprofit sector to achieve the main objectives you indicated? (0 = not at all likely; 10 = extremely likely)

	0 (not at all likely)	1	2	3	4	5	6	7	8	9	10 (extremely likely)	N/A
Mapping/GIS programs	○	○	○	○	○	○	○	○	○	○	○	○
Twitter	○	○	○	○	○	○	○	○	○	○	○	○
Wikispaces	○	○	○	○	○	○	○	○	○	○	○	○
Facebook	○	○	○	○	○	○	○	○	○	○	○	○
YouTube	○	○	○	○	○	○	○	○	○	○	○	○
LinkedIn	○	○	○	○	○	○	○	○	○	○	○	○
Flickr	○	○	○	○	○	○	○	○	○	○	○	○
Blogs	○	○	○	○	○	○	○	○	○	○	○	○
Podcasting	○	○	○	○	○	○	○	○	○	○	○	○
Data.gov	○	○	○	○	○	○	○	○	○	○	○	○

Other (please specify tool and likelihood to recommend to colleague)

[   ]

5. What is the highest-impact use of social media that your organization is engaged in? Please describe the initiative briefly below, including your view on why it is high-impact.

[   ]

3. Effectiveness of social media

Please indicate the extent to which you agree or disagree with the following statements.

1. In working to serve our beneficiaries (individuals or entities that directly or indirectly benefit from our work), social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
Better understand the characteristics and/or needs of our beneficiaries	○	○	○	○	○
More effectively identify and reach new beneficiaries	○	○	○	○	○
More effectively communicate with existing beneficiaries	○	○	○	○	○
More effectively deliver programs and services to our beneficiaries	○	○	○	○	○

2. In communicating and collaborating with our stakeholders (e.g., influencers, supporters, volunteers, peer organizations, etc.), social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
Better understand who our stakeholders are and their perspectives on our work	○	○	○	○	○
More effectively communicate and stay connected with stakeholders	○	○	○	○	○
More effectively identify and connect with new stakeholders	○	○	○	○	○
Better engage stakeholders as active participants in our work	○	○	○	○	○
More effectively understand what our stakeholders are doing and coordinate with their work	○	○	○	○	○
More effectively gather support and/or spur action for a cause	○	○	○	○	○

3. In managing our internal works processes and operations, social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
More effectively reach internal alignment and/or make decisions (e.g., gather broad staff input and spur internal dialogue on key issues)	jn	jn	jn	jn	jn
More effectively share information within our organization (e.g., allow everyone to access information any time, anywhere)	jn	jn	jn	jn	jn
More effectively collaborate in our work (e.g., use Google documents or wikis)	jn	jn	jn	jn	jn
More effectively coordinate and manage projects (e.g., keep better track of each other's work)	jn	jn	jn	jn	jn
Better track and/or manage data in our programs (e.g., gather beneficiaries' outcome data, track website activity).	jn	jn	jn	jn	jn

4. Reasons for not using social media

1. What is the primary reason why your organization is not using social media?

- We don't have enough staff to manage use of social media

- We don't believe using social media would be effective in achieving our goals

- We don't have enough expertise in using social media

Other (please specify)

[   ]

2. Is your organization planning to start using any of the following types of social media? (check all that apply)

- Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)

- Social and professional networks (e.g., Facebook, LinkedIn, MySpace)

- Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)

- Virtual interaction platforms (e.g., interactive online games, Second Life)

- Information management tools (e.g., Delicious, news feeds)

- Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)

Other (please specify)

[   ]

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5. Demographic information

* 1. What is your primary role within your organization?

- Executive Director, CEO, or President
- Management
- Programs
- Technology
- Marketing/ Communications
- Development/ Fundraising
- Finance/ Operations

Other (please specify)

[   ]

* 2. How would you classify your organization? (choose one)

- Arts/culture
- Civil rights
- Community improvement
- Education
- Employment
- Environment
- Foundation
- Global
- Health
- Housing and shelter
- Human services
- Philanthropy support
- Youth services

Other (please specify)

[   ]

* 3. What is the approximate annual budget of your organization?

     jn None - all volunteer

     jn Below $100,000

     jn $100,000 – less than $1 Million

     jn $1 Million – less than $3 Million

     jn $3 Million – less than $5 Million

     jn $5 Million – less than $10 Million

     jn $10 Million – less than $25 Million

     jn $25 Million or more

* 4. Would you be willing to follow up with us in a brief phone conversation regarding your responses to this survey?

     jn Yes

     jn No

6. Follow-up information

1. Thank you for being willing to follow up with us. Please provide us with your contact information.

Name: _____

Organization: _____

Phone number: _____

Email address: _____

7. Thank you

Thank you for your time and effort! Please click "Done" to submit your responses.